

RAPPORT

The Magazine for NLP Professionals

Issue 58

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Special NLP Conference 2018 Edition



32-page Conference Brochure Inside

Everything you need to make the most of the Conference and Awards

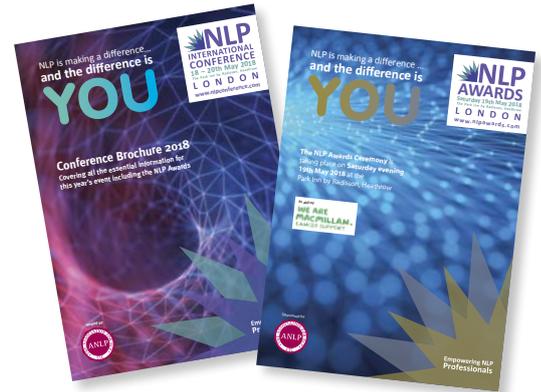
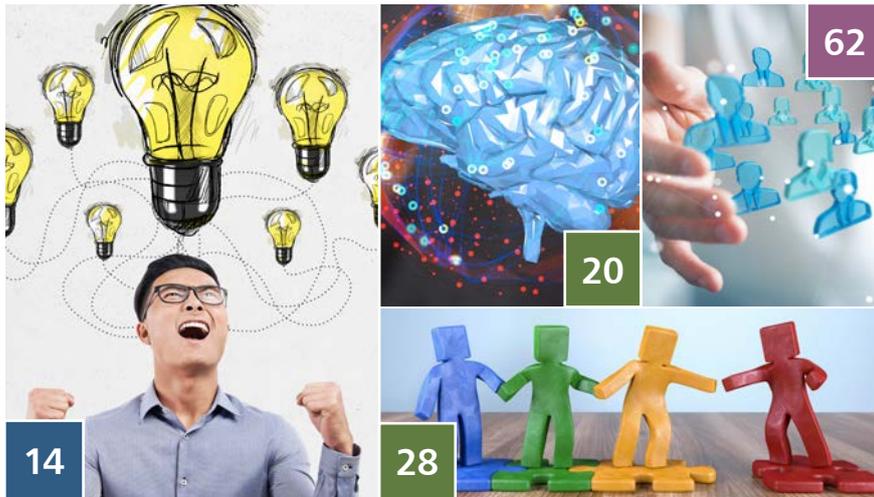
Taking place at Heathrow, London 18-20 May 2018

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RAPPORT

The Magazine for NLP Professionals

Issue 58 - Published April 2018



See the 32-page Conference Brochure in the centre of this issue of *Rapport* for everything you need to make the most of the Conference and Awards that are taking place at the 2018 NLP International Conference.

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Mindset For Business Success



By Bridget Kirsop



There are surprisingly few groups that dovetail the elements of NLP and mindset

When I looked at my bookcase 4 years ago, I had a lightbulb moment.

I saw that my book *Mindset for Business Success* was next to Napoleon Hill's *Think and Grow Rich*.

I had a moment of clarity which jolted right through me. It was a message that I had been ignoring for many years. The start of an exciting challenge!

Across the world there are many entrepreneurs, who are looking to build and grow their businesses. They often turn to Mastermind groups to gain knowledge and share their experiences with other like-minded people. These Mastermind groups help business directors, owners and entrepreneurs to build their self-confidence and develop the tools for running a company.

However, there are surprisingly few groups that dovetail the elements of NLP and mindset into these programs.

It my belief that having a clear mental thought process from

the outset of running a business is key to personal and business development. Confusion and negativity are barriers that get in the way of growth.

Yet far too many company owners and directors are stuck behind these hurdles before they start, and even the best Mastermind collective, which concentrates purely on business ideas and not the mentality needed to begin with, will find difficulty in removing these obstacles as a program progresses.

I spent 24 years working in the National Health Service as a GP and Health Board director, until I discovered NLP, retrained and took the big leap of faith to set up my own business.

Now, 8 years later, as a Certified American Board of NLP Trainer and Master Coach, I am combining Intensive Coaching for Business Owners and NLP training courses with Mastermind groups.

NLP and my programs have helped hundreds of company owners, directors and entrepreneurs gain the mindset that makes

for business success and life success.

It was in the early part of 2015 that I was thinking about what I was going to do that year and thinking about my compelling goals.

I had left general practice at the end of 2009, trained as a Life Coach, discovered NLP and worked through training from Practitioner to Master Practitioner. I then became an NLP Trainer in 2013.

During this time, I was growing my business and deciding that I wanted to work with clients who were in business and self-sabotaging – I call it ‘stuck’.

