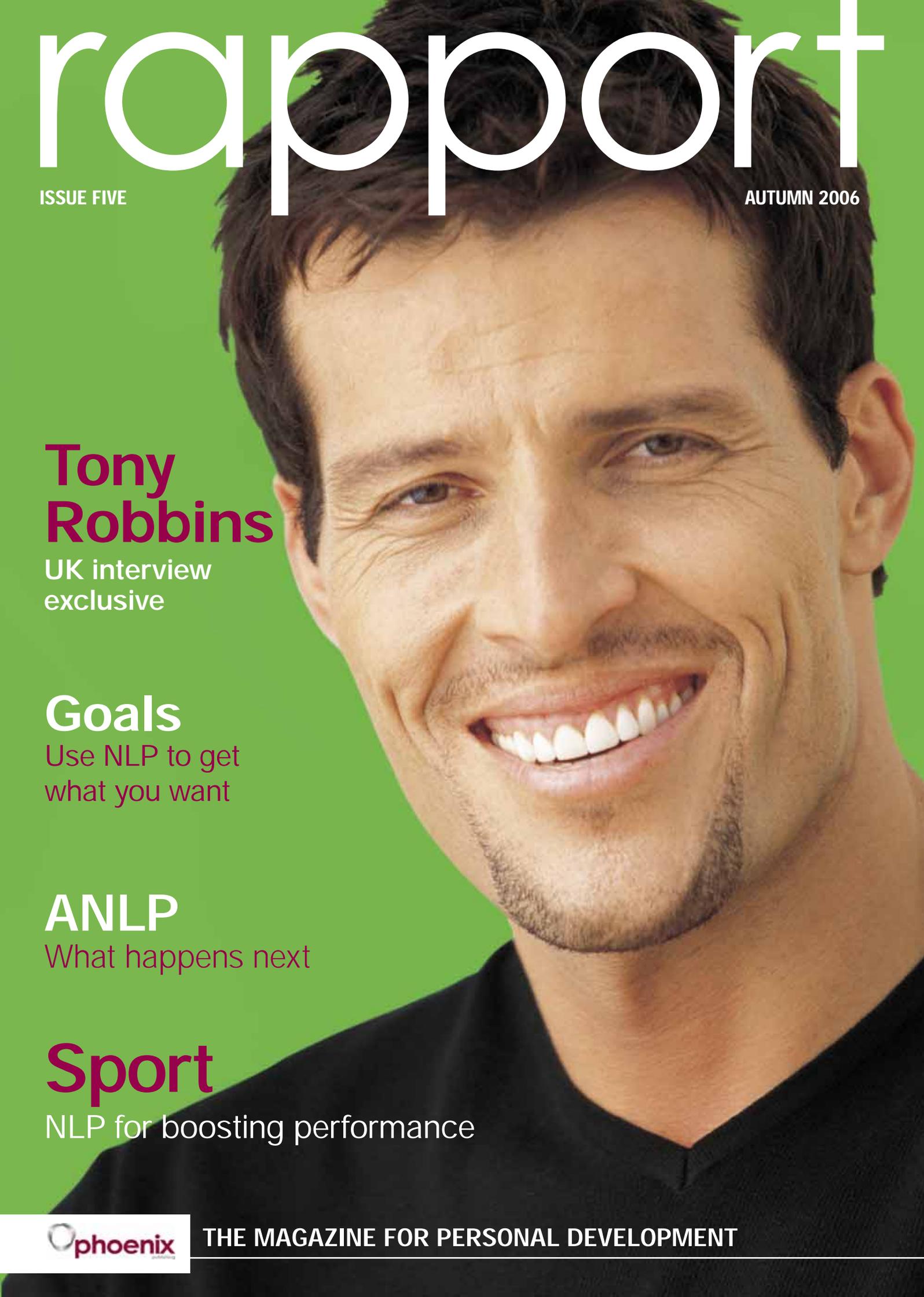


# rapport



ISSUE FIVE

AUTUMN 2006

## Tony Robbins

UK interview  
exclusive

## Goals

Use NLP to get  
what you want

## ANLP

What happens next

## Sport

NLP for boosting performance



### Welcome to another issue of Rapport, the personal development magazine.

Find out the real story behind why Karen Moxom, the director of ANLP, is now running the organisation. Turn to page 14 to read the true and fascinating story behind why she paid off the organisation's debts and how she helped save the membership from being left high and dry. Today the organisation is getting bigger and better and central to its success is its focus on what members really need to succeed.

