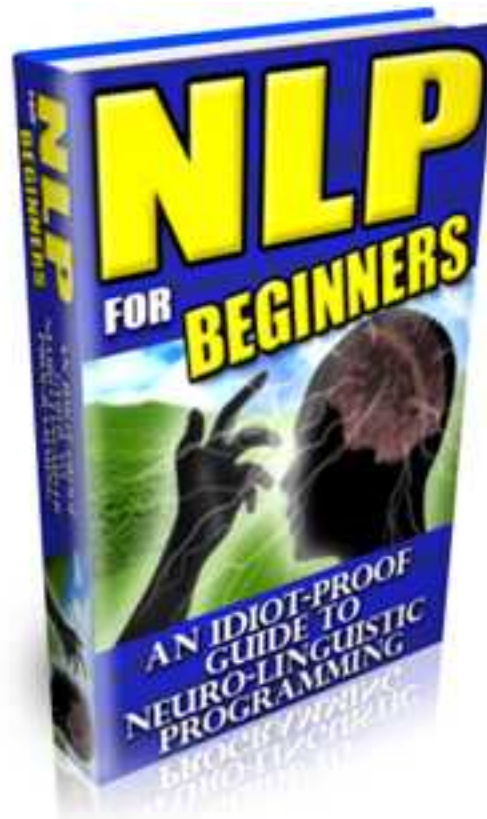


NLP FOR BEGINNERS

An Idiot-Proof Guide To Neuro-Linguistic Programming



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Introduction OVERVIEW OF NLP

Are you having trouble controlling your emotions? Do you want to finally get that promotion that you've been working so hard on for years? Then you might need a whole new approach to your personal development through NLP. Neuro-linguistic Programming or NLP is a system that helps you define your outlook on the world. NLP changes your perception based on the words, actions and ways of thinking of the model you choose. Different strategies are incorporated to specifically aid you in your overall transformation as an individual.

It's not too late even if you think you have been a failure all your life. You can still turn your world around by learning your personal strengths and weaknesses as a person. You will be amazed that you can still learn new behaviors and attitudes which result in success. Just like every other human being, you have everything you need inside you to build your career, your relationships and your life.

One problem that hinders people from achieving success is their personal approach to handling the challenges and situations that are imposed upon them by their environment. If you can learn to adapt to change and base your perception on successful models, then you will realize your true potential.

NLP is a powerful and effective tool that can help you realize your goals. For over three decades, it has remained highly popular for its personal, social and professional benefits. The system is still controversial in the scientific and psychological community, but you can be the judge of its therapeutic effects by trying them yourself.

Chapter One

DEFINITION: WHAT IS NLP AND WHAT IS IT FOR?

What is NLP?

Your behavior is based on a certain structure. NLP examines this structure of the way you think, act and speak with the use of specific models. The models were initially patterned by Richard Bandler from inspirational characters such as Milton Erickson, Virginia Satir and Fritz Perls, who were highly regarded because of their behavioral and linguistic prowess.

Your personal experiences are the primary applications of the system. You cannot easily learn it with the use of sequential steps and techniques; but programmers are keener in incorporating the methods to redefine how your brain functions and perceives. The system aims to build a solid foundation of attitudes and skills, so that these will independently produce new techniques and approaches for your self-preservation. You will not only rely on steps and techniques that were directly taught to you; you will also learn how to adapt and form new ones to continually achieve success.

NLP is a multi-faceted process that involves the psychological effects on behavior. It is an epistemology which uses different stages in human development and thought and attitude formation. It provides efficient tools and strategies that define your role as a human being, your identity, and your ideal state of success. Although the initial state begins within you, the process gradually involves your environment and the people around you to create aspirations and the right mindset that leads to attaining them.

What is NLP For?

NLP is a toolbox of attitudes, thoughts and skills. Its models become patterns by which your original negative habits will be redefined and changed. You are basically aiming for personal development and success if you're thinking of using NLP. Here are some ideas of what NLP is for.

- 1. NLP gives you success.** Whether you are having problems in your family, work or leisure, NLP enables you to change your outlook and vision toward the world as a whole. You will be able to see the deeper meaning and priorities in your life. Once you realize your strong and weak areas, you can then concentrate on the things that can make you a more efficient family member, worker and person, thus producing success in the long run.
- 2. NLP improves communication.** You can convert your positive way of thinking into words. When you redefine your thoughts and emotions and effectively communicate and share your perspective with others, then you become more competent verbally. Communication is a powerful means of providing you with a vast network of people, stronger influence, and a more dynamic way of expressing yourself.
- 3. NLP unifies your mind, body and feelings.** You may be having a lot of trouble putting your plans into action, or learning from your experience. This only means that your mind, body and feelings are not in sync. NLP allows you to create a connection so that all aspects of your existence as a human being coincide and work together towards achieving personal success

Chapter Two

HISTORY OF NLP AND ITS PRESUPPOSITIONS

NLP was co-founded and developed by Richard Bandler and John Grinder in the 1970's. Gregory Bateson supervised the development of the system at the University of California, Santa Cruz. Alfred Korzybski had great influence on Bateson, Bandler and Grinder because of his theories on human modeling and presuppositions. Leslie Cameron-Bandler, Judith DeLozier, Robert Dilts and David Gordon also contributed later on.

Grinder and Bandler contributed much in the early stages of NLP, but the two co-founders fell out by the 1980's. Grinder and DeLozier developed the New Code of NLP, which consisted of a mind-body approach. Bandler focused on submodalities and Ericksonian hypnosis. Michael Hall focused on mental states and neuro-semantic. Tad James made people visualize certain periods in their life for more effective therapy. Anthony Robbins contributed to the popularity of NLP with his products which used NLP extensively. At this point, NLP was managed and developed in several independent sectors, renamed and then multiplied. There was a lack of definition and regulation, which did not help its reputation.

After a series of legal battles, NLP legally became a generic term. Today, there is still no general agreement among practitioners about the theory of NLP, which has left it open to abuse by some. However, most of the works are still based on the ideas of the co-founders and other respected individuals. Today, certification is required to formally practice NLP for human conditioning and

development. The system has been widely recognized in adjunct to therapy with satisfactory results.

NLP Presuppositions

Two fundamental presuppositions serve as the foundation of NLP. All models, techniques and strategies associated with the system are used together with these assumptions. Since NLP is the study of subjective experience, one assumption is that human beings are unable to identify objective reality. There is no such thing as a perfect or right direction in leading your life, which is why you only aim for the best possible situation, hoping to make the right choice with the right attitude. Your goal in using NLP is to acquire excellence and wisdom. By widening your options, you increase your chances of gaining excellence; and by acquiring different views of your environment, you become wiser.

- 1. The map is not the territory.** Reality can not be lived with a single direct route. As a human being, you are offered different options as to how you want to live your life. Depending on your experiences and perceptions, you make choices, which lead you from one path to another. You have your own map of reality, involving your representation of yourself and the world around you. It is through this map that you react to the world around you and know yourself better. But when there are too many discrepancies between your personal map and the actual reality of the territory, you are likely to get lost.
- 2. Life and mind are systemic processes.** There is always an interaction

between you and another human being or between you and the environment. Everything in the universe is interrelated, from the simplest part to the most complex systems. When a part of your mind or life is affected, the entire unit will also absorb the effects as a whole. This connection occurs to maintain constant balance.

