

rappoort

ISSUE EIGHTEEN

WINTER 2009/10

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Business Award
Winners

Creating Positive Choices

in Desperate
Circumstances

The
Dolphin
Approach
to Achievement

Julie
Silverthorn
Training Trances



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Happy New Year, and welcome to another inspiring issue of Rapport.

So many great things have happened since the last issue I'm not sure where to start. We won two awards at the Hertfordshire Business Awards in October, and attended the Awards Event at the end of November...and you can read all about that on page 8!

We have also published "Current Research in NLP: Volume One", which contains 9 papers from the first NLP Research Conference and has been edited by Paul Tosey. Bruce Grimley raises some interesting points about Research in his discussion article on page 4.

We thought we would try something new this issue, and floated a 'BIG Question' to our readers, Members and on Facebook and Twitter. We had some super responses and Andy has arranged these in our Big Question feature (p14).

Eve interviews Rachel Elnaugh (p24) who has experienced the ups and downs of business, and really used this to turn things around. And Alan Briscoe and Joyce Borgs certainly understand a lot about transforming changes, as they tell us, very movingly, about the work they do training and coaching in suicide intervention methods (page 26).

Hmmm, should I mention this...or not? Joe Cheal leads us through the maze of Paradox Management (p38) with some interesting observations (and very true in my map of the world, which sometimes seems to be one continual paradox!!).

Perhaps topical for this time of year is Eve's language of symptoms, which does emphasise the mind body link and perhaps highlight the reasons behind some of our symptoms...and yes, I have experienced these on occasions, although I do know that my stomach ache the other day was probably more to do with eating too much Christmas dinner!

Just time for a very big thank you to everyone who contributes in any way to Rapport and ANLP, and let's make 2010 the best year yet.

Until next time

Karen x

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ANLP Sweeps the Board at the Hertfordshire Business Awards

By Eve Menezes Cunningham



This year, ANLP was shortlisted for two categories in the Awards: Karen Moxom as Hertfordshire Woman of the Year and ANLP as Small Business of the Year. The Awards ceremony was at Knebworth Barns, Knebworth House on Thursday 26th November 2009, and they were presented by Bill Turnbull from BBC Breakfast TV (and Strictly Come Dancing!).

Raising money for The Prince's Trust, the awards were sponsored by organisations and businesses including Smith & Williamson, Hertfordshire Chamber of Commerce & Industry, the FSB, Hertfordshire County Council, Hertbeat FM and the University of Hertfordshire.

Judges of the Hertfordshire Woman of the Year Award were looking for the impact the woman had made on the wider community, a distinctive contribution in her field, overcoming odds and demonstrating high potential.

On announcing Karen as the winner, Bill Turnbull stated that this was largely due to her leading and implementing many of her own commercial initiatives with the organisation and turning ANLP into what it is today, an independently driven, successful social enterprise providing a service for NLP Professionals worldwide.

The Small Business of the Year Award was open to businesses employing between 1 and 25 staff, which were established and started trading before January 2008. Judges were specifically looking at business planning and strategy, cost control, customer care, employment development, product strategy and (perfect for an NLP company) attitude to change.

There were hundreds of entries from all over Hertfordshire for these Awards, and the panel of 10 judges thought that the nominations and applications by ANLP were outstanding, well structured and impressively presented. The other shortlisted finalists for Hertfordshire Woman of the Year were Baroness Ashton, Ingrid Marson and Syeda Rahim. For Small Business of the Year, ANLP was up against Cleanwise Ltd, Earthware Ltd, Sports Xtra Ltd and Propeller Studios Ltd in the final.

Upon nominating Karen for Hertfordshire Woman of the Year, Kathryn Rogers, Business Consultant commented "The fact that NLP has implications for improving Education, Health and Business means that her work could





directly or indirectly impact on all areas of society for the better. With this in mind, it is paramount to have a leader of such an organisation who acts with professionalism and self responsibility as well as being passionate about what they do. Karen is all of these things.”

