

So, what is NLP?

A big breath and here I go:

Neuro Linguistic Programming is a 'gobbledygook' term coined by John Grinder (Linguistics Professor) and Richard Bandler (4th year honours psychology student) in 1970's at University of California, Santa Cruz, to refer to the process of how we do what we do and how we know what we know. NLP is an epistemology.

Literally speaking, NLP refers to the deeper unconscious process of how we take in and process information through our 5 senses (**neuro**), together with the second layer of the process language that we use to influence ourselves (**linguistic**) to give someone the specific results they have set themselves up to get. By results, I mean specific patterns (**programming**) of behaviour, emotions or thoughts and the bigger outcome the person gets.

NLP is the application of the study of patterns of human excellence to facilitating self or another person to truly have the specific patterns of behaviour, thoughts or emotions that work, in a specific context.

NLP is a modelling technology. It is **not** copying or mimicking. Hence, you can't learn it in books, CD's or DVD's.

Note: NLP leaves behind a huge trail of effective tools and techniques which are a result of "modelling" what works or doesn't.

Hence, today, there is a huge application of NLP to coaching elite performance; eg. Olympic athletes, recreational sports people, high performance leaders and managers, and high performers in any discipline.

AND also the hugest application to professional fields such as professional life coaching, executive coaching, counselling, training, facilitating – that is, **wherever someone has chosen to responsibly facilitate another person in that moment or the next to be the best they want to be.**

NLP is a meta-discipline. Whereas other topic areas are regarded as content (eg. topical knowledge areas of coaching, leadership, management, etc), **NLP is the only area that really deals with process.** With process, I am referring to specifically "how" does the person (even yourself) do this particular pattern of behaviour, thought or emotion and specifically "how" does the facilitator coach the person to achieve the pattern or result that they really want. Whilst other knowledge areas say they teach process, check out that they really teach knowledge of procedures. That is why there is such a huge number of people walking around doing what they are doing when they know what they know. They don't know how to 'model' themselves and facilitate themselves to achieve the change they want.

This NLP Practitioner program is the only **PROFESSIONAL nlp practitioner program in Perth.** It is aligned with the leading international professionals (Inspiritive, Sydney) who are in continual pursuit of Best Practice NLP (with John Grinder the patron). Any nlp practitioner program less than 140 hours is not recognised or accredited by NLPTRB or IANLP. This can be confusing to the keen enquirer of NLP programs. They can have the same title and even be 'internationally' certified with their own overseas business. All other such programs teach "Applications of NLP" programs; eg. NLP and Coaching; NLP and Managing; NLP and Leadership; NLP and Sales; NLP and Spirituality; NLP and Organisational Development. These are applications, with many effective tricks and tools, which are a result of NLP Modelling Human Excellence in these specific areas.

In summary, learning NLP Practitioner is learning how to empower oneself (and/or others) to truly be who we want to be and have the results that we want. It is highly ecological as one of the key criteria with NLP is listening to and aligning the conscious mind with the unconscious mind.

Yours "**passionate about professional NLP education**" and "**contributing to the life education of our children**"

Kind regards
Fiona