

Neuro Linguistic Programming

Why should I learn NLP?

THE BLUE PILL



OR THE RED PILL?

Are You Ready For It?

Experiencing NLP is like taking "The Red Pill". NLP is designed to wake you up from the "Matrix" of your mind so you can discover how to manage your mind, take charge of your life, and make your dreams for greater effectiveness, success, health, and happiness come true.

introduction

*Learning about NLP is useful.
Knowing that an orange is good to eat is also useful.*

*But holding an orange in your hand, seeing it spray as you peel
away the skin, smelling its fragrance, popping it into your
mouth and biting down into its juicy sweetness
-- that is entirely different!*

To benefit the most from NLP, experience it for yourself.

"NLP is a technology for success that uses your conscious and sub-conscious mind to identify vital factors to eliminate disempowering beliefs, meanings, values and decisions while increasing self esteem, clarity and a strong sense of self." : Nellie Amirah Lim

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“NLP is an explicit and powerful model of human experience and communication. Using the principles of NLP it is possible to describe any human activity in a detailed way that allows you to make many deep and lasting changes quickly and easily.” Richard Bandler and John Grinder,

What is nlp?

NLP is short for Neuro-Linguistic Programming. The name sounds high tech, yet it is purely descriptive.

Neuro refers to neurology, our nervous system - the mental pathways our five senses take which allow us to see, hear, feel, taste and smell.

Linguistic refers to our language ability; how we put together words and phrases to express ourselves, as well as how our "silent language" of movement and gestures reveals our states, thinking styles and more.

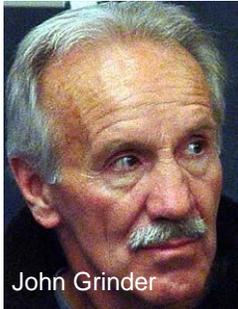
Programming, taken from computer science, refers to the idea that our thoughts, feelings and actions are like computer software programs. When we change those programs, just as when we change or upgrade software, we immediately get positive changes in our performance. We get immediate improvements in how we think, feel, act and live.

NLP cannot be dismissed as just another hustle. Its theoretical underpinnings represent an ambitious attempt to codify and synthesize the insights of linguistics, body language and the study of communication systems.

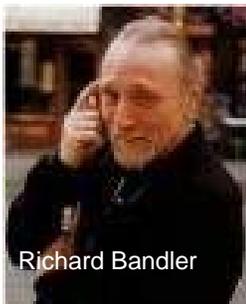
- Psychology Today

“NLP is a process of discovering the structure of the thinking and abilities that we and others have (especially those of excellence) in order to reproduce the results that we want with consistency.” -Sue Knight.

A brief history



NLP was developed in the early 1970's by Richard Bandler, Ph.D., an information scientist, and John Grinder, Ph.D., a linguist. Bandler and Grinder were interested in how people influence one another, and in the possibility of being able to *duplicate the behavior*, and therefore effectiveness of highly influential people. Their early research was conducted at the University of California at Santa Cruz. What made their search special was their use of technology from linguistics and information science, combined with insights from behavioral psychology and general systems theory, to unlock the secrets of highly effective communication.



The actual technology, or methodology, that Bandler and Grinder used is known as human modeling; actually the building of models of how people perform or accomplish something (anything--the usefulness in benchmarking best practices should be immediately obvious). This modeling process actually means finding and describing the important elements and processes that people go through, beginning with finding and studying a human model. This is a person, who does something in a particular, usually highly skillful, way. For example, if you want to know how to teach some particular skill or concept, you'd first find someone who does it extremely well. Then ask him or her lots of questions about what they do, why they do it, what works and doesn't work, and so on. At the same time, observing this person in action will often lead to new and better questions to ask in the process. Most of us do this already, though perhaps not systematically.

The addition of specific NLP technology makes it possible to discover much of what this human model does that he or she is not aware of. To

do this well means to actually study the structure of people's thought processes and internal experience, as well as their observable behavior.

During their early studies Bandler and Grinder developed a unique system of asking questions and gathering information that was based on the fields of transformational grammar and general semantics. Later they and their colleagues discovered certain minimal cues people give that indicate very specific kinds of thought processes. These include eye movements, certain gestures, breathing patterns, voice tone changes and even very subtle cues such as pupil dilation and skin color changes (training of Practitioners of NLP includes the skills and knowledge to use these information gathering techniques and to notice and interpret the subtle cues).

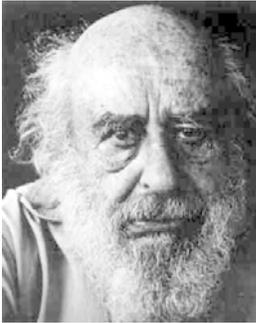
NLP is this gathering of information to make models, based on the internal experience and information processing of the people being studied and modeled, including the part that is outside of their conscious awareness. The word neuro refers to an understanding of the brain and its functioning. Linguistic relates to the communication aspects (both verbal and non-verbal) of our information processing. Programming is the behavioral and thinking patterns we all go through. There is a relationship between perceptions, thinking and behavior that is neuro-linguistic in nature. The relationship is operating all the time, no matter what we are doing, and it can be studied by exploring our internal or subjective experience. The formal definition of Neuro-Linguistic Programming is: The study of the structure of subjective experience.

