

RAPPORT

THE MAGAZINE FOR NLP PROFESSIONALS

**Dynamic Spin Release™ –
An Easy to Use Practical
Method for Creating
Positive Changes in
Yourself and Others**

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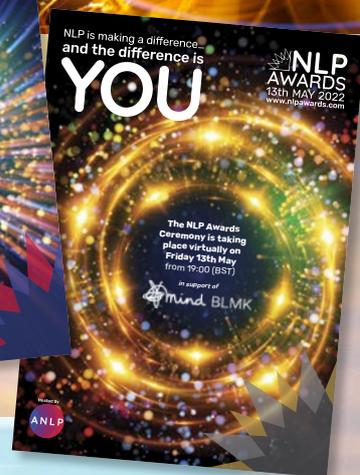
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NLP for Learning: Stories and Tips to Support Children Who Learn Differently



By Lucy Heary

***"Now I know my NLP,
next time won't you sing with me?"***

I imagine if all children could learn NLP just like ABC and 123! What would it be like if children learned, from a very young age, about the connections between their brain, body and feelings? Whether I'm working in a classroom or in a private one-to-one setting, NLP magically slips into my language and methodology. It's wonderful for the children I teach, and for keeping this grown-up in a mindful, grounded, desired-outcome-focused state!

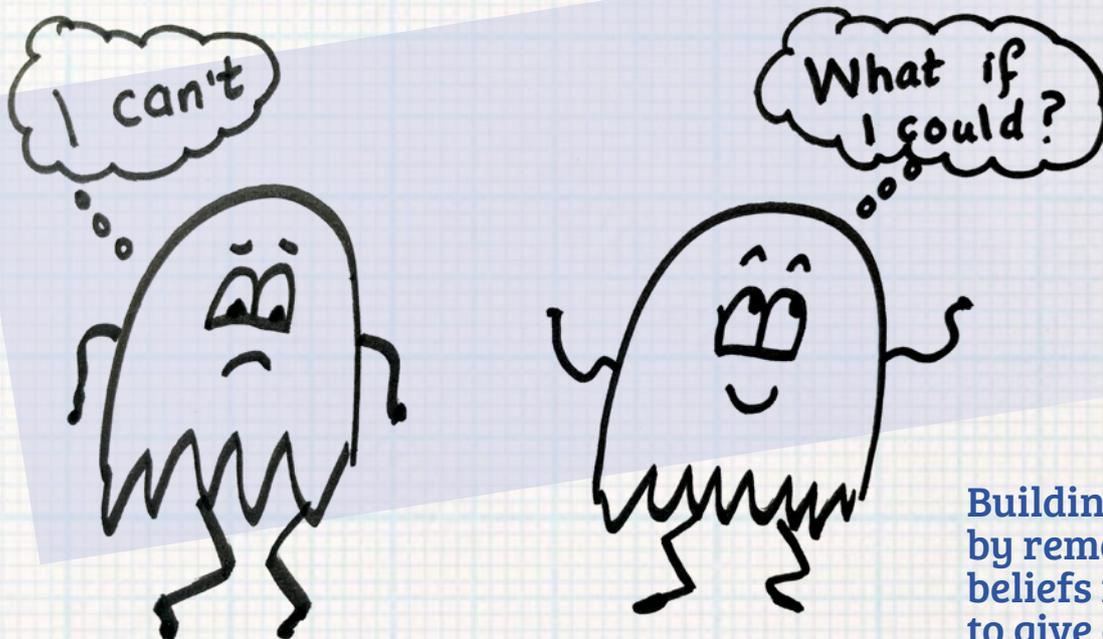
I love to practically support children who struggle academically or emotionally in the conventional classroom. Students who believe they are failing experience overwhelm. They sense the subtle criticism of their words and actions, knowing they are not learning like their classmates. For children who learn differently, other strategies are needed to help them recognise the strengths

of their neurodiversity and to let go of anxiety. Building emotional resilience is key to their ability to learn better.