Other NLP Presuppositions

- 1. *The meaning of the communication is the response it elicits.*** The manner and content of reply you receive from the person you are communicating with is what the entire communication meant. You may try to relay a certain message but validation of understanding will only be done once the receiver or the person you're communicating with has replied appropriately. For example, if you're telling a joke but the other person did not laugh as you expected, then maybe the thought or your manner of telling was not entirely conducive to your desired communication. It may not have been perceived on a funny level.
- 2. *There are two communication levels: Conscious and Unconscious.*** Most forms of communication done by human beings are not only verbal. You may not even notice it but you use a lot of hand and eye movements, facial expressions, posturing, non-verbal cues and body language along with verbal communication. You can add to the tone and mood behind the verbal message you're implying to effectively relay it. For example you can say, "Get out of here." with two entirely different gestures which could imply

two very different meanings.

- 3. *There are no failures in communication, but only outcomes.*** If you did not receive the response that you were expecting after communicating with another person, the communication process was not useless or a failure. It only means that the outcome was different from what you intended it to be. This should only encourage you to improve your skills and attitude about communication. Learn from undesirable past outcomes so that you will be able to gauge and identify the factors that prevented the right message from being delivered.
- 4. *Rapport is relating to individuals according to their model of the world.*** Since all people create their own model or representation of the world depending on their understanding of past experiences and the influence of others and the environment, it requires some effort to step into another's model. It means that you have to view the world the same way they do so that you can effectively build rapport and communicate. If you choose to remain close-minded about other people's representation, it may be difficult for you to elicit a desired response since the other person also has trouble understanding your own model.
- 5. *Resistance reveals the inflexibility of the communicator.*** If you experience resistance on the part of the person you are talking to, it doesn't necessarily mean that the person is not open to communication. It may be that you are not establishing rapport effectively. You need to enter their realm and model of the world first, or else they will unconsciously refuse to

receive your messages. You have to learn how to be flexible in order to understand and speak their language since they cannot readily understand yours. If you are inflexible then you risk sounding insulting by asking them to change.

6. *People have all the resources they need to change.* You do not need to acquire new things in order to make you a good communicator, leader or to make changes in your life. You already have all the behavioral, mental and emotional resources inside of you. If you do not recognize this, it only means that you have not yet accessed them properly or realized your true strengths. There are chronic stressors that have been preventing you from using them. NLP practitioners help you become aware of your resources and learn how to use them.

7. *A person's positive worth is constant even when the value of internal and external behavior is questioned.* Universally, each and every human being has worth and dignity regardless of their thoughts and actions. However, there are good and bad behaviors which may determine the person's judgment of his worth to himself and his environment. This means that your value as a person remains unchanged no matter how bad your behavior is. People will measure the value of your actions and behavior according to their expectations. It is possible to change bad actions and manners of thinking to be more aligned with one's deeper personal value.

8. *All behavior has a positive intention.* All behavior is intended for positive outcomes but not every behavior is designed to be carried out in a positive

manner. There are several self-preserving mechanisms that aim for personal benefit but the process of achieving that goal is very dangerous for you and other people. Some of these behaviors are unconscious and sometimes your mind and body only think about the positive outcome regardless of the negative means. For example, euthanasia is intended to relieve patients of their misery. The intention is positive but the behavior and method are still life-ending.

9. *Good decision-making requires accurate information.* Do not immediately rush into action or make a decision before you have acquired full knowledge. You also have to give yourself enough time to calm your excitement since haste and disrupted emotions result in poor judgment and inadequacy of action. You have to distinguish what is conscious from automated responses and also differentiate your ideals from what is actually happening in your life. Make reality checks frequently so that you can effectively increase your choices and make good decisions.

Chapter Three

NLP IN THERAPY

You will be amazed by the positive effects of NLP in therapy. Besides using the traditional methods of treatment through medicine and physical interventions, a radical emotional and psychological approach is intended to help achieve an overall effect on your recovery. You will be able to effectively assess your specific needs, goals, strengths and weaknesses, which, in turn, will cause a dramatic change in your routines, lifestyle and participation in treatment.

- 1. Stress management.** Stress can trigger a disease or adverse reaction. It can also be the effect of an existing condition. NLP effectively relieves your feelings of uncertainty and depression, which can positively affect your present condition. By realizing your strengths and fostering a positive perspective on life, you can eliminate stress entirely and change for the better.
- 2. Relational benefits.** Some of your conditions are only after-effects of strains in your relationships with other people. NLP helps you deal with your social problems by improving your communication skills, as well as boosting your self confidence. With family and social support, therapy will be much easier and faster.
- 3. Maximum performance.** Since NLP aims for personal development and excellence, you will be able to live your life to its fullest potential. It does not necessarily mean that you will be great at everything that you do, but at least you will be able to accept yourself and enjoy the things around you.

Your performance will improve, especially when undergoing therapy or treatment. This will ensure faster recovery and a more positive attitude toward wellness.

- 4. Overcoming fears.** Your fears can be very detrimental to your personal growth. Several approaches are present in NLP that allow you to overcome the things which have prevented you from living a richer life. A positive outlook in life and good self-esteem will enable you to take advantage of situations that used to hinder you from achieving success.
- 5. Time management.** When you begin aiming for success, you will also learn how to spend your time wisely to achieve your goals. Time is a very important factor to consider, especially when you know that you only have a limited number of years to realize your potential. You will be able to appreciate the time you have more in the process.
- 6. Lifestyle changes.** Fostering a positive view of life will encourage you to start living a healthier lifestyle. NLP will help you take care of your physical body to be able to endure the struggles of daily living. Sleep, eat and exercise properly. You enhance your mood when you see a healthier you in the mirror.
- 7. Personal appreciation.** Nobody is perfect; but it doesn't mean that you should stop aiming to be the best. NLP will help you develop skills, attitudes and behaviors which will improve the way you see and think about yourself. The system will help you keep in touch with your emotions and thoughts more, as well as improve the way you relate with other people and your

environment.

Chapter Four

NLP ANALYTICAL MODELS

Strategies

Everything that you do or plan to do falls into one of five key strategies. According to NLP theory, all aspects of the world around you use one or a blend of these strategies, like making friends, legal negotiations and world peace. (Older versions of NLP speak of three fundamental strategies, but the two additional strategies are derived from the ideas of the initial three.)

- 1. Memory.** You have your own way of inputting and accessing experience as to what it means to you. Your mind will store data from your own personal experiences. Later on, you will then retrieve the information from that memory and try to distinguish whether it is a good, neutral or bad one. This is how you learn from mistakes or cherish past successes. You are constantly retrieving the information you have stored to be used in decision-making, critical thinking and to find new approaches to a new situation.
- 2. Belief.** You compare your real experiences with your interpretation of them. By looking at the things that actually happened in your life and aspiring to the ideals which you have set for yourself, you begin to convince yourself that you can achieve a higher state. It is also called convincer strategy, since your belief will then lead you to try to be more successful than you are in your present reality.
- 3. Decision.** Basing on the second criteria of belief, you start to make options

for yourself as to how you want to achieve your goals in life. You assess and evaluate your past condition, your present situation and your future, then identify the choices that led you to become a better human being. These choices will most likely be your guide in the other decisions you have to make to reach your ideal future. This strategy is often used in accordance with the TOTE (Test-Operation-Test-Exit). The TOTE is the general model of a strategy.

4. **Motivation.** This strategy is a collaboration of the first three. You access your memory to provide a baseline scenario of reality. Your imagination or belief is then incorporated to set a comparison as to how greater things can be achieved. You then create decisions to help you reach these greater things. When these three combine, you will feel a powerful drive to achieve your goals. This is called motivation. Motivation differs with each individual, depending on their own personal experience and belief.
5. **Learning.** This strategy incorporates memory, decision and motivation for you to learn faster and more efficiently. You access your memory to provide you with necessary information relevant to the task at hand. The decisions you made in the past will determine how much success or failure you had, in the sense that you will have learned to make wiser ones for the future. Motivation allows you to avoid making the same mistake again, thus, paving the way to learning. You will be more inclined to gain information based on what you know, what you have done, and what you plan to do.

