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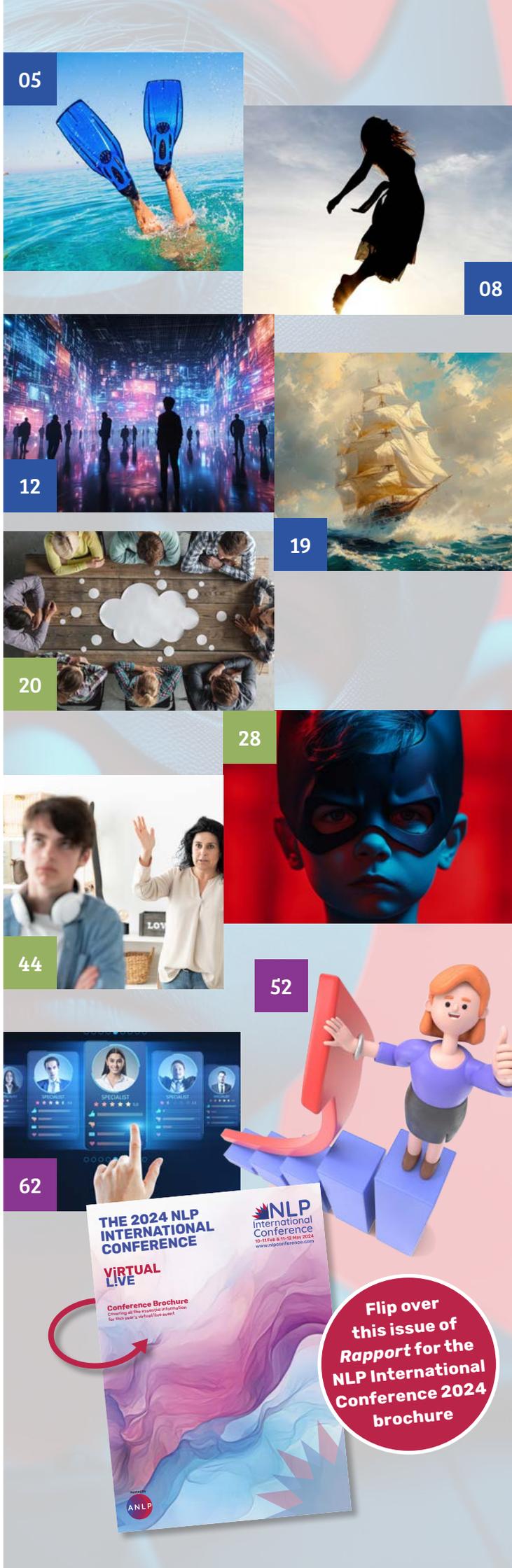
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# Are You Working Against Yourself?



Eve Menezes Cunningham

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## If you can't tell if what you're doing is working or why your efforts aren't paying off, is it worth getting some outside feedback?

**I**s what you're doing still working for you? Are you working against yourself in any way? This might be a great time to pause and reflect and make little changes where necessary.

People keep forgetting the toll the past few years has taken on so many. Many keep putting ridiculously high expectations on themselves, forgetting that their capacity is likely lower than it was before.

One of my favourite elements of NLP is the basic three legs:

- 1 What do you want? (setting that well-formed outcome)
- 2 Is what you're doing working for you? (sensory acuity)
- 3 If not, you have the power to change what you're doing (flexibility)

Do you still want what you wanted? It's okay to change our minds, but if there's something you've been making slow or no progress with, it might be time to ask yourself if it's something you still care about?

If you are still committed to it, are you working against yourself in any way? If you can't tell if what you're doing is working or why your efforts aren't paying off, is it worth getting some outside feedback?

To give a personal example, I unexpectedly joined a sub aqua search and recovery club a few months ago. It'll be years before I'm qualified to support in actual search and recoveries, and I've joined as a snorkelling member for this



first year because it's all so new to me.

Trying the full scuba gear for a couple of try dive sessions, it was great to have positive feedback about my breath and surprising to be told by several more experienced divers that I was swimming 'all wrong'.

I've spent so many years in my own yoga practice and as a yoga therapist working with the breath, I was delighted that the breath control and breath holding elements feel so enjoyable.

Everything else, though... I felt like a frog on acid attempting to move in fins (what I used to call 'flippers') for the first time. My legs and arms felt like they were moving in all sorts of wrong directions, and I exacerbated a knee issue. I was told I shouldn't be using my arms at all when finning and to move from the hips rather than 'cycling' with my knees. While I'm used to following and giving verbal cues with yoga, my mind still boggles to think what they were seeing. I'm still not entirely sure other than having heard that I was doing the 'opposite' of what I should have been doing with my legs.

Over the months (seriously), I am gaining a better understanding of how I was moving them in a way that worked against me and made everything more effortful instead of graceful and easy. When it clicked (most of the time – it's still something I have to concentrate on doing correctly), it was like the gears clicking during my ongoing mission to learn to drive.

