



R

RAPPORT

The Magazine for
NLP Professionals

May / June 2013

Issue 32

www.rapportmag.com

Tim Ferriss

Modelling

The Four-Hour Way

CONTENTS

TEAMWORK!

5



R

RAPPORT

The Magazine for
NLP Professionals

APPLICATIONS OF NLP

- 5 Basic NLP**
People Power
- 6 Education**
Leading the NLP Community by Example
- 8 Health & Well-being**
NLP supports recovery from hysterectomy
- 10 ANLP News**
- 12 Lifestyle**
How to turn down the (emotional) volume
- 14 Business**
All Change!

NLP FOR PROFESSIONALS

- 16 NLP Legends**
Rich Liotta – 'an NLP Geek of sorts' – and much, much more
- 20 NLP**
The impact of language: Part 3
- 24 NLP**
Common language patterns overheard: Part 2
- 26 ANLP News**
How do you use yours?
- 28 NLP**
Emotions, Sensory Acuity and Papua, New Guinea
- 32 Author Interview**
Modelling - The Four-Hour Way

BUSINESS ADVICE

- 34 Book Reviews**
- 36 Business Development**
Carry on Writing - Writer's Block and NLP
- 38 Coaching**
Soul trader - Putting the heart back into your business 3: Courage
- 42 Best Practice**
Where do you practice your NLP?
- 44 Research**
Reading Quantitative Research Critically: Part 1
- 47 Endnote**
Using NLP to help people with communication difficulties

16



38



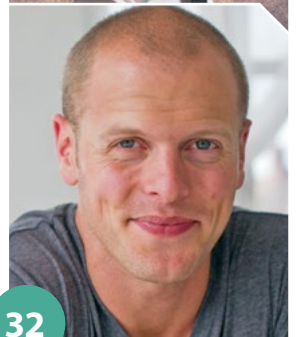
44



20



32



Modelling

The Four-Hour Way

“It’s about how to learn new skills and behaviours from exemplars and how to teach them to other people”

4-Hour Man, Tim Ferriss is an object of fascination for many NLPers. Like the field of NLP itself, Ferriss – author of New York Times bestsellers *The 4-Hour Work Week*, *The 4-Hour Body* and most recently *The 4-Hour Chef* – is all about modelling excellence. *Judy Rees* met him in London recently.

Is Tim Ferriss the best modeller in the world? That was the question posed on an online NLP forum just before I was due to interview him. The discussion involved plenty of controversy, as discussion of Ferriss often does. He attracts passionate fans – typically, people who have used his ideas to transform their lives by breaking free from the nine to five routine, or to transform their bodies by losing fat and gaining fitness.

But he attracts plenty of criticism too: he’s been accused of making unverifiable claims, misleading his readers, cutting corners for quick fixes, bullying, and of being self-absorbed, anti-social and ruthless.

Sounds a bit like NLP itself, perhaps?

While at first glance his latest book, *The 4-Hour Chef*, might look like a cookbook, it’s not, he insists. Instead, it’s a guide to modelling. It’s about how to learn new skills and behaviours from exemplars, and how to teach them to other people. Learning to cook is just the example, the content. The real meat is in the process.

Again, sounds a bit like NLP.

But it turns out that Ferriss’s only exposure to NLP was reading Tony Robbins’ *Unlimited Power* in high school. It clearly had an impact: ‘It really introduced me, or reinforced my interest, in modelling, in finding out how to learn to emulate and model excellence,’ Ferriss said.

It was a few years before his modelling career took off. But since then, his interest in excellence has produced astonishing results – including a world championship in kickboxing and a world record in tango dancing. But rather than using NLP approaches, he says his modelling method is all about removing things rather than adding them, and seeking out the 20 per cent that makes the most difference.

‘Whenever I lack clarity the first thing I do is massive house-cleaning, both literally and mentally, removing as much as possible,’ 35-year-old Ferriss explained.

‘I think that when we seek to fix a problem the first impulse is to find a solution by adding, and I think that addition often compounds our problems, or at least it gives us more to manage. So whether it’s looking at learning a language, playing a sport, learning tango, improving a start-up, I always first ask, “What are the 20 per cent of activities or people or services that are producing 80 per cent of the results that we want, and what can we remove to reduce the noise and increase the signal or the things that we actually care about?” And that’s my first step.

‘You can apply it to relationships as well, or emotional management, self management. What are the 20 per cent of

people and activities that are producing 80 per cent or more of the negative emotional states that I have? And what should my “not to do” list be? What should my elimination list be?’