This was because I had become ‘stuck’ myself and was doing a very good job of self-sabotage as I tentatively grew my business. I still clearly remember my fear of failure and worry about not being good enough.

I had also made some big changes in personal circumstances and my friends and family wondered what on earth I was doing, giving up a professional career as a GP to do this coaching that they didn’t really understand.

What does ‘stuck’ mean in my vocabulary?

It is an internal feeling to me, a stuck feeling. It’s like you almost know what you need to do but for some reason, you can’t do it. And you have probably tried hard to overcome this feeling. I still remember being rooted to the spot in the middle of my kitchen as I took my business forward, wondering which way to turn and I couldn’t physically move. They were very deep and strong roots!

Having had the support of some amazing coaches in my journey towards my goal of being the top UK NLP Coach for Business People, I overcame my self-sabotage and started growing my business rapidly.

Following that moment of clarity as I looked at my bookcase 4 years ago, I spent the whole weekend reading *Think and Grow Rich* and over that time the penny dropped.

The experiences I had setting up my business were the same as other people had as well! I could easily run Mindset for Business Success Mastermind groups.

Since then, I have run 13 groups – starting out with 6-month programs often running concurrently, and then moving to 9-month programs. I just felt really inspired by facilitating the group. I set the broad agenda and the participants also help to create the direction of the group.

I have been a participant on other Mastermind groups which were more about business and business models, but they didn’t cover the mindset challenges in business or give people tools to get that success mindset. I believe those tools are the most important in the business and success toolkit as other tools can be learned and gained through collaboration with other business people and on courses.

So, one of the key points is that while people are growing their business over those 9 months and being held accountable, then they can also develop those life-long personal skills they have never considered before.

I interview people so that they are a good match in terms of ►



While people are growing their business, they can also develop life-long personal skills

► commitment to the group. Successful candidates are given a Mindset for Business Success System video course which is essential work for the group.

There is also a support forum and access to me throughout the course and the opportunity to delve deeper to help with the unsticking.

The themes and loops that run through the program start with a self-assessment of their mindset for their business success, This measures:

- Where they are on the cause-effect scale
- Whether they have set goals that they are motivated to achieve and give them clarity
- Whether they have support around them which is unconditional and positive
- Whether they take consistent action towards their goals
- Whether they have empowering or limiting beliefs
- Whether their communication is getting them the results they want
- Whether the balance in their life is what they want
- And whether they are reflecting and developing.

This self-assessment forms the basis for measuring their progress throughout the mastermind and is revisited at several points and at the end.

Each session then consists of training in an element of the wheel, a hot seat where people bring their challenges and then commit to the group the actions they will undertake before the next session.

An overarching theme of mutual support, acceptance of different models of the world and the usefulness of others' skill sets and perspectives runs throughout the group at each session and over time. I run the training and facilitate learning and challenge throughout the time together.

Training sessions have themes which include:

- Compelling goal setting
- Values elicitation
- Belief – challenging of limiting beliefs
- Getting positive and unconditional support
- Perceptual positions
- Hero's journey
- Delegation
- Communication skills
- Time management
- Journaling and reflective skills
- Decision making.

Although every group is different, the challenges that run through the groups from the start include:

- Not understanding that they have an unconscious mind which drives their emotions and behaviour and therefore their results
- Not having had the space to think about their mindset and the impact of that on their business
- A lack of awareness of how to set goals
- No knowledge of what is important to them- their values
- Limiting beliefs about themselves, about business, about their interactions with other people and lots of reasons and excuses for not achieving their full potential
- Thinking that their model of the world is all there is
- Lots of reasons and excuses for not taking action.

The end product of this 9 months of Mastermind training is a business person who is confident and has achievable goals set which fall in line with their values and beliefs.

They have achieved their goals or are moving very quickly towards them. They are being who they want to be and living the life that they want.

I expect to see someone who is totally focused on what they want for themselves in their business, being who they want to be and living their life to the full. They have an understanding that what they believe in and focus on will get them what they want.

They'll be able to work with other people effectively, communicate effectively and are 'just going for it'.

The NLP and Mastermind programs are now being taken to a global audience. I am facilitating online Mastermind groups using my skills and experience.

So even more people have access to the Mindset for Business Success' and get what they want in their business and their life. They can interact at a time that suits their schedule and with other business owners who have similar challenges and goals.

The programs are reaching more people this way and it is very exciting. I have people joining my groups from countries across the world.

I have put my principles and tools together in videos. People will interact on a forum and can work through the core resources and interact with other people with the same issues.

