

RAPPORT

THE MAGAZINE FOR NLP PROFESSIONALS



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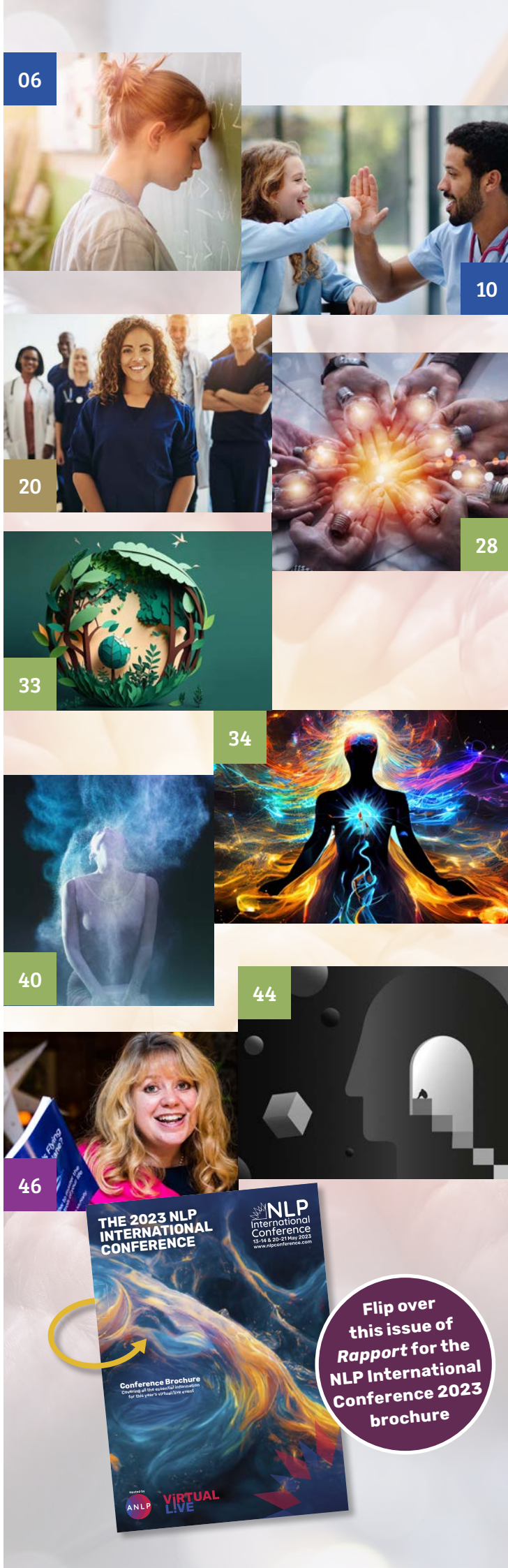
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Conference and Awards 2023 brochure





The eCoherence Zone: *Re-think Everything!*

We all know that learning from nature is a great idea – but when we truly put this into practice, amazing things can happen. Advocates of the Circular Economy believe we could in fact design our way into greater climate stability. If we want to learn about filtering air and water, we need only to look to our flora and fauna; to learn about minimising waste, our natural ecosystem has all the answers if we pay attention; and for utilising energy efficiently, controlling heat and even producing oxygen, our ocean and green spaces have so much wisdom to impart. We as NLP modellers can play our part in supporting individuals and businesses to think differently. Looking for an example? Did you know fireflies have informed the design of faceted LEDs...? Illuminating, isn't it!

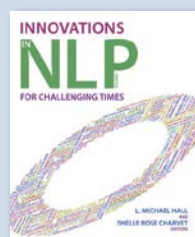
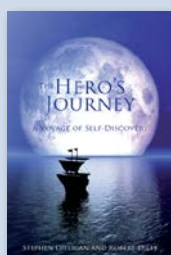
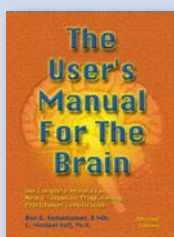
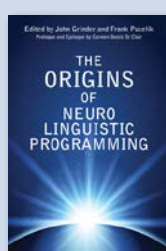
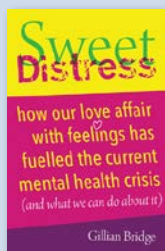
By Lizzi Larbalestier, ANLP Regional Ambassador for Cornwall and the NLP Specialist Envoy for the Environment and Oceans.
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Inner Wisdom and the Four Positions



