



**ROBERT SIMIC  
COACHING INSTITUTE**

# **NLP & COACHING PRE - STUDY**

(extract from Training Manual)

“Our deepest fear is not that we are inadequate,  
our deepest fear is that we are  
POWERFUL BEYOND MEASURE.

We were all meant to shine as our children do.  
It’s not just in some of us,  
it’s in EVERYONE.”

- Marianne Williamson

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## INTRODUCTION

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Welcome to the exciting world of Neuro Linguistic Programming (NLP). This 6 day practitioner course is designed to equip you as an NLP practitioner. We will explore the philosophy of NLP as well as learn several NLP techniques and language tools for application in all areas of life.

Let's start this journey by exploring some definitions of NLP. At the end of the training please choose the definition that you feel best matches what NLP really is.

## DEFINITIONS OF NLP

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1. *NLP* is an attitude which is an insatiable curiosity about human beings with a methodology that leaves behind it a trail of techniques." *Richard Bandler (One of the co-founders of NLP)*
2. It's a set of tools to deal with the blocks—that we've all created—to simply being who we really are. *Anthony Robbins*
3. An owner's manual for the mind - *Chris Howard*
4. The name of the field refers to (Neuro) the human nervous system, including the brain and the five senses, (Linguistic) the verbal and non-verbal languages with which we communicate and (Programming) the ability to structure our neurological and linguistic systems to achieve desired results - *Jamie Smart*

All of these definitions are very different from each other yet all correct. NLP is such a broad subject that it is very difficult to contain it to one single definition.

## NOTES

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NLP officially began in the early 1970's. The following great minds listed below are accredited with developing and promoting NLP:

- John Grinder; originally an assistant of a professor of linguistics at university of California.
- Richard Bandler; holds a BA in Philosophy and Psychology from University of California.
- Fritz Perls; innovative psychotherapist and originator of the school of therapy known as Gestalt.
- Virginia Satir; family therapist.
- Milton Erickson; Internationally acclaimed hypnotherapist.

NLP quickly developed into two complementary directions: firstly as a means of discovering and using personal excellence, and secondly as a means of discovering and using the communications patterns of other people's excellence.

Bandler focused on the work of therapists Virginia Satir and Fritz Perls and began to run various workshops and study groups around the subject of gestalt therapy. Soon Bandler and Grinder began to work together to develop a behavioral syntax for gestalt therapy i.e what skills and techniques would help a person overcome a problem. Adopting an approach of *"if it works, use it - if it doesn't work, try something else"* they analyzed writings and tape recordings to discover the roots of what allowed Satir and Perls to produce such remarkable results.

Ideas, insights, and techniques were tried out on friends who soon joined them in developing and extending the work. The enthusiastic and highly creative group grew and this was how NLP developed. Out of this search came many of the techniques and methods that are still part of good NLP Practitioner and NLP Master Practitioner trainings today, such as anchoring, sensory acuity and calibration, reframing, representational systems... Today NLP is still evolving as NLP'ers continue experimenting with the application of NLP.

Like most things, the world of NLP also has its politics. This continues to fuel the debate of "What is NLP?" and "Who has what rights to claim to be real NLP'rs?". Our position is that anything that can affect the mind and cause change in behaviour can be called NLP. We like to think of NLP as the art and science of personal excellence.

<b>Art</b>	Everyone brings their unique personality and style to what they do, and this can never be adequately explained in words or techniques.
<b>Science</b>	There are specific clear methods and processes with outcomes that can be measured

NLP provides strategies to achieve greater success in all areas of life.

## SECTION 1 – THE PHILOSOPHY OF NLP

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Philosophy asks,

1. What is there?
2. How do we know?
3. What is it worth?

The Philosophy of NLP suggests a process for

1. Understanding what is there
2. Determining how we know
3. Deciding what its worth



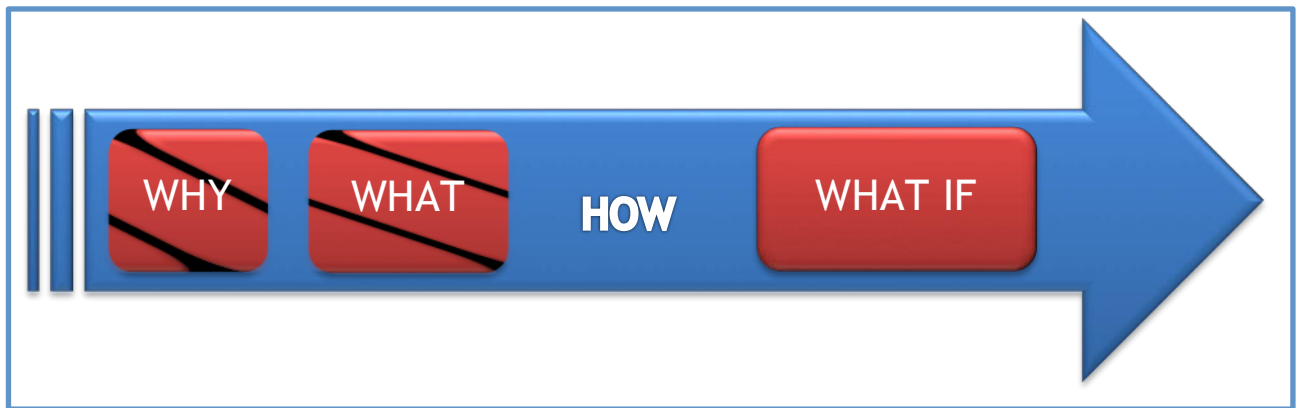
## PHILOSOPHY OF NLP

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Fundamental to the philosophy of NLP is the importance of process over content. Most approaches to almost any subject are primarily invested in content even though the process is taken into consideration. NLP at its core is interested primarily in process. Content is only helpful in that it helps to determine the context in which processes occur.

## PROCESS OVER CONTENT

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NLP is interested in the “HOW”. It is all about the process that I use to create my reality rather than the details or specifics of my current situation.

**HOW** do I create my **WHY**, **WHAT** and **WHAT IF**?

As a result of this approach you will become familiar with statements like.....

- “Once you determine how you create the problem, you can change the process and produce a different outcome”
- “If you understand the process someone uses to buy something, you can sell to them by following their process”
- “Change the order and the sequence of the information presented and change the meaning of the information”

Focusing on process is what has led to all the NLP techniques. It is what makes NLP so powerful and why anyone can get great results practising NLP. This is also one of the reasons this training only needs to be 4 days. We use NLP processes to teach NLP.

Another key aspect to the philosophy of NLP is that the answer to the question ‘why’ is really unimportant. You might be wondering why. Because of the focus on process and on outcomes, it is considered more important to focus on what you want rather than on why you created what you didn’t want. Knowing why, also doesn’t necessarily equip

anyone to go create what they want. At best it can help you not create what you don't want. The big shift here is all about what thoughts you hold in your mind and where your focus is.

*NLP believes that what you focus on is what you get.*

One of the major objectives behind NLP techniques is to get you to focus on something that solves the problem. NLP suggests that the problem exists because of what you were focusing on in the first place.

At this point you might be thinking that this is very simplistic and very “off the wall” as NLP seemingly insists on ignoring reality. I can understand that position at this point. All I can ask is that you stick with me as I explain more. In fact the best way I know how to ensure you get the most from this training is to ask you to reserve your judgment to the end of this training. NLP as a subject often only really becomes clear once you have the full picture. The information is presented to you in layers and the full picture will only become clearer further down the line.

## WHAT ARE YOU MADE OF?

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A good idea is to understand your client's presenting problems (how the problem is a problem) in order to help them. You also need to know what resources are available to overcome these challenges and to deliver your client's desired results. Knowing what humans are made of will provide us with great insight on the resources that are available to facilitate change. How would you like to learn about your powerful mind, body and your neurology?

Chemically speaking, we are made of hydrogen, oxygen, nitrogen and carbon. These are the same elements that stars are made of. Naturally our chemical construction is different to that of stars even though we share the same basic content.

From a biological perspective, you can downsize your body into the following:

- Systems: Nervous System / Vascular System / Muscular System
- Organs: Brain / Lungs / Stomach / Skin
- Tissues
- Cells

From a physics perspective you can downsize cells into:

- Molecules
- Atoms
- Subatomic Particles
- Protons and Electrons
- Neurons, Gluons, Quarks and Mesons  
(electromagnetic vibration waves of light called QUANTA)

Most people are familiar with the concept of atoms. Like with many things, most people never bother, or have any interest to look deeper. As illustrated above, when we look deeper we realise that our physical existence is fundamentally energy. Look at the list above again. Notice that every single cell of your body is made up of Molecules, which in turn is made up of atoms. To date the only scientifically measurable within an atom is energy. That means that every single cell of your body is made of vibrating waves of light called energy. Fundamentally you are made of energy. In fact you could even go as far as saying you are made of light.

Today we know now that every organ, every tissue and every single cell in your body is made of atoms. The molecular structure as well as the frequency that the atoms vibrate at, is what separates them and makes everything unique and distinguishable.

This is why blood is different to muscle even though they are both made of atoms. In the same way EVERYTHING else in our physical universe is also made of atoms! This means that your book, chair, car and anything else physical in this world is also made up of atoms and therefore made of energy.

EVERYTHING in our physical universe including the invisible air that you breathe is made of atoms and therefore made of energy. You might be wondering how this has anything to do with coaching or NLP? Stay with me as the answer will become very clear to you during the rest of this training. For now, remember that everything, including you, constantly vibrates at a frequency - emitting energy.

## YOUR NERVOUS SYSTEM

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Once you understand the magnificence of your Nervous System, it is very easy to get excited about the possibilities of change within yourself and your clients! Your Nervous System and your neurology is the most magnificent creation known to mankind!

Understanding your client's presenting problem coupled with a realistic idea of what is possible based on their potential is the first step of the RSCI Coaching process. Understanding your neurology is the key to defining realistic outcomes for yourself and your clients based on real potential.

Here is your first task.

Define in your own words what a neurological connection is.

Your Nervous System is capable of  $(10^{10})^{11}$  possible neurological connections. That's the number ten, with ten zeros behind it, written eleven times. Here it is:

[illegible]

You might be thinking, great! But what does this mean to us practically? Before I answer this question it is well worthwhile contemplating the enormity of this number.

- This number is so big that we have no conscious idea of what to compare it with
- You have more possible neurological connections, although you are not using them all, than the number of all the stars in our visible universe.
- You have more possible neurological connections than the number of all the grains of sand on all the beaches on our planet
- You have more possible neurological connections than all the atoms in the entire universe, according to quantum physicists Dr. Paul Goodway.

Now knowing our unlimited potential and what is possible, how do we explain a world of people that struggle to learn new languages, or to achieve their goals, or heal diseases?

Being an NLP Practitioner is vastly about understanding how we accept limitations and create barriers within ourselves that block this potential. The exciting bit is not that we identify the challenges but that you are going to learn to unlock this potential and set yourself and your clients free to create the life that you/they want. Be prepared for a fun and exciting journey as your potential is unleashed in the world!

For decades scientists have believed that we only have neurons in our brains. Deepak Chopra, in his book called “Quantum Healing” published in 1986, proved that neurons are actually everywhere in the body. In fact, neuro transmitters bathe every single cell of your body. This means that your brain can and does communicate with any part of your body constantly. Your thoughts are communicated to all your cells, all the time.

Now, that's not only interesting, that is also extremely important to us, because that scientifically proves the mind-body connection! The thoughts that you hold in your mind affect your body.

Have you ever heard the saying “all that stuff is just in your mind”? The good news is that NLP is not just in your mind! The fact is that the impact of this powerful approach to change affects the body as well. Depak Chopra’s findings now validate the effect that the mind has on your physical body. This is the first proof in history of the mind-body connection. That’s really, really important to us because it means that the thoughts that you hold in your mind do affect your body. This opens up a number of possibilities that I suggest we explore.

Now that we have discovered your almost inconceivable potential hosted by the magnificence of the body and its neurology, we have a good reason to engage our minds to focus on tapping into this potential to create new choices. What new choices do we gain by knowing this? By the way, this is always a good question to be asking about any new learning.

The most obvious application of this knowledge is in the area of health. We could possibly explain miraculous healings now. We also gain the possibility of healing what was not possible for us to consider healing before. Your body has this incredible power of rewiring, changing, transforming, healing itself... of course... if we do something about it.

Michael Hutchinson's book, "Mega Brain" written in 1986, tells the story about a medical doctor who had lifelong friend. His friend lived a completely normal life. He had a job, a family, kids and a dog. When his friend died, the doctor did the autopsy on his friend. When he cut open his head, he found that there was no brain?! Yes... no brain?! He had "Hydrocephalus". The space in the skull for the brain was filled with water instead. This man had no brain since he was born. He had the brain stem, and a very, very thin layer of brain cells, but inside of that was all water-like fluid, no brain!

You might find this funny. There was a conference in Montreal for medical doctors, and my friend was teaching them hypnosis. After he shared this story about the man who lived a normal life with no brain, one doctor raised his arm and said that he did an autopsy on his father who also didn't have a brain. Nobody told these people that they had no brains. Their ignorance allowed them to lead normal lives! The doctor's father was actually excellent in maths and an outstanding chess player!!!

You can't help but wonder how this is possible. Based on what we have learnt so far we can conclude that the physiology of the nervous system, from top to toe, rewired itself to compensate for the absent brain. In very simple terms, the functions of the brain were reassigned. Do you think that these people would have been able to live normal lives if they were told that they don't have a brain at some point?

This does lead us to the conclusion that our beliefs significantly impact our behaviour as well as expectation of behaviour. If a kid is continuously told: "You are stupid, you are stupid, you are stupid", the kid will decide to adopt this as a belief at some point.

People by nature actualize behaviour that supports and enforces their beliefs (by the way, none of the kids I have EVER worked with were stupid - there is no such thing as a kid that can't learn, there is no such thing as a kid that is not a genius).

Remember that you are a magnificent being with the most powerful Nervous System that has incredible potential, potential beyond measure and this leads me to believe that EVERYTHING is possible for you.

Take a few seconds and contemplate these facts...

- 98% of our knowledge about the human brain has been learned in the last 10 years!
- 80% of everything that scientists knew about the brain by 1990 is today proven to be false!

What incredible statements. It just proves that what we don't know - we don't know. It also proves that what we do know... it may just as well be proven false as we learn new things. Scientists usually believe strongly in their findings, until they become obsolete by discovering the unknown. Modern technology and new devices make it possible for researchers to continue beyond what we ever thought possible before. As a result our knowledge will continue to expand, our perceptions will continually change. This will impact all aspects of our world including the medical and wellness industries.

Think about it, until 1990 doctors were taught that our brain is hard-wired. Thanks to modern science and devices developed, we can now monitor the human brain while still operational - alive, seeing exactly which part of the brain is involved in which functions. That is how they discovered that the brain is not hard-wired! It changes and creates new neural-pathways - makes new connections, retracting the old ones. This is called brain plasticity.

We also learned that our thoughts are real! It's not just a thought, it's a material thing, made of energy (they are bioelectrical and biochemical impulses) and better yet, thoughts are the most potent energy known to us!

### **Some brain research facts:**

- When 10% dehydrated - it's 50% less efficient!!!
- It has 160,000 kilometres of blood vessels
- It is always on - it never rests throughout your whole life
- One brain cell is more complexly wired than the entire telephone network of the world
- We were not born hard-wired!
- 100 Billion neurons - as many stars as are in the Milky Way
- Genius ability in every one of us
- Capable of 10,000 Trillion operations per second
- We are limitless in capacity to learn and grow fast!
- At least 1000 times faster than the fastest supercomputer in the world

As we are on the subject of reality, let's explore what NLP has to say about reality and how it is created.

### **STEP 1 – EXPERIENCE**

Is to understand that our reality is informed by sensory information/data. This information is neutral and entirely meaningless.

### **STEP 2 – MEANING MAKING**

Is the process by which meaning and value is assigned to the sensory data. NLP suggests that these processes are informed by your “model of the world”.

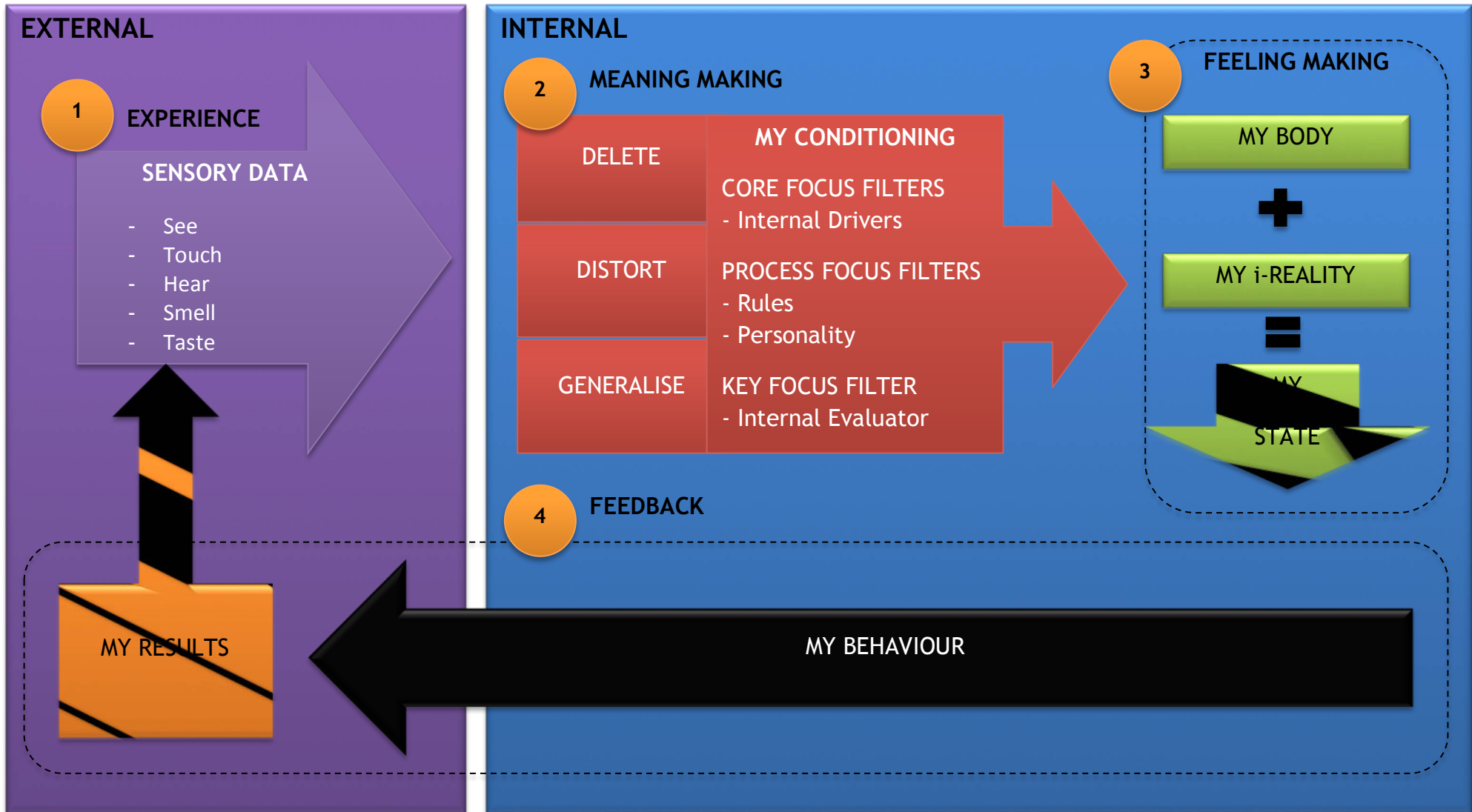
### **STEP 3 – FEELING MAKING**

Is the interaction between your internal reality and your physiology to produce your state.

### **STEP 4 – FEEDBACK**

1. Our behaviour – As feedback to our meaning and feeling making processes
2. Our Results – As feedback to our behaviour
3. How our results feedback into our experience

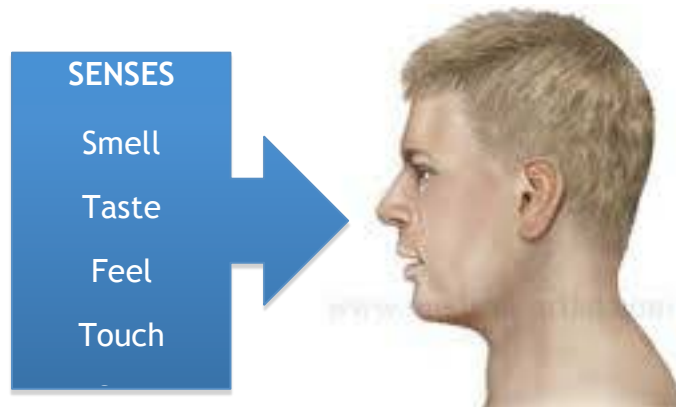
# PROCESSES OF CREATING OUR REALITY





## STEP 1 - EXPERIENCE


We are all reliant on our 5 physical senses to experience anything. Some people prefer using one sense over the others. Some people are better at using one specific sense than what they are at using the others. When someone has a disability in any one sensory area they compensate by developing above average skills in another sensory area.



Our senses provide us with data, data that is neutral in meaning. Sensory data allows me to acknowledge the existence of my dog. Sensory data does not determine what my dog means to me, or how I feel about my dog right now. Sensory data allows me to experience my dog barking. My response to the barking is based on my meaning and feeling making processes.

It is also worth noting that our 5 physical senses are limited in nature. Yes, we can see, but there is so much more to see that we don't! We can smell, but there is so much more to smell - ask my dog! They can smell so much more than we do!

The diagram below illustrates our visual limitation.

Radio	Microwave	Infrared	Visible	Ultraviolet	X Ray	Gamma ray
Invisible				Invisible		
Low Frequency				High Frequency		
Low Energy				High Energy		

Our senses are our gateway to the world. They process and deliver the information we use to create our perceptions and construct our reality. Quantum scientists today believe that our 5 senses are processing approximately Four Hundred Billion (400,000,000,000) bits of information per second. That is a lot of information for our minds to process!

