

# **NLP Neuro Linguistic Programming- The user's manual for human brain**

NLP (Neuro-Linguistic Programming) began in the early 1970s when two Americans, a mathematician called Richard Bandler and linguist John Grinder, asked themselves a simple but fascinating question: "What is it that makes the difference between somebody who is merely competent at any given skill, and somebody who excels at the same skill?"

Several extraordinary therapists that Bandler and Grinder studied had amazing success with their clients. They decided to build formal models of the linguistic and behavioural patterns of three of them. Virginia Satir, Milton Erickson and Fritz Perls. They then applied these models to their own work.

Neuro-Linguistic Programming presupposes that the behaviour of an individual can be changed by use of the specific language and by constantly updating and upgrading an individuals "mental software".

NLP allows you to change, adopt, or eliminate behaviours as you desire. It provides you with skills and ability to choose your mental, emotional, and physical states of well being at any time. You learn how to improve your communication skills, internally and externally. This transforms your relationships and outcomes.

With NLP, you learn to grow from every life experience, thus increasing your capacity to create a better quality of life. NLP provides you with a profound set of tools for personal and professional development.

NLP is a synthesis of a number of disciplines and offers a systematic means of achieving consistently outstanding results across a broad spectrum of human experience. It has been successfully applied in a wide range of fields including business, health care, sport, therapy education and the performing arts.

**The following are the "presuppositions" or the assumptions on which NLP is based:**

The map is not the territory: Just as a map does not fully show exactly how the territory lies, our understanding of any event is only our "map" of what really happened.

All of us use different "mental maps" from each other to understand and perceive the world and events that we interact with everyday.

And of course, a person's "mental map" is not all that they are, their whole personality is their "territory" which is much greater than their map alone.

The map is just a guide to understanding that person. Understanding our own mental maps can help us improve and adjust the way we are or have experienced anything. Understanding someone else's mental maps helps us communicate more effectively to them and cooperatively produce amazing results.

Behaviour and change are to be evaluated in terms of context: Every behaviour has meaning. The meaning of that behaviour, however, depends on the circumstances that are happening at the time of the behaviour that is the context in which it happens. I could flap my arms but that has no meaning unless I tell you I'm trying to fly or trying to dry my sleeves.

Understanding the context gives a person greater understanding of what is happening in any given moment for themselves or another person and allows them to communicate or produce greater results.

Underlying every behaviour is a positive intention: Although a behaviour may appear to be bad, hurtful, thoughtless or harmful it is necessary to look at the context in which that behaviour appears and the underlying reason for the behaviour before you realize that every behaviour has a positive purpose.

Most bad behaviours are the result of the person having no other resources available to them to be able to deal with a situation. They are simply acting as best they know how to in that situation. Through using NLP people can learn new behaviours, or better still, remove underlying negative emotions, compulsions, habits, and addictions that in turn result in new alternatives and choices for a person.

People have all the resources they need to succeed: Everyone has the requisite mental resources and potential to produce excellent outcomes. If the desired outcome is not produced, it is due to inappropriate beliefs, inadequate mental strategy (mental software) or ineffective behavioural patterns. Within any person are the abundant resources necessary to alter any beliefs, mental strategies or behaviours. In doing so any person can produce any outcome.

Anybody can do anything: If one person can do excellent things, by properly understanding their pattern, their excellence can be repeated by anyone. One simply has to duplicate or model the belief system, the mental strategy and the behavioural pattern of successful people and install them in themselves or somebody else to produce the same excellent results. If what you are doing is not working, do something else.

Do anything else: There is a good saying in NLP, "If you always do what you have always done, you will always get what you have always got". If you are attempting to produce a certain result and what you are doing isn't working it's necessary to look at that and take it as feedback to try something new to produce the same result. There is never bad feedback. Feedback is the life blood to producing fantastic results. Feedback is just a sign that you have to do something different, anything if necessary, to what you are already doing to get the result you want.

The meaning of our communication is the response we get: People are always communicating, verbally and non-verbally. Research shows that only 7% of the meaning of our communication is through words. The rest of the communication process takes place through body language, tone of voice and the various signals words cannot convey. That's means that 93% of what we communicate is not from our words!! If we communicate a message and it is received by a person in a way other than what we intended than we did not communicate effectively. Essentially the meaning is not derived from what we meant but how it was received. The response we get from the other person is really the meaning of our communication. Both verbally and non-verbally. To be highly effective at communicating a person has to be sensitive enough to understand as to how his communication is being received and processed. The communicator should be sensitive to eye movements, postural and gestural complexes, skin colour, muscle tension, breathing rate and position to understand the quality of how their communication is being received. If the outcome of any communication is not what was intended, then you have to change the way you are communicating the message until the message is received in the way you want it to be. That's effective communication!

### **NLP techniques can be applied in the following major areas:**

**Personal development:** Physical and emotional well-being is greatly enhanced and individuals learn what they want to take charge of their lives. They become able to change limiting beliefs and to better understand and achieve their own potential.

**Personal counselling:** Certain problems among individuals such as allergy, phobia, trauma, unwanted habits such as nail biting, snoring and the like can be relieved by using NLP. Counsellors report a great increase in the effectiveness of their results with clients and their interventions are usually brief and successful.

**Family counselling:** Problems concerning family members, such as, between husband and wife, parents and children and the like can be resolved by improving the quality of communication between the members of the family. NLP improves the perspectives of individuals and can assist to build up a mutually supportive relationship.

**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 solutions orientated, win-win approaches.

**Sales and Marketing:** Salespeople learn to build deep levels of rapport and can be helped to communicate more effectively with the customers so that the credibility and the goodwill of the organisation is conveyed. As well as this, NLP greatly assists in improving qualification of customers and highly efficient ways of communicating with customers to promote and sell your service or product.

Education: NLP is widely used in improving the educational system. The problems of students/teachers can be improved by applying the NLP concepts. Cases such as Attention Deficiency Disorder (ADD), Learning Deficiency (LD), hyper active children and the like can be relieved by use of NLP techniques. Stage fear, "examination fear" and adverse feelings towards certain subjects can be addressed effectively by use of NLP. And, one of the greatest advances of NLP in the field of education is the ability to assist anyone in increasing their grades by improving their learning "mental software" and implementing states of super-learning.

Sports: Excellence in sports is a state of mind and unless the sportsmen are in a highly resourceful state, they cannot be performing at their best. NLP can be used to improve the state of resourcefulness of sportsmen.

Creativity: People who are in creative fields such as writing, acting and the like can be helped to improve their creative ability through NLP techniques. Since NLP addresses the conscious and subconscious mind, people who have to use their creative talents can be helped to perform at their optimum level.

Organisational development: People find increased productivity and motivation for themselves and their staff. Negotiation, presentation and influencing skills are enhanced. By improving the process of communication, an organisation can reach a wider cross section of employees so that the intention of the communication is understood and not necessarily only the content. The relationship between the management and the union, the management and the employees, the management and the suppliers can be improved using the NLP approach.

- NLP helps you find out what you want and how you can get what you want.
- NLP teaches you to communicate more successfully and create the right climate for success.
- NLP increases your sensitivity towards others body language and signals and teaches you to maintain good relationships with those close and not so close to you.
- NLP opens doors to hidden resources, improves your ability to concentrate, your ability to learn and paves the way for new possibilities.
- NLP changes your behaviour positively so that you can handle negative experiences and eliminate phobias, stress, guilty feelings and depression.