

# rapport

A man with short hair and a slight beard, wearing a white long-sleeved button-down shirt with a vibrant floral pattern on the chest. He is smiling and looking towards the camera. His hands are in his pockets. The background is a solid, bright red color.

ISSUE SIXTEEN

SUMMER 2009

## The Barefoot Doctor

Applying ancient wisdom to current concerns

## Belief Audit

Clean up your Thinking

## New Code NLP

The modern approach

## Topher Morrison

NLP going mainstream

THE MAGAZINE FOR PERSONAL DEVELOPMENT

SUBSCRIPTION ONLY



**Welcome to another 'cracking' issue of Rapport** ('cracking' because my son's latest obsession is Wallace and Gromit!)

We have some really thought provoking articles in this issue. As I was reading through them earlier this month I marvelled at the messages that were coming through to me from the features...and I am so grateful that I am part of a field of learning where we are taught to notice these things.

What a fascinating debate Andy has put together (page 4)...not only has he developed the debate around having both integrity and money, he has also elegantly led into an obvious subject for the next issue. So if you are interested in taking part in September's debate about Diversity within the NLP Community, do please get in touch with us.

I am completely 'hooked' on Neil's serial, 'Anatomy of a Plane Crash' (page 6). I am sure it's because Neil writes so eloquently and honestly about his personal experiences, and pulls together so many elegant applications of NLP!

Talking of eloquent and honest, I think we are honoured and privileged to share Rosie's story of how she has met with and overcome breast cancer (page 28) – if ever there was a role model for dealing with adversity, Rosie is that person.

Honesty and reflection does seem to be a theme throughout this issue, from Robert's 'Belief Audit Process' (page 32) to Topher's observations about the current state of the NLP Community (page 10). Perhaps, bearing in mind 'Perception is Projection', this is a reflection of ANLP. We are currently reflecting on our own practices and goals, having recently been awarded a Social Enterprise grant specifically for developing our 5 year Business and Marketing plans...so we have some exciting times ahead

*Karen x*

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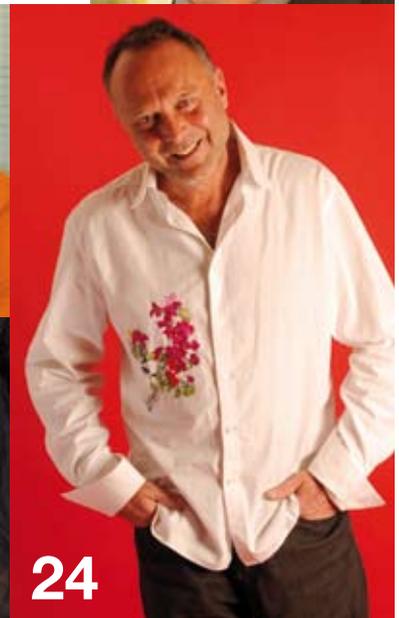
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0845 053 1162  
**Company Reg No.** 05390486  
**Phoenix Publishing Ltd**  
9 Arlingham House, St Albans Rd,  
South Mimms EN6 3PH  
Rapport published by Phoenix  
Publishing on behalf of ANLP.  
**Design:** Square Eye Design

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# TIBETAN PULSING HEALING

## A TANTRIC BODYWORK

From Hollywood to London - a fast track method for connecting with your energy.

By Joseph Mevlanna Pritchard



**H**ollywood, LA 1980. An unlikely setting for the rediscovery of ancient Tibetan monastic healing techniques - but it happened. Instead of Bandler and Grinder - think Dheeraj and Prabhuta; instead of transformational grammar - Tibetan iridology; instead of language patterns - the pulse beat; instead of programming the mind - a journey from mind to heart. Now instead of Hollywood 1980 - London 2009.

