

NLP NEURO-LINGUISTIC PROGRAMMING (Coaching)

What is NLP?

This is an interesting question – you cannot pin NLP down to a single definition. There are many definitions of NLP:

- ◆ NLP is the study of subjective experience
- ◆ NLP is an accelerated learning strategy
- ◆ NLP is whatever works
- ◆ NLP is an attitude and a methodology, which leaves behind a trail of techniques
- ◆ NLP is the influence of language on our mind and subsequent behaviour
- ◆ NLP is the systemic study of human communication
- ◆ NLP is the method for modelling excellence so it can be duplicated

How did NLP Originate?

NLP began in the mid-1970's in America with the work of John Grinder, a professor of linguistics, and Richard Bandler, a psychologist. They began studying excellent communicators, building models of communication skills. NLP was originally based on the detailed and painstaking observation of outstanding therapists from different fields, an observation which led to the discovery that despite their differences, there were some key patterns of skills, attitudes, and strategies they held in common. From this formed the cornerstone of NLP – namely **Modelling**

Modelling sought to answer the question: How do people excel in what they do? What exactly do they do that works best and what does not? NLP looked for the answer to the question, 'what is the difference between the exceptional people and the average? By modelling the exceptional therapists such as Virginia Satir, Fritz Perls and Milton Erickson, NLP sought to find out how they did what they did so well. How did they think? How did they use their body? What were their goals, values and beliefs about themselves and about others? How did they use language? Out of this NLP built models that work, the premise being if you do as the model does, you will get the same class of results that the model gets, namely, excellent results.

NLP studies three areas that give it its name:

- ◆ **Neurology** – The mind and how we think; how we structure our subjective experience
- ◆ **Linguistics** – How we use language and how it affects us
- ◆ **Programming** – How we sequence our actions to achieve our goals

NLP seeks to answer the basic question – ‘How can I be better?’ Probably the most well know strategy is the **NLP spelling strategy** ([link](#)).

NLP is applied as a way for improving human relationships, with wide-ranging applications in personal therapy, education, coaching and business

What Does NLP Offer to Coaching?

- ◆ **Speed:** NLP techniques work quickly
- ◆ **A Pragmatic Approach:** If what you are doing doesn't work, do something else.
- ◆ **An Attitude of Fascination:** every client is unique. How do they do what they do? How can they do it even better?
- ◆ **Simple Techniques:** NLP has a number of simple yet powerful techniques
- ◆ **An Appreciation of how Goals, Beliefs & Values interact**
- ◆ **A Strong Emphasis on Rapport and Trust**