So, now to the question of our basic theory in NLP. We don't really have one. NLP is not based on theory. It is based on the process of making models. There is a big difference. A model doesn't have to be "true" or "correct" or even perfectly formed. It only has to be useful when applied to what it's designed for. If it isn't, it can be discarded in any situation where it fails. NLP is really an *epistemology* (the study of the origin and structure of knowledge itself). Everything in NLP is based on specific evidence procedures for effectiveness and is thoroughly tested.

"Doing NLP" means working diligently to be sure we know what we know, and use it appropriately.

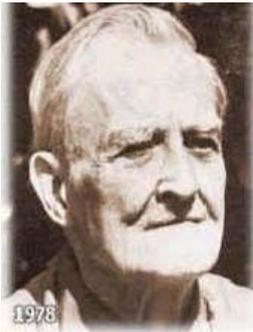
This brief article was adapted from: "Neuro-Linguistic Programming." *INFO-LINE*, American Society for Training & Development, April, 1994.

NLP was modeled from 3 outstanding therapists



Friedrich (Frederick) Salomon Perls, better known as Fritz Perls.
http://en.wikipedia.org/wiki/Fritz_Perls

German-born psychiatrist and psychotherapist who was associated with the founding of 'gestalt therapy', an approach to therapy which at its core is the promotion of awareness and the contact between the self and its environment



Milton Hyland Erickson, the father of hypnosis.
http://en.wikipedia.org/wiki/Milton_Erickson

Erickson, an American psychiatrist and founding member of the American Society for Clinical Hypnosis, was well known for his unconventional approach to therapy, for his ability to "utilize" anything about a patient to help them change, including their beliefs, favorite words, cultural background, personal history, or even their neurotic habits, and for treating the unconscious mind as creative, solution-generating, and often positive.



Virginia Satir, family therapist.
http://en.wikipedia.org/wiki/Virginia_Satir

Virginia Satir, also an early leader at Esalen, and known especially for her approach to family therapy that treats groups and to some extent individuals, as systems that exhibit homeostasis. Her therapeutic interventions would usually focus on relationship patterns rather than on analyzing impulses of the unconscious mind or early childhood trauma of individuals as a Freudian psychoanalyst would do.

One's philosophy is not best expressed in words; it is expressed in the choices one makes... and the choices we make are ultimately our responsibility. - Eleanor Roosevelt

NLP Guiding Principles

NLP doesn't claim that these guiding principles/presuppositions are necessarily true, but they turn out extremely powerful, in the sense that they will assist those who follow those models of the world in achieving more easily what they really want to achieve.

NLP is based on principles that are very different from traditional psychology. While traditional clinical psychology is primarily concerned with describing difficulties, categorizing them, and searching for historical causes, NLP is interested in HOW our thoughts, actions, and feelings work together right now to produce our experience. Founded on the modern sciences of biology, linguistics, and information, NLP begins with new principles of how the mind/brain works.

These principles or assumptions are called the NLP Presuppositions. If we could summarize all the NLP Presuppositions in one phrase, it would be: PEOPLE WORK PERFECTLY.

Our specific thoughts, actions, and feelings consistently produce specific results. We may be happy or unhappy with these results, but if we repeat the same thoughts, actions, and feelings, we'll get the same results. The process works perfectly. If we want to change our results, then we need to change the thoughts, actions, and feelings that go into producing them. Once we understand specifically how we create and maintain our inner thoughts and feelings, it is a simple matter for us to change them to more useful ones, or if we find better ones, to teach them to others.

“The ability to change the process by which we experience reality is more often valuable than changing the content of our experience of reality.”

The NLP Presuppositions and Guiding Principles are the foundation for doing just that.

The map is not the territory

Our mental maps of the world are not the world. We respond to our maps, rather than directly to the world. Mental maps, especially feelings and interpretations, can be updated more easily than the world can be changed.

Experience has structure

Our thoughts and memories have a pattern to them. When we change that pattern or structure, our experience will automatically change. We can neutralize unpleasant memories and enrich memories that will serve us.

If one person can do something, anyone can learn to do it

We can learn an achiever's mental map and make it our own.

The mind and body are parts of the same system

Our thoughts instantly affect our muscle tension, breathing, feelings, and more, and these in turn affect our thoughts. When we learn to change either one, we have learned to change the other.

People already have all the resources they need

Mental images, inner voices, sensations, and feelings are the basic building blocks of all our mental and physical resources. We can use them to build up any thought, feeling, or skill we want, and then place them in our lives where we want or need them most.

You cannot NOT communicate

We are always communicating, at least non-verbally, and words are often the least important part. A sigh, a smile, and a look are all communications. Even our thoughts are communication with ourselves, and they are revealed to others through our eyes, voice tones, postures, and body movements.

The meaning of communication is the response you get

Others receive what we say and do through their mental maps of the world. When someone hears something different from what we meant, it's a chance for us to notice that communication means what is received. Noticing how our communication is received allows us to adjust it, so that next time it can be clearer.

