

A PRACTICAL INTRODUCTION TO NLP

# NLP

Are you ready  
to change NOW?

ANTHONY BEARDSELL

# **NLP - Are you ready to change NOW?**

a practical introduction to NLP



**Anthony Beardsell**

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## INTRODUCTION

### **How I changed my life with NLP**

I first came across NLP in 1993. I was in my early twenties, fresh out of University and had just been made jobless after a temporary stint working for a government finance department.

I was browsing through the business section of WH Smith's bookstore in the centre of Sheffield looking for inspiration. The job market was tough at the time and with very little work experience to speak of I was looking for an edge that would help me get the first proper step on the employment ladder.

Frankly, there was not much on offer, in terms of inspiration that is! The only self-help business style book on the shelves was *Awaken the Giant Within* by Anthony Robbins. His big beaming smile looked up at me from the front cover. I picked it up and never put it back down! That's NLP.

The book oozed excitement and curiosity for life. It struck a chord with me. I still remember reading one paragraph that had the single biggest impact on me, "You are alive, you can be happy for no reason at all!" I loved it. It seemed so obvious and yet so easy to forget and ignore.

I read and reread this book. I studied it. Simple and easy to follow steps to self improvement, happiness and success. That's NLP.

Anthony actually mentions in his book that he draws heavily on his Neuro-Linguistic Programming training. "NLP? What is that?" I had to find out more.....

I have always been fascinated by people and behaviour. I loved going to football matches as a child with my Dad. I spent more time watching and listening to the strange events occurring in the crowd than I did actually watching the football itself.

I would definitely call myself a people-watcher. What is it that enables someone do that thing? Is there something special about this person or can everyone learn to do it? Can I do it?

Anthony Robbins told me in his book that I absolutely can do it. I just need to find out how someone is doing something or getting something and then I can do it or have it. I loved it!

This book changed my life. It told me that I was in control of my own destiny. I could either sit back and blame the world for things that were wrong or take the bull by the horns and make my life better by taking action.

I took action. I studied everything I could find on NLP. I took trainings, read books, went to seminars. I began applying the basic principles of NLP to my work and a very successful sales career followed. I also immediately employed the rather useful techniques of NLP to get over my fear of flying and

eliminate my nervousness when talking in front of other people. I now love flying and make my living from presenting to and training others. I am utterly at ease now talking in front of people and this is also where I find myself most alive. The techniques took a few minutes each to do and the results are permanent.

It wasn't until a decade or so later that I really started making the best use of my NLP skills. In addition to providing me with lots of tools to make my own life better and become successful I had also learned how to help others with NLP (contribution is important to me).

As the financial side of my life became comfortable and less important it was time to redirect my life towards what I believed was my true purpose. I began coaching and helping others get more of what they want out of life, success, happiness, less stress etc.

I have been lucky enough to coach and work in NLP with some amazing people over the years and through working with them I believe that I have learned as much as they did.

NLP has a dual purpose as a set of tools to achieve excellence and as a problem solver:

As I think back to how NLP has contributed to my work with others I am astounded by the diverse things that we have been able to work on together and find resolution in our coaching. Here are some of them:

Physical abuse in relationships  
Childhood sexual abuse

Mental abuse in relationships  
Anger issues  
Smoking cessation  
Weight management  
Depression following bereavement  
Anxiety  
Stress  
Memory loss  
Fear of flying  
Phobias (frogs, mice and spiders mainly)

And of course:  
Relationship issues at home and work  
Life management - Work life balance  
Promotions  
Directorships  
Sales performance

A large number of my personal coaching clients have been so impressed with NLP that they have gone on to train in our Excellence Assured NLP Training Academy and now use NLP as NLP Practitioners, Master Practitioners and Trainers with other people. They picked NLP up and ran with it!

NLP is about excellence, it is about change and it is about making the most of life. It will open doors for you to a crisp new world of opportunity, excitement contribution and adventure.

Where do you want NLP to take you?

As I am only just beginning to get to know you, I'm not sure what you want to use NLP for?

Most people use NLP in the first instance to gain some level of personal development or "self-therapy". Whether that means overcoming some mental

blocks, unwanted behaviours, set some goals, gain better mindsets or just doing some spring cleaning in life.

As I mentioned before I used it straight away to overcome a couple of fears that were holding me back. I gained an immediate boost in life from doing this. In fact in terms of my fear of flying, I actually booked a round the world trip to Malaysia and Australia a couple of months after eliminating it. It was one of the trips of a lifetime! :)

The “therapy” techniques in NLP are simple and easy to follow. Like everything in NLP they can be used for self and with others. This is one of the functions of learning NLP at Practitioner level. NLP Practitioners work in a coaching environment with their clients to assist them via these NLP techniques. I’m going to go through a couple of them with you in this book.

Having gained some personal development and removed mental or behavioural obstructions (call it inner gardening), our pathway is clear to go and get what we want from life. This is where NLP really comes into its own in terms of transforming lives.

NLP was developed in the 1970’s by Richard Bandler and John Grinder. Whilst it is a fairly new field, the body of knowledge within it is not new. In fact it has been passed down over the centuries by philosophers, psychologists and physicians.

Much of the work that Bandler and Grinder did in developing NLP was based on modelling experts in their fields (therapy, public speaking, sports, business) and piecing together common attributes, thinking and patterns that the experts used to create

their skills. They broke down the behaviours, the strategies, and the thinking mechanisms, to leave behind a “trail of techniques” that we can use ourselves to replicate excellence in any field.

The key behind this particular function, or use of NLP is trusting that:

If something is possible in the world then it is possible for you too. You just have to find out how the other person is doing it (thinking, resources, time and behaviour) and then do it for yourself.

Through the NLP Modelling process, NLP can help you live the life of your dreams and live to your full potential.