Susanne became the partner of Sw. Shantam Dheeraj in 1980. Together they developed Tibetan Pulsing Healing. In Los Angeles, Susanne worked the Hollywood circuit and attracted famous singers, actors, and media stars to their work. It made creative people more creative. Later they founded the Osho Tibetan Pulsing Institute in Pune, India, becoming directors in 1988.

Having researched and practised for over thirty years, Susanne brings Tibetan Pulsing School of Transformation and its powerful healing techniques to the UK and the international community. She says:

‘Philosophy is not enough for our evolution, it does not bring change. We need to process

**Philosophy is not enough for our evolution, it does not bring change. We need to process the layers inside our bio-electricity, our nervous system... we need to work directly with the energy**

the layers inside our bio-electricity, our nervous system... we need to work directly with the energy.’

And this is what pulsing does. It works directly with the energy.

You can address a physical symptom like a broken leg, or take a refining meditative approach.

Susanne explains: ‘As well as being a deeply effective healing technique, Tibetan pulsing is also a unique system for understanding human consciousness.’

All our emotional sufferings and psychological problems are manifestations of bio-electrical blockages in our nervous system. In order to dissolve those blockages, we combine our bio-electrical energy with the pulse beat of our heart in a meditative way.’

According to Susanne, human consciousness is contained inside the electrical current. One way to bring consciousness to an area is to bring an electrical current to that area. A deep relaxation occurs bringing with it silence and meditation. Pain is transformed into pleasure.

Heart attacks, stomach and food problems, broken bones, nervous disorders and fatigue can all be healed. Creativity, energy, vitality and intimacy can be enhanced.

Susanne says: ‘It does not work by analysing the mind: the pulse goes to the roots of problems such as depression, emotional anxiety,



and physical pain. The pulse beat treats psychological illness and brings awareness into the subconscious, leading to the transformation of difficulties with intimacy, relating, and unresolved childhood issues.'

Practical and mystical at the same time, the benefits include: healing physical body function, healing emotional function, healing psychological function - and unifying body mind and spirit.

Working on himself first, then Susanne, Sw. Shantam Dheeraj discovered that by feeling the pulse with his hands, while making sound, deeply rooted tension and emotional blocks started to pulsate, release, and heal. Tension, pain, charge - and even tumours - disappeared.

Susanne fills in the history:

'In the early days of Tibetan Pulsing, Dheeraj wrote a book of poems on the internal organs and showed it to Dujan Rimpoche who was in L.A. Dujan patted the book and said "Yes, yes, old Tibetan book". Dheeraj replied "No, I've only just written this". Dujan laughed and said "Yes, yes, old Tibetan book".'

For over thirty years, Dheeraj constructed maps of electrical circuits in the body and

wrote on the psychological conditions of the internal organs.

Susanne partnered as co-developer, muse, personal laboratory, co-founder of the Tibetan Pulsing School of Transformation - and group facilitator to thousands.

The eye is a window to the soul, recording anything that damages our nervous system in the form of markings on the iris.

Every physical, emotional or psychological shock causes a scar, a blockage in our nervous system where the electrical current can no longer pass freely.

These shocks and blockages show in the iris as readable markings. From these markings, Tibetan Pulsing Iridology allows you to diagnose the organ circuit to work with. For example: in the case of some addictions, the gall bladder circuit is prominent; for issues of perception, the kidney circuit; creativity, the pancreas...

Connecting the electrical circuit through the pulse beat transforms the organ function and allows for multi-dimensional healing - physical, emotional, mental and unified dimensions.

After diagnosis, the application to the pulse

beat is hands-on, feet-on and body-on-body; connecting pulse beats according to the maps Dheeraj channelled.

Susanne summarises: 'Working with the body is powerful, for all is interconnected and can be accessed through the body, through the pulse beat.'

Evidence is plentiful. Miracles do happen and healing can be instantaneous. Jane, from Lugana Beach USA, tells her story:

'I suffered a complicated break with my ankle and had it in plaster for a year - but it would not heal. Some friends told me about Dheeraj and Susanne coming to Lugana Beach at the weekend...Dheeraj put his hands on either side of the break, Susanne worked on my head...I felt something like an electric shock going through my leg... a month later the X ray showed the bone was now growing. My ankle is now fine again.'