Underlying every behavior is a positive intention

Every hurtful, harmful, and even thoughtless behavior had a positive purpose in its original situation. Yelling in order to be acknowledged. Hitting to fend off danger. Hiding to feel safe. Rather than condoning or condemning these actions, we can separate them from the person's positive intent so that new, updated, and more positive choices can be added that meet the same intent.

People are always making the best choice(s) available to them

Every one of us has his or her own unique personal history. Within it, we learned what to do and how to do it, what to want and how to want it, what to value and how to value it, what to learn and how to learn. If what you are doing isn't working, do something else. Do anything else. If you always do what you've always done, you'll always get what you've always got. If you want something new, do something new, especially when there are so many alternatives. There is no failure; there is only feedback. Successful people look at mistakes as outcomes or results, not as failure. Unsuccessful people look at mistakes as permanent and personal.

This article was adapted from: <http://www.new-oceans.co.uk/new/nlppresupps.htm>

"There's a big difference between trying to get the conscious mind to understand something and trying to get the unconscious mind to do something."
- Bandler & Grinder

How can NLP help you?

NLP training, coaching and therapy are effective for a wide range of goals and issues in three major categories. Consider which among the following apply most to your desired outcome.

I. Problem Resolution

- **Physical Health**
 - Immune System
 - Pain Management
 - Asthma
 - Tension
 - Stress
 - Psychosomatic Illness
 - Emotions
 - Grief & Loss
 - Depression
 - Feeling Stuck
 - Anxiety
 - Recurring Fears
 - Panic & Phobias
 - Anger Management
 - Trauma Recovery
 - Post Traumatic Stress (PTSD)

- **Relationships**
 - Marriage & Family
 - Couples
 - Childhood Memories & Patterns
 - Childhood Abuse & Abandonment
 - Divorce
 - Spousal Abandonment
 - Isolation
 - Inability to Forgive
 - Double-Binds
 - Verbal Abuse
 - Physical Abuse
 - Peer Pressure

II. Creative Solutions

- **Mind-Body Communication**
 - Self Healing
 - Turning Off Pain
 - Setting Up Signals
 - Internal Cooperation
 - Self Management

- **State Management**
 - Emotions
 - Attitude
 - Expectation
 - Physiology
 - Consistency
 - Choice

- **Conflict Resolution**
 - Balancing Needs
 - Getting to 'Yes'
 - Finding Common Ground
 - Creating Alliances
 - Honoring Core Values
 - Taming the Inner Critic
 - Unconscious Cooperation

- **Communication Skills**
 - Creating Rapport
 - Connecting w/o Losing Oneself
 - Effective Language Patterns
 - Responding to Criticism
 - Non-Verbal Communication
 - Curiosity & Receptivity

▪ **Career**

- Unclear Direction
- Lack of Motivation
- Loss of Job Satisfaction
- Communication Difficulties
- Interview Nervousness
- Feeling Stuck
- Procrastination
- Project Completion
- Creative Blocks

▪ **Self**

- Weak Self-Confidence
- Chronic Self Criticism
- Inner Conflicts
- Limiting Beliefs
- Learning Disabilities
- Indecision
- Poor Self Image
- Low Self Esteem
- Loneliness
- Shame
- Denial
- Shyness
- Guilt

▪ **Spiritual**

- Lack of Connection
- Loss of Purpose
- Loss of Meaning
- Loss of Hope
- Loss of Possibility
- Lack of Joy
- Chronic Negative Interpretations
- Chronic Negative Expectations
- Habitual Pessimism
- Cynical Outlook

- Sponsoring the Best in Others
- Training Skills
- Reframing

▪ **Compelling Goals**

- Structuring Effective Goals
- Making Goals Irresistible
- Putting Goals Into Action
- Tracking Progress
- Adjusting Course
- Tuning Results

▪ **Empowering Beliefs**

- Creating Supportive Beliefs
- Modifying Outdated Beliefs
- Releasing Unhealthy Beliefs
- Desirability
- Possibility
- Capability
- Worthiness

▪ **Inner Quiet**

- Peaceful States
- Deep Relaxation
- Living in The Moment
- Allowing What Is, To Be
- Releasing Worries
- Letting Go

▪ **Focus & Concentration**

- Organizing Thoughts
- Filtering Distractions
- Selecting Attention
- Sharpening Focus
- Getting In "The Zone"
- Maintaining Focus & Direction

▪ **Centering & Resourcefulness**

- Connecting to The Center
- Accessing Resources
- Getting Grounded
- Aligning Inner Levels
- Relaxed Alertness & Safety
- Coordinating Time & Action
- Connecting to Abundance

III. Goal Achievement

- Having Goals that Produce Results
- Achieving Performance Excellence
- Enjoying Mind, Body and Emotional Health
- Finding Peace With Memories
- Creating Wealth & Prosperity
- Enjoying Life
- Accomplishing More
- Feeling More Calm
- Feeling More Self-Confident
- Attracting the Right Kind of People
- Creating & Maintaining Good Relationships
- Relaxation and Confidence
- Sleeping Better
- Having Better Choices in life
- Making Better Decisions
- Being More in Control of Our Lives
- Making Use of Our Hidden Potential
- Being at Peace with Ourselves
- Knowing Who We Are

"The greatest discovery of my generation is that human beings can alter their lives by altering their attitudes of mind."

