

A close-up portrait of Dr. Richard Gray, a man with long, straight, light-colored hair and a full, light-colored beard. He is wearing glasses and a reddish-orange shirt. The background is slightly blurred, showing what appears to be a bookshelf. The entire image is set against a solid purple background.

# R

## RAPPORT

The Magazine for  
NLP Professionals

Issue 37

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# Dr Richard Gray

Moving from Research to Recognition

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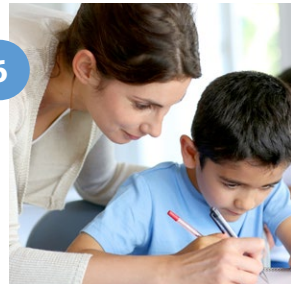
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# Mother's Day

## and other family mealtimes

By Eve Menezes Cunningham



**M**other's Day was initially created not by savvy marketers thinking of ways to increase card sales but by the American social justice activist Julia Ward almost 150 years ago. Her dream was that, one day, mothers across the globe wouldn't have to worry about losing their children to war or terrorist attacks.

Whether you're having a Mother's Day dinner or it barely registers on your radar, how would you like to bring a greater sense of peace to future family gatherings?

If there's someone you find challenging but they're always going to be at such meals, you might want to use your NLP to shift the energy around the dynamic.

Taking a few minutes to do some perceptual position work could help give you new insight into what's going on for them. By having more empathy (even choosing to use such a technique is an act of empathy) for them as well as potentially more information about why they behave in a way you find challenging, you can put supports (for yourself) in place in advance.

These may be mini breaks to another room, walking the dog quickly or anything that offers a little space. By shifting the way you deal with them (even if that's briefly

### “ How might you like to bring a greater sense of peace to future family gatherings? ”

walking away) you'll be changing the dynamic and are likely to notice a positive difference (and if not, you'll still have more information so can tweak your approach until you find a way that works).

You can also use your future pacing skills to imagine all the hiccups you may be feeling a bit anxious about. How would you *like* things to unfold? What might you put in place to make this desired outcome that bit more likely?

Perhaps Mother's Day and other holidays remind you of feelings of grief and loss you may not have dealt with (even when we have dealt with them, it's natural for them to pop up at such times).

Knowing your vulnerabilities, what can you do to make this time of year a little (a lot if possible) kinder for yourself?

If you feel isolated and miss family (for whatever reason) how might you make peace with that loss or create new networks of friends?

While many of your friends may be unavailable for Mother's Day, you can use any emotional pangs and twinges to pay attention to whatever you wish you had more of in your life and consciously begin to make changes.

Perhaps you want to become a parent or adopt and can start looking into that? Maybe you know you don't want to be a parent but would like to spend more time with nieces and nephews and godchildren?

You might be a parent, wanting to scream with frustration as no one told you how it would actually (on occasion – no one's doubting your love for them) be? You can use that pang to arrange childcare and give yourself a break. Your taking better care of yourself will benefit your children. ■



# Moving from Research to Recognition

with **Dr Richard Gray**

Dr Richard Gray has had a career combining direct case work for the US Federal Probation Service, University teaching and practical academic research. His background in psychology and sociology had been supplemented and enhanced by his extensive experience in NLP and Hypnotherapy. His work on Post Traumatic Stress Disorder (PTSD) as part of the Research and Recognition (R&R) Project has led to a dialogue between the NLP and scientific communities which he hopes, with the right pacing, will continue to grow. He talked to *Andy Coote* for *Rapport*.

**F**rom being 'an itinerant hippy working at various jobs from road department to making stained glass and sandals', Richard Gray joined the local Probation Department in Monmouth County, NJ before working with Federal Probation in Brooklyn, New York at the invitation of his professor on his Masters program in Sociology at Fordham University. 'I became the first Federal Officer in the country who had ever acknowledged using drugs or being arrested.'

Having read a 1985 article in *Time Magazine*, he became interested in NLP. 'From that I tried some of the skills including rapport and the results blew me away. I had a guy who was in the mob. I began to match body posture, breathing, rate of speech and tonality and suddenly he forgets I'm his probation officer. At the time, a big mob funeral was going on in another part of Brooklyn. He said to me "These Feds are so dumb". He didn't remember who I was. I just kept matching him. He said, "The FBI has all of their surveillance equipment out in front of the funeral home. There's an alley around the other side that comes out on the back street, that's where everybody comes and goes. These dumb Feds." I said, "Yes, these dumb Feds." He left the office and I got on the phone to the US Attorney, they moved their surveillance and were able to get good information. So this stuff was just really useful.'