There are regular meetings and interactions online where people can ask questions, and people are really interested in the different approach to business growth.

And this move towards the next generation of Mastermind delivery with an NLP theme running through is really exciting.

I will be writing my next book soon which I am sure will bring more lightbulb moments. ●



**I have people
joining my groups
from countries
across the world**

Fit for Fellowship



By Robert Dilts and Ian McDermott



Why Fellowship? Fellowship is a journey together in service of something beyond ourselves that simultaneously enriches us as individuals.

Fellowship provides an 'energy rich' relationship that takes you to a game changing level of productive interaction and self-evolution. (Have a look at our previous article 'The Business of Fellowship' *Rapport* issue 56 for more on this.)

The importance of intentional fellowship

Intentionality here means being proactive and clear about what matters to us. This puts us in the driving seat of our lives.

Our experience is that, if you want to go from superficial collaboration to intentional fellowship, there will have to be some sense of service to a higher purpose.

For us this involves making sure that, whatever we do, we can answer these three questions:

- 1 What are we really about and what matters to us?
- 2 How can we deliver practical benefits that people can use and profit from?
- 3 How can this ensure they will want to support our vision and what we're doing?

We find that this way of thinking produces meaningful and profitable projects and programs.

Intentional fellowship, however, is about more

than just being productive and in service. It also involves a deep desire for self-evolution and the ability to create and benefit from a high quality of relationship.

For example, in addition to a sustained track record of success in which we have created programs, developed products, written books, built successful careers and institutes, the 'secret sauce / source' of our fellowship is a lasting and deepening friendship.

This is a long-term (30 year) investment. We have evolved in the process of spending time together.

We didn't plan it that way. It came from being open to the evolution of our relationship. Without this our productivity and evolution would have been stunted.

Our experience is that fellowship is both energising and fun. This is one of the reasons we have decided to share our experience.



Fellowship provides an 'energy rich' relationship

Integrating service and self-enrichment

For us, fellowship involves a continuum between the call to service of something beyond yourself and the call to your own self-evolution and enrichment.

In our article 'The Business of Fellowship' we referenced Tolkien's *The Fellowship of the Ring* as a prototypic example of a journey of fellowship. The story traces the adventures of an unlikely





Intentional fellowship can also emerge from the desire to share and grow together



group of diverse individuals united by their common purpose to save the 'free races of Middle Earth'.

By overcoming their natural differences and working together in fellowship, they are able to accomplish things that would have been impossible for any of them to do on their own.

This is clearly an example of fellowship forming around a call of service to something beyond oneself. When it began though there was no fellowship, just a threat to survival. Out of the chaos of competing views came a naming of these individuals. They began to think of themselves differently and recognise they were in fellowship. Only then was intentional fellowship born.

However, this is not the only form of fellowship. Intentional fellowship can also emerge from the desire to share and grow together while having a good time. A prototypical example of this would be Chaucer's *Canterbury Tales*. Here, another unlikely group of diverse people come together by chance at an Inn: each is going on a pilgrimage to Canterbury Cathedral.

One of them proposes that, since they are all going to be making the same journey, they pass the time together by telling each other stories.

This becomes a vehicle which brings together very different kinds of people who would normally never associate. They are then exposed to each other's tales, whether they like them or not, as they keep travelling together.

The stories illustrate the frailties and absurdities, as well the wonderment of the human condition. There are varying degrees of resonance and friction between the pilgrims along the way, but they continue together.

While these pilgrims do not end up 'saving the world', there

is a different, more subtle type of alchemy happening. They – and we – become more humanised in the process of being exposed to the diverse life experiences of these oh so different characters.

Dimensions of intentional fellowship

To us, then, intentional fellowship forms around a continuum of complementary callings. At one end you could be 'saving the world', at the other you are travelling together and becoming more human.

We call the two dimensions of this continuum 'service' and 'self-enrichment' (see Figure 1).