Phil Parker

phil@philparker.org
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Video



Introduction to Inner Wisdom Techniques (IWT) for Health and Happiness with Dr Phil Parker

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**VIRTUAL
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At this year's NLP Conference, I'm giving the keynote introducing some Inner Wisdom Techniques (IWT) that tap into our deep resources of inner guidance and knowing. This article brings an Inner Wisdom perspective of the first, second and third positions used to perceive and re-process events from multiple different perspectives (seen in patterns such as the Meta Mirror). It adds a focus on where these positions have value and where they can cause issues through over or underuse and introduces a fourth 'zero' position.



First position

This is the perceptual position where we are focused on what we think about things and our needs, feelings and experiences. Here we see the world from our own map/our own point of view. We are less concerned about others' needs or experiences, although we may guess, judge and evaluate how their thoughts or behaviours might affect us.

Our earliest years are probably experienced from this perspective, as our focus is mostly on our own needs and feelings – three-month-old babies rarely worry about upsetting their parents by screaming for attention in the middle of the night when **they need** something. These early experiences may result in this perspective being the default starting position for many in adult life.

As we'll see for all three positions, each one can provide great value, but accessing them too much or too little, or at unhelpful times, can cause issues.

Useful: Being in position one is so valuable when you are thinking about what you want, what your choices, dreams or goals are, what is, or is not, OK for you and what you are prepared

to accept and tolerate. It can be valuable for pioneers and those going against the usual way of doing things.

Overuse: People who spend too much time in position one are likely to have less insight into how things are for other people because they're only seeing the world from their own point of view. Position one can be great for working out what you want but when overused it can make you insensitive to other people's needs or how they're responding to your actions. Dictators, narcissists and bullies sit in position one most, if not all, of the time.

Underuse: Those who don't spend time in position one when they need to, for example when making choices about their life, can end up feeling they don't know what they need or want and they start to rely on other people to tell them. This can result in having a life planned by others that's rarely fulfilling, a sense of disempowerment and a loss of their sense of self.



Second position

This is taking the perceptual position of others and seeing a situation from their point of view.

All three positions can provide great value, but accessing them too much or too little, or at unhelpful times, can cause issues.

Useful: This can be invaluable in understanding how others are feeling and for resolving arguments and conflict. It helps in seeing things in a new light, encouraging creative processes, and sensing how you and situations show up for somebody else. It's invaluable for creating rapport and for insightful, intuitive therapy, NLP and coaching.

Overuse: Spending too much time viewing the world from other people's perspectives can make you over-aware of other people's needs. You may forget what's important for you and put their needs above yours to the detriment of your own well-being. This is often combined with underusing position one. This may result in a low sense of self and self-worth, and falling into co-dependent, controlling and coercive friendships or relationships.

As practitioners, we are likely to be skilled at position two – it's very common for those in the caring professions. There is a downside to it though. We can become too aware of how something feels for others and start to take on their emotions or symptoms or want to rescue them and fix their world for them. This rarely works, disempowers them and can result in us burning out from exhaustion.

Underuse: This can produce a sense of disconnection from other people as we may lack insight into how things are for them. It can seem that we don't care or understand; we may appear cold, insensitive, or too wrapped up in our own stuff to have time or attention for others.



Third position

In this perceptual position, we take the role of an unbiased observer.

Useful: When there are emotions that are difficult to hold and when resolving conflict, this position allows us to calmly observe what is occurring in an emotionally detached way. This, combined with the wider perspective it naturally provides, helps us to gain rational and nuanced insights and find innovative solutions.

Overuse: Over-inhabiting the observer position can make us unemotional, disconnected and feel like a bystander in our own life who is not 'present'. Clients who are over-analytical, hyper-sceptical, who run the 'yes, but' pattern, or find it difficult to access powerful resource states may have become too familiar

Position zero is not being in you, the other, or observer, but instead being a part of everything.

with this position. The training for certain careers can encourage this way of thinking, so it may be more prevalent in some researchers, architects, lawyers and journalists.