It all seems to make sense when it comes to cooking. Because considered closely, the act of ‘cooking’ itself is perhaps 20 per cent of the work involved in providing a meal at home.

Ferriss explained: ‘If you try to learn to cook, and you view cooking as one skill, you’re setting yourself up to fail and quit, because in fact you’re adopting four or five new behaviours.

‘You get excited because you find a recipe that looks great. You go to the grocery store – because you clearly don’t have groceries in your house because you don’t cook. And it takes you an hour just to figure out where everything is and get out of the grocery store. And that’s if you’re lucky! So that’s strike number one. Then you get home and you have to prepare all that stuff. You don’t know how to prepare things. Strike number two. Then you have to cook. Obviously. Which is what you wanted to do, fine. Then you have to clean up.

‘If you can instead teach people how to cook, let’s just say without any prep, without any clean up, without any grocery shopping, then they can add those once they’re comfortable with cooking. It’s very easy to do, you could use a delivery service for the groceries, or you could actually cook in a restaurant, take a class, not doing the shopping or the prep yourself, focus on the cooking and then you could use disposable plates for the first five to six sessions.

‘That five-session mark is very important, at least based on research that’s been done by Nike Plus of their millions of users. They’ve noticed that the logging of data and the running itself becomes a habit after five sessions.

‘And lead with the fun stuff. Early wins are extremely important in any skill. Giving students a feeling of confidence and a sense of excitement from the very outset is extremely important.’

So far, so straightforward. But going back a few stages, how does he get started? How does he choose which exemplars to model?

He said, ‘I look for anomalies, meaning people who are exceptionally good at a given skill, ideally who shouldn’t be – those who have exceptional skill without the typical attributes.

‘So for example in ultra running, Scott Jerk has won the Western States 100, a 100-mile race at high altitude, seven times. He’s a monster – in all the best ways. But he’s also built like a spider, six feet two or three and 140 pounds. He’s built perfectly for his sport. I would reach out to someone like Scott Jerk, or let’s say, a silver medallist in a sport from several Olympics ago,

because they're typically very easy to reach compared to people in the limelight now, and I would ask them, "Who's good at this who shouldn't be?" And I would get answers like "Dave Goggins".

"Dave Goggins is, last I checked, about 250 pounds, a very big guy and he runs 100-mile races. And that implies to me that he is compensating for a lack of attributes with a particular training method or mindset.

"Once I find an anomaly like that I will typically interview them if I can, and that doesn't require being a published author. You can just do it like you're doing it with me right now, freelance. Write an article. Do a Q and A. Pay for a Skype session. It's not that difficult.

"And I will ask them a series of questions related to their training and training elsewhere. So in addition to asking about their own methods, I'll ask, "Who are the most controversial trainers in ultra running? Why are they controversial? What do you think about them? What are their results? Have they replicated their results? Have they reported their methods anywhere?" And if I find someone like a Dave Goggins I will immediately look to see if they have taught other people to do what they do.

"Then I'll try to distill that method into one or two pages.

"And then I test it myself. And getting to the 20 per cent or less that I teach my readers requires me to use myself as a human guinea pig, and that requires pretty extensive field testing. And at that point I will identify the things which have worked for other people, worked for me consistently, that are ideally safe and minimise injury, and then I'll test that with a small sample size of readers, say ten or 20 people, male and female, of different ages.

"And then, only then, I put it in something like *The 4-Hour Chef* or *The 4-Hour Body*.' ■

It's not all fun: Ferriss on writing

'I find writing really hard – I still find writing really hard,' Ferriss explained. 'I actually vowed myself after my senior year in college that I would never write anything longer than an email ever again.

'I find writing very challenging because I am a perfectionist. Kurt Vonnegut, who's one of my favourite writers of all time, has said that there are two types of writers.

'A swooper is someone who can spit out a first draft that's not very good, but do it quickly and then come back and revise it and revise it. Which is usually the advice you get when you are writing – just vomit out your first draft and then go back and revise and revise and revise.

'I can't do that. That's because I fall into this other category of writer which has to get each sentence or each paragraph right before moving on to the next, which is a very painful way to write. It's super painful. I've tried to force myself to become one of these fast first draft people and I just am not really capable of doing it. I've become better. But I've always found writing difficult. Doesn't mean it's not worthwhile, but I find it difficult.

'Why wouldn't I teach myself to become a swooper? Because I get good results doing it the way I do it. And I've tried to write as a swooper and the results have not been as good. So the way I view it is that pain is the price I pay for the type of book I want to write. And I'm ok with that.