I adore swimming. In the sea, in lakes, rivers – I'd happily swim in some large puddles. I absolutely love it. And, of course, heated pools. Especially with a steam afterwards.

But this is the first time I've ever had someone I've asked to help critiquing my style and form. I changed schools so many times, my classmates were swimming already. As a seven- or eight-year-old, I was stuck in the baby pool on my own. I remember walking along, moving my arms and pretending I could swim (as if the swim instructor couldn't see my legs walking on the bottom of the pool).

I learned on holiday. Through play. Through diving for pennies at the bottom of the pool in Cornwall. Having fun with it. And I am grateful for the input decades later: learning from more experienced divers and snorkellers helps me increase my fitness and enjoy the water (including my regular swims) even more.

### How about you?

Whether it's your finances, fitness, a work-related issue, a long-held dream or hobby you want to improve at, if it's something that still matters to you, asking someone skilled in that area – maybe having even one coaching session or music lesson or whatever it is you need – could save you time and energy.

Whatever *isn't* working in your life may simply need a small tweak to help you stop getting in your own way. ■



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# A New Theory of Personality: Finding the Universal Structures of the Unconscious



**Connirae Andreas**

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video



Usually in NLP we don't spend time thinking about theory of personality. As a field, we're more interested in operational procedures that get dependable results.

This is my interest too.

However, life has guided me to explore deeper change, and this led me to a new recognition of what we could call the unconscious structure of personality.

## How did I get here?

A personal experience with Milton Erickson opened me to realising the profound potential we all have. In 1979, I had the good fortune to participate in a small week-long 'teaching seminar' with Dr Erickson. It was the last year of Erickson's life, and I believe he was at his best. About 10 of us, all therapists or therapists-in-training, gathered with Erickson in a circle in his small office behind his house in Phoenix. On the last day, sitting there listening to Erickson's stories, I suddenly and inexplicably experienced a transformation that felt so profound, I couldn't describe it in words. It was a feeling of peace, of wellbeing, and a knowing that everything was okay.

Deeply okay. And whatever happened in my life, everything would be okay. I would be okay.

I'd never felt this way in my life before. And I definitely liked it.

At the time, this 'knowing' that everything in life is fine as it is, this feeling of ease with whatever might happen in my life, seemed so clear, so true, that it felt permanent. I was able to navigate my relationship decisions with surprising ease, other people's quirks didn't get to me, and I had a sense of knowing my

own life path. So, I was surprised and disappointed when this soon faded, leaving me to wonder how to regain what I'd glimpsed.

This propelled me to discover transformation methods that can guide each of us to this profound wellbeing in a more permanent way. The first was Core Transformation, which you may be familiar with. Then, even simpler yet involving more intricacies, the Wholeness Work has been the culmination. Wholeness Work is a comprehensive system of transformation



**An awakened state is usually described as experiencing the oneness of everything.**



including a set of methods (currently over 20) that, if used in a specific order, can guide each person on a journey through the unconscious, of healing, transformation, and deep integration. We discover increasing wholeness and wellbeing. (It's completely different to Core Transformation yet is aligned.)

In teaching Wholeness Work, people sometimes ask me questions about the theory underneath the method. I usually say, "That doesn't matter. With this kind of deep change, mental understanding won't help you get there faster. And it tends to get in the way."

That's still true. However, I've come to recognise an implicit 'theory of personality' that these methods emerge from. And I think this new theory of personality may offer something in helping us understand the nature of the human being, the human psyche, and what makes it possible to heal and transform at the deepest levels.

Every change method is an expression of some 'theory of personality', whether implicit or explicit. Many methods share the same theory of personality. As we know from NLP, 'the map is not the territory'. We also know that the better our map of the territory, the easier and more direct our journey to our destination. I would like to offer this theory of personality as a possible map for the territory of the human psyche. Perhaps this makes it easier for us together to make the journey of discovering more wholeness, more wellbeing, more 'love' within.

Now, more than ever, it's important to have access to transformation methods that can help with ordinary stress and life issues, and can also work to transform and heal intergenerational patterns of hate and distrust.

### Discovering universal structures of the unconscious

Wholeness Work didn't come to me through figuring things out mentally or

## Wholeness Work is a comprehensive system of transformation that can guide each person on a journey through the unconscious, of healing, transformation, and deep integration.

through reading philosophy. It came to me as a result of a dark time in my personal life. In 1997, during a time of much outer-world success, I felt things were falling apart in my personal life on all levels. Physically, I was in trouble and thought I might be dying. I began experiencing a surge of what felt like intense electricity, flowing through my central column 24-7. At the same time, my husband and I were going through relationship challenges.

This was a wake-up call for me, that I needed to let go of everything I thought I knew and open myself to something else – whatever I needed to learn. So, I did that. I began by searching outside myself, seeking out teachers or healers who might be able to help. This was helpful, and I connected with some wonderful people.