Underuse: Finding it difficult to step out of positions one and two can prevent us from having this more nuanced way of perceiving situations. Practitioners use position three to effectively step away from the emotional impact of working with somebody else's difficult experiences and to reflect on and change how they practice. Without good access to position three, practitioners can end up being unreflective and emotionally entangled with the client.



Zero position

This new perceptual position is developed from the idea of the Gateway State of Connection. Gateway States are states that work as catalysts to speed up change process. 'Connection' shows up when we sense that bond with friends and loved ones, or simply say "Hi" to people in the street. It can also be experienced at a much deeper level, where we view things through a different lens and get a sense of the connection between us and the much bigger systems we're part of. Examples include how the ground we're on right now connects to all other parts of the world, or that we're part of nature, the human species, our ancestors or our genealogical heritage, the solar system, or even the vastness of space. Gregory Bateson was fascinated by this idea, often searching for 'the pattern that connects', famously asking what connects "the crab to the lobster and the primrose to the orchid, and all of them to me, and me to you?"

Take a few moments to access the state of connection using these two short guided journeys, taken from my forthcoming *Inner Wisdom Techniques* book.

Re-immense yourself in one of those moments of connection with nature, which may come with that appreciation of a larger sense of time.



► Air

Focus on the air you're breathing in. See it as part of the planet's atmosphere that circulates around the globe. The oxygen in this breath was produced by plants or plankton (tiny lifeforms) in the seas, somewhere on the planet. They created it by drawing in the carbon dioxide breathed out by us and all the other animals and, using sunlight, converted that into oxygen.

- 1 Imagine riding on a molecule of the air being breathed into your body right now. Follow its journey as you and it are carried around your body.
- 2 Continue on as it's breathed out to flow through the air, travelling around the world.
- 3 Follow it to when it is being taken in again by plants or other creatures to be part of their world for a while.
- 4 Continue with it on its journey all the way back to being breathed in by you again. This is the cyclical journey these elements have endlessly been part of for hundreds of thousands of years.

Nature and time

Many of us have experienced a deep connection with something bigger than ourselves in the presence of nature. This may be observing a beautiful sunrise or sunset, standing inside a forest of ancient trees, or gazing at the sea as it rolls gently in and out. We may consider that our ancient ancestors stood awestruck by these same wonders, maybe feeling as we do now. There is a Japanese word for something similar to this, *Yūgen* (幽玄), which is described as an awareness of the universe that brings on emotions that are too deep and powerful to be entirely captured by words.

Re-immense yourself in one of those moments of connection with nature, which may come with that appreciation of a larger sense of time. Notice what you see, hear, feel and sense as you connect with that.

This is the 'position zero'. It's not being in you (position one), the other (position two) or observer (position three), but instead being a part of everything. Here there is no sense of me, you or them as separate entities and time itself seems to blur and be perceived differently. Take a stuck situation that's been waiting to change. Breathe deeply as you step into this position zero and feel how coming from this perspective naturally transforms it.

I hope you've enjoyed this brief journey into the four positions and look forward to seeing you in May at the conference for more. ■



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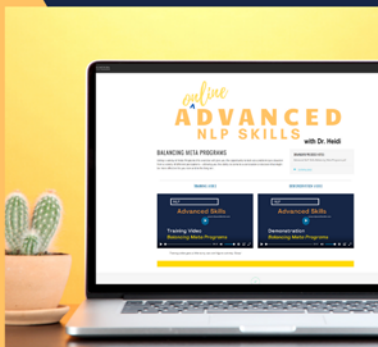
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Who's Flying Your Plane?

How to master the controls of your life



Emma McNally

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Author Interview - Who's Flying Your Plane by Emma McNally

There I was, mid Covid pandemic, the second lockdown, in my garden when I started to write. Not unusual for me, as I love writing and have written for many years – mainly children's books though.

The world seemed a very strange place – those things we took for granted no longer available, a time of significant change, a time of reflection and evaluation for many of us, in terms of what is actually important in life.

I had been running NLP Hugs – informal weekly sessions for anyone who was interested in NLP and wanted to connect during this unusual time. These were really successful, with many regular attendees. I then had the idea of creating a self-care model that I could share with the group and companies to support individuals through lockdown.

At the same time a local charity, Farleigh Hospice, was running a fundraising initiative, Get Nifty with your Fifty, giving companies £50 to invest and raise money for the charity. We decided to get involved as an NLP community and one of the ways we raised money was by offering these self-care sessions to companies, giving the money I would normally earn to Farleigh Hospice. The sessions were really successful, with people gaining so much from the simple NLP tools and insights I shared.