Submodalities

Your five basic senses: visual or seeing, auditory or hearing, olfactory or smell, gustatory or taste and kinesthetic or touch are known as modalities in NLP. Modalities or representational systems are processed by your brain into your own perspective of the world. These representations can be then broken down further into subjective subdivisions called submodalities.

Visual	Auditory	Olfactory
Black, White or Color Near or Far Bright or Dim Location Size Associated / Dissociated Contrast Framed or Unbounded Moving or Still Slow/Normal/Fast 3-Dimensional or Flat	Loud or Soft Near or Far Internal or External Location Stereo or Mono Fast or Slow High or Low Pitch Verbal or Tonal Rhythm Clarity Pauses	Strong or Weak Sweet or Pungent Rich or Thin Location Concentrated or Diluted Constant or Intermittent Clear or Unclear Near or Far Moving or Still Source: Metal, Liquid, Etc. Old or New
Gustatory		Kinesthetic
Strong or Weak Concentrated or Diluted Rich or Thin Fresh or Spoiled Sweet, Sour, Salty, Spicy or Bitter Tangy or Clear Soft or Sharp Fermented or Unfermented Alcoholic or Non-alcoholic Mild or Strong Natural or Processed		Strong or Weak Large or Small Area Heavy or Light Location Smooth or Rough Constant or Intermittent Hot or Cold Size Shape Pressure Vibration

Submodalities are very helpful in NLP since they guide you in appreciating the things that you already have. Since NLP recognizes that you have everything

you need to become successful, the use of submodalities lets you realize your very own potential. You will set a mental image that allows you to distinctly see your true self and how you wish to live your life in the years to come. The submodalities will differentiate positive and negative thoughts. Your experiences are your own and no one else in the world will go through them or learn from them the same way as you do. This is the use of submodalities in the sense that you can distinctly create your own mental imagery of reality and your personal experiences. Each person's brain and level of emotions are unique.

For example, you can easily regard your experiences as good or bad. Memories can be labeled as unimportant or life-changing. All these are basically submodalities in their function of changing your perspective as a person. There are these so-called critical submodalities which aim to develop you as an individual. These are the ones that affect you in the long term and on a larger scale. You can think of a past experience then transform it into something better and worthwhile. Add all the descriptions and submodalities that you can to make it more ideal than how it really occurred. This changes your overall view and transforms your personality.

There are techniques that incorporate the use of mental imagery to help you provide submodalities to subjective experiences. It doesn't necessarily mean that you deviate from reality but you simply create a whole new perspective on a formerly unpleasant circumstance and change your attitude into a more conducive one for learning and success.

Anchoring

Anchoring is a process that connects or anchors memory or other factors to a stimulus. The anchor or stimulus becomes the trigger to the anchored reaction. The anchor may not have any logical relation to the reaction that it is causing and the reaction may be adverse or beneficial. However, by using anchors, you can stimulate certain reactions in order to change your overall attitude and behavior toward a certain condition.

The stimuli of touch, sight, sound, smell and taste are used in NLP to induce a desired state. This state is an experience or memory that you wish to access in order to create a representation that can transform your outlook into a more positive one. When the stimulus is activated, it evokes a state of mind containing specific thoughts and emotions. For example, hearing an old song may bring you back to your childhood or seeing an old house may remind you of how things were in your old neighborhood.

In NLP, anchoring becomes an effective tool, since you can associate the triggers with the state you wish to achieve. You can establish an anchor by creating a stimulus while simultaneously evoking the state you wish to achieve. For example, when a special person asks you to remember her then gives you a locket, then the locket becomes the trigger and the memory of the person becomes the resourceful state. The two are then so closely associated that whenever you look at the anchor (the locket,) you become reminded of the resourceful state or person who gave it to you.

Anchors can be visual, auditory or kinesthetic. These three modalities will

be your tools in creating an image that can easily retrieve information from your memory to facilitate a response. It is useful to establish anchors, especially during moments of significant experiences, to improve your subjective and critical view of your environment.

1. **Visual.** Visual anchors can be external or internal. An external anchor makes use of what is really there to see while an internal one makes use of your imagination. A necklace which you can carry around all the time is an example of an external anchor. A mental image of your old home would be an internal anchor. Visual anchors can be anything that you can see such as shapes, objects, places, and people. This is why objects can possess sentimental value.
2. **Auditory.** This anchor can also be internal or external. What you can actually hear is an external anchor while a voice that you remember can be used as an internal anchor. Whistling or singing can help soothe your nerves when you feel anxious or restless. You can recall the voice of your mother humming a lullaby or comforting you and associate it with happy moments in your life to help you relax.
3. **Kinesthetic.** An example of an internal anchor would be to imagine your father's handshake whenever you did something great. You can link this to the feeling of achievement or success. Some examples of external anchors would be to feel the fur of your dog as you hug him or running your hand through your loved one's hair. You can link these feelings of touch with happy moments and memories.

Transderivational Search

Transderivational search or TDS is a term used when one tries to find the meaning of ambiguous or incomplete statements. When a message is unclear, we try to supply the missing information from our own knowledge and experience to give it meaning. The state of confusion that is experienced while the search for meaning is being carried out puts the person in a mild state of trance.

NLP practitioners use this to put their clients in a hypnotic state by deliberately uttering ambiguous statements. Milton Ericson was a master at this technique.

1. Leading statements. These statements introduce an uncertain scenario that triggers your imagination to try and complete the whole picture. It initiates a mood without a full explanation then leaves your brain to process the whole idea and find meaning to it. Here are some examples.

- a. *“The varying shades of paint.”* Hearing this, your mind will begin exploring all the possible colors that paint can come in. The setup and scope of paint and color has been created without fully showing the exact shades, which will lead you to wonder which particular shades are being referred to.
- b. *“What you said last night.”* The vagueness will let the mind cover everything that occurred within the parameters set by the statement. It considers the words and the time frame then seeks internally all the ideas that may be important and relevant to the discussion at hand.

One by one, the mind will eliminate unimportant ideas to try and narrow down to the contextual meaning of the sentence.

- c. *"You forgot."* The aspect of wondering is still present as the mind searches stored information and memory. You attempt to know the exact object, event, place or person that may have been forgotten.

The use of these types of statements is very powerful for manipulation of others.

- 2. Textual ambiguity.** Ambiguity may stem from not understanding a combination of words, not understanding the contextual meaning of terms or not hearing the words properly.

"Has there been sack jumping down the penny lane?" Upon hearing this ambiguous statement, your mind will begin to interpret it as a whole or only by the terms that it can understand.

Chaining States

Chaining states together is an NLP technique, wherein your current emotional state will be redefined into another one more conducive to learning and success. If you have the present habit or feeling of doubt within you, there are methods that will encourage you to change your mindset and attitude, thereby giving you a whole new perception of the world around you. This method also enhances your perspective toward yourself as a human being. You will be more inclined to try new things and feel braver to face new challenges. It is a very effective tool in achieving success. You can chain or move from one state to

another or more.

1. Introduce the present state. You should first be aware or have an idea of your current emotional state so that you will have an easier time shifting into the next. Knowing this may come from the words you're saying, the thoughts in your head or your particular feeling at the moment. This state is your very own way of attempting to gather information. Here are some ideas on how to find out your own present state.

a. **Verbal.** Asking, "What's going to happen at the party?" puts you into an emotional state of curiosity. This is highly useful in learning.

b. **Mental.** Thinking, 'Would it be that bad if I don't go?' puts you into an emotional state of wonder. This provides you with choices that can lead or chain you to another state.

c. **Behavioral.** Whatever you feel about the decision you're trying to make specifically describes your current emotional state.