Knowing that our reality is impacted by the limitation of our senses is really good news. It means that there are things that we might not know yet, that could make a significant difference in our lives. NLP is very invested in exploring your relationship

with your senses as well as how we improve our communication by understanding and adapting to the sensory preferences or strengths of others.

## STEP 2 - MEANING MAKING

Coming to grips with our meaning making process is learning what exactly happens to the sensory data as we process it. How specifically does the same meal become a good experience for one person and a bad experience for another?

NLP is very invested in the models and techniques that help identify and change these aspects of how we create our internal reality. We learn to take a new look at how we interpret our worlds. In its simplest form we make meaning by performing 3 main functions on the sensory data we process:

### 1. Delete

Our sensory data of four hundred billion bits per second needs to be reduced to approximately two thousand bits per second for us to be able to consciously process our experience. This means that most of what our senses process is lost. You can probably remember some of the things you did yesterday. All the other moments are deleted and the things that matter to you are what you will remember. How many red cars drove past you in the traffic this morning? I am sure you saw them and just deleted them.

Lets consider for a second what we don't delete. If someone has the same pair of shoes as you, do you notice it? Of course you do. Now, how many other people have been wearing shoes around you today? Can you tell me about their shoes? My guess is probably not. Unless shoes are really important to you and that is something that you generally pay close attention to.

The bottom line is that we retain and become aware of what is important to us and we delete the rest.

### 2. Distort

When we distort information we are categorizing it. It is almost as if we have folders for each category of experience i.e. good, great, bad, terrible, beautiful, etc. Every experience needs to be filed according to the qualification criteria of each folder. Your qualification criteria are determined by your personality and your personal rules for your life.

- Personality = Preferences that are characteristic of you
- Your rules for your life = Your Values and Belief systems

Lets assume that yesterday was a fantastic day for you. You will remember yesterday as a fantastic day because you filed it in your fantastic day folder. In the same way when we meet new people we need to place our experience of them in a folder. I know some people who have placed their boss in their "idiot" folder. Every interaction from then onwards with their boss assumes he or she is an idiot. So when the boss is nice to them, the boss is being nice for an idiot. When the boss does something idiotic, it's not an unusual event but rather a confirmation.

NLP has several techniques that help us to understand and change how we go about categorising information to serve us better.

### 3. Generalise

Generalising for me is the most interesting of all 3 the meaning making functions. Let's stick with our idiot boss analogy for a bit. If I were to generalise and say my boss never listens to me, how much effort would I put into communicating with him? Probably not much I would guess. There are 2 reasons for this.

1. Logic says there is no point in putting great effort in to communicating with someone that doesn't listen
2. We only produce behaviour that supports what we believe to be true. No one actively engages behaviour to disprove their own position.

After having a brief look at the impact of how we delete, distort and generalise it should become easier to understand how people are so different and have such diverse responses to things.

NLP can be a very powerful tool to help people develop more resourceful and serving responses to your communication as well as their own lives.

#### STEP 3 - FEELING MAKING

Emotion is the fuel for action. I am not aware of any person who has achieved anything without being emotionally charged about the subject. Technically speaking, emotion is experienced when certain chemicals are present in our blood. That is why medicine is often prescribed for dis-eases that are mood related. The medicine is designed to impact your chemical balance and so change your mood. There are 3 ways to change your state or your feelings.

1. Physically altar your chemical status (food, drugs, alcohol, smells etc.)
2. Exercise, sex, massage etc.
3. Change your meaning making process

#### STEP 4 - FEEDBACK

Feedback is everything that happens inside and outside of you as a result of your meaning and feeling making processes. Feedback also includes the responses you get. In short feedback can be considered your behaviour and your results.

**Behaviour** - Behaviour can be defined as all our activities both conscious and unconscious. Behaviour is what we are most aware of in relation to our results. Changing our behaviour will produce different results.

**Results** - Results are the outputs we produce in our life. The things we measure that translate to what we deem to be success. It is crucial to create clarity around the real meaning and impact of the outputs we produce. Learning to evaluate these aspects of life constructively is key to sustainable success in all areas of life.

NLP has great approaches and techniques to actively take control of your behaviour and results in life.

Presuppositions of NLP are really just convenient assumptions. Convenient beliefs, that allow us to structure our reality in the most beneficial way. We refer to them as convenient because they are beneficial but also because they may not necessarily be the truth. We have found that adopting these presuppositions to be of great benefit, especially when working with other people.

Remember that our Beliefs are part of the Process Focus Filters and that they act as pillars of our reality. They determine what is possible for us and what seemingly isn't. Henry Ford said it this way: "Whether you believe that you can or that you can't - you are right." So we choose to believe in things that are beneficial, beliefs that will serve us well in our quest for learning, growth and expansion. I know that you might be feeling some resistance at this point. That is ok. No one will force any of these beliefs onto you. All we ask is that you consider them and more importantly consider their benefit. We will spend considerable time discussing these at the live training. You will have opportunity to voice your point of view or clarify anything with regard to the presuppositions.

If we as coaches have limiting beliefs about ourselves or our clients, we would limit ourselves and our clients based on those beliefs. These presuppositions are designed to empower you to serve your clients much better. These presuppositions allow you to always see the unlimited potential in your clients. They allow you to believe that that your clients are capable of producing any change in an instant!

At the training, we will be looking for specific behaviour that demonstrates the existence of these beliefs in your belief system. We listed 15 Presuppositions of NLP, the ones we have adopted:

### **RESPECT THE OTHER PERSON'S MODEL OF THE WORLD.**

Respecting their model of the world is essential. This doesn't mean accepting it, or buying into it, or not changing it - it simply means respecting it. Remember that your client's model of the world is very real to them. Their entire conditioned mind and the way it is wired is reflected in their model of the world - it's their Map of how the world is. It determines their reality. They could believe in the most ridiculous things, self destructing and limiting, and you ought to have respect and coach them for what they came for, respecting their model of the world. Utilize their reality, and coach them to overcome their problems as they perceive them.

## BEHAVIOUR AND CHANGE ARE TO BE EVALUATED IN TERMS OF CONTEXT, AND ECOLOGY

Whatever your client presents, you ought to evaluate it in terms of the context in which it occurs. You need to consider the clients circumstances. You should also consider Ecology. You need to evaluate the full impact of what your client is asking you to do for him or to help him achieve. It may not be Ecological attaining that goal and you need to be aware of it.

## 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.

## PEOPLE ARE NOT THEIR BEHAVIOUR

A person's behaviour is not who they are. They are so much more than just their behaviour. You ought to accept the person and change the behaviour that they want changed. This is especially important when working with kids. Kids labelled with some learning disability as an example. In my world, that doesn't exist, and kids are always able to learn. Just ask them: "What are you good at?" and you will discover how they are always good at something. All kids can learn, trust me. In fact they can't not learn. They may be using wrong representational system or they may be receiving information in a way that doesn't match their learning style, but they can always learn, we are all programmed to learn, naturally. Kids are never stupid and they never have attention deficit disorder.

If you could switch off your attention, you would be dead. Kids certainly don't have attention deficit! If they are not learning what they should, the question is then what are they learning instead? When someone is branded Dyslexic or ADD, my questions is: "Under which circumstances?" or "When does s/he forget to do that?" All meaning is context dependant anyway. You need to find under which circumstances they are not doing what is expected. Are they ALWAYS producing that behaviour? Even when they are asleep?

Labelling someone based on their behaviour is wrong and very inaccurate. People are not their behaviour, their titles or what they do. They are so much more and it's rather easy seeing that, once you look for more in them... This one ties in with the one that follows...

## EVERYONE IS DOING THE BEST THEY CAN WITH THE RESOURCES THEY HAVE AVAILABLE

Behaviour is geared for adaptation, and present behaviour is the best choice available. Every behaviour is motivated by a positive intent. This means that regardless of how bizarre people behave... there is always positive intent behind that behaviour. This provides understanding and room for forgiveness whilst still holding people accountable.

And this applies to you too. Have you ever acted in a way that you wouldn't endorse now? Have you ever acted as a bit of a jerk towards someone? That would simply mean that you were doing the best you could at the time, with the resources you had available, which creates space for forgiveness. So let yourself off this time. Also learn from the events and prepare for more beneficial behaviour in the future.

## CALIBRATE ON BEHAVIOUR

The most important information about a person is that person's behaviour. Regardless of what people tell you, calibrate on their behaviour. If you look at the listed presuppositions above, from numbers 2-6, they are all about behaviour! Always calibrate on their behaviour, it's the most important information you will get about your client from your client.

## THE MAP IS NOT THE TERRITORY

The words we use are NOT the event or the item that they represent. For each of us, words can carry a different meaning based on our own map. If I was to describe what the word LOVE means, I bet it would be somewhat different to your, or anyone else's, description of that word. We give meanings to things and we use words to describe them. Neither words nor the meaning that we assign to things and events are ever accurate! They simply resemble our own version based on our own unique perceptions. The world is not what you perceive it to be. Your model of the world, is just an idea of how the world is, it doesn't mean that it truly is that way.

In NLP, we care about the process, the structure behind the content and meaning. Unlike with many other therapeutic models, NLP seldom deals with content. We don't need 10 years of client personal history to cause lasting change for them. We care about the processes and about the structure of their internal world.

We make our lives miserable or beautiful and joyful by assigning meanings to things based on our own internal map. Each person structures his, or her, own thinking from within the framework of their model of the world. They can't see or experience the world for what it truly is as we Delete, Distort and Generalise all incoming information.

The Map is not the territory simply means that there could be other options, other meanings and versions, other Maps of the world (territory) that we should consider.

### YOU ARE IN CHARGE OF YOUR MIND, AND THEREFORE YOUR RESULTS

This simply means that by truly understanding how we create results in our lives, and by insisting on focusing on what we want to have happen in our lives, we will always get results we desire. Being in charge of your own state and focusing on what you want is the key to always getting desired results. Your Unconscious Mind has always been the goal getter and it's been producing results for you your whole life based on what it thinks is important to you. Whatever you focus on, it gets impressed on your Unconscious Mind and it considers it to be important. It naturally seeks to find what is inside you in the outside world.

The good news for you is that you know how to be in charge of your Internal Representations. You are learning how to effectively communicate with your Conditioned Mind and that from now on you are in charge of your thinking. You determine your focus and therefore your results! We all are, and we always were, we just didn't understand how it is that we run this magnificent system that each of us has. No need to change the system, just start communicating things that you want and focus on them. You will always produce that kind of thinking that will cause specific supportive behaviour, creating desired results in your life.

### PEOPLE HAVE ALL THE RESOURCES THEY NEED TO SUCCEED

There are no unresourceful people, only unresourceful states. Remember  $(10^{10})^{11}$ ? What other resources could you ever need? You are magnificent in every way and you can achieve anything you put your mind to. The only thing that stops you from achieving something would be your own internal sabotage. We do this by creating doubts, fears and anxiety. We doubt our own abilities making failure a reality for us. This thinking pattern will create unresourceful states and this will change everything. Your thinking, your behaviour and your results will always be determined by your state. And you can control your state by choosing your beliefs, Internal Representations and Physiology. We all have all the resources we need to succeed in anything we put our minds to.

### ALL PROCEDURES SHOULD INCREASE WHOLENESS

This one is rather important as we believe in congruency. The more parts a person has, the more incongruent you are. Incongruence creates internal conflict. Internal conflict can be extremely bad for one's health. It can sabotage your thinking, behaviour, as well as your efforts to produce desired results.



Some trainers of NLP even choose to install parts, claiming that it improves their flexibility of behaviour. We are opposed to that as we believe in wholeness. We believe that a person with no parts is whole and can be totally congruent.

### THERE IS ONLY FEEDBACK!

There is no failure, only feedback. Regardless of what result your behaviour produces, you should consider it as a feedback. The only sure way to fail is to give up and stop the learning process to never do it again. If you consider all results as a feedback, you will do well in life. You will be able to recognise what is not working, learn from it and change that unproductive behaviour. Einstein said that the definition for insanity is doing same things over and over again, expecting different results. You need to take the feedback, learn from it and change the behaviour accordingly.

You will get a lot of feedback during the live portion of this training. Adopting this belief will improve your ability to learn. A winning strategy is to be open to learn and be willing to improve/change the behaviour that will produce different results.

All the great inventions of our time took a significant number of experiments, before succeeding. If at any point in time the inventors gave up because they perceived the feedback to be failure the modern world would not be so modern.

The great inventors of our time are often quoted saying things like “I never failed. I just found 10 thousand ways of how this is not going to work. Each time I learn what doesn’t work I got 1 step closer finding a way that it will work.”

You can’t fail unless you give up. Any other feedback is best utilised to learn from.

### THE MEANING OF COMMUNICATION IS THE RESPONSE THAT YOU GET

When you communicate you are fully responsible for whatever you are communicating. Think about two people having a conversation, communicating something to each other, right? Who’s responsibility is for that communication and the results of it? What do you think? Most people will agree that it should be 50% on each side. In NLP, we take that one step further. We suggest that each person should be 100% responsible for all the communication that’s happening between them.

The response that you get from a person that you are communicating to, will greatly depend on the way that you are communicating yourself to them. The way you say things, the words that you use, the chunks of information, the order of the information presented and much more... will cause different Internal Representations in people. What you create inside of them will determine their response.



People will give their own meaning to what you were communicating. If for whatever reason you get an undesired response, what should you do?! Think “Well, I am communicating myself perfectly and THEY are not really listening or they don’t want to hear it...” or do you take 100% responsibility for your communication and take that as a feedback, utilize and change the way you are communicating the information to them? Would you say something like: “Wait a minute, this is not really working, what can I learn from this? I need to change the way I communicate to this person in order to change the response that I am getting!” I certainly hope you would take the responsibility for your behaviour and choose to constantly be on the lookout for new learning, while improving yourself and growing, extending your range of behaviour.

The Cause and Effect equation comes into play here. If you give up on 50% of the communication to that person, you are giving your power away AND you lose control over creating the results you want. You let them be in charge of half of your desired outcome, which just wouldn’t be smart, would it? Be at Cause, at all times.

### THE LAW OF REQUISITE VARIETY

The system/person with the most flexibility of behaviour will control the system. You should continuously learn new ways to increase your range of behaviour. The fact is that the more flexibility of behaviour you have, the easier is to control the system.

### ALL PROCEDURES SHOULD BE DESIGNED TO INCREASE CHOICE

Any intervention that you do, anything at all, should always be designed to increase choice for your client. We don’t want to take choices away and limit our clients in any way. More choice equals more freedom.

### ALL BEHAVIOUR IS DESIGNED TO EITHER SEEK PLEASURE OR TO AVOID PAIN

You will find that we are driven by these two strong forces. People will do a lot to seek pleasure and even more to avoid pain.

## UNCONSCIOUS MIND

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Unconscious Mind facts:

- It controls 97% of our perception and behavior
- It averages 10 billion actions per second!!!
- It sees in pictures and patterns
- Its impulses travel at more than 160.000 km/s (faster than a speed of light!!!)
- It doesn't know the difference between a truth or a lie
- It can't tell real from imagined - it believes to be absolutely true, whatever you send it - being an image or a picture
- It works in an orderly manner

## RETICULAR ACTIVATION SYSTEM (RAS)

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Your senses process approximately 400 Billion bits per second of information. Your RAS (Reticular Activation System) processes that information by distorting, deleting and generalising it down to 2000 bits per second. It forms part of your conditioned mind and functions up to 800 times faster than your conscious mind. Literally every sensory impulses received will go through it first, where it decides whether the information received is important to you or not. In other words, it will pass on the information received to your conscious mind, ONLY if information received is on your priority list.

For example, if the impulse received is a sound of an alarm siren, it will quickly prioritise it for you, passing this information to your conscious mind, grabbing your attention regardless of what you were busy with at that time. This happens because the alarm sound is on your priority list, as a result of your mind being conditioned to act when hearing a siren.

This means that you need to learn to upload what is really important to you to your RAS. This is exactly why when you concentrate much of your attention on problems, like debt, all your RAS can bring to your attention is more of what you have stressed as important to it. If you worry about debt constantly, it will impress itself to your priority list and your RAS will do whatever it can, to bring more of it to your attention. It will see debt as a priority as you are focusing so much on it.

Remember, its job is to find in the outside world everything that matches to your inside world. For this reason we need to order our inside world's first, so that we are able to see it in our physical, outside world.

Before I explain the Psycho-Cybernetic Mechanism, let me first explain the Cybernetic Mechanism that we find in machines and some animals. This mechanism is simply, a control and response mechanism. We use it everywhere today, in our air conditioners, auto-pilots, etc.

Cybernetic Mechanism is designed to monitor a certain parameters and take corrective action to correct any deviation. Air conditioners now have climate control and are able to maintain a set temperature by adjusting the settings of the air conditioner to compensate for any other influences that affect the temperature. The air conditioner will activate and deactivate to maintain the set temperature because of the cybernetic mechanism. Auto-pilot technology in aircraft, also make use of cybernetic mechanisms. Psycho-Cybernetic Mechanism monitors what we refer to as your comfort zone.

Psycho- Cybernetic Mechanism is in charge to keep you in your comfort zone, no matter how badly you want to change. When it picks up any deviation from your comfort zone it sends feedback to your nervous system which then tries to “correct” the deviation by creating emotional stimulus to bring you back into your comfort zone.

A sales person who works on a commission based salary can decide to earn double than what he did a previous month. Logically it would require longer working hours, twice as many calls and probably some other sacrifices. In return, after a week or so, his income would be higher in comparison to the previous month’s first week. At this point his Psycho-Cybernetic Mechanism would kick in and send neural-transmitters to cause doubts, fear and anxiety. It will cause him to rationalize things. Please bear in mind, this happens automatically and so fast that you have no idea that it’s happening at all.

It will start justifying old behaviour. You might find it perfectly reasonable to take a break since you have worked so hard. It will literally find a dozen excuses why you should relax a bit and slow down. All this is to bring you back to your old comfort zone. It doesn’t know if you are happy or unhappy in your comfort zone. It’s job is simply to keep bringing you back into your comfort zone.

This is a very critical point. Without resetting this system - nothing will change! This system causes you to consistently behave the way you do and will continue to keep bringing you back. I certainly hope that I got you excited and that you want to know how to reset your Psycho-Cybernetic Mechanism!

Virginia Satir said: “familiarity is the most powerful force in human beings”. The opposite of familiarity is the unknown. Yet when you were a child, almost everything was unknown. Yet as a child, each day brought new exploration and a new set of possibilities. When you learned to walk, you kept going even if you fell, got back up each time over and over. You kept doing this because of your unshakable desire and belief that you will walk.

You will get clients with lives that they did not dream of. They might be in dead end jobs that barely pay the bills and instalments at the end of the month. But hey... at least they know what tomorrow will look like. At least they know that although it's not the life of their dreams, in fact it's probably more the nightmare they used to have, it's the life they know. Their need for certainty is so strong and overwhelming that they end up settling for less, staying where they are, not allowing themselves to experience the unknown.

You will learn to displace this fear and how to reset the Psycho-Cybernetic Mechanism.

## THE AMYGDALA

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Amygdala has tremendous power over your perceptions and actions. Its job is to pick up any deviation from your comfort zone. It senses potential and real stress and then orders the release of stress hormones. This causes you to have doubts, fear or anxiety.

The Amygdala is a very precious organism that you have, it's there to warn you and save your life. It stops you from doing what you were doing, prompting questions like: "Hey, watch it!, What are you doing?, Are you sure you want to carry on?" That is great when we are being protected from real danger.

Most of us always respond the amygdala signal by simply stepping back in to our comfort zone. There is great benefit in learning to manage, assess and take control of our response to Amygdala. It would be most beneficial if we are able respond to the Amygdala response with clarifying questions before taking action. If you are going to create the life you want and achieve your goals you need to be able to step out of your comfort zone and stay there.

Please understand that these systems are all part of you, designed to serve and protect you. You should learn as much as you can about them and program them to serve your current thinking and goals, instead of having no choice but to react the way you always have.

Understanding the Prime directives of the Conditioned Mind is crucial as you learn how the conditioned mind goes about running your life. We care a lot about Conscious Unconscious integration and it's important for your Conscious Mind to remember that all true change happens at the Unconscious level. It's also important to understand consciously as much as you can about how and what the Conditioned Mind does.

Your Conditioned Mind works in an orderly manner in line with its prime directives:

### STORES MEMORIES

Your Unconscious Mind stores all your memories in relationship to time (Temporal) and also not in relationship to time (Atemporal).

- **Temporal** memories are stored in relationship to time, it saves these memories in a chronological manner, using your Time Line.
- **Atemporal** memories are those not related to time, like acquisition of language for an example - the meaning of the words that we learn are not in relationship with time.

### IS THE DOMAIN OF THE EMOTIONS

You were perhaps lead to believe that your heart is domain of the emotions? I agree that your heart will process your emotions, just like any other organ or a cell in your body. However, it all starts in your Conditioned Mind. As it links things and gives meanings to things your hypothalamus produces matching chemicals that impact all the cells in your body. Your Conditioned Mind is where it all starts - it's the domain of the emotions.

### ORGANIZES ALL YOUR MEMORIES

Your Conditioned Mind organizes all your stored memories. It uses your Time Line as a filing system. Mechanics of it is gestalt, which simply means that it also organizes memories according to subjects or feelings. It will chain all memories related to happiness - it will link them together. I'll speak about it in much greater detail later on. (In case you are familiar with the Gestalt Therapy, it has no relation to it - treat this newly!)

## REPRESSES MEMORIES WITH UNRESOLVED NEGATIVE EMOTION

Your Conditioned mind can repress memories to protect you. Continuously facing your baggage will drive you crazy. It represses the unresolved negative emotions until it feels that you are ready to deal with or resolve it. It can also present you with unprocessed negative emotions because the memory was triggered by some event.