So, there I was in my garden, self-care model in hand, ready to create something that would be just as accessible: a simple, conversational guide to NLP with lots of easily relatable examples. Part One of the book is based on the NLP Communication Model and how it can explain why we do what we do and how to make change. It also covers the foundations of NLP; there are chapters on emotions, beliefs, how to create well-formed outcomes and how to set up for success. I adapted my self-care model, which forms Part Two of the book, and focused on how you can

There I was in my garden, ready to create something that would be accessible: a simple, conversational guide to NLP with lots of easily relatable examples.



apply NLP in your everyday life: having better relationships, communicating more effectively, making good decisions, creating an exciting future... and much more.

Wind forward a couple of years and the book is now available in hardback, paperback and Kindle (soon to be on Audible too) via Amazon. I was honoured that Karen and Kash Falconer (CEO and COO of ANLP) agreed to write the foreword and my incredible editor and NLP Master Practitioner, Charlotte Noon, was by my side, enabling me to reduce my

Miltonian sentences... Who knew a book would need so much punctuation!

I was asked recently on a podcast whether it was very different writing for adults than children. Absolutely, especially as my children's books are normally in rhyme! The launch of the book was also slightly different. No dressing up like pirates this time... instead, a beautiful evening with some incredible NLP professionals in the room celebrating all things NLP (pictures courtesy of Ross Willsher Photography). It was one of the best evenings of my life.

Why did I write it?

I love NLP. It has totally changed and enhanced my life and I wanted to get the message of NLP out there. I also wanted it to be accessible to everyone. Sometimes, people are not always able to go on a course and a book can overcome these barriers.

I use the metaphor of being the pilot of our own plane throughout the book; whether we find ourselves leaving our control panel open for others to press our buttons, through to the analogy of the pilot being our conscious mind and the plane and crew being our unconscious mind – the metaphor can be applied in so many ways. My intention

with this book is to be a guide; for people to navigate their way through life more easily and enjoy the flight!

The book enables the reader to disengage the autopilot in their life, to look at their life in a new way; to make changes, let go of any unwanted baggage, refocus on their direction in life and then get back into the pilot's seat having learnt how to master the controls of their life more easily.

As Karen and Kash so kindly wrote in the foreword: "That's part of the brilliance of this book. You may get the feeling that Emma is holding your hand, looking you in the eye and talking directly to your brain, your heart, your gut and your senses – all of your senses – allowing you to connect

with what she is saying on whatever level you need to connect on. Then Emma, metaphorically, sits you down and makes sure you have understood everything. Such is the warmth and compassion of her language, it's possible to believe that she is in the room with you: talking to you, encouraging you, checking in, waiting for your (internal) positive response so she can move on to the next point."

If that is how my readers are finding it, then I am absolutely thrilled. This was

what I wanted – a book that enables everyone, whatever walk of life, whatever their situation, to be able to access our magical world of NLP.

Like I say in the book, the only person you can guarantee you will be with for the rest of your life is you, so it's important to make sure you like and love yourself and create the life you really want. *Who's Flying Your Plane?* gives you the tools to do this.

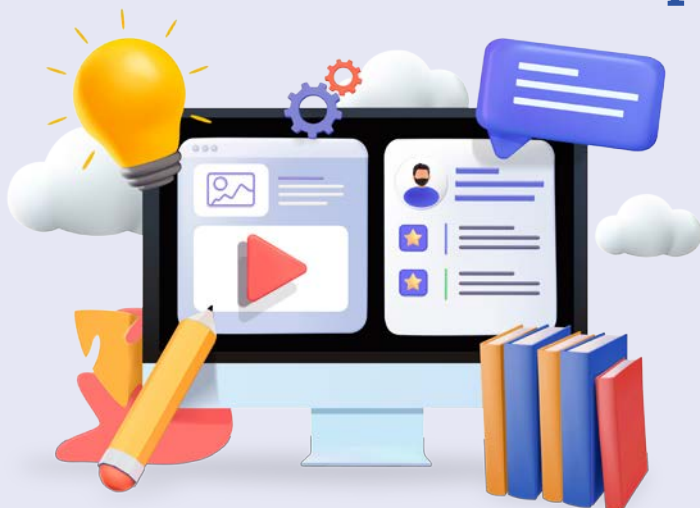
It is an introduction to NLP; however,

saying that, a number of experienced NLP professionals have enjoyed it as a refresher. Others have given it to friends and relatives so they have an outsider's voice explaining what NLP is and what it can do for them. So, wherever you are, at whatever stage in your NLP journey, I hope it will provide you with an accessible guide to become the pilot of your own life, to master the controls and navigate your way more easily so you can really enjoy the flight of your life! ■