I've found this part of NLP particularly life changing. Here are some of the diverse things that I have used NLP excellence modelling for:

- Became the top sales person in two consecutive nationwide sales forces (I modelled the previous top sales person and then did what they did).
- Became the youngest ever national sales manager in my last “corporate” role (modelled the chief executive).
- I started my own NLP Training and Coaching company (I found people doing what I wanted to do and I modelled them).
- NLP Training Courses - I designed the world's first accredited online NLP training courses (I didn't have anyone to model for this as it hadn't been done before but I found people in other fields who had done something similar and modelled them).
- Website design - I designed and implemented a beautiful website. I hope that you like it!

- Golf - I switched from playing golf right-handed to left-handed. As a new left-handed golfer I played to level par within the first five years and now regularly play to low single figures). To do this I modelled some golf professionals who I was coaching.
- Trading - I became a professional trader (I spent two years modelling top financial traders) and I also now coach traders and train people to successfully trade stocks and Forex.
- Book - I wrote and published a book - Mind Management & Mindfulness (I modelled my Dad, who is an excellent Author. Thanks Dad!)

I am passionate about NLP, grateful for what it has enabled me to do and I think that you will love to learn it!

As you can see NLP has a far greater reach and wider purpose than most people think it has.

NLP is like having your own personal executive coach. It will take you to where you want to go, smoothly, efficiently and in comfort.

Now it is time to start thinking about what you want to achieve and take a look at how NLP can help you.

I'm thrilled to be able to introduce NLP to you and start unravelling some of the secrets of NLP for you.

My hope is that you will go on to study NLP in depth and gain accreditation with me as an NLP professional via our NLP Academy and [NLP Training Courses](#).

Let's start our journey together.

## The creation of change

NLP is essentially about creating change. Change for the better.

As I mentioned earlier I want reading this book to be of practical use for you, something that you can get good value from and at the same time give you some knowledge and experience of NLP.

With that in mind, I would like to address a problem that you have. Let's see whether we can use NLP to reshape that problem slightly and you never know, you may find that it even disappears!

Throughout this book we are going to investigate this problem and we are going to talk about it using NLP and we are going to see what happens with it.

Let's get started. Please could you bring to mind a small problem that you have. Do you have one? If you are struggling to think of anything then why not just think about this question:

*What is not perfect in my life right now?*

Notice what springs to mind. if it is a fairly small thing then think about that thing now and use that as your problem.

Have you got something?

Thank you.

In order to give you some guidance I'm also going to use an example problem, which is:

*"I'm having problems with my relationship with my boss"*

This a problem that comes up quite frequently in coaching my clients and it's also been a problem that I had in the past, before I started Excellence Assured.

I'm going to be looking to add value to you by investigating your problem and I'm going to use the problem of the relationship with the boss as an example for you so you can understand how the process is actually working.

## **An Attitude**

NLP is quite a big subject these days and Richard Bandler described NLP as “An attitude, a methodology that leaves behind a trail of techniques.”

When he mentions attitude what sort of attitude do you think might be useful in order to create change?

For me curiosity is something that would be really useful in bringing about some kind of change.

As I talk about curiosity I'm not just talking about being slightly curious. I'm talking about being really curious. Richard Bandler called it wanton curiosity. Being really, really curious.

I remember a time in the past, the first time that I was really, really curious.....

It was when I was a child. We had one of those big television sets. Back in the day they used to have those really big television sets. I'm not sure if you remember them?

The back on it was really wide, really deep. The screen wasn't that big but everything else about it was big! There were people on the screen and they were talking.

Anyway, I was watching this and I was thinking, “my goodness, how is this actually happening? There are people on the screen and they're talking.

What's inside this television set that means that it can produce these these pictures?"

Obviously I was old enough to know that there weren't actually people inside the television. It was big but it wasn't that big!

I crept behind the the television set when nobody was looking and I looked down. I saw that it had black casing on the back of the television set and it had those slots in the casing which acted as air vents.

I had a look through one of those slots and I could see these wires in there and lots of shiny bits. I thought "Wow. What's inside that television set?"

That's the sort of curiosity that I'm talking about.

## Curiosity

In terms of people and their behaviour. NLP encourages you to not necessarily just look at somebody, watch their behaviour and think, "That's not behaviour that I'm particularly impressed with. That person must be an idiot!"

Rather, NLP encourages you to look at people and think, "What on earth is going on inside that person?"

This is fundamentally a great person, same as me. How are they producing that sort of behaviour? What's going on inside that person in order to produce that behaviour?"

I'm sure you would agree that this is a much better approach, at least from a coaching perspective.

That's the sort of curiosity that I'm talking about using and being required in NLP, and that's what it's about.

What sort of television set did you picture when I talked about it earlier? Go to the appendix at the back of the book and have a look at the picture. Was this the kind of TV that you had in mind?

It's interesting, isn't it, how people have different interpretations? The words that I use to describe the TV set, did they describe that one for you?

We'll have a look at perceptions again shortly.



Richard Bandler

When Richard Bandler said *“NLP is an attitude, a methodology that leaves behind a trail of techniques.”*

Curiosity is one of the attitudes that he was talking about.

If you think about your own particular problem now. We are going to experiment with it. In order to play around with it, just think:

“I'm going to get really curious about this problem” and just wonder to yourself now “How does this problem exist?”

“How is it possible that it still exists? How is it possible that I haven't done something about it already? What shape is it? How does it look?”

Really get inside the problem and try and re-present it to yourself in your mind's eye.

## **A useful way of thinking - Cause > Effect**

Cause is greater than Effect. This is an equation.

Everything in life has a cause and everything has an effect. Something happens, which is the cause and it has an effect. There is an effect which affects other people.

If you are coaching others, or if you have a problem yourself, then which side of the equation would you think that your problem might be on?

Most people that are at Effect over their problems, aren't they? They are not at Cause. Being at Cause means that you determine the outcome yourself and you take ownership of your problem, you take responsibility for your problem and for your life.

