

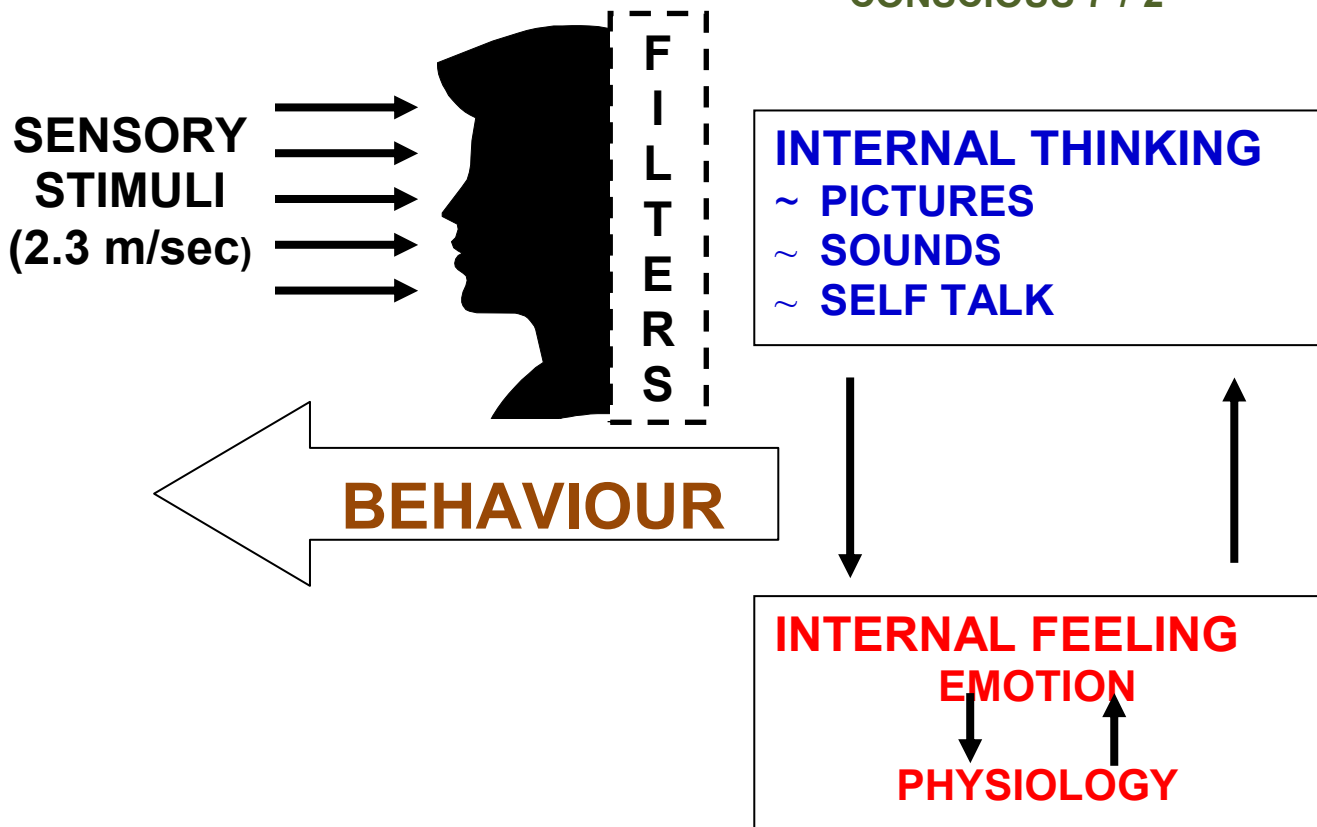
# NLP Communication Model

**EXTERNAL  
TERRITORY**

**INTERNAL  
'MAP'**

## UNCONSCIOUS

CONSCIOUS 7<sup>+</sup>/-2



# NLP Communication Model

## Key Points:

- Our brain and neurology processes immense amounts of information each second through our senses
- Our conscious mind is very limited in span of attention (7+/-2 'chunks')
- Our unconscious mind deals with most of what we do
- What comes to our conscious awareness is filtered through beliefs, past experiences, assumptions, culture etc, so we operate from our own internal 'map' of external reality
- Our conscious awareness can be likened to a torch beam in a dark room.
- What we think affects what we feel, which affects what we think
- We process / 'think' about what we filter in through internal pictures, sounds, self talk
- Our pictures, sounds, self talk very often are responsible for our feelings
- Our internal feelings include the 'emotion' (a word for what I'm feeling, like happy, sad, anxious), internal physiology / body chemistry involving the release of chemicals / hormones like adrenaline, cortisol, dopamine, and are some described as a sensation (like butterflies in my stomach)
- Our behaviour and response is a result of what we do on the inside, rather than what happens in the outside world