-- William James, 1842

NLP could be the most important synthesis of knowledge about human communication to emerge since the sixties.

- Science Digest

- Attracting Good Things & People

▪ **Motivation**

- Moving Toward Desires
- Moving Away From Pain
- Creating Propulsion Systems
- Making Motivation Purposeful
- Rediscovering Inspiration
- Removing Obstacles
- Getting Started
- Taking Care of Business
- Getting It Done

▪ **Authentic Agreements**

- Inviting Discussion
- Reaching Agreement
- Achieving Clarity
- Getting Closure
- Honoring Promises
- Handling Slips
- Keeping Clean, Clear and Current

▪ **Creativity & Inspiration**

- Preparing the Mind
- Opening Possibilities
- Keeping Faith in the Source
- Taming the Inner Critic
- Overcoming Lethargy
- Tuning Attention
- Allowing the Unexpected

▪ **Spiritual Connection**

- Discovering a Bigger Context
- Walking the Path
- Connecting with the Sacred
- Aligning Life & Actions

▪ **Inner Cooperation**

- Adopting Orphaned Parts
- Inviting the Whole Person
- Healthy Inner Dialogue
- Self Organizing Mind & Body
- Forging New Possibilities
- Trying On New Ways

"Leaders are often required to make decisions based on only 40 to 60 percent of the information they need. Followers require 99 percent."

-Robert Dilts

*"The impossible is what can't be done Until someone does it.
A frontier is what's undiscovered Until someone explores it."*

-- KERR-McGee

"NLP may be the most powerful vehicle for change in existence"

- Modern Psychology

- Putting Change Into Action
- **Vision, Mission & Purpose**
 - Opening the Vision
 - Effective Dreaming
 - Eliciting Core Values
 - Determining Core Principles
 - Deriving Core Rules
 - Creating a Mission Statement
 - Discovering Life Purpose
 - Applying Dreams to Goals
 - Living a Life of Value
- **Assertiveness & Self Esteem**
 - Becoming Authentic
 - Creating & Maintaining Safety
 - Designing Effective Boundaries
 - Showing Up
 - Responding with Ease
 - Appropriate Speaking
 - Valuing Self
 - Discovering Inner Support
 - Self Sponsoring
 - Authoring a Better Self
 - Creating Core Self Confidence
- **Effective Decision Strategies**
 - Evaluating Options
 - Organizing Complexity
 - Aligning with Core Values
 - Recognizing A Good Decision
 - Setting Intention
 - Getting the Timing Right
 - Taking First Steps
 - Solidifying Decisions
 - Creating Determination
 - Applying Persistence
 - Undoing Mistakes

This article was adapted from: <http://www.nlpls.com/articles/canNLPhelp.php> by John Hoag

"NLP produces results and improves rapport I want all my staff to attend the training": ~ James Olson, Former chairman, AT&T

(NLP) does offer the potential for making changes without the usual agony that accompanies these phenomena... Thus it affords the opportunity to gain flexibility, creativity and greater freedom of action than most of us now know

- Training and Development Journal

The future belongs to those who believe in the beauty of their dreams.

- Eleanor Roosevelt

How can NLP help your business?

NLP is a process of discovering and studying the patterns of mind, language, and strategies or programs used by successful people. This study can be applied to other areas of life, such as relationships, effective communication, mental performance, and even sport. However, the practical use of NLP that surprises most people today is in the world of business. Applying NLP techniques and tools, a person can become more motivated; dynamically improve work performance and boosts sales.

One important aspects of NLP training is to model successful people in all walks of life. This system of modeling excellence is based on language and behavior developing from our world experience and perceptions.

In business everyone wants results and nothing else. Business leaders aims for profitable sales, marketing that works, loyal repeat customers, continuously improving designs and teams of people that make all your plans successfully happen for them.

Similarly workers want to be noticed by the boss by enhancing their performance. In your NLP Training trainers encourage working people to find their values at their workplaces. This helps people to find where they are going wrong and find out the proper way.

Language and communication skills are fundamental in the corporate environment, and a good NLP Practitioner course is the answer to

*Peter Senge
introduces the
concept of personal
mastery in his book
The Fifth Discipline.
NLP provides the
'how' to achieve this.*

-Sue Knight

*"They can take away
everything except
one thing: the last of
the human freedoms,
Man's own ability to
change his own
attitude in any given
circumstance."*

-Victor Frankl

building this skill set. NLP focuses on removing limiting behavior and negative association from your past and present job experiences and relationships. With the use of NLP techniques it is possible to increase effectiveness in workers, communicators, and most importantly in business leaders.

One important thing in business community is to create a rapport. Adding hypnotic language and unconscious persuasion techniques to it will help your sales staff and key account managers dramatically improve their sales and client relationships. NLP will prove to be an effective tool in your internal communication as well.

With the help of NLP techniques Managers will communicate clearly with staff improving motivation, productivity and the work environment.

NLP for Success

NLP is the leading edge technology of **EXCELLENCE**. You may have heard that NLP is particularly powerful in the areas of communication, influence and change. You may be aware of some of the **ASTONISHING RESULTS** that NLP can deliver. Now is your opportunity to **EXPERIENCE IT FIRST-HAND**, and begin to harness its power for yourself.