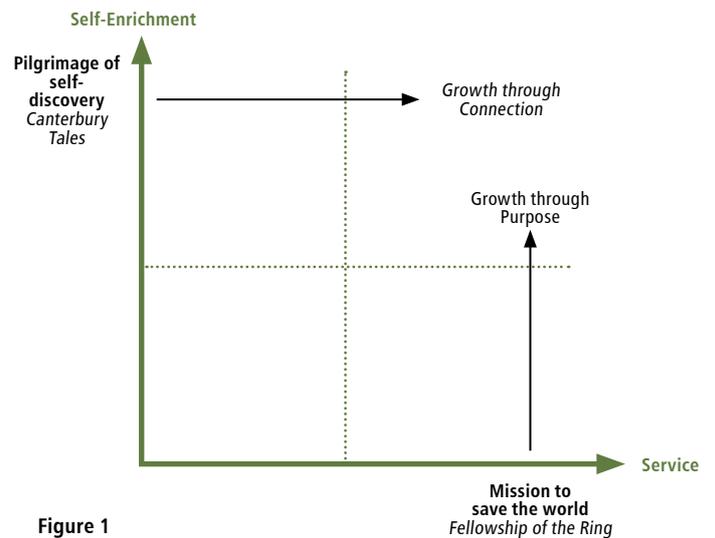


Figure 1 Key dimensions of intentional fellowship





Self-enrichment brings growth through our deeper connection with ourselves and others



- The call to service is often designed to right a wrong or build a better world. Sometimes it takes the form of a great adventure with an outward focus in which people are giving of themselves in order to do and achieve something of major significance to others. The call to service brings growth through purpose.

The call to self-enrichment frequently involves something that helps us personally grow and evolve. The focus of the journey is more inward, providing an opportunity for retreat. By sharing from a more internal, personal place, people expand their capacity for compassion and humanity. Thus, the call to self-enrichment brings growth through our deeper connection with ourselves and others.

Each has particular qualities associated with it. These are strikingly complementary (see Figure 2).

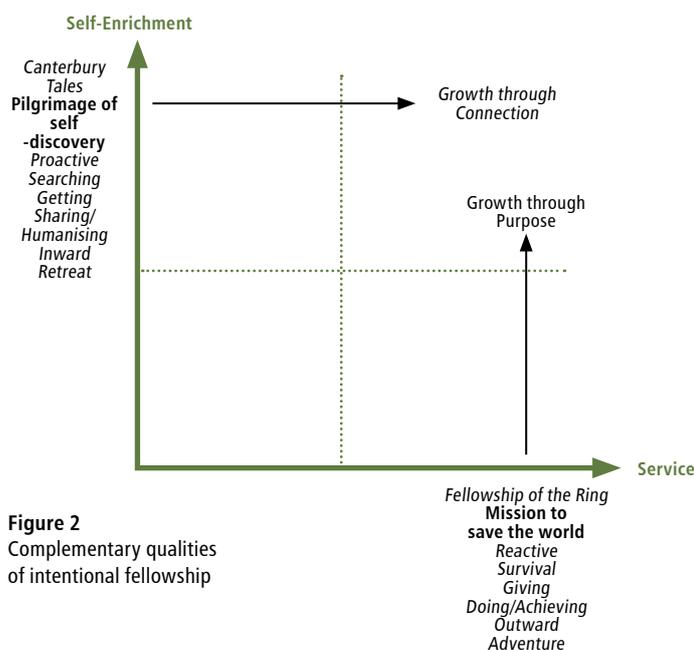


Figure 2
Complementary qualities of intentional fellowship

Benefits of intentional fellowship

Whether the source is the call to service, the call to self-enrichment, or some combination of both, there are clearly a number of fundamental benefits from intentional fellowship. These include:

- *Achievement of higher purpose* – intentional fellowship supports people in taking a stand for what is most important to them, leading to achievement beyond superficial success.
- *Generativity* – the creative conversations and exchanges involved in intentional fellowship naturally stimulate new ideas and capabilities.
- *Collaboration* – in addition to producing results, the quality of relationship produced by intentional fellowship is in and of itself rewarding and self-reinforcing.
- *Personal growth and evolution* – one of the fundamental purposes of intentional fellowship is to grow personally through the quality of relationship and the callings of service and self-enrichment.

- *Humanisation* – intentional fellowship is based on inclusion, rather than polarisation and exclusion. It fosters diversity and is greatly assisted by trust and humour.
- *Recharging and reconnecting* – since intentional fellowship forms around what really matters to you, sharing and resonating with others who share the same passion and values is inherently energising and fun.

5 key performance indicators of intentional fellowship

Consequently, we have identified 5 key performance indicators of intentional fellowship. You are:

- 1 Energised and enlivened
- 2 Productive and innovative
- 3 Evolving and growing – and you know it
- 4 Rigorous and generous of spirit
- 5 In deep resonance with one another around what is most important to you.

Ultimately, intentional fellowship is life enhancing. It also helps to minimise and overcome the negative effects of adversity.

The Resonance Index

Intentional fellowship emerges around resonance with respect to callings to service and self-enrichment.

One of the tools we have developed, which people have found really useful, helps clarify the degree of resonance that actually exists in any given case.