2. Introduce the next state and chain. After you have accurately identified your current emotional state, you can use the very same techniques to introduce the next state you wish to move into. Verbally, mentally or behaviorally access another emotional state. Elicit or illustrate in your mind the feeling associated with it and allow yourself to indulge in that feeling or thought. From a state of curiosity you can then move on to a state of awareness. Learning does not necessarily stop once you satisfy curiosity. You can then bridge into a new emotional state that doesn't attempt to resolve anything. It can simply be a feeling of fulfillment within you as a

person.

- 3. Chain to the next state and depict.** You can then transfer from one emotional state to another depending on your personal needs. Knowing the kind of state you need to be in at the moment will help you adapt to your surroundings and relate to other people better. This, in turn, will guarantee you success once you learn how to respond and bring forth the state relative to the situation at hand. Depending on the current situation, you will then lead yourself into a new realm of possibilities in accord with the state you're in.

There are several methods to effectively chain or lead you into a state. What's more important is that you have a particular outcome in mind. This end result will determine the emotion, thought or action involved once the state is achieved. The main goal of chaining states in NLP is to create a more beneficial attitude and thought toward success.

Meta Model

John Grinder and Richard Bandler introduced and developed the meta model of NLP to create a wider dimension of a person's view of the world. It involves questions that narrow down information and illustration so that you can make your own limitless perspective on an object or event. The meta model makes use of language but you may or may not be completely aware of everything that is communicated. There are three processes involved in the semantics and grammar usage of the meta model.

1. **Deletion.** You may have various thoughts in your head pertaining to a story or circumstance but you don't have to say everything to give your listener a full view. Deleting terms or ideas can be done without disturbing the overall thought of your story. However, some unspecified details leave the mind wondering. Here are some examples of deletion.

a. **Simple Deletion.** Saying, "I am grieving." creates the picture of melancholy but leaves out exactly the person or event that is being grieved for.

b. **Comparative Deletion.** Saying, "Last night was worse." suggests another unknown object or event of the same type, making a clear comparison with an unclear subject.

c. **Unspecified Referential Index.** Saying, "He took it." provides a situation but does not indicate the person who did it and the object that was taken.

d. **Unspecified Verb.** Saying, "He took it." has a verb but still does not provide the exact information as to how the taking was done or how the event exactly happened.

e. **Nominalization.** Saying, "His love is undying." includes a noun which is a nominalization but cannot be generally labeled. Other similar nouns are friendship, trust, joy, etc.

2. **Generalizations.** These statements can be arguable because they lack definition and are closed-ended. Several questions requiring a rhetorical response can be raised after the statement. The terms used are absolute,

exaggerated or very negative.

a. Universal Quantifiers. Saying, “He never showed me he cared.”

can be opposed because the term used is closed-ended and highly unlikely. Other generalized terms are all, only, nothing, etc.

b. Modal Operators of Necessity or Possibility. Saying, “It’s

impossible at this time.” limits the situation entirely although there may still be possibilities. Similar terms are must, have to, need to, can’t, won’t, may not, etc.

3. Distortions. These statements are basically unclear and inaccurate. A lot of assumptions are involved which is why your mind tends to create its own scenario and results of the situation.

a. Cause-Effect. Saying, “If he looked at me, I’d die.” shows a cause and effect relationship without a clear distinction of a particular reason. Similar terms include because, due to, if, etc.

b. Presupposition. Saying, “When will you pay your debt?” indicates the non-existence of payment without exactly having to say the full words.

c. Mind Reading. Saying, “My father was happy with my spending.” shows that you seem to feel or know the same thing as another person.

d. Lost Performative. Saying, “This is the best way to cook fish.” gives importance to a judgment with no distinct authority that has set it.

e. Complex Equivalence. Saying, “My dad sat with me without saying

a word which means that he is angry with me.” connects two situations that provide one single thought or meaning. The connection of the events includes terms like therefore, thereby, meaning, etc.

Meta Programs

Meta programs in NLP are strategies which you follow through your own representation or model that lead to an outcome. The programs help you make decisions for different situations based on what you’ve learned in communication, body language and behavior. Since you gain information and subjective experience, meta programs will then enable you to act on these. The way you respond to a situation with the use of past information and experience will be most likely the same way you will respond to other situations in the future. Thus a pattern or strategic approach will develop in you as an individual.

Meta programs have various benefits. The strategies or programs will help you define language and behavior patterns that will enhance your abilities and understanding of the world. In turn, you will be more equipped to handle different situations, relate with other people and take advantage of opportunities. All these lead directly to personal success. The pattern is not universal and will differ with each individual. It does not merely incorporate or plant the pattern inside you but will help you develop your very own way of thinking and acting specifically designed to bring out your best traits and qualities. Here are some examples of meta programs.

1. **Self Reference vs. Other Reference.** In this meta program, you base the information you get and the attention you give only on your own or another person's beliefs and understanding. The choice you make will matter only to you or the significant person your conscious mind is referring to. You should clearly identify your own standards or correlate with another depending on whose opinion affects you more.
2. **Association vs. Dissociation.** Association allows you to fully indulge in a situation physically, mentally and emotionally. This is highly effective in building relationships and establishing rapport. Dissociation is more concerned with the demands at hand and will deviate from being too emotionally attached to accomplish a specific task. It is effective in dealing with critical situations. You must know that a balance must be maintained in order to attend to a situation effectively and be sensitive enough to respond accordingly. Too much association will make you too attached while too much dissociation will make you apathetic.
3. **Best Case vs. Worst Case Scenario.** This is a matter of looking at a situation in black and white. It can lead you to become either optimistic or pessimistic. When making decisions, you have to learn how to balance what is real from what is ideal. Some situations may require you to exert extra effort with the possibility of success while others seem easier left undone. The difficult part is others may not feel the same way as you and seeing negative situations can either make you give up or spur you to do more. The program and habitual patterns that you have developed will help you

compare more efficiently and make a better choice.

4. *Toward vs. Away From.* The main idea in this meta program is that people move toward what they want and away from what they don't want. The common problem is that when people move away from what they don't want, they lose track of their true intentions and goals, and thus unconsciously forget what they want. So they move away from one thing but no longer move toward another due to losing sight of their goal. Some things in life will require you to move toward a solution to achieve the benefits after overcoming the problem. The attitudes involved in accomplishing the task still largely involve perseverance and determination.

Semantic Primes and Density

Semantic primes are universal meanings attached to certain words or language. A whole new meaning is related to terms which used to be considered as simple or as they really were. The use of semantic primes is functional in identifying cultural and linguistic deviations among commonly used terms. A foundation has then been created allowing broad usage in language use, understanding, translation and interracial communication.

The theory revolves around the idea that semantic primes exist in words or other communication expressions in all languages. This existence is then valuable in identifying and analyzing how other cultures and people relate with each other. There is a proposed universal grammar even if the details may not be entirely similar. Semantic primitives are then used as a foundation in producing meaning or

semantic density.

Semantic density is the broad definition highly associated with the primitive term. Since there is already the presence of a universal prime, it is bound in a number of radically similar terms. For example, using the term “before” is synonymously bound under the semantic primitive for time. When discussing time, the semantic density will attempt to search the exact date or occasion of the particular period mentioned across all language spectrums. The morphology and syntax may not be entirely similar or understandable but they all denote the same meaning. The combination of simple terms can provide a whole new meaning, making the combination indivisible.