Financed by the Federal Government and school loans, Richard took Practitioner and Master Practitioner training with Annie Lindel in New York. 'Annie gave a really rigorous training. There was real behavioural testing and if you couldn't do the stuff you didn't get your certificate. That makes it worth something.' Later on he extended his training into hypnotherapy with Steven Leeds and Rachel Hott.

After getting his PhD in Jungian Psychology, Richard moved into a drug treatment case load. His clients had several group and one on one meetings plus meeting(s) at Alcoholics Anonymous



each week, 'A partner, Larry Tabacknato suggested we could do this treatment for a lot cheaper in-house. I designed the program with a drug and alcohol cost/benefit cognitive thing, visits to AA and things from NLP like Dilts' trance for installing Tesla's way of seeing the future. The NLP pieces proved the most significant pieces for clients. At a drug treatment conference, a session from the National Institute of Health on dopamine in the brain, reward mechanisms and incentive salience made me realise that I didn't have to convince anybody of anything. All I had to do was give them states that would outframe the drug problems. Most of my case load wasn't interested in changing. Like most drug addicts

“I began to match body posture, breathing, rate of speech and tonality and suddenly he forgets I’m his probation officer”



they didn't think they had a problem. They just liked taking drugs or were trying to get back to where it feels good again. I could say, "let me teach you some things that'll help you to feel good, that'll improve your memory, that'll give you all this good stuff." We never mentioned drugs. I moved to a complete NLP program taking two hours per week with 10 or 20 people at a time and the statistical results that we had from the first full year of doing that against our parallel program, which took six months and cost \$3,000 more than just the NLP, got essentially the same kind of results – around 29.6 per cent success.'

Richard was one of four winners of the NLP World Community Awards in their inaugural year of 2004 for the Brooklyn Program as it came to be known. Richard's award was in the category of education. 'I think that the education award was an excuse because they didn't have one for addictions and that was the category they can put it in. In the letter they cited the Manual as being clear, concise and easy to use even if you don't know NLP. I've been giving it away since I wrote it. Every once in a while I hear from somebody who is using it with success and, sometimes, winning awards themselves.'

Richard began teaching psychology and sociology part time as an adjunct professor until leaving the Probation Service in 2004. 'I went to Fairleigh Dickinson University (in Teaneck NJ) in the school of Criminal Justice and taught there for nine years, until the summer of 2013 when I retired so that I could go full time with R&R.'

At Fairleigh Dickinson, Richard taught police and probation officers in areas like interviewing and interrogation. 'It was basically an introduction to an NLP course. I taught them rapport, anchoring, circle of excellence and decision strategies. I made them go to a court house and watch a series of trials and come back and tell me what the judge's decision strategy was, who honoured it, and how the judge responded depending upon the

people's reactions.'

One of the important things he taught his students, Richard tells me, especially with criminals, is let them tell their story and not to judge them. 'If they want to brag about some heist or something, let them go. They'll forget who you are. One of my students got a job as security supervisor in one of the big box stores near the school. She had to interview a shoplifter and began using skills such as rapport and pacing and suddenly the person she is interviewing doesn't just admit to shoplifting, she begins to drop everything she's ever done in her whole life. My student called me up and said, 'I've just got to tell you what happened'. There were regular stories like that. That made me very happy.'

Richard first met Frank Bourke, founder of the Research and Recognition Project in 2006 at IASH where he was giving a presentation. Steve Andreas had told each of them that they should work with the other. It almost failed at the first contact, Richard tells me. 'I'm listening to this guy and there's these nominalisations and what appeared to me to be empty words and promises and I thought, I'm not going to trust this guy, this guy's a charlatan.'

Steve Andreas insisted that Frank could be trusted and Richard agreed to give it another try. 'We've been working very closely since 2007 and have grown to be really good friends. He's a brilliant guy, he's a great therapist and you should hear the stories he can tell. Frank knows science. He did a lot of serious research that pissed off an awful lot of people when he was taking his PhD. If I had a real objection to something in terms of my inability to substantiate it, he would say fine.'