We call it the Resonance Index (see 'The Resonance Index' box below). This helps us determine how strongly we are aligned with the goals and purposes of others.

Try it for yourself as you think of proposals that may have come your way. Which statement might best express the degree of resonance you feel? Notice how you may have had different responses because of different degrees of resonance within you.

The Resonance Index

- 1 I'm glad someone in the world is thinking about this. I wish you well. If I can think of something that might be useful for you I will let you know.
- 2 This interests me. Let me know what I can do to help and I will do what I can.
- 3 What you are doing inspires me too. Let's be in touch about what we can do to work together to further this.
- 4 This is very important to me too right now. We are on parallel paths. I want to stay in touch. Let's share resources and ideas and keep each other updated regularly on our progress.
- 5 I want to work with you. We are on the same path. Let's travel together for a while. I pledge to put my resources, time and effort in service of this calling.

Are you fit for fellowship?

While resonance is the foundation of intentional fellowship, there are certain key conditions and practices that make us more or less 'fit for fellowship'.

Fitness refers to a system's general state of health and readiness to respond to its environment. Fitness is intimately related to longevity and implies a state of well-being which supports the experience of energy and aliveness.

For these reasons, we find it hard to think of a context where one would not want to be fit.

Both physical and mental fitness involve developing a degree of flexibility and stamina. But even these are not enough. There is also the need for emotional fitness.

All types of fitness are achieved through consistent exercise and practices rather than through techniques or one-time interventions. Thus, fitness relates more to the ongoing behaviour patterns or life style of an individual or group.

What does it mean to be fit for fellowship? How would anyone become fit for fellowship and in doing so enjoy the

benefits of it? These are questions we have pondered at length.

As a result, we have developed what we call a 'Fit for Fellowship Scorecard' which we will be sharing with participants in our one-day Masterclass on Intentional Fellowship at the NLP International Conference on 18 May 2018.

Intentional Fellowship Mastermind Group

One of the ways that we are planning to apply the Fit for Fellowship Scorecard is in the creation of a special Intentional Fellowship Mastermind Group.

Mastermind groups promote personal and professional growth by offering a combination of brainstorming, education, peer accountability and support in a group setting.

We think they are a perfect vehicle for applying and exploring intentional fellowship.

We intend to start an Intentional Fellowship Mastermind Group this summer.

If you would like to register your interest or potentially join us, please contact: info@itsnlp.com. ●



Robert Dilts has a global reputation as a leading developer, author, coach, trainer and consultant in the field of NLP. He worked closely with NLP co-founders John Grinder and Richard Bandler at the time of its creation. Robert pioneered the applications of NLP to education, creativity, health, leadership, belief systems and the development of what has become known as 'Third Generation NLP'.

Ian McDermott is the Founder of International Teaching Seminars which this year celebrates its 30th Anniversary. Ian pioneered the integration of NLP and Coaching and is now doing the same for NLP and Neuroscience. He has trained a generation. His work focuses on five main areas – innovation, entrepreneurship, legacy, leadership and collaboration. Nowadays he spends much of his time advising senior leaders.

What is an NLP Accreditation for?



By Terry Elston

I was recently 'gifted' an accreditation to 'ANLP INDIA'.

Although it is very nice to be thought of and given things for free, I had to ask the question 'Why, what's in it for them?'

And, who on earth are 'ANLP INDIA'?

In fact, I do know the origins of 'ANLP INDIA' as I worked closely with David Lincoln at one stage of my career running some of my NLP Trainings from his base out there.

David is a self-appointed Master Trainer of NLP and a few years back he seems to have also appointed himself a representative of ANLP in India.

I checked with ANLP and they have no connection or relationship with either David or 'ANLP INDIA'.

Franchises are a good and credible way of doing business, but when you have independently decided that you are a franchise and you are going to use someone else's name, reputation and even logo (ANLP's old logo), I think that is a kind of franchise plagiarism!

Must we protect our identity?

As most NLP Practitioners are likely to be quite independent in the way they work, why is it important to give homage to a group?

From my own experience, being part of the ANLP experience has brought me a good deal of work and the kudos they have works for my business.

That's mostly because ANLP are an independent service to NLP. They have no obligations or affiliations to any training organisation or individuals. Therefore, they can have an independent view of how to do the best for their members whilst looking out for the best in the NLP world also.

If one (or more) organisation tries to steal an identity and then waters the accreditation down, the whole purpose

of the organisation gets lost.

India is a big country: they love certifications, academic qualifications and titles. A bit like old England. When I was training there, they insisted in calling me 'Master' (they didn't mean Master Practitioner). That means they love their high up teaching and the higher up it is the better.