Here are the English exponents of the 61 Semantic Primitives. Nine languages (Cree, Korean, Lao, Mbula, Malay, Mandarin, Polish, Spanish and Yankunytjatjara) were used to test the presence of these primes in all languages.

Semantic Primitive	Term
Substantives	I, you, something, thing, somebody, body
Mental Predicates	be, see, hear, think, know, want
Speech	say, word
Actions, Movements and Events	go, do, move
Existence and Possession	there is, have
Life and Death	live, die
Time	long time, short time, before, after
Space	where, here, there, inside, outside

Intensifier	Very
Augmenter	More
Quantifier	one, two, some, many, much
Evaluator	good, bad
Descriptor	big, small, narrow, wide
Determiner	this, other
Similarity	Like
Taxonomy and Partonomy	kind of, part of
Logical Concepts	can, if, maybe, because

Chapter Five

APPLICATIONS AND TECHNIQUES OF NLP

Visual Squash

Visual squash is an NLP technique that aids in acknowledging each part to reconstitute a whole. Each part is integrated to a higher level than what was formerly set by the limits until a state of unity and entirety is achieved. The process chunks up as each unconscious logical level is reached. Each part is identified and defined according to its function and relative effect on other parts. Visual squash is very effective in resolving the conflict between parts so that everything will be able to work systematically to produce success.

The idea of visual squash is to recondition your former thought or feeling into a more positive one. The old pattern is very likely to be negative or a hindrance to your success, which is why you should learn how to decondition then recondition. Decondition means to remove your old perspective while recondition means replacing the old perspective with a new and beneficial one. You can easily redirect negative thoughts and feelings into positive ones when you learn the process of deconditioning and reconditioning.

1. ***Visualize the negative pattern.*** Visual squash literally means squashing what you see in your mind. You first have to think of the negative thought then put it into an animated scenario. For example, think that you're not a leader. Picture your friends not wanting to follow your simplest invitations. Exaggerate to really emphasize the negative idea.

- 2. Visualize the replacement pattern.** It is advisable that you picture the exact opposite of the initial image you had in mind. Instead of thinking that you're not a leader, tell yourself that you're a great leader. Again create a visual scenario in your mind. Draw senators following your every command and people loving your every order. Exaggerate the scenario as you please.
- 3. Chain the two states.** Put your initial negative thought pattern at the start and your final positive thought pattern at the end. Now, it is up to you to provide the middle scenario that will link the two states together. Visualize and create your very own story of how the first awkward scenario can lead to the great ending. Express with your own imagination.
- 4. Decondition.** Let go of the initial negative thought pattern. You may visually squash it in your head, entirely removing all the details and dwelling only on the final piece of positive thought. You can mentally picture a huge hand pounding the whole scenario into dust.
- 5. Recondition.** As you dwell on your new positive thought pattern, you'll realize that your new mindset and attitude have beneficial effects on you as an individual. You'll be more inclined to relate to, communicate with and lead people. Even when you think of the former negative thought, your mind will immediately link it to your reconditioned positive state.

Collapsing Anchors

Anchors can be positive, negative, or both. To maintain a positive outlook in

life you also have to learn how to collapse or break your negative anchors. Anchors are created by linking to a state. The anchor or trigger automatically brings forth the state of mind you wish to harness at the moment you're trying to achieve something. However, negative anchors also immediately put you into a state of doubt or uncertainty if you have initially associated them with a negative experience. You have to know how to collapse these anchors to remove the association with its negative thought and feeling. Here's how.

1. **Identify the anchor.** The anchor may be a feeling, thought, disability or experience. There may be several but you have to narrow down the negative anchors one at a time to successfully collapse them. Once you have identified the anchor, hold on to it. Let's assume that you have the negative anchor of anger.
2. **Choose the alternative.** Think of a positive trigger to replace your initial negative anchor. It is simpler to choose the exact opposite to completely cover all aspects of the negative association. In this case, instead of feeling anger, think of joy. Joy may be represented in several aspects like humor or receiving love. Picture the alternative that best suits your emotional needs.
3. **Link the alternative.** Once you have selected the feeling you wish to have instead, search for some information inside your mind that closely attaches with the feeling. For example, when you chose joy, you can think of a happy experience like going to the park with your mother when you were still a kid. You can bring a more tangible resourceful state like bringing a picture of your mom. Whenever you think of the good old days or look at the picture,

feelings of joy will automatically pour in.

4. ***Collapse the anchor.*** If you have an external anchor, it will be easier to replace it with an external resourceful state. Simply let go of the object or sensory trigger that draws out the negative association. Replace it with the new external anchor that makes you foster the positive state. If the anchor is internal like a traumatic memory, link it immediately with the positive experience you have stored in your mind. Each time you think or feel that the traumatic memory is returning, simply visualize the alternative internal memory to collapse the negative one.
5. ***Application.*** What's more important is that you be able to automatically refer to the positive alternative and resourceful state that you have chosen. The alternative must have more intense and stronger feelings to you compared to the negative pattern so that you can completely relinquish the associated anchors. Apply the technique in the real world to know and gauge how much more practice and visualization you need.
6. ***Step Reframing.*** Not all behavior is perfect. That is, some of the things you do may have good intentions but possess negative aspects or parts. Most people do not understand that there is something bad even in the best motives. There is positive intention in all behavior but the process of achieving the positive state somehow undergoes imperfections which come out negatively. The principle of positive intention means that the limitations upon a certain standard need to be accepted in view of the entire situation. You cannot blindly approach a situation without recognizing the underlying

factors and the other possible effects a choice may have on the environment and other people.

1. **Identify the behavior.** Although the intention is good and well-planned, in due time you will be able to acknowledge the underlying symptoms associated with the behavior. The negative aspects of the thought, feeling or action will arise and you have to accept that change is needed. You have to be very specific in describing the behavior to know the appropriate response.
2. **Identify the part that triggers that behavior.** Search your mind, emotions and experiences for the aspect within yourself that causes such behavior. It may be a mental image that flashes once in a while causing you distress or distorting your emotions. Try to access the trigger and clearly envision it in your mind so that you can have a vivid picture of the whole situation and know why it causes such adverse behavior.
3. **Separate the positive intention from the bad effects of the behavior.** Create a full picture and define why the behavior is present and how it came to exist. Think of the positive effects that the plan initially establishes and the negative links to it. Maintain a positive attitude and communication throughout the process. Learn the positive intention, the positive effects and the overall desired positive outcomes of the behavior. There are underlying factors that have positive intentions like self-preservation, protection and integrity. All these try to protect you

from falling into a vulnerable state. However, the behavior associated with it may not be as positive.

4. ***Find alternatives that have the same positive intention without harboring the bad effects of the behavior.*** It may be an activity, a form of communication or a thought that can help you avoid the bad habit or behavior. You should have more than one alternative. Be creative enough and learn about the positive effects that the alternate choice has on your behavior and the end result.
5. ***Check if all parts of you accept the alternative.*** Think of the alternatives and the part that seems to be suffering from the original bad behavior. Ask for signs if the part agrees to the alternative or if you have to go back and find new ones for approval.
6. ***Overall approval.*** If the part accepts the alternative, you should also consider the approval of other existing aspects and parts of yourself. A new alternative may be acceptable for one part but be resisted by another. Unity and holistic approval are vital for overall impact and growth.

Change Personal History

What Is It?