Both the Conscious and Conditioned Mind know that negative emotions are not good for the body, don't they? If they were good for the body, I doubt that they would feel so destructive and damaging to our system. This is not to say that we should not process anger, sadness, fear, hurt or guilt. We have the ability to feel and experience them for a reason. I think they can be useful when used in the appropriate context. Later you will learn about warranted and unwarranted use of emotions. Back to negative emotions and storing of unresolved ones in your body.

The usual metaphor I use is that it puts them all in a small black bag and stores it in the body for processing later. Since EVERYTHING is made of energy, including our thoughts... that means that these unprocessed negative emotions are also made of energy, made of atoms, remember? Since it's a physical thing your Conditioned Mind can't store them in the fridge - it has to store them within the body. And then these unprocessed negative emotions, stored in our body cause stress to our organs, hurts the body, makes the flow of the communication of all your internal systems rather difficult. This impacts our health and this is the stress doctors talk about when they say that 80% of all our diseases are caused by stress.

Think about it - information flowing from your brain to your elbow, say it's healing a cut, creating new cells, replacing the old ones... and that information gets intercepted by this energetic blockage, this black bag stored somewhere on the way, say in your shoulder area. This is bound to change the quality of the information, making the communication and healing difficult or confusing, or even worse, it can change the direction of that information meant for your elbow and it may end up in the kidney?! Kidney receives some very confusing instructions and acts accordingly. This causes stress for kidney, which causes stress to all the other organs in the body. Usually, the weakest link in the chain will develop some sort of a dis-ease.

Knowing this, you may wonder WHY does the Conditioned Mind do this then and works against itself, hurting the body? Well, that ties up with the next directive...

## PRESENTS REPRESSED MEMORIES FOR RESOLUTION

Have you ever experienced a significant emotional event where you were deeply touched or affected emotionally? Has it happened to you (I think it happens to everyone) that some time later, time did the healing and you moved on. You thought that you were healed and that life has carried on. Only to be surprised days, weeks, months or years later, when you were in a far better state, this issue presents itself

again. Those thoughts start crawling back in to your Conscious Mind and your thinking? Has this ever happened to you?

This is when you discover that you did bury it long ago. You buried it in your body. Now your Conditioned Mind is presenting it to you for resolution as it thinks you can handle it now. It's opening that little black bag to your consciousness and inviting you to PLEASE deal with it now, process it and get some learnings, get some resolution, so that you can grow and move on, not repeating same mistakes in life, etc... It just wants to make these memories rational so that it can release the emotions.

#### MAY KEEP THE REPRESSED EMOTIONS REPRESSED FOR PROTECTION

Now, in very rare occasions, it may keep the memories repressed for protection. Some people experience horrible events in life, so horrible and unimaginable, that the Conditioned Mind may repress them and not bring them out again. This can be displayed when we can't recall the full content of such memory.

#### RUNS THE BODY

This is useful, hey? Imagine if you had to consciously do everything that your Conditioned Mind is doing to run your body! Imagine if you were consciously responsible for all the breathing, heart function, healing, food processing etc. Imagine the number of processes that the Conditioned Mind does for you every single second of the day! And yet, some people dare tell me that they don't trust their Conditioned Mind. I refuse to believe that, as I am sure they do! They certainly did last night when they trusted their Conditioned Mind to keep breathing while they were asleep, to run their heart and everything else! They maybe just need to be reminded how deeply they trust their Conditioned Mind with their precious life!

Your Conditioned Mind has a blueprint of your body now and of your perfect health in conception. Based on this we ask the Conditioned Mind to heal the body. You see, your Conditioned Mind was programmed to build your body from a little tiny fetus to the baby size, making sure you had a head, two arms, legs, etc... It used a blueprint of perfect health that exists in the deepest parts of your Conditioned Mind.

#### PRESERVES THE BODY

Your Conditioned Mind maintains the integrity of the body. It preserves the body. This is the highest prime directive, its main and most important function. Preserving the integrity of the body is its No. 1 priority. Your Conditioned Mind, acts on your instruction and responds the world around it. This cause confusion and impact its ability

to always perform this function optimally. When this happens there is possibility for diseases to occur.

### IS A HIGHLY MORAL BEING

Your Conditioned Mind is very moral - the morality you were taught and accepted. There is a saying "There is honour amongst thieves." A thief steals for to earn his living. Yet he won't steal from another thief. Which means that we can have unique and individual perception of what is moral and what is not.

### ENJOYS SERVING, NEEDS CLEAR ORDERS TO FOLLOW

Your Conditioned Mind loves you. It loves you more than anyone will ever be able to love you. It is you and it loves serving you. It just needs you to give it clear instructions to follow. The best advice I can give you here is to get clear on what you want and to send clear instructions to your Conditioned Mind **consistently**.

People often send confusing instructions to their minds. They wake up one morning and they are happy with themselves, looking at the mirror acknowledging how beautiful or sexy they are. Next morning, they wake up and choose to feel sad, unsatisfied with their body and acknowledge how much fatter they are comparing to whomever... and this ties in with the next one...

### CONTROLS AND MAINTAINS ALL PERCEPTIONS

It's in charge of your perceptions and whatever it receives through your 5 senses or telepathically, it processes it and reflects it on against your conditioned mind. So it receives and transmits this information to the Conscious Mind.

### GENERATES, STORES, DISTRIBUTES AND TRANSMITS "ENERGY"

Your Unconscious Mind is in charge of all energy in your body. By directly communicating with it, we can achieve desired energy levels, direct it to needed places, etc. This can be very handy when you think of people who have a condition called Chronic Fatigue Syndrome. We can encourage and give the opportunity to the Conditioned Mind to increase the energy levels and that would ease the symptoms of that condition if it does not completely disappear.



## MAINTAINS INSTINCTS AND GENERATE HABITS

Instincts are naturally installed, almost hard wired in our neurology. If your life is in danger, you will either choose to stay there and Fight or you will choose to Flight - to run away or safely take yourself out of that situation.

Habits on the other hand are learnt over time, and it takes repetition for a habit to be installed. Using NLP techniques like change of strategies or swish pattern, would install a habit without much repetition needed.

## IS PROGRAMMED TO CONTINUALLY SEEK MORE AND MORE

I used to have this disturbing thought, I used to ask myself all the time whether I am cursed or shallow for constantly wanting more, or is it other people that are simply fulfilled by much less?! When I learnt about my Conditioned Mind almost being hard wired to continually seek more and more, I was relieved.

We are all programmed to seek more and more. Wanting more is great, it's natural to us. In nature everything is designed for expansion and for growth. Your Conditioned Mind is no different to that. Needing more in order to be happy for an example, is where the problem occurs. Coming from a vibratory state of lack, when there is as much abundance as you dare to see in this world, limits you and your perception as your shaped reality attracts everything that resonates with it.

The good news is that there is always more to discover. New things to learn, new ways to grow. You see, the moment you close yourself to learning, there is nothing more for you to learn about, according to you. Knowing what you know, you agree that it would be silly to choose not to learn. The bottom line is that you are either dying or you are growing and expanding.

## FUNCTIONS BEST AS A WHOLE INTEGRATED UNIT

This is the subject of wholeness. Your Conditioned Mind does not need parts to function. The fewer parts there are the less chance for the incongruence. Being whole means being completely congruent. with no internal conflicts and zero chance for any (since there are no parts, opposite parties involved).

## IS SYMBOLIC

Your Conditioned Mind uses and responds to symbols. It likes symbols and uses symbols to establish meaning and make connections. There is no universal language of symbols for the Conditioned Mind. It gives symbols its own meaning. So everyone that differently and has a unique way of doing it. That is why we say that every single book

that was ever written on the subject of interpreting and understanding dreams is 100% correct! For the person that wrote it.

#### **TAKES EVERYTHING PERSONALLY**

This is the basis of perception is projection explained earlier. Remember that as far as your Conditioned Mind is concerned, there is no one else but you.

#### **WORKS ON THE PRINCIPLE OF LEAST EFFORT**

It always takes the path of least resistance

#### **DOES NOT PROCESS NEGATIVES**

Now that you understand what happens in your mind and how it actually works, you are almost ready to stop all this pre-framing and start learning the actual techniques that cause instant change. But before we dig any deeper and link all of the above in practical ways, in order to take the full control over your mind, I need to introduce you to the laws of the Universe we live in. The laws of Nature, the ones I mentioned at the beginning of this section.

Understanding them is equally important to your success as you need to align yourself with these natural laws and not act against them.

In our model of the world, there is no such thing really. You have ONE mind and the metaphor of a stage with the spotlight on it comes to mind. You get to be only conscious of the things that are highlighted at that moment in time and everything else is unconscious.

Out of about 400 billion bits of information that your mind is processing at any given second, you get to be conscious of up to 2000 bits at most. Time wise, you are mostly unconscious, running on autopilot - over 96% of the time. This is to say that you are consciously involved in your life up to 4% of any given day.

When thinking consciously, thought impulses travel at 200-225 km/s, which is so much slower than the 160,000 km/s!!! And yet, that is the very window that allows for your purposeful input and decisions about your own life, if you were to utilize it and communicate your dreams effectively. Let's clarify some other functions of your Mind.

### REASON

Deductive reasoning is the part of your personality that separates you from the rest of the animal kingdom. When properly developed, your deductive reasoning can help you collect ideas, but what you choose to do with them will determine their outcome. It is also known as critical or analytical reasoning that questions every thought/idea that comes along. You should always, be questioning the ideas and deciding whether it will improve the quality of your life or not. If answer is YES - it most probably will. If the answer is NO, you should probably reject the idea regardless from whom you received the idea.

Inductive reasoning has no ability to reject ideas; it can only accept it and pass it on to your Unconscious Mind. When you are in an inductive state - you are not thinking for yourself and you become the product of your environment. You are open to all the influence of your surroundings, being positive or negative.

### WILL

Will is a very powerful part of your attitude. You should definitely treasure the will for life as without it we lose the energy that keeps us going forward - without it, we start disintegrating.

### IMAGINATION

Imagination is the ability to form mental images. It helps provide meaning to experience and understanding to knowledge; it is a fundamental facility through which people make sense of the world, and it also plays a key role in the learning process.

### MEMORY

You have short term memory which is electrical in nature and a long term memory which is chemical in nature. You also need to know that all of your memories...all of them... are perfect memories and are forever stored in your Time Line (Unconscious Mind's domain).

## INTUITION

Intuition is when you know something before you think. It's the inner feeling that tells you that something is wrong or good, without any facts supporting your feeling. You can pick up on people's vibratory state which will cause you to feel whether someone is positive or negative based on your model of the world.

You feel like hugging some people and others you don't. It's simply your intuition response to their vibratory state. Picking up negative stressful vibes from a person does not necessarily mean that the person in question is bad. It could just mean that that person had a very stressful day or had some tragic loss in his/her family, got fired or retrenched. The vibe you are picking up is correct and real. The meaning you give it purely based on your conditioning. Be cautious with your judgments.

## PERCEPTION

Our perception depends on our past conditioning. This means that we do not see the world as it really is. We see only what your Conditioned Mind, or your "Internal Map" is conditioned to see. One of the Presuppositions of NLP states: "The Map is not the Territory."

## EMOTIONS

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Now, let's talk about emotions and what they have to do with all this. I mentioned before that your Unconscious Mind is emotional part of you. Emotions play a huge role in conditioning your mind. Whenever you experience something very powerful and emotional, your brain will react and release chemicals and proteins together with sending neurons down the newly created neural-pathways, growing the instantaneous highways per say.

This is how we naturally can create strong, dominant beliefs in an instant! This process can happen in seconds and the perfect example is a phobia. When we experience great fear or a near death experience, new beliefs are created almost instantaneously. Imagine being bitten by a snake! You'll see the snake biting you, you will feel enormous pain at the same time and you will know based on your old conditioning that you may die. This experience would be imprinted in your mind in a matter of seconds and you would be forever scared of a snake when you see one. You might even fear being in a similar environment as the neurons that fire together wire together.

Experiencing a similar environment will fire over those same neural-pathways and will evoke the stress hormones that will remind you of your past experience.

*Neurons that fire together - wire together.*

Emotions can serve us very well. Emotions if intense enough always produce altered behaviour. When you are in control of your emotions they will support you in creating the life you want. Most people hold onto significant volumes of Unprocessed Negative Emotions. To the extent that it becomes such burden that it affects all their focus,

thinking and behaviour producing corresponding results in their life. It became a custom in western society to say things like: "You need to accept me for who I really am! If you really loved me, you would accept me with all my issues." And so on.

Another Presupposition of NLP states: "People are not their behaviour." People can change, if they want to and have the resources to do so. I am sure that your behavior has changed throughout your life. I am also sure that you are still the same person. The question is what resources are needed and what behaviour needs to change.

Emotions play a big role in our lives, even from the health perspective! Positive emotions are great for your body. Think about it! What happens when you are experiencing any positive excitement, any form of happiness? Your whole body goes into that state the instant your Unconscious Mind starts processing them. Every cell of your body will start dancing and glowing, and you'll have huge amount of energy, flowing through your body.

And you knew this, but what most people are not aware of though, is that Negative Emotions are not good for the body. In fact, they are the biggest CAUSE of all our diseases!!! All dark and degenerative dis-eases are caused by either a Significant Emotional Event, or by piled up Unprocessed Negative Emotions. Five major negative emotions are Anger, Sadness, Fear, Hurt and Guilt. Your mind will keep them unprocessed in your body, until it gets some sort of learning or resolution to process them.

By the end of our whole Evolved Coach training, you will have the skills to clear up all Unprocessed Negative emotions for yourself as well as your client's.

## 7 NATURAL LAWS

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How would you like to align yourself with nature? Would you like to learn the basic laws that keep our world in balance? Understanding these laws is empowering and will support your efforts to always be able to produce the behaviour that causes the results that you want, regardless of your circumstances now. These 7 Laws govern our Universe and exist at all times. They are ever present, just like the Gravity is.

Today science recognizes that there is a force that permeates, penetrates and fills the vast universe. Everything you see and feel around you is an expression of that power. Scientists call it energy. The study of energy has proven that it is predictable by nature. The laws we refer to are deduced from the predictable nature of energy.

Everything is energy in one form or another. Remember, the Atoms and what they are made of? That source Energy that EVERYTHING is made of? Both your thoughts and your behaviour are expressions of energy. The implication is that your thinking has a physical impact on the world. How did a chair become a chair in our physical world? It started as carpenter's idea. The chair was first a thought.

Then he took that idea and perhaps put it on paper and took further action and produced behaviour to create that chair. The chair is a result of a thought being physically manifested.

In other words, whatever image you hold in your mind will have no choice but to be manifested in your physical world in some way. Self image is a good example. You will never find a person that doesn't believe in himself and his abilities who lives a great life! These two just don't go together. But for every person who has created a great life and achieved his dreams, you will find a person who has great faith in himself and his ability to achieve whatever he had imagined! Once again, it all starts with an idea/thought.

Remember that everything vibrates and emits energy? Scientifically speaking, in terms of measuring these energies... our thoughts are most potent frequencies known to us... which is inspiring and exciting!

What goes on inside of you is what you create outside of you. Focus on what you want, acknowledge your magnificence and create the life you want. Yes, I know easier said than done. This training is all about the how.

### THE LAW OF VIBRATION AND ATTRACTION

This is the ultimate law. In the universe, everything vibrates constantly and everything is made of energy. Nothing ever rests. If you look at your hand under the proper microscope, you will find that it's not still - your blood will vibrate at its own frequency, your tissue cells will vibrate at their own and that is what makes them unique in the first place - their molecular structure and their vibratory rate.

Rates of vibration are known as frequencies and the higher the frequency, the more potent it becomes - our thoughts being the highest form of vibration known to us. Understand that energy is neither created nor destroyed - it is the cause and effect of itself and it is evenly present at all places and all times. Energy is forever moving from one form to another and its only attribute is change.

### EVERYTHING IS ENERGY

The Law of Attraction states that like energy will attract like energy. The energies of different frequencies don't resonate and will repel each other. If the brain cells you activate have sad or negative images, you will move into a negative vibration and therefore attract negative into your life. If you have happy and positive images, you will move into a positive vibration and feel and attract the good that you desire.

Remember that your Unconscious Mind is connected to all  $\pm 100$  trillion (100 million million or  $10^{14}$ ) cells in your body. The state of your mind will influence and dictate the frequencies your whole body will emit and therefore attract the frequencies that resonate with it. In nature, you can see the Law of Attraction wherever you look.

Take the acorn for an example. When placed in soil, it will immediately start attracting all the nutrients and energy that it needs for its expansion. Imagine an army of

obedient soldiers marching towards it in a form of nutrients and the other energy that it needs. If soil has the needed nutrients they will by the Law be attracted to the acorn and the acorn will expand and start growing to become a beautiful oak tree. The idea of the oak tree is in acorns blueprint - it's DNA. It has no other choice but to become an oak tree, if provided with needed nutrients.

We get to choose the ideas and to manifest them into our lives. What most people do however, is that they get an idea and they decide to keep it - to plant it in their minds. Then impatience kicks in and they dig it out to check if it started growing?! One needs to believe in nature and to give enough time for the seed to grow and become what your intention was.

You must get out of the nature's way and let it do what needs to be done, keep the soil full of nutrients, focus on the end result and let the nature do its best. It starts working immediately, the moment the seed/idea is planted.

We know that carrot seed needs around 70 days to become a carrot. We know that it takes around 9 months for people to have a baby, from conceiving to the birth. There is no such thing as being half pregnant! There is incubation period for every seed to mature. We just need to get out of the way and support the idea, and not doubt it and question the nature at what it does the best.

### THE LAW OF CONTINUOUS TRANSFORMATION OF ENERGY

All Energy moves from a higher and more potent frequency to a lower frequency then back to a higher frequency. Nothing ever dies, it only transforms. In the example below, I used ice cube where if you add heat to it, it will simply change its molecular structure and transform into a different form. It will become water, and then steam and so on.

Once it is not visible for your eyes, it doesn't mean that it doesn't exist anymore. It means only that it moved to a even higher form. Nothing ever dies, it only transforms, from higher frequencies to the lower and back.

Your thoughts are most potent frequencies known to us and you have a choice to use them or reject them. They are not really yours per say, many people get same ideas, the only difference is what you decide to do with them. The thoughts as ideas, once accepted need proper nutrients and healthy soil in order to manifest in your life. The thoughts are also energy, moving from higher form to the lower forms, like from an idea into a physical form - matter.

↓	Gas	Etheric Vibration	Non-Physical (Mind)	↓
↑↓	Ether			
↑↓	Air	Astral Vibration	Intellectual	↑↓
↑↓	Vapor			
↑↓	Steam			
↑↓	Water	Liquid State	Physical - Matter	↑
↑	Ice	Solid State		



### THE LAW OF POLARITY

Everything has an equal and opposite polarity—Hot has Cold, Up has Down, Good has Bad, Inside has Outside, Problem has Solution, Pleasure does not exist without Pain. In our universe, one does not exist without the other.

This simply means that nature does not and cannot allow anything but equilibrium (balance) and therefore there isn't a problem without a solution. Whenever something negative happens in your life, you should really look and find the total opposite of it - the positive side. It's always there, it's just that sometimes is hard for us to see it.

In order for light to exist, there must be combined both positive and negative to form what we call life. Life is light, you are light and you have to understand that there is positive and negative in our life and that we need to acknowledge them both as one can't exist without the other. We simply have to look at the other side of any situation.

### THE LAW OF RHYTHM

You must have heard of this one: "There is a season to sow and a season to reap and you can't do both in the same season."

Ask yourself where are you in your life right now? Are you in winter or in the summer? Is it time for sowing or for reaping? If you are in winter, start planning and preparing for sowing and if you are in the summer - enjoy and reap your rewards!

When life throws you a storm, do not feel bad. Know the storm will wear out and things will get better. There are good times coming - focus on them! Positive attitude will help you going through the stormy weather and keep you up.

### THE LAW OF RELATIVITY

Tell me something, the room that you are in right now, is it big or small? The truth is that nothing is big or small; nothing is good or bad...until you compare it with something else! Before your judgment, everything just IS.

When your circumstances seem tragic and when you feel like the unluckiest person on the planet, it's just so because you gave that meaning to the event or the circumstances that you are in. If compared with worse scenario, it may not be as tragic as it seemed at all. If you understand the laws of the Universe, you would be smart and seek for the learning needed out of that whole experience, allowing yourself to grow and expand.

A millionaire could feel like an absolute loser comparing himself and his achievements to a billionaire. Yet a millionaire could be a role model for some poor guy out there.

The best advice I can give you here is to never judge yourself or others, never compare your achievements with theirs. Rather focus on what it is that you want and do your absolute best to achieve it. Have your own expectations, instead of living up to somebody else's.



## THE LAW OF CAUSE AND EFFECT

You must've heard a statement that says that "Cause Causes Certain Effect" or C>E. The Law of Cause and Effect states that for every action there is equal and opposite reaction. You are always at cause. Your results are the effect of your thinking and your behavior and there can't be more on the effect side than it is on the cause side.

Think about the results you created in your life for example. And by results I mean EVERYTHING you created for yourself and others (your health, relationships, career, bank account, house, cars, etc...). Have you ever wondered how did you create these results? What Caused specific results in your life?

If you think about it logically, it had to be the behaviour you produced. You DID something, whether it was a decision that you made or action that you took, you produced this behaviour and that caused the result in your life. "I did nothing" doesn't count. You can't do nothing, for as long as you are alive. Perhaps you spent day watching TV and you would refer to it as "I did nothing whole day", but this would not be the correct/precise description of your actions, would it?

Your results are the effect of your thinking and your behaviour and there can't be more on the effect side than it is on the cause side. Every thought or action you send into the universe must come back. That is why we say that you should always think positive thoughts, say good things to everyone, treat everyone with respect and love... and all those things will by Law come back to you. If you concentrate on the cause, you never need to worry about the effect - let the nature take care of the effect as that is what it does by default and effortlessly.