We have an exclusive interview with Tony Robbins, the high energy, worldwide NLP phenomenon. What's more it is his first interview in the UK for over ten years! Check out what he has to say on page 34.

We also have a number of health features this issue. On page 25, NLP coach Claire Hegarty talks about how she used a number of NLP techniques to heal herself of a wide-range of debilitating illnesses, while on page 32 Alison Ashley, an NLP Master Practitioner, reveals how she helped a cancer patient overcome her fear of swallowing tablets, crucial for her treatment.

We also have a focus on sport this issue as well. Page 10 sees Joanna Goodman finding out why goal setting is essential for sporting triumph, while on page 18 an NLP coach tells how he helped one of the most successful rugby clubs in history avoid relegation.

We also show how NLP is universal across all cultures and faiths with a fascinating feature on Sayeda Habib and her quest to bring life coaching and NLP to the Islamic world.

Joanna Goodman looks at how NLP is helping autistic and special needs children to integrate into mainstream schools.

**William Little**

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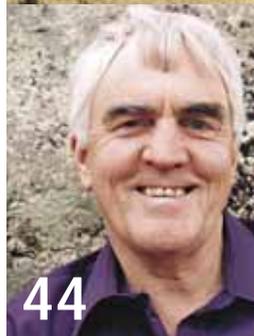
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# Achieving your goals

Goal setting is an integral part of success, but one that is often overlooked. Joanna Goodman looks at how NLP helps athletes set goals and win the mental game of sport

**S**portspeople and athletes regularly acknowledge that the right mental attitude can make the difference between winning and losing and this theory is proved repeatedly as we admire the focus, determination and sheer grit of our top performers in the world of sport. Master practitioner, ANLP Accredited trainer and certified NLP coach Jeremy Lazarus is a former semi-professional footballer, management consultant and finance director whose unique brand of NLP-based high performance sports coaching is achieving dramatic results for aspirational footballers, golfers, triathletes and runners over different distances, including the marathon.

Jeremy's expansion from business coaching into sports coaching was prompted by his clients. "I used your techniques and won a tennis match against someone I'd never beaten before," said one. When more of his

combining NLP techniques with sports psychology. His business experience would not go to waste either. "The way NLP is applied to business and sport is very similar," he explains, "I use NLP techniques to help people develop a winning strategy that drives them to deliver on their goals."

Goals underpin Jeremy's business - and they apply to much more than football. He emphasises that even when an athlete or sportsperson isn't preparing for a specific competition, they're always competing against themselves. "The concept of one's personal best is well-documented," he says. "Even if an athlete doesn't win the race, beating your personal best is often a huge source of fulfilment."

Jeremy's approach to coaching is rooted in NLP - although it encompasses other techniques too. "John Grinder said that in his experience the single key factor which stops people achieving

“An example of an outcome goal would be to win a gold medal in the 1500 metres freestyle race at the 2012 Olympics”

clients started winning competitions, Jeremy realised that he had a winning formula as people started attending his courses and signing up for one-to-one coaching specifically to boost their sporting performance. As sport had always been his passion, he decided to develop a specific coaching programme

their goal is that they don't have a goal beyond a goal," he explains. "If there's nothing to aim for next, they can become demotivated and even sabotage themselves." Following this principle, Jeremy asks every new and potential client three fundamental questions with a view to helping them develop a series

of goals:

1. What do you want to achieve?
2. What will it do for you?
3. What is stopping you achieving it?

He asks for specific responses which he uses to create a personalised coaching programme based on three levels of goal setting:

1. Outcome goals
2. Performance goals
3. Process goals

Jeremy explains the concept. "An example of an outcome goal would be to win a gold medal in the 1500 metres freestyle race at the 2012 Olympics," he says. "A related performance goal could be to swim that distance in a specific time. You can't control whether you attain your outcome goal as this depends ultimately on other people, on the competition, but you can control your own performance and reaching your performance goal gives you the best chance of achieving your outcome goal. The process goals are the milestones you need to pass in order to get there. For example, the process goals required for the swimming example might be to swim 10,000 metres a week, swimming 100 metres in a specific time and completing at least one 1500 metre swim a week, again in a specific time. It might also be aiming for a particular distance per stroke or improving a particular swimming technique."

