

Neuro-Linguistic Programming (NLP) was developed starting in the early 1970s by Richard Bandler and John Grinder, when they set out to model the work of geniuses in the field of human communication and change. The term NLP is used to describe both the approach to modeling that they used, and the powerful models of communication and change they created (and that they and others have continued to develop.) In the *Society of NLP Trainer Training Manual (1999)*, Richard Bandler describes NLP as follows:

“NLP is an attitude, characterized by the sense of curiosity and adventure and a desire to learn the skills to be able to find out what kinds of communication influences somebody and the kinds of things worth knowing; to look at life as a rare and unprecedented opportunity to learn. **NLP is a methodology** based on the overall operational presupposition that all behavior has a structure...and that structure can be modeled, learned, taught and changed (re-programmed.) The way to know what will be useful and effective are the perceptual skills. **NLP has evolved as an innovative technology** enabling the practitioner to organize information and perceptions in ways that allow them to achieve results that were once inconceivable.”

About that name...

Neuro

The nervous system, including the brain and the five senses.

Linguistic

The verbal & non-verbal language symbols with which we code & transmit meaning.

Programming

The ability to structure our neurological and linguistic systems to achieve certain results.

The Fundamentals

The fundamentals of NLP are straightforward:

1. Know what you want (Outcome / Direction)

One of the key NLP questions is ‘What do you want?’. The human nervous system can be thought of as goal-seeking, and you tend to get what you focus on. Well-formed outcomes are an important tool for ensuring that you get more of what you want in your life.

2. Get the attention of the unconscious mind (Rapport)

“The map is not the territory.” You must start where the person you wish to influence is (the ‘Present State’.) Rapport is the process of getting the attention and trust of the unconscious mind.

3. Know whether you’re getting what you want (Sensory Acuity)

Once you know where you want to go, you need to be able to notice (using one or more senses) whether or not you are going there. Sensory acuity refers to the ability to notice the signs that you are moving in the right direction (or otherwise.)

4. Adjust what you’re doing accordingly (Behavioral Flexibility)

“Insanity is doing the same thing over and over again, expecting a different result.” When you notice that you are not getting what you want, you need the flexibility to change what you are doing in order to get a different result. “Intelligence is the ability to have a fixed goal and be flexible about how you achieve it.”

5. Know when you have achieved the desired result.

What will you see, hear, feel when you have achieved what you want.

Most times we focus on what we **DO NOT** want and as a result no idea on what we **DO** want. NLP helps you place your focus in the right direction.

One of the concepts of NLP is association or anchoring. It is the typical stimulus response where a particular stimulus evokes a response. We all do this association unconsciously where something we see, or hear evokes an emotion or feeling. For example, a particular song evokes pleasant memories while another song may evoke sad feelings because you associated that song with an unpleasant memory.

If you have read anything on "THE SECRET" you know that our lives are governed by our thoughts. What we think about we bring about so how can we use our thoughts to bring about positive outcomes that can be controlled.

The way to use this technique to your advantage is to do it consciously so you can control your feelings and emotions and thus evoke any feeling or emotion you like whether that feeling is calmness, relaxation, or confidence.

You can also control phobic reactions as well as anxiety and tenseness by using this technique.

The typical timeframe to learn this is one hour. Let's say you want to evoke a feeling of calmness or relaxation whenever you feel tense or upset. Once you understand the concept, the association typically takes around 15 minutes and if this association is strong enough you can elicit your desired response of relaxation in 10-15 seconds. How is that for quick results? Once you have mastered this relaxation association you can easily stack associations and have relaxation and confidence immediately using this technique.

If you would like to explore this life changing experience, please call and I would be happy to discuss your individual requirements.

Gary