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**BE
ENLIGHTENED
WITH NLP**



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DISCOVERING NLP

What is NLP?

In recent years we have found NLP (Neuro-Linguistic Programming) growing evermore popular, because of the success people are discovering with the tools and techniques it has to offer. This is mainly due to how simplistic the processes can be and that basically they '**make sense**'. We realise that the name and some of the jargon used can present a barrier to non-NLP experts, but once you get past the jargon and start to understand the philosophy behind NLP then possibilities of great change can present themselves. So let us break this down a little for you:

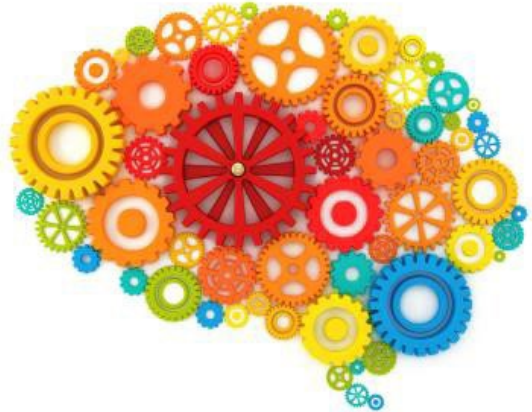
- ✓ NEURO (The Mind)
- ✓ LINGUISTIC (Our Language)
- ✓ PROGRAMMING (Our Behaviours)

The name encompasses the three most influential parts involved in producing a person's experience: neurology, language and programming. Our neurology regulates how our bodies function; our language determines how we interact and communicate with other people, whilst our programming determines the patterns of behaviour that you learn and often repeat in the world you create.

Simply put, Neuro-Linguistic Programming explains the central dynamics between mind (neuro) and language (linguistic) and how that relationship affects us as a person and the behaviour we produce (programming). Here are a few examples of how others have simplified NLP into one succinct description during the last 30 years:

- NLP is the art and science of communication.
- NLP is the study and structure of subjective experience.
- NLP enables you to understand what makes you tick: how you think: how you feel, and how you make sense of the world.
- NLP is a pragmatic school of thought - an 'epistemology' - that addresses the many levels involved in being human."
- The secret of successful people.
- A manual for the brain.
- A method to creating your own future.

NLP is a multi-faceted method that involves the development of behavioural capability and flexibility, it includes strategic thinking as well as an understanding of the psychological and cognitive processes behind our behaviours. The principles of NLP provide tools and techniques to advance the progression of states supporting individual excellence, whilst creating a structure of empowering beliefs and pre-suppositions about what people are, the understanding of communication and what the development of change involves.



On a different note, NLP is a tool used for self-discovery, a means to exploring our identity and life's mission. It provides a framework which relates to the 'mystical' part of our human experience and how that stretches outside us as individuals, families, communities and global systems.

The History & Origins of NLP?

Like most historical events, the history of NLP is anecdotal, subjective, and based on a combination of facts, hearsay and personal recollections. I don't believe the absolute truth of the history has yet been written, and 40 years on it is highly unlikely that a definitive version will ever exist as most of the original developers are no longer in contact and all individually want to take credit for the phenomenon that NLP is today.

Another way of putting it, using NLP to explain this then you may have come across the presupposition 'the map is not the territory' which means that the description of an event is based upon individual representations, and interpretations may or may not always be accurate.

So with that in mind we hope that below we have given you the best possible account of the History as we know it.....

Neuro-linguistic Programming (NLP) was first developed in the U.S. in the early 70's when Richard Bandler and John Grinder began working together. Richard Bandler is a mathematician, therapist and computer expert. As a 20 year old student of psychology Bandler had enrolled into the University of California in Santa Cruz which is where he met John Grinder. Grinder was an associate professor of linguistics and was approached by Bandler, along with his good friend Frank Pucelik for assistance in specific aspects of modelling Gestalt therapy. So it is here that they began to study the processes of human change and development.