The only person you can guarantee you will be with for the rest of your life is you, so it's important to make sure you like and love yourself.

ANLP Live Virtual Workshops



Following the success of our live virtual workshops in 2022, ANLP is hosting another series of FREE live virtual workshops later this year, delivered by ANLP Trainer members on topics requested by the NLP community.

You can register for any workshop that interests you. Check out the details for all the

workshops by following the Eventbrite links below.

If you miss the live workshop, you can revisit the page afterwards and watch the recording. Of course, we all know that live is better because you can then ask your questions and interact with the trainer!

The 2023 workshops are:

Taking Back the Controls of Your Life

(Emma McNally)

Thursday 21st September at 13:00 (BST) for 60 mins www.eventbrite.co.uk/e/553420123487

Using NLP for Resilience

(Cat Trebilco)

Wednesday 11th October at 13:30 (BST) for 60 mins www.eventbrite.co.uk/e/553479872197

Free Your Mind! Are You Really Running Your Own Brain?

(Melody Cheal)

Tuesday 14th November at 13:00 (GMT) for 90 mins www.eventbrite.co.uk/e/553635477617

How to Design Your Vision and Align Your Life

(Caroline Martin)

Thursday 14th December at 12:30 (GMT) for 90 mins www.eventbrite.co.uk/e/553728646287

Improved Management for Practice Groups



As you may already know, ANLP supports member-led practice groups by providing resources, including CPD certificates, the opportunity to host Q&A sessions, access to *Rapport* and other promotional resources.

As part of that support, ANLP members have always had the opportunity to promote their practice group in the group listings as well as by entering specific meeting dates via the Courses and Workshops module.

Now, members who run NLP practice groups can manage their listings for themselves, with the introduction of a new Practice Group Management module on the members' dashboard.

Exciting New Part-time Career Opportunity for NLP Professionals



An awarding organisation is looking for proactive self-employed EQAs to fulfil a number of new positions in the near future.

This is a great part-time flexible opportunity for individuals who are organised, enjoy procedures and want to use their skills to support centres and ensure standards can be consistently met.

It is ideal for those who hold NLP certification at practitioner level or above who may wish to develop a part-time career as an EQA, either alongside their coaching/training business or as a potential new opportunity.

For more information read this news update: www.anlp.org/news/exciting-new-part-time-career-opportunity-for-nlp-professionals

Please check this news update for more information: <https://anlp.org/news/new-practice-group-module-on-members-dashboard>

The monthly stats for March 2023 were:

New Users

7,200

Page Views

23,571

Searches

7,481

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3,017

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658

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NLP Awards Winner: NLP in Health



Kash Falconer

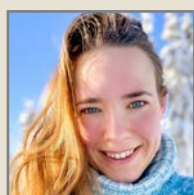
strategy@anlp.org
www.nlpawards.com

The NLP Awards were set up to recognise the positive impact NLP has in the world and the people who are delivering it.

The 2022 NLP in Health Award was a category with some strong stories to back up the nominations. The finalists were Adelaide Goodeve, Phil Parker and Ronia Fraser.

NLP actively works across the health sector, supporting

patients/clients, health practitioners and the students of trainers (who then go on to work with their own clients. Teach a person to fish...). All three of the finalists in this category have given the individuals, teams, clients and patients they work with transformational experiences, tools and strategies to continue to make a difference in their lives. They inspire us and thousands of others.



Adelaide Goodeve

From Chronic Fatigue Syndrome, Adelaide has become a resource for athletes looking to improve performance. The Ultimate Athlete Mindset Summit has been a successful approach for elite athletes. As one participant commented: "Never before have I pushed myself to such an epic level in a race."