At any one moment you can choose to be at Cause rather than at Effect and it takes noticing where you are in order to enable you to change. Once you have noticed this you can change, immediately.

Being at Effect means that you are essentially blaming your problem on somebody else or something else.

For example, people say things like:

“The economy is a problem. That's why I can't do any business.”

“Somebody keeps ringing me up so I can't get my work done.”

This is therefore making it somebody else's problem. You can always put yourself at Cause. Over my twenty years of coaching, I've come across every sort of problem that you can imagine and you can always put yourself at Cause.

Think about the problem that you have again and just think now "Am I at Effect or am I at Cause with this problem?"

Decide to be at Cause. Take ownership of the problem and just think now....

"What can I do? How can I take ownership? How can I influence this problem so that it goes away, now?"

What can you do about it yourself?

Thinking about the example problem that I mentioned:

"I've got problems in my relationship with my boss"

Is it the boss that is the problem or is it me that's the problem? "I have problems with my boss." There is a certain amount of cause in that statement. However, the boss might be causing a problem in my mind when I think about it, which would make my boss at Cause and me at Effect.

So, what can I do to solve this problem? How could I make the relationship better? How can I communicate better to make the relationship better?

Take ownership for your problems.

## Reality or our Perceptions?

NLP has been around since the beginning of the 1970s as I mentioned. However the content of NLP is something that has been around significantly longer and the gentleman in the picture below is Alfred Korzybski.



Alfred Korzybski 1879 - 1950

Alfred was really interested in general semantics and he wrote the book "Science and Sanity".

He said that: "Human knowledge of the world is limited by the nervous system and by language. We can't have direct access to reality. The most that we can know is that which is filtered through the brains

responses to reality”

What he is saying is that everybody's reality is slightly different because it is filtered through our individual minds.

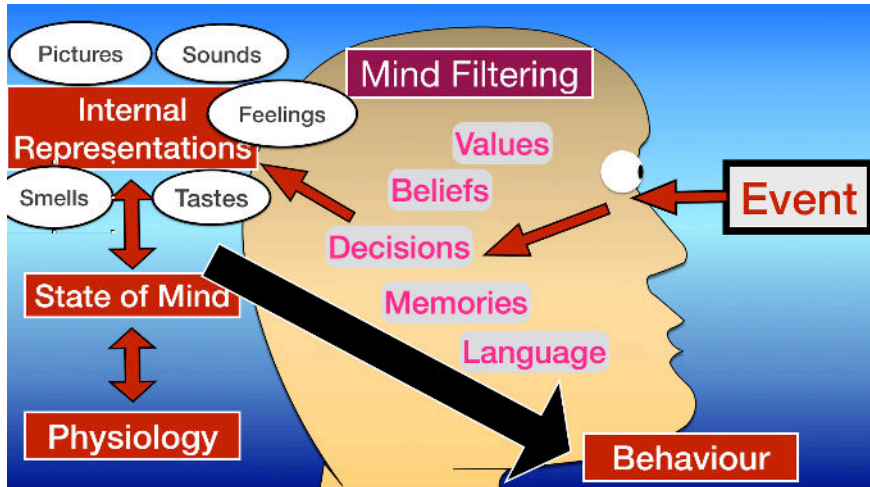
He coined the phrase:

“The map is not the territory”

This phrase has been adopted by NLP and “The map is not the territory” says that, I've got a different map to you and it's not the exact replica of reality because we all put our own spin on it

Let's have a look at that in a bit more detail in the next chapter.

## The NLP Communication Model



This is the NLP Communication Model

This is a person having an event. A life event is occurring. In terms of the event, it could be anything in life.

People take information in, you and I, through our senses. Through our eyes, nose, ears, mouth and through touch and then the information is filtered. It is filtered by our values, our beliefs, our decisions, memories and language.

The language that we use filters the information and as a result of the filtering we then produce an internal representation. We re-present the information that we are taking in through our senses to ourselves in the form of some kind of picture, a sound, feeling, taste or smell.

That representation is intimately linked with our state of mind and with our physiology, how we are standing, how we are sitting.

All of that in turn brings about a behaviour.

This is an automatic process, of course. We take information in. We process that information unconsciously, automatically in our mind filtering system and we produce an internal representation. Which as I say, could be a picture, it could be sounds, could be feelings, tastes and smells.

This representation is what you see in your mind's eye when you think of something. The internal representation is coupled with a state of mind and a physiology and all of that produces a behaviour.

It is the internal representations that you are making that I want you to think about in terms of your own problem. These are a really important part of NLP.

In NLP we work with internal representations that people have. As a coach, we influence people's internal representations using our language to help them to overcome their problems and get better behaviour.

Richard Bandler and John Grinder, modelled three people. When I say modelled, what they did was they investigated what they were doing in their work and they effectively copied them. Bandler and Grinder figured out how these people were doing what they did and they replicated the ability to do this work.

NLP - ARE YOU READY TO CHANGE NOW?



Fritz Perls

Virginia Satir

Milton Erickson

The chap on the left above, Fritz Perls was the first to be modelled, then Virginia Satir and then Milton Erickson. Three therapists in different fields.

## **Fritz Perls - enhanced awareness**

Fritz Perls was modelled by Bandler first of all and this was before NLP actually came about.

Bandler saw Fritz Perls doing some Gestalt Therapy and thought “Gosh, he's getting some fantastic results! What is he doing?”

Bandler figured out what he was doing and he did it himself. He ran Gestalt therapy classes and taught other people how to do it. People said that he did such a good job with his modelling that he was actually better at Gestalt Therapy, better at being Fritz Perls, than Fritz Perls himself.

That is what NLP modelling is all about. It is learning how to do something that creates excellence. doing it yourself and then teaching other people. A three-stage process.

Fritz Perls said that the core of the Gestalt Therapy process is “enhanced awareness of perception, feelings, emotions and behaviour in the present moment.”

What does that mean? How does that translate into what we were talking about?