Richard joined R&R and began to look for areas to research to make progress on PTSD. The first area suggested was IEMT (Integral Eye Movement Therapy) but Richard could not find enough science to take that forward. 'There was a whole body of

information on Shapiro's EMDR work that says the eye movements are totally unnecessary. I couldn't find a mechanism. I couldn't find journals that said, we've made these correlations. Without that, I couldn't write about it. We turned our attention to the fast phobia cure.'

Richard published his paper PTSD: Extinction, Reconsolidation, and the Visual-Kinesthetic Dissociation Protocol written with Rich Liotta in the journal *Traumatology* (\*1) in early 2012. Based on the fast phobia cure developed by Richard Bandler and used for the first time with PTSD by Steve Andreas, the RTM (Reconsolidation of Traumatic Memories) Protocol incorporates recent neuroscientific research on memory reconsolidation. 'When you briefly awaken a, especially emotional, memory, stop it, and then you can overlay something that's related. In our case, it re-writes the associated emotional part with a dissociated emotional part so they can remember it, they can talk about it, no problem, it's just something else that happened. The neurological model, from Karim Nader, Glenn E. Schafe and Joseph E. LeDoux, suggests you have to awaken the long-term memory briefly to get the chemical soup cooking. The proteins are pumping and the memory is made labile and becomes subject to change within about a six hour period. As long as the memory that you are reinserting is related, it will be incorporated into the old memory. It will restructure it completely.'

Having published that article, doors have begun to open. 'People that probably wouldn't have given us a sideways glance, suddenly were talking seriously to Frank and weren't running away because of NLP anymore. That's really our aim. Once we get this up and going we'd like to do some other things.'

Many of us in the NLP community have watched the Wikipedia entry on NLP with dismay. Some attempts to correct the more extreme claims within it have been met with resistance. Conversations in summer 2013 involving Tim Hallwell, Frank Bourke and Richard focused on this difficulty and came up with the idea of developing an NLP Wiki. 'Frank and I cranked out the first version, which was still pretty incomplete. Then we assembled a writing and editing team and began to float things through them. We've added pieces and corrected things. It's a closed wiki as we decided that we were going to moderate everything that comes through. A lot of people have worked very hard on it including Byron Lewis, Frank Pucelik, Susan Stageman and Kathy Welter. There are many others who also make contributions but I would love to get more submissions.'(\*2)

Another key project which Lisa Wake and Richard have been working on has been to examine research in other disciplines for items of use in supporting NLP and publish references.(\*3) 'We can support with published research external to NLP all of the visual sub modalities. There is good solid psychological research that says they are absolutely valid. People who wouldn't dare mention NLP have replicated our materials.'

When that happens, there are two reactions we can have. We can either respond with anger or we accept that it's become part of the knowledge base that we can also use. 'It's funny, almost three years ago Ayduk and Kross published a way of dealing with

## “Conversations in summer 2013 came up with the idea of developing an NLP Wiki”

trauma that included disassociation>(\*4) viewing things from a distance and draining the colour out of it. My first impression was that this is NLP but they never cited it. I said, "Well it just must be parallel research." So I added it to the online database. In November or early December 2013 there was this big swell of indignation that began on Facebook. Frank suggested that we contact the writers and see what they have to say. A lot of other people did it independently and we also wrote to Guy Winch, at *Psychology Today*, who had reported the research, not knowing that these guys had taken it from NLP. He offered to author one of his blogs in *Psychology Today*, in the print version as well, with some of our favourite techniques. That has now been published in *Psychology Today* as 'NLP Experts Speak Out'.(\*5) I think that is one of the great fruits of that indignation that I often lack, it really did bear fruit this time and I was very happy to see that.'

I asked Richard how we can achieve more scientific recognition. 'I think we have to choose our battles. We have to put together the structure which the R&R group is doing, and begin to do it. I don't think you can test NLP per se as a scientific hypothesis, but it generates techniques that are testable. We can test the spelling strategy, the RTM strategy, my drug program. But, because NLP is not the techniques, people don't feel that testing them is validating NLP. Most of the people who take that view are not pacing their audience. They're not asking the scientists, "Well, what do you need to see in order to believe that I'm not talking out of my hat?" The scientists will say, "Well, give us a standard RCT (randomised control trial) article that shows us that you're doing is better than what somebody else is doing."'