Dr Phil Parker

Phil has worked with the NHS and healthcare professionals globally, looking at ways to support them in the important work they do, to find solutions for their patients and increase recognition and professionalism for NLP through published research. Alongside this, the Lightning Process, now 22 years old, based on NLP and still developing, has been instrumental in transforming the lives of individuals.



Ronia Fraser

Ronia has developed programmes for recovery from narcissistic abuse based on her own recovery. "Her NLP skills shine through in her programme, in her modelling, her communication, the techniques and the reframing that is vital for recovery to happen."

“I’ve been working with Coach Adelaide for about a year and a half now. It’s been an awesome experience and it’s helped a lot with my mental strength going into competitions.”

Adelaide Goodeve

Adelaide Goodeve was diagnosed with Chronic Fatigue Syndrome (CFS) in 2009 and discovered the critical link, often overlooked by many athletes, that “when your brain isn’t functioning, your body isn’t going to function.” Applying this in her sports and life coaching business has allowed her to help over 8,000 athletes improve their performance. NLP is central to this as it is the first part of the journey that she addresses: the language the person uses with themselves. As Adelaide says in her finalist interview, “The words we use cultivate and shape the world we live in... How language affects the way we feel, how we perform and how small changes can get massive gains in their performance...”

Alan Hovda, professional Norwegian triathlete, has this to say about Adelaide: “At every race I reach a point where the physical

fatigue is so high that I question why I force myself through the pain and continue pushing. It is at these critical moments that it’s important to have your mental game plan ready. Why should you continue to push through? What mindset techniques work best to unlock your full potential?

“Together with Adelaide Goodeve, I’ve tried an arsenal of mindset techniques. Some had a small effect, others moderate; a few, however, made a really big gain. And those are the ones we continue to refine and improve.”

Adelaide also worked with the USA Paraclimbing Team, who found her strategies for better mental preparation to be of huge importance in their performance. “I’ve been working with Coach Adelaide for about a year and a half now. It’s been an awesome experience and it’s helped a lot with my mental strength going into competitions.

“The two biggest things that have helped the most have been when I’m feeling nervous, Adelaide has taught me how to anchor a calming feeling to the colour blue. So, I find the colour blue before and during competitions, and it helps me really calm down.

“When I have negative self-talk, Adelaide has taught me a way to lock it away in this trunk and forget about it. These have been two humongous things that have helped so much with my competitions!”

Ronia Fraser

Ronia Fraser is a globally renowned and respected coach, helping her clients recover from narcissistic abuse. Rock ‘n’ Roll Coach Roni (as she is known) has been researching, developing and delivering her coaching since 2017 and she has helped many women during this time. She incorporates several methods in her work including Havening Techniques®, hypnosis, coaching and NLP.

There were some very powerful testimonials attached to Ronia’s nomination.

“Ronia has crafted a remarkable first-of-its-kind program for those who have experienced narcissistic abuse. Her own knowledge, forged through a deep cellular understanding, has created a highly effective program to recovery and thriving. Her presence and compassion are the two key elements that allow for connection and flow. I highly recommend Ronia Fraser and her model to recovery from complex trauma, self-healing and growth.” Dr Steve Ruden, Co-creator of Havening Techniques®

“I’m feeling like a new woman. Like my life has started again and I’ve been given my life back. I don’t have the right words to thank you enough for that. I’m so excited and I feel so peaceful.” Emma A.

“Ronia took me on a journey that gave me clarity, helped me take back control of my thoughts and my life with valuable tools, and she showed me how to tackle the root problems that were holding me back. I feel lighter, healthier and excited about the future and I can’t thank her enough!” Becky H.

Ronia believes that narcissistic abuse still needs more awareness and understanding and makes it her mission to educate and inform wherever she goes. “One thing that is not very well understood is the impact that narcissistic abuse actually has on the survivor. So, we talk a lot about Narcissistic Personality Disorder, which puts the focus on the perpetrator, but we very rarely talk about the impact on the person on the receiving end... and that’s what I do.”

“Ronia took me on a journey that gave me clarity, and helped me take back control of my thoughts and my life with valuable tools.”

Ronia makes an impact wherever she goes and her nomination for the category demonstrates this: “She came onto my radar speaking at the International Havening Conference. I was blown away and presented her to the NLP Society of Sweden, who adopted her immediately and have booked her for a lecture this November. I have sent many clients in her direction and they are unanimously content, which is unusual.” Ulf Sandström

This was Ronia’s second nomination in consecutive years in this category and she is a very worthy finalist.