Take a look back at our picture of the NLP Communication Model above again.

In terms of your perceptions, they are the internal representations in the picture, aren't they? They are the pictures, sounds, feelings, tastes and smells that you have in your head.

When you think of a memory you bring back an internal representation of a previous event and that is your perception of that particular event.

So, Perls is saying that you can get more knowledge of your perceptions, of your feelings and emotions and therefore understand your problems better. What he noticed was that when people did that, their problems disappeared.

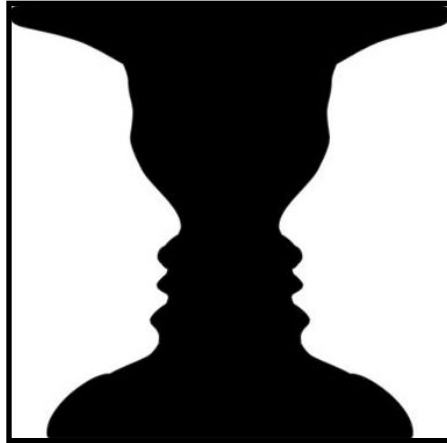
Just think now for a second. What internal representations are you bringing about when you think of your problem?

When you think of your problem, what sort of pictures come to mind? What sounds come to mind? What feelings come to mind? What tastes and smells come to mind?

When you think now about the problem that we are addressing, what internal representations do you get?

The internal representations are vital in NLP change work.

What is this a picture of? What springs to mind?



Is it a vase? It looked like a vase to me the first time I saw it. Anything else?

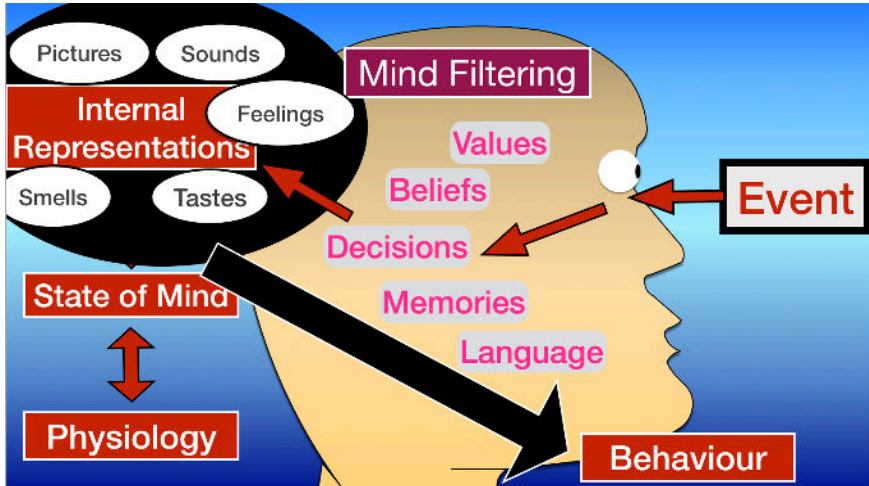
Your mind is now probably searching away for what else it looks like. You might have spotted that as well as looking like a rather elegant vase, you can also see two people looking at each other. Can you see the two heads, left and right in the white? Can you see them? Good.

That's the affect that more knowledge can have on your perceptions.

It's important to know that you can have a different perception of anything with new knowledge and this is what NLP does. NLP takes a problem and it gives us more information about the problem and it allows coaches to have a method to gain information about problems to bring about change. That's

what we do as NLP Practitioners.

NLP Practitioners use language in order to influence the internal representations that you see in the black oval on the left of the Communication Model picture here.



## **Virginia Satir - Specifically this ...**

Once Bandler had finished modelling Fritz Perls, he and Grinder modelled Virginia Satir.

Actually, Bandler modelled her first and then because Bandler had modelled her so well, Grinder modelled Bandler being Satir.

Virginia Satir was a Family Therapist. She helped families get over their problems. They noticed, when they were modelling Virginia that the questions that she asked people were really specific. Together, she and her patients were getting really deeply, specifically and in detail, into the problem.

She would ask the people what the problem was. They would tell her and then she would ask them a lot more questions and the problem would disappear! Just like that. The problem just disappeared.

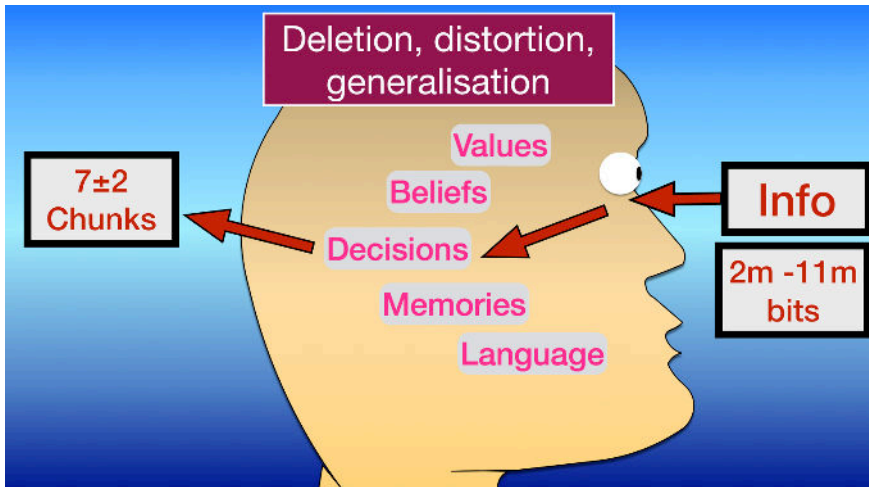
People would say something like "He hurts me."

She would ask "How does he hurt you? What does hurt mean to you?" Getting really specific and detailed. "What is hurt specifically? What do you mean by hurt specifically?"

By getting specific in this way she enabled the problem to disappear.

You may ask, "Why would she get specific? Why would you get into the detail of the problem?"