That's what R&R is committed to deliver and Richard Gray and his team are central to delivering the evidence that will allow NLP to be accepted more widely in the scientific community. That recognition can lead to more funding and to a wider acceptance. ■



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(\*2) <http://nlpwiki.org/wiki>

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# Soul Trader

## Putting the heart back into your business **8: Change**

We've reached 'Change', the final principle, in the series of articles from leading life/business coach *Rasheed Ogunlaru* from his popular book *Soul Trader – Putting the Heart Back into Your Business*. Through the series Rasheed has helped to coach you and your business whatever its stage to help you win customers and opportunities as an NLP Practitioner/coach.



**Rasheed Ogunlaru**

### **Our journey so far: a recap**

As we head toward the end of our Soul Trader journey, so far we've covered:

- 1** Clarity: knowing who you are, where you want to go and what that journey may involve
- 2** Customers: seeing life through their eyes and ensuring your service meets their needs
- 3** Courage: believing in you, what you do and those that you are looking to serve
- 4** Co-operation: building rich relationships to support you and propel you forward
- 5** Conversations: ensuring everything you do and say is clear, crisp, appealing and compelling
- 6** Creativity: employing the blend of inspiration, structure and spontaneity that works for you
- 7** Compassion: taking care of yourself, your health, your customers and your business.

### **“Everything will change; nothing is fixed”**

Now we must embrace perhaps the final, fascinating and most challenging principle: Change.

### **'Face it, shape it, embrace it.'**

*Rasheed Ogunlaru*

### **All change**

Everything will change; you, your customers – and their needs – your industry, technology, the economy, those around you...nothing is fixed.

The challenge is when it comes to all aspects of life and business we are duplicitous about change: on the one hand, we want things to stay the same – we want to hang on to certain customers, projects, processes,



## 🔴 Business is often at the cutting edge of change 🟡

people, habits and routines. Yet, on the other hand, we want things to change: we want new customers, projects, opportunities, habits and possibilities.

Over the last 10 years in running my coaching business so much has changed: a buoyant economy has slumped, social media transformed the way we do business, the internet matured, the areas I coach in expanded and countless clients have come and gone. I've needed to gain and add new skills, and face new challenges, and so have all the clients that I have coached in their lives, careers and businesses.

### Facing change

So, the first step is to acknowledge that, like it or not, change happens and will happen throughout your career. NLP, coaching and the entire personal, professional, self-help, counselling and therapy industries have expanded over the last generation due to how our lives have changed.

What's more, business is often at the cutting edge of change; it is about meeting our needs, innovation and invention. Many of the biggest businesses that are at the heart of our day-to-day lives Apple, Google and Microsoft are themselves relatively new businesses who have become giants in an online era – itself a relatively new development that has changed our world.

- What changes have you seen so far in your life?
- List all the changes that you've made during the course of your career?
- What changes are going on for you at the moment:
  - personally and in your health?
  - with your friends and family?
  - in your career or business?
  - with your clients, suppliers and customers?

What have you learned from all the changes that you've been through in your life and work? What is it that needs to be addressed now in all these areas of your life and career? Write a short list.

### Shaping change

When we become aware of change we can begin to shape it. What's more as an NLP practitioner and/or coach you are a change-maker. You help people make changes in their lives and careers. You are not exempt from that process. Perhaps you entered this field to make changes to your life and or others. I certainly did.



What change do you want to shape and make in your life, in your clients' lives and in your chosen field?

### Embracing change

As your career in and around NLP and self-development unfolds, and as you build your business you'll be faced with many challenges; personally, within your business, with finance, marketing, operations, associates, clients, technology, late and non-payment, and work-life balance. Sometimes in all the 'busyness' you'll be tempted to block those personal or professional challenges out or to argue (out loud or quietly within) that you're too busy. But if you don't face and try and shape that change you may be left behind. I, and most others I've met in our profession and in business, have been there.

There will be some changes you may have foreseen: clients moving away and others that you might not like – technological, economic or all sorts of other challenges.

However the change comes about, embracing it is key. Ironically at the end of last week my most lucrative corporate client decided – just like that – to cut their costs and end a contract. It affected their staff and me as a supplier. After a moment of shock and disappointment I realised I just had to embrace it and press on with the marketing work to bring in new business to replace it.





### ➔ Where's the flow going?

In order to run a successful, sustainable business you need to keep your eye on where the flow is going. This can help you anticipate, adapt and act. You cannot stay still or stagnant any more than a particular stretch of a river can. You might try for a while, but if you resist you'll get washed away.