But in the end, the search I needed to make was within. In exploring my own psyche, and what was needed for my own return to 'grace', Wholeness Work emerged. In this process, I came to recognise universal structures of the unconscious that need to be recognised, plus transformed, to have a dependable method of deep transformation. This is a kind of transformation that goes beyond healing emotional problems, goes beyond becoming more successful in life. Those do happen as by-products, but they aren't the main deal.

Recently a book about CJ Jung caught my eye. I rarely read these days, but for some reason I began reading that book.

I learned that Jung's life had some parallels to my experience. He had a dark time in his life that lasted many years, when he had little contact with the outside world and was primarily on an inner journey. It was through his inner experience during this time that his new 'depth psychology' emerged.

It's interesting to me that the new understanding of personality that I'm sharing with you here also came from a dark time in my life that lasted years.

I want to say again that the theory of personality I am beginning to lay out in this article did not come from mental or logical derivations. It came through inner experience. It was sometimes hard and slow work for me. My hope is that the harvest of that inner work can make the journey for others much easier, faster and even gentler than my experience.

### The Theory of Personality

This is my current attempt to describe and understand the changes that I and others are experiencing through Wholeness Work – how and why it is working. Let's start by talking about...

### Our beginnings

When we are born, we begin life with 'wide open consciousness'. Or we could call it 'undifferentiated consciousness'. As a newborn, being alive means a flow of experience, of sensation, light, colour, sound, smell and taste. It's undivided, in the sense that we don't differentiate between what's us, and what's not us. As a newborn, we also don't yet divide our experience into different objects, such as 'this is a desk' and 'that is a plant'. It's literally all just a flow of colour, light, and sensation. This is something developmental psychologists will tell you.

This state of open awareness, of undivided consciousness, has similarities to what spiritual teachers describe as an awakened state. An awakened state is usually described as experiencing the oneness of everything. There is a kind of

- wellbeing that's native to this state of consciousness.

### The forming of unconscious structures

As we grow older, structures begin to form within our psyche. This happens outside of our awareness, yet it happens in a universal way. Forming these structures is an unconscious attempt to cope with the challenges that arise in life. However, these same structures, which were intended to help us, actually end up creating stress. The fact of their formation means inner division – we now have 'parts' of ourselves, rather than being 'whole'. And along with this inner division arises suffering.

### What are the universal structures that form in our psyche?

I'm going to list them here in the order we need to address them. This isn't necessarily the order in which they form – I don't know if that's the case or not. However, there's a clear order in which we need to find and transform them.

- 1 Ego structures:** Experiences of 'I' or of 'Self'. Everyone creates unconscious structures of 'limited self'. In Wholeness Work, we begin by finding and transforming the limited self structures. This prepares the inner resilience to go to the next step.
- 2 Authority structures:** Experiences of rule structures. We internalise authority structures to help us navigate life and especially to get along with our caretakers – to avoid their wrath and/or gain their approval.
- 3 Nurturing structures:** It's also universal to incorporate experiences of emptiness, of loss, or of something missing. This relates to what attachment theory talks about. Attachment theory is all about how

our current-day problems arise from lack of nurturing as young beings. The truth is, no matter how wonderful our parents were, none of us always got the nurturing and love we'd like to get. We can't change the limitations of our past. But fortunately, identifying and transforming these structures is what's actually needed to feel Whole, to feel love within, and to resolve grief and loss at a deep level.

These are the first three structures of the unconscious that are important to discover and heal/transform, for deep change. If we do the work in this order, it leads to change that's deeper and more complete.

### Our potential

Deep psychological – and spiritual – growth requires fully integrating these structures. Through doing this, we return to a Wholeness. This Wholeness is different to the Wholeness we had as newborns, because the Wholeness we now have includes wisdom.

Dissolving the ego is part of Eastern spiritual teaching – and this is what inspired me to seek within myself a way to actually do this. Wholeness Work maps out the 'how'.

However, it became clear to me that dissolving the ego isn't 'the whole deal'. There are more structures of the unconscious that need to be noticed and transformed for full awakening, and for deep psychological healing.

### Doing the inner work easily and effectively

To actually do this inner work effectively involves some surprising and 'not intuitive' understandings:

- The structures of the unconscious I map out above don't appear as one might anticipate and aren't organised in a way one might anticipate.

- We need to have a way to find these inner structures that isn't mental. This is super important. Wholeness Work gives us a set of questions to ask, so we can find them easily, plus pointers for how to recognise the answer(s) when they come.
- We need to have a way to transform these unconscious structures that is kind, effective and complete.

**An important point:** In the full journey to awakening, there are more universal structures of the unconscious important to include than are listed here. This article includes the first three. I map these out more completely, and show how to find and transform them, in my new book *The Wholeness Work Essential Guide, Level I: Healing & Awakening*.