Good question. Let's go back to our model of communication.



There is a lot of information coming into us via our senses. Especially when we've got our eyes open! Every second we have between 2 and 11 million bits of information going into our brains.

10 of those 11 million bits come in through our eyes apparently. That's a lot of information. isn't it?

The problem is that we can't cope with that amount of information, so our brains serve to delete, distort and generalize the information using our current set of Values, Beliefs, Decisions, Memories and Language.

We filter the information so that it eventually gives us a picture, an internal representation of it. The result is that we end up with a perception the event.

The information that we are taking in is too much for our mind to deal with as a processing unit and so we limit it via our mind filtering system. As a result It becomes limited to seven plus or minus two chunks or 50 odd single bits of information which are contained within our internal representation.

Let me summarise that for you so that you understand the magnitude of it. The information goes down from perhaps 11 million bits to 50 bits of information just through our filtering, the deletion, distortion and generalization. That is a huge reduction, isn't it?!

In that way, when we speak about a problem, when we talk about a problem, we might not be talking about the things that are inside the problem, the real reason for the problem. We will already have deleted a lot of the problem and we may only explain a very small amount of the problem.

By asking questions, by being specific like Virginia Satir was, we are able to get inside the problem and find out more about it and in that way the problem can disappear.

If you think about our problem again: *"I have problems in my relationship with my boss."* What is being deleted in that statement?

*"I've got problems.."* What sort of problems? How are they problems? You mentioned your relationship with your boss. Is it ALL of the relationship with you boss? How is your relationship with your boss? When you talk about the relationship, are you talking about a working relationship? Who is your boss?

Those are the sort of questions we are talking about. Digging deep into the into the words to discover what is missing.

## **Milton Erickson - artfully vague**

The third person to get modelled by Bandler and Grindler was Milton Erickson and Milton Erickson was a hypnotherapist, he was into psychotherapy.

They modelled and they watched Milton Erickson at work and they noticed that he used artfully vague language and hypnosis in order to get the SAME results as Virginia Satir.

They started thinking.. "Hang on a minute...Both Virginia Satir and Milton Erickson get great results with their clients. Virginia Satir gets really detailed and Milton Erickson uses artfully vague language and hypnosis. This is really puzzling. What's going on here?"

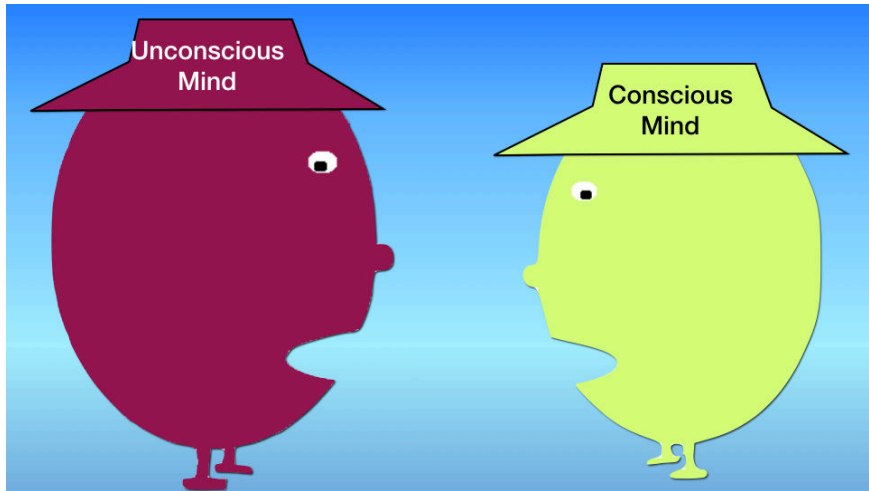
Milton Erickson used hypnosis. Hypnosis is essentially is working with the unconscious mind, the unconscious part of your mind to bring about change.

A hypnotist will put somebody to sleep, or almost to sleep and then talk to them until the problem disappears. That is in effect what Milton Erickson was doing.

Milton Erickson believed that there is a conscious mind and an unconscious mind and they are very separate.

We think with our conscious mind. We think ratio-

nally with that one. We make decisions with it and you are probably thinking with it now. You are digesting this information with that now.



You are probably also reading with your unconscious mind but you won't be aware of that. :)

Milton Erickson said he could create a sense of rapport between himself and the patient. By watching the patient really carefully (called Sensory Acuity in NLP) and talking to the patient in a certain way, he could create rapport with the person and with their unconscious mind.

He created rapport so effectively that it relaxed their conscious mind to such an extent that he was able to talk to their unconscious or subconscious. Thereby gaining access to the all-powerful unconscious or subconscious resources.

What Erickson did seemed simple.

He would just tell people a story. He told them a metaphor.

Erickson was keen on outcomes and he would ask the patient what the problem was and how it was affecting them.

He would figure out with the patient what they would rather have instead of the problem. He would then tell a story which was not the same but similar to the problem and had a successful outcome.

The patient would then change.

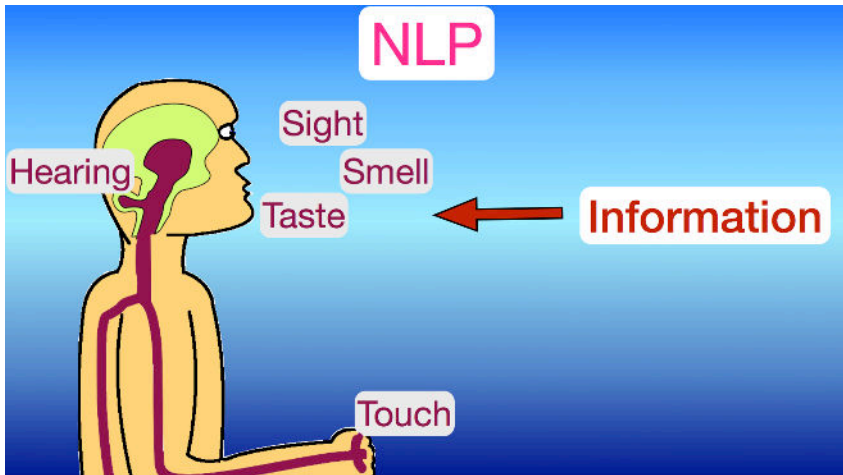
The change took place at the unconscious level, so they would walk into his surgery. He would talk to them for an hour. Tell them the story. They would walk out and think "What on earth happened there?"

