

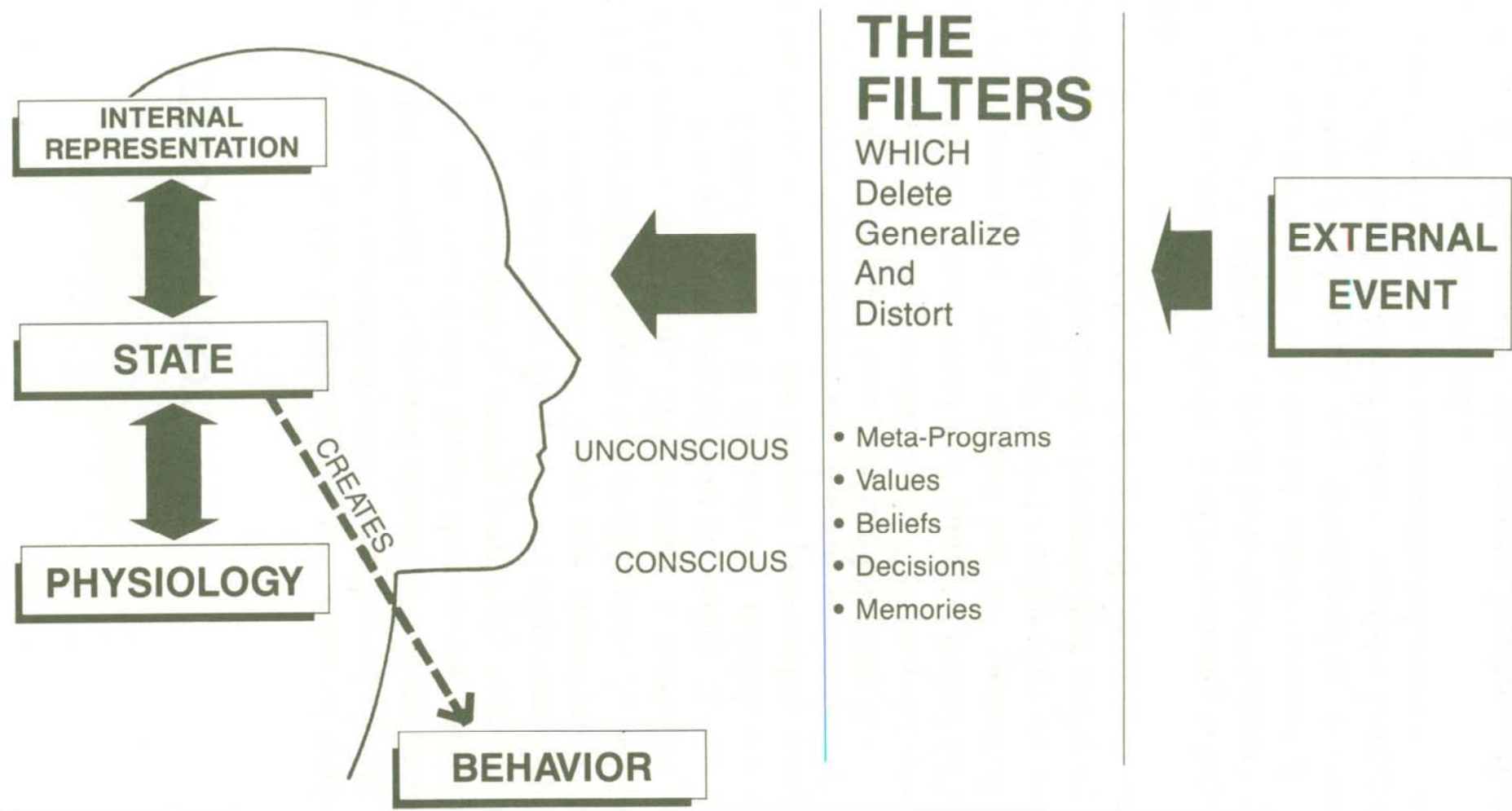
Neurolinguistic Programming



What is NLP?

- Ability to structure our neurological and linguistic systems to achieve desired results
- Began as a model of how we communicate to ourselves and others
- Modelling (Richard & Bandler)

NLP Communication Model





‘Our own little world...’