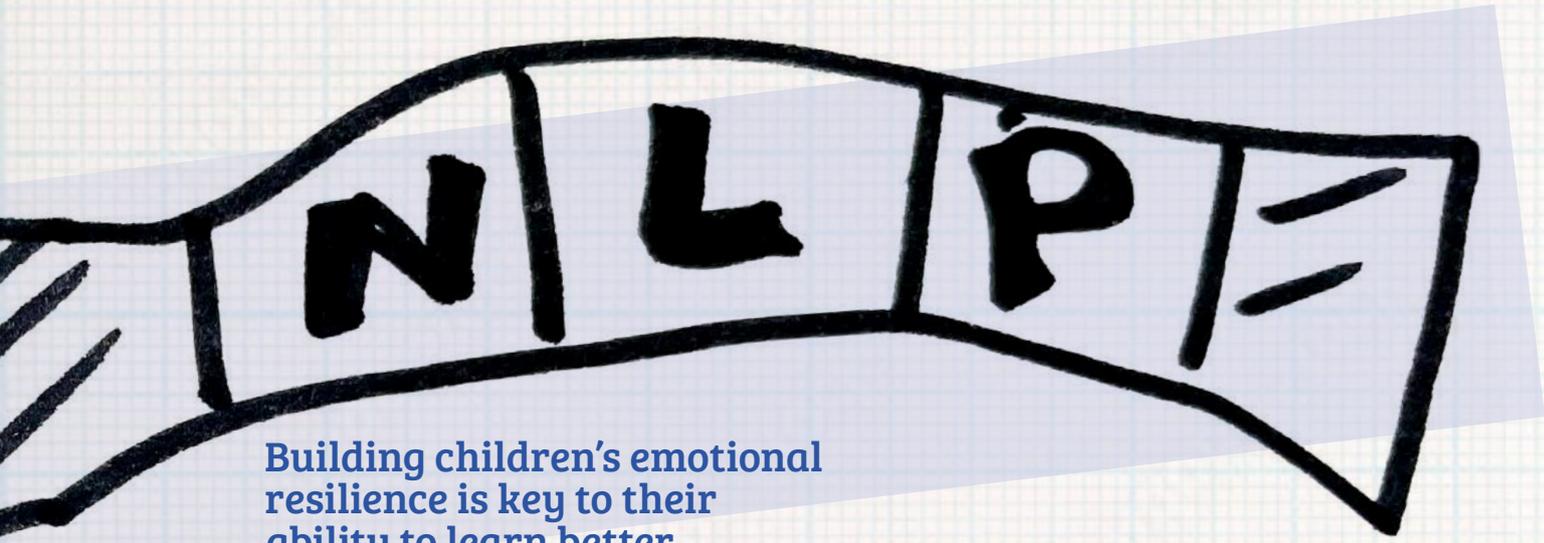
A classroom culture of NLP benefits all children who are emerging from the restrictions of the Covid pandemic. Anxiety is so prevalent right now. NLP tools and techniques develop empowering choices, possibilities for positive change and uplifting language (for child and teacher!). It may be challenging to find the time and space in a busy school for one-to-one coaching; however, it's worthwhile nurturing an NLP approach and cultivating a range of learning strategies in your classroom.

NLP model of communication

Understanding the NLP model of communication changed my awareness of how and why we think, feel and behave the way we



**Building on self-esteem
by removing limiting
beliefs is a lifelong gift
to give every child.**



Building children's emotional resilience is key to their ability to learn better.

do. My personal awareness expanded hugely the first time my NLP trainer, Sara Haboubi, explained how we each create our own model of the world. Imagine if children developed this awareness from an early age? How empowering would it be to know your reaction is your choice!

It is thrilling to simply demonstrate to children how their sensory information is processed and how thoughts and behaviours can stem from emotions. Explain to children how their brain works. Start with bringing their awareness to what they already know. Step outside the limits of the classroom curriculum and ask about their hobbies, pets, unusual facts etc. Be curious. Children who struggle academically often believe they know nothing and that they are stupid. But they do know stuff! Help them realise that 'knowing' is a form of remembering. Praise them. Ask them how they are remembering that – all those 'bits' of information. "Really?" said a nine-year-old boy. "I have 100 billion BPS in my brain!" Cool!

I explain, with props, how all information, VAKOG, must pass through a type of sieve in the mind. Using age-appropriate language (no need to mention 'subconscious' to a five-year-old!), I tell children how the brain filters information based on individual experiences and memories. Everyone is different. And that's okay.

Building on self-esteem by removing limiting beliefs is a lifelong gift to give every child. Motivation can change by mapping across from the things they love doing to the work that is challenging. Small changes can make a big difference. Teach children that how their brain works is connected to what they feel in their body. The anchor technique is brilliant for this. I ask children if any of them had a teddy or security blanket when they were small. "Would you bring it into school now?" I ask, to cries of "No way!" So, I explain that having an anchor is like having an invisible teddy or blanket that can comfort you or make you feel happy whenever you want.

Language patterns

What children hear from others and what they tell themselves creates their self-perception and their model of the world. Bringing awareness to this at an early age is vital. We humans are wired to dwell on the negative and this comes through our everyday language: "I hope it doesn't rain," ("I hope it stays dry.") Flip it! I get children to physically do this with their hands when we need to change an 'away from' statement to a 'towards' one instead. "I bet I won't be able to do it" becomes "I know I can do my best."

'Where your thoughts go, the energy flows.'
'Think it the way you want it.'

Sprinkle little phrases like this into your everyday teaching. My family catches me out if I revert to a negative comment. "Ah, Mam, say it the way you want it!" Reframing, changing language patterns and being conscious of our own automatic verbal responses can make a big difference. Throw out those MONs (Model Operators of Necessity) and stock up on MOPs (Possibilities) instead!

NLP has totally enhanced my awareness of the language we use in the classroom, both formally and incidentally. "You have to learn it," "You should know it by now," "You need to do better," ... all MONs. This creates pressure and a feeling that learning is stressful. One time I was coaching some final year students, both aged 17, and I got them to observe the other's physiology when using these heavy words: must, should, need to, have to. We then substituted MOPs such as I can, I choose to, I want to (whether they really felt that way or not about their final school exams!). These two students became wonderfully aware of their internal dialogue and how it could change their perception of the task at hand. Their physiology changed as did their tone of voice when they swapped MONs for MOPs!



