ACUITY: Journal of the ANLP

General Guidelines for Writers

Acuity is a journal seeking well written 'scholarly' articles that advance and enhance the field of NLP.

The following is a guide to writing for Acuity based on feedback to previous writers.

Before sending your article for consideration for Acuity, please:

1) Read these guidelines.

2) Have a look at previous editions of Acuity (and/or NLP World).

3) For further clarity, you may want to read the following excellent article by Richard Bolstad ("How I Published 100 Articles On NLP"): http://www.transformations.net.nz/trancescript/how-i-published-100-articles-on-nlp.html

4) Then read your article through and check:

a) Big picture
- Is the article well organised? Is it logical and does the 'argument' flow?
- Does every part of the article connect to the theme of the article (is everything relevant)? Be tough with yourself so the reviewer doesn't have to be!
- Check you are not trying to do too much in the article.
- If your article is based on research, essay, case study or modelling project, it may need some 'conversion'; have a look at page 3.

b) Details
- Meta-model the article. Step into a critical perceptual position and ask questions of your article like: How do I know this? According to whom?
- Don't assume the reader knows your mind. To someone who has never read this article before... Ask: "what have I assumed here".
- Check the spelling and grammar. Eliminate the typos!
- Please remember that reviewers are not editors. As an author, you will need to do your own editing (or get someone else with editing skills to look at the draft before it is submitted).

c) The Six Review Criteria
- See review criteria below and check your article against the criteria.

<u>Contributor Guide (With thanks to G.P. Winnington, Editor of NLP World)</u>

Write to Be Read
- Use your NLP skills to write the article. For example, be aware of your own generalisations, distortions and significant deletions.
- You can assume a basic level knowledge of NLP in the reader.
- Write to build and maintain credibility throughout your article and to connect with the reader.
- Your article will be assessed by a member of the board before acceptance. This can take up to six weeks. Please note that, more often than not, we require authors to revise their contribution before final acceptance.

Conditions
- Your article needs to be original material, written by you. If it has been published elsewhere it is important for us to know where and when.
- The article should not be a marketing device.
- The copyright of your article remains yours.
- Word length: Up to 6,000 words.

Referencing
- It is important that you reference any sources, evidence and/or quotations.
- In the text, reference the Author and Year e.g. (Bandler 1985).
- List the full references in alphabetical order at the end of article in the format: Author, initials. Date. *Title*. Publisher.
  e.g. Bandler, R. (1985) *Using Your Brain – for a Change*. Moab, Utah: Real People Press.
- The titles of books and journals should be in italics (best indicated by underlining in your typescript); the titles of articles and lectures are placed between quotation marks.
- If you are unsure about referencing other sources (e.g. journal articles, websites) please feel free to contact *joe@gwiztraining.com*.

Content Guidelines
- Diagrams and figures should be numbered consecutively and referred to as "Figure 1", "Figure 2", etc. Indicate clearly the point in your text where they should appear (e.g. "Insert Figure 3 here"). It is your responsibility to obtain clearance and (when required) pay reproduction fees for any copyright material you wish to include in your article.
- Include a brief biographical note about yourself for printing at the end of your article.

Where to Send
- Email a Word.doc version (or Microsoft Word compatible) to *joe@gwiztraining.com*.

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'Converting' Articles for Acuity

What type of article are you writing?

The classic Acuity article will be designed to advance and enhance the field of NLP. It may be the introduction or the development of a new model or process, or significant findings that will aid NLP practitioners in becoming better at what they do. It needs to be thought provoking and interesting to the general NLP practitioner population. Have a look at previous editions of Acuity and NLP World.

Converting 'Essays' to 'Articles'

If you have been on a course (e.g. master practitioner) and have written an essay, you will need to change the focus for it to become an 'article'. Essays are designed to show your knowledge and understanding of a subject to an examiner. *Articles* are designed to engage your peers with new and original ideas/models.

Converting 'Research Papers' to 'Articles'

If you have written a research paper then your paper may be more suited to the NLP Research Journal. If you have made some interesting discoveries in your research, then *this* may be worth an article for Acuity. Acuity is a 'narrative' journal, so a research inspired article would be a description of the research and its *findings*, rather than the detail of the research itself. The same would be true here of a 'case study' or an MSc/MA dissertation; what were your discoveries?

