



## Introducing Neuro Linguistic Programming (NLP)

### What is Neuro Linguistic Programming?

NLP is a practical, effective **"How to"** technology for personal change and development, and interpersonal effectiveness. NLP is based on the study of the most influential components involved in shaping our experiences:-

**Neuro** - the unique way we filter and organise the information we receive through our senses about the external world and what is happening around us, and how this affects the way we think, our physiology, how we feel and how we behave.

**Linguistic** - how we express our experience to ourselves and to others through the language we use and how the language we use affects our experience, behaviour and feelings.

**Programming** - how habitual, often unconscious, patterns of thoughts and feelings developed through the course of our lives affect our current behaviour - and how these patterns can be changed.

- ☐ *Have you ever noticed how some people are more confident than others, even though their capabilities might be very similar?*
- ☐ *Do you feel better able to cope at some times than others? Have you wondered why some people thrive no matter what life throws at them, and others struggle?*
- ☐ *Have you ever questioned why you get on well with some people and not with others?*
- ☐ *Have you ever been curious about why some people are frightened about things that don't bother others - maybe flying, or interviews, insects, or some "phobia"?*
- ☐ *Have you ever wondered how some people achieve what they set out to do, and others don't? Have you ever set out to make changes in your life but not quite achieved what you wanted?*

The difference in each of these examples is not only what happens *externally* to the person concerned. The real difference is the way the person *interprets* what is happening to them and constructs their own experience of the external world.

### How does NLP work?

Each of us creates unique internal "maps" of our external experience. NLP studies the way we construct our internal maps and the way we use language to communicate our maps to ourselves and others.

**By exploring how people who are excellent in their field construct and communicate their internal maps - *studying the difference that makes the difference* - NLP has developed powerful and practical approaches to personal development, change and communication that significantly enhance our ability to be more the best we can be, more of the time. The true magic of NLP is that it distils the essence of what works best in any field and translates this into an easily accessible "How to" technology.**

## What are the origins of NLP?

Originally developed in America, in the mid 1970s as a result of research by Richard Bandler a systems analyst and computer programmer and John Grinder, a professor of linguistics, NLP now represents the bringing together of many wisdoms. It draws on the best of several sciences and studies in language and semantics, therapy, health and business.

## Learning and practising NLP will help you to assist others (and yourself) to ...

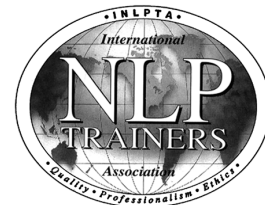
- Set appropriate, achievable and motivating goals, and develop personal pathways toward compelling futures
- Be more understanding of difference, and enrich relationships with other people
- Develop deeper rapport, be more persuasive, and have greater positive influence
- Be more aware of their own state, and feel more resourceful even in challenging situations, so they can perform more at their best more of the time.
- Reduce limiting beliefs and habits, and develop empowering ones.
- Free people from the power of past negative experience.
- Enhance self-appreciation and esteem

## What about Training in NLP?

There are different levels of certification in NLP



The International NLP Trainers Association stipulates minimum durations for training at each level equivalent to 4 days for the Foundation Diploma, 16 additional days for Practitioner Certification, and a further 20 days for Master Practitioner.



## Who are NLP in the Northwest?

**Chris Grimsley** is an INLPTA Certified NLP Trainer, and founder of NLP in the Northwest. Based in Lancashire, in the northwest of England, Chris has been training NLP for over 18 years, and with colleagues, has successfully delivered NLP programmes on both an open, and an in-house basis to a range of individuals, professionals and service groups including counselors, coaches and therapists; mental health workers; child and family support staff; education staff; youth offending team workers; GPs, midwives and nurses; college lecturers; public service managers, and lots of people interested in their own personal development..

*Want to know more?*

For more information, visit

[www.nlpinthenorthwest.co.uk](http://www.nlpinthenorthwest.co.uk)

