

# FIVE PRINCIPLES FOR SUCCESS

1. **Know your outcome.**
2. **Take action \*** .
3. **Have sensory acuity.**
4. **Have behavioral flexibility.**
5. **Operate from a physiology and psychology of excellence \*** .

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\* NOTE: Principles followed by an asterisk are not “traditional” NLP.

# STATE -VS- GOAL

## VALUE OR STATE

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## GOAL \_\_\_\_\_ OR

Stated ambiguously  
specifically

Stated

Write affirmations

Write goals/outcomes

You can have it now

Time is involved

No steps  
there  
(backwards)

Steps needed to get  
(Get final step and work

Infinite

Measurable

Stated for self and/or others  
only

Stated for self

# KEYS TO AN ACHIEVABLE OUTCOME

1. **Stated in the positive.**  
“What specifically do you want?”
2. **Specify present situation.**  
“Where are you now?” (Associated)
3. **Specify outcome.**  
“What will you see, hear, feel, etc., when you have it?”
  - As if now.
  - Make compelling
  - Insert in future. Be sure future picture is dissociated.
4. **Specify evidence procedure.**  
“How will you know when you have it?”
5. **Is it congruently desirable?**  
“What will this outcome get for you or allow you to do?”
6. **Is it self-initiated and self-maintained?**  
“Is it only for you?”
7. **Is it appropriately contextualized?**  
“Where, when, how, and with whom do you want it?”
8. **What resources are needed?**  
“What do you have now, and what do you need to get your outcome?”
  - “Have you ever had or done this before?”
  - “Do you know anyone who has?”
  - “Can you act as if you have it?”
9. **Is it ecological?**
  - “For what purpose do you want this?”
  - “What will you gain or lose if you have it?”

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  - What will happen if you get it?
  - What won’t happen if you get it?
  - What will happen if you don’t get it?
  - What won’t happen if you don’t get it?

# WELL FORMEDNESS CONDITIONS

for Outcomes/Goals

1. Stated in positive terms.
2. Initiated and maintained by client.
3. Specific sensory-based description of outcome and the steps needed to get there.
4. Ecological.
5. More than one way to get the outcome.
6. First step is specified and achievable.
7. Does it increase choice?

# THE PRESUPPOSITIONS OF NLP

## *CONVENIENT ASSUMPTIONS*

### Mnemonic Device

**R E S P E C T  
U R - W O R L D**

1. **Respect** for the other person's model of the world.
2. Behavior and change are to be evaluated in terms of context, and **Ecology**
3. Resistance in a client is a **Sign** of a lack of rapport. (There are no resistant clients, only inflexible communicators. Effective communicators accept and utilize all communication presented to them.)
4. **People** are not their behaviors. (Accept the person; change the behavior.)
5. **Everyone** is doing the best they can with the resources they have available. (Behavior is geared for adaptation, and present behavior is the best choice available. Every behavior is motivated by a positive intent.)
6. **Calibrate** on Behavior: The most important information about a person is that person's behavior.
7. **The** map is not the **Territory**. (The words we use are NOT the event or the item they represent.)
8. **(U) You** are in charge of your mind, and therefore your results (and I am also in charge of my mind and therefore my results).
9. People have all the **Resources** they need to succeed and to achieve their desired outcomes. (There are no unresourceful people, only unresourceful states.)
10. All procedures should increase **Wholeness**
11. There is **ONLY** feedback! (There is no failure, only feedback.)
12. The meaning of communication is the **Response** you get.
13. The **Law** of Requisite Variety: (The system/person with the most flexibility of behavior will control the system.)

14. All procedures should be **Designed** to increase choice.

# PRIME DIRECTIVES OF THE UNCONSCIOUS MIND

...from the Time Line Therapy® Certification Training

- ① **Stores memories**  
Temporal (in relationship to time)  
Atemporal (not in relationship to time)
2. **Is the domain of the emotions**
- ③ **Organizes all your memories**  
(Uses the Time Line. Mechanics is the Gestalt)
- ④ **Represses memories with unresolved negative emotion**
- ⑤ **Presents repressed memories for resolution.**  
(to make rational and to release emotions)
6. **May keep the repressed emotions repressed for protection**
- ⑦ **Runs the body**  
Has a blueprint:  
of body now  
of perfect health (in the Higher Self)
- ⑧ **Preserves the body**  
Maintain the integrity of the body
9. **Is a highly moral being** (the morality you were taught and accepted)
10. **Enjoys serving, needs clear orders to follow**

# PRIME DIRECTIVES OF THE UNCONSCIOUS MIND

11. **Controls and maintain all perceptions**  
Regular  
Telepathic  
Receives and transmits perceptions to the conscious mind
12. **Generates, stores, distributes and transmits “energy”**
13. **Maintains instincts and generate habits**
14. **Needs repetition until a habit is installed**
15. **Is programmed to continually seek more and more**  
There is always more to discover
16. **Functions best as a whole integrated unit**  
Does not need parts to function
17. **Is symbolic**  
Uses and responds to symbols
18. **Takes everything personally.** (The basis of Perception is Projection)
19. **Works on the principle of least effort**  
Path of least resistance
20. **Does not process negatives**