### A breakthrough in transformation?

Having a way to identify and find these structures allows us to do things we couldn't do before. It allows us to truly transform the psyche. Usually, people make changes, but they still feel like they're basically the same person. With this, it's possible to feel like a completely new person. That doesn't mean becoming somebody else, but becoming our own natural self, which is better than any 'resource state' we could come up with. ■

**Sitting there listening to Erickson's stories, I experienced a transformation that felt so profound, I couldn't describe it in words. It was a feeling of peace, of wellbeing, and a knowing that everything was okay.**

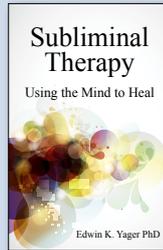
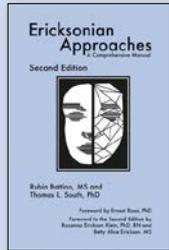
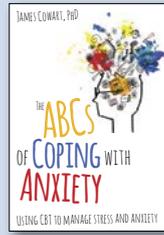
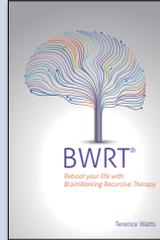
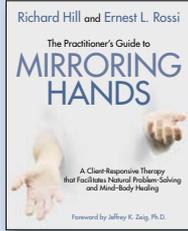
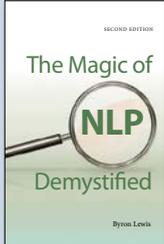


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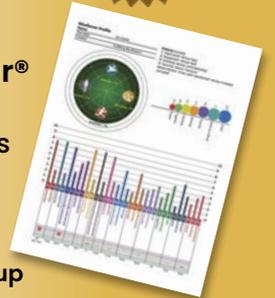
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## The eCoherence Zone: *Seeing is Believing*

Seeing is believing – or is it...? Nature has a way of creating fascination, inviting us to take a closer look. When it comes to marvelling at the diversity of creatures within our natural environment, each has its own variety of superpowers. The mantis shrimp, for example, has 16 colour detectors and can detect 10 times more colours than we can, including ultraviolet, infrared and even polarized light!

As humans, our 'blind spots' are both figurative and literal, influenced by our biology in addition to where we place our attention. Even healthy eyes fill in the gaps where the optic nerve joins the retina – 'making up' what must 'logically' be outside our field of view. In the natural world, light passing through two layers of air with differing temperatures can cause the phenomena of 'mirage'... and behold, through our wiring and instinct to 'make sense of things' we see water. Unlike some of our genetic make-up, our mind-state is happily well within our sphere of influence and 'out of sight' doesn't necessarily equate to 'out of mind'...

Lessons from the natural world invite us to question – what am I missing, what are the gaps I am filling in, and what else might be true?! ■

By Lizzi Larbalestier, ANLP Regional Ambassador for Cornwall and the NLP Specialist Envoy for the Environment and Oceans.  
[www.anlp.org/people/lizzi-larbalestier](http://www.anlp.org/people/lizzi-larbalestier)

## The Shipwrecked Soul

POETS' CORNER

Beware the captain--

That sails only on smooth waters;  
That drops anchor only in safe harbors;  
That lets aboard only familiar faces;  
That will not brook strong winds or stormy weather;

Whose life, well lived, is a deadly comfort--

Never to be dashed against the rocks of passion.  
Never to be dismembered on the shores of love.

Yet a life so well lived, it hides a shipwrecked soul.

I have been such a captain.

But now I set out on unknown seas

With sails full open--  
Guided only by whispers in the wind;  
By images in white capped waves;  
By patterns in the flight of birds;  
And by bits of news from distant ports.

In search of that soul survivor--

The almost forgotten fragments of Self  
That shall heal the world as the world heals me.

As many of you know from the work of Robert Dilts and Stephen Gilligan, poetry is a great way to introduce a topic or evoke an experience.

The Shipwrecked Soul is a poem I often use at the onset of a class for taking a risk and stepping out of the comfort zone. It can also be used for reclaiming lost parts of oneself and for the entry into the Hero's Journey.

I'd love to hear how it impacts you and how you might use this poem. You can email me at:

[nickleforce@me.com](mailto:nickleforce@me.com) ■

Nick LeForce  
[linkedin.com/in/nickleforce](https://www.linkedin.com/in/nickleforce)

# A Street Market Metaphor for Marketing Your Services



Karen Falconer

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www.anlp.org

**I** was recently at a street market. There were tens of stalls and hundreds of shoppers out for the diverse goods on offer: foods, trinkets, clothes, jewellery. It was very eclectic and well presented, for the most part. Despite the financial situation that affects many of us, the vast majority of stalls were so busy that many had people queueing up to make sure they got whatever it was the trader was selling.

Except one stall... Tucked in amongst the others, there was a very sullen-looking person standing behind the trestle table with no products on the table in front of them and nothing to suggest what they might be selling; no leaflets or brochures or any kind of visual clues.

So, I took a step back and became curious...

The stalls with the queues were packed with produce and smiling, chatty staff who were being very loud about

what they were selling and how good it was. Even the stalls that were quieter were sometimes stacked three deep because they had an array of products of different colours or materials, seller call-outs, mouth-watering aromas offering a pleasant assault on the senses, little tasters set out on plates to tempt the potential buyer, handwritten cards explaining the various ingredients, materials or properties of what was on offer...