*"NLP has metamorphosed into an all-purpose
self-improvement program and technology."*

TIME Magazine

"NLP may be the most powerful vehicle for change in existence"
Modern Psychology Magazine

What's installed for you in a practitioner program?

- you will have a comprehensive NLP toolkit that goes beyond the usual practitioner syllabus.
- you will confront then break down your perceived limitations; greatly enhancing your ability to respond to the wide variety of challenges that arise in business and life.
- you will sharpen up your cognitive abilities, allowing you to think more clearly, creatively and calmly under pressure. You will also gain a comprehensive toolkit giving you a broader spectrum of options for problem solving, managing and leading.
- It introduces "Systems Thinking" - knowing where and when to apply resources to get the maximum result for the minimum cost and effort, and just as importantly identify areas where resources are being wasted.
- you will learn how to listen to people in a new and powerful way, and reveal how to "decode" what they are saying. You will explore the "Meta Model", one of the original developments in NLP, a logical framework for quickly and elegantly changing someone's thinking - greatly improving productivity, motivation and results.
- you will gain a strong vision for your own life and the self empowerment to move towards that vision.
- you will learn about Interventions for effective living because it covers a range of techniques to rid you of old ineffective beliefs, behaviors and habits of thinking.
- you will find it deepens your ability to influence others and gives you some strategies for modeling expert performance and creating lasting change. Whether it is creating better health, relationships, sales ability or transforming a career these modules will enrich your life.

- It is designed to deepen your ability to assist yourself and others through the application of NLP techniques.
- effective information gathering is at the heart of understanding the appropriate NLP intervention. You will further enhance your ability to pay attention to your language patterns when eliciting information and develop patterns of excellence when communicating with others.
- you will also gain a further depth of insight into your own ways of processing information.
- you will begin to integrate even more of the techniques and models of NLP. In addition, they will be introduced to new conflict handling, problem solving and value integration exercises, and work on managing their own inner, resourceful conditions.
- you will also have the opportunity to coach and help craft each other's personal outcomes

At the end of the program, you will have a **strong vision** for your own life and the **self empowerment** to move towards that vision. You will learn about Interventions for effective living because it covers a range of techniques to rid you of old ineffective beliefs, behaviors and habits of thinking. You will find it deepens your ability to **influence others** and gives you some strategies for modeling expert performance and creating **lasting change**. Whether it is creating better health, relationships, sales ability or transforming a career these modules will **enrich** your life. It is designed to deepen your ability to assist yourself and others through the application of NLP techniques.

“NLP is all about applying principles to ourselves to close our knowing-doing gap and unleashing our highest potentials.”

The NLP Rich & Famous

If you aspire to step up and make a difference in your life and the lives of others around you... then NLP and hypnosis provide the indispensable tools and techniques for self mastery, persuasion and influence.

Here is a short list of famous people (some are rich) that have used or are using nlp and hypnosis for their own benefit:

- Lord Tennyson Alfred (1809-92) wrote complete poems while being under the hypnotic trance.
- Mozart (1756-91) apparently composed the famous opera Cosi Fan Tutte while hypnotised.
- Rachmaninov (1873-1943) reputedly composed one of his concertos following a post-hypnotic suggestion.
- Goethe (1749-1832) writer and scientist and, Chopin (1810-1849) pianist and composer both took classes in hypnosis at the University of Strasbourg.
- Thomas Edison (1847-1931) inventor - you might be using several dozens of his inventions right now.
- Nikola Tesla (1856-1943) inventor
- Henry Ford (1863-1947) car manufacturer
- Albert Einstein (1879-1955) physicist - known to have his hypnosis sessions every afternoon. His theory of relativity (riding on a beam of light) came to him while maintaining one of these sessions.
- Aldous Huxley (1894-1963) novelist

- Sir Winston Churchill (1874-1965) politician used post-hypnotic suggestions in order to stay awake all night and avoid tiredness during W.W.II.
- Carl Jung and Sigmund Freud developed modern psychiatry as a result of learning about (and practising) hypnosis.
- Long Live The King! Louis XVI of France appointed a committee of investigate the healing powers of 'mesmerism'.
- The committee included Benjamin Franklin (1706-1790) US statesman, philosopher and physicist, Antoine Lavoisier (1743-1794) father of modern chemistry, Dr. Joseph Guillotin (1738-1814) inventor and doctor.
- Jackie Kennedy-Onassis used hypnotherapy to 'relive and let go of' some tragic events in her life.
- Mark Knopfler (one of my idols) of Dire Straits reportedly beat his smoking habit through hypnosis.
- Kevin Costner flew his personal hypnotist to Hawaii to cure his sea sickness during the filming of Waterworld.
- Oprah Winfrey, the richest and most famous talk show host
- Bill Clinton, ex US President
- Tony Robbins, the number one speaker and trainer in the world
- Phil Johnson, the L.A Lakers' coach, used hypnosis on his basketball team (yes, Shaquil and Bryant under hypnosis...) and they won 3 NBA championships in a row

However, even though all of these famous and rich people have used hypnosis, still the most important, the biggest celebrity you ever should know who use nlp & hypnosis - should be you!