It is paramount to have a leader of such an organisation who acts with professionalism and self responsibility as well as being passionate about what they do

“Karen took over ANLP 4 years ago when it had been basically left for dead, and has turned it into a thriving business, with a fantastic web site and its own quarterly magazine, Rapport, which is the only publication of its type. ANLP is already one of the leading organisations for NLP in this country and continues to develop year after year. All this has been accomplished with minimal funding, staff and resources. Karen is immensely proud of the company getting CIC status, which means that the organisation is classified as a social enterprise. As the only Independent Inclusive Organisation within the NLP community it plays a vital role and has filled a gap which has been sadly lacking in the UK for sometime.”

Supporting Kathryn’s nomination of Karen,

Lisa Wake, former Chair and Vice Chair of the UKCP (UK Council for Psychotherapy) wrote “Karen is a great leader in her chosen field. She treads a precarious path and manages to act as host, negotiator, facilitator, arbiter, champion, ethical standard bearer amongst many other roles. She is committed to developing a process for the management of a diverse psychological approach whilst continuing to uphold her own standards for ANLP, which is to remain the ‘Switzerland’ of the NLP Community, often in the face of considerable opposition, threats and challenges.”

Dr Paul Tosey provided one of the testimonials that was instrumental in the ANLP Award nominations. He wrote “Karen has probably done more than anyone to promote high ethical standards and to enhance the standing and credibility of NLP. She has also succeeded in making ANLP a community interest company. Altogether this has benefited not only the hundreds of members of ANLP (myself included), but also their clients and colleagues in all walks of life.”

“In summary Karen is one of those people who selflessly and tirelessly supports the work of others, without seeking to promote herself. Yet she is one of the most committed and effective people I know, a model of authentic leadership whose efforts have made an impact at regional, national and international level.”

Ana Patel, who has worked with ANLP for nearly 2 years, said “It is no surprise to me that Karen is Hertfordshire’s Woman of the Year. I have always been inspired by her positive attitude, grace and ability to juggle business, personal and social responsibilities. The fact that ANLP also won Small Business of the Year is a testament to Karen’s talent to lead, create

business opportunities and motivate her team.”

Karen said “I am absolutely delighted and extremely honoured to have been awarded Hertfordshire Woman of the Year and for ANLP to receive Small Business of the Year – this is incredible and we are thrilled that our achievements have been recognised by the Judges for the Hertfordshire Business Awards.”

“The whole experience of entering the Awards was very important for us. I do think that sometimes we are so focussed on reaching the next goal that we forget to turn around, look back and see just what we have already achieved, and how far we have come.”

“Our role has developed to become as much about educating the public, maintaining ethics and bringing an increased awareness of NLP to the marketplace,” says Karen. “Although our website is our biggest information resource, we have further evolved our online communications this year, by creating a presence on Facebook, Twitter, LinkedIn and other social media web sites. Furthermore our web site is now updated hourly using live NLP news links and RSS feeds from our members.”

“Rapport magazine has evolved to become the leading magazine for anyone interested in NLP and Coaching and is now circulated worldwide and has a readership in its thousands. It has played a huge part in raising awareness, and is now freely available online.”

Karen has been integral in encouraging Research within the field of NLP. “There is a growing need for stronger connections between NLP and the world of formal research. As more people and industry sectors become aware of NLP, the demand for research is increasing, in order to demonstrate that there is some evidence basis for NLP. Thus, our role has developed to ensure that research is developed, research papers are publicised and all this information is filtered out to the press, the government and to the general public.

“We successfully partnered with the University of Surrey to run the first International NLP Research Conference and are now working in partnership with Cardiff University to host the second conference in 2010. The aim of these ground breaking conferences is to support the growing community of enquiry into NLP. We have also just published the first NLP Research Journal, which was developed out of the proceedings from the 2008 conference.” ●

ANLP has big plans for 2010, so if you are interested in getting involved in any way, do please contact the ANLP office on 020 3051 6740 or email Karen at vision@anlp.org.

www.hertsbusinessawards.co.uk

Julie Silverthorn

TRAINING TRANCES

Melody Cheal takes time off from Trainers Training in Arizona to interview Julie Silverthorn, NLP Master Trainer, Author and Seeker.