Some events and experiences you had in the past may be compelling you to make decisions that are not truly beneficial for you in the future. You may have

lacked information or had hurt feelings, which created a faulty foundation in your overall behavior and way of thinking as a human being. In NLP, you can relearn and change your personal history so that your frame of mind is more inclined to adaptation and success. Most of the attitudes and thoughts you have now may have been created long before you mastered your state of consciousness. You may be merely adapting the characteristics or traits of someone close to you in the past, which limits your potential now.

Change Personal History or CPH is an effective NLP change technique that allows you to draw out the negative influences that have haunted you in the past. By identifying these impacts, you can then face old adversaries and situations with renewed vigor and hope to succeed in the end. When you talk about the past, you base information from memory in your unconscious mind. When you talk about the present, you only draw information from what you see, hear, smell, taste or touch. These are called past and present experiences.

The drawback from experience is that most people feel that they cannot change what has been done. Memories from past experiences haunt them until the present while present experiences continue to be wrongly interpreted, as they only relive the same traumatic situation over and over. What you should know is that by changing your personal history, you can relive the same situation without having to have the same unfavorable results. This time you can react differently.

How Does It Work?

1. **Recall the experience.** Think of the event that caused you distress or

trauma. You may have difficulty picturing it in your mind since most bad experiences are pushed into the subconscious mind. It may help to get a resource or anchor that helps you create a vivid image.

- 2. *Change the meaning.*** It is impossible to change what happened exactly, but you can definitely change your response and the meaning you give to the whole experience. What may be causing you pain is not the environment or the people but your feelings at the time. Recall how you reacted during the situation then substitute your old feelings with positive ones.
- 3. *Hold on to the new meaning.*** If you have an anchor that lets you relive the experience, find a new anchor that possesses the positive meaning you want to give to the event. You should now hold on to this anchor or the mental image you have recreated in your mind. Let your mind automatically access these triggers to eliminate all false beliefs and attitudes associated with the old one. It may help if you verbalize the new response or meaning of the situation. Repeat the words to yourself to completely separate the two meanings and bring forth the new positive one.
- 4. *Let go of the old meaning.*** Throw away all triggers that set emotional pain and remorse. Erase mental pictures that remind you of your bad character. Cherish the past, indulge in the present and prepare for the future. Think of a brighter future and event that will completely change how you and other people view you as a human being.

Belief Change

A belief is your own understanding about the world. You may believe something that doesn't truly exist or vice-versa. Your beliefs help you in responding to a certain situation. These are the very principles that make you decide. Your beliefs are formed from experiences, observations and generalizations. Your behavior is dictated by your beliefs, and this can be either beneficial or detrimental. In order to eliminate bad behavior triggered by unhelpful generalizations, you have to learn how to change your beliefs. Here's how.

- 1. *Visual Technique 1.*** Draw a picture in your mind of your belief and another picture which is the exact opposite of your belief. Clearly visualize and describe the two images and put them in separate frames. All of these are in your imagination. Disturb the picture of your belief by intensifying the exact opposite picture and destroying the scene altogether. Think of the new belief you want to incorporate and picture it. Put the new belief in the very same spot where your old belief used to be.
- 2. *Visual Technique 2.*** Draw a picture in your mind of your present negative belief and another picture of a positive belief. Clearly visualize and describe the two images and put them in separate frames. Think of the picture with your negative belief then calibrate. Take one submodality away at a time if the effect is negative until you have a new belief. You should be able to go through all the submodalities.

3. **Future Pacing.** Picture yourself in the future where you can apply your new belief. Evaluate the positive and negative effects of the belief on your behavior. You should be able to identify and install anchors to access the mood you want to be in under different circumstances.
4. **Time Distortion.** Picture yourself in different time frames in the future. Forward yourself five, ten, fifteen, twenty, twenty five and fifty years into the future, then look back. Reflect on the changes that your new belief has made during these years. Evaluate the effects and whether you feel that the changes have been beneficial. From this, you can decide whether or not you wish to go ahead and change your belief.
5. **Time Line.** Put yourself in the past, present, future, meta-position in the past and meta-position in the future. Envision the effects of your new belief in these five states. In the meta-positions, you have to view the situation from a third-person point of view to see its relative effects.

Here are the six ground anchors of the belief change cycle.

1. Wanting a new belief
2. Openness to the new belief
3. Existing belief
4. Doubting the existing belief
5. Unbelieving the belief
6. Deep trust in the new belief

V/K Dissociation

V/K dissociation is a very effective method that can cure panic attacks, trauma and phobias. V/K stands for visual-kinesthetic which incorporates the sight and touch sensations. The method is also called the fast phobia cure because it significantly removes all symptoms of trauma and fear. If you are experiencing stress or phobias, V/K dissociation will help you retell and re-experience the event to help you respond differently compared to the original situation. Instead of having the same traumatic reaction, you can alter the stress response pattern thus eliminating all anxiety and panic.

V/K dissociation offers several benefits.

1. It's fast. After one session lasting approximately one hour, you can already experience reduction in trauma, anxiety or fear.
2. It's effective. Over seventy percent of your symptoms are significantly reduced.
3. It's comfortable. You don't have to share events in full detail or re-experience the traumatizing events. The method is very relaxing using guided imagery or hypnosis.
4. It's easy. You can achieve results immediately and even incorporate the techniques yourself.
5. It's simple. The techniques are direct with no need for other devices. Repeated sessions are optional as the methods applied are basically done in the same efficient manner.

Here is how V/K dissociation is done step by step.

1. Phobia. Calibrate the patient to present a phobic response. Initially, the phobia should be triggered to create the experience and provide a mental image of the fear.
2. Visual submodality. Let the patient picture himself in a visual submodality (black and white, animated or cartoon, etc.) just before the phobic response. The point in this is that a visual submodality is required in the brain to trigger a phobic response. Usually, the imagination is initially primed before the phobic response is presented so if the priming is reduced to a manageable level, the response will be either mild or nonexistent.
3. Watch. Give the patient two choices. He can watch himself in black and white or in full color. By giving your patient the choice, he can effectively perceive an initial phobic situation in a different light. Depending on the visual submodality that you selected in step two, you can identify which one triggers the phobic response, thus let the patient overcome it. Do the same with the kinesthetic submodality.
4. Reverse. When you have identified the submodalities, forward to the end of the experience which your patient has imagined. Let the full experience run backwards adding the trigger submodalities. In this way, your patient will have overcome his phobias. The point is that you can't really get scared of something which already occurred, you have overcome or you know will happen.

Calibration

Calibration is a communication skill which uses intuition. Without other people having to tell you, you develop a feeling of their intentions, beliefs and understanding. Knowing this will enable you to react appropriately to the situation. It is highly effective when relating with other people and deciding on what to do during a critical moment.

For example, if a friend of yours is having a bad day, you don't have to directly hear from him his frustrated feelings. Through the words he says, his manner of speaking, his body language, his facial expression and his manner of interacting with you, he will show his frustration. It only means that unconsciously, you are still reacting to your surroundings. You are involved in everything that happens around you which makes you human in the process.

There are goals to be met when engaging in conversation. You are either receiving information or influencing another to develop an understanding of your thoughts and emotions. Whatever you say or do affects those around you and you are also greatly affected by other people. You are an integral part of a definitive whole which is the world. Whether you know it or not, you are observing everything that goes on around you and reacting in your own creative way to contribute to the environment. You will certainly receive the same response from the communication you're involved in.

Calibration is also synonymous with measurement. You are simply

measuring another person's behavior and thoughts. You have to develop some form of mind-reading so that you can effectively communicate with the person. Without proper calibration, it is almost impossible to have quality communication. There has to be some form of understanding and compatibility between the persons involved and only by calibrating can you achieve this.