By adopting a mind-set of curiosity Bandler and Grinder were able to observe and integrate how the people they studied produced and achieved excellent results. Applying Grinder's linguistic abilities and Bandler's creative genius to 'model' or methodically study the work and degree of success of Virginia Satir (Renowned Family Therapist) and Fritz Perl (Founder of Gestalt Therapy).

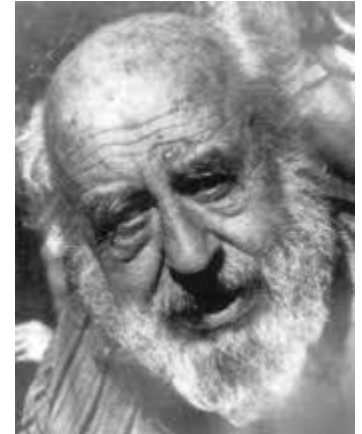
At the same time they were also introduced to Milton H. Erickson, commonly known as the 'Father of Hypnotherapy'. Unlike Satir who got results by being very specific with her clients, Erickson successfully achieved behavioural change by being extremely ambiguous with his language.

This led Bandler and Grinder to two successful language models which are used throughout NLP learning, known as the 'Meta Model' (being specific) and the 'Milton Model' (vague and ambiguous). Through the application of their discoveries, using the techniques which they modelled, they created numerous processes of learning the 'how to' of particular techniques that you will find in an NLP Practitioner & NLP Master Practitioner Trainings across the world.

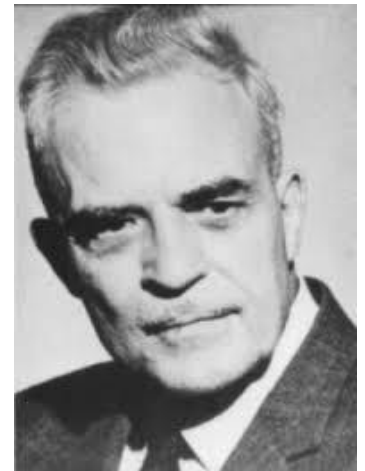
Once organized, these techniques were taught to their students to replicate them and they began to use them with their own clients with great success. Their students were also able to duplicate the behavioural changes using these techniques. They did this without the years of study and experience of professional psychologists, and both students and clients enjoyed tremendous success.

Some of those students which include Dr Tad James (creator of Time Line Therapy™) and Tony Robbins (self-help and motivational speaker), Robert Dilts, Leslie Cameron-Bandler, Judith DeLozier, Dr Stephen Gilligan are still successfully using, training and developing NLP today.

NLP is now used internationally by millions of people across the world in such diverse fields as business, management, sales, marketing, public relations, education, therapy, coaching, the military and police, sport, and personal development.



Fritz Perls



Milton H. Erickson



Virginia Satir

NLP at Work

NLP provides us with the mind-set, concepts, beliefs and techniques to produce the change within ourselves that we need to get better results. NLP enables us to modify and enhance our communication at a much deeper level, thus allowing us to understand ourselves and those around us, providing a structure of modelling to reproduce excellent results starting with our own behaviours.

Neuro Linguistic Programming can be used and adapted to work in many areas, whether this be within your personal life, relationships or within the work place. It is already used successfully in:

Business

- ✓ Managing People
- ✓ Sales
- ✓ Customer Service
- ✓ Building internal & external relationships
- ✓ Negotiation
- ✓ Dealing/Managing Conflict
- ✓ Teamwork
- ✓ Confidence
- ✓ Presentation skills
- ✓ Leadership
- ✓ Delegating effectively
- ✓ Interviewing skills

Coaching

- ✓ Helping others achieve their goals
- ✓ Setting outcomes
- ✓ Feeling confident
- ✓ Overcoming limitations
- ✓ Breaking down the barriers to success