Susanne Prabhuta tells the next story - about breast cancer:

'Angela (New York) flew to India on her intuition wanting to heal a huge breast cancer. I was reluctant to take the case on - explaining what the process really means - after a few

sessions the blocked emotions start to surface and the person usually panics and wants to leave. After many discussions, and a considerable deposit - taken in case she wanted to stop - we began work.

Angela received sessions twice a day. After about 15 sessions she wanted to leave but I reminded her of her wish to heal and that she had to face the buried feelings - or keep the tumour and lose her deposit. She decided to continue. After 54 sessions - about three weeks - the tumour appeared to be gone. Angela was then given back her deposit and flew to New York for a medical assessment. The scans came back clear, she continued to send reports for 7 years - and has remained clear.'

Tibetan Pulsing Healing is for anyone with an interest and willingness to explore the way

emotion manifests in the body, the impact this has on our health - and how we feel... or don't feel. Feelings connect us to life argues Susanne:

**Working with the body is powerful, for all is interconnected and can be accessed through the body, through the pulse beat**

'It is for anyone who has issues around touch and nourishment, or has reached a stuck place in their life, or senses that their health issues may have an underlying emotional cause, or is stressed and physically tense, or who wants to clear the past.'

Susanne also recommends Tibetan Pulsing Healing for practitioners, therapists and health professionals in related fields:

'This work offers insight into a psychological framework of the organs - a unique diagnostic tool which recognises that our organs store our subconscious - and create behavioural patterns and emotional effects in the physical body.

It began with people in the creative arts and is wonderful for boosting creativity: for film producers, script writers, artists, musicians or dancers...'

And it is especially for people who want some time 'in', with themselves, to relax, refocus and re-energise - or for couples who are interested in tantra and wish to open up to more intimacy.

Hollywood was thirty years ago. Dheeraj has passed on. Susanne, a reluctant world leader, now works from Barnet in London, Parimal in Germany and Moscow in Russia. Her team is multi-national, multi-lingual and trans-continental.

Today there are multiple opportunities to access this work: on an individual basis, through weekend seminars, or on the flagship Intensive programme - 48 days of energy work, music, iridology, theatre, meditation and vegetarian food.

Susanne herself is highly skilled at tuning into the group and facilitating energy transformation. Her ability is to inspire people into loving themselves, healing themselves and getting results in their lives.

She says:

'Pulsing is a fast track method of connecting with your energy and transforming blocks, patterns and shocks but - you have to really want it - you have to process yourself.' ●



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# The Barefoot Doctor

## Ancient wisdom for current concerns

Stephen Russell, better known as The Barefoot Doctor, wasn't always known for his sense of calm. The 54-year-old author of several books including *Pure* says, "I was a real little tearaway at school. Always getting into scraps."

By Eve Menezes Cunningham

**S**tephen started studying Aikido when he was 11. All his classmates were adults but they influenced him positively. "They were all interested in healing and channelling energy for healing. I learned to meditate and started doing some yoga. My yoga teacher was close friends with R D Laing, an amazing counter-culture psychotherapist," says Stephen. "He talked about accommodating your own madness before thinking about others'. I spent three years studying psychotherapy with RD Laing. And from Aikido, I went to Tai Chi. I got interested in Taoism in general, Chinese medicine and acupuncture. I trained as a doctor in Chinese Medicine."

Stephen spent time travelling and studying. He learned about Shamanism while living with Native Americans in New Mexico for four years and kept looking for ways to apply what he was learning to the world he knew here.

Since 1983, Stephen's focus has been on helping stressed, busy people fit some ancient wisdom and relaxation into their heavily scheduled lives. Because he'd come from a musical family, he decided to use music and visuals to make the information more entertaining. Drumming was an important part of this.