The objective is to develop a series of well-formed goals so that you know for sure when you've reached each milestone. Jeremy uses another set of NLP-based questions to help his clients

define their goals clearly and precisely:

- What specifically do you want to achieve?
- How will you know that you have achieved it? What will you see, hear, feel etc?
- What is the timescale? When is the race or competition?

The answers are as crucial to Jeremy as they are to the client. "If I don't know where a client is going, coaching them is pointless," he says.

It's also important for goals to be stated simply and in the positive and to be specific, measurable, meaningful, achievable, realistic and timely. Jeremy's coaching technique combines the

ubiquitous SMART objectives with two other significant factors. The first is ecology, or the study of consequences. Jeremy asks every new client to give an honest answer to the central question, "What will you gain if you get it and what will you lose if you get it?" For example, spending more time training might win you the race, but it will also mean you have less time to devote to your relationship or your career. "It's important that these consequences are acknowledged and addressed, because any internal conflict can cause someone not to give 100 per cent and to compromise their own success," says Jeremy.



## Top Tips for a Ten-Mile Run

1. Set a well-formed goal!
2. Be clear why you're running this race. Determine what it will do for you.
3. When the going gets tough, picture yourself achieving your goal.
4. Break the training into bite-sized chunks. These depend on where you start from and how much time you have before the race. If you're a novice, it could be running half a mile; if you're an experienced runner, focus on improving your time.
5. Enjoy it and make it fun because what's fun gets done!
6. Set a goal for each training session - it focuses your training and really keeps you on track!

The second factor is a proviso that's personal to Jeremy and fundamental to his success as a coach. "I absolutely have to believe in my clients. It's really important that I believe that their goals are realistic and achievable. If I don't, either I have to change my beliefs or I have to tell them that I cannot coach them." I ask him whether it's a matter of rapport building and get a disarmingly frank response. "I rarely consciously match and mirror," he says. "I simply aim to make sure we're comfortable working with each other and I can focus on what they want."

Jeremy tailors his coaching to the specific needs of his clients. Sometimes that means using NLP goal setting and visualisation techniques. But sometimes all that is needed is some wholehearted support and basic common sense. "One lady felt she needed coaching because she became nervous before an event, but the problem was that she wasn't organised," he says. "She simply needed to make a list and pack her bag the night before. Sometimes the simplest things can make all the difference." His practical approach is illustrated in his Top Tips for a Ten-Mile Run.

What has been Jeremy's greatest success so far? He tells me about a triathlete whose ambition was to become an elite athlete. Completing the course in the required time meant beating her personal best. With Jeremy's help, using NLP and visualisation techniques she achieved a time that was beyond her wildest dreams and achieved her ambition. She is currently competing in international competitions.

Finally, I ask Jeremy about his own goals. He hopes to raise his profile as a coach and work with household names – both individuals and teams. His goal beyond a goal is to collaborate with a well-known sporting personality to produce a book or DVD that will bring his philosophy to sports teaching in schools and inspire children to achieve their full potential. Of course he's already working towards this. Jeremy's book, "Ahead of the Game" will be published in November.

For further information, check out Jeremy Lazarus' website: [www.thelazarus.com](http://www.thelazarus.com) or contact him at [Jeremy@thelazarus.com](mailto:Jeremy@thelazarus.com) ●

# Getting bigger and better

Last March Karen Moxom was asked by ANLP to take over the organisation, pay off its debts and help expand its role. Rapport details how ANLP is now getting bigger and better and providing expanding services to its members

**T**he Association of Neuro Linguistic Programming has been part of the ever growing NLP community in the UK since its inception in 1985. During that time it has enjoyed, and sometimes endured a constantly changing and somewhat turbulent history.

Two of the key principles of NLP are being flexible enough to embrace and move forward with difficult changes, and operating from a psychology of excellence. Over the last twelve to eighteen months ANLP has become a model of these two principles of the NLP community, having gone through some major changes in its makeup.