If 'ANLP INDIA' takes off and becomes a standard there are billions of mistakes that can happen.

The credibility of NLP means that there is a standard and that standard has a reflection of some sort to itself. Whether that's internally or externally, the reflection is there for development and evolution.

There is obviously an issue with NLP having a clinically sterile set of standards,

I was recently 'gifted' an accreditation

because it is an 'art' and 'science'. The art part being lost if too much regulation gets imposed. Yet there also has to be a certain amount of decorum to allow NLP to keep its reputation going well into the 21st century.

So, in a way even if we are the 'mavericks' of the therapy world, we need a set of transformational scales to determine what and who we are. ANLP do a pretty good job and their intentions are good.

Having others get away with ghosting without authorisation is alike someone stealing your credit card details then using them openly.

'ANLP INDIA' is blatantly using the experience and kudos worked for over a number of years and (in a child-like way) copying the credentials completely.



Where I also run trainings abroad, I have seen other companies using logos that they are not affiliated with and have not paid the dues to. My suggestion is to check out all organisations that use logos and claim affiliation to see what is true and what is a lie.

And I'm not suggesting some kind of vigilante group with police-like intentions to be 'right'. More through polite enquiries and perhaps polite guidance as to why accreditations are good for our business and also why identities have to be protected and how integrity is a good thing for all (even the people not using it).

It may be that the people who are plagiarising or stealing identities in any way have a limiting belief about their own power and kudos in the world.

If it is pointed out they are infinitely powerful and can make things happen in their own way, perhaps they can see that light inside a murky tunnel. ●

Positive Change Is Not Just About Words

Tapping into natural problem solving and mind–body healing



By Richard Hill

Words can help us feel better, create a positive frame of mind and even stimulate recovery from serious conditions.

A ‘word from the wise’ can transform the moment; words of kindness and especially love can lift moods and self-esteem; and affirmations can trigger changes within us that seem magical and miraculous.

But what is happening as we respond to those words? What is happening when there aren’t even words – just something that we can see, hear, feel, taste, smell or only imagine?

Our new book, *The Practitioner’s Guide to Mirroring Hands* not only explores the technique of Mirroring Hands developed by my co-author, Ernest Rossi, but also explores how this process stimulates and triggers our natural problem solving and mind–body healing processes within.

Words come into conscious awareness, but we still don’t fully understand how the firing of neurons in the brain results in our having a thought.

In neuroscience this is called the ‘hard problem’, a term which was put forward by David Chalmers in 1995. Putting that aside, let’s look at some of the words that pop into our mind.

Probably the most obvious one is pain: ‘That hurts.’ We have emotional responses: ‘I’m happy [sad, anxious, depressed].’

We also have daily processes that are important to health and survival, such as ‘I’m hungry’, or ‘I’m tired’.

Have you ever thought it strange that, even though these

messages emerge into your consciousness and consequently prompt you to do something to resolve the issue, you have no detailed knowledge of what is going on, for how long or what is specifically needed? How curious. How fascinating.

‘I’m hungry’ emerges into your conscious awareness at the peak of a number of processes that have been building up for over an hour.

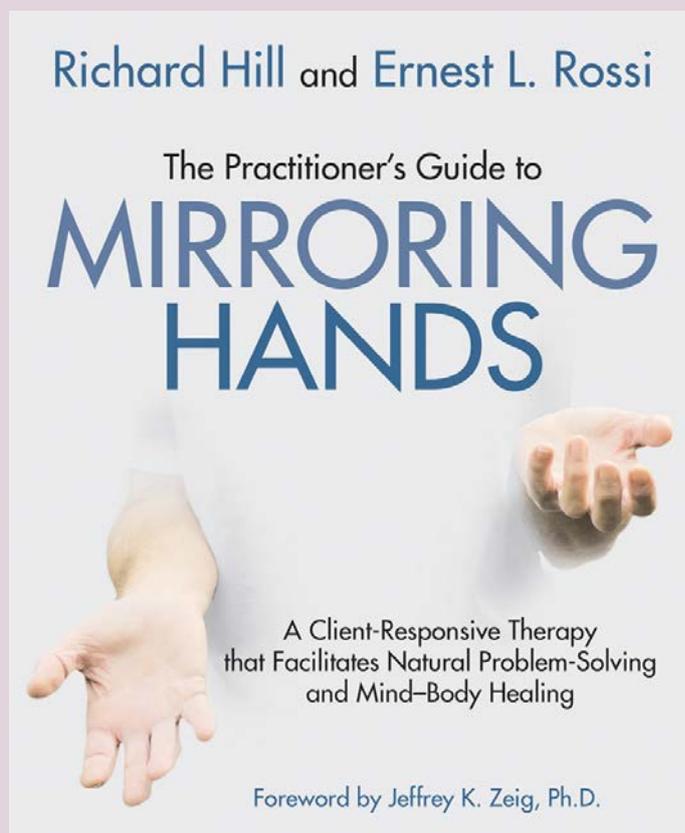
You may feel hungry, but you have no idea how much protein or fat, or how many milligrams of vitamin B12, or zinc you need. You simply eat.