He started calling himself the Barefoot Doctor because he says he used to work barefoot: "Otherwise you're getting sweaty feet in your trainers. It's humbling yourself in front of the patient, too. Barefoot doctors in China were mostly women. They'd travel around the country and give acupuncture and healing, making people's lives more comfortable and enjoyable. I had all the credentials to call myself a Barefoot Doctor."

Stephen continued to add to his toolkit. This included NLP and he became friends with Paul McKenna. "It's not the technique, it's more about the person practising it, expressing it," he says. "I was presenting something ancient and profound in a modern idiom. It had to be in a light-hearted enough way to appeal to short attention spans. This was the challenge. As an artist, I was developing all areas. My craftsmanship was increasing."

He says his time with Laing taught him "to be aware of how everything's connected rather than separated. So watching someone do EFT I think, 'OK, they've taken that from Chinese medicine'."

As he looks back, he says, "I wish I'd known how to relax but then I wouldn't have gone on this path to learn it. It's been so exciting." ●

**Keep your eyes open for opportunities – whenever there is great movement, whether towards boom or bust, there are more opportunities**



**SPECIAL READER OFFER:** For one month, Stephen is offering his eight week online training course in the Principles of Personal Power for just £187 (normal price £307). This course is delivered in a series of 48 films and is backed up by text and audio. Visit [www.schoolforwarriors.com](http://www.schoolforwarriors.com) for more information (and mention *Rapport* magazine when signing up).

## The Barefoot Doctor's School for Warriors

The Barefoot Doctor recently launched his School for Warriors. He says, "Unless you're incredibly temporarily powerful, you can't change the course of the economic flow externally. It's traditional to work on yourself as your primary focus every day.

The more you train, meditate and exercise, the less concerned you get with the ups and downs of fortune. You take things as challenge to your metal as a Warrior.

"The School for Warriors teaches you to train harder, to situate yourself properly within your body, meditate, breath properly, relax your body, situate your mind properly within your skull, increase your mental focus and confidence. You learn to trust yourself more as you go into battle everyday."

The way he explains it, it sounds like the NLP choice of being at cause rather than effect. Stephen says,

"The warrior learns how to master battle with oneself. There's balance and disharmony and the warrior is always working on mastering that swing. To remain centred at all times.

It's about personal ethics, being decent, respectful, generous and helpful to other people. Warriors are willing to take command rather than seeing themselves as a victim: 'OK, I'm here on the planet with all my brothers and sisters rather than just looking out for myself'. There's a sense of responsibility to the rest of human race."

## The Barefoot Doctor's prescription for surviving the current economic situation

Stephen says, "The UK economy has been running on air and the two most recent booms have been sustained artificially beyond their natural spans. Since the last recession, the world economy has become fully globalised so no one territory is untouched. No market exists to take up the slack. On the plus side, because it's globalised, the collective effort to reignite the cashflow will eventually have an equivalent impact on the upturn.

"Personally, I trained myself out of borrowing two recessions back so am not overly exposed. Being peripatetic in my sphere of action, I have my bets more spread. Though concerned about how deeply this contraction will bite in terms of potential for mass unemployment and the knock-on domino effects on a global level, I am, so far, fairly optimistic and confident we'll pull out of it and into a new more sensible, sustainable way of operating.

"In many ways, I feel it's nature's method of getting us to stop consuming so much. Her way, perhaps, of saving us from immanent extinction by preserving the rapidly dwindling vital resources a while longer, thus affording us the chance to develop the requisite alternative technologies and energy sources.

"Reduce all overheads to the minimum. Eschew emotional spending and only allow yourself one small treat a week. Be willing to let go of everything and always trust that whatever's happening is meant to be and will lead to something better if you trust it. Use it as an opportunity for living a totally different life.

"Attune more to your relationship with the underlying mystery

and its driving force (the Tao/the spirit/the ineffable).