Key Terminology Used

Accessing Cues

- **Michael Hall:** *How we use our physiology and neurology by breathing, posture, gesture, and eye movements to access certain states and ways of thinking. These are observable by others.*
- **Keith Fail:** *Micro movements, often of the eyes and facial muscles that are reliably paired with a particular pattern of thinking. These small movements help us tune our neurology so to access that specific thinking pattern. For instance, people often look up as they visualize an image in their mind's eye, or flare their nostrils as they remember a smell.*
- **NLP Home Page Glossary:** *Subtle behaviours that indicate which representational system a person is using. Typical types of accessing cues include eye movements, voice tone and tempo, body posture, gestures, and breathing patterns.*
- **Lewis & Pucelik:** *movements of the eyes which are symptomatic of cerebral processes of retrieving thoughts and other experiences stored in the brain.*
- **Tony Robbins:** *Behaviours that affect our neural processing in such a way that we can access on representational system more strongly than others. For instance, slowing your breathing rate and the tempo of your voice can direct you to access in a kinaesthetic mode, tilting your head as though you're holding a telephone can direct you in an auditory mode and so on.*
- **O'Connor & Seymour:** *The ways we tune our bodies by breathing, posture, gesture and eye movements to think in certain ways.*
- **Andreas:** *Bandler and Grinder have observed that people move their eyes in systematic directions, depending upon the kind of thinking they are doing. These movements are called eye accessing cues.*
- **Leslie Cameron-Bandler:** *I believe that some of the most relevant information concerning nonverbal communication is provided by accessing cues. My colleagues and I found--in the course of our studies of human behaviour--that eye scanning*

patterns were definitely related to the internal processing necessary to bring into consciousness information regarding past remembered or future constructed experiences.

- **Bandler & Grinder:** *...each of us has developed particular body movements which indicate to the astute observer which representational system we are using. Especially rich in significance are the eye scanning patterns which we have developed. Thus, for the student of hypnosis, predicates in the verbal system and eye scanning patterns in the nonverbal system offer quick and powerful ways of determining which of the potential meaning making resources--the representational systems--the client is using at a moment in time, and therefore how to respond creatively to the client.*
- **Sid Jacobson:** *We have noticed that the eye movements people make as they are thinking and processing information provide a remarkably accurate index for sensory specific neurological activity.*
- **Rex Steven Sikes:** *Eye movements, head tilts, postures, breathing shifts, arm and hand gestures, skin colour, word choice, rate and rhythm, etc. all constitute non-verbal behaviour that we can observe in other people. It is the unique combination of how we sequence movements in the face and body that allow us to access different parts of our brain for processing information.*
- *Accessing is a looping process, ie. how we access is reflected in our behaviour, and when we shift our behaviour, we access different parts of our brain. An individual can learn greater flexibility of thinking and mental processing by adopting different facial expressions (eye & head, movements & positions) and body behaviours.*
- *People also use accessing cues to "read" another person's behaviours. We can use this information to develop rapport by matching the person's behaviour.*

Anchor

- **Michael Hall:** *The process by which any stimulus or representation (external or internal) gets connected to and so triggers a response. Anchors occur naturally and in all representational systems. They can be used intentionally, as in analogue marking or with numerous change techniques, such as Collapse Anchors. The NLP concept of anchoring derives from the Pavlovian stimulus-response reaction, classical conditioning. In Pavlov's study the tuning fork became the stimulus (anchor) that cued the dog to salivate.*
- **NLP Home Page Glossary:** *Anchor: Any stimulus that is associated with a specific response. Anchors happen naturally, and they can also be set up intentionally, for example, ringing a bell to get people's attention, or more subtle, standing in a particular place when answering questions. Anchoring: The process of associating an internal response with some external trigger (similar to classical conditioning) so that the response may be quickly, and sometimes covertly, re-accessed. Anchoring can be visual (as with specific hand gestures), auditory (by using specific words and voice tone), and kinaesthetic (as when touching an arm or laying a hand on someone's shoulder.) Criteria for anchoring: a) intensity or purity of experience; b) timing; at peak of experience; c) accuracy of replication of anchor. Source: NLP Web pages at*
- **Tony Robbins:** *Anchoring--The process by which any representation (internal or external) gets connected to and triggers a subsequent string of representations and responses. Anchors can be naturally occurring or set up deliberately. An example of an anchor for a particular set of responses is what happens when you think of the way a special, much-loved person says your name.*
- **Dilts:** *Anchor: Stimuli that will consistently produce the same internal data in an individual. Anchors occur naturally. Bandler and Grinder discovered old modelling that you can deliberately set-up a stimulus with a gesture or a touch or a sound to hold a state stable. Where an external stimulus is paired with an internal state.*