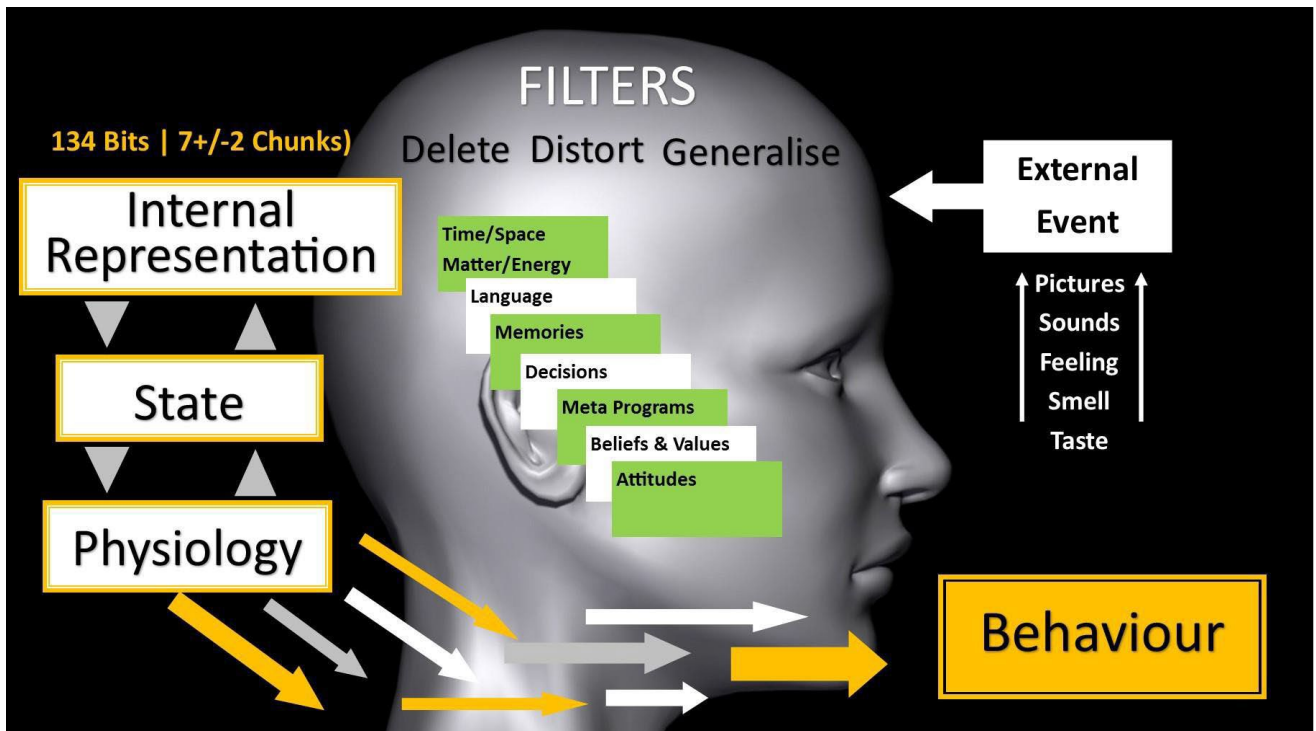
Education/Sport

- ✓ Teaching
- ✓ Ways to Learn
- ✓ Learning difficulties i.e. Spelling
- ✓ Improved Focus
- ✓ Overcoming a bad performance

Health

- ✓ Overcoming Illness
- ✓ Weight Loss
- ✓ Anxiety
- ✓ Allergies
- ✓ Phobias
- ✓ Easier Childbirth
- ✓ Smoking Cessation

The NLP Communication Model



The NLP Communication Model clearly demonstrates how we perceive the world. It explains how we know what we know. This is often referred to in NLP as NLP Epistemology.

We experience the external events (outside world) through our 5 senses; Visual, Auditory, Kinaesthetic (internal and external feelings/touch), Olfactory (smell) and Gustatory (taste) – referred to in NLP as VAKOG. This information is then passed into the intricate structures of our brain, passing through our neural pathways through a complex set of **filters** so that what we end up with is our own stored **internal representation** of that experience.