This produces magical results regardless of external circumstances. Be open to connecting with others on a more profound and meaningful level. Use it as an opportunity to learn about love. Recessions reduce vanity levels considerably and so offer a perfect opportunity to explore what really counts - sharing the love.

"Instead of investing the majority of energy and cash in external diversions, invest in self-development. Learn a martial art, make your body and mind strong, develop the capacity for holding your nerve and generally train yourself into a superhuman state. And keep your eyes open for opportunities. Whenever there is great movement, whether towards boom or bust, there are more opportunities. It's only when things are relatively settled that the opportunities diminish. Remain positive, optimistic and cheerful in other words, rather than succumbing to recession-malaise."





It is the conscious limiting belief that we are most familiar with. “I’m too fat”, “I’m too tall”, “I’m not quick enough”, “I’m not clever enough”, “I’m not...”, “I’m not...”, “I’m not...”, “They won’t let me”, “They won’t like me”... “I can’t spiel.”

Now we come to the gustatory (meaty) bit, the unconscious beliefs which we have subdivided into three groups Somatic, Insidious and Misinterpreted beliefs. Each can be encountered at varying degrees of consciousness. Somatic beliefs are the most deeply unconscious...

Somatic beliefs are beliefs held in the physical body. They are held there because they were taken on non-verbally at a very early or extremely vulnerable point in your life. A belief held here “goes without saying”. It goes without saying because you don’t have words to explain it. It was formed without words. Somatic beliefs are in the muscle. We exercise and nourish them, without knowing them, by feeling, sensing and acting upon them without question.

Take the man; we will call him Andrew, who acts as though “There will never be enough”. Questioning Andrew revealed that he felt that his mother never fed him. Later Andrew checked this out with his mother and found that it was true that she had had insufficient milk to breastfeed him. And so it is true that for the first few months of his life he was literally starving.

Andrew continually hungered for more and believed that satisfaction was unattainable. His body learned this before he had the language to

consider it. It was carried in his unconscious, pre-language, constantly driving him to seek for more. However much he gathered for himself and his family, he could never relax; never feel comfortable because “there will never be enough” informed his thoughts, feelings and actions at every neurological level. Andrew did not know that he believed this but his body did.

Strangely by all social measures Andrew would be considered a very successful man. He had a family, a home and was very wealthy but he was desperately unhappy and didn’t know why. So many people are looking to start a family, have a lovely home and enjoy great wealth. Andrew discovered that only one thing matters, being happy now.

Insidious beliefs are introduced, often with good intentions, by family, friends, or the culture in which we have grown, right up to this moment of discovery. This type of belief can sound caring, supportive and even empowering while carrying a hidden message (often a somatic belief of the person who introduced it) the purpose of which is to control the person or to make them happy regardless.

Bev’s family belief was “Better to be lucky than rich” which at first glance, sounds supportive and empowering. Bev was conscious of saying it but unaware of the embedded unconscious message. She had developed an insidious part of the belief which was that you cannot be

## Our beliefs are the on/off switches for good and bad, right or wrong and yes or no

lucky and have money. On reflection Bev actually thought it was a bit more of a family story of why her father had never worked and spent most of his time down the betting office. Bev worked hard, deemed herself lucky but could never understand why money constantly slipped through her fingers. Going through the belief audit process she updated the belief to, "It is better to be lucky and rich".

You could spend a lifetime with insidious beliefs and not realise just how much they are controlling your behaviour.

The advice "Be careful what you ask for..." applies particularly to a group of beliefs that we have named Misinterpreted beliefs.

Misinterpretation can cause a belief to be developed in quite a different way from the original intention. This can happen when the surface structure of a belief is ambiguous belying the intention of the deep structure. Robert tells the story of his mother passing on her belief that "You can't beat the Bookie" which he interpreted (or, from his mother's point of view misinterpreted) by becoming the Bookie and successfully running a book at school, leaving with no A levels and three (some might say colourful) years wasted. The ramification later in life of having no qualifications he puts down to "Being a smartass" and to not trying because of the belief that you can't beat the system.