Our evolutionary development doesn’t seem to require us to know the details. To survive we just need to respond. As a psychotherapist, these principles play out in a surprising way.

A client comes into my clinic and basically says, ‘I am not ok.’ After a period of therapy the client says, ‘I’m ok now.’ Amazing!

How do people know they are ‘not ok’, and then ‘ok’? What happens in-between the ‘not ok’ and the ‘ok’, and – of those

Words can help us feel better, even stimulate recovery from serious conditions



things that did happen – who made them happen?

The answer must be the client.

If you are hungry and I give you some food, it is neither me nor the food that solves the problem. It is the myriad of processes that occur, almost all by themselves, when you eat and digest the food. The food and I both helped, but that is all.

Following this logic, I am suggesting that it is what the client does with whatever it is the therapist is offering that produces the healing. The therapist is just one of the sources of therapeutic 'nourishment' the client might receive in order to activate their natural problem-solving and mind–body healing. Something magical and seemingly miraculous occurs and the client realises: 'I'm ok now.'

In the book we not only suggest that this is possible, but also explore how it works.

As a culture, we have lost touch with these processes and how to tap into them. It's been happening for hundreds of years, starting with the ideas of Descartes and Newton. Our modern world predominantly directs and educates us to think in a linear fashion – do this, and that happens.

So much about our health, well-being and, particularly, our 'journey to success' has been oversimplified by this way of thinking: take this pill, get better; do this therapy, get happy; follow these steps, be successful.

The idea that we can control and predict the outcome of our actions is tantalising, but we all know that life is much more complex than that. Even when we do the 'right things', life is rarely predictable.

The world is actually a complex system of many parts that come together in surprising and interesting ways. Essentially, a complex system is what is produced from the interaction of a number of component parts. Strangely, the parts often don't look like the collective whole. When you hold a spark plug, it is very hard to predict a car. When you harvest wheat, it is hard to predict the loaf of bread.

Let's look at just 4 of the basic aspects of complex systems. This is very limited, I know, but we cover this in much more depth in the book.

- 1 *Initial conditions* – changes in the initial conditions can produce big changes elsewhere in the system. This is what is meant by the question: 'If a butterfly flaps its wings in Brazil, does this set off a tornado in Texas?' When you learn something new or realise a new truth, big changes can occur.
- 2 *Feedback* – those things that are new or added to a system will feed back into the system. The therapist adds things to the client's 'world' and they enter the client through feedback.
- 3 *Self-organisation* – the elements of a system organise themselves according to natural rules and principles. It's like large flocks of birds that fly in swirls and flows without any direction. We just assume that everything needs controlling. That is not the natural way of things.
- 4 *Emergence* – as the system self-organises, responding to feedback and changes in the initial conditions, qualities and properties emerge. Thoughts are the emergence of neural activity; feeling hungry is the emergent quality of dozens of biological processes. Almost everything we're consciously aware of is just the tip of an iceberg – the emergent part we can see.



The idea that we can control and predict the outcome of our actions is tantalising

The 'I'm not ok' feeling is an emergent quality of self-organisation of all that is happening in the inner environment and the outer environment.

The journey toward the emergent 'I'm ok now' message will include what the therapist does, what friends do, their social situation and so much more.

The feedback system draws all these influences into the client as raw materials that are self-organised into the formation of a positive change.

This brings us to a very important aspect: there is a natural bias of the human system to self-organise toward health, well-being and happiness. We can say this confidently because, although we might intuitively feel this, it is supported by scientific investigation. Things that are 'good' for us trigger improvements in our immune system, in the way our brain works and much more, including the way our genes are expressed.

This is not a detailed explanation, but our book will open your awareness and confidence in your capacity to be at the centre of your health and well-being.

This is not to suggest that we just sit back and let it all happen by itself. We need to be active participants, constantly adding and removing things from the feedback loops in order to maximise positive change.