► Literacy and numeracy

The biggest impact on my teaching has been Robert Dilts' spelling strategy and the expansion of this by the ever-curious Olive Hickmott. Mental imagery skills are critical for literacy and numeracy. Children love finding out about their eye-accessing cues and how simply moving their eyes up can help them learn and recall much better than before. Have fun in pairs or groups with some prepared sensory questions and watch those eyes start to move!

For example:

Visual Remembered (VR)

- Describe your favourite Marvel character.
- What colours are in the LIDL logo?
- Are the letters upper-case or lower-case?
- What's on your bedroom wall?
- What is your easiest times table?

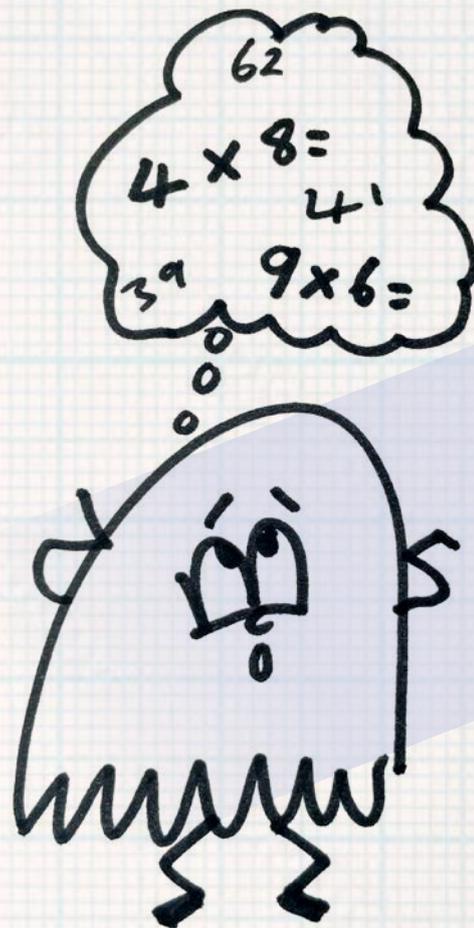
Visual Construct (VC)

- Imagine a big grey elephant driving a red car with yellow wheels.
- Think of your teacher with green hair and huge feet!

**'Look up, look up, raise your eyes.
That's the way to visualise.'**

It is so empowering for children to become aware of their visual learning skills and how they can adopt new strategies to help them spell and read better. In my experience there is an over-reliance on phonics, and children believe this is the only way to remember words.

One little girl could not spell her surname because it had eight letters. "That's too hard for me," she said. She was ten years old,



and this was her limiting belief. Yet she had wonderful personal strengths, and was highly imaginative, very creative, and charmingly giddy! Two key changes for her made a big difference. I taught her how to become calm and grounded within seconds, by only breathing through her nose, and visualising the soles of her feet growing tree-roots. Her physical state changed, making her feel more peaceful (Optimal Learning State) and in turn, she was able to control her thoughts (IR). Instead of trying to sound out each letter, which had been her previous strategy, I helped her visualise the components of her surname. Engaging her body, we added movements, and a funny tone of voice for the repeated letter.

Before starting, we had changed her limiting belief of "I'm stupid!" and then reframed to what she had never been able to do in the past: "I can't spell long words," (away from) to "What if you could?" (towards). In only twenty fun-filled minutes, this ten-year-old could spell her surname and had been NLPed! She was ready to learn better with more self-belief, more motivation, and with more effective personal learning strategies.

Another child could easily spell and read at a standard way above her age, yet she could not remember her times tables. She was so excited when she realised her spelling strategy could successfully be applied to maths! There are so many prevalent negative beliefs around maths that NLP can help to unravel. (I am proof of that!)

So, as the saying goes, "When you change the way you look at things, the things you look at change." NLP empowers that change.

**'Learn, discover, see what you can be.
Notice the change with NLP!' ■**

Lucy Heary is an NLP Master Practitioner living in Ireland. She began teaching in the last century (!) and has worked in mainstream classrooms, learning support and music education. Now a learning coach, Lucy loves to help children who learn differently develop more self-belief and empowering strategies. She is currently completing her Trainers' Training in the emotional intelligence programme, Magical U. Lucy is happy to connect anytime: lucy@learningcoach.ie or for further reading: www.magical-u.com and www.empoweringlearning.co.uk

NLP Associations Unified Code of Ethics

Modelling the great work undertaken by the coaching associations to create a unified code of ethics, the main globally recognised NLP associations have been collaborating behind the scenes to create and agree upon a Unified Code of Ethics for NLP Associations.

So far, this has been adopted by ANLP, IANLP, INLPTA and IN-Institutes. You can find out more on the dedicated website, www.unifiednlp.org. ■



Monthly Website Stats

ANLP now publishes monthly website stats in their members' news update. Here is your guide to interpreting those stats and what they mean for you as an ANLP member.