## The Old ANLP

ANLP was originally set up along the lines of a committee-led Association. Every person who joined was responsible for input in policy making, deciding the way that ANLP was run and the direction it was to take as an Association. Gradually, over the years it found itself the subject of dispute and factionalisation, meaning that much forward impetus was lost. As dissatisfied members left, the status of being a member of ANLP began to lose some of its shine. As the Membership eroded, so did the benefits.

From then on, the ANLP had to rely for its funds on the kindness of its member base in continuing to subscribe to an organisation which was not able to

meet all the demands of its membership.

Crisis point was reached when members of the board realised that it would be impossible to rectify all the problems that had been identified, given the lack of funds available.

In January 2005, the committee met to discuss what was to be done. They felt that the ANLP was no longer able to deliver the benefits it had promised to its members, nor fulfil the wider purpose of the ANLP within the NLP community. This was in large part down to the debt that the Association was laden with as well as a crisis of faith in the internal systems of the ANLP as it then stood. It became clear, too late, that it was impossible for the ANLP to continue to trade legally in such a situation.

If the Association had been left to exist in its original form, all members would have been held responsible for paying off those debts, a fact that greatly concerned the remaining members of the committee.

Members didn't realise that the Association was in real financial difficulties. What remained of the elected volunteer committee refused to give up on the dream of creating an NLP community to be proud of, but with financial pressure mounting, they needed to act quickly to protect the members, and they agreed that the best option was to sell the assets of the company. After turning down some poor offers, they did find a buyer abroad



who only wanted the magazine and the database but did not wish to take on the existing membership.

## The New ANLP

Karen had a long-term goal, shared some years previously on a training course, to build a supportive NLP and coaching community. Karen not only wanted to offer value and support to the existing NLP community, but to also take the message of NLP to the wider public and gain true recognition for NLP.

"I was contacted by the committee because of this goal and I agreed to support the membership and pay off the debts. If I hadn't, the assets would have been sold abroad and the members left high and dry. For me the members came first," she says, adding: "ANLP is now a private company: that means all the debt and investment risk became my responsibility. ANLP needed a lot of investment, in both time and money." Despite this, ANLP remains committed and responsive to every member.

Karen views ANLP as a garden. "It became neglected and overgrown because nobody had the time to maintain it as it grew. It needs constant tending and nurturing so that every plant and flower can flourish and contribute to creating a beautiful and strong place where people can come and be inspired."

Since taking over the helm, Karen has supported ANLP members in any way





Karen (front) and Lala - the ANLP Membership Support Team

that she could. This has been quite a challenge, involving much work on the foundations of the business rather than at the forefront.

“The first priority was to start publishing the magazine regularly again and respond to feedback by turning it into an easy read, a promotional tool for NLP.” she says. “The next priority was to improve and expand the website. This was launched July 2005 and continues to evolve - it is number one in the UK Google rankings. Members can go online to update their profile, update diary events and case studies, and join the forum. There is also an online

our commitment to past and present members - we have done that, so now we have something to shout about.”

Karen fully recognises that there are some people who have issues with, and may continue to be less than pleased about what has happened to ANLP as an organisation, and she also knows that it was impossible to turn around the years of difficulty ANLP struggled with overnight. She has the focus and the patience to keep going.

#### **The Future of ANLP**

Karen is passionate about making NLP an integral part of society, starting with

“I believed that in order to re-establish the reputation of ANLP, we needed to prove our commitment to past and present members”

search database facility so members of the public can find an NLP Practitioner, Trainer or Practice Group.

Yet ANLP has been silent about this. Why? “When I took over we didn’t immediately shout about what we were doing because we were busy doing it! It took a long time to put things into place. It was probably a mistake not to shout louder,” she admits. “I believed that in order to re-establish the reputation of ANLP, we first needed to prove

education. “If we could get NLP to people when they are teenagers or even younger we could make the difference that counts. This is why we are setting up a charity to raise awareness and funds to get NLP introduced into every school in the UK. It’s a big challenge, and developing young people by introducing them to some basic NLP skills would be so empowering. If every young person had some experience of NLP it could make such a big difference

to their lives. Not only would they be better equipped to deal with the outside world, they would end up taking this awareness of NLP into every sector of society,” she says.