The stall that was bereft of customers was between the sausage stall and a crystal/spiritual goods stall, both of which had queues of people, some of whom were blocking the blank stall completely.

Another metaphorical step back and my question was: why? If you're selling something, you would tell your potential customers, right? You would give a little taster of what you're selling/what you

want them to know. Maybe the product or the way in which you provide the service aligns with your beliefs and values and that also resonates with your potential customers...

In a thriving, bustling and busy marketplace, the difference that makes the difference is being seen, heard, noticed – drawing attention to what you have to offer and having as many senses as possible considered and reflected in the presentation of what you're offering. In a street market, competition is tough so many VAKOG representational systems were catered for (literally, in many cases!).

Having loaded up with some specific things, tasted most of the samples and bought many food items (they were very good!), I thought about my buying patterns and came up with the questions below, which may be something for you to consider for a couple of minutes.

**Another metaphorical step back and my question was: why? If you're selling something, you would tell your potential customers, right?**





### Do my observations apply to shopping in general?

If you go to the shops or you shop online or at a street market, as I did, what persuades you to buy something? Do you buy products with no pictures? Do you buy services with no descriptions? Do you select the first item you come across?

Or...

Do you check the photos? Do you read the description? Do you do both? Do you look at a number of options before selecting the right option for you? If you're shopping online, what do you need to know about: services being offered? Expertise/speciality? Testimonials? Case studies? Experience? Product dimensions (i.e. the details)?

That's quite a few questions. And maybe a better question would be:

What would you choose to do? Buy from a market stall that had everything to delight your senses and encouraged you to buy – or buy from the market stall with nothing on it?

Here are is an interesting stat for you: **57% of ANLP members have online profiles that are less than 80% complete.**

Did you know, according to our stats (across all members), those with an 80%+ complete profile receive a staggering 94.7% of the profile views, 96.5% of the case study views and 97.3% of events viewed. That means that 43% of our members are grabbing 95% of the attention!

There may be some very good reasons why you want to leave your profile blank – and that's absolutely fine and may be right for you. But if you DO want a better chance to sell your services and be seen online, you could make sure your profile is at least 80% complete, so you have an opportunity to be seen by the 6,000+ NEW visitors to the ANLP website each month who view our pages 20,000+ times per month!

ANLP members often get first page listing on Google searches. People searching for you or NLP services get to the ANLP website quickly. You can check out how many times your profile gets viewed and how many people click on the links to your website by viewing your statistics on your dashboard.

There may be better business strategies you could use than simply

**What would you choose to do? Buy from a market stall that had everything to delight your senses and encouraged you to buy – or buy from the market stall with nothing on it?**

paying your membership fee and hoping that will be sufficient to get clients. Using your ANLP online profile to support other marketing and your own website/online platforms is smart, especially if you complete your profile and make it as easy as possible for potential clients to check you out by linking your website to your ANLP profile and your ANLP profile to your website.

If you're providing services to clients and want to attract more business, what about modelling the successful market stalls with the queues to give yourself the best chance? ■

# Highlights from our Social Media Outlets over the Last Few Months



**Suren Kolkankar** • 2nd  
International Master Trainer of NLP | Peak Performance Coach | Keynote ...  
1 mo • Edited • 👤

On this momentous occasion, I am thrilled to announce that I have achieved the esteemed qualification of a recognized Master Trainer of NLP with **ANLP INTERNATIONAL CIC**.  
Being among the top 100 master trainers worldwide is truly an honor.  
<https://lnkd.in/deyhU34w>

**EmmaBenyon.Coach**  
11 February • 🌐

I'm still not feeling 100%, this flu has really taken it out of us!!  
Today though I had an incredible opportunity to present with 4 others, including my friend **Engage and Thrive - Coaching and Training with Hayley Reilly** at the NLP international conference hosted by **ANLP International CIC** sharing all about the NLP in Education Project I am involved in. A new collaborative project initiated by ANLP to take NLP in the Education sector.  
We shared about the project and how NLP can be life changing for so many, and the ripple effect that could be created by sharing and teaching schools, governors, parents, students all about NLP with a core set of tools.  
I've been working a post 16+ Educator for over 10 years now and so I'm excited by this project because I know just how life changing NLP can be, and the difference it's made to not only my life, my relationships and my clients too.  
If you want to find out more the project pop me a DM 🙋  
I'm now off to celebrate with a gorgeous home cooked Valentines meal and an early night in the hope that this bug will be gone by the morning 🍌  
#nlp #anlp

**Clean Change Company**  
8 February • 🌐

For anyone attending **The NLP International Conference**, we are raffling a set of our wonderful metaphor cards, including instructions for 6 innovative coaching activities that use imagery to generate emergent knowledge. Invaluable for working with individuals and teams. Come by our virtual booth to enter the raffle!  
<https://www.cleanchange.co.uk/product/clean-metaphor-cards/>  
ANLP International CIC #cleanlanguage #coaching #therapy #metaphor