'Of course, every time I decide I want to write a book I forget how painful it was last time. Sort of like childbirth, I guess.'



Ferriss's metaphor for modelling

I seized the opportunity to ask Ferriss some Clean Language questions. And, sure enough, his metaphor for modelling produced some surprising insights.

'I think modelling is like drawing animals in a zoo,' he said. 'Watching animals move and behave and trying to capture that, in snapshots. Looking at something people have all seen before and seeing something different.

'You really have to have a blank slate to start with. You can't come into it with preconceived notions of what a lion should do. You have to come into it to capture what you see and not necessarily filter it or interpret it or skew it before you put it down. You have to assume that what you think you know could be wrong.

'You need to do a lot of drawing. The way you get good at drawing is by doing a lot of drawing. That's why artists will very often use – at least, sketch artists, also animators – will use erasable light blue pencils, and then they'll go over the sketches they like later with ink or darker pencil or something like that. Most of the things I capture when I'm studying someone end up getting thrown out.

'I'm drawing not because I want to sell my work; I'm drawing for the enjoyment of the process of capturing something.

'And I'll take that reality that I've captured and try to turn it into something fictional. I'm going to ask, "What if a lion were riding a horse? What if a person were 1,000 feet tall instead of six feet tall?" Asking a lot of "What if" questions is very important.

'I find the entire thing fascinating. When outcomes are uncertain, if some facet of the process isn't enjoyable why the hell would you invest your time in it to start with?

'Even something that's painful I think can be enjoyable, like going to the gym, getting stronger, I find hugely enjoyable. Do I enjoy puking in a bucket after a really intense lactic acid workout? Not particularly. But do I enjoy the knowing that I am becoming stronger, each time I plan it properly and time it properly and come in and know that I'm able to do that much more? Absolutely.'

Members Only Downloads

Did you know, as a member of ANLP, you have access to downloadable resources that are only accessible to members. Remember that these resources are for your exclusive use and form part of the features and benefits of your ANLP membership.

Downloads you can access include:

Member Logos

Use your Member logo as a marketing tool on your website and promotional materials, to demonstrate you are a responsible practitioner, who belongs to their Professional Body.

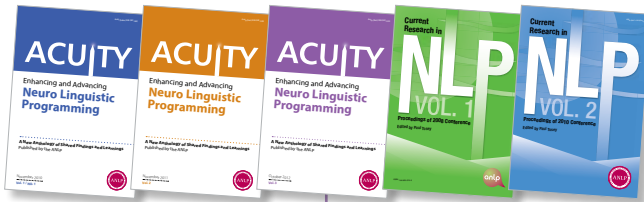


Complimentary ANLP Publications

Did you know all ANLP members have access to the current PDF issues of *Acuity* and *Current Research in NLP*.

Acuity Volume 3 (published in October 2012) PDF is now available to download and includes the articles in the table below.

ANLP members can also buy discounted printed copies of *Acuity* and *Current Research in NLP*, saving £10 per issue on the retail price – worthwhile additions to any discerning NLP Library! You will have to log in as a member to access the discounted versions – after all, we do want to reserve these offers for members only!



Articles included in issue 3 of *Acuity*

Article	Author
REPROcess: Modelling Attention	James Lawley & Penny Tompkins
NLP & Negative Emotions	L. Michael Hall
NLP, Philosophy and Science	Joe Cheal
Freeways to Desire	Gareth Evans
Deities, Demigods and Heroes	Lucas Derks
Re-examination of the structure of the TOTE	Tim Lyons
Meta-Programs and coaching	Angus McLeod
Successful Irish Female Leaders: Developing a Model of Excellence	Carina Furlong

Business Form Templates

We are often asked if we have any templates that members can use as a starting point when developing their own business.

Some of our more experienced members have kindly given us permission to share their contracts and pre-screening information in word document form, so that you can download these and tailor them to your own requirements.

Please note that these are generic documents for guidance only and we do recommend you seek independent legal advice when drafting contracts, to ensure they meet your specific requirements.

Report articles on Basic NLP

Members have expressed an interest in being able to access some of the more basic *Report* articles, so they have additional resources to share with potential clients or students. Members can download these here.

Log in as a member and visit <http://www.anlp.org/members-only-downloads> for more information and to access all the downloads available.

For a list of NLP Practice Groups go to: www.anlp.org/nlp-practice-groups and for the ANLP online diary go to: www.anlp.org/diary.php?q=

Emotions, Sensory Acuity and Papua, New Guinea

By Joseph O'Connor



Joseph O'Connor

Bear with me, the strange trio in this title are connected, as you will see below...

