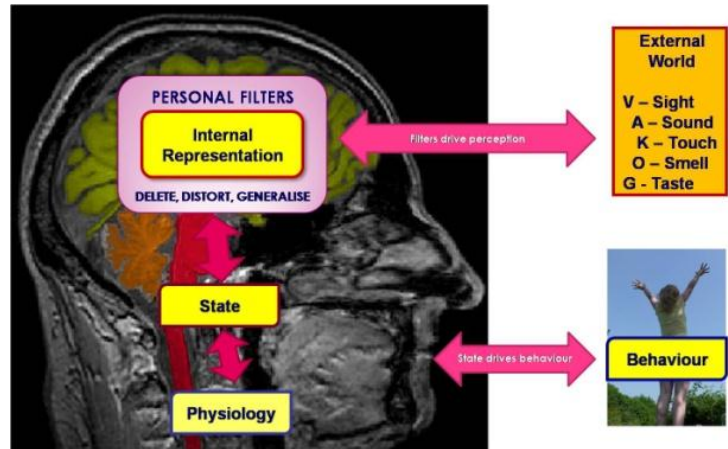




# The NLP Communication Model

The NLP model of communication describes how people process the information from the world around them.

The process begins with an external event that we experience through a combination of our five senses; **Sight** (Visual); **Sound** (Auditory); **Touch** (Kinaesthetic); **Smell** (Olfactory); **Taste** (Gustatory).



## INTERNAL REPRESENTATIONS

After the initial experience of the external event, we filter the event (usually at an unconscious level) and make an **Internal Representation** of the event. Since everybody's life is a unique mix of experiences, we all have developed our own unique set of filters – our rules for how we delete, distort and generalise information. These filters determine what information is retained as we make an Internal Representation of any event. This internal representation will be made up of pictures (V), sounds (A), sensations (K), smells (O) and tastes (G) and self talk (Ad).

## Filters drive perception

**Our personal filters direct our external perceptions and internal representations. Our internal representation causes us to be in a certain state and physiology. Our state drives behaviour.**

**Six key filters for our experience are memories, values, beliefs, attitudes, past decisions, and meta programs. By changing our internal filters, we can change our experience of the world.**



## CONSCIOUS AWARENESS (7±2)

Normally our conscious mind can only process **seven, plus or minus two**, bits of information at any given time. In order to operate in the world and not be swamped with too much data, we actively group information together into larger chunks or more general categories. We also place our attention on some things and not on others.

**Are you placing your conscious awareness on the results you want?**

## UNCONSCIOUS PROCESSING (2.3 MILLION)

It is conservatively estimated we notice and respond to at least 2.3 million bits of information per second. Much of this is out of our conscious awareness. In NLP we believe all of this information is potentially available to us at an unconscious level.

**By accessing information beyond our conscious awareness people can open resources, make changes and add choices to help them lead a more fulfilling and rewarding life.**