Sadly, most people in the world are on the Effect side of this statement. And just so you know, there is no problem with that, that's ok. It's a matter of choice, however, on one side, we have reasons and on the other side we have results. Reasons (for not getting the results), or Results. And some people have very good reasons for not succeeding. And the reasons might be: "Oooh, my background, my family, the economy, bad government... mmmm....my husband, my kids, my father, my mother, my education, and so on... These are all reasons.

But you see, the question is when you are going to be 85, or 90, or 95, or 140 years old, and look back at your life, how valuable will be those excuses? How satisfying will be to say: "Oooo....if it wasn't for....." and you fill in the blanks. And that's really not satisfying. Be on the Cause side of life, be the Cause for all your results (good ones and the ones you are not so proud of) in life and your life will never be the same again. You see, most people are on the Cause side of life when they did something they are proud of and on the Effect side when they get the opposite results. This is just a way for them to feel better, playing a responsible role, taking the credit for all the good things they created in their lives AND at the same time playing a victim, rejecting the responsibility for all the other results that they don't like!

One would have to be quite a hypocrite to live life like this, yet most people do by dishing out a believable picture to themselves. We call this rationalization - rational

lies! The good results in my life - I created them! The ones I don't like - they happened to me, I am the victim, I got dealt those cards in my life, it's beyond me, its higher power, I had no say, etc...

What a childish game I say! Accept the responsibility and look for the learnings, rather than hide behind your pride and reject the fact that you are the Cause for your behavior which causes Results in your life. You see, if you reject the Cause, you close yourself for learnings - there won't be any lessons for you there if you didn't do it in the first place!

And you will probably create the same result again, until you learn what you needed in order to grow and expand. And by Learnings, I really mean Resources. Learnings equal valuable resourceful strategies, decisions, beliefs that you can utilize in the future so that whatever happened in the past won't repeat itself. There won't be a need. You've learned, you've grown, you've developed, you've moved on. That's what I mean when I say learnings.

Your comfort zone is living in an illusion that you and everything else in your life can stay the way it is. And in our Nature, nothing can stay the way it is. Everything either grows or dies. You can't just be... we need learnings in order to grow. The question is "Which side of the Cause and Effect equation are you on? Are you on the Effect side, where things are happening to you, when you have no power to change anything, when you are a victim?"

Or are you on the Cause side, where you are in charge of your life and the results that you are creating? Mind you though, you can't play this game half way through - you are either 100% on the Cause side for every single result that you created in your life, whether it's your health, relationships, bank account or anything else! The moment you exclude any result you created stating that it wasn't you or that it happened to you... you would be stepping on the Effect side of life, you now, the hypocrite side, changing the rules as you see it fit.

Your clients will come to you on the Effect side - almost always. And they will blame the government, the economy or who knows what else for the results they have in their lives. I need my clients on the Cause side first, or there is nothing for me to work with unless they bring me the government or the economy to work with and cause change.

Mind you, this is not to play the blame game - that would be silly. I am not saying that you created it all, all the bad things that happened to you. What I am saying is, the sum total of your conscious choices plus your unconscious choices put you where you are today. It's about taking the responsibility (even when you can't explain it logically) for your results and seeking for learnings, growing, expanding. This is just empowering in every way and a very good and beneficial mindset to adopt.

### THE LAW OF GESTATION

We have already mentioned that every idea has a gestation or incubation period. Ideas are spiritual seeds and become physical results. Ideas always will always manifest in your life! Be clear and precise when planting and nurturing ideas in your mind. Your

mind takes everything literally and will execute your plans with great precision. Asking for more money is a great example! Five cents is more. Be precise. What specifically do you want or how much specifically.

Let the nature bring through the law of Attraction all the right people and circumstances in your life. Your goals and dreams will manifest when the time is right. Believe they will, expect they will and be ready to receive. Just have faith, keep focusing on what you want and watch the magic happen!

And above would complete the 7 natural laws that govern our universe. They are the basic core of our nature that surrounds us. Study these laws and understand them as it is crucial for you to live within these laws. Don't fight the nature, accept it and respect it as it is not just something out there, we as humans don't just live here - we are part of it, and same laws apply to us.

## INTERNAL REPRESENTATION

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What is Internal Representation, why is it so important, what does it mean to me and why do I need to know about it? Your Internal Representation will to the great extent determine your Focus. Sooner or later you will realize that you get in life what you focus on. You will learn about Focus and everything that has to do with your Focus throughout this training. Our Focus determines our thinking, and our thinking determines our behavior and our behavior determines our results in life. So Focus is really, really important and everything that is causing/influencing it. Internal Representation is directly responsible for large chunk of our Focus, which makes it rather important to understand and utilize.

For years people thought that our positive thinking, our affirmations will greatly influence our internal state and our results. I agree that they do, or to say the least, they have a great potential to influence our Conditioned Mind. I also believe that affirmations as a standalone technique is obsolete today. Yes, you heard me right, affirmations are obsolete. Not many people can make such statement today. In fact, most Guru's today that you could see for personal development will teach you the wrong and the right ways to do affirmations. I would know, as I used to be one of them.

I used to teach affirmations and visualizations because they do help cause change and because I didn't know any better at that point in time. I used to teach a system that really worked but hard effort and persistence was required. Today, I can teach you the skills that will cause instant changes, without doing endless affirmations.

So far you learned about our 5 Senses: Visual, Auditory, Kinesthetic, Olfactory and Gustatory (VAKOG). They supply the information from the outside world directly to our Conditioned Mind for processing/filtering. This information, combined with our Self Talk (Ad) creates your Internal Representation.

**Visual + Auditory + Kinesthetic + Olfactory + Gustatory + Self Talk**  
**=**  
**Internal Representation**

**VAKOGAd = IR**

Your Unconscious Mind is symbolic and it thinks and communicates using Pictures (V), Sounds (A), Feelings (K), Smells (O), Tastes (G) and Self Talk (Ad). It is very common to say “Be a positive person”, just be a positive thinker, but when people say be a positive thinker, they usually mean just words, just Self Talk (Ad). Not many people are aware that there is more than just our Self Talk and they can’t teach you about the pictures that we make in our mind, the sounds that we hear, the feelings that we feel, the smells or tastes which are all part of our 5 Senses. Being a positive thinker in a way that will truly count would mean using not only words, but also the other 5 Senses that your mind is using to create your Internal Representation.

Because this is so important, we ought to use our Internal Representations with volition and aligning them with what we want. Let me give you an example of a positive internal dialog, let’s say you want to work out and you wanted to lift more weight than you ever lifted before. So you say to yourself, I can do it, I can do it, I can do it. All the while, holding a picture in your mind of not being able to do it! Or maybe you saw somebody not being able to do it, and then you have that picture in your mind. Or you were fussing too much about what your friends will say or do if you fail and you were busy with that kind of images, related negative emotions of embarrassment, etc... Now that’s counterproductive, is it not?

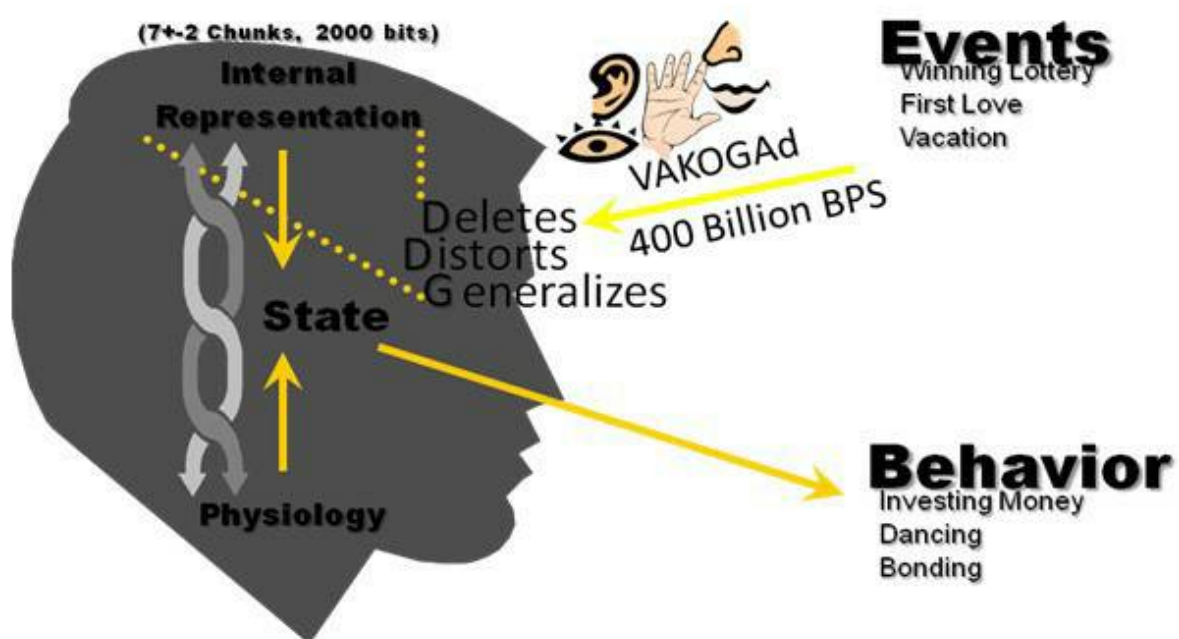
Or, my personal favorites - signs for caution or warning signs. I wish someone would educate people who approve these signs and give them an update of our mind and its workings. What do you think, what kind of an internal representation you create when looking at a sign where a little drawn man is falling on his back due to slippery floor. In our society it became normal to tell people what NOT to do, instead of telling them what to do.

What they don’t understand is that your Unconscious Mind doesn’t process negatives directly and that in order to process negation, it has to think of it first. Don’t slip! You would have to process slipping first in order to even think of not slipping. And in order to understand that information, your mind will have to process it through your VAKOG, which means that it will have to assign information to each of the modalities. Our mind thinks and process information through VAKOG all the time. There is always a sound assigned to the pictures that we create in our mind and there is always a feeling with it, and so on...

When doing NLP or Coaching, always say it the way you want it. What kind of feelings do you think you’d have with a picture of you slipping due to wet floor? What kind of Internal Representation would that create? And since that leads to focusing on it... we tend to produce the necessary behavior to manifest it in our lives. This is the basis for creating effective change.

Notice that it's impossible to hold in consciousness negative directly. If I was to say: "Don't think of a blue elephant." What are you thinking about? Unless you were semantically trained, you would have to think of a blue elephant first, in order to not think about it. Think about that for a moment and realize that you can't think about what you don't want to think about without thinking about it.

So, each one of these 5 Senses and our Self Talk together, comprises our Internal Representation. Now when you understand this, you can consciously ask yourself: "What am I focusing on? Is my focus positive?" and from now that includes ALL of these six things that we can do in our mind. Including all of these things, is my focus toward what I want, or is my focus toward what I don't want? Are all systems supportive toward the successful achievement of my goal? This is a difference that will make a huge difference in your life when creating your Internal Representation.



In the image above, we have certain Events happening in our life. These events, that information from the outside world will come in through our 5 Senses (VAKOG) plus our Self Talk (Ad). And our Reticular Activation System (RAS) will according to our Filters, Delete, Distort and Generalize all that information.

This process creates our Internal Representation. It sorts that data in chunks of  $7 \pm 2$ , totaling not more than 2000 bits per second. You may have noticed that most people can't remember more than 7 of top brand names in any specific category and this is the reasoning behind that. Our mind sorts information in 7 plus-minus 2 chunks of information. Our Internal Representation, constantly combined with our Physiology creates our State. State dictates our Behaviour and we create certain Results in our lives.

## PERCEPTION IS PROJECTION

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Do you think that it would be important for you to NOT limit your clients in any way? Would you like to learn about how we project people and events in our lives? I'd like to introduce a rather challenging concept that when you truly grasp it... you will never let your clients down nor limit them in any way, you will understand that everything that you perceive came from inside of you, and not the other way around... and all that based on this one simple statement: "Perception is Projection"

This is not typical NLP concept, although our NLP communication model reflects this statement in its entirety. Karl Jung, one of the three fathers of modern Psychology (along with Freud and Adler) said: "What we perceive is who we are." Understanding this, and I mean really understanding it, will literally change your life forever ! Here it is again, Karl Jung said: "What we perceive is who we are."

Mihaly Csikszentmihalyi (Mihály Csíkszentmihályi) wrote a book named "Flow" in 1986 and he stated that we get through our 5 Senses about 2 million bits per second and that we Consciously get only 134 bits per second. The information gets Deleted, Distorted and generalized, based on our Filters as you know already.

This study has been updated by Quantum Physicists and we can now measure up to 400 Billion bits per second being received via our 5 Senses and only about 2000 bits per second being processed by our Conscious Mind. Massive amount of information gets dropped never reaches our Conscious Mind.

I am practically repeating what I stated already earlier in this material, allowing you to link the new information supplied with what you already know. 400 Billion bps gets filtered to only 2000 bps and presented to our Conscious Mind as reality that we live in. This would mean that based on our own wiring, our own Filters, Model of The World, Map... we get to perceive the world. You see, your 2000 bits of information will not be same as mine. Everyone filters the information differently, we all Delete, Distort and Generalize the information in our own way, based on our own filters.

My filters are not the same as yours. And you will have different filters, based on your own Conditioned Mind. And most of those filters are unconscious, which is very important, because this means that you can't perceive anything from the outside world that's not you! Which is very interesting... The world is not what it seems to be, you perceive just one small version of it.

People can't be in our lives, any other way than what we projected them to be. We can't perceive anything from the outside world that is not already wired inside. And you can't really perceive the people around you for who they really are. You can only perceive one version of them, the one that has to do with you. Our Filters are not same - we only experience what's left of the information, which means that you can't perceive anything from outside world that is not you! Perhaps heavy statement, but it's true!



You will find people that you like and those that you don't. I am challenging you to do the following exercise:

1. Think of 3 people that you like and write their names down.
2. Think of 3 people that you don't like and write their names down.
3. Spend some time and find out how all these people ARE like you!

In NLP, we often ask: "What's the purpose for this?" So, what's the purpose for projecting all that is unconscious onto people and events around us? Why would we project and experience things in such way? I am sure that you are happy with the events that you perceived in a good light, cheerful and joyful moments in your life, people that loves you and supported you... But what about those people who really went on your nerves or caused harm to you through emotional or physical pain? What about them, why would I project these people and these events too? What is the purpose behind this?

Your Unconscious Mind will project these things for you; it will get you to perceive things in a way that's aligned with your current wiring. You will experience things that you need to experience, learn the learnings needed for your growth and grow, expand...

It's because only when we can see it on the outside, only then we can **become conscious of it**. Then we can notice it, and we can say: "Well, maybe there is a reason for me projecting that person, and once I get the learnings, that projection will change." That would be useful attitude to adopt now, as it will serve you well.

Whatever happens in your life... just look for learnings and allow yourself to grow. This is the basis of Perception is Projection. The event is never something good or bad, until we process the information and place our judgment on it. Based on our internal values, our belief system, our conditioned mind, we will get to experience the event in a certain way, and not in a way that it really is.

Let's say, in a room of 5 people somebody brings to each of them a huge portion of some delicious cake. I guarantee that each of these people will experience this very same event, this very same gesture in their own way. Some will be insulted since they didn't order any; some will simply have that cake with a huge smile on their face; some perhaps not satisfied with their weight might have some really angry thoughts going on against this person who brought that cake! They might even get so angry and curse them for just wanting them to get more and more fat?! which would be a massive Mind Read by the way. And some will really appreciate such nice thoughtful gesture...

I am sure you can easily see where this is going and how your perception greatly alters the events that surround us, so much so, that we all get to experience the life differently. This is how we project what's inside of us, to the outside world, which is why I often say: "May you find what you seek outside, inside of you." Now, this all should have to do with the results. Because you, as an RSCI Coach are going to get certain results when you work with your clients. Your clients will come to you for coaching, for weight loss, for smoking, for performance enhancement, for business... for whatever reason they choose to come - your clients will come to you. And a lot of

whether or not you'll produce desired results will depend upon **your projection**, or your beliefs inside of you. This is very interesting.

You need to really get this: "The client in hypnosis will not actualize what the hypnotherapist is not believing to be the true." And the same applies for NLP and Coaching - you will limit your clients by your limiting beliefs. If you sit there and think: "This client has no way of making this change, it's just too difficult for him to do this." Guess what's going to happen? The client will actualize only what you hold to be the true. The client will probably not make the needed change. And this is also true for your Unconscious Mind. Your Unconscious Mind will only perform to the extent of what you believe that you can do or achieve. You see, when I see clients, I am way out there in terms of what I believe that my clients can do.

I believe that my clients can heal anything. I believe that my clients can double their income in 30 days. I believe that my clients can turn their business around instantly; I believe that my clients can have their relationships turned around in a way that they become loving and fulfilling instantaneously, just like that. I have to believe that, because if I didn't believe, I wouldn't get the desired results! What a great thought for you. Think about it.

If you can believe in everyone's magnificence, like I do, if you can believe that everyone can make changes instantly, if you could actually believe that people can lose weight easily and effortlessly, if you believe that they can make any changes that they need to make, if you believe that all the kids could get great grades easily and become magnificent in school, then they will actualize your beliefs. If you can change the way you think, things will change in your life. Your outside world is a mere reflection of your inside world. If you can change your thinking about people in your life that annoy you, they will change for you. Change them inside of you first, in order to see the change in the outside world.

What comes handy here is one of the Prime Directives of Unconscious Mind: "Your Unconscious Mind takes everything personally." This is good news and bad news. Your Unconscious Mind takes everything you think about someone else, **PERSONALLY**. As far as your Unconscious Mind is concerned, there is no one out there but you. When you are thinking about others, it thinks you are thinking about you. And when you look across at someone and think: "That guy is stupid." your Unconscious Mind takes that personally. If you can hold a positive attitude about that person, you will hold the same positive attitude about yourself.

I still choose to see clients often. And I hold firmly for my beliefs that they can achieve instantaneous change, instantaneous results, regardless of what the presenting problem is. I choose to believe that they are the most magnificent people, full of potential. I know for sure that they have the most magnificent neurological system, capable of instantaneous healings, instantaneous change. And some of those clients had serious dis-eases. I've seen clients with cancer and all sorts of things really and my beliefs in their magnificence and ability to rewire and change anything in an instant served me very well.



This is a rather important concept that applies to you and your clients whenever there is Change process involved. Responsibility to change is always your client's. You can't be responsible for their change, you are merely instructing them what to do during the session and they still need to do what is suggested. NLP and all the other techniques that you'll learn during this training work 100% of the time when applied correctly and in the appropriate context.

If I was to say "close the eyes" and you don't close your eyes, I would bring about the responsibility subject. Whose responsibility is to close the eyes, mine or yours? I can't make you do anything, which is why we like to look at NLP as a "to do with" process and not a "do to" process. In fact, it's often thought about NLP to be some sort of "power over people" and although the understanding of our minds and neurology will give you great advantage in terms of communication and interactions with people, it does not give you the power over them. Furthermore, I believe that you will get far better results if you chose to believe that NLP and Coaching is a "do with" process.

I strongly believe that rapport will get you far, far better results, helping and guiding your client to change, rather than showing change down their throats. And we would always make it client's responsibility to change. They need to want to change and they need to follow the instructions given.

This is why we have few guidelines to consider when choosing your clients. We'll cover these in details later on, for now just remember that your client needs to be at Cause, responsible for everything that's happening in his or her life, including the outcome of our session. And change will always happen, in fact Change is the only inevitable thing in our whole Universe. Change happens all the time. However, we need to take the responsibility for it and be accountable for changes that we Cause in our lives.

And as a coach, your client will simply need to follow the instructions. If they don't follow, they won't get desired results. And imagine hiring someone for a job. Someone who wouldn't follow your instructions. Would that be OK? Same goes for choosing your client, you'd want client that will want to follow the instructions and take responsibility for his own change/transformation.

What do you think, in which case you'll cause more profound changes for your client: Clients that comes to you:

Stating: "Here I am, I paid you already, do it to me, fix me." or

Stating: "I am willing to do whatever it takes, help me make that change."

The correct answer should be rather obvious here. And same applies for responsibility to find value.

I've met people in life that didn't find much value from the things that they bought. They wouldn't find value in the car they purchased or in the dinner they just had in the restaurant. Some wouldn't find value for the haircut they just had and so on. I'd like to suggest that it is your responsibility to find value in anything. If you bought a car or a blender, whose responsibility would it be to find value in it? Yours or manufacturers? Remember that manufacturer does what he does and that he has no power or control over your thinking or over your filtering of information.

Hopefully they will do whatever they can to produce a product they would be proud of, but they have no way of making sure that YOU find the value in it. It is always your responsibility to find value in everything. This doesn't mean reducing your standard in any way, but rather that by looking for value in things - you will always find it. Me personally, I've been on many seminars and speeches, trainings and alike.

Sometimes I say that it was hardly worth my time, but I will ALWAYS find some value, some learning that will serve me and my clients from there on. I know that if I just focus on what I want, that I will always find value and enrich my life in appropriate ways. And as always, a question I ask the most... what are you focusing on?

**Desired Outcome:** To be able to discover, elicit the patterns of, and utilize excellent behaviour in themselves and others.

### Theory

The basis of NLP is the Process of Modelling, which has three elements

1. Belief & Values Systems
2. Physiology
3. Strategies

The theory is that, “Anything you can do, I can elicit and also do.” Through the process of Modelling, you can find and model excellent behaviour and install it in someone else.

In successful people we often observe that they are generally in control of their state regardless of the external circumstances. They have a most excellent way of consistently being in a resourceful state.