In turn this internal representation will affect our '**state**' and **physiology**. Our state and physiology directly influences our behaviour and this leads to the results we get.

What we must note from this is that no one takes in the experience the same as the next person, nor do we have the same combination of filters. This is why we all perceive and react to the world in different ways, this is recognised in NLP as the individuals 'map of the world'.

We can break down these filters and help you understand these in more detail when you attend the NLP Practitioner course.

NLP: Health & Well-Being

One of the Presuppositions underpinning NLP:

THE MIND & BODY ARE CONNECTED

Today, researchers, medical experts, and philosophers continue to discover evidence about the mind and body influencing one another, and how the impact of your thoughts and emotions can affect your body.

An example of this can be demonstrated through exercise, because the energy that you produce is both mental and physical. Similarly, when you experience serenity, you will feel your body relax. An understanding of NLP can bring you an awareness of how the body and mind are connected and this can be applied to our overall health in a number of ways.

Some people are now using Neuro Linguistic Programming to manage pain relief so that people with physical illnesses may be able to overcome some of the physical symptoms of their condition. It is also clear through our own work that removing negative emotions, limiting beliefs/decisions does in turn reduce the stresses and anxieties many people carry through day to day life. Such poor emotional health will weaken the body's immune system, so you are more likely to experience colds and other infections during emotionally difficult times, what many people refer to as ('being run down').

Additional studies have also linked stress to increased blood pressure and poor cholesterol levels, altered brain chemistry, blood sugar levels, and hormonal imbalances. One of the reasons for this has to do with the way the biological stress response promotes inflammation in your body. When your body feels stress it releases hormones like cortisol, which prepares your body for 'fight or flight'. The heart rate will increase, you breathe in more oxygen, the blood flow rises, and parts of your immune system may become temporarily suppressed. When this happens there is a deterioration of your inflammatory reaction to pathogens and other alien invaders.

Whilst it is not possible to eliminate stress entirely, you can help your body by learning new coping strategies and changing how you react and behave. Not forgetting other important factors such as, exercise, diet and lifestyle choices.

The following NLP techniques can be successfully used to 'unpick' the "cognitive distortions" of anxiety. The tools are:

- **Reframe** Anxiety
- Discover new **Resources** & Outcomes
- Include Relaxation **Anchors**
- Change The **Sub-modalities**
- Remove **Limiting Beliefs**
- Add new coping **Strategies**

NLP: Education

The student-centric approach is becoming increasingly popular with both teachers, parents and students themselves. This is one of the reasons why NLP fits in so well to these modern methods of learning and why so many teachers are using it to great effect in their classrooms today.

In the classroom setting, there are many teachers who use the very basics of NLP without even realising what they are doing. However, with a more structured understanding of NLP it's possible for them to use these skills to a greater degree and to more selectively pick and choose the right approach.

The goal of student-centric teaching is to give students the opportunity to develop their cognitive skills in a well-functioning learning environment, instead of being spoon-fed knowledge, until they become independent enough to act as their own teachers and take control of their own learning.

REPRESENTATIONAL SYSTEMS

In NLP we recognise that we all have a 'preferred representational system'. It is here that we categorise the way in which we process sensory information. Many people display a preference for one system, but an ability to utilise all of them is likely to achieve the best results. Representational systems are similar to the main learning styles put forward by the theory of multiple intelligences:

Visual - learner responds best to demonstrations, charts and other visual stimuli

Auditory - the learner prefers more verbal clarification, listening to speakers, podcasts etc.

Kinaesthetic - a much more 'hands on' approach, role play and practice

There are many subtle language indications which an NLP trained observer can pick up to help them classify the learning style or representational system that a student prefers encouraging an understanding of how the language and lesson materials a teacher uses can elevate their students' ability to take in the information.

PERCEPTUAL POSITIONS

Occasionally teachers will need to ask their students to review something from an entirely different point of view. Maybe because it is blocking their progress or producing the wrong kind of results. In NLP we use a technique referred to as Perceptual Positions which can support the teacher to demonstrate new ways in which to approach something and experience new results.

