

October 2016

HEALTH AND WELLBEING



RESULTS

NLP

Behavioural Science, Magic or Myth?

NLP was recently described as one of the fastest and most powerful behavioural change strategies of the 21st century, helping individuals and businesses alike achieve excellent results with more individuals seeking out training in NLP than anything else!

In addition it seemed to attract the interest of doctors and healthcare professionals when a freedom of information request revealed the NHS spent £800,000 on NLP as early as 2006-2009 and a further £105,000 training staff. This being said it is commonly suggested NLP lacks sufficient evidence supporting its claims when compared to such therapies as cognitive behavioural therapy and other selective talking therapies.

Mark Shields takes a closer look at this popular life and business enhancing strategy with a view of defining exactly what it is, how it works and why its so popular despite medical reservations?

Lets start at the beginning

When researching ideas for this article I found myself revisiting my own definition of NLP that I always used at the beginning of day 1 on my NLP Practitioner Training courses to a room full of "would be NLP Practitioners " and feeling at the time I had much room for improvement.

I also found my mind wandering to a recent NLP conference where I listened to a host of NLP experts trying to describe and define what NLP was and I remember thinking "surely they can come up with something clear, concise, consistent and meaningful. In a funny sort of way this confirmed I wasn't the only NLP "expert" that struggled to find a clear definition.

This prompted me to revisit the origins of NLP as surely I should know the answers to such simple questions, after all I have written books on NLP, appeared on TV as an expert yet when recently asked to describe what NLP actually does and how it works I found myself faltering!!! Of course I had an acceptable vision in my head of my description of NLP however articulating it in a few words seemed to be the problem.

I decided its time to revisit the basics, after all we never know everything and there is always room for more knowledge and learning. Prompted by a new revelation that the NLP community itself didn't have a defined and consistent definition for NLP I decided I was going to conduct a broad search across numerous NLP resources until I came up with the perfect definition of:

- What is NLP
- How does NLP Work
- What can we use NLP for?

What do we know for sure?

We know that NLP is seen by many employers and individuals as one of the fastest growing tools for those who want to improve results. This improvement is often achieved by individuals looking to improve their personal and business results whilst companies look to improve staff skills and sales and service performances.

We also know more people are attending NLP training courses than ever before with over 20,000 searches per month for NLP Training on google alone.

continues overleaf...



Training providers have tripled in the last 3 years and The NLP Practitioner Certificate is now recognized by many employers as "meaningful qualification in coaching" in both the private and public sector and adds a "certain weight" to individuals value in the workplace.

So up until today and conducting the extensive research for this article descriptions of NLP have been few and far between including:

- The study and application of the art and science of human behaviour and excellence
- The application of a set of empowering beliefs known as the pre suppositions of NLP
- The observation and subsequent modeling of human behaviour
- The application of what is known as the attitude of NLP and a methodology in the form of a set of techniques leading to excellence
- A successful coaching strategy often used to help individuals break serious habits or overcome certain fears, even phobias

So here we go following research, investigation, and a lot of searching I have come up with the answer to the big 3 questions. What is NLP, How does NLP Work and finally what can we use NLP for?

What is NLP?

NLP is like being given the manual and the highway code of your brain. It has been called the software for the mind, and it's easy to see why.

NLP is an attitude and a methodology, a set of techniques, which leads to excellence. It is the study of excellence, providing and enabling you to weave magic in all areas of your life.

It is an extraordinary and cutting-edge approach to human communication and the development of excellence. This remarkable set of tools is based on the amazing discovery that in changing how you think can change what you think - and in changing how and what you think, you can dramatically transform the results you create in your life.

NLP can assist you to develop and maintain a high level of motivation for achieving your goals, and can help convert barriers and obstacles into doorways to success.

NLP can be used to learn the characteristics of top achievers and to create a blueprint for unlimited success.

Through the simple yet profound techniques that make NLP so powerful, you can eliminate unwanted habits, transform negative emotions into positive feelings, improve the way you see yourself, enhance your self-esteem and become the person you want to be.

Everything you experience is created twice - first in your mind and then in reality. The experiences you create are representative of your internal state, the way you think and the feelings that your thoughts generate. When you have the tools to change your

internal state, you will find that your external reality will change to match the new internal state. It's pretty simple, and quite astounding.

How Does NLP Work?

Think about this...was there a time when you decided you would change a dysfunctional behavior and do something different only to find you unconsciously repeated the same old habit?

Have you ever wondered why you repeat the old behavior?

Negative emotions and limiting behaviors tend to be stronger than your logical conscious mind and as habits / patterns are generated and stored by the unconscious mind the change needs to occur at the unconscious level!

If it were as easy as saying 'I will give that up right now' then we would all be our own therapists.

Unwanted behaviours and beliefs have been learned and stored at an unconscious level, and these may no longer serve you.

For example, as a child you may have 'learnt' to become afraid of spiders, this may have been because the first time you saw a spider the adults in the room showed you how to 'behave' by running away from the spider. This is then stored at an unconscious level and every time you now see a spider you react automatically in the same way.

It becomes an automatic unconscious response which you are unable to change consciously, this is the same for phobias and fears and they can only be changed at the unconscious level.

This is also true of limiting beliefs, you may be letting a belief that you formed at a young uniformed age hold you back today, like 'I am not worthy'. This is only a belief, it is not true and therefore can be changed at an unconscious level to a belief that will empower you life.

Often people do not consciously know what and especially how they do something. This is where NLP is important. It helps you see and understand how you can change the responses and behaviours that don't work for you to the ones that allow you to unlock your full potential.

What Can We Use NLP For?

How useful would it be to have a manual for the brain?
A users guide?

According to William James one of the founders of American Psychology, the average person uses only 10% of their brains full potential.

NLP allows you to better understand your mind and enables you to access the excellence you already inherently have.

NLP will allow you to create new neurological pathways, this will create behaviors that better serve you for your life and eliminate old destructive patterns of behavior.

In a nut shell, NLP can help anything that you do in life that requires thought, either conscious or unconscious.

So there you have it hopefully some easy to understand, easy to apply answers to some difficult questions.

I hope this helps however if you have any further questions regarding NLP, Mark Shields can be contacted on 01462 431112 or mark@lifeppractice.co.uk.
www.lifeppractice.co.uk

Article References extracts taken from www.kcl.ac.uk news

Article References extracts taken from www.liveyourlifetothefull.com

Article References Taken from The Certified NLP Practitioner course material "Get the Life You Want " written and presented by Mark Shields.