

# NLP - Fact or Fiction? What's it all about and how can it benefit you and your business?



*Deirdre Murray, Managing Consultant, Executive Coach and Licensed NLP Business Practitioner with People Resources Consultancy, addresses some of these issues and identifies how NLP can enhance not only our own communication techniques but also how it can improve our skills with our most valuable asset-our people.*

*'If you keep doing what you've always done, you'll keep getting the same results.'*

## Why is there such an interest in NLP?

Over the last number of years, NLP, or Neuro Linguistic Programming, has received much interest as one of the principle methods of enriching communication, not only among friends and family but also within a business setting' in developing better relationships with colleagues as well as existing and potential clients.

You may ask yourself the question, 'Don't I do this naturally anyway?' Maybe you do have an instinctive talent for developing good rapport with others. However, what NLP offers, is the ability to develop this talent **consciously** in every aspect of our daily lives and to achieve more effective and successful results. NLP helps you understand what makes you tick and assists you in understanding why others may think, feel and react very differently than you do.

## What does NLP mean?

NLP is the art of using enriched communication and language to powerful effect. Most of the NLP techniques we may do naturally, yet totally unconsciously. However, by becoming aware of these tools and techniques we can develop these skills more consciously for significant positive results.

The 'N' in NLP stands for 'Neuro'- our nervous system and how we receive information through our senses and how we use this information to think and feel.

The 'L' stands for 'Linguistic'- the way we use language and how we express how we think and feel to ourselves and to others.

The 'P' is for Programming'-the way in which we each adopt certain strategies, patterns or programmes to achieve a desired result.

## **Who founded NLP?**

NLP is based on extensive research carried out in the early 70's by two men, Richard Bandler, a Masters student of Information Sciences and Mathematics and John Grinder, Professor of Linguistics at the University of Santa Cruz, California. Together, they began to study people who were masters of great communication and agents of change. The study of NLP draws its origins from the work of renowned psychotherapists such as Virginia Satir, Milton H. Erickson and Fritz Perls. In their work, Bandler and Grinder also drew upon the findings of famous linguists, psychoanalysts and social anthropologists.

The key principle in using NLP is that it is used to determine a positive intent with a win/win scenario in mind. Otherwise, it can be misconstrued as manipulation.

## **How can NLP benefit me personally?**

By developing a better understanding of NLP, you can begin to create better rapport with not only family and friends but also with clients and colleagues.

Practicing NLP techniques allows you to learn how to adapt your behaviour and make previously difficult situations easier to handle. You can also begin to learn how to change your own personal emotional state to produce much more positive results.

When we continue to practice NLP techniques, we will be able to develop greater confidence in our ability to overcome situations that previously may have caused us a great deal of unnecessary anxiety.

We all know that no two people are the same. Two people may have had exactly the same experience, yet interpret it very differently. For example, for one individual the experience of conducting a disastrous presentation may have left them with a belief that they were deemed forever useless at presenting to an audience and has shattered their confidence completely. For another, the experience was viewed as a learning experience, which would help them succeed in subsequent presentations.

Through an understanding of NLP, we can begin to approach things differently or to do different things altogether. NLP helps us realise that our own limiting beliefs and habits have been holding us back from achieving what we truly want.

## **How can NLP benefit my business?**

By practicing NLP techniques, you can define clear, specific well-formed outcomes for your business. NLP starts from within. Therefore, when we

discover what really motivates us, we are in a much stronger position to understand what motivates each individual member of our team as we are all different. Everyone has a reason for doing what they do. Through the use of NLP tools and techniques, you can greatly enhance your communication and feedback techniques.

## What are the 4 underlying principles of NLP?

Ready and Burton, (2004), identify four key pillars underpinning NLP:

1. **RAPPORT:** How we can build better relationships with others and most importantly, with ourselves.
2. **SENSORY AWARENESS:** Understanding how we take in information through our five senses and which senses create the most powerful effect for ourselves and others.
3. **WELL-FORMED OUTCOMES:** Defining what positive outcome we want from a situation allows us to focus on the results we deserve. As Covey, (1995), reminds us '*Begin with the end in mind.*'
4. **BEHAVIOURAL FLEXIBILITY:** Learning how to adjust our behaviour when a strategy is not working.

## Conclusion:

NLP allows us to develop and manage our emotional states much more effectively. It provides us with an in-depth understanding of how to build greater rapport with a wide range of people and become a more confident presenter and communicator.

If you are interested in developing your NLP skills and techniques please contact us at [info@peoplresources](mailto:info@peoplresources) or see our website for more details [www.peoplresources.ie](http://www.peoplresources.ie)

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