New users

A 'new user' is a visitor who, according to Google's tracking snippet, has never been on ANLP's website before and is initiating their first session. Each new user has found the ANLP website using a search engine and entered a word or phrase that is associated with ANLP or NLP... and this might mean that they are looking for NLP services – which might mean they're looking for someone like you!

Page views

A page view (or page view hit, page tracking hit) is an instance of a page being loaded (or reloaded) in a browser. This shows the number of pages viewed (or reviewed) each month. When used in conjunction with the number of new users, this number can give an indication of the depth of use of the website. We have a huge amount of information that

visitors can use to inform and educate themselves about choosing an ANLP member and the more page views we get, the more people we are educating on the positive benefits of NLP.

Searches

The searches data represents the number of times members' profiles have appeared within the list of results when someone performs a search on the website. Each search where the member appears in the list is an opportunity for the member to connect to a new client; see profile views, below.

Profile views

This represents the number of times members' profiles have been viewed. If your profile has a photo, social media link(s), your website link, contact number, email address and a full description of the services you offer, you give the person who is viewing your profile a much better chance of being able to contact you. If you have none of the above, you are limiting your opportunities!

Click throughs

The click-through rate represents the number of times a website visitor has followed a link from a member's profile to either their own website or one of their social channels. Following on from profile views, this means you have connected to the searcher and directed them from the ANLP website to your own website or social media account. At this point, it really is over to you to use your marketing and messages to convert this viewer into a tangible client...

100% completed profile

This indicates the percentage of ANLP members who currently have a 100% completed profile. Our research shows that members with 100% complete profiles receive much higher click throughs than profiles that are less than 100% complete. Making sure that your profile is complete and regularly updated gives you the best opportunity of telling the new users (your potential clients) about the services you offer and what you specialise in. ■

The monthly stats for March 2022 were:

New Users

5,350

Page Views

20,808

Searches

8,970

Profile Views

2,174

Click Thrus

104

100% complete profile

22.26%



Dynamic Spin Release™ – An Easy to Use Practical Method for Creating Positive Changes in Yourself and Others



By Tim and Kris Hallbom

Dynamic Spin Release™ is a comprehensive approach for working with yourself and others. It is often used for physical pain, negative thought patterns, fears, anxiety, worry, critical voices, forgiveness issues, limiting beliefs, losing weight, etc. It also works well with children. One of the interesting things about DSR is that it can often work very fast, and sometimes in a matter of minutes!

Dynamic Spin Release™ was created by Tim and Kris Hallbom, using ideas delineated from the well-known psychiatrists Carl Jung and Milton Erickson, and draws heavily from the psychology of metaphors, NLP and creative visualisation.

How you'll benefit from using Dynamic Spin Release™

Dynamic Spin Release™ can be used in a variety of ways to help you get the results you want for yourself and others. Here are some of the most common benefits reported by people around the



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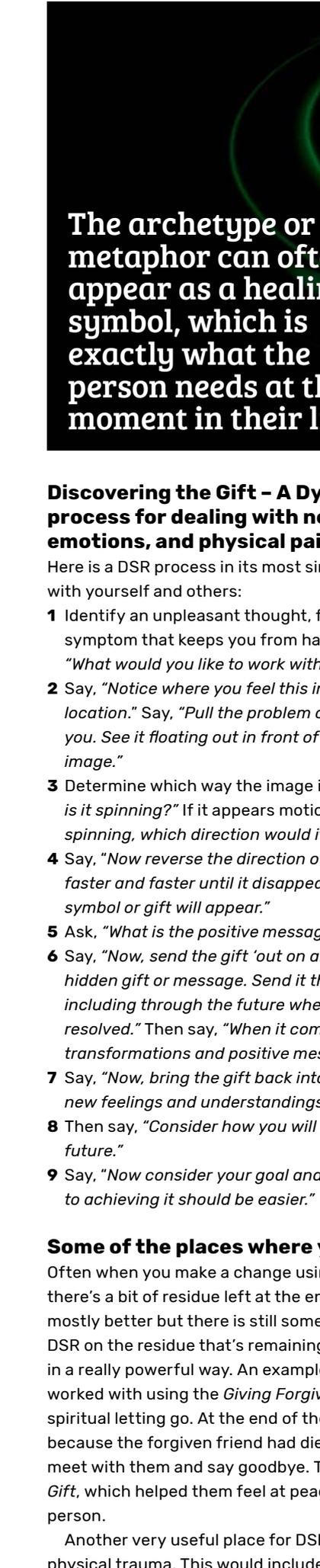
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world who are using Dynamic Spin Release™:

- Easily shift negative thought patterns, limiting beliefs and physical pain from yourself and others
- Improve your mood and maintain your positive outlook, even when you're having a bad day
- Relieve the pain and discomfort of physical problems such as headaches, colds or chronic injuries
- Identify and transform the unconscious critical voices and negative self-talk that keeps you from being your best self
- Resolve internal conflicts about decisions and situations you face so you enjoy greater peace of mind
- Release the unconscious stories that keep you from having what you want, and much more!

