

Neuro–Linguistic Programming

Simply put, NLP can be considered a user manual for your brain. It integrates thought and the nervous system (Neuro), communication and the power of language (Linguistic) and the unconscious habits and patterns people run (Programming).

NLP is the study and application of the difference that makes the difference

Background

NLP was originally created by Richard Bandler and John Grinder in the mid 1970's. They developed a set of techniques by studying very successful psychotherapists, Virginia Satir, Fritz Pearls and Milton Erickson, and incorporated the ideas of anthropologist Gregory Bateson to create models (or patterns) of how people learn and make changes in their life. More recently NLP has studied Olympic athletes and leading entrepreneurs.

NLP is the study subjective experience and is based on the principle that all behaviour has a structure and that this structure can be identified, learned and adapted to create specific outcomes. NLP is both an attitude and an experiential constructivist psychology.

Applications

People use NLP to understand themselves and others and be more flexible and effective communicators. Specific NLP tools can be used to motivate, inspire, set goals, improve performance, change beliefs, resolve phobias, strengthen relationships, focus attention, sell ideas, resolve conflict, break unwanted habits and enjoy more and better choices.

NLP focuses on how learning, excellence and change happens

NLP is heavily pragmatic: if a tool works, it's included. NLP developers are generally not concerned to "prove" why things work so we don't tend to generate lots of statistical evidence (though there is a growing research base). Our approach is *"This has been proven to work for some people, try it for yourself and notice the results you get. If you like the results do more of it. If you don't get the result you want, do something else."*

OUTCOME FOCUS

NLP assumes human behaviour is naturally goal orientated. Rather than focus on what is wrong and how it happened, NLP is concerned with the desired outcome or goal.

Being solution focussed and creating "well-formed outcomes" helps people think about the result they truly want and how best can this be achieved.

SYSTEMIC APPROACH

We operate as part of a system at work, in our life and within ourselves. NLP recognises there are often multiple causes for every situation, and multiple consequences when changes are made. NLP emphasises working towards ecological and desirable consequences, both in the short and long term.



PRINCIPAL MODELS AND APPROACHES IN NLP

THE MAP IS NOT THE TERRITORY

Our experience of the world is directed by the map of reality we hold in our mind, not reality itself. Our thoughts, feelings and actions are shaped by our own unique neurology, social background and personal history. If we change our filters, we can change our experience in the world.

MIND AND BODY FORM ONE SYSTEM

Each affects the other - it is not possible to make a change in one without the other being affected. Successful change happens at an unconscious level with direction and support from our conscious mind.

REPRESENTATIONAL SYSTEMS

People represent their world through different senses – sight, sound, feeling/touch, taste and smell. Their language and behaviour reveals their representation. Communication difficulties can occur when people speak in incompatible representation systems.

STRATEGIES

By putting representational systems in a particular sequence people construct a strategy for their behaviour. If you discover someone's successful strategy you can use it yourself or teach it to others.

SUB-MODALITIES

The structure of internal representations determines your response to the content. For most people if you picture someone you really like and make it sharper and the colours more intense it intensifies the feeling. If you turn the colour down, until it's black and white it tends to neutralise it.

SENSORY ACUITY

Fine-tuning sensory acuity helps you to recognise each response someone makes and gives you high quality information.

THE "META-MODEL"

A set of 13 linguistic challenges for uncovering the "deep structure" meanings that lie underneath someone's "surface structure" sentences. This was the first model created in NLP and is a powerful tool for understanding others and change.

THE "MILTON-MODEL"

This set of linguistic patterns were modelled from Milton Erickson and enable you to persuade at an unconscious level. The Milton model is ideal for motivational speeches and to induce altered states.

META-PROGRAMS

These are aspects about how people prefer to process information and make decisions. For example, some people are motivated towards goals, while others are motivated away from non-goals.

NLP LOGICAL LEVELS

We can explore experience for individuals and teams at six different levels – environment, behaviour, capability, beliefs and values, identity and purpose.

MODELLING EXCELLENCE

Modelling is the true heart of NLP. By combining an attitude of insatiable curiosity with NLP tools you can discover how a person, group or organisation gets the results they do. NLP has grown, and continues to develop, by modelling others.

FURTHER INFORMATION

- NLP Coaching and Consultancy – www.valleytraining.co.uk
- Certified NLP Training programmes – www.sugarnlp.co.uk
- Book **The NLP Coach Companion** (2011) Neal Anderson