This is a rebellious misinterpretation as is often demonstrated by teenagers. The other way a belief can be misinterpreted is unconsciously.

Consider the belief "You're only young once". This advice was given to Alice many times during her childhood. She remembers it as 'a family mantra' and agrees that it was probably intended to mean "Enjoy life". During a belief audit Alice came to see that some part of her had interpreted it differently. As a result she felt that had not been allowing herself to grow up.

#### **Alice defined her own misinterpretation:**

- "You're only young once".
- "You're" meant Alice specifically
- "only" made this is a limiting belief
- "young" implied that time was slipping away, it is being young that is desirable, therefore she must remain young
- "once" there wasn't going to be another chance, she felt she must ensure that she never allowed ageing to begin.

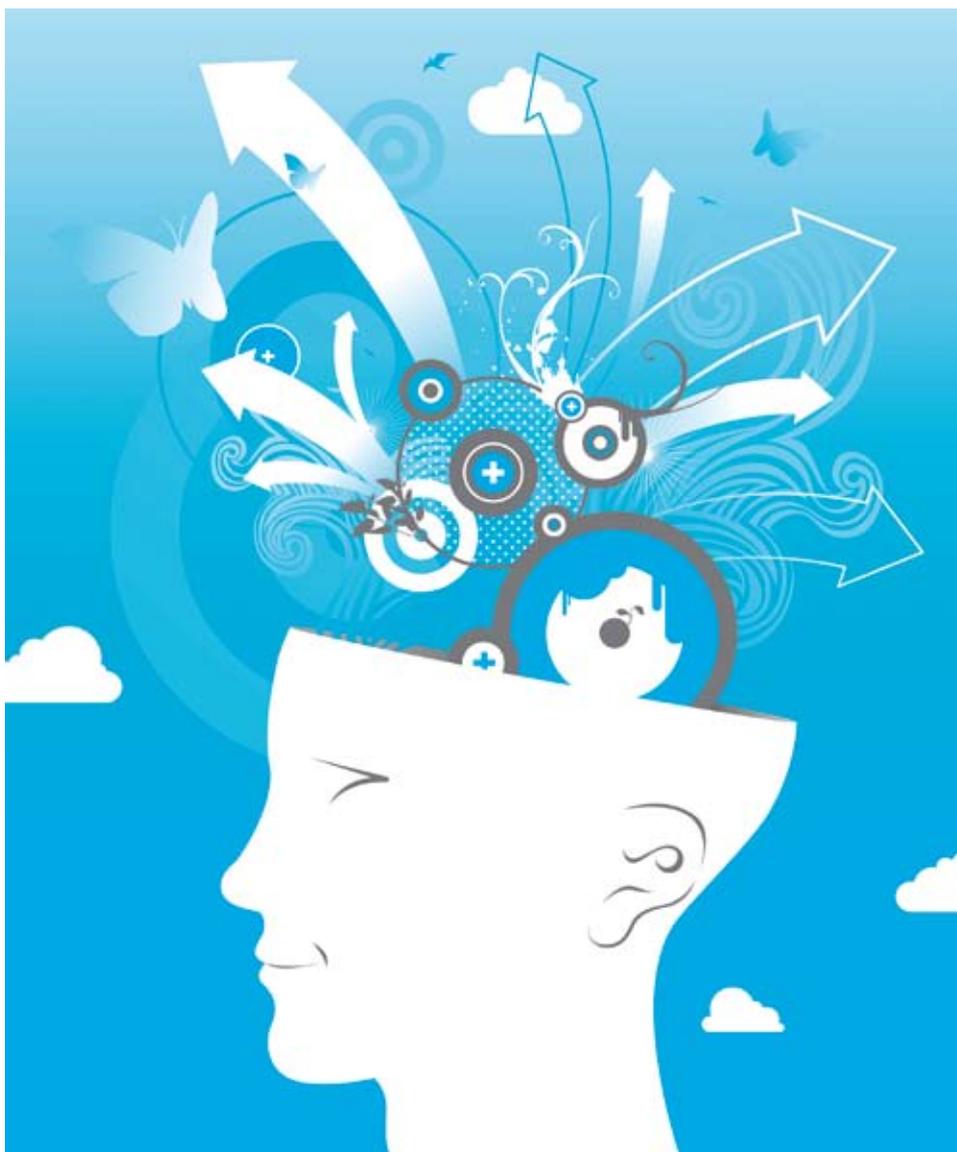
This belief, this part in her unconscious, had been dominating her reality and preventing her growing into adulthood both physically and emotionally. Alice, now in her thirties suffers anorexia. She had been eating only boiled sweets preventing her body developing into that of a woman. She has a responsible,