**ANLP International CIC**  
Published by Loomly • 22 February at 19:04 • 🌐

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Thank you for being part of our community!  
The more people we reach, the wider we can spread the word about the power of professional NLP. You can support our mission by sharing our posts with your friends and colleagues...  
Thank you 🙌  
#nlp #anlp #growth #progress #socialmedia #nlpcommunity



#GROWTH AND #PROGRESS

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**ANLP International CIC**  
3h • 🌐

The ANLP Member clinics have been set up to offer you even more opportunities to explore your ANLP membership directly with the ANLP Team!  
Join us for personal guidance at one of our regular clinics!  
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Guiding you through your ANLP Membership

**ANLP MEMBER CLINICS**

1st Thursday of the month - 16:30 (UK time)  
3rd Monday of the month - 12:30 (UK time)

WHAT'S IN IT FOR ME?  
COMMUNITY  
ANLP membership benefits

Ask ANLP

**Ramesh Prasad R**  
14 October 2023 • 🌐

And this is how ANLP International CIC is building a community across the globe. Come lets be a part of this growing community if you are in the field of NLP or even if you are wanting to attend an NLP course. #NLPTraining #nlpmasterpractitioner #nlptrainer

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# Coaching Leaders for Success: Everyone's a Leader



Lynn McKeown

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**I** truly believe everyone is a leader, everyday people dealing with extraordinary things, and coaching is the magic ingredient in noticing patterns, nailing issues, clarifying outcomes and expediting positive change.

When used effectively, coaching is a powerful experience and strategy to support and further strengthen capability and confidence in leading yourself well, leading others or leading society.

I'm curious why we readily accept coaching in sports to excel technically, physically and emotionally, yet in life, we hesitate accessing support to be at our best.

In leadership, there is the shift from being on the field to leading and coaching

**A good coach will ask great questions – questions that encourage exploration; questions that linger, adding value beyond the coaching session.**

from the sidelines, helping others achieve their goals.

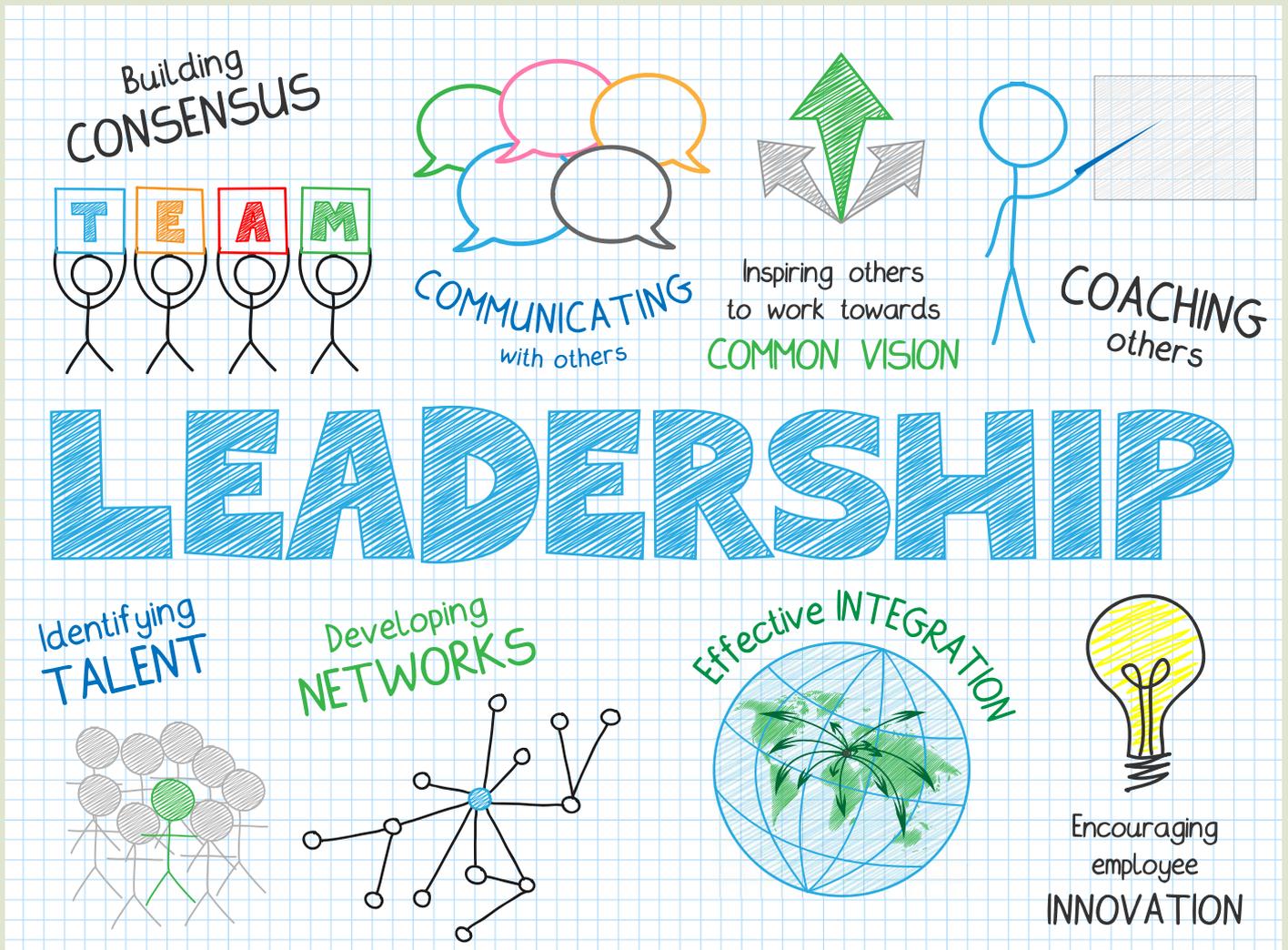
Repeatably, leaders find great value in coaching. A good coach will connect exceptionally well, guide, hold a trusted and confidential space and ask great questions – questions that encourage exploration; questions that linger, adding value beyond the coaching session. Many leaders find the intentional time to share and explore challenges and opportunities; providing 'head space' is a game changer