Erickson just talked about himself and told a story for an hour. The patient would leave and think to themselves "Oh. My problem seems to have disappeared!"

That is what happened. Erickson did that with six to eight people a day for 60 years, so he got really good at this.

Bandler and Grinder modelled him and incorporated what they learnt into NLP.

## NLP - Neuro-linguistic programming

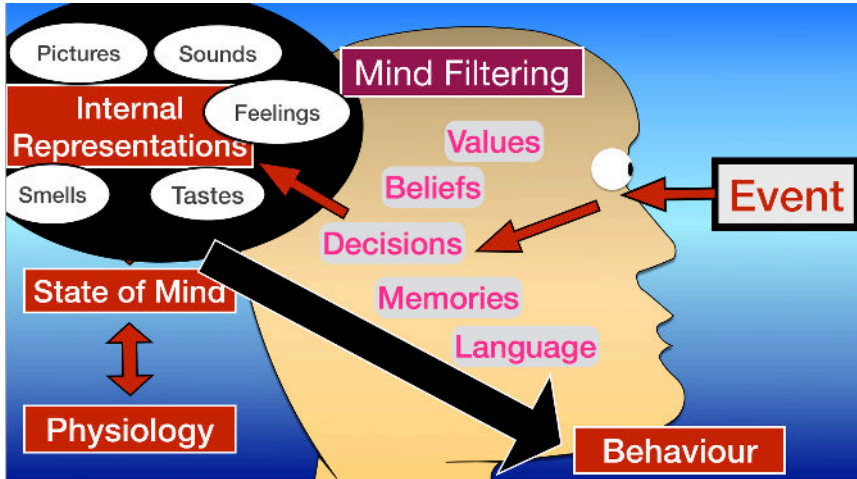


The Neuro part of the title is to do with the mind.

Let's remind ourselves of the process. We take information in through our sight, hearing, taste, smell and touch. The information goes into our mind.

The purple thing inside the body in the picture above is the unconscious mind, deep inside.

The information goes in. It gets filtered by our values (values are things that are important to us), beliefs (beliefs could be inherited from mum and dad or from friends or other influences), and decisions (past decisions).



We filter the information, we delete, we distort, we generalize and then we create internal representations.

Think again now about your problem and think about, what internal representation, what pictures are created in your head by the thought of your problem? Are there any feelings associated with it?

Get really curious and start thinking about taking responsibility because we're going to dig deep into the problem and have a look at it in a bit more detail.

## Negatives

One thing to bear in mind with the way that we create internal representations is that the mind doesn't process negatives directly.

You need to be really careful when you are giving instruction to yourself through your self-talk. You need to give really careful attention to what you are saying to yourself and the language that you are using.

When you are talking to other people, what internal representations are you creating in their mind through your language? Take care because the mind doesn't process negatives directly!

See the picture below. I saw this in a subway underneath the river in Melbourne, Australia.



Do not spit. Just look at what is all over the sign!

Obviously people ignored it or maybe not.....  
Maybe they read it. Because what happens is that we read "Do not spit" and we automatically think of the act of spitting. Obviously, most of us do not go ahead and act on the thought but some do!

Your mind doesn't process a negative directly.

Now. Follow these instructions carefully. What I don't want you to think about now is a blue tree.

Don't think of a blue tree.

Did you think of a blue tree?

You probably did, because your mind, your unconscious mind can't process negatives.

It hears the instruction "blue tree" and misses out the "don't". It creates an internal representation of a blue tree. So you need to be really careful with your language.

Another little illustration of this.



"It's icy out, don't fall" a man says to his daughter. What does his daughter do? She creates an internal representation of falling over. That internal representation could of course make her more likely to fall over.

"It's icy outside. Watch your footing." There's no negative in that statement. That's going to be a much better warning for his daughter and it's likely to produce an internal representation in her of taking care of her footing.

## **Our automatic behavioural response**

Think about your internal representations. Self-talk is also an internal representation. Think about the messages that you're sending to yourself via your self-talk. What do you say to yourself when you look in the mirror? How might it be affecting you?

An internal representation might be a picture, sound, a feeling. Some people think, "I can't make pictures in my mind". We all can. It just takes practice and we get better the more we practice.

If you are struggling with that, have a look in the mirror at yourself and close your eyes. When you close your eyes, bring back the image of yourself that you saw in the mirror.

The more that you do it, the easier it is to get into the detail. Soon you will start being able to remember things like skin colour and blemishes and things like that!



Here is another quick exercise for you. Close your eyes and think about a big red apple, like the one above.

You might want to read these instructions and then do the exercise.

1. Close your eyes.
2. Bring up a picture of a big red apple like the one above.
3. Imagine now this big red apple and I want you to hold it in your hand. Imagine holding this apple in your hand. It's smooth and waxy. It's soft and silky on the outside.
4. Hold it to your nose. Bring the apple up to your nose.
5. Notice what it smells like. It probably smells all appley.
6. Take a bite out of it. As you do that, notice the juices. They're real lovely. Notice the sweetness of the apple.

Do this exercise now.

Have you done it? Is your mouth watering? Because, I know mine is watering just writing about it.

I've rehearsed this several times and I've actually "anchored" the mouth watering.

All I have to do is look at the picture of this apple and my mouth starts watering automatically. That is called anchoring in NLP. Did your mouth water?