well paid, job but lives at home with her parents, still occupying her childhood bedroom with its pastel wallpaper, dolls and soft toys. She feels that "Real life had never started".

Once Alice had understood this she rapidly came across many misinterpreted beliefs and began the process of updating them. These misinterpreted beliefs only came to the surface after she had worked through her empowering beliefs and her limiting beliefs. In the light of this work it became necessary to revisit and in some cases update her empowering beliefs. "It's great that I still look young" had taken on a new meaning.

There is a definite and designed process to the belief audit. It is a spiral of identifying beliefs peeling them back, checking them, and aligning them so that you can be, do and have whatever you want and you might even find a new purpose to your life. ●

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# NLP and Entrepreneurs!

## The Spirit of Enterprise

What is an entrepreneur? Is he or she born, or created? Can NLP develop entrepreneurial characteristics? If so, then how? Award-winning entrepreneur and NLP trainer Kay Cooke debates these questions and more.



**D**r. Deepak Chopra once quoted a study in which the researchers concluded that the average person thinks approximately 65,000 thoughts per day. They also went on to suggest that of these 65,000, about 95% are exactly the same thoughts that had passed through the minds of people the day before. Other studies show we think between 12,000 - 50,000 thoughts per day, and deep thinkers in excess of 70,000. Now whilst this is not a forum for scientific debate, it does raise a few questions in my mind about the correlation between quality, quantity and types of thinking.

To illustrate this point with clients, I often use a bubble machine, asking them which (thought) bubbles they decide to pay attention to and which ones slip past their conscious awareness.

I've been wondering about this year's Sunday Times Rich List which revealed some notable entrepreneurial names had seen many millions wiped off their balance sheets.

Their losses - mind-boggling to most - were hardly surprising considering the current

economic climate, but how important do you think they were to the likes of Branson, Sugar and Abramovich? After all, a loss is a loss. Isn't it? So what would they do if they lost it all? Money that is (if in fact money is 'all').

What exactly is an entrepreneur anyway? What must a person have done, achieved or earned to be given this title? And if you are a budding entrepreneur yourself, how will you know when you get there?

I remember teaching 'thinking skills' several years ago, where we encouraged and developed enterprising and entrepreneurial ideas within some of the poorer parts of the North East. There was a bright young lad from Gateshead who, along with his dad, ran a profitable enterprise. He was about 17 at the time and immensely proud of his business acumen. He certainly could think around, out of, through and under any box. However, he did seem to have overlooked one small (but potentially huge) problem; the business activity was not legal! He nicked bikes whilst his Dad then cut in half, re-soldered and re-painted them. This provided the family with a profitable product to sell to a niche market with high margins and low overheads!

It may be useful to apply our NLP heads for a moment and take a peek at the facets of that 'map' through the clues in their



activities. Indeed, what are the component parts of any enterprising strategy? It seems to me there has to be a precise and complete process transporting the momentum of an idea through to some form of valuable transaction. Perhaps it's not all about making money.