## SECTION 2 - COMMUNICATION

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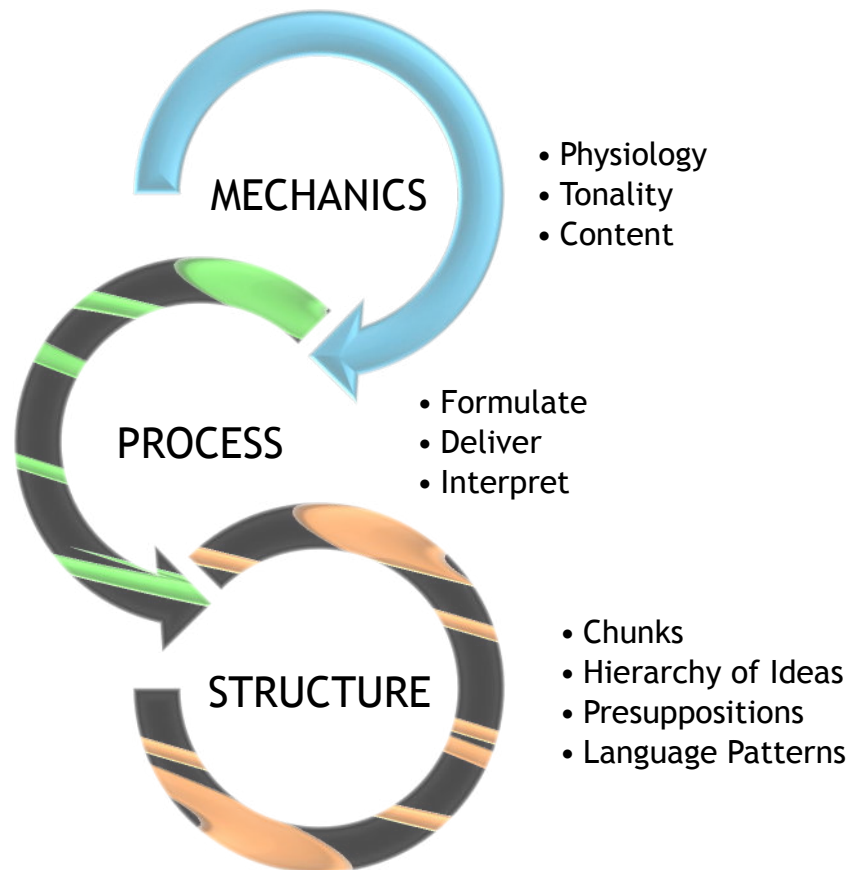
“Communication works for those who work at it”

John Powell

## ELEMENTS OF COMMUNICATION

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- MECHANICS – the nuts and bolts
- PROCESS – how we use the nuts and bolts
- STRUCTURE – the relationship between the nuts & bolts



Communication is often referred to as an art. Some art pieces are considered priceless and others worthless. Communication is very much like art in that regard. A good painting needs a perfect composition with the right use of colour and texture. In the same way good communication also needs the perfect mix of ingredients to be effective. We refer to these ingredients as the elements of communication. Masterful use of these elements is what makes a great communicator.

The mechanics of communication are the parts of the engine. We can group them into 3 categories. The percentage weighting indicates the level of impact each aspect has on the meaning of what is communicated.

### Physiology - 55%

- **Posture** - angle of spine, whole body posture and the tilt of the head.
- **Gestures** - using hands to speak
- **Proximity** -distance from each other when communicating
- **Facial expressions** -rate of blinking, a way of smiling.
- **Breathing** - location or pace of breathing.

### Tonality - 38%

- **Tone** -pitch and depth of voice
- **Tempo** speed of talking
- **Volume** - Some people are loud and some rather soft when talking
- **Timbre** - quality of your voice

### Content - 7%

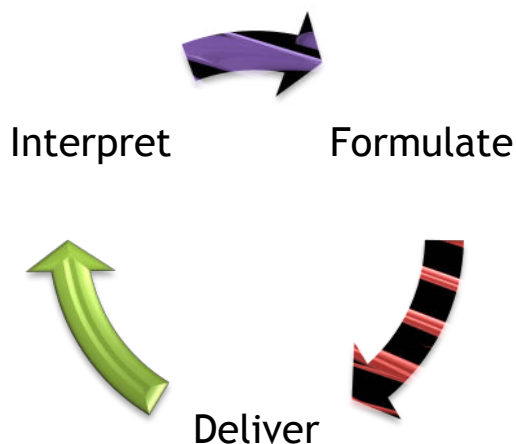
- **Predicates** - The words used most often to describe how we interact with the world. We categorise predicates based on their sensory application.
- **Keywords / Phrases** -are often referred to as buzzwords and people tend to use them very often
- **Pesuppositions** - Linguistic assumptions

## NOTES

## PROCESS OF COMMUNICATION

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Communication can be defined as: the process of transferring a message. There are 3 steps required for a message to be transferred effectively.



### STEP 1 - FORMULATE

To formulate a message it is necessary for us to be clear on your intent. Our communication often loses impact because our intentions are unclear. A master communicator is able to formulate a message and deliver it in a way that it is interpreted exactly as it was intended. A very good understanding of how we interpret messages is required to help formulate clear communication.

### STEP 2 - DELIVER

A good communicator is able to utilise their words, body language and voice to consistently convey their intended message. You could say that communication is the art of converting your intentions into actions that allow others to understand them. NLP explores in great detail the many approaches to great communication.

### STEP 3 - INTERPRET

In the philosophy of NLP section of this manual we covered our meaning and feeling making processes. So we have a good idea of how things happen inside of us. Now we are going to look at what we can do to stimulate those internal processes with purpose. In other words we are going to learn what specifically makes good communication.

## THE STRUCTURE OF COMMUNICATION

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The structure communication is determined by the relationship between the elements of communication.

### SENSORY ACUITY

In order to become an excellent communicator, you need to first understand Sensory Acuity. Sensory Acuity is simply your skills of observation. You will learn the why, what and how to observe in people. People display their inner worlds through what we notice on the outside. Mastering sensory acuity will equip you to understand what is going on inside of your clients, by observing them on the outside. In a moment, you will learn what you could observe and how...

When Richard Bandler was asked how he got so good at NLP, he said: “Just two things really, watch and listen.”

Dr. Ericsson was the pioneer of sensory acuity in therapy. In his time, therapy was conducted with patients having their backs towards the therapist. He suggested that there is valuable information that will improve the ability to help patients, by looking at them. He observed minute changes in people’s skin tonus, change in their breathing, lower lip size change, shifts in their skin colour, all of which gave him insight as to what was happening with his patients on the inside.

What could we observe, specifically?



1	Skin Colour	Light - - - - - Dark
<p>Skin colour doesn't mean that we find differences between redness and whiteness. This would become rather difficult as people have different skin colour, don't they? It simply means that we observe the shifts from light to dark. Easiest to observe this is if you were to imagine your client's image in black and white. And then simply notice the brightness or darkness changes. As shifts happen inside of your client and as blood rushes in, the colour of the skin tends to go lighter or darker. This is very easy to notice in the face or neck area.</p>		
2	Skin Tonus	Symmetrical - - - - - Not Symmetrical
<p>Skin tonus has to do with tone or the tension of the muscles underneath the skin. We are looking for the shine as it changes as muscles contract. Light changes reflection against the skin, and as muscles move/contact, that shine changes/moves. The easiest way to observe this is to watch for the symmetry of the face.</p>		
3	Breathing	<div>Pace</div> <div>Fast - - - - - Slow</div> <div>Location</div> <div>High - - - - - Low</div>
<p>Breathing rate is very easy to notice. People breathe in different ways, from very slow and deep to very fast and shallow. This relates to the speed of the breathing, breathing tempo.</p> <p>Breathing location relates to how deep we breathe. Is our breath going all the way down to the stomach area, or is it somewhat in the middle of our chest, or is it very shallow, in our upper chest?</p> <p>The tempo and location are often linked to each other. Slow breathing will usually be deep breathing lower down towards the stomach and fast breathing will usually be shallow breathing, in the upper chest area.</p>		
4	Lower Lip Size	Lines - - - - - No Lines
<p>Lower lip size changes as blood comes in or as it decreases. It causes the lip to well or to shrink. The easiest way to notice this is by observing the vertical lines on the lip. As the lip swells, there are fewer lines and vice versa.</p>		
5	Eyes	<div>Focus</div> <div>Focused - - - - - Defocused</div> <div>Pupil Dilation</div> <div>Dilated - - - - - Undilated</div>
<p>You've probably already noticed that as you talk to people their eyes change focus or that their pupils widen or become smaller.</p>		

## EXERCISE

Practice, practice and practice... Invest as much time as you feel like and or as little as necessary to achieve to master this skill. Start by observing one of the physical attributes when communicating with people. And as you master it, you move to the next one until you have mastered them all.

Find someone to work with and say:

### Step 1

“Think of someone you really, really like.” and calibrate on their face. Notice what you notice and link these things to that state. Take a snapshot in your mind and memorize this image.

### Step 2

Ask your client to clear the screen/change the state by getting their mind to think of anything else, irrelevant to the subject. Ask: “What did you have for breakfast this morning?” or anything like that... sufficient enough to cause their mind to change the picture it was having.

### Step 3

Say: “Think of someone you really, really dislike.” And notice the changes. Observe everything and compare it to the image you saved in your mind during Step 1. Clear the screen, change the state again by asking them about something irrelevant.

### Step 5

Instruct your client to think on one of these people without telling you who he is thinking of. Your task is to determine which person they were thinking of by using your sensory acuity.

This is quite fun exercise and it will prove to you how good you are at it already. The sooner you impress this newly acquired skill to the unconscious mind, the sooner you'll get to not having to do it consciously. It's much easier than you think, really.

## RAPPORT

Rapport is one of the most important communication skills you could ever learn. How would you like to learn a skill that will get anyone to like you instantly, a skill that will make anything communicable and improve trust? Would that be useful? When people like and trust you, they tend to do things for you. They will even go out of their way to help you. They care about what you have to say, and how you feel. You are about to learn a skill that will help you create and improve trust between you and your clients making anything communicable.

People that are similar like each other. We feel connected to those people who have something in common with us. Even if what we share is something insignificant like supporting the same sports team, or belonging to the same club, liking the same restaurants, drinking the same drinks, eating certain foods, watching the same movies, etc...The is endless. Once this similarity is recognized consciously, we bond with people which, improves communication and creates trust.

Mastering rapport is the ability to create this likeness and trust with anyone at any time, often instantly. We already know what causes us to consciously like and bond with people. Rapport is the process of creating a bond with someone by demonstrating similarities to them **unconsciously**. Unconscious simply means “*out of their conscious awareness*”. Have you ever met someone that you liked instantly, and you couldn’t really tell why? Were you ever compelled to help a stranger for no obvious reason? Rapport naturally creates this kind of bond.

### **Rapport is a process of matching and mirroring.**

Have you ever been around the kid that was mimicking you, or repeating everything you said? That is plain irritating, and can be defined as the opposite of rapport. Rapport is the process of unconscious matching and mirroring that never intrudes the conscious space. So, what is matching, and what is mirroring?

Matching is when you do the same thing with your body parts as what your client is doing. If your client is standing with his right foot in front of his left foot, then you would do the same. You would position your right foot in front of your left foot to match him. At the same time you would match your client’s posture and whatever other body part you can easily match. If your client is leaning to the right, or if your client’s head is tilted in a certain way, you would match that by positioning your body in the same way.

Mirroring is the other side of the coin. Mirroring your client is slightly more effective, as it is even more outside of their consciousness. To your client, you will look like a mirror image, just like the one they see when seeing themselves in the mirror. To achieve this, you will have to mirror them with the opposite sides of your body. Your left foot would match the way they have their right foot, head tilted will be in the opposite direction, looking like your client’s mirror image.

## What specifically do we Match and Mirror?

<b>PHYSIOLOGY</b>	- Posture, Gestures, Facial expression & blinking, Proximity, Handshake, Breathing
<b>TONALITY</b>	- Voice Tone (pitch), Tempo (speed), Timbre (quality), Volume (loudness)
<b>WORDS</b>	- Predicates, Key words, Common experiences & associations, Content chunks

### PHYSIOLOGY

Physiology carries 55% of the importance in communication. Matching and mirroring one's physiology is therefore very important and useful when establishing rapport. This alone will create a strong sense of familiarity, instant trust and undeniable likeness.

#### Posture

You can match and mirror your client's posture. This includes their spine, whole body posture and the tilt of their head. This is so easy. Just position yourself to match or mirror them. Align your spine as theirs, lean forward or back off, cross your legs the way they do... just match or mirror whatever position they are in.

#### Gestures

match and mirror their gestures, but this one you want to be careful with! You ought to match or mirror the gestures they do with their hands as they speak, BUT you don't want to do that at the same time as they are doing it. They will usually do things as they speak. You have to wait for your turn and do the same when it's your time to speak. Otherwise you would look rather silly, which would produce unwanted results.

#### Proximity

You would have noticed that not all people maintain the same distance from each other when communicating. We all value and measure our personal space differently. In NLP we refer to this distance as proximity. Match their preferred proximity. If they speak very close to you, you ought to do the same. If they keep their distance, you should do the same.

#### Handshake

Many books have been written on understanding the meaning of different handshakes. Those books are all correct, for the people that wrote them. Everyone will have their own reason for their handshake. Some consciously want to intimidate, others think they command respect. Either way, we are playing on a very different level here. We are not interested in the meaning of the handshake. We are interested in matching it. You want to go in "neutral" and sense their grip. The moment you sense it, just match that. If they go in soft, you make yours soft. If you meet with a "macho", do your best to match that.

## **Facial expressions**

You could match the rate of their blinking or the way they are smiling. Do not match someone's stuttering or anything else that would have them abreast. The key is to keep your behaviour under their conscious radar.

## **Breathing**

Now, this is by far the most powerful physiological aspect to match. It's definitely the most unconscious behaviour! Match your client's breathing location or pace of breathing. Some people take short shallow breathes, in the area of their upper lungs. Some people will breathe more deeply, accessing their middle lungs. Though not found commonly, you will encounter people who breathe properly and healthily, filling their lungs completely. This is easy to notice by observing the movement of their lungs or their abdomen. Perhaps you have noticed that popular presenters at seminars ask their audience to stand up and breathe with them for a minute? Now you know why they do that! They want to create rapport. Matching one's breathing is extremely powerful. If you find this challenging in beginning, you could at least breathe out while they speak. When speaking, people generally breath out and stop for taking breaths.

## TONALITY

Tonality carries 38% of the importance in communication. How we use our voices significantly impacts the meaning of what we communicate. This is extremely useful and valuable when coaching people in telephone sales or call centres. Over the phone your physiology is not clearly communicated and your tonality becomes your No.1 tool for successful communication.

### Tone

Paying attention to pitch and depth of voice. Match the tone (pitch and depth) of voice within your natural voice. When dealing with the opposite sex be sure to stay within your natural voice range.

### Tempo

Is simply the speed of their talk. People make gaps after a certain buffer, after certain amount of words, etc... They talk faster or slower. Match the speed of their talk. If they speak fast, you speak fast. This is another environmental effect on people. You will notice that people in busy cities speak rather fast, due to their busy lives and lack of time, rush... While people in remote villages are rather slow paced and really take time to finish their sentences. Just speak as they do.

### Volume

Some people are loud and some rather soft when talking. You ought to match them and speak the way they do. If they shout while speaking, match that. If they have a soft voice, relax yourself and start talking the way they do. Mind you, if someone is yelling at you, I am not suggesting an argument as a solution! I suggest that you respond with the same volume (shouting back) BUT with a non confrontational content! Don't match the content, match the volume. This is rather important. If you naturally thought that it's better to lower the voice in situation as such - you were wrong. Think about it!

When you really get upset and shout at someone, do you prefer them reacting all calm and suggesting you to calm down too? Chances are good that you would perceive them as not understanding you, not seeing the importance of your upset, reacting all calm "How could you stay calm?! You obviously don't understand the importance of this!" is something they'll think inside. This is usually counterproductive. Once again, match the volume, match the process.

### Timbre

is the quality of your voice. Some people have very clear and crisp and sharp voices, while others are harsh, or gravely or raspy. Just match it as best you can within your natural voice range. Remember the key is not to intrude their conscious awareness.

## WORDS

Although words carry just 7% of the overall importance in the complete communication picture, they are still extremely valuable and crucial to good communication. When establishing rapport words are a great tool at your disposal. What are the words that we want to match?

**Predicates** - It is very easy to pick up the predicates that people use. It's the words that they use most often to describe how they interact with their world. We categorise predicates based on their sensory application. In other words predicates will either be visual, auditory or kinaesthetic (feeling) or auditory digital (Self Talk). People will predominantly use predicates based on their preferred sensory interaction.

### *examples*

**Visual predicates** - looks good, see, focus, sharp, colourful

**Auditory predicates** - sounds good, resonates, tell me, talk me through it

**Kinaesthetic predicates** (feels good, grasp, hold on to, touches me

**Auditory digital predicates** - makes sense, statistics, surveys, lists

Just start paying attention to the predominant words people use and feed them these words back in your communication. In doing this you will speak in a way that they need to hear it, for them to understand and process information. This is extremely powerful!

**Keywords** - These are different to predicates, as they are not related to any of our senses specifically. Keywords or key phrases are often referred to as buzzwords and people tend to use them much more often than what they would use other words. Some people say what they wanted and quickly add: "You know?" and they do that quite often, you know? It's a good idea to use this every now and then, without being obvious, you know?

**Content Chunks** - People speak in chunks. Chunks are more or less the same size. A chunk simply refers to the number of words put together before a natural pause is made to breathe when someone speaks. Matching content chunks means that you would listen to the way they speak and deliver your content using a similar number of words before you pause. People, including you, do this unconsciously. Becoming consciously aware of chunking and using it to establish will result in you being a more flexible communicator.

**Common experiences & associations** - Whenever you realize that you have something in common with someone, bring it to their attention. It will serve you well as it also helps forming trust and likeness.

## APPLICATION OF RAPPORT

There are 3 questions that generally come up when learning rapport.

1. Is rapport ethical?
2. Will I get caught and what happens if I do?
3. How do I know if it's working?

### Is Rapport ethical?

Some people would consider rapport as a form of manipulation. And they could be right based on the intention of the person applying the skill. Rapport is just a skill and therefore it's neutral, just like any other skill.

### Example

Someone has the skill of picking locks. Based on his intentions and application of the skill, picking locks could be ethical or unethical. He could run an ethical business helping people get back into the cars or homes when they are locked out or he could be a thief.

Furthermore we are already using rapport all the time. We are just doing it unconsciously. Technically can't use it. Being aware of it consciously just empowers you to create connections with people all the time. Your intentions and behaviour is your responsibility. We are opposed to any form of manipulation and choose to operate with the highest positive intentions for our clients, ourselves and our environment.

We choose to teach rapport as it's such a valuable tool that can be used positively in any area of your life, from relationships, to business, to therapy and to education. It simply makes everything communicable.

### Will I get caught and what happens if I do?

Will I get caught? It is extremely unlikely to happen. We know that it's usually not enough to just say it. So let's explore what happens if you get caught. Let's pretend that someone calls you on it. They something like: "Are you matching me?" You could answer: "Oh no?! Was I? I am sorry, I must have been doing it unconsciously... unless... were you matching me?!" That response on its own is bound to create even more rapport.

Remember that people who have common experiences tend to like each other and bond quickly? Someone that know about matching and mirroring is probably also trained in Neuro Linguistic Programming. That will result in an **instant bond**. After all, there is no harm in wanting to create this kind of environment with people

### How do I know if it's working?

The moment you start practicing this, you will be amazed by the effects and cooperation that you will receive by your clients, co-workers, friends, strangers, etc...



Matching and mirroring creates a feeling of familiarity, you will often have them ask you questions, like: “Do I know you from somewhere? Have we met before? Which school did you go to? What star sign are you?” etc... They won’t be able to explain this connection that is undeniable to their minds. People will feel like they have known you for a very long time (they might even tell you that). They will feel like they can trust you and as a result they will communicate sincerely and openly with you.

The bottom line is that you simply know when the real connection is made. At the live training we have plenty of time for an exercise where you can experience all this first hand. In fact, we even have to teach you how to break that state, as some people have too much fun doing it. They just can’t seem to stop talking to each other!

### Here is a task for you

1. Put your current belief system on hold for 2 minutes. Then step into your **“common sense corner”**. A common sense corner is a place that allows you to be objective and evaluate things for what they really are.
2. Now that you are in your common sense corner, think about it for a second. If you have someone in front of you, standing the same way you do (matching or mirroring), that person will unconsciously remind you of yourself. Normally you would be too busy talking and thinking what to say next, that this person’s matching or mirroring you would be completely outside of your conscious awareness, would it not? However, your unconscious mind will notice it, and furthermore, this similarity will be undeniable to it. When we **are** like someone, we **like** that someone!
3. Now that you are comfortable with the concept of rapport, and you know what and how, you need to practice. Match and mirror **EVERYONE** you meet or have in sight for at least a week. You’ll notice an immediate difference in the way people communicate with you! If you feel overwhelmed with the amount of things to match and mirror, then start with one thing at the time. Spend one whole day working on only that one category and expand from there by adding others, at your pace and level of comfort.

## PACING & LEADING

**Pacing** is using your rapport skills to match and mirror. By pacing your client, you will establish rapport establishing the platform to lead them to a desired state.

**Leading** your client, after establishing rapport is very easy. All you need to do is to change your own state to a desired state internally, and the client will follow you unconsciously.

### Here is a task for you

Establish rapport with someone you are talking to. When you are sure that rapport is established, change your posture. (uncross or cross your legs, lean to one side or the other...) Then notice what they do. Just give them a few seconds and they'll do the same. You'll find this quite funny.

Rapport makes it possible to lead our clients to a desired state, just by establishing rapport and then changing our own state, allowing them to follow our lead unconsciously.

Is there ever a time **NOT** to match and mirror other people? If a person is agitated or depressed, or if they display some unusual physiological symptoms, or if a client is in a state that would be inappropriate for you to be in, then don't match and mirror them. Cross Over Mirroring would be most appropriate in such situations.

## CROSS OVER MIRRORING

Cross Over Mirroring is when you mirror a person with an overt portion of his/her physiology with another portion of your own physiology. For an example, if a person had a very busy leg, nervously tapping against the floor, you could match and mirror that process with another part of your body, like your hand in this case.

You could tap against your chair or table with your hand, matching the tempo of his tapping foot. And as soon as you have a strong rapport, you could slow that down and lead them to slow down their agitated behaviour, which would lead them in the more relaxing, resourceful state.