**Dynamic
Spin Release
can often
work very fast,
and sometimes
in a matter of
minutes!**





The archetype or metaphor can often appear as a healing symbol, which is exactly what the person needs at that moment in their life.

Discovering the Gift – A Dynamic Spin Release™ process for dealing with negative thinking and emotions, and physical pain)

Here is a DSR process in its most simple form that you can use with yourself and others:

- 1 Identify an unpleasant thought, feeling, emotion or physical symptom that keeps you from having what you want. Ask, *“What would you like to work with?”*
- 2 Say, *“Notice where you feel this in your body. Identify its location.”* Say, *“Pull the problem out and then push it away from you. See it floating out in front of you in the form of a symbol or image.”*
- 3 Determine which way the image is spinning. Ask, *“Which way is it spinning?”* If it appears motionless then ask, *“If it was spinning, which direction would it be spinning in?”*
- 4 Say, *“Now reverse the direction of the spin, and get it going faster and faster until it disappears – and a new healing image, symbol or gift will appear.”*
- 5 Ask, *“What is the positive message from the gift?”*
- 6 Say, *“Now, send the gift ‘out on an adventure’ to find another hidden gift or message. Send it through space and time, including through the future where the issue is totally resolved.”* Then say, *“When it comes back, notice any additional transformations and positive messages from the gift.”*
- 7 Say, *“Now, bring the gift back into your body and notice your new feelings and understandings.”*
- 8 Then say, *“Consider how you will be from here on into the future.”*
- 9 Say, *“Now consider your goal and/or desired state. The pathway to achieving it should be easier.”*

Some of the places where you can use DSR

Often when you make a change using NLP with any NLP process, there’s a bit of residue left at the end where the person feels mostly better but there is still something that feels off. Using DSR on the residue that’s remaining often finishes off the change in a really powerful way. An example of that: a person who we worked with using the *Giving Forgiveness* process had a deep and spiritual letting go. At the end of the work, they felt a sadness because the forgiven friend had died, and the client could not meet with them and say goodbye. The client used *Discovering the Gift*, which helped them feel at peace with the situation and the person.

Another very useful place for DSR is when you have a mild physical trauma. This would include things like a cut on your finger, a stubbed toe, a banged shin, a pulled muscle or a tension

headache. You always want to be careful when you spin out a physical pain, because you want to make sure that DSR is not taking something away that has important signal value. So, mind the ecology. If DSR doesn’t make a difference, or if a pain returns, be sure and check out the cause of the pain with an appropriate health care provider.

For example, Kris had a young relative who fell on the sidewalk while riding her scooter. She landed on her arm. It was red and painful. We ‘spun it out’ with her, and she said much of the pain was gone, and the redness mostly disappeared. Later, however, the pain returned so we took her to the doctor who discovered a hairline fracture.

DSR can be used to help people deal with allergies – using DSR with allergic responses often helps to retrain the response to something the person is allergic to.

A common occurrence is for a person to experience anxiety when dealing with a health challenge. A person with whom we worked was diagnosed with cancer. She had a tremendous fear about her future. Almost like clockwork, she would panic every evening at about 5pm. We used the DSR process with her many times, and it not only reduced her fear with the help of the metaphors her unconscious provided, she became much more resilient and hopeful. She also became adept at doing DSR with herself. Later, her cancer went into remission and she told us that it was an important part of her healing and self-care.

Why does DSR work so consistently?

When you deconstruct the basic DSR process, *Discovering the Gift*, you’ll find it has a number of elements that support experiential change.

The first element is called *overlapping*. Notice that at Step 2 of the *Discovering the Gift* process, you ‘pull the feeling out’ and ‘see what it looks like’. You are basically overlapping from a feeling to an image. Notice that you can easily manipulate an image and change it into something else, but that’s much more difficult to do with the feeling. If you had an unpleasant feeling and I say, “So change it to something else,” you probably won’t be able to. On the other hand, if I asked you to make an image in your mind and then change that image into a different and resourceful image, you’ll be able to do that with relative ease in most cases.

The second element utilises *submodalities*. There are several submodality changes involved in the basic DSR process:

- *dissociation*: you’re pulling the part out of you so you’re no longer associated in it and are now looking at the problem from the ‘outside’.
- *distance*: you moved the problem farther away from you, 

There is a spin quality to everything from quantum particles to the largest galaxies.

- diminishing its psychological impact.
- *motion*: spin itself is a kind of motion, as is reversing the spin motion and speeding it up so fast that the problem representation disappears.

The third element is utilising the client's imagination by asking the unconscious mind to produce a healing metaphor that solves the problem. The fascinating thing about DSR is that the unconscious mind virtually always produces a superior solution than the person can come up with consciously. Our sense is that the metaphor received through the imagination is what is most powerful in the process.

The fourth element is to do with the guide's use of Milton Model language. Notice the preposition included in the phrase "Which way is it spinning?"