This simple technique has been demonstrated to have profound effects, as the active involvement and physical movements trigger a change in thinking much more successfully than a simple request to see someone else's point of view. It's a method that can be applied not only to learning, but to help in cases of bullying and other behavioural issues.

NLP: Business

There are a number of NLP Pre-suppositions which can always apply in a business context, here are just a few to consider:

THE MEANING OF THE COMMUNICATION IS IN THE RESPONSE YOU GET

THERE IS NO FAILURE...ONLY FEEDBACK

PEOPLE ARE NOT THEIR BEHAVIOURS

RESISTANCE IN A CLIENT IS A SIGN OF LACK OF RAPPORT

ALL PROCEDURES SHOULD BE DESIGNED TO INCREASE CHOICE

Learning NLP will transform the way you communicate, interact and behave with colleagues and customers, whilst improving confidence and success within our everyday lives

The following points aim to highlight just some of the differences NLP will make professionally and through these results make a real impact on the organisations you work within.

Language & Rapport – communication in business is fundamental whilst language and rapport play a huge part both within any organisation. So whether your role includes face-to-face, telephone or email communication your rapport building and language skills have to be eloquent and effortless to get great results. NLP offers the skills to, direct a conversation, lead a team, motivate a group, deliver inspirational presentations, negotiate great deals and double your customer sales. Not only that it helps you recognise hidden words, intentions, beliefs and preferred representational systems in the words and behaviours of those you're communicating with so that you can adapt your own verbal and non-verbal language to greater enhance your results with that person.

Leadership & Coaching – As a manager or leader of people having the core skills of NLP, Leadership and Coaching can be the difference that makes the difference in every organisation. Having a director or manager that has the ability to direct, coach, listen, question, motivate, mentor, inspire and be a role model will improve productivity, loyalty and bottom line profitability.

Sales & Marketing – It's all about the language. Big picture or detail you need to capture your audience within the first 10-15 seconds. For example, have you ever visited a website and started to read something and lost interest because it didn't look, sound or feel right? Well that's probably because the language they used on the website didn't fit with your own 'primary' representational systems. What this means is that you may well be more Visual, Auditory, Kinaesthetic or Auditory Digital in your own thinking (modalities of which you present your inner world to external world), so when you read something that is not using 'your language' you will quickly lose interest or misunderstand the content completely.

Someone who has taken an NLP training will be more equipped to carefully apply the right balance of language in presentations, meetings, sales and marketing so that they capture the attention of their audience and customers alike whilst building rapport at the same time. Remember the saying 'people like people who are like themselves' – so if you're speaking the same language you are well on your way!

In summary NLP will enhance any business performance if applied in the right way:

- Recruitment – employing the right person every time.
- Presentations – delivering with impact.
- Negotiation – offering win-win opportunities.
- Coaching – using the clients model of the world for a deeper understanding and rapport.
- Sales – what motivates others through their values.



CHOOSING THE RIGHT NLP PROVIDER

If you are thinking about doing some NLP Training you may be wondering where to start looking, and how to decide which Trainer is going to be the `right` one for you.

NLP is one of many unregulated professions, and the qualification levels within the field of NLP are generally acknowledged and adhered to by most reputable schools. Choosing the level of qualification you want to achieve depends on what you want to do and how you want to use it. NLP is very effective in many areas of self-development including confidence, public speaking, selling, negotiation, health, sports, education, and relationships to name just a few. So before you embark on a training check that the provider/trainer has the knowledge and experience to support your learning requirements.

Choosing your course provider will require a little homework which will be well worth the effort if you get this right. Your NLP provider could come highly recommended from a family member, friend or colleague which can offer you a good starting point. It's always a good idea to prepare a list of questions beforehand to help you narrow down your search.

Also look for informative easy to use websites; companies that are transparent about what they offer are less likely to reel you in with a huge `sales pitch`.

