

What is NLP?

NLP, or Neuro-Linguistic Programming, is the study of human excellence and communication. It provides us with the tools to run our own brain and manage our states, emotions and behaviours.

Developed by Richard Bandler and John Grinder, amongst others, in the 1970's, it is a way of thinking and a stack of tools and techniques that are phenomenally powerful in assisting us and our clients in creating lasting transformation.

NLP was created originally through 'modelling' – studying an expert in their field and then breaking down what they do so successfully into thoughts, beliefs, values and actions. Replicating the same awesome results became possible for these men because they discovered the core elements of the results and then 'modelled' them.

Today NLP is used extensively by coaches, sales professionals, business leaders and educators as a way of assisting their clients to achieve maximum results easily and quickly.

Some of the beliefs of NLP:

1. There are no resistant clients, only inflexible communicators. Effective communicators utilise all communication presented to them.
2. People are not their behaviours. Accept the person, change the behaviour.
3. Behaviour is geared for adaptation, and present behaviour is the best choice available. Every behaviour is motivated by a positive intent.
4. Calibrate on behaviour. The most important information about a person is that person's behaviour.
5. The map is not the territory.
6. You are in charge of your mind, and therefore your results.
7. People have all the resources they need to succeed and to achieve their desired outcomes.
8. There is only feedback. There is no failure, only feedback.
9. The meaning of communication is the response you get.

People find that through using these techniques, their personal happiness and professional success is more consistent, and much more predictable. Their effectiveness when working with others is dramatically increased, and their ability to empower themselves for optimum results will be increased.

Students of NLP talk of the ability to generate empowering emotional states within themselves at will, eliminate any negative emotions or limiting decisions, identify and change limiting beliefs, inspire themselves with a compelling future that will have much better chances of coming true, and create patterns of excellence from any role model they choose.

Whether you're already succeeding in your profession, having some difficulties, or if you're transitioning into a new position, NLP can help you achieve, maintain and enhance excellence.

Trainers and Educators learn new paradigms for inspiring and engaging students, as well as effective techniques for dealing with challenging learning environments. Mental Health Professionals learn new skills and techniques that supplement their repertoire, and gain additional insights into helping clients make the changes that support their own process of healing.

Managers and Entrepreneurs use the information to develop strong teamwork and relationships, and to foster positive interpersonal skills. Negotiations and problem solving sessions are enhanced to create solution-oriented, win-win approaches.

Sales people learn to build deep levels of rapport, elicit and fulfill the criteria and values of clients, and develop effective methods for handling buyer's remorse or future objections so the sales relationship is long-term and mutually satisfying.

The Coaching Institute