The fifth element is to do with the Metaphors, Archetypes and Symbols that come up as a result of doing the *Discovering the Gift* process. More often than not, when doing Dynamic Spin Release™, people tend to get universal archetypes or symbols for their gifts. What exactly are these archetypal gifts and where do they come from? In NLP terms, they might be understood as coming from the unconscious mind of the client; from a Jungian psychology perspective, they might be understood as symbolic archetypes. Carl Jung put forward the idea of a Collective Unconscious to which all humans have access. He described this Collective Unconscious as a vast reservoir of archetypal images and symbols formed throughout the history and development of mankind.

Although these archetypal images are common to humanity, the significance of a particular archetype to the individual person is specific; thus, the archetype or metaphor can often appear as a healing symbol such as a flower, a shining star, or a wise old sage – which is exactly what the person needs at that moment in their life.

Over time, we have noticed a pattern

to the types of gifts people receive: the colour of the gifts, the shape of the gifts and the overall quality of the gifts. Usually the gift appears to be some kind of an archetypal metaphor that has special meaning to the client, such as a diamond, a treasure box or a rose. So now we ask people to look for these archetypal gifts as an intrinsic part of the Dynamic Spin Release process.

The sixth element is spin itself, which is intrinsic to our universe. There is a spin quality to everything from quantum particles to the largest galaxies.

Dynamic Spin Release™ principles and observations

- 1 The entire nature of our universe is based on spin.
 - 2 Spin is an intrinsic property of all elementary particles such as quarks, leptons and bosons (which are the basic building blocks of our universe).
 - 3 Your thoughts, feelings, beliefs and physical symptoms have an unconscious spin quality to them, which can be positively transformed when you spin your representation of them.
 - 4 Problem states and negative emotions typically spin one direction, while positive states and emotions spin the opposite direction.
 - 5 When you take a negative emotion and reverse the direction of the spin, the negativity of the emotion will fade away or disappear.
 - 6 When you take a positive feeling and spin it in the same direction, it will intensify the positive nature of the feeling.
 - 7 There is often a positive, archetypal
- 8 message or hidden metaphor to be found within each spin that you do. Typically, the message will serve as the resource that you need to resolve the problem and integrating it will make a positive difference in the outcome.
 - 8 If an image or gift seems incomplete, then slowly spin the representation of it in the positive direction, and the image will begin to fill in and become more coherent.
 - 9 If there happens to be more than one negative feeling or image that appears, place a larger circle around all of the images and reverse the spin of the larger circle until it transforms into a positive feeling, image, symbolic gift or archetypal metaphor.
 - 10 Never spin an image of a person. Instead, spin the negative feelings you have about the person. Or spin a symbolic representation of the problem or issue that you have with the person.
 - 11 Never spin an image of a body part, like an organ or a limb. Instead, spin the symbolic representation of the pain, the malaise or the problem associated with the body part.
 - 12 If you have any difficulty in releasing an image or representation after spinning it, then there is often a deeper forgiveness issue that needs to be resolved.
 - 13 If you get a gift back you don't understand the meaning of, or you don't like, then you can spin it again until another gift appears. Or you can send it out on a mission to get another gift or treasure.
 - 14 When in doubt, spin it out. If there is something bothering you, spin it out and change it! ■



Kristine Hallbom is an internationally recognised NLP trainer, author and professional coach. She is the co-founder of the NLP Coaching Institute and has been actively involved in the field of NLP for over 30 years. She is also the co-author of the books *Powerful Questions and Techniques for Coaches and Therapists*, *Innovations in NLP* and *Alternative Medicine: The Definitive Guide*.

Tim Hallbom is an internationally known trainer and developer in the fields of coaching, hypnotherapy and NLP. He is the co-author of the books *Beliefs: Pathways to Health and Well-being*, *NLP: The New Technology of Achievement*, *Coaching in the Workplace*, *Your Mind Power*, and *Innovations in NLP*, as well as the author of a number of articles about management, ethics, and change.

Creating Healthier Workplaces with NLP

How Ubisoft and Groupon have been supporting their teams



By Andy Coley

I've been qualified as an NLP Trainer since 2012 and alongside the work I've been doing in the field of healthcare, I've also been working with well-known organisations to bring NLP to the heart of larger businesses.

Over the last few years, I've been working with organisations such as the Arcadia Group, The City of London, The British Retail Consortium, Chilly's Bottles and billion-dollar businesses such as Groupon, Roche and Ubisoft.

The Groupon project came about when one of their senior leadership team visited a practice group session I was running in southeast London. I set this up when I moved to London in 2016, partly to meet new people but also because I love running practice sessions for practitioners and those keen to find out more about the field of NLP.

He was the compliance director and already a big advocate for coaching, having recently attended coach training in one of the well-known coaching schools. He'd heard about NLP and wanted to know more. After a great session about values and some of the ways you can work with these with clients he wanted a taste of NLP, so we arranged to meet up for some 1:1 coaching so he could experience what NLP-based coaching was like.

He loved it and we pulled together a three-day training programme, similar to a diploma course, so I could train the SLT (Senior Leadership Team) at their head office near London Bridge. Groupon is a relatively new organisation; it's only been around since 2008 in the US and 2009 in the UK, with the Groupon Goods channel added in 2011. So, like any newer business, it was still



NLP models and techniques gave them the chance to step back and gift themselves and others advice, plus time to reflect and think more clearly instead of reacting instinctively.

experiencing teething and growing pains as it continued to expand.