NLP has moved on from where it was in the past. A lot of the stuff that is being learned in neurogenetics and neurobiology confirms what we already know in NLP.

We've got billions and billions of neurons in our body not just in our brain. We used to think they were just in the brain but they're not, they're all over our body.

These neurons transmit chemicals to each other, the feel-good chemical of dopamine for example.

If you create positive thoughts you're likely to send dopamine rushing throughout your system and it's going to make you feel better. That's just how it works.

So think about this in terms of your self-talk and think about the internal representations that you are making as you go about your day, as you communicate with other people.

Thinking again about your problem now. Just bring back to mind the problem that you thought of earlier.

Virginia Satir would look inside the problem, so I want you to look inside your problem now.

Look at the detail of it and consider: What does the problem consist of? How could I be right? How could I be wrong about it? How could I change part

of it to give myself control of the problem and put myself at Cause.

Look behind the problem and notice what is behind the problem.

The questions that we are using here and the questions in NLP that help people to do this are called Meta Model questions.

..and then, Milton Erickson looked outside the problem. He would say, "Okay. We've got specific, we've got detailed. We've discovered what the real problem actually is, the problem behind the problem. We know what that is now. So let's look outside the problem for our solution.

He would look at, what is bigger than the problem? Does the problem affect all areas of your life? If it doesn't, then actually how big a part is it? We tend to sit inside our problems and find it tricky to see anything outside of them. This type of thinking helps.

The language that Milton Erickson used, which has been incorporated into NLP, is now called the Milton model. It enables you to ask questions that take your neurology outside of the problem and you realize that there are much bigger things in life than the problem itself.

Is the problem just affecting one context of your life? For example, your work, your home life, or your health? What else is there outside of the problem? That's what Milton Erickson did.

"I have problems in relationship with my boss."

This was my example.

Let's get specific and go inside the problem. What problem specifically? Which part of the relationship with your boss is that a problem?

Then go outside the problem. In general, how do you get on with your boss? Has there always been problem in your relationship?

What specific a part of the relationship? Specific again.

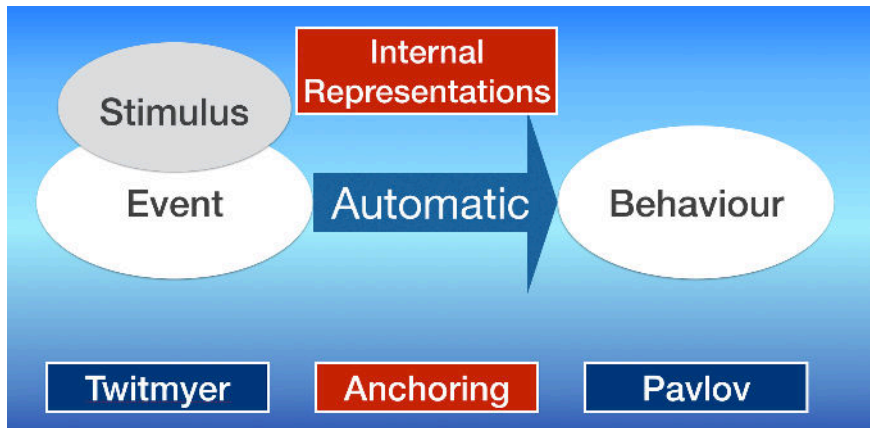
So you fluctuate between using the Meta Model and the Milton Model. Using the techniques of a Family Therapist, Virginia Satir and a hypnotherapist, Milton Erickson.

This takes practice but hopefully we are shifting some sort of thinking in your mind, shifting and changing the internal representations that you have in your mind over your problem.

## Stimulus Response - Anchoring

Sometimes, as we experience events, we react automatically to the event. Something might happen and before we have had a chance to think about it we have reacted.

It happens all the time, doesn't it? This happens as a result of a stimulus response. It relates to anchoring in NLP.



The event stimulates an internal representation and that in turn produces an automatic behavioural response.

If I was talking to you and I held something out to you and said (using a negative), "Here's a bag. It's got something really personal to me inside it. I want you to look after it because I trust you. But, don't look inside it."

What internal representation do you think that instruction is creating?

To me it is creating an internal representation of, "I want to look inside it. What's inside?"

You can see how we can stimulate other people's internal representations in their mind simply by the words that we use. We can also touch them and use that as a stimulus for their thinking and behaviour.

This might sound a little bit to you like anchoring if you know some NLP already.

Anchoring is about providing a stimulus and for that stimulus to automatically produce behaviour that you would like to have.

Using this method you can identify an area of your life where you have behaviour that you are not fond of and you can change the way that you react in situations like that in order to produce better behaviour.

Anchoring comes from the work of Twitmyer and Pavlov in the early nineteen hundreds.

Twitmyer was the knee jerk guy.

Twitmyer was a therapist, a doctor and he used to tap his patients on the knee with a rubber hammer.

He noticed that their leg would move when he tapped them on the knee and then he noticed that if he just pretended to tap them on the knee with his hammer their leg would still move!

He provided a stimulus, via the hammer and got an automatic and involuntary behaviour, which was that the leg moved.

Pavlov was finding something similar to Twitmyer around about the same time, in fact just slightly after.

He rang a bell and then provided a steak for some dogs to eat. He noticed that when he rang the bell the dogs would salivate as they anticipated their meat.

He repeated this several times, he rang the bell and as the dogs came along, they were salivating.