You could even match someone's agitated breathing by tapping with your finger, and slowly leading them to a more relaxed state, etc...

## REPRESENTATIONAL SYSTEMS

I know already that you value becoming a better communicator. I know that you would like to be able to communicate in a way that people can easily understand what you are saying. Understanding the different representational systems, their qualities and distinctions, will allow you to utilize them effectively and change the way you communicate from now on. You will learn how to present information in a way that OTHER PEOPLE need to hear it.

There are 4 different representational systems, Visual, Auditory, Kinaesthetic and Auditory Digital. We all favour one of the representational systems. The one that we favour is dominant as we use it the most. We are usually much better at using our favoured representational system than what we are at utilising the others. We primarily process incoming information through our favoured system. In fact, we often need information to be presented to us in such specific way for us to understand and internalise the information.

The representational system preference test above gave you a good idea of your preferred representational system. Be careful not to label yourself or anyone based on representational systems. You don't get Visual, Auditory, Kinaesthetic or Auditory Digital people. You get people that interact through all representational and we all have a preferred one. No representational system is better than the other one. There is also no ideal profile of how to use representational systems.

Everybody does it their own way and that is perfect. Research indicates that 40% of the population prefer using their Visual representation system, about 40% their Kinaesthetic and Auditory and Auditory Digital each share 10% of the vote. The key for you is to learn to identify them and to communicate accordingly.

### VISUAL (V)

They memorize by seeing pictures and are less distracted by noise. Often have trouble remembering and are bored by long verbal instructions because their mind may wander. They are interested by how something looks.

People who are visual often stand or sit with their heads and/or bodies erect, with their eyes up. They will be breathing from the top of their lungs. They often sit forward in their chair and tend to be organized, neat, well-groomed and orderly. They are often thin and wiry. Appearances are important to them.

They will often use **predicates** like: see, look, view, appear, show, dawn, reveal, envision, illuminate, imagine, clear, foggy, focused, hazy, crystal, picture, etc...

And they will use **predicate phrases** like: an eyeful, appears to me, beyond a shadow of a doubt, bird's eye view, catch a glimpse of, clear cut, dim view, flashed on, get a perspective on, get a scope on, in light of, in person, looks like, make a scene, mental image, mind's eye, paint a picture, see to it, take a peek, tunnel vision, under your nose, up front, etc...

**Speech patterns:** quickly grouped words and lots of interruptions with “um”, or “ah”.

**Processing Patterns:** quickly with a minimum of detail and they will let you know unconsciously when they understand by changing the subject.

They would love you to show your proposal in a similar way to this:

*“If I could **SHOW** you an **ATTRACTIVE** way in which you could (potential benefit or their values), you would at least want to **LOOK** at it, wouldn't you?*

*If this **LOOKS GOOD**, to you we will go ahead and **FOCUS** on getting the paperwork in.”*

### **AUDITORY (A)**

Typically, they are easily distracted by noise. They can repeat things back to you easily and learn by listening. They like music and like to talk on the phone. Tone of voice and the words used can be important.

People who are auditory will quite often move their eyes sideways. They breathe from the middle of their chest. They typically talk to themselves, and can be easily distracted by noise. Some even move their lips when they talk to themselves. They memorize by steps, procedures, and sequences (sequentially). The auditory person likes to be TOLD how they're doing, and responds to a certain tone of voice or set of words. They will be interested in what you have to say about something.

They will often use **predicates** like: hear, listen, sound, sounds, make music, harmonize, tune in/out, be all ears, rings a bell, silence, be heard, resonate, dissonance, etc...

And they will use **predicate phrases** like: afterthought, blabbermouth, clear as a bell, clearly expressed, call on, earful, grant an audience, heard voices, hidden message, hold your tongue, keynote speaker, loud and clear, manner of speaking, purrs like a kitten, unheard of, tuned in/tuned out, etc...

**Speech patterns:** quickly grouped words and lots of interruptions with “um”, or “ah”.

**Processing Patterns:** quickly with a minimum of detail and they will let you know unconsciously when they understand by changing the subject.

They would love to hear your proposal in a similar way to this:

*“If I could **TELL** you a way in which you could (potential benefit or their values), you would at least want to **HEAR** about it, wouldn't you?*

*If this **SOUNDS GOOD**, to you we will go ahead and **DISCUSS** how to set up an account.”*

## KINAESTHETIC (K)

Often they talk slowly and breathy. They respond to physical rewards & touching. They memorize by doing or walking through something. They will be interested in things that feels right or gives them a gut feeling.

People who are kinaesthetic will typically be breathing from the bottom of their lungs, so you'll see their stomach go in and out when they breathe. They often move and talk veeerry slooowly. They also stand closer to people than a visual person. They memorize by doing or walking through something.

They will often use **predicates** like: feel, touch, grasp, get hold of, slip through, catch on, tap into, make contact, throw out, turn around, hard, unfeeling, cool, calm, collected, concrete, solid, etc...

And they will use **predicate phrases** like: all washed up, boils down to, come to grips with, firm foundations, control yourself, get a handle on, get in touch with, get the drift of, hand in hand, hang in there, hold on, hothead, pain-in the neck, too much of a hassle, pull some strings, slipped my mind, smooth operator, etc...

**Speech patterns:** deliberate phrasing and long Complicated Sentences.

**Processing Patterns:** extensive detail and they will not give indication of understanding unless you ask.

They would love to hear your proposal in a similar way to this:

*"If I could help you GET A HOLD OF a CONCRETE way in which you could (potential benefit or their values), you would at least want to GET A FEEL FOR IT, wouldn't you?*

*If this FEELS GOOD, to you we will go ahead & set up an account by HANDLING THE PAPERWORK."*

## AUDITORY DIGITAL (AD)

They spend a fair amount of time talking to themselves. They memorize by steps, procedures, sequences. They will want to know that things make sense. They can also sometimes exhibit characteristics of other rep systems.

They will often use **predicates like**: sense, experience, understand, think, learn, process, decide, motivate, consider, change, perceive, insensitive, distinct, conceive, know, ect...

**Speech patterns:** deliberate phrasing and long Complicated Sentences.

**Processing Patterns:** extensive detail and they will not give indication of understanding unless you ask.

Fill in the predicate phrases that dominantly Auditory Digital people would use:

---

---

---

Now prepare a proposal for them, just like we did in previous examples. Use the appropriate words and phrases, matching their preferred representational system:

“If I could

---

---

---

## REPRESENTATIONAL SYSTEM PREFERENCE TEST

Primary or Preferred Representational System is the representational system that a person most often uses to think and organize his or her experiences.

### STEP 1

For each of the following statements, please place a number next to every phrase. Use the following system to indicate your preferences:

- 4 = Closest to describing you
- 3 = Next best description
- 2 = Next best
- 1 = Least descriptive of you

**I make important decisions based on:**

- \_\_\_\_\_ gut level feelings
- \_\_\_\_\_ which way sounds the best
- \_\_\_\_\_ what looks best to me
- \_\_\_\_\_ precise review and study of the issues

**During an argument, I am most likely to be influenced by:**

- \_\_\_\_\_ the other person's tone of voice
- \_\_\_\_\_ whether or not I can see the other person's point of view
- \_\_\_\_\_ the logic of the other person's argument
- \_\_\_\_\_ whether or not I am in touch with the other person's true feelings

**I most easily communicate what is going on with me by:**

- \_\_\_\_\_ the way I dress and look
- \_\_\_\_\_ the feelings I share
- \_\_\_\_\_ the words I choose
- \_\_\_\_\_ my tone of voice

**It is easiest for me to:**

- \_\_\_\_\_ find the ideal volume and tuning on a stereo system
- \_\_\_\_\_ select the most intellectually relevant point in an interesting subject
- \_\_\_\_\_ select the most comfortable furniture
- \_\_\_\_\_ select rich, attractive color combinations

**Rate the statements in order of importance.**

- \_\_\_\_\_ I am very attuned to the sounds of my surroundings
- \_\_\_\_\_ I am very adept at making sense of new facts and data
- \_\_\_\_\_ I am very sensitive to the way articles of clothing feel on my body
- \_\_\_\_\_ I have a strong response to colors and to the way a room looks

## STEP 2

Copy your answers from above to here:

- |    |          |    |          |    |          |
|----|----------|----|----------|----|----------|
| 1. | _____ K  | 2. | _____ A  | 3. | _____ V  |
|    | _____ A  |    | _____ V  |    | _____ K  |
|    | _____ V  |    | _____ Ad |    | _____ Ad |
|    | _____ Ad |    | _____ K  |    | _____ A  |
| 4. | _____ A  | 5. | _____ A  |    |          |
|    | _____ Ad |    | _____ Ad |    |          |
|    | _____ K  |    | _____ K  |    |          |
|    | _____ V  |    | _____ V  |    |          |

## STEP 3

Add the numbers associated with each letter. There are 5 entries for each letter.

	V	A	K	Ad
1				
2				
3				
4				
5				
Totals:				

## STEP 4

The comparison of the total scores in each column will give the relative preference for each of the 4 major Representational Systems.



## APPLYING REPRESENTATIONAL SYSTEMS

Virginia Satir was known for translating things for her clients, especially during couple's counselling.

If the wife was dominantly Visual and she complained that he never looks at her in that special way anymore... while her dominantly Kinaesthetic husband was complaining that she never hugs him when he comes home anymore. She would simply teach them that the way she feels like when he looks at her in that special way is the same that he feels like when she gives him a hug when he comes home. This new understanding of communication leads to better understanding of each other's needs.

Prior to learning this, the Visual person simply won't see that much value in a hug. In the same way a Kinaesthetic person won't feel the importance of how they look at someone. The fact is that we all have our favoured representational systems and by understanding them better, we can communicate anything much more effectively, in a way that people will understand us better. This also improves rapport greatly, as they will feel like you really understand them.

Another example is that therapists used to keep asking their clients: "How does that make you feel?" regardless of what the presenting problem was. If the client said that he can't see himself relating to his new job... it would be very unhelpful asking him "how do you about that?" In fact, mismatching a preferred representation system breaks rapport. The Visual dominant person, perhaps, won't even have an understanding of how that should feel... they don't SEE themselves relating...

We need to start listening, and I mean really listening to what people are saying and UTILISE everything. Listen to yourself and others talk. Notice the predicates people use unconsciously as they talk. Practice using different representational systems as that will extend your behavioural flexibility, enabling you to be in control even more. Remember the law of Prerequisite Variety that states: "A person or a system with the most flexibility of behaviour will control the system."

Remember that we use the words to describe what is going on inside of our inner world? As people use predicates to describe their inner world, you should be listening and then use these predicates when communicating back. It's like speaking the same language, multiplied by a thousand!

## REPRESENTATIONAL SYSTEMS CHARACTERISTICS

1. Each representational system can best represent the aspect of the world that it responds to directly. Many people get into trouble by representing experience with the wrong representational system.
2. Digital descriptions are always secondary experience so they contain less information than the primary experience which they describe.
3. Auditory digital is valuable as a filing system:
  - a. To keep track of experience.
  - b. To categorize experience.
  - c. To plan and set direction.
  - d. To summarize.
  - e. To make a running commentary on raw data.
  - f. To draw conclusions.
  - g. To make sense of things.
4. Auditory tonal can add emphasis and help flesh out raw data.
5. Visual can represent an enormous amount of data simultaneously and instantaneously.
6. Auditory processing is sequential and takes longer than visual processing which is simultaneous.
7. The kinesthetic system has more inertia and duration than the visual and auditory systems.
8. When making decisions it is difficult to fully represent possibilities using only sounds, words or feelings. The visual system is helpful, because it enables one to simultaneously picture different options and make comparisons between them.
9. Kinesthetic tactile and proprioceptive sensations help provide raw data.
10. Kinesthetic Meta is the primary way people evaluate experience.
11. Congruent feelings are perceptual feelings of events, involving direct tactile and proprioceptive sensations. They are purely perceptual or sensory experiences without evaluations.
12. Meta-feelings are evaluative feelings about events in response to criteria, and usually have a positive or negative value. They are what we usually call emotions or feeling states. Meta-feelings may be created through past anchoring of experiences and/or beliefs.

## EYE PATTERNS

It was Bandler and Grinder who initially discovered that just by looking at someone's eyes you could tell **how** they think. Not what they think, but how they think. You can tell what they're doing inside of their minds.

The modalities (V,A,K, Ad) are one way of categorizing exactly what a person does inside their minds as they think. Modalities represent what a person does in their head as they make up an Internal Representation (IR).

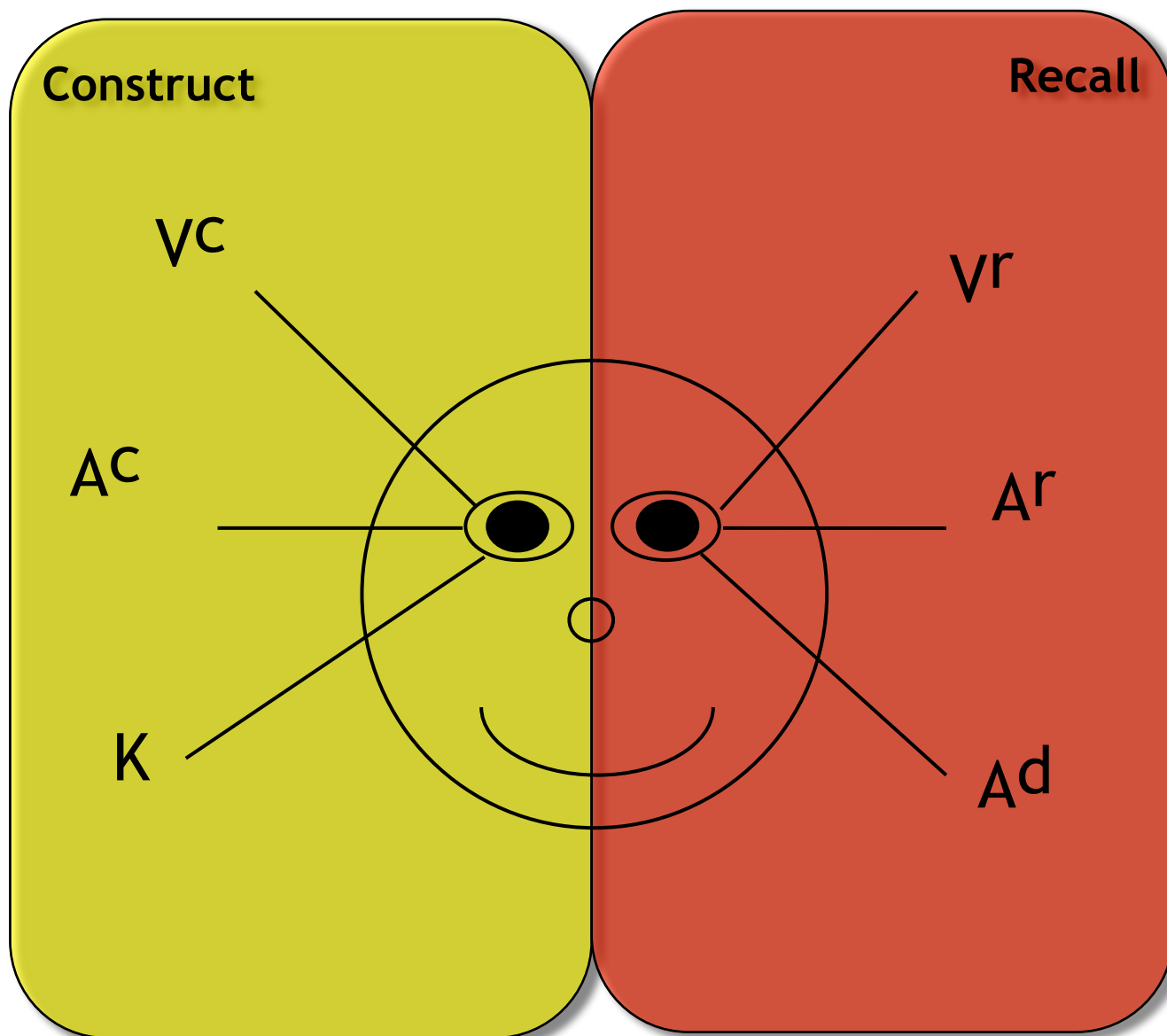
Based on observations by the original researchers, when people look up, they're visualizing. When they look horizontally to the left and right, they're either remembering or constructing sounds. When they look downward and to our left, they're accessing their feelings. And when they look downward and to our right, they're talking to themselves (Auditory Digital).

The chart below is for a “normally organized person”. Most right handed people would use the normally organized pattern and many left handed people will have eye movements that are reversed.

We recognize only two types of Eye Patterns in people. We have normally organized and reverse organized. Reverse organized doesn't mean that something is wrong with them, it simply means that is the reverse (mirror image) of what we perceive as the normally organized. People function perfectly using either of these two patterns.

Normally organized Eye Pattern is used by a majority of people in the world and by majority we simply mean more than half.

AS YOU LOOK AT THE PERSON



**Construct**

$V^C$  = Visual Construct

$A^C$  = Auditory Construct

$K$  = Kinaesthetic (Feelings)

**Recall**

$V^r$  = Visual Recall

$A^r$  = Auditory Recall

$A^d$  = Auditory Digital (Self-talk)

## EYE PATTERN ELICITATION

LABEL	DESCRIPTION	QUESTION
<b>VISUAL RECALL -VR</b>	Seeing images from the memory, recalling things you have seen before.	“What colour was the room you grew up in?” “What colour is your bedroom now?” “What was the colour of your first car?”
<b>VISUAL CONSTRUCT - VC</b>	Images of things that you have never seen before. When you are making it up in your mind, you are using Visual Construct.	“What would your car look like if it was pink with leopard dots all over it?” “What would your neighbour’s dog look like if it had the head of a zebra?”
In addition, some people access visually by defocusing their eyes. When this happens, the eyes will usually stay in the centre.		
<b>AUDITORY RECALL - AR</b>	Is when you remember sounds or voices that you've heard before or things that you've said to yourself before. When you ask someone, “What was the very last thing I said, they typically look in that direction.	“Can you remember the sound of your mother's voice?”
<b>AUDITORY CONSTRUCT - AC</b>	Is making up sounds that you've not heard before.	“What would I sound like if I had Mickey Mouse’s voice?” “What would Tina Turner sound like if she had a voice of a cat?”
<b>KINESTHETIC - K</b>	You generally look in this direction when you're accessing your feelings.	“What does it feel like standing barefoot on the beach?”
<b>AUDITORY DIGITAL - AD</b>	(Talking to Yourself) – This is where your eyes move when you're having internal dialogue.	“Can you recite the times table to yourself?” “Do you have a favourite poem from school?”

## APPLYING EYE PATTERNS

The mind and body are absolutely interconnected, so each time we access our Visual memory, we move our eyes upward and to our left. (If you're watching someone access Visual memory, you will see them move their eyes upward and to your right.) Every time we access our brain, we move our eyes in that specific direction which facilitates our using that part of our neurology.

Based on our model of communication, and how we create an internal representation, you'll remember that people rely on their 5 senses to make Internal Representations (IR) about the world around them. Internally, we also generally come to depend on one representational system or modality to access information. We also use that information to create our IR's. Some people use their Visual representational system more, some people use their Auditory representational system more, and some people use their Kinaesthetic more than the others.

See how you can utilize this information to create even greater rapport with your clients. If you notice they look up (visualizing), you can say "Do you see what I mean?" or if they look down and to your left, you can say "It feels good, doesn't it?", and so on...

**Task:** Take the eye pattern chart page with you and notice people's eye patterns. Determine if they are they Normally organized or Reverse organized? This is the first thing that you need to find out. A quick tip is to look at which hand they wear their watch. Typically people who are Normally organized will have their watch on their left hand, as that would be their Ad (Self Talk) side. This is not a rule, but as a massive generalization.

Also, you can read the questions listed above to see where they look as they access the needed information to respond to your questions. You can make your own questions too, as long as you stick with the intention of the original questions. You see, questions that involve remembering information, you would want to make them in a way that is not too easy to remember. When remembering information that is readily available, most people will not need to move their eyes at all, as that information is right there in front of them. Ask questions from the past, getting them to recall something that happened long *enough* ago. Another tip is to memorize the question that you are about to ask. Otherwise, as you are looking at your page with questions, while reading the questions to them, they may access that information rather quickly, before you even get to look up again. You need to look at them as you are asking the question.

## LEAD REPRESENTATIONAL SYSTEM

Lead Representational System is where we go with our eyes first to access the information internally. It can be detected by watching Eye Accessing Cues.

## SYNESTHESIA - DYSLEXIA

Have the Eye Pattern Chart ready to look at while listening to this segment. If you have special interest in this subject, or if you plan on working with kids, you should read Teaching through modality strengths by Barbe W. and Swassing, R. (1979).

## INTONATION PATTERNS

(in the English language)

The arrows indicate the tone of voice used in the sentence.

W → W ↗ W. = Question

W → W → W. = Statement

W → W ↘ W. = Command

You can also form a sentence in a syntactic pattern in the form of Question, Statement and Command, while using any of the above tonalities.

**By far, the most powerful syntax in the English Language is a Questioning Syntax and a Command Tonality**

## THE CONSCIOUS USE OF LANGUAGE

### Outcome:

The desired outcome of the Language Section is for all participants to be able to successfully use language to produce their desired results using language by Chunking up or Down to levels of greater ambiguity or specificity.

### Process:

1. Using Specificity or Ambiguity in Language
2. Hypnotic Language Patterns
  - a. Utilization
  - b. Unspecified language
3. The Agreement Frame
  - a. I appreciate, and...
  - b. I respect, and...
  - c. I agree, and...
  - d. Avoid using “but” or “understand”
4. The Purpose Frame  
“For what purpose...?”
5. The What If Frame  
“What would happen if...?”
6. Using Words that Create Positive I/R's - Say it the way you want it:  
At least 5 positive I/R's of being involved.
7. Conditional Close:  
“So if we did this, would you do this?”
8. Tag Questions:  
“This is something you are interested in, isn't it?”