You should calibrate a person's state of mind in different time frames. This means that calibration can effectively tell how a person feels or what a person thinks at the time but it doesn't necessarily mean that's how the person feels or thinks constantly. Behavior and state of mind are ever-changing and you should learn how to adapt and calibrate accordingly to garner a positive response. If you don't calibrate well, you will only be assuming and assumptions have the possibility of being wrong.

You can develop your visual calibrating skills by observing facial expressions, body language and lips. Watch how emotions are triggered by language and nonverbal cues. Be good with your eyes and try to see things without using sound. Using your eyes in acquiring objective data will intensify the sense of sight and will make you a much more effective intuitive communicator. Remember that the most felt and meant expressions are those which are unspoken. You have to rely on what you see rather than on what you hear to be very effective in communication. This will help you seize opportunities and give people the impression that you are more sensitive than the average person.

Chapter Six

DOES NLP WORK, AND HOW?

Does NLP Work?

Yes. NLP has been proven effective in a variety of fields from business to sports to culture understanding. It has been used widely by successful individuals who have learned to come out of their shell. Personal change and development are highly linked with your knowledge and perception of yourself, others and the world. You can have one session of NLP and acquire years of success. NLP works and will continue to work with its constant innovations.

You can effectively recreate your memories, eliminate negative feelings and improve your way of communicating with NLP. Your senses are enhanced in a way that your brain is empowering all the things you do, the thoughts in your mind and your personal feelings. You can perform NLP on your own although it is recommended that you seek the help of an expert in the beginning or do it along with other therapies to have therapeutic effects in the long term.

NLP works fast, effectively and in the long term. You will be amazed as to how NLP can turn your life around by simply harnessing and bringing out the good qualities that are already inside of you. You only need to realize your potential to make the most out of yourself and your experiences. With NLP, you'll find yourself a stronger individual who knows how to deal with the world with great pride and influence.

How Does NLP Work?

NLP works by assimilating your subjective experiences. Since the time you started remembering events in your life, your brain has been continuously storing information. This information then becomes memories and recalled experiences that are transformed into your own personal beliefs and perception of the world. Depending on how you reacted to the past experience, your beliefs and perception will either be positive or negative. The positive ones can stay as long as you want to reinforce your way of knowing yourself and responding to others. However, the negative ones also affect your behavior and thoughts and you have to devise a way to get rid of them.

NLP helps you achieve this by directly changing your false or negative understanding based on past experiences. By linking your senses and brain, you can effectively let go of traumatic experiences, hard feelings and vague thoughts that have been influencing your actions for so long. The hindrances to your personal development will be eliminated, paving the way to success.

The entire process relies heavily on you. You have to be able to identify your own strengths and weaknesses and know the areas that cause you to experience pain or fear. Negative behaviors are often denied, which is why you have to be mentally and emotionally prepared to draw them out. NLP helps you unravel unconscious beliefs and strengthen your positive views in life and eliminate the negative ones that block growth.

Using NLP on Yourself

You can apply NLP on your own self. Since you're aiming for personal growth and success, there might be more meaning if you do the programming by yourself. You will be more sensitive to the needs of your senses, you can listen more to the changes that your mind wants you to undergo and you don't have to go through much to recall memory or access past experiences.

Several methods like trance, self-hypnosis, meditation, etc. are used to create a relaxed mental state where you can view yourself from a different point of view. Your subjective experience will then be transformed into a more objective scenario so you can accurately assess which points you need to fix and replace. Here are some quick tips on using NLP on yourself.

- 1. Choose a problem.** You have to clearly define which problem you want to improve. Let's say you wish to have more discipline. Specify discipline in terms of the time you wake up, sticking to your diet, etc. so that you will have a vivid scenario.
- 2. Visualize.** Draw pictures in your mind defining the problem you chose. Allow your mind to retrieve information if ever you did something relevant to the problem. You can review the scene all over again from different points of view. Be creative and include the necessary details that best describe the problem.
- 3. Review.** When you have successfully drawn the picture, stick to that thought whenever you want. Repeat the scenario over and over at one point

and another to make sure that you recognize all the details. When you do something that is close to the scenario, review the thought and compare it with the actual situation.

- 4. Relive.** Tell yourself that you have successfully done in reality what you were assimilating in your mind. Encourage yourself that you can do it all over again just like reviewing the picture over and over. Do the exercise daily for at least two weeks. In due time, you will realize the factors wherein your mind learns and performs better.

Here are some benefits of using NLP on yourself.

- 1. Change.** You can renew or replace old beliefs and behaviors that have negative effects on your overall character. This way you can install new ones that will make you a stronger individual.
- 2. Improve.** You will realize your potential, strengthen weak areas and improve other aspects of your life. You will be able to see the world in a new light, thus boosting your confidence and performance.
- 3. Relate.** When you see yourself from a new point of view, you become more objective when relating to your environment and the people around you. You become a better communicator.
- 4. Control.** You get to know yourself better and be aware of your current emotional and mental states. You will have control in accessing both conscious and subconscious states according to the demands of the

present situation.

Using NLP in Business

NLP has been proven as highly effective in many, if not all aspects of business. Since NLP improves the way you understand yourself, your environment and those around you, it will definitely have an impact in the fast-paced and often ruthless workplace. You will develop the right skills, attitudes and mindset that aim for nothing less than competence and productivity. You will also be able to relate to and do business with other individuals the best way you can, making the right decisions and sound judgment.

Nothing is permanent in the marketplace which is why you constantly have to adjust and prepare yourself to change. With the techniques and methods which NLP is known for, you will be able to solve a variety of business predicaments ranging from predicting simple revenues to managing time-bound assets. Business and management go hand-in-hand so by knowing yourself first, you also learn your business. Just as you operate and respond emotionally based on your experience and beliefs, you will automatically handle business the same way you programmed your brain.

Here are some uses of NLP in business.

1. Accountants. You will be efficient in figures, calculating assets and potential losses and managing overall budget and overhead.
2. Customer Service. By relating to other people well, you are more sensitive

- in providing for their needs. Customer satisfaction is your utmost concern for repeat transactions.
3. Directors. Your leadership and management skills will be enhanced. Knowing your behavior also gives you a new view of yourself so that you won't seem manipulative and self-centered.
 4. Managers. You take control of the situation, your personnel and the product or service. You make sure that you stay ahead of the market through innovation and reputation.
 5. Engineers. Creativity is one of your best assets and you constantly aim for development, growth and originality. You can create tangible products or ideas with your imagination.

Here are some benefits of NLP in business.

1. Dynamic Teams. Since you care about your colleagues and subordinates, you can create a united atmosphere focusing on productivity and performance. Each member can harness leadership without having to collide with other members. Every person possesses traits and skills that benefit the entire business. No man becomes a liability in the process.
2. Customer Satisfaction. Reputation, ability to deliver and trust are the foundation of good business transactions. When you understand the needs of your customers, you can effectively cater to their demands; thus, they will only look to you for future endeavors and investments.

3. Adaptive to Change. If each person in the business knows his potential and strengths, he will be more inclined to develop. Change is inevitable in business but what's more important is that you are always prepared for new challenges.
4. Cooperation. There is respect from the top to the bottom levels of the business. Each member is responsible for the response of the next. This way, there are fewer feuds and personal conflicts.
5. Model. Since models serve as the basis of behavior and ways of thinking, everyone in the business will possess good traits in and out of the workplace.

SUMMARY

In summary, NLP is a process that aims for personal development. It is a system that makes use of your subjective experiences, beliefs, perceptions and ways of communication. Since you have been creating your own outlook on yourself and the world, there still are some principles that need to be changed in order to ensure your positive progress. Some of your beliefs may seem right in your own understanding but are truly hindrances to success. Changing your false perception and shifting it into a more positive view will improve your behavior and way of responding to other people.