She says that ANLP still has a brilliant public reputation. “We are the first place the public and the media come to for information about NLP. We have put our members forward for media interviews at the BBC, and featured in many national publications from the Sunday Times to Marie Claire.”

Ensuring consistent and high standards is also an integral part of the new ANLP. “Our members are Professionals in their field. We now encourage this Professionalism through the Membership Standards, CPD and Accreditation Scheme. We also offer Members discounted insurance with Towergate Professional Risks, one of the most reputable insurance companies in this field. We’ve had brilliant feedback. It helps members focus on their business, and to protect themselves as well.

“We’re turning ANLP into the professional and supportive community that I dreamed about. It is where everyone can get support, information, help and advice about NLP. It functions as the promotional arm of the NLP community as well as a business support network. We are bridging the gap between the Practitioners and the public on a daily basis, via the contact forms.”

Most recently ANLP has set up a trainers’ referral scheme to help trainers benefit when their students join ANLP. Trainers can receive a fee or contribute it to the fund to help establish an NLP education charity.

#### **Accreditation & Standards Policy**

ANLP remains an independent body and places no hierarchical value on who its members trained with or for how long they have trained. It believes that it is quality and skill that count every time when it comes to being a successful practitioner, and there are exciting plans ahead to further encourage this.

Today, ANLP focuses on promoting the responsible use of NLP in all areas and maintaining a reputation of Professionalism and Quality amongst its members.

**Visit: [www.anlp.org](http://www.anlp.org) or call the main office on 0870 444 0790. ●**

# Phobia

Illness can bring on a range of side effects, including difficulty swallowing tablets that can be central to the cure. Rapport reports

**P**hobias are often thought of in a humorous way by people who don't suffer from them.

Anyone having seen a friend turn green when a flock of pigeon lands, knows what I mean. Yet phobias can be very distressing and are not the least bit funny for the person experiencing and living with them. And this is where NLP's service to humanity is at its most effective. Phobias for NLP are what fillings are for dentists, something for which the NLP toolkit was made.

Yet some phobias can prevent some people overcome more debilitating illnesses. NLP Master Practitioner Alison Ashley, for instance, recently helped a woman suffering from breast cancer deal with her fear of swallowing tablets. This probably improved her chances of survival. "The biggest problem when your health goes wrong is that you feel out of control," says Alison.

This was the case for Amanda, the 39-year-old woman who was diagnosed with breast cancer. "She had a ten-month-old son. Her life was turned upside down. She said that having a baby was meant to be the best time of her life, but now she was fighting for her life. It brings out all of the emotions and feelings that can hinder the healing process.

"There's a lot of anger and it isn't always apparent on the surface. It is important to recognise and deal

with this anger."

Alison reveals, however, that Amanda wasn't dealing with her treatment very well. When she went to the cancer suite to have chemotherapy she found it a struggle to take the pills.

"I got her first to make a list of all the reasons why having the treatment was important to her, to help her to remove some of the negativity she was feeling about it. She put at the top seeing her son grow up and spending Christmas with him. I got her to keep the list with her always so that when she was feeling negative or when she went to have treatment she could look at it and remind herself why it was a good thing to be having. In one session I put her into

**“She opened her eyes and started laughing”**

a trance and I suggested to her that she didn't have the treatment, but she immediately grabbed it back with her hand. She had a choice not to have it and she had chosen to continue with it. She was not being forced to have it. She needed to know that and it helped her deal with it better."

The tablets and the smell of the cancer suite were her main problems and both were tied up together. The place put Amanda into a state of

panic. "Every time she walked into the suite and had to take the tablets she became tense," reveals Alison.

Alison first dealt with the smell. "I put her into a light trance and asked her to think about the smells that were happy for her. She said that the smell of her son and his babygro in the morning made her feel happy. It smelt of fabric conditioner and of him. In the trance I turned down the submodalities of the smell of the suite and turned up the ones of the babygro. I also suggested that she take the babygro with her in her handbag so she could use it to relax when she was in the cancer suite."