- **Michael Brooks:** *An anchor is a representation--either internal as with a picture or feeling, or external as with a touch or sound--that triggers (elicits) another such representation. It's a sensory stimulus paired with either a response or a specific set of responses or states.*
- **Leslie Cameron-Bandler:** *In the same way that certain external stimuli become associated with past experiences (thus recalling the past experience) you can deliberately associate a stimulus to a specific experience. Once this association has taken place, you can then trigger the experience at will. It works in the same way that language does.*
- **Bandler & Grinder:** *Anchoring refers to the tendency for any one element of an experience to bring back the entire experience.*
- **Sid Jacobson:** *...it [is] an NLP way of talking about classical (Pavlov's) conditioning, but it made a lot more sense.*
- **Andreas:** *The way we naturally link things that happen at the same time. This knowledge gives us a way to take resources from one area of our lives and apply them in broader ways for our well-being.*

Associated State

- **Michael Hall:** *Association contrasts with dissociation. In dissociation, you see yourself "over there." Generally, dissociation removes emotion from the experience. When we are associated we experience all the information directly and therefore emotionally.*
- **NLP Home Page Glossary:** *As in a memory, looking through your own eyes, hearing what you heard, and feeling the feelings as if you were actually there. This is called the associated state.*
- **Steve Robbins:** *I would use the term "associated into an experience," rather than "associated state." A person is associated into an experience when their awareness is of the sensory input directly associated with that experience. In a dissociated state, awareness in some sensory channel is on an other (internal) representation. Under this definition, "daydreaming" represents*

dissociation from the here-and-now, and possible association into the daydream.

- *For example, hearing the sound of your bicycle spokes in the breeze while riding a bicycle is an associated experience. Self-evaluative talk, "Am I doing this correctly?" is dissociated (unless there's a tape in the background of your voice asking that question). Example: Trancing out in a dentist's chair and feeling the feelings of being on a warm beach under the sun is dissociated from the dentist's office, and associated into the beach feelings.*
- **Dilts:** *.States where you are experiencing an event "in time" as though it is happening now, in your own body, looking through your own eyes. Full involvement in a moment or fully reliving a past experience.*
- **Leslie Cameron-Bandler:** *The process of association, then, is the inverse of the visual-kinaesthetic dissociation process. Clients visualize themselves in a scene and adjust the picture until it is just right for them. They then step into themselves in the picture in order to feel the feelings which are congruent with the projected experience.*
- **Bandler:** *Associated means going back and reliving the experience, seeing it from your own eyes. You see exactly what you saw when you were actually there. You may see your hands in front of you, but you can't see your face unless you're looking in a mirror.*
- **O'Connor & Seymour:** *Associated: Inside an experience, seeing through your own eyes, fully in your senses.*

Beliefs

- **Michael Hall:** *The generalizations we have made about causality, meaning, self, others, behaviours, identity, etc. Our beliefs are what we take as being "true" at any moment. Beliefs guide us guide us in perceiving and interpreting reality. Beliefs relate closely to values. NLP has several belief change patterns.*

- **Joseph O'Connor and John Seymour:** *The generalizations we make about ourselves, others and the world and our operating principles in it. Beliefs act as self-fulfilling prophecies that influence all our behaviours. One of the neurological levels.*
- **Richard Bandler and John Grinder:** *Behaviour is organized around beliefs. As long as you can fit behaviour into someone's belief system, you can get him to do anything, or stop him from doing anything. A belief tends to be much more universal and categorical than an understanding. When you already have a belief there's no room for a new one unless you weaken the old belief first.*
- **Tony Robbins:** *We usually think of beliefs in terms of creeds or doctrines and that's what many beliefs are. But in the most basic sense, a belief is any guiding principle, dictum, faith or passion that can provide meaning and direction in life. Beliefs are the prearranged, organized filter to our perceptions of the world. Beliefs are the compass and maps that guide us toward our goals and give us the surety to know we'll get there. Even at the level of physiology, beliefs (congruent internal representations) control reality. Belief is nothing but a state, an internal, representation that governs behaviour. Beliefs are preformed, programmed approaches to perception that filter our communication to ourselves in a consistent manner. Most people treat a belief as if it's a thing, when really all it is a feeling of certainty about something.*
- **Connirae Andreas:** *Our limiting beliefs are found embedded within our Intended Outcomes.*
- **Robert Dilts:** *Beliefs are not necessarily based upon a logical framework of ideas. They are, instead, notoriously unresponsive to logic. They are not intended to coincide with reality. Since you don't really know what is real, you have to form a belief--a matter of faith.*

Calibration

- **Joseph O'Connor and John Seymour:** *Accurately recognizing another person's or a group's state by reading non-verbal signals. For example, calibrating to high quality attention so that you can recognise it when you have it from a group.*
- **Tony Robbins:** *The ability to notice and measure changes with respect to a standard. Calibrating depends on refined sensory acuity. You probably have a good idea of when a loved one is feeling a little unsure or very happy. This is because you have calibrated what their philosophy means.*
- **Robert Dilts, Tim Hallbom, Suzi Smith:** *Using sensory acuity (see, hear, feel) to notice specific shifts in a person's external state, i.e., voice tone, posture, gestures, skin colour, muscle tension, etc. to know when changes are occurring in their internal state:*
- **Byron Lewis and Rank Pucelik:** *Calibrated communication, sometimes called calibrated loop, are unconscious patterns of communication in which a look, gesture or expression unintentionally triggers a response from another person. Often based on subliminal cues--minimal gestures that operate outside the awareness of the individuals involved--these calibrated communication loops can be the source of pain-producing miscommunication between couples, family members and co-workers.*

Chunking

- **Joseph O'Connor and John Seymour:** *(or stepping) Changing your perception by going up and down a logical level. Stepping up is going up to a level that includes what you are studying. For example, looking at the intention behind a question chunks up from that question. Stepping down is going to a level below for a more specific example of what you are studying. This can be done on the basis of member and class or part and whole. For example,*

the first step in formulating an outcome is to phrase it in the positive.