## PRESUPPOSITIONS

**Definition:** Presuppositions are **Linguistic Assumptions** and are useful for:

- **Recognizing** what is assumed by the client's speech and assisting in
- **Creating new I/R's** for the client.

1. **Existence** - (Tip-off: Nouns)
2. **Possibility/Necessity** - (Tip-off: Modal Operators)
3. **Cause - Effect** - (Tip-off: "Makes", "If ... then" )
4. **Complex Equivalence** - (Tip-off: "Is," "Means" )
5. **Awareness** - (Tip-off: Verbs with V, A, K O, G)
6. **Time** - (Tip-off: Verb Tense, "Stop", "Now", "Yet")
7. **Adverb/Adjective** -- (Tip-off: An adverb or adjective)
8. **Exclusive/Inclusive OR** - (Tip-off: "Or")
9. **Ordinal** - (Tip-off: A List)

## PRESUPPOSITIONS EXERCISE 1

*In the following sentences, please distinguish between the presupposition and the mind read. Put a 'P' or an 'MR' next to each one*

1. "I'm not sure whether or not I should stop beating my wife."

- \_\_\_\_\_ A. He has a wife
- \_\_\_\_\_ B. He loves his wife
- \_\_\_\_\_ C. He currently beats his wife
- \_\_\_\_\_ D. He's a low life slob who should be shot!

2. "I don't see why I can't do it. All my friends are doing it!"

- \_\_\_\_\_ A. He feels that he is treated unfairly
- \_\_\_\_\_ B. He wants to be liked by his friends
- \_\_\_\_\_ C. This person's friends do something he doesn't do
- \_\_\_\_\_ D. All his friends are bums who should be shot!

3. "If I don't learn how to communicate with my boss, I won't get a raise."

- \_\_\_\_\_ A. He feels that he is treated unfairly
- \_\_\_\_\_ B. He doesn't know how to communicate with his boss
- \_\_\_\_\_ C. He wants to learn new behaviours
- \_\_\_\_\_ D. His salary is connected to his communication skills

4. "I have to set up unrealistic expectations."

- \_\_\_\_\_ A. He can't stop making unrealistic expectations
- \_\_\_\_\_ B. He feels trapped
- \_\_\_\_\_ C. He has expectations
- \_\_\_\_\_ D. He knows when he is being unrealistic

5. "I'm feeling much better now! I can see how some of the things I was doing just made me unhappy."

- \_\_\_\_\_ A. Some behaviour he engaged in was related to some internal state
- \_\_\_\_\_ B. He has feelings
- \_\_\_\_\_ C. He has much more control of his life now
- \_\_\_\_\_ D. He fixed himself so he shouldn't be shot

## PRESUPPOSITIONS EXERCISE 2

In the following sentences, please state what is presupposed and also identify the major presuppositional structure.

1. “If the cat meows, again, I’ll have to put him outside.”
2. “It was her friendly smile that made me walk up and say ‘Hi’.”
3. “If only he had come home on time, the party wouldn’t have gotten out of control.”
4. “People have always given me more to do than I can handle.”
5. “His easy-going personality is good P.R. for our company.”

6. “Stop watching over your shoulder.”

7. “Only you can learn this.”

8. “Either she goes to the store or I do.”

9. “First the winds came then the rain.”

10. “Opera makes me want to cry.”

## Chunking Up Agreement



"What is this an Example of?"

"For What Purpose...?"

"What is your intention...?"

In Mediation, chunk up to get agreement. Chunk-up until you get a Nominalization.

"What are examples of this?"

"What specifically...?"

-- any Meta Model Question



## Details & Distinctions Chunking Down AD Type

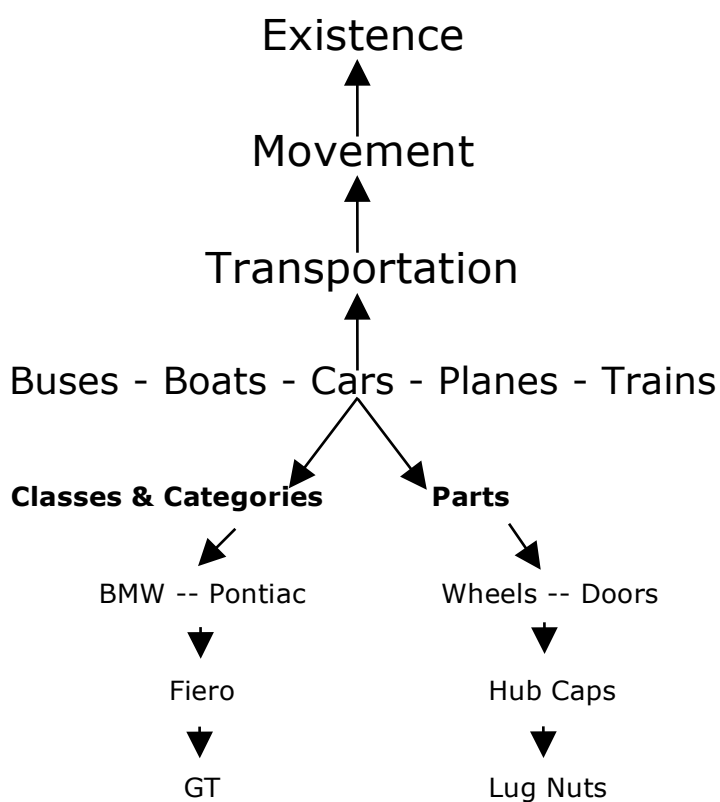
## In Trance

Intuitior

## Big Picture

Abstract—Milton Model

The Structure of Overwhelm: Too Big Chunks



The Structure of Nit-Picking: Chunking Down and Mismatching

Specific — Meta Model

## Details Sensor Out of Trance

### Hypnotic Language Patterns

1. **MIND READ:** Claiming to know the thoughts or feelings of another without specifying the process by which you came to know the info.  
*"I know that you are wondering..."*
2. **LOST PERFORMATIVE:** Value judgments (which may include an unspecified comparison) where the performer of the value judgment is left out.  
*"And it's a good thing to wonder..."*
3. **CAUSE & EFFECT:** Where it is implied that one thing causes another. (Including attribution of cause outside of self.) Implied Causatives include:
  - a) C>E makes (the verb to make)
  - b) If... then...
  - c) As you... then you...*"Because..."*
4. **COMPLEX EQUIVALENCE:** Where two things are equated - as in their meanings being equivalent.  
*"That means..."*
5. **PRESUPPOSITION:** The linguistic equivalent of assumptions.  
*"You are learning many things..."*
6. **UNIVERSAL QUANTIFIER:** A set of words which has:
  - a) a universal generalization and
  - b) no referential index.*"And all the things, all the things..."*
7. **MODAL OPERATOR:** Words, which implies possibility or necessity, which often form our rules in life.  
*"That you can learn..."*
8. **NOMINALIZATION:** Process words (including verbs), which have been frozen in time by making them into nouns.  
*"Provide you with new insights, and new understandings."*
9. **UNSPECIFIED VERB:** Where an adjective or adverb modifier does not specify the verb.  
*"And you can,"*

10. **TAG QUESTION:** A question added after a statement, designed to displace resistance.  
*"Can you not?"*
11. **LACK OF REFERENTIAL INDEX:** A phrase, which does not pick out a specific portion of the listener's experience.  
*"One can, you know..."*
12. **COMPARATIVE DELETION (Unspecified Comparison) :** Where the comparison is made and it is not specified as to what or whom it was made.  
*"And it's more or less the right thing."*
13. **PACE CURRENT EXPERIENCE:** Where client's verifiable, external experience is described in a way, which is undeniable.  
*"You are sitting here, listening to me, looking at me, (etc.)..."*
14. **DOUBLE BIND:** Where the client is given two choices (both of which are preferable or desired) separated by an "or".  
*"And that means that your unconscious mind is also here, and can hear (phonological ambiguity) what I say. And since that's the case, you are probably learning about this and already know more at an unconscious level than you think you do. So, it's not right for me to tell you, learn this or learn that, learn in any way you want, in any order."*
15. **CONVERSATIONAL POSTULATE:** The communication has the form of a question - a question to which the response is either a 'yes' or a 'no'. If I want you to do something, what else must be present so that you will do it, and out of your awareness? It allows you to choose to respond or not and avoids authoritarianism.  
*"Do you feel this... (punctuation ambiguity) is something you understand?"*
16. **EXTENDED QUOTES:** Quotes which are extended beyond what is normally used to displace resistance.  
*"Last week I was with Richard who told me about his training in 1983 at Denver when he talked to someone who said..."*
17. **SELECTIONAL RESTRICTION VIOLATION:** A sentence that is not well formed in that only humans and animals can have feelings.  
*"A chair can have feelings..."*  
*"Remember, the walls have ears."*

## 18. AMBIGUITY:

- a) **Phonological:** Where two words with different meanings sound the same. IE: “Hear”, “Here”
- b) **Syntactic:** Where the function (syntactic) of a word cannot be immediately determined from the immediate context.

“They are visiting relatives”

“Selling salesmen can be tricky!”

“*I am really over managing managers.*”

- c) **Scope:** Where it cannot be determined by linguistic context how much is applied to that sentence by some other portion of the sentence.

“*Speaking to you as a child...*”

“*The old men & women...*”

“*The disturbing noises & thoughts...*”

“*The weight of your hands & feet...*”

- d) **Punctuation:** Either the punctuation is eliminated as in a run on sentence or pauses occur in the wrong place.

“*I want you to notice your hand me the glass.*”

## 19. UTILIZATION: Remember to utilize all that happens or is said.

**Client says:** “I am not sold.”

**Response:** “That’s right you are not sold, yet, because you haven’t asked the one question that will have you totally and completely sold.”

## Putting it all together:

“I know that you are wondering... and it’s a good thing to wonder... because... that means... you are learning many things... and all the things, all the things... that you can learn... provide you with new insights, and new understandings. And you can, can you not? One can, you know. And it’s more or less the right thing. You are sitting here, listening to me, looking at me, and that means that your unconscious mind is also here, and can hear what I say. And since that’s the case, you are probably learning about this and already know more at an unconscious level than you think you do, and it’s not right for me to tell him, learn this or learn that, let him learn in any way he wants, in any order. Do you feel this... is something you understand? Because, last week I was with Milton who told me about his training in 1979 in Miami when he talked to someone who said, “A chair can have feelings...”



## METAPHORS

The major purpose of a metaphor is to pace and lead a client's behaviour through a story. The major points of construction consist of:

- a. Displacing the referential index from the client to a character in a story,
- b. Pacing the client's problem by establishing behaviours and events between the characters in the story that are similar to those in the client's situation,
- c. Accessing resources for the client within the context of the story,
- d. Finishing the story such that a sequence of events occurs in which the characters in the story resolve the conflict and achieve the desired outcome.

The basic steps to generate a metaphor are as follows:

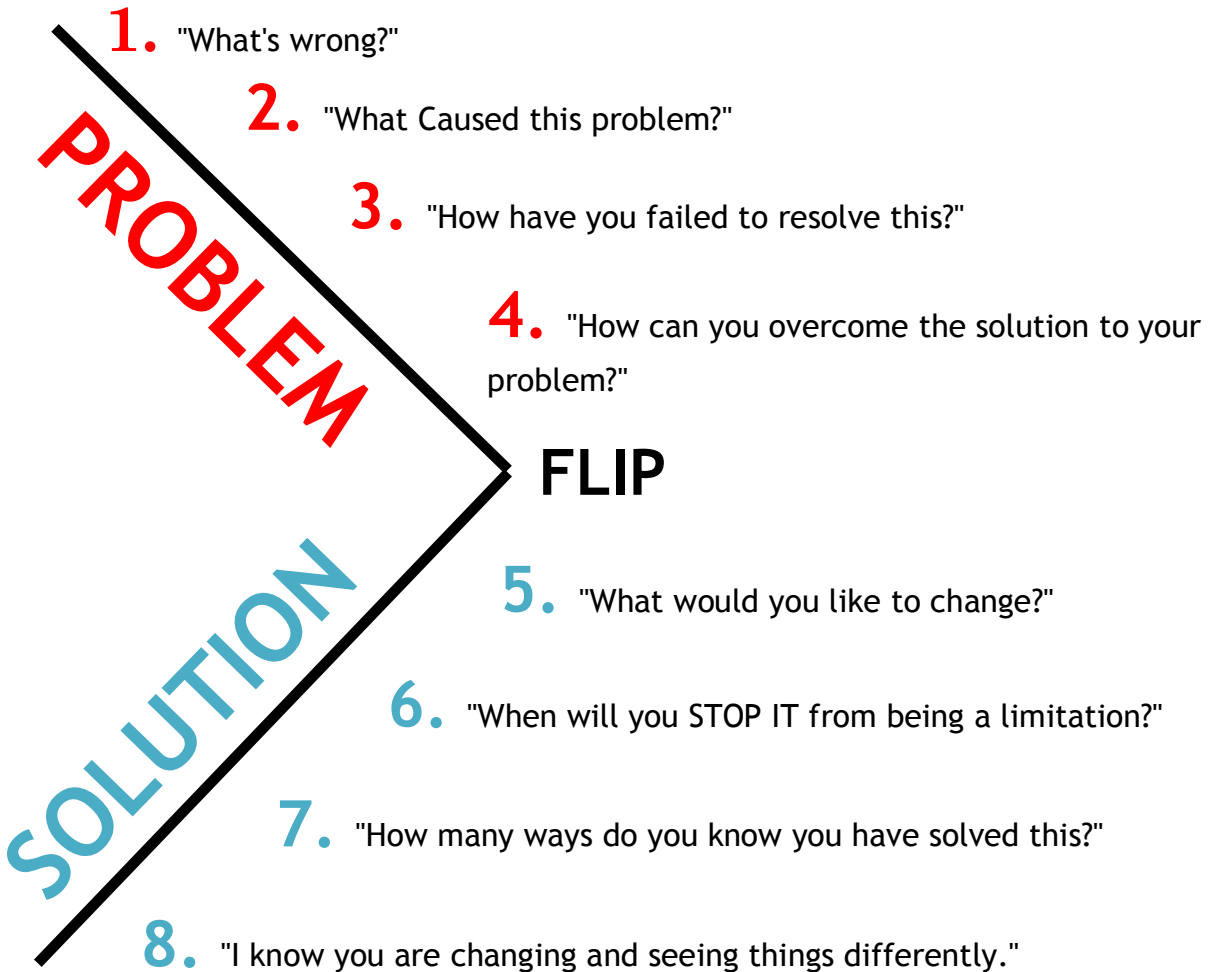
### PREMAPPING:

1. **Identify the sequence of behaviour and/or events in question:**  
This could range from a conflict between internal parts, to a physical illness, to problematic interrelationships between the client and parents, a boss or a spouse.
2. **Strategy analysis:** Is there any consistent sequence of representations contributing to the current behavioural outcome?
3. **Identify the desired new outcomes and choices:**  
This may be done at any level of detail, and is important that you have an outcome to work for.
4. **Establish anchors for strategic elements** involved in this current behaviour and the desired outcome. For instance, in one knee you might anchor all of the strategies and representations that stop the client from having the necessary choices; and on the other knee you might anchor any personal resources (regardless of specific contexts) that the client may have.

1. **Displace referential indices:** map over all nouns (objects and elements) to establish the characters in the story. The characters may be anything, animate or inanimate, from rocks to forest creatures to cowboys to books, etc. What you choose as characters is not important so long as you preserve the character relationship. Very often you may want to use characters from well-known fairy tales and myths.
2. **Establish an isomorphism between the client's situation and behaviour, and the situation and behaviours of the characters in the story - map over all verbs (relations and interactions):** Assign behavioural traits, such as strategies and representational characteristics, that parallel those in the client's present situation (i.e., pace the client's situation with the story). Make use of any anchors you have established previously to secure the relationship.
3. **Access and establish new resources in terms of the characters and events in the story:** This may be done within the framework of a Reframing or re-accessing of a forgotten resource; again, using any appropriate pre-established anchors. You may choose to keep the actual content of the resource ambiguous allowing the client's unconscious processes to choose the appropriate one.
4. **Use nonsequiturs, ambiguities and direct quotes** to break up sequences in the story and direct conscious resistance, if such resistance is present and is hindering the effect of the metaphor. Conscious understanding does not, of course, necessarily interfere with the metaphoric process.
5. **Keep your resolution as ambiguous as necessary** to allow the client's unconscious processes to make the appropriate changes. Collapse the *pre-established anchors* and provide a future pace, if possible, to *check your work*.

Pattern	Response	Prediction
<b>DISTORTIONS</b>		
<b>1. Mind Reading:</b> Claiming to know someone's internal state. Ex: "You don't like me."	"How do you know I don't like you?"	Recovers Source of the Info.
<b>2. Lost Performative:</b> Value judgments where the person doing the judging is left out. Ex: "It's bad to be inconsistent."	"Who says it's bad?" "According to whom?" "How do you know it's bad."	Gathers evidence. Recovers source of the belief, the Performative, strategy for the belief.
<b>3. Cause—Effect:</b> Where cause is wrongly put outside the self. Ex: "You make me sad."	"How does what I'm doing cause you to choose to feel sad?" (Also, Counter Ex., or "How Specifically?"	Recovers the choice.
<b>4. Complex Equivalence:</b> Where two experiences are interpreted as being synonymous. Ex: "She's always yelling at me, she doesn't like me."	"How does her yelling mean that she..?" "Have you ever yelled at someone you liked?"	Recovers Complex Equivalence. Counter Example.
<b>5. Presuppositions:</b> Ex: "If my husband knew how much I suffered, he wouldn't do that." There are 3 Presuppositions in this sentence: (1) I suffer, (2) My husband acts in some way, and (3) My husband doesn't know I suffer.	(1) "How do you choose to suffer?" (2) "How is he (re)acting?" (3) "How do you know he doesn't know?"	Specify the choice & the verb, & what he does. Recover the Internal Rep., and the Complex Equivalence
<b>GENERALIZATIONS</b>		
<b>6. Universal Quantifiers:</b> Universal Generalizations such as all, every, never, everyone, no one, etc. Ex: "She never listens to me."	Find Counter Examples. "Never?" "What would happen if she did?"	Recovers Counter Examples, Effects, Outcomes.
<b>7. Modal Operators:</b> a. Modal Operators of Necessity: As in should, shouldn't, must, must not, have to, need to it is necessary. Ex: "I have to take care of her." b. Modal Operators of Possibility: (Or Impossibility.) As in can/can't, will/won't, may/may not, possible/impossible. Ex: "I can't tell him the truth."	a. "What would happen if you did?" ("What would happen if you didn't?" Also, "Or?"  b. "What prevents you?" ("What would happen if you did?")	Recovers Effects, Outcome.  Recovers Causes
<b>DELETIONS</b>		
<b>8. Nominalizations:</b> Process words which have been frozen in time, making them nouns. Ex: "There is no communication here."	"Who's not communicating what to whom?" "How would you like to communicate?"	Turns it back into a process, recovers deletion, and Ref. Index.
<b>9. Unspecified Verbs:</b> Ex: "He rejected me."	"How, specifically?"	Specifies the verb.
<b>10. Simple Deletions:</b> a. Simple Deletions: Ex: "I am uncomfortable." b. Lack of Referential Index: Fails to specify a person or thing. Ex: "They don't listen to me." c. Comparative Deletions: As in good, better, best, worst, more, less, most, least. Ex: "She's a better person."	a. "About what/whom?" b. "Who, specifically, doesn't listen to you?" c. "Better than whom?" "Better at what?" "Compared to whom, what?"	Recovers Deletion.  Recovers Ref. Index. Recovers Comparative Deletion.

## START



## Confirm

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## REFRAMING

(... if you change the context, meaning or content you can change the meaning!)

The two major kinds of reframes that we learn at the Practitioner level are the Context Reframe and the Meaning Reframe.

### *The Basis of Reframing is to Separate Intention from Behaviour*

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#### CONTEXT REFRAME

“I’m too ....” -or- “He’s too .... “

Think of a different context in which the person will respond differently to the same behaviour.

#### MEANING REFRAME

“Whenever ‘X’ happens, I respond ‘Y’.”

Ask yourself, “What else could this behaviour mean?” or internally think of an opposite frame or a different meaning. “What is it that this person hasn’t noticed (in this context) that will bring about a different meaning, and change his response?”

## THE 5 STEP SALES PROCESS

1. **Establish Rapport:** Remember, people who are like each other, tend to like each other. Match & Mirror:
  - Physiology
  - Tone of voice
  - Representational systems
  - Breathing
  - Key words
2. **Ask Questions:** The questions you ask are directly related to the business of the person you are interviewing. Talk their language. Ask questions in the language of their main interest. (In business, talk the language of their business.)
  - What do you do? What are you interested in?
  - “For what purpose...” do you want this?
  - Also discover client’s I/R of success
  - Find out client’s primary rep system and desired state
  - Discover client’s Motivation, Decision, Reassurance Strategies
  - Elicit Values
3. **Find a Need:** Establish need – establish value. Propose a solution to the client’s problem, and then ask, “Do you see any value in this?” (If there is no need, then stop here. Find another client. There are plenty out there.)

Your job at this point is to quickly find as many no’s as possible. That means that you need to push up against the client enough so that she makes a decision right now. No’s are infinitely better than, “I need to think about it. Can you call me back tomorrow?” (Remember the spinning plates analogy.) Most sales people waste 80% of their time on people who buy nothing. If you spend 80% of your time on people who are going to buy, then they will spend more with you. You want “High Probability” clients.

While you are in this step, you can also use:

- Conditional close -- “Do you see any value in this...” or “Is it fair to say that if we solved this problem then that would be valuable to you.”
- Tag questions - “Then it would be valuable to you to solve this, wouldn’t it?”

#### 4. Link the Need or Value to your Product or Service

At this point you propose how your product or service will solve the problem that you uncovered earlier. Make a clear proposal of how, but with as little detail as possible. Only tell the client enough to make it possible for them to purchase.