The heart of NLP is modelling, and the basis of modelling is pattern recognition.

How do you recognise patterns? By paying attention. Sensory acuity has always been at the heart of NLP, from the beginning when John Grinder, Richard Bandler and Robert Dilts got curious and

“Emotions are at the heart of our humanity, they move us, literally and metaphorically”

started paying attention to something that was so obvious that everyone seemed to take it for granted – eye movements. They did *not* take them for granted, and so opened a whole new study.

Emotions also seem so obvious as not to merit further thought. And emotions are at the heart of our humanity, they move us, literally and metaphorically. They guide our decisions, and intense emotions will push us into actions that we sometimes regret and sometimes rejoice. We talk a lot of emotional states in NLP, but what is an emotion exactly?

We have answers from both neuroscience and psychological research. Neuroscience can track what happens in the brain before we become aware of an emotion. Emotional impulses start in the brain, triggered by different events. When we become aware of the emotion, we can if we wish, have some control over what we do.

What of the emotions we are aware of, and are they different from feelings? Paul Ekman's work on emotions provides some answers that have yet to percolate into NLP, but have great value for us. Ekman was named as one of the 100 most influential people in *Time* magazine in 2009 for his work in psychology. He started his research in 1965 into emotion – were expressions of emotion universal or did they vary by culture? At that point no one knew. He consulted with Gregory Bateson, Margaret Mead and Edward Hall among others, all of whom believed that emotional expressions and gestures were socially learned and varied by culture. It was an important research study and Ekman himself thought at the time that they were right. However, his initial studies strongly suggested certain emotional expressions were universal. The display rules – in other words what is socially acceptable to show in public – in families and cultures were different, but the expressions were constant.

But there was one important doubt. With cinema and TV so widespread, perhaps people learned emotional expressions from those media. Ekman had to find a culture that had no films or TV. There are such Stone Age cultures in Papua, New Guinea which had no written language either. It was there that Ekman went to study to prove the thesis one way or the other. He devised a clever experiment, showing





a picture of an emotional expression to the people and giving them a choice of story that described the situation, for example, a child has died (sadness), a friend has come (happiness), you are threatened by a wild animal (fear), etc. and asked them to pick the story that fitted the expression he gave them (if any).

The result was clear. There are seven universal emotions that are the same for every human being. These seem to be programmed in by evolution and the facial expressions are the same in every culture. Before reading on, you may like to take a guess at the seven...(Answer at the bottom of page 30.*)

This was remarkable work and opened up a huge area for research into emotions and emotional expression. What is also interesting is that we cannot control these expressions, sometimes they flash across the face in about a twenty-fifth of a second and are called micro expressions. You can learn to

see these but obviously it takes training. They are a clear indication of emotion that cannot be hidden. Those readers who have seen the Fox TV series 'Lie to Me' will be familiar with these ideas, as Paul Ekman was the scientific adviser in the series and the main character in the series played by Tim Roth is supposed to have done similar research to the real research that Ekman did.

Studying this work on emotions is not only fascinating, but also very useful for NLP.

So, what are the implications for NLP?

First, we can now make definite calibrations of emotional states. We still describe them in sensory based language, but we can be sure of the meaning. For example, when a person has the inner corner of the eyebrows raised, the eyelids are loose and the lip corners are pulled down, the person is sad (or faking sadness). It is actually very hard to accurately



Neuroscience can track what happens in the brain before we become aware of an emotion

fake emotions, as many of the muscles that move the face into emotional expressions are not readily under conscious control (try raising the inner corner of your eyebrows voluntarily, most people cannot do it). So you can be fairly confident that the person is sad, and can ask questions about that if it is appropriate. Also, with this knowledge, we can also see when people are only faking emotions. This has implications for lie detection.

Second, we can accurately calibrate emotions. We often ask clients to, 'think of a time when...' they felt a particular emotion. We can see the facial expression and know whether the person is indeed feeling that emotion, if we know the reliable expression of that emotion. The signs may be subtle, but they are there.

Third, if we have enough sensory acuity, we will be able to pick up micro expressions in others, (this takes training but it is possible). This opens the world of emotions, we see so much more, we see emotions everywhere, just like when we first learned about eye accessing cues, suddenly they were everywhere. Of course, they always have been there – and so have emotions, only now we see them.