Converting 'Modelling Projects' to 'Articles'

NLP was based on modelling. If you have carried out a modelling project, by all means describe how you modelled your exemplar(s), but focus on your new findings and discoveries. Have you used a novel modelling methodology? What can other practitioners do with this? How might they apply the 'learnings'?

Other thoughts on 'converting' articles for Acuity

In all of these instances, take a 'third perceptual position' on your article and consider what your research has led to. Take a 'second perceptual position' and consider what the reader will find genuinely interesting and useful.

- What understanding has it generated that may be useful to others?
- What models and processes have you discovered?
- What have you learnt that other practitioners may find helpful?

Remember you have a *maximum* of 6000 words (and this is a maximum, not an aim)!

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The Six Review Criteria

Please note that this is the criteria that reviewers will use when reviewing your article. The feedback here is based on feedback to previous writers. The Six Review Criteria are designed to help guide you in pitching your article.

1) *Readability:*
   - Does the article read well? Are grammar and spelling reasonable?
   - The pitch for Acuity is somewhere between an academic journal article and Rapport magazine. Make it easy to read, but well referenced. It doesn't have to be a piece of research, (e.g. method, results etc.) but it does need to be 'scholarly'.
   - Beware of long sentences and/or long stretches without punctuation.
   - Is your article logical and well structured? Are there headings/subheadings as signposts for the reader?
   - Where necessary, pre-frame what you are doing and where you are going. Avoid suddenly introducing new topics/jargon. Prime the reader so they know where they are and why you are covering the current content.

2) *Coherence:*
   - Does it hang together? Does it stay on topic? Does it do what it says it does on the tin?
   - Be aware of any jargon used. Also, be aware of your 'nominalisations'. Explain them if needed.
   - Are concepts clearly explained?
   - Have you answered any questions that you intended to answer in your article?

3) *Usefulness:*
   - Is it practical and pragmatic?
   - What can the reader do with your article? What are the applications?
   - How have you used the information in your article? What were the results?

4) *Objectivity:*
   - Is the article factual or opinion based? If opinions are stated are they backed up by solid argument and/or references? Are claims substantiated?
   - Is the article balanced? Where appropriate have you identified the pros and cons of your ideas?

5) *Originality:*
   - Does your article add anything to the field?
   - If it does not have new material, is it old material presented in a new way or with new conclusions? Avoid simply relabeling an NLP model and treating this as original. For example: relabeling meta-model distinctions is not enough. Adding some distinctions might be!
   - Do some investigation. Is your idea really original? (See Classic NLP Texts and References list below.)

6) *Referencing:*
   - Are references in place and are they correct?
   - Read around your subject. Check NLP references before presenting something as your own. See Classic NLP Texts and References list below.
   - Give examples of research/studies/literature that back up or illustrate what you are saying.

<u>Classic NLP Texts & References</u>

Please note that this is by no means an exhaustive list.

NLP and Writing
- Pearson, J. E. (2013) *Improve Your Writing with NLP*, Crown House Publications

General NLP Sources
- Dilts, R. (1983) *Applications of NLP*, Meta Publications
- Dilts, R. (1983) *Roots of Neuro-Linguistic Programming*, Meta Publications
- Dilts, R. & DeLozier, J. (2000) *The Encyclopedia of NLP Vols 1-2*, www.nlpuniversitypress.com
- Dilts, R. & DeLozier, J. (2010) *NLP II: The Next Generation* Meta Publications
- Dilts, R., Grinder, J., Bandler, R., Cameron-Bandler, L. & DeLozier, J. (1980) *Neuro-Linguistic Programming: Volume I*, Meta Publications
- Tosey, P. & Mathison, J. (2009) *Neuro-Linguistic Programming: a critical appreciation for managers and developers* (excellent book for a critical evaluation of NLP and some of the concepts/models).