They had a high staff turnover (29% who left within 12 months) and no training programme for their team leaders, category managers or leadership team. Whoever had been in the job the longest was promoted and not given any support in the shift in identity/responsibility or skills in how to lead a team, plus there was not a great model of leadership as everyone was busy *doing* their job, and not really focused on leading through example.

Taking a coaching approach to leadership

I took the SLT through the programme. Of the 12 people present, 6 had come to the UK from Groupon's European offices to take part. They found the programme very insightful when it came to managing their own state, along with supporting their teams in a much more coaching-led way.

Many of you will have heard of *Situational Leadership* by Paul Hersey and Kenneth Blanchard, which talks about the need to change your leadership style, depending on the maturity of your team. Groupon had a very directing style, telling staff what to do, treating them very much like kids and then being annoyed when staff were constantly asking to be told what to do.

The aim of the programme became to take the team through to the next level of a coaching approach so that eventually they could reach a supporting and delegate leadership style.

Once the SLT had gone through the training and we'd evaluated the feedback, I developed the programme so that 80 of the management team and ultimately all 180 of the goods team throughout the European offices could take part. To do this, two champions were identified from the SLT who would qualify with me as NLP Practitioners and become internal advocates for the change and delivery of the programme. I personally delivered the sessions to four cohorts; I then shadowed the champions on another four sessions and they ran further sessions for the teams themselves.

What started off as a project for the senior leadership team became so much more and the feedback from those taking part



As a result of the NLP training, staff turnover halved, and employees felt more valued and better able to communicate effectively with both their peers and their managers.

was that they really felt much more supported by their peers and that they had better ways to communicate, listen and build rapport with each other. Models and techniques such as the communication model, the meta model, perceptual positions, the presuppositions of NLP, clean language, cause and effect and so on gave them the chance to step back and gift themselves and others advice, plus time to reflect and think more clearly instead of reacting instinctively.

This course, about taking a coaching approach into leadership, is one that I've repeated with other organisations, and it can be really effective *if* it's something the whole team takes on board from the senior leaders, all the way through the layers of the team.

Change has to come from us before it'll come from others. We have to model what we're expecting to see, and they got that at Groupon. As a result, the staff turnover halved, and employees felt more valued and better able to communicate effectively with both their peers and their managers.

Using NLP to develop professional boundaries

Most recently, my largest client has been Ubisoft, the billion-dollar computer games company behind titles such as *Far Cry*, *Rainbow Six Siege* and *Assassins Creed*. They first got in touch at the end of 2020 wanting help and support with training around the topic of professional boundaries.

Ubisoft had been in the press for all the wrong reasons that summer. Senior execs had lost their jobs in Montreal and Paris when the #MeToo movement meant that people felt like they had the opportunity to report serious misconduct.

The company undertook an organisation-wide staff wellbeing survey (there are approximately 18,000 staff globally) and one of the things that came out was how stressful interacting with

players had become. The games industry can be highly toxic and with staff working mainly from home, a blurring of the lines between home and work life – especially for those in the community teams, who work directly with players in the Star Player Programs, eSports leagues and community relationship centres – meant people were burning out.

I've developed a training programme for them called *How to ensure safe & exemplary interactions with players*. It consists of three modules so far; the first two contain NLP-based principles and techniques to enable them to put themselves at cause in tricky situations, communicating well with players and staying out of the drama of situations.

We also look at reflective practice and giving themselves advice, and ways of handling stress using physiology and then putting it into practice with role plays. The third module is peer group coaching, which enables the theory and reality to embed together by discussing issues the team is having and getting advice from each other. This third module has been the difference that's made the difference with the training. They learn and model a mentor who is part of the group and this enables them to feel supported and know that what the team in Korea or Japan faces isn't that different to those in Sweden or the UK.

So far, 200 people from Europe, Scandinavia, UAE, Russia, Asia and Australia have been through this virtual training and it's expanding into the US/Canada alongside new training for managers and those in non-player-facing roles. The EMEA HR team is heavily invested in bringing NLP into the way that their staff look after themselves and I'm delighted to be able to support them on that journey.

Bringing NLP to the heart of organisations is very much my passion. ■

Find out more about **Andy Coley** at www.andycoley.com.
More about Professional Boundaries support at www.professional-boundaries.com

Getting Your Clients to 'Self-model' to Build Sustainable Transformation (and for you too!)



By Nishith Shah



So, how do we install these strategies of 'self-modelling' in a coaching session?

You are here because you want to create sustainable transformation, right?

In my coaching experience, I've found that the most powerful space for me to operate from is to hope my clients don't find it necessary to come back to me again and again. And that's what I'm exploring today. How are we supporting the growth of our clients, not just momentarily but in a way that they feel empowered to grow continually on their own from the conversations we have?