– a chance to pause, slow everything down, breathe; a chance to choose a clear, focused path forward.

**"That between stimulus and response is a space.**

**In that space is your power to choose your growth and freedom."**

**Viktor Frankl**





**When anyone engages with coaching, they want to come away from that session with clarity of thought, perspective, support and the mindset to transform a challenge into a potential way forward.**



### **Understanding unique challenges**

Leaders are working within a fast-paced, growth-orientated, rewarding environment. To fuel that growth, they also face complexities, challenge, and continuous change. Leadership can be a truly satisfying yet exhausting role, and for some they can feel isolated.

There are numerous challenges encountered when coaching senior leaders, such as:

- Promotion
- Leading transformation or change
- Feelings of overwhelm, negativity, anxiety or stress, impacting energy levels and job satisfaction
- Self-doubt
- Key relationships breaking down
- No time to 'catch your breath', to think, to prepare, wanting a better way of working
- Blurred boundaries, wanting to explore 'a better rhythm for living'

My aim is to ensure leaders have a pathway to confidential effective coaching and support in areas such as:

- Change (transitioning through reorganisation, acquisitions, redundancy)
- Strategic plans and implementation
- Leadership and development
- Culture, engagement and wellbeing

### **It ain't what you do, it's the way that you do it...**

When anyone engages with coaching, virtually or in-person, they want to come away from that session with clarity of thought, perspective, support and the mindset that they have the ability to transform something that is challenging into a potential way forward.

My coaching style provides a sense of clarity and calm, support through every interaction, a positive experience, which encourages self-belief and a way of thinking and acting confidently as they think of the challenges or outcomes they want to achieve, personally or professionally.

I ensure this by checking in regularly. The quality of the relationship we nurture is key. I'm curious to understand what is making the difference and their engagement and feedback keeps me grounded and inspires me to stay connected to my purpose and evolve my approach, providing a positive and enabling experience.

For leaders, knowing they are not alone is vital; recognising that they have access to a great coach and can discuss whatever topic is front of mind and then navigate that together, with trust, clarity, support and strength, makes all the difference.

Last week, a senior leader reflected, "This is great – how you coach and question and hearing the construct of my responses is hugely beneficial already."

My style is distinctive, with structured methodology and the inherent strength I bring to each session. I tailor every conversation to the unique needs of the individual or group, fostering an atmosphere of trust and genuine connection. Amidst the seriousness of discussions, I inject energy, fun and engagement, creating a space where laughter becomes a powerful catalyst for creativity, choices and innovative ideas. Developing rapport through effective communication, compassion and a genuine curiosity builds their confidence, guiding them towards profound insights and growth. Honesty and transparency underpin every interaction, creating a safe confidential space. It's a journey marked by connection, where leaders discover their strengths and navigate challenges with renewed clarity and purpose.

In conversation, we navigate as we travel with a calm, open and curious mindset and a skillset that draws on my HR experience, leadership and consultancy knowledge, skills and the most effective NLP strategies for their particular situation.



## Having a coach to strengthen and optimise your leadership is vital.

### ▶ One size does not fit all

My approach is always tailored to the individual or group; however, one of the most versatile, powerful and practical approaches is Robert Dilts' Logical Levels, which features frequently as an initial coaching conversation. At times of complexity, Logical Levels is one of the best ways to organise our thinking.

Let's take an example. A leader wants to reconnect with their journey, experience and impact; to level up and step into challenges and opportunities with confidence.

Using the Logical Levels framework, I guide them through the following questions:

#### **Environment**

Where have you worked? Where are you working? Describe that environment. (Developing a timeline of their experience, strengths and impact)

#### **Behaviours**

What are some of your key achievements? What are you most proud of? As a leader, what are the main things you are doing?