- What changes are going on within your industry? Do you know? How can you find out?
- What changes are going on in your life that will require action?
- What's going on in the economy, politically, technology and socially?

### Making changes

Based on this article and reflecting on where you're at, write a list of changes in your life, business and career that you:

- 1 should make
- 2 could make
- 3 would love to be able to make if you could?

Now consider which one change would have the biggest positive impact on your business?

If you can change anything straight away then do it, the momentum may well help you. It might be that a quick call to a client, email to a contact, conversation with a potential associate, word change to your website might make all the difference to you. Now consider and list what steps and support would be involved in making some of the other changes you identified. Be realistic, strategic and shrewd – it may be that your time, energy and bank balance may benefit from you focusing on making one change that would focus you on one aspect of the business that is most popular, proven or profitable.

If you feel stuck then – just like you'd urge your potential clients to – seek expert help.

### Next time...

Having now journeyed through all eight principles, the next article will conclude with an insightful summary of the principles, how to bring them together and how to stay on track to succeed as a Soul Trader utilising the principles. ■

### 10 Things that May Need to Change

- 1 Mindset – this is key: the more you believe it, the more you'll achieve it.
- 2 Business model/ type – if things aren't working, see how others make their practice work?
- 3 Team, structure and systems – put in simple processes and get help if and when you need it
- 4 Network, associates and staff – feeling isolated? Then it's time to build your network?
- 5 Working habits – manage your time and energy aptly (Soul Trader has tips to help you).
- 6 Certain customers – spot the right fit: let the wrong ones go and the right ones in.
- 7 Business partners – is it time to work with someone, or time to change?
- 8 Relationships – all need time, attention and energy. All have differing shelf lives.
- 9 Attitude and approach – linked to your mindset, what things need a fresh approach?
- 10 Skill set and style – what new skills do you need and do you need to hire, buy or swap?

### Top Tips for Navigating Changes

- Don't put all your eggs in one basket: have a number of customers – not just one giant one – or you'll struggle to replace the huge gap it leaves in your budget if and when they move on.
- Strategy and action plan: produce a short strategy for your business – and crucially an action plan. Whilst things rarely will go quite according to plan it will help you focus – and to adapt. The action plan is key; update it weekly so that you can adjust and act appropriately. You'll find a two page business plan tool in the *Soul Trader* book, you can use.
- Regular reviews: I recommend introducing a short 10–15 minutes review of where you're at in your business.



# How to:

## Adding a Diary Event to the ANLP website

### STEP 1

Log In as a member using your email address and password.

### STEP 2

Select the link to **'View my Profile'**. Search for the member you require, by typing name into search box.

### STEP 3

There are various tabs on your profile, one of which is **Courses/Workshops**.

### STEP 4

Select the Courses/Workshops tab and click to **'Add Diary Event'**.

### STEP 5

Complete the information in the boxes and then press **'submit for approval'**. **'Add another date range'** allows you to add the same event, which is being delivered on a number of different occasions.

### STEP 1



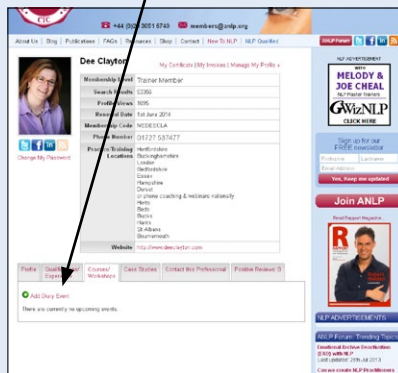
### STEP 2



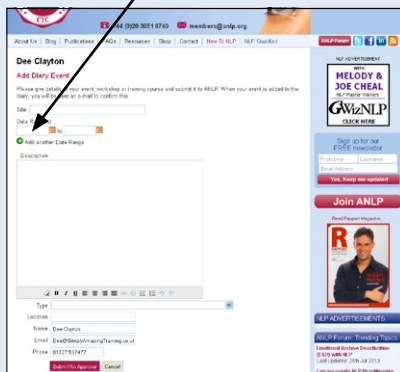
### STEP 3



### STEP 4



### STEP 5



### TIP:

If you have a modular event running over a period of time, just enter the start and end date for the first module, rather than the whole course. You can then put the dates of the other modules within the description.

**Reason:** If you put the start and end dates for the whole course, the public may just think they have to commit to that entire period of time, and will not bother to click on your event for further information.



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