NLP uses a variety of approaches and techniques that allow you to see yourself in a different way. Usually, NLP makes use of your mind as a canvass for your own “painting” or personal understanding. You can place old and negative ones on it to be erased while allowing yourself to picture new and more encouraging thoughts and emotions. Time visualization is also a valuable tool in NLP as you picture yourself in the future with your new behavior and observing how it positively or adversely affects your life.

Through modeling and creating your very own representations to follow, you will be able to boost good behavior and thoughts while reducing or completely eliminating bad ones. Once you have acquired the skills and techniques to effectively become a better and more aware individual, you will be able to influence others in the same way, thus making your environment conducive to further growth and development.

NLP FREQUENTLY ASKED QUESTIONS

1. Why was the system named Neuro-linguistic Programming?

The term “neuro” refers to the brain, which controls behavior and actions and stores memory and experiences. “Linguistic” comes from language, so “neuro-linguistic” basically is how language affects the brain. Words, non-verbal cues and symbols can trigger your own response to the world. This mechanism is analogous to a computer program, hence the name “Neuro-linguistic Programming”. The founders of the system were also proficient in computer programming and linguistics.

2. Why use NLP?

There are no universal guidelines to follow when understanding your experience. Your mind has stored both negative and positive memories, which provoke various behaviors in response to all kinds of experiences. The negative memories adversely affect your perception, which is why you have to bring them to awareness to be transformed. NLP uses objectivity and subjectivity, which means it helps you determine the best way to act and think.

3. Can NLP make me more creative?

Yes. You have the freedom to put yourself in any situation you wish to help you draw out your hidden characteristics on the subconscious level. You can include the strategies and modify yourself to become a stronger individual. NLP basically is a creative tool that lets you explore everything inside of you. Since

you're using your mind, the possibilities are endless.

4. How long does it take before you notice the effects of NLP?

The effects of NLP can be noticed as immediately as after one session. It really depends on the issues at hand, your cooperation and your determination to recover. You have to be able to mentally and emotionally prepare yourself so that sessions will be more meaningful. There is no pre-ordained timetable that expects you to achieve a certain level at some point in time, because all perceptions and issues are different. You may have the same problem as another individual but with a different subjective view. These factors affect the effects and length of treatment.

5. Is NLP only for certain individuals?

No. NLP has been used for several years by all kinds of people. It has been used to restore relationships, improve work performance, reduce language barriers and boost self-confidence. The applications of NLP have been increasing in number throughout the years. Business owners use it to guarantee productivity and competence. Teachers use NLP to harness their students' potential and apply the best learning methods. Parents incorporate it in the home to better understand the needs of each member.

6. How can NLP make me a good leader?

The strategies and models of NLP have everything you need to be an effective leader. As a leader, you have to be able to understand the language of

your subordinates. You can achieve this by incorporating the methods that NLP is known for. Calibrate the needs and capabilities of your members, be creative, initiate useful activities, maintain rapport with good communication skills and be calm in critical situations by fostering a positive attitude.

7. How can you increase your knowledge of NLP?

NLP is continuously growing and developing. You can learn more about the basic processes and keep updated on the trends by various means. Read books on NLP; there are several good ones focusing on particular areas such as education, relationship help and personal development. The Internet is also rich with information and updates. You can find an NLP Practitioner or Trainer to experience the system first-hand. There are also seminars and training sessions if you want to be fully involved or become a professional.

8. What are the NLP Practitioner standards?

A minimum of 160 hours is the time standard for NLP Practitioners. It is also strictly advised that when incorporating NLP, you should be aware of the process since NLP is principally concerned with process. Be careful about methods and persons that say they practice NLP but highly focus on content.

9. Can NLP and hypnosis work together?

Yes. NLP and hypnosis together provide a definite behavioral change by creating a mental state conducive to creating good traits while removing bad ones. The two modalities interact and work well with each other. NLP clears the mind,

which makes hypnosis more effective.

10. If a bad behavior is removed in NLP, is it permanent?

No. Everything you store in your mind is still based on subjective experience, which is how you responded to the situation. If a similar experience happens again, you can either store it again in a way that triggers bad behavior or react in a more positive manner.

NLP TRENDS

1. NLP and bodybuilding

Recently, bodybuilders and other gym enthusiasts have been turning to NLP after discovering that mental and sensory sensitivity enhanced their physical performance. Since exercising is a form of relaxing and relieving stress, adding NLP has particularly helped in removing chronic and recurrent mental stressors. Through visualization, you can picture yourself in the best shape of your life. Working out regularly conditions your mind and body and brings you one step closer to realizing your strength and fitness goals. A common problem encountered by most individuals going to the gym is consistency. They either get too lazy to work out or think that they're not making very much progress, which makes them abandon their diets and abruptly cease to exercise. NLP keeps you on track by allowing you to mentally see your development.

2. NLP stops addictions

Since NLP is known to weed out bad behaviors and change them, it has also been utilized to stop chronic bad habits like smoking, gambling and excessive alcohol intake. NLP can be incorporated into any rehabilitation program since the mind plays a huge role in addiction development. People with addictions will be able to see themselves in a whole new perspective, realizing the consequences of their habits. With the use of time lines, they can put themselves in the future with the same old bad habit which significantly puts their health at risk or with a healthy new one which helps them live life to the fullest. They also need to accept the

addiction so they can participate fully in the mental process.

3. Gain recognition with NLP

NLP boosts your communication skills to a whole new level. It helps you find the appropriate response to critical situations, personal struggles and the way you negotiate with colleagues and friends. You will never again allow yourself to settle for mediocrity, because by making choices in your mind, you can widen the options in your life too. Mind-reading or calibration is an effective technique that allows you to recognize certain signals which may mean more than what your boss or mother is actually telling you. You can learn the right approach and how to modify your response on different occasions. This way you can get the promotion by understanding nonverbal language. By doing this you effectively relay the message that you're assertive and know what you want inside and outside the office.

4. Make money with NLP

A lot of people pay hard-earned money for entertainment and relaxation. Once you learn the skill of practicing NLP on yourself, you can effectively communicate with other people and help them draw out the negative behaviors that have been troubling them for so long. It does not mean that you should become an unlicensed NLP practitioner. You can create blogs, a website, a telephone service or one-on-one sessions wherein you can interact and talk to the person in need. It's up to you how you charge them for your time. Be creative and resourceful, since you're offering a service. It may be helpful to gauge your ability

to assimilate mental situations first with your family and friends before you interact with unknown clients.

CONCLUSION

NLP is all about change. You have a problem that blocks your path to success which is why you're considering NLP to help you remove it. The problem has its roots in the way you formerly reacted to a bad situation, causing a negative behavior to develop. Your goal is to eradicate the bad behavior that is stressing you and change the way you respond to the world. When you change your bad behavior, it is very likely that you will also change your response to a positive one.

NLP is a system but its effects depend on the way you embrace the situation or face your old problems. It does not merely tell you what to do to change the behavior but you have to re-experience and relive some situations to recreate your emotions and frame of mind. Once you have achieved the right state that helps you recognize your weak points, you will be able to open up to the possibility of change and amplify your strengths as well.

NLP does not necessarily require you to follow its methods and models. You also have to learn how to make your own representation of yourself, other people and the world. Upon learning this, you can maximize your potential as you acquire better communication skills, become more sensitive to others, improve your self-image, establish meaningful relationships and enhance your determination and willingness to succeed in all aspects of life.