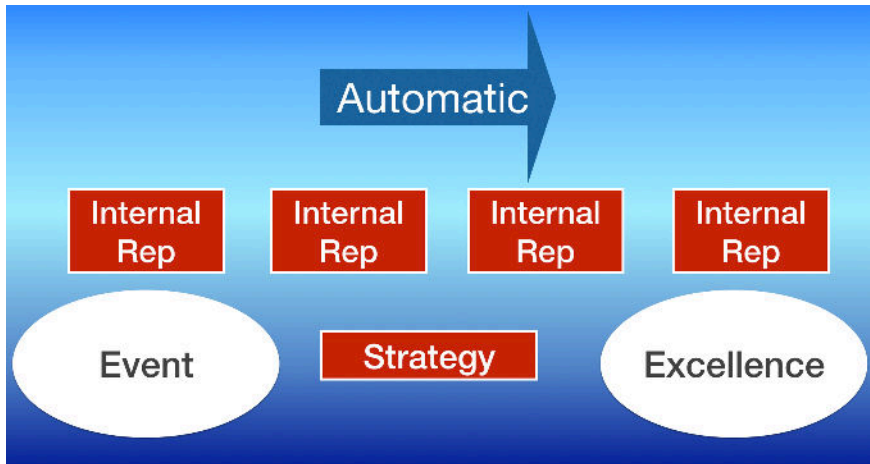
Then he experimented. He rang the bell, didn't provide any meat and they still salivated. He realized that there was an automatic response occurring.

We could all create some kind of stimulus and get a certain behavioural response to it.

NLP uses this knowledge to create anchoring. We can create verbal anchors or kinesthetic anchors, anchors that are created by touching yourself or somebody else. We can create these anchors and change the way that we feel, change our state of mind. Sound interesting to you? Anchoring is a really useful process and we spend a great deal of time on this subject on our training courses.

## Creating Excellence

In the example below we are looking at a simple model of how to create excellence.



People who create excellence very often create it automatically.

They will have a series of internal representations that go through their head that result in the production of excellent behaviour.

That series of internal representations is called a strategy in NLP.

What Bandler and Grinder realized in experimenting with this methodology is that we can actually change the internal representations that we have.

If we sit down to talk with someone who produces excellent behaviour. Behaviour that we would like for ourselves. Then we could find out what the internal representations are by asking them specific questions.

We can then change our own internal representations to match those of the other person and in that way mirror their behaviour.

In the same way, if we have a problem, we could change our own internal representations and change our outcome.

Using this in another way, let's say you've got behaviour which is a phobia. You could change the sequence of your internal representations to get a better outcome for yourself and eliminate your phobia. That is what NLP can help you do and this is how I overcame my fear of flying.

What we also noticed in this sequencing of internal representations is that we could actually just change the first internal representation and all the other internal representations would automatically change.

This is called submodality work in NLP and is what the Swish pattern is based on. Submodalities are the finer details of the pictures and the sounds and the feelings that you get in your internal representations.

Hopefully you are find all of this useful in getting to know yourself a little better and showing you how to sow some seeds of change?

Lets go back to your problem again. I want you to think about the desired outcome to your problem

that we have been discussing.

I'd like to you to think again now about the outcome that you decided that you'd rather have instead of the problem.

You'll remember that you've got an internal representation of your problem and you will also have an internal representation of your preferred outcome. Bring that to mind now. What I want you to have is a picture of what you would rather have as your outcome, other than your problem.

What would you rather have happen? Can you picture that happening? Please could you put yourself into this picture. See yourself in the picture.

You might need to close your eyes in order to do this.

1. Picture in your minds eye what it would be like to not have the problem.
2. See yourself overcoming the problem, what it would be like to not have the problem.
3. Notice how it feels and what you are listening to.
4. Are you hearing anybody else involved in this?
5. Are there any tastes or smells in the representation for you?

Let's call that your desired state. As you think about

it really turn that up inside and get to know it.

Notice as you think about it that you feel better about the problem.

Now, I'm going to give just a little help to you in order to move the problem slightly, that is if it's not already gone.

We're going to shift it a little bit further in your neurology.

You can close your eyes again for this after you have read the instructions.

1. Bring to mind the problem. Bring to mind the internal representation of the problem, the picture. Just remember what picture you had for your problem and bring that to mind.
2. Bring that problem in front of your face right up in front of you so staring you in the face big and bright.
3. Notice how horrible that feels having it there right in front of you, in front of your mind's eye.
4. Take this picture in your imagination and zoom it out into the top corner of the room. Just zoom it out. Make it really small.
5. As you zoom it out take the colour out of it make it all grey.

When you have done this notice how you feel about the problem now? Probably feeling better?

1. Now bring your outcome, the picture of your outcome, bring that into mind.
2. Make it really big. Get a big picture.
3. Bring it so that it is right in front of your eyes.
4. See yourself not having the problem. See yourself achieving your desired outcome. See yourself in the picture and notice how you feel.
5. Notice any smells and any tastes associated with it.
6. Bring that right up in front of you. Make it really colourful.
7. Notice how good you feel having that outcome there.

Thank you very much open your eyes now!

So, how did we do? Have we shifted or removed your problem? Excellent!

I hope you found all of this interesting and useful and that you want to learn more....

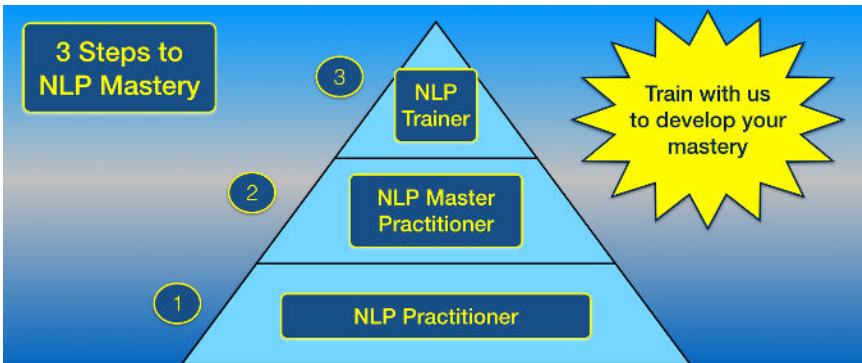
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[anthony@excellenceassured.com](mailto:anthony@excellenceassured.com)



## Appendix

1. Curiosity - This is the television set that we had as a family.