1. “What would happen if...”
2. “Compared to...” (Contrast Frame)
3. Because
4. Agreement Frame
5. Use strategies if you elicited them
6. Also repeat client’s values & key words as you close

#### 5. Close: Ask for the order!

- If yes: Future pace. Fire reassurance anchor. Get referrals.

Handle Objections by either:

- Ignoring them and going to #3
- or-
- Handling Objections and going to #3

*This part is about moving the buyer from resistance to objection or to buying.*

**Closing:** There are a number of ways to ask for the order, technically called “Closing”. There are a number of books with many ideas that have worked over the years for closing. Here are some that are valuable:

- Assuming the Sale
- The Order Blank Close
- Alternative Choice Question
- Sharp Angle Close

## ANSWERING THE OBJECTION

*You may choose to answer the objection if you think the objection is significant. Here are the only 4 objections:*

1. "I don't have enough time,"
2. "I don't have enough money,"
3. "It won't work for me (it works for everyone else but it won't work for me),"
4. "I don't believe you."

## HANDLING AN OBJECTION: (THE FINAL OBJECTION CLOSE)

1. Listen fully to the client's objection!
2. Act a little bit surprised.
3. Say, "Oh I get it, you mean that's the only reason you're not buying?"
4. "If I could show you how to have the time would you buy?"
5. The last step is to answer the objection as above and go right back to establishing the value.

## RE-ESTABLISH VALUE BY GOING TO #3

Resistance to your message indicates lack of rapport. If that happens at any point, build more rapport.



### PLANNING

1. **Determine your outcome.**
2. **Develop as many options as possible to achieve that outcome.**
  - a) Avoid fixed position.
  - b) Define upper and lower limits of range.
3. **Identify potential areas of agreement.**
4. **Identify issues to be resolved and plan how to discuss them.**
5. **Determine your best alternative to an agreement.**

### THE PROCESS

- A. **Opening**
  1. Establish rapport.
  2. Get consensus that there is basis for negotiation.
  3. Qualify the other negotiator through the “as if”.
  4. Establish the other negotiator’s outcome through the “as if”.
- B. **Exchange**
  1. State areas of agreement.
  2. Anchor every and any state you can utilize later.
  3. State issues to be resolved.
  4. Probe for other’s outcomes in areas of disagreement.
  5. Develop options that include both parties’ outcomes.
    - a) Remind the other of shared interests.
    - b) Ask for help in developing options.
    - c) Ask for preference among several options.
    - d) Emphasize objective standards for selecting an option.
  6. Get agreement on the best option and move to close.
- C. **Closing**

Summarize agreement and action plan emphasizing the next step.

## TACTICS

1. **Do not respond to a proposal with a counterproposal.**  
Restate, validate, clarify and probe.
2. **Invent options for mutual gain - win/win - dovetail outcomes.**
3. **Avoid attack/defence exchanges. Use “negotiation Aikido”.**
  - a) **Treat their proposal as one option.** Probe for the outcome behind it.
  - b) **Treat your proposal the same way.** If attacked, probe for the outcome behind the attack.
4. **Anchor any and every state you can use later.**
5. **Avoid “irritators” - value judgments and statements which glorify the options you favour.** EG: “I can’t believe you’d make such a ridiculous offer.”
6. **Separate intent from behaviour.**
7. **Label suggestions and questions.**  
“Let me offer a suggestion.”  
“I’d like to ask a question.”
8. **Use “I” language rather than accusing.**  
“I’m having trouble understanding this,” rather than, “You’re not making yourself clear.”
9. **State your reasons first before making a proposal.**
  - Reason
  - Explanation
  - Proposal
  - Not the reverse
10. **Anticipate Objections - Handle in advance.**
11. **Behavioural Flexibility - Law of requisite variety.**
12. **Minimize the reasons you give when stating an option.**  
Multiple reasons give the other the opportunity to select the weakest and make it the basis for rejecting the option.  
NOT: “We must implement flextime because:
  - it will increase our hiring options
  - it will reduce our turnover
  - our employees will be happier
  - we’ll look like a progressive company.”

13. **Test understanding and summarize.**  
“So you think that ...”  
“Your main concern is...”  
“Then it seems that we both think the idea is worth a trial period.”  
“Let me be sure I understand where we are now.” your reasons first before making a proposal.
14. **Anticipate Objections Tell the other your feelings.**  
“I’m having trouble with your proposal for more time off. We’ve agreed that we both want a lower unit cost. And yet I feel that this will only increase...”  
“I get the feeling that we’re jumping into, and from issue to issue. Which one would you like to discuss first?”
15. **Don’t negotiate with your team in front of the other team. If an option is raised and you need more time or information, ask for a break or schedule another session.**
16. **If you get stuck:**
  - a) Stop doing what you’re doing.
  - b) Generate at least three options for doing something else.
  - c) Choose the best and go with it.

## HANDLING OBJECTIONS

1. **Ignore them.** One of the simplest and most potent ways to handle an objection is to act as if it never came up.
2. **Restate and validate.** Use agreement frame.
3. **Clarify by using the pointers.** The pointers will uncover complex equivalents which may open up new options. Apples or fruit?
4. **Some options to resolve**
  - Exaggerate
  - Conditional close through the “As if.” “What would happen if I could solve this concern?”
  - Devise an acceptable option that handles the objection.
  - Outframe
5. **Options when the objection hasn’t been resolved after five minutes.**
  - Go on to other issues.
  - “Let’s act as if we were in binding arbitration.”
  - “Act as if you were me.”

## THE MEETING FORMAT

### BEFORE THE MEETING

1. Have as few regularly scheduled meetings as possible.
2. Ask: Could I handle this by memo or phone? Is there a need for interaction?
3. **Determine the outcome:** What do you want as a result?
  - a. Stated in the positive
  - b. Sensory specific
  - c. Has an evidence procedure
  - d. Is ecological
  - e. Has short and long-term outcomes
4. **Develop the evidence procedure:**  
How will you know you have it?  
“What will you accept as evidence?”, can be used to direct attention to a representation of a desired state.
5. **Develop options:** What will happen if...? (As if frame)
6. **Establish membership and agenda.**
  - a. Each person invited to the meeting must have information needed for a decision on two out of three agenda items.
  - b. *The two-thirds rule:* If 2/3 of relevant people are not there, do not hold the meeting.
7. **Meeting place.** Choose a meeting place where only business takes place.
8. **Sensory check.**
  - a. As people come in, make a sensory check. Check their physiology.
  - b. “Do I have responsive, alert people here?”

### OPENING THE MEETING

1. **Establish rapport.** Maintain respect for each other.
2. **State the outcome and evidence procedure.**
3. **Get agreement on #2 above.** Smoke out hidden agendas.
4. **Unless you assign people something to do, they will find something.**

## DISCUSSION

### 1. Relevancy Challenge

- a. The question, “How does (statement) relate to the outcome agreed upon for this meeting”, is a challenge to any statement which, in the perception of the information processor, is not relevant to the outcome. This procedure demands that the information source justify his statement relative to the context.
- b. Use relevancy challenge to defend the need to know/need not to know.
- c. Make agenda overt so meeting participants can become self-monitoring.
- d. Write up agenda and just glance at it.
- e. One unchallenged irrelevancy will take at least 20 minutes to get back on track.

### 2. The Meta Model

### 3. “As if”/What would happen if?

Provide a context to access information which would otherwise be unavailable because of some present state restrictions.

### 4. Use conditional close:

“If I X then will you Y?”, OR “If I could, would you?”

Get a conditional close or you will be nickle’d and dime’d to death.

### 5. If someone’s mind appears to be wandering, alert them:

“In a few minutes I would like to ask you to backtrack.”

### 6. Give polarity person a job to do! Polarity people with their natural tendency to see the opposite side of an issue often can demoralize others by derailing the synergy generated by like minds. The problem is not their objections, it is the timeliness of their objections. Give them a role to play at a particular time. Ask them to play the devil’s advocate, and to wait until the end to give the other people enough rope to hang themselves with.

### 7. Conservative: Conservatives are people who say we have always done it that way. One response is: “I’d be willing to consider doing it the way we have in the past if you will consider driving home tonight while looking only in your rear view mirror”.

## CLOSING THE MEETING

### 1. Summarize outcome(s).

Backtrack frame provides a mechanism to review or trace the development of the information maps, which is relevant to the outcomes established.

### 2. State next step(s). GO FOR IT.

## SECTION 8 - NLP GLOSSARY

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*“There is no real ending. It’s just the place where you stop the story.”*

*Frank Herbert*

Accessing Cues	External signs that give us information about what we do inside. The signs include breathing, gestures, posture, and eye patterns.
As-If" Frame	This is "acting as if" something were true. I.E.: Pretending that you are competent at something that you are not, like tennis. The idea is that the pretence will increase your capability.
Analogue	(As opposed to Digital) Analogue distinctions have discrete variations, as in an analogue watch.
Anchoring	The NLP Technique whereby a stimulus is linked to a response. An Anchor can be intentional or naturally occurring.
Associated	It deals with your relationship to an experience. In a memory, for example, you are associated when you are looking through your own eyes, and experiencing the auditory and kinaesthetic at the same time.
Auditory	Hearing
Backtrack	To go back and summarize or review what was previously covered, as in a meeting.
Behaviour	Any external verifiable activity we engage in.
Beliefs	Generalizations we make about the world and our opinions about it.
Calibration	Usually involves the comparison between two different sets of non-verbal cues (external verifiable behaviour). It allows us to distinguish another's state through non-verbal cues.
Chunking	As in thinking - moving up or down a logical level  Chunking up is moving up to a higher, more abstract level that includes the lower level. Chunking down is moving to a level, which is more specific. (See Hierarchy of Ideas)
Complex Equivalence	This occurs when two statements are considered to mean the same thing, E.G.: "She doesn't look at me, and that means she doesn't like me." (See Meta Model)
Congruence	When the behaviour (external verifiable) matches the words the person says.
Conscious	That of which we are currently aware
Contrastive Analysis	This is a Sub-Modality process of analyzing two sets of Sub-Modalities to discover the Drivers, I.E.: What makes them different. For example the difference between Ice Cream (which the client likes) and Yogurt (which the client does not like) are based on Sub-Modality distinctions.
Content Reframe	(Also called a Meaning Reframe) Giving another meaning to a statement by recovering more content, which changes the focus, is a Content Reframe. You could ask yourself, "What else could this mean?" or "What is something you had not noticed?" (See Meaning Reframe)
Context Reframing	Giving another meaning to a statement changing the context. You could ask yourself, "What is another context in which this behaviour would be more appropriate?" (See Context Reframing)
Criteria	The NLP word for values - what is important to you.
Crossover Mirroring	Matching a person's external behaviour with a different movement, E.G.: Moving your finger to match the client's



	breathing.
Deep Structure	The unconscious basis for the surface structure of a statement. Much of the deep structure is out of awareness.
Deletion	One of the three major processes (including distortion and generalization) on which the Meta Model is based. Deletion occurs when we leave out a portion of our experience.
Digital	Digital (As opposed to Analogue) Digital distinctions have distinct variations of meaning as in a Digital watch, or an "On/Off" switch.
Dissociated	It deals with your relationship to an experience. In a memory, for example, you are dissociated when you are not looking through your own eyes, and you see your body in the picture.
Distortion	One of the three major processes (including deletion and generalization) on which the Meta Model is based. Distortion occurs when something is mistaken for that which it is not. In India there is a metaphor which explains this: A man sees a piece of rope in the road and thinks it is a dangerous snake, so he warns the village, but there is no snake.
Downtime	Downtime occurs whenever we go inside. It can occur when we go internal for a piece of information or when we get in touch with feelings.
Drivers	In Sub-Modalities, drivers are the difference that makes the difference. Discovered through the process of Contrastive Analysis, Drivers are the critical Sub-Modalities, and when changed tend to carry the other Sub-Modalities with them.
Ecology	In NLP, Ecology is the study of consequences. We are interested in the results of any change that occurs. It is often useful to look at the ecology in making any change as to the consequences for self, family (or business), society and planet.
Elicitation	Inducing a state in a client, or gathering information by asking questions or observing the client's behaviour.
Eye Accessing Cues	Movements of the eyes in certain directions which indicate visual, auditory or kinaesthetic thinking.
Epistemology	The study of knowledge or <u>how</u> we know <u>what</u> we know.
First Position	This is one of the Perceptual Positions. First Position is when you are in touch with only your own inner Model of the World.
Frame	A frame sets a context, which is a way we can make a distinction about something, as in As-If Frame, Backtrack Frame, Outcome Frame.
Future Pace	Mentally rehearsing a future result to install a recovery strategy so that the desired outcome occurs.
Generalization	One of the three major processes (including distortion and deletion) on which the Meta Model is based. Generalization occurs when one specific experience represents a whole class of experiences.
Gustatory	Taste
Incongruence	When the behaviour (external verifiable) does not match the words the person says.
Intent	The desired outcome of a behaviour.
Internal Representations	The content of our thinking which includes Pictures, Sounds, Feelings, Tastes, Smells, and Self Talk.

Kinaesthetic	This sense includes feelings, and sensations.
Law of Requisite Variety	The Law of Requisite Variety states that “In a given physical system, that part of the system with the greatest flexibility of behaviour will control the system.”
Leading	After pacing (matching or mirroring) a client’s behaviour, leading involves changing your behaviour so that the other person follows your behaviours.
Lead System	This is where we go to access information. The Lead System is discovered by watching Eye Accessing Cues.
Logical Level	The level of specificity or abstraction. (E.G.: Money is a lower logical level than Prosperity.)
Logical Type	The category of information. (E.G.: Ducks are a different logical type from Cars.)
Mapping Across	Following Contrastive Analysis, Mapping Across is the Sub-Modality process of actually changing the set of Sub-Modalities of a certain Internal Representation to change its meaning. E.G.: Mapping the Sub-Modalities of Ice Cream (which the client likes) over to those of Yogurt (which the client does not like) should cause the client to dislike Ice Cream.
Matching	Deliberately imitating portions of another’s behaviour for the purpose of increasing rapport. (E.G.: If we both raise our right hand, then I am matching you.)
Meaning Reframe	(Sometimes called a Content Reframe) Giving another meaning to a statement by recovering more content, which changes the focus, You could ask yourself, “What else could this mean?” or “What is something you had not noticed in this context which will change the meaning of this?” (See Meaning Reframe)
Meta Model	Meta Model means “Over” Model. A model of language, derived from Virginia Satir that allows us to recognize deletions, generalizations and distortions in our language, and gives us questions to clarify imprecise language.
Meta Programs	These are unconscious, content-free programs we run which filter our experiences. Toward & Away From, and Matching & Mismatching are examples of Meta Programs. (See <i>Time Line Therapy and the Basis of Personality</i> , 1988; see also, our NLP Master Practitioner Training Collection.)
Metaphor	A story (analogy or figure of speech) told with a purpose, which allows us to bypass the conscious resistance of the client and to have the client make connections at a deeper level.
Milton Model	The Milton Model has the opposite intent of the Meta Model (Trance), and is derived from the language patterns of Milton Erickson. The Milton Model is a series of abstract language patterns which are ambiguous so as to match our client’s experience and assist her in accessing unconscious resources.
Mirroring	Matching portions of another person’s behaviour, as in a mirror. (E.G.: If you raise your right hand, and I raise my left, then I am mirroring you.)
Mismatching	This generally relates to contradictory behaviour or words, and is one of the Meta Programs.
Modal Operator	Modal Operator of Necessity relates to words, which form the rules in our lives (should, must, have to, etc.). Modal Operator

	of Possibility relates to words that denote that which is considered possible (can, cannot, etc.).
Model	In NLP, a Model is a description of a concept or a behaviour, which includes the Strategies, Filter Patterns and Physiology so as to be able to be adopted easily.
Modelling	Modelling is the process by which all of NLP was created. In Modelling we elicit the Strategies, Filter Patterns (Beliefs and Values) and Physiology that allow someone to produce a certain behaviour. Then we codify these in a series of steps designed to make the behaviour easy to reproduce.
Model of the World	A person's values, beliefs and attitudes that relate to and create his or her own world.
NLP	Neuro Linguistic Programming is the study of excellence, which describes how our thinking produces our behaviour, and allows us to model the excellence and to reproduce that behaviour.
Nominalization	A process word which has been turned into a noun, often by adding "tion". (See Meta Model)
Olfactory	The sense of smell
Outcome	Desired result
Overlap	Using a preferred representational system to allow us to gain access to another, E.G.: "Imagine walking (preferred rep system) along the beach and hearing the birds. Now, look down at the sand and feel the cool wet sand beneath your feet."
Pacing	Pacing is matching or mirroring another person's external behaviour so as to gain rapport.
Parts	Parts are a portion of the unconscious mind, which often have conflicting beliefs and values.
Parts Integration	An NLP technique, which allows us to integrate parts at the unconscious level by assisting each one to traverse logical levels (by chunking up) and to go beyond the boundaries of each to find a higher level of wholeness.
Perceptual Position	Describes our point of view in a specific situation: First Position is our own point of view. Second Position is usually someone else's point of view. Third position is the point of view of a dissociated observer.
Phonological Ambiguity	This occurs when there are two words, which sound the same but have different meanings. (See Milton Model)
Preferred Rep System	This is the representational system that someone most often uses to think, and to organize his or her experiences.
Presuppositions	Presuppositions literally means assumptions. In natural language the presuppositions are what is assumed by the sentence. They are useful in "hearing between the lines" and also for communicating to someone using assumptions that will have to be accepted by the listener so that the communication makes sense.
Presuppositions of NLP	Assumptions or convenient beliefs, which are not necessarily "true," but which if accepted and believed will change our thinking and improve our results as an NLP Practitioner.
Primary Rep System	This is how we represent our internal processing, externally. (It is discovered by listening to Predicates and looking at

	Physiology.)
Punctuation Ambiguity	Ambiguity, which is created by changing the punctuation of a sentence by pausing in the wrong place, or by running-on two sentences. (See Milton Model)
Quotes	This is a Linguistic Pattern in which your message is expressed as if by someone else. (See also Extended Quotes and Milton Model)
Rapport	The process of Matching or Mirroring someone so that they accept, uncritically, the suggestions you give them. (Originally in Hypnosis 'Rapport' had a different meaning, which was, a state where the subject in Hypnosis sees, hears only the Hypnotherapist.) This is not the meaning in NLP where it relates to establishing trust and rapport between two people.
Reframing	The process of changing the frame or context of a statement to give it another meaning. In selling this process is called, "Answering Objections."
Representation	A thought in the mind which can be comprised of Visual, Auditory, Kinaesthetic, Olfactory (smell), Gustatory (taste), and Auditory Digital (Self Talk).
Representational System	One of the six things you can do in your mind: Visual, Auditory, Kinaesthetic, Olfactory (smell), Gustatory (taste), and Auditory Digital (Self Talk).
Resources	Resources are the means to create change within oneself or to accomplish an outcome. Resources may include certain states, adopting specific physiology, new strategies, beliefs, values or attitudes, even specific behaviour.
Resourceful State	This refers to any state where a person has positive, helpful emotions and strategies available to him or her. Obviously the state implies a successful outcome
Second Position	Relating to a Perceptual Position: Second Position describes our point of view in a specific situation. Second Position is usually someone else's point of view. (First Position is our own point of view, Third position is the point of view of a dissociated observer.)
Sensory Acuity	This relates to observational skills. Having Sensory Acuity means that we can notice things about our client's physiology that most people would not notice.
Sensory-Based Description	Is describing someone's verifiable external behaviour in a way that does not include any evaluations, but in a way that just relates the specific physiology. E.G.: "She is happy," is (in NLP terminology) an hallucination. A sensory based description would be, her lips are curved upward at the end, and her face is symmetrical.
State	Relates to our internal emotional condition. I.E.: A happy state, a sad state, a motivated state, etc. In NLP we believe that the state determines our results, and so we are careful to be in states of excellence.
Strategy	A specific sequence of internal and external representations that leads to a particular outcome.
Sub-Modalities	These are distinctions (or subsets) that are part of each representational system that encode and give meaning to our experiences. E.G.: A picture may be in Black & White or Color,

	may be a Movie or a Still, may be focused or defocused - these are visual Sub-Modalities.
Surface Structure	This is a linguistic term meaning the structure of our communication, which generally leaves out the completeness of the Deep Structure. The process is Deletion, Generalization and Distortion. (See also Deep Structure.)
Synaesthesia	A two-step strategy, where the two steps are linked together with one usually out of awareness, as in “I want to see how I feel.”
Syntactic Ambiguity	Where it is impossible to tell from the syntax of a sentence the meaning of a certain word. Often created by adding “ing” to a verb, as in “Hypnotizing Hypnotists can be easy.”
Third Position	Relating to a Perceptual Position: Third Position describes our point of view in a specific situation. Third position is the point of view of a dissociated observer. (First Position is our own point of view, Second Position is usually someone else's point of view.)
Time Line	Our Time Line is the way we store our memories of the past, the present and the future.
Trance	Any altered state. In Hypnosis it is usually characterized by inward one-pointed focus.
Unconscious	That of which you are not conscious, or which is out of awareness.
Unconscious Mind	The part of your mind that you are not conscious of ... right now.
Universal Quantifiers	Words that are universal generalizations and have no referential index. Includes words such as “all”, “every”, and “never” See Meta Model and Milton Model)
Uptime	A state where the attention is focused on the outside (as opposed to Downtime where attention is focused inward).
Values	High-level generalizations that describe that which is important to you - in NLP sometimes called criteria. (See <i>Time Line Therapy and the Basis of Personality</i> , 1988.)
Vestibular System	Having to do with the sense of balance.
Visual	Having to do with the sense of sight.
Visual Squash	(Now called Parts Integration.) An NLP technique which allows us to integrate parts at the unconscious level by assisting each one to traverse logical levels (by chunking up) and to go beyond the boundaries of each to find a higher level of wholeness.
Well Formedness	Along with the Keys to an Achievable Outcome, the Well Formedness Conditions allow us to specify outcomes that are more achievable, because the language conforms to certain rules.

----- End -----