#### **Capabilities**

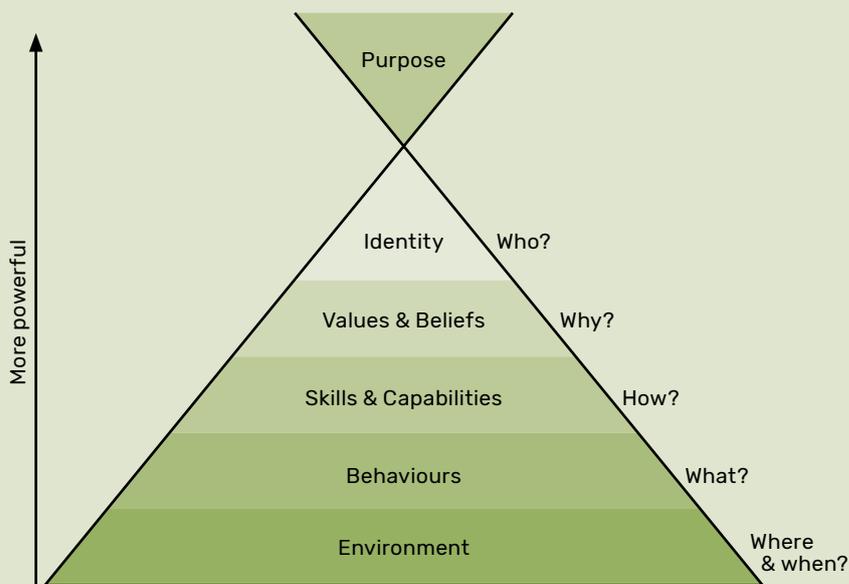
How do you do what you do? As a leader, what are your skills and strengths? (Creating an inventory list)

#### **Values and beliefs**

As a leader, what is important to you?

#### **Identity**

In role, who are you being? Who do you see yourself as? Who do others describe you as?



How someone thinks of themselves as a leader and how they want to be at this level is where transformation happens. Paying attention to this narrative, and reflecting, can lead to insight.

#### **Purpose**

Knowing what is important to you and the hats you wear: for what, for who else? What do you do it all for? What is your overall purpose?

This is a rich opportunity to reflect and reconnect with key experiences and impactful references. Coaching identifies future directions, focusing on leaders' priorities. This guides the application of my toolbox and enables me to delve into areas like Personal Effectiveness or The Power of Emotions.

#### **My passion for people**

People are important to me: truly understanding and appreciating their journey, values and purpose; helping them to join their own dots or the dots within a team and maintain physical and psychological health, fitness and growth.

#### **Our experience shapes us**

Life's twists brought me from a peak of focus, energy and determination to burnout. Recognising and addressing this heightens self-awareness, personal effectiveness, resilience, and leadership strategies. These lessons form the bedrock in having a rhythm for living, a balanced and purposeful life, enabling me to lead myself, others and organisations while actively participating in multiple business ventures.

Part of my purpose is to inspire, support and further strengthen leaders, enabling them to continue making a positive difference. Showing up in this way brings positive change and inspires me to do what I do every day and work with amazing leaders to deliver great results and unlock potential.

#### **Conclusion**

As a seasoned professional in NLP coaching, I specialise in working with CEOs and business owners to identify and overcome individual, team and organisational challenges. I shine a light on obstacles, encouraging a strengthened leadership mindset, and guide clarity and confidence in pursuit of their desired outcomes. With a balanced split between the private and public sectors, I engage with diverse industries such as optometry, dentistry, veterinary services, general practitioners, education and healthcare and have contributed to EU projects in Cyprus.

Having a coach to strengthen and optimise your leadership is vital. They are someone who navigates with you, for you, presenting the most effective questions and techniques, helping you think clearer and make decisions, supporting you to move forward more confidently, feeling stronger, feeling better.

Coaching was not my first career choice; my career journey is a 'zigzag' with several 'loop the loops'! Lean into your experiences, keep learning, keep growing and stay curious.

Everyone's a leader – and a coach is critical to the growth of any leader. ■

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## Launching virtual NLP Masterclasses in 2025

8<sup>th</sup> Feb 2025: 6-hours

- We are excited and honoured to welcome Richard Bolstad as the first presenter for the new 2025 Masterclasses
- **Creation Cycle:** Using the energy cycles of the body to create the change you want

**VIRTUAL**



## Join us for the first confirmed NLP Festival

17<sup>th</sup> May 2025: 09:00 – 18:00

Nottingham High School

- Enjoy time and space to connect with like-minded NLP Professionals
- Opportunities to 'Ask the Experts' for specific guidance during 15-minute one-to-one sessions
- 60-minute workshops during the day

**LIVE**



## The 2026 NLP International Conference

Returns to London on 16<sup>th</sup> & 17<sup>th</sup> May 2026

- Two streams of presentations over two days, in person at the Sheraton Skyline, Heathrow
- Tickets on sale soon
- Spread the cost options available

**LIVE**



Are you interested in presenting one of the virtual NLP Masterclasses... or at the 2026 NLP International Conference in London?

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Deadline: 30<sup>th</sup> June 2024



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