- 2 million bits ----→ 134 bits ---→ IR
- Our map is not the world!
- Perception is projection
- Be at cause

Uses of NLP

- Communication/ empathy
- Phobias/ PTSD
- Mild depression/ anxiety
- Addictions/ kicking annoying habits (menu!)
- Weight loss
- Goal setting
- Motivation
- Confidence building
- Negotiations
- “Selling services”

Rapport

- Sensory acuity – skin colour/ tone, breathing, lower lip size, eyes (exercise)
- What is rapport? Why do you need it in General Practice? (exercise?)
- Physiology, tonality, words (especially predicates)

1. Physiology

- **Posture (mirror, match, cross matching)**
- **Gesture**
- **Facial expression & blinking**
- **Breathing**

2. Tonality – tone (pitch), tempo, timbre, volume

3. Words

- **Predicates**
- **Key words**
- **Common experiences & associations**
- **Content chunks**



What is your preferred representation system(s)?

- Predicates exercise
- Test

Hierarchy of Ideas

Chunking up

Agreement



Chunking down

Details & Distinctions

Chunking Up/ Down Exercise

- What is this an example of?
 - For what purpose.....?
 - What is your/ the intention.....?
-
- What is an/ are example(s) of this?
 - Who/ what specifically.....?
 - What are specific components of this?

Motivation Strategies

- Move either towards (no bad things) or away (needs to be really bad before moves)
- Flipside of procrastination strategies

Examples

- Visual construct of accomplished task -> +ve feeling
- Visual of a negative consequence of not doing it -> -ve feeling



Elements of an Effective Motivation Strategy

- Voice (if present) has good tonality
- Voice uses possibility (could) instead of necessity (should)
- What is desirable about the task's completion/ consequences is represented (focus on consequences if focusing on completion does not give strong motivation)
- Task is chunked appropriately
- Toward strategies are more enjoyable so less stress than away
- Mix of towards and away most effective (-ve first, then +ve)
- May need to adjust sensory modalities of task being done to increase motivation (also use association/ dissociation)
- Can be applied to different contexts
- Procrastinators often good planners!

Typical Problems in Motivation Strategies

- Begins with Overwhelm (needs to chunk down)
- Person only moves away (towards is not enough motivation or experiences too much stress)
- Uses words of necessity + harsh tonality, which leads to bad feelings

5 Step Sales Process

1. Establish rapport (people who are like each other like each other)
2. Ask questions, use their language (rep system), where do they want to get to/ what is their idea of success (sort of like expectations)/ motivation strategy
3. Find a need and establish value to a solution (if no need/ value then find another)
4. Link the need/ value to what you're offering
5. Close (assume sale/ double bind)
 - Always handle objections (e.g. if I show you how to have the time would you do it?)

Negotiating

1. Determine your outcome
1. Develop as many options as possible to achieve it (avoid fixed options, define upper/ lower limits)
1. Identify potential areas of agreement
1. Identify issues to be resolved and plan how to discuss them
1. Determine your best alternative to an agreement

The Process

A. Opening

1. Establish rapport

1. 2. Get consensus there is basis for negotiation

1. Establish the other negotiator's outcome using 'as if' e.g. if we agreed x today, what could we achieve

B. Exchange

1. State areas of agreement
2. (anchor any state you can use later)
3. State issues to be resolved
4. Probe for other's outcomes in disagreement areas

1. Develop options that include both parties outcomes
 - Remind the other of shared interests
 - Ask for help in developing options
 - Ask for preference among several options
 - 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

Negotiating - influencing

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 (treat their proposal as one option, probe for outcome behind it, if attacked, probe for outcome behind attack)
4. (anchor any state you can use later)
5. Avoid 'irritators' – value judgments/ statement which glorify the options you favour
6. Separate intent from behaviour
7. Label suggestions and questions ie signpost

8. Use 'I' language rather than accusing ("I'm having trouble understanding", NOT "You're not making yourself clear")
9. State your reasons first before making a proposal (reasons, explain, then propose – NOT the reverse)
10. Anticipate objections – handle in advance
11. Behavioural flexibility
12. The less reasons you give when stating an option the better (more reasons give more opportunity to select weakest one)
13. Test understanding and summarize
14. Tell the other your feelings
15. Don't negotiate with your team in front of the other team (take a break or schedule another session)
16. If you get stuck – stop doing what you're doing, generate at least 3 options for doing something else, and then choose the best and go with it

Handling Objections

1. Ignore them (act as if they never came up)
2. Restate and validate (agreement frame “I agree/ appreciate/ respect and.....”)
3. Clarify by using pointers
4. Some options to resolve
 - Exaggerate
 - Conditional close with ‘as if’ – what would happen if I could solve this concern?
 - Outframe – let’s step out of the negotiation for a moment and talk to each other as if we were friends
 - Devise acceptable option that handles the objection

5. Options when the objection hasn't been resolve after 5 minutes:

- Go on to other issues
- “Let's act as if we were in bind arbitration”
- “Act as if you were me”

<http://www.microdot.net/nlp/>

www.ultimatemind.co.uk