Coaching & Therapy
- Bolstad, R. (2002) *Resolve: A New Model of Therapy*, Crown House Publishing
- Linder-Pelz, S. (2010) *NLP Coaching: An Evidence Based Approach*, Kogan Page Limited
- Hall, L. M. and Duval, M. (2004) *Meta-Coaching Vol 1: Coaching Change*, Neuro-Semantics Publications
- Hall, L. M. and Duval, M. (2003/2004) *Meta-Coaching Vol II: Coaching Conversations*. Neuro-Semantics Publications
- Wake, L. (2008) *Neurolinguistic Psychotherapy: A Postmodern Perspective*, Routledge

Meta-model
- Bandler, R. & Grinder, J. (1975) *The Structure of Magic I*, Science and Behavior Books
- Grinder, J. & Bandler, R. (1976) *The Structure of Magic II*, Science and Behavior Books
- Hall, L.M. (2001) *Communication Magic* Crown House Publications

Milton model
- Bandler, R. & Grinder, J. (1975) *Patterns of the Hypnotic Techniques of Milton H. Erickson, M.D. Volume 1*, Meta Publications
- Grinder, J., DeLozier, J. & Bandler, R. (1977) *Patterns of the Hypnotic Techniques of Milton H. Erickson, M.D. Volume 2*, Meta Publications

Meta-Programs
- Charvet, S.R. (1997) *Words That Change Minds*, Kendall/Hunt Publishing Company
- Hall, L. M. and Bodenhamer, B. (2006) *Figuring Out People: Reading People Using Meta-Programs*, Neuro-Semantic Publications

Metaphor
- Gordon, D. (1978) *Therapeutic Metaphors*, Meta Publications
- Lawley, J. & Tompkins, P. (2000) *Metaphors in Mind: Transformation Through Symbolic Modelling* Developing Company Press

Meta-States
- Hall, L M (1995/2002) *Meta-States: Managing the Higher Levels of Your Mind's Reflexivity*, Neuro-Semantics Publications

Modelling & Strategies
- Dilts, R. (1998) *Modelling with NLP*, Meta Publications
- Dilts, R. (1994-1995) *Strategies for Genius, Vols. I–III*, Meta Publications

Reframing
- Bandler, R. & Grinder, J. (1982) *Reframing*, Real People Press
- Dilts, R. (1999) *Sleight of Mouth*, Meta Publications
- Hall, L.M. (2002) *Mindlines*, NSP

Submodalities
- Bandler, R. & MacDonald, W. (1989) *An Insider's Guide to Sub-modalities*, Meta Publications
- Derks, L. (2005) *Social Panoramas*, Crown House Publishing

Timeline
- Hall, L.M. & Bodenhammer, B. (1997) *Time-Lining* ,Crown House Publishing
- James, T. & Woodsmall, W. (1988) *Time Line Therapy*, Meta Publications

Other Classic NLP Books
- Andreas, C. & Andreas, S. (1987) *Change Your Mind—And Keep the Change*, Real People Press
- Andreas, C. & Andreas, S. (1989) *Heart of the Mind*, Real People Press
- Andreas, C. & Andreas, T. (1994) *Core Transformation*, Real People Press
- Bandler, R. & Grinder, J. (1979) *Frogs into Princes*, Real People Press
- Bandler, R. (1985) *Using Your Brain for a Change*, Real People Press
- Bretto, C. (1988) *A Framework for Excellence*, CPD
- Bretto, C., DeLozier, J., Grinder, J. & Topel, S. (Eds.), (1991) *Leaves Before the Wind*, Grinder, DeLozier & Associates
- Cameron-Bandler, L. (1985) *Solutions*, Real People Press
- DeLozier, J. & Grinder, J. (1987) *Turtles All the Way Down*, Grinder, Delozier & Associates
- Dilts, R. (1990) *Changing Belief Systems with NLP*, Meta Publications
- Dilts, R., Hallbom, T. & Smith, S. (1990) *Beliefs: Pathways to Health and Well-being*, Metamorphous Press

Associated Books
- Bateson, G. (1972) *Steps to an Ecology of Mind*, Ballantine
- Erickson, M.H. (1980) *The Collected Papers of Milton H. Erickson Vol I (ed Rossi, E.L.)* Irvington
- Haley, J. (1973). *Uncommon Therapy*. W. W. Norton.
- Korzybski, A. (1933) *Science and Sanity*