- **NLP Comprehensive:** *Chunk size is the level of specificity. People who are detail-oriented are "small chunkers." People who think in general terms are "large chunkers"--they see the big picture.*

Congruence, Congruity

- **Joseph O'Connor and John Seymour:** *State of being unified, and completely sincere, with all aspects of a person working together toward an outcome. It is not something you have, it is something you do.*
- **Tony Robbins:** *A situation in which the message a person communicates is the same or similar in all output channels--that is, the words of the message convey the same meaning as the previous two. All output channels are being aligned. Incongruency exhibits conflicting messages between output channels.*
- **Robert Dilts, Tim Hallbom, Suzi Smith:** *Congruency occurs when you make a full conscious and unconscious commitment to some outcome or behaviour.*
- **NLP Comprehensive:** *When goals thoughts and behaviours are in agreement.*
- **Carmine Baffa:** *Congruence is a state, that is context dependent, where the individual has aligned all of his/her pictures, words and feelings in a way that allows that individual to be fully focused, without doubt, inside of the behaviours that will lead to the desired outcome when in that context. Yet when outside of that context, where congruence was the alignment of all modalities, there needs to exist the ability to produce doubt through misalignment, an incongruent state, for the purpose of updating. Thus providing in the future, a feed forward loop, that improves ones ability to perform congruently in that context, with a greater degree of competency.*

Making Decisions & Taking Actions



Are You Ready For It?

Experiencing NLP is like taking "The Red Pill". NLP is designed to wake you up from the "Matrix" of your mind so you can discover how to manage your mind, take charge of your life, and make your dreams for greater effectiveness, success, health, and happiness come true.

Morpheus: I can see it in your eyes. You have the look of a man who accepts what he sees because he is expecting to wake up. Ironically, this is not far from the truth. Do you believe in fate, Neo?

Neo: No.

Morpheus: Why not?

Neo: Because I don't like the idea that I'm not in control of my life.

Morpheus: I know exactly what you mean. Let me tell you why you're here. You're here because you know something. What you know you can't explain. But you feel it. You've felt it your entire life. That there's something wrong with the world. You don't know what it is but it's there, like a splinter in your mind driving you mad. It is this feeling that has brought you to me. Do you know what I'm talking about?

Neo: The Matrix?

Morpheus: Do you want to know what IT is? The Matrix is everywhere. It is all around us, even now in this very room. You can see it when you look out your window or when you turn on your television. You can feel it when you go to work, when you go to church, when you pay your taxes. It is the world that has been pulled over your eyes to blind you from the truth.

Neo: What truth?

Morpheus: That you are a slave, Neo. Like everyone else you were born into bondage, born into a prison that you cannot smell or taste or touch. A prison for your mind.... Unfortunately, no one can be told what the Matrix is. You have to see it for yourself. This is your last chance. After this there is no turning back. You take the blue pill, the story ends, you wake up in your bed and believe whatever you want to believe. You take the red pill, you stay in Wonderland, and I show you how deep the rabbit hole goes.... **Remember, all I'm offering is the truth, nothing more....**

NLP is about creating choices and taking actions. Now that you have some ideas about what NLP is about and how you can use the technology to achieve your dreams, you can:

1. **the blue pill:** *decide not to do anything and go back to your life as before.*
2. **or take the red pill** *decide to begin your journey by signing up for a Basic Practitioner Course.*

The Blue or Red Pill... the choice is Yours!



How we can assist you in your nlp journey.

Your choice of training organization will have a significant impact on the future effectiveness and success of your progress. The fact that this course has Inspired Learning accreditation offers you several significant advantages:

Credibility - You will have been trained as a Practitioner by an Inspired Learning approved organizations. You can rest assured that you have chosen a training that has met the highest standards of the world's premier NLP body: National Federations of Neuro Linguistic Psychology. www.nfnlp.com. You will have an exceptional opportunity to experience the diversity of styles which NLP skills may be applied with our Guest Speaker(s).

Peace of Mind – Inspired Learning NLP Trainers are here to support you even after the workshops. You can join our NLP Toastmasters Session, an excellent alumni support group to encourage you and sharpen your skills in a safe and supported environment.

Skill Level - You know that you will emerge from this training with the highest level of NLP skill available. The training is being upgraded, refined and fine tuned each year. Inspired Learning prides itself on a policy of continuous improvement in the NLP field.

Driven by the engine of NLP's quest to model outstanding achievement, you are not just attending a training – you are experiencing and mastering what we believe to be the most effective Self Mastery and Communications model available – a model that takes the best of the best from the many different approaches to Life Mastery and integrate them into a remarkable training experience.

Take Action now: go to www.prioritysky.com and register for a life transforming event of your life. See you then!