So, what is sustainable transformation? How can we define it? More importantly, how can we calibrate that with what is truly happening with our clients? For me, there are two elements to creating sustainable transformation. One, that we build strategies with our clients in a way that they self-coach to create breakthroughs, find profound insights and re-create transformation every time they feel challenged. Two, that whatever change we bring in a session, they stay with it. They don't revisit the same patterns over and over again.

I had a coaching session with one of my students about two years ago, and since then she has attended all my programmes and retreats but never reached out to me to coach her again. Recently, after that long two-year gap, she asked for one more session. It got me curious, and I asked her, "How come you're coming back to have another session with me after such a long break?"

Her response completely changed the way I look at coaching sessions. She said, "That session was so powerful that I found a breakthrough, and a defining moment for myself. I've continued to explore and use what I learned in that session and I've been able to associate that learning, grow with it and continue to apply it to a lot of things that I have faced in the last couple of years."

That doesn't mean that there aren't more areas of growth. We are all always learning and growing. But that particular pattern that was stopping her was transformed. She was able to grow past it and apply it in every challenge she experienced with that pattern. I started to reflect on what was going on in this particular instance. What was different about this?

I realised that one of the biggest factors contributing to sustainable transformation in coaching is that element of getting clients to self-model in a way that they can continue to create and re-create their own transformation. After all, we can't be with our clients 24/7. We can't always be with them when sudden trauma occurs or in the instances that they might find themselves in an unresourceful state. In those moments, having learned the strategies of self-modelling allows them to access resources that can bring powerful shifts for them, real-time.

So, how do we install these strategies of 'self-modelling' in a coaching session? There are mainly three components that I work with.

Identification as a tool for transformation

Getting our clients to identify with their own experience and resources is one of the most powerful ways to create transformation. When a client shares their outcome or desired state with you, in a way it presupposes that they have already had an experience of it.

Think about this for a second. Imagine you are an alien from another planet, coming down to Earth one morning, and you see a cup of coffee. Would you be able to recognise it? Would you be able to say, "That's a cup of coffee? That's a beverage to start my day with?"

Let's take this example one step further. Would you even be able to say, "That's not a cup of coffee?" Probably not. Unless you have a Starbucks on the planet you have come from. If you haven't ever had a cup of coffee, you wouldn't be able to recognise what a cup of coffee is, or for that matter, isn't.

When a client comes to us with an outcome – something they want to have in life – they've already experienced it before. If they didn't, it wouldn't exist in their awareness. Getting clients to identify with the experiences they have already had allows them to access resources that they might simply be temporarily disconnected from at that moment.

I believe our job as coaches is to get our clients to access the resources they already have and to move away from thinking that they need new and additional resources.

So... They have all the resources within them. You have to believe it!

This brings me to one of the most common beliefs of excellence and presuppositions of NLP: "We have all the resources within us." I know some of us say it, but it's truly important to hold that belief as a coach. Your client has all the resources within themselves to move towards their desired outcomes.

Expand your map as you model your own excellence with your client's outcomes

Another important element for building self-modelling strategies is to step in and fully identify with your client's outcomes. Ask yourself, "Where and how is this true for me as well? How have I overcome similar challenges in the past? How can I expand my own map to take not just my client's growth but also my own growth to the next level?" This way you will grow with your clients. It will give you a model or a direction to work with in those instances to create growth for yourself and your clients.

Of course, to reiterate, this fundamental presupposition we are working with is that there is a next level of growth for all of us. If you think you don't need growth in that area or context of your life, you could potentially become a limitation for your client. Because, more often than not, that is what they will probably start to unconsciously model.

At the end of the day, who are we bringing transformation for? It should be for your client, but also for you. It's only when you grow with the outcomes of your clients that they begin to unconsciously become aware and model structures to build their own sustainable patterns. You allow your clients to use you as a mirror

for them to find their own resources by modelling their own excellence!

So, how, specifically, can we do this? Here is one way. What I am sharing here is within my experience – but you will find your own way.

- Elicit a moment where they have already experienced their outcome

Like I said earlier, if a client can present an outcome or desired state to you, that means they have had an experience of it earlier in their life. It's important to remember that we are focusing on the desired state here. Their awareness of that desired state means they already hold the structures of that within them; they are simply not accessing it consciously in that present moment.

- Notice 'the difference that makes the difference'

As coaches, our job is to notice when clients experience their desired states. What was different about the structure that they were holding at the time, that's not there now? It could be anything. A different belief, a different meta-program, a different identity, or something else.

- Bring that critical, differentiating state to their current awareness

Ultimately, you want to direct your client's attention to these insights in a way that they bring that to their own awareness. That way, you're helping them come up with their own answers. Transformation occurs when your clients become aware of something that's outside their map of the world, something they weren't aware of earlier, but they are aware of now as a result of the process.

The intention of this process is to allow your clients to find their own internal models that create transformation for them, time and time again. After all, they know themselves way better than we will know them. Trust that, and remind yourself of this lasting intention, and you will eventually find your own ways to implement this process with your clients. Remember, you are also unconsciously communicating to yourself, and you have all the resources within you.

Remember to grow together with your clients. That's what collective transformation is all about. And that's what lasts. ■

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