This helped relax her but she was still having problems swallowing tablets, says Alison. "I used Timeline Therapy™ to help her go back to the time when she could swallow tablets easily for a headache. I got her to walk back to each time when she had taken them. We went back four times into her past and on the fourth occasion she opened her eyes and started laughing. She said: 'I just realised how daft I was being - I can take tablets' and that was it. She also said she needed to go to the fridge. She realised that taking them with water wasn't working, and she would take them with orange juice instead." Her phobia was sorted and soon after so was her cancer. "She was given the all clear, which is fantastic news." **alison.ashley@fsmail.net ●**



# Elixir of life

Claire Hegarty gave up her job as a science researcher for a career as an NLP coach and in so doing healed herself of many long-term and debilitating illnesses. She tells Rapport

**B**ack in 2003 I was working as a scientist in a large blue chip company, in terrible health and to be honest not particularly happy. Yet this was the year that changed my life. I attended an NLP practitioner course with The Performance Partnership to learn how to become a better facilitator. Little did I know the profound and

transformational power of these techniques. In just seven days I became a Certified Practitioner of NLP, Time Line Therapy™ and Hypnosis. I started to really discover who I was and what I wanted and realised that NLP was what I wanted to do with my life.

But I was a scientist and I wanted to put the techniques to the test. The scope

to be able to do this in my career was limited so I thought the best place to start was with me. In between starting my Master Practitioner course six months later and during that course itself, I decided to put all of these skills to the best test I could think of, which was to improve my health and beat my illnesses for good.



I had suffered from very bad health for about 10 years - illnesses ranging from eczema, asthma and IBS to pernicious anaemia and tension headaches to name but a few. I had been on a lot of prescription drugs and wasn't really getting any better. A day didn't go

better. I decided I had endured enough of this and I was determined to get rid of them for good.

I thought I would give NLP, Time Line Therapy™ and hypnosis a go because we learnt to use the tools on ourselves and others during the training

“By using a combination of all my skills, breathing techniques, goal setting, focusing on what I wanted and slowly coming off the drugs all of my illnesses disappeared within a couple of months”

by without major stomach discomfort and complete tiredness. I was also taking paracetamol, steroid inhalers and injections every month and more.

When I had IBS the symptoms could be debilitating at times and I couldn't eat. It was a horrible place to be. I was getting fed up that I wasn't getting any

sessions. I used all the techniques I knew, the combination of which got results very quickly. I was able to work through my emotions and retrain myself how to breathe so I could slowly come off my inhalers, for instance.

I was working on the principle that the mind unconsciously runs the

body. I was working to discover the unconscious cause for all my illnesses and how I could uncreate what my unconscious mind was programming my body to do. I resolved that for every symptom there must be a stress, block, programme or even belief in my mind causing it. I was working to get at the route of my illnesses by changing the unconscious emotions and beliefs.

By using a combination of all my skills including breathing techniques, goal setting, and focusing on what I wanted, I was able to slowly come off all of the drugs I was taking. Within a few months all of my illnesses had disappeared.

I decided that I had to use these skills in my career and help others to do the same. I felt so passionate that this was the way to go that I resolved to work in my spare time and holidays too. By doing this I was able to set up a company in January 2004, even though I was still working full-time.

Then, about 12 months later, redundancies were announced so I leapt at the chance to practise NLP and coaching full time.

Since then I have shared all I have learnt about resolving my illnesses, transforming myself and my life with my clients. I am 100 per cent sure that these techniques work - I am walking and living proof of that.

I have also found that what people want to achieve and are capable of achieving is dramatically increased when they are both happy and healthy. Problems with health and wellbeing are often linked with unhappiness. If you are unwell it can prevent you from having the energy to succeed and achieve your goals, but by dealing with the underlying causes of the illnesses, you can release the energy that can then enable people to do whatever they want. The fact that I was able to resolve my illnesses and succeed in business is a clear example that it works.

This whole journey has made me realise that when you listen to your heart dreams really can come true.

**To contact Claire to learn more about her services and to book in for a free consultation call on 0151 678 3358 / 07714 853 524, [info@tranceformations-pbe.com](mailto:info@tranceformations-pbe.com), [www.tranceformations-pbe.com](http://www.tranceformations-pbe.com)** ●