Phil Parker

Phil Parker has been nominated in the NLP in Health category since the NLP Awards started, and he has been a finalist every year! In 2021, Phil received the ANLP Inspiration Award for his continuing success with NLP and his Lightning Process® in training thousands of practitioners and helping thousands more to transform their lives. The pandemic created an opportunity for Phil to reach even more people at a time when they needed NLP and his techniques the most.

“Wanting to give back to healthcare workers, Phil created a free podcast, teaching NLP tools that they could simply put into practice at home and work. Like much of Phil’s work, this has increased recognition in the NHS of the power of NLP and this year there are more doctors on Phil’s NLP Practitioner course than ever before.

“As Covid took hold, Long-Covid patients were asking Phil if he could help them, knowing his success with CFS/ME. Now more and more people who are suffering with this terrible illness are taking the [Lightning Process] and the results are magical! As a result of this, he was approached by an NHS GP practice and together they have produced some case studies of patients with Long-Covid – paving the way for more robust research into how these tools can help people long-term.”

Phil underpins his practice with scientific and academic research, giving a strong basis for the efficacy of NLP and giving

credibility to our field. He has published 18 clinical studies, including a Randomised Controlled Trial, run in conjunction with the National Health Service (NHS) and the University of Bristol.

The testimonials on the nomination form attest to Phil’s impact.

“LP was a gamechanger for me with my Long-Covid fatigue.”

“Already my life has changed and I am living life again outside of my bedroom and out of my house.”

“I can’t bear to imagine what life would be like if I hadn’t decided to do the LP and had continued to live with CFS. For five years I wasn’t really part of the ‘living’ world, but now I’m back and I couldn’t be happier.”

“I wasn’t prepared for how much it would change my life after nearly six years of ME/depression/headaches/anxiety and so much more.”

“Wanting to give back to healthcare workers, Phil created a free podcast, teaching NLP tools that they could simply put into practice at home and work.”

▶ This was another category that the panel at MIND BLMK found very challenging and they had this to say: *“Phil is experienced in the field of health, and has shown that through his working practice, developing the Lightning Process which has supported and helped so many people worldwide. His work during the pandemic is very inspiring, reaching out to healthcare workers to support them through the pressures they faced every day during this time. Offering online NLP tools to those workers has proved to*

help their own mental and physical wellbeing immensely. It is great to hear that the NHS has recognised his NLP work and its benefits to its workers.”

Congratulations to Phil, Ronia and Adelaide. You help raise the profile of NLP with your important work and we recognise the contribution you make to the field. You are truly inspirational. ■



"We feel that this is an important and fantastic community project conceived and being run by the NLP for Health team and fully supported by ANLP"



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Pathway for Southern African NLP Journey



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COMENSA
COACHES AND MENTORS OF SOUTH AFRICA

Since 2006, COMENSA has prided itself on being a proudly South African and well-recognised professional coaching and mentoring body within the growing coaching industry in Southern Africa.

As a professional body in a non-regulated system, COMENSA recognises the importance of ensuring that our members receive only the best value in terms of their coaching journey and continued growth, standing out as professionals within the industry.

We continuously ensure we meet the needs of our members to enable them to deliver their services in a manner that is in line with the COMENSA core values of accountability, inclusivity, integrity, innovation and professionalism.

Our COMENSA membership comprises those just starting out in coaching as student members, to ordinary members working towards their credentialed status, through to credentialed, senior credentialed and master credentialed coaches and mentors with vast amounts of experience.

COMENSA has a strong ethos in supporting continued professional development in our own membership and encourages our members to continue evolving. Through the ANLP/COMENSA partnership, we believe we will be able to offer this continued improvement journey to our members as they start or continue to develop their professional NLP.

With COMENSA being the exclusive South African partner of ANLP and with ANLP's position as the global flagbearer for professional NLP, we further believe our COMENSA NLP training providers and practitioner members who elect to become members of ANLP will benefit as follows:

- The opportunity to have their certifications verified.
- Once the COMENSA NLP coach is classified as 'professional', they would further benefit by being able to use the globally-recognised ANLP logo on their profiles.