Many millionaires have declared it was the making of their first million that was actually the greatest thrill of all, perhaps suggesting it is the making of money, the process, the thrill of the chase that brings the true reward.

When Sahar and Bobby Hashemi set out to raise money for their first branch of Coffee Republic, they faced closed door after closed door. In light of this experience, Sahar's subsequent mantra to all would-be business start-ups is 'never give up'. She and Bobby finally got their funding from a kindly bank manager at 4pm one Friday afternoon, for whatever reason. He was their 30th appointment.

Sahar Hashemi is a model entrepreneur. She spotted an opportunity, asked herself 'how' and made it happen. Interestingly, she laments the moment her brand became too big - she lost control of her baby. However, recognising the business opportunities, she later sold the brand and left the business. It seems that for her at least, the process was complete.

I often wonder about the NLP concepts of association and dissociation among entrepreneurs. Is it that entrepreneurial thinking is about being fully associated and making decisions based much more on instinct than fact? It may appear irrational and pig-headed for an entrepreneur to risk losing everything based on intuition, and yet that

## What exactly is an entrepreneur anyway? What must a person have done, achieved or earned to be given this title?

seems very much a part of the spirit.

I remember one very successful entrepreneur hosting a lavish party a couple of decades ago and announcing to the group that he and his family would either be millionaires or paupers the very next day - it was a thrilling night of 'what the hell!' Perhaps this mindset knows intuitively, that it has the capacity to bounce back with an innate desire to win. Do entrepreneurial types literally view failure as valuable feedback? Because as we all know, feedback is the breakfast of champions.

So is it possible to possess entrepreneurial spirit and not take risks? Well I believe so and many organisations recognise and reward 'intrepreneurial' thinking. However, I am pretty sure that most entrepreneurs are poor team players.

Can NLP help to develop entrepreneurialism? Yes, undoubtedly. The first step is to tune up the modal operators of possibility and then embrace behavioural flexibility.

My belief and experience is that we can teach and encourage entrepreneurial behaviours. However, innate entrepreneurs are

unlikely to want to do things according to someone else's map; they will want to do it their way. NLP offers a process to de-clutter the mind and exorcise would-be saboteurs. We can liberate choices and decide which of those (thought) bubbles to pay attention to and which ones to ignore. NLP can enhance and develop versatility, drive, flexibility, tenacity, curiosity as entrepreneurial ways of thinking.

Remember Apollo 11. It was no miracle that we went to the moon. Somebody just decided we should go and making this decision created a context for information to be gathered, understood and applied. NASA then had to distinguish between specific thinking and the general interest.

"We are what we think. All that we are, arises from our thoughts. With our thoughts, we make the world." Buddha

I'm an award-winning entrepreneur onto my fifth business and I'm a Leisure Enterprise graduate. Did the latter create the former? No, I don't think so, and I've been single minded since I was a child and enterprising since I made my first Sindy doll costume. My own motivational strategy balances a drive away from feeling shackled and total focus on a vision. For me, it's the process that matters far and above any outcome. The deal is always 100% or nothing.

Entrepreneurial spirit might be described as dynamic; breathing life into all component parts of a defined whole whilst simultaneously exploring future possibilities, which bizarrely, sounds rather like the principles of NLP change-work! ●



### EXPERTISE

Award winning entrepreneur Kay Cooke is a business consultant, mind coach, industry and NLP trainer, specialist in: Marketing, Retail, Customer Service, HR, Training, Coaching, Neuro Linguistic Programming (NLP), NLP in Business, NLP in Education, Hypnosis, Negotiation, Mediation, Copywriting, Speaking, Entrepreneurial Thinking, and Accelerated Learning Principles. She is a partner in The Managing Excellence (ME) Group alongside former Nissan executive David Cooke. They have offices in Northumberland and London. David works internationally as a consultant to the automotive and manufacturing industries. He specialises in Lean processes and interim management and is a NLP Master Practitioner.

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