The client is the one who is enacting effective therapy. The therapist, rather than being the director or controller of the client's recovery, facilitates and introduces things that might help.

If we are more sensitive to what is happening all around us and to the messages emerging from within, we can tap into the natural process of self-organisation, feedback and emergence to create positive change. This often emerges into our conscious awareness as 'I'm ok'.

That is, more or less, all we need to know. ●

The ANLP UK Regional and International Ambassadors

The ANLP Ambassador Programme is expanding!

We have been working closely with some new International Partners in Korea, Serbia and beyond and will announce the newest Ambassadors at the NLP Conference in May 2018 at the ANLP exhibition stand.

We have overhauled the Ambassador Programme and centred on the ANLP focus for 2018 which is to promote 'Good NLP'. Our Ambassadors will be searching for people and stories to develop a library of anecdotal evidence of how NLP is used for the good of society.

Perhaps you have experience of or have seen NLP being used to help young adults, supporting health care professionals in business situations, to improve self-confidence or some other application.

Practical examples that are shared will give the NLP community some more credibility and also can allow best practices to be modelled.

ANLP will make these stories and case studies available on the website and (where appropriate) on our social media platforms and promote them to the general public and the corporate sector as well as the NLP community itself.

If you have a great example of how you have used or seen NLP being used to effect change for good, then please contact your local ANLP Regional or International Ambassador (listed below) or send an email to future@anlp.org with the following information:

- Your full name
- Your contact email address
- Your contact phone number
- The story of 'Good NLP' in less than 600 words.

NOTE: If you are not the Practitioner, Master Practitioner or Trainer involved

and / or you are not using your own material or personal experience for this story, please make sure you have the written permission of the person / people involved to use the material and that you fully reference / credit them in the text and give evidence of the permission to use the material to ANLP.

Our list of Regional Ambassadors includes:

- Kent and Sussex – **Melody Cheal**
- Cornwall – **Lizzie Larbalestier**
- Edinburgh – **Eilidh Macdonald-Harte**
- West Midlands Region – **Daksha Malik**
- East Midlands and South Yorkshire Region – **Tracey Gray**
- Herts, Beds and Bucks Region – **Patsy Wood**
- Devon – **Ian Pitchford**
- Gloucestershire – **Reb Veale**
- Northern Ireland – **Michael Dunlop**.

Our list of International Ambassadors includes:

- Hong Kong and China – **Alex Cheung**
- Greece – **Nick Fragkias**
- Malaysia – **Eleni Sarantinou**
- New Zealand – **Suzanne Henwood**
- USA – **Jerry Seavey**
- South Eastern Europe – **Slavica Squire (NEW)**
- Korea – **Yonghyub Shin (NEW)**
- Canada – **Marianne Gagnon (NEW)**
- Belgium – **Gerry Murray**.

The ANLP International / Regional Ambassador is a prestigious position within ANLP. Each Ambassador is selected as truly representative of the ethics, professionalism and aspirations of ANLP and their members with a focus within a particular country or UK region.

As ANLP continues to grow, our International / UK Regional Ambassadors play a crucial role in improving how we innovate and disseminate the latest developments in NLP and related fields to our global membership. They are helping us to develop thought leadership and contribute to the best practices of business and learning for ANLP Members and the NLP community. Additionally, they are working with us to plan local events to promote ANLP, NLP and their local communities.

Being an ANLP International / UK Regional Ambassador has additional membership benefits and gives a unique opportunity to shape how ANLP interacts with your country or UK region. These benefits include:

- 1 Membership fees are refunded when membership targets are achieved
- 2 Use of the title 'ANLP International / UK Regional Ambassador' on the ANLP website and featured on the new ANLP International / UK Regional Ambassador profile page
- 3 Use of the title 'ANLP International / UK Regional Ambassador' on your own business collateral
- 4 Exclusive feedback into the ANLP Board on new initiatives for your own country / UK region
- 5 Keynote speaker opportunities at regional ANLP workshops
- 6 Free personal business advertising on the ANLP website for 12 months, when membership targets are achieved.

If you feel that you can add to the International / UK Regional voice of ANLP and would like to work with us on making ANLP and NLP more accessible in your country or UK region, please contact us via strategy@anlp.org. ●

Michael Dunlop
Northern Ireland

Eilidh MacDonald Harte
Edinburgh

Tracey Gray
East Midlands and South Yorkshire

Reb Veale
Gloucestershire

Daksha Malik
West Midlands

Ian Pitchford
Devon

Lizzie Larbalestier
Cornwall

Patsy Wood
Beds, Herts and Bucks

Melody Cheal
Kent and Sussex

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