COMENSA has a strong ethos in supporting continued professional development in our membership.

- The ability to enjoy the additional services ANLP offers their members.
- Staying up to date with the latest developments in the NLP community.
- Networking with like-minded NLP professionals.

Those NLP members not able to, or who choose not to take out the full membership as yet, can still benefit by having their certification verified for an additional fee.

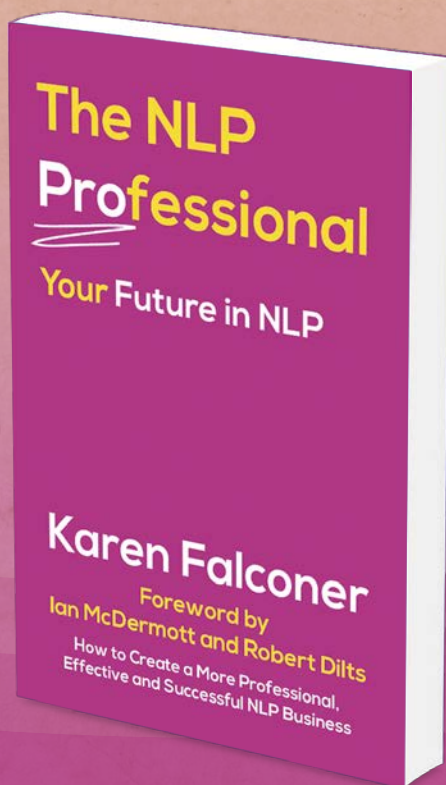
However, it is not only the COMENSA membership that we see benefiting from this partnership. We also see the ANLP training providers benefiting, as they would have the option to become COMENSA members. This would enable them to list their programmes on our COMENSA training providers site, giving them added exposure and opportunities to attract South African coaches to take up their NLP training offers and courses.

Through COMENSA becoming the NLP

home body for the coaching community in Southern Africa, we would be able to offer support and services to grow this sector of coaching. This partnership is not only beneficial for the ANLP/COMENSA memberships but would also extend to other NLP practitioners and training providers outside of the COMENSA community. Through joint events, co-hosted and advertised by COMENSA and ANLP on their platforms, these training providers and practitioners would also be encouraged to become COMENSA members so they too could enjoy what ANLP has to offer.

COMENSA always encourages its members to uphold practices and skills that are ethical and credible and believes this is what the ANLP framework would be able to offer our NLP practitioners and training providers. We look forward to growing the practice of NLP in Southern Africa in this manner. ■

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NEW
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The NLP Professional

Your Future in NLP

Foreword by Ian McDermott and Robert Dilts



The NLP Professional gives you the practical tools to start, run and grow a successful professional, efficient and ethical NLP-led business. Breaking down the What, How and Why of being an NLP Professional.

Watch Video  Heart of Being an NLP Professional Workshop

'Karen is synonymous with professionalism and as CEO of ANLP is the perfect person to have written this book – with words of wisdom, great tips, guidance, recommendations and personal stories – she highlights with great flair, how and why you want to be doing NLP super professionally.

If you're starting out with an NLP business – this is a perfect read to support you in setting yourself up in the most professional way from the outset.

If you're already running a good NLP business – this book is reassuring and a reminder of good things to consider, full of great tips and things to review and reflect on.

And if you've been doing this successfully for a while – this book reminds us why we all need to do NLP professionally, whilst also bringing our own style and creativity to the field, so that we can be proud and part of creating something special together.

As Karen reiterates throughout the book, doing this together professionally, not only enables success for everyone but most importantly drives the momentum for the bigger picture; a better world for everyone.

Thank you Karen for facilitating this for us all.'

Yvonne Fernando
NLP Master Practitioner & Life Coach

'If there is anyone who knows both the benefits and challenges of building a business based on NLP it is Karen Falconer. Karen has given us a practical guide to becoming a successful professional, not only in NLP but in any legitimate business.'

Ian McDermott and Robert Dilts

'Here you will learn about what a professional attitude involves, the personal qualities of a true professional, and how NLP itself can be more professional as a field. For the person new to the field of NLP, this book offers an excellent way to determine who is truly authentic and credible and who is not. It is a book that can help us forge a great future for NLP!'

L Michael Hall, PhD
Neuro-Semantics Executive Director

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