Fourth, it helps us manage our own emotions by becoming familiar with the feelings and expressions that we make when we are emotional. We can feel emotions simply by making the right facial expressions. This is most important for happiness, and the facial signal for happiness, of course, is a smile. But there are many different types of smile, for example, the resigned smile, the polite smile, as well as the genuine enjoyment smile. All smiles involve the lip corners pulled up towards the forehead, which if it is strong, will make crow's feet around the eyes. However, the smile that shows genuine enjoyment (the Duchenne smile), always involves the muscle around the eyes tightening, reducing the area between the eyebrow and the top of the eye. This is



not so easy to see, but it is the only way to tell a real smile. It is also not at all easy to do consciously, which may explain why people who are told to smile if they want to feel better, often don't feel better, because they cannot make a genuine smile.

And if we do become good observers of human emotions, not only will we be better communicators and negotiators, we will also be more sensitive in relationships. It is important to say that while you may observe an emotion, you cannot tell why the person is feeling as they are. You do not know what the emotion is about. It may be about you, themselves, the situation, an unrelated memory. Jumping to conclusions about this gives trouble.

Knowledge brings responsibility. You do not have permission to invade someone's emotional life with questions because you see their emotions. (In the same way just because you see an eye accessing cue, you don't immediately jump up and say, 'you saw a picture just then, tell me about it!') If you see an emotion such as sadness or anger, the person may be trying to hide it, or keeping silent about it for a good reason. However, if you know it is there, you may be able to manage the relationship a great deal better. It all starts with sensory acuity. Emotions are a fascinating field to explore, and you do not have to go to New Guinea, everything is right in front of your eyes. ■

**The seven universal emotions are: happiness, anger, sadness, fear, disgust, contempt and surprise.*

Using NLP to help people with communication difficulties



By Dr Hiten Vyas

The use of NLP can assist people greatly in unravelling exactly what thought patterns and unhelpful beliefs are contributing to communication problems they may be having and help to instil new ways of thinking and empowering beliefs for improved communication.

Underlying communication problems such as stammering are a number of cognitive elements including thoughts and beliefs that contribute to the challenges a person has in expressing himself/herself effectively in professional and personal settings. As the person continues to struggle to communicate, thinking patterns repeat, perpetuate and layer upon each other and beliefs become solidified. The person has now learnt how to create states of anxiety, fear and helplessness about how they communicate in response to outside stimuli and internal thoughts and ideas they have about themselves.

NLP offers a useful set of tools to deal with the internal problems being faced by a person experiencing difficulties in communicating. Just allowing the person to consider that major aspects of their communication problems have been learnt, which result in unhelpful states being created through habit, can lead to

“It can help a person unravel the negative frames they have created about themselves”

a major ‘aha’ moment. It brings hope that the person can unlearn the habit and learn to create another reaction instead. Work on VAK strategies is very helpful in this particular area.

It’s useful to remember that communication problems usually impact the very core of a person’s self-identity and govern the type of experiences the person will have in their daily life. Hence, assisting a person to change what they believe about themselves at the identity level will form the strongest basis for change. It will help in allowing the person to begin to become unstuck, from the self-image they have created about themselves and look at developing a new one, which is more resourceful.

Often underlying the current self-image with regards to communication is a number of unconscious thoughts and beliefs that have been developed through the person’s life experiences. The branch of NLP known as Neuro-Semantics and specifically the area of Meta-States as formalised by Dr L. Michael Hall and Dr Bobby Bodenhamer, can be extremely useful in this regard. First, it can help a person unravel the negative frames they have created about themselves,

their ability to communicate and about other people, and access and apply resource states to the problems they are experiencing. The Drop Down Through Pattern is very useful for doing this.

A person struggling with communication may have spent a number of years trying to resist the communication behaviours he/she has been creating and may even hate the behaviours he/she is producing. In this case, NLP can be used to create states of acceptance and welcoming what the person is experiencing and using this acceptance as a sense of empowerment to still be able to communicate effectively, despite experiencing some difficulties. Alternatively, NLP can be used to create a level objective dissociation from the behaviours so that the person is able to identify other resources, which previously were not apparent.

Future pacing is a key component of NLP change work and is critical for people who are experiencing communication challenges. It will allow a person to be in resourceful states and see themselves communicating effectively at first through their imagination, which will help in forming a strong anchor for when they go into the real world and change the way they communicate. ■

RAPPORT

The Magazine for NLP Professionals



Regular columns include:
NLP, Education, Business, Trainings
and Workshops, Health, Interviews,
Debate, News, Book Reviews,
Professional Support and more...

Comes
FREE
with ANLP
membership

**ENJOYED
READING?**
Subscribe now
to receive future
issues

www.anlp.org

To subscribe visit www.anlp.org or call 020 3051 6740