I was inspired to kick it up a notch!

M: Thank you for agreeing to speak with me today. Perhaps we can start by finding out what drew you to NLP and Hypnotherapy.

J: Well I think I'm a seeker. I've always been searching for the answers to the purpose of life and how to help people.

They say your values are based on what was happening in the world when you were 10 years old and I was 10 years old in 1968. We had the Vietnam war and the assassinations of Martin Luther King and Robert Kennedy here in America. I saw the peace marches and demonstrations for some reason I was always motivated to help people. After graduation I almost went into the Peace Corps but instead decided to go on for a graduate degree in Psychology.

One day in the late 1970's, while in my degree program, I received the "Structure of Magic I" in the mailbox! They say there are no coincidences. As I looked through it I remember thinking, "Oh God, this is really not me." It seemed like I was back in English class so I didn't really connect with it kinaesthetically. So I put it away to collect dust in my bookshelf.

Later I became a family therapist and was trained by the father of Structural Family Therapy, Salvador Minchin and his associates at

Philadelphia Child Guidance. I was about 22 or 23 years old and it was my first connection with a world class therapist who was also a genius like Milton Erickson. Needless to say I was inspired to kick it up a notch! At the same time, my colleagues were going off to NLP seminars and they told me about doing embedded commands and I'm like, "Just because you do an embedded command doesn't mean people are going to change, are they (tag question)?" So once again I had a brush with NLP and rejected it.

While still a family therapist and always searching for more, I attended a Hypnosis training with the Israeli hypnoterapist, Aamnon Nadav. This was in 1982 or 1983 and it's where we got the idea for the "that's right" exercise. As quickly as I rejected NLP, is as quickly as I fell in love with Hypnosis. I was so excited to be Mr. Nadav's first demo subject that weekend. You see I'm pretty much open-minded and fearless about doing or learning new things. After the weekend when I wanted to learn more about hypnosis, we located a trainer near Washington DC and started taking his hypnosis trainings. As the universe would have it, he was an NLP trainer also. So here was that NLP stuff again and I guess the 3rd time was the charm!

I'm pretty much open-minded and fearless about doing or learning new things

M: Why did you decide to write *Training Trances*?

J: As a Master Trainer of NLP, I felt that I wanted that certification to be more than a title and I felt that the best way for me to recognize myself as a Master Trainer was by making a contribution to the field. So John Overdurf, my partner at the time asked Dr. Wyatt Woodsmall for some advice. He responded by saying, "Well there's so much material of Erickson's that really hasn't been unearthed or unpacked so go to Erickson's original work, look at it, model it, understand it and write a book on it." Because hypnosis was my first love that was easy to do and I hope we achieved our goal of creating an easy reading book which explained hypnosis consciously and demonstrated it unconsciously. We believe it is important to teach both to the conscious and the unconscious mind--that each deserves equal respect.

M: How does this tie in to your approach to teaching?

J: I think my approach to teaching is to de-mystify things. I never really grew up thinking I would be a teacher or a trainer but that's what I've been called to do. I've been gifted with the ability to explain things in a chunk size or detail level that people can easily understand. So my job is to empower people by transferring those learnings so they have a greater understanding.

Then the second part of my approach to teaching is to provide the optimal learning environment which is where trance and positive suggestions come into play. I really believe in each and every participant and the power of their unconscious mind. I am inspired to provide as much unconditional support and unconditional love as possible. This is how people really grow. Fortunately I think I've always been gifted with the ability to believe in people and really love them. I can always find →



→ at least one thing in the way they are that makes them endearing to me. I knew early on that in my metaprograms sort, my interest filter is people, not computers! So I just want to share with them what I know and when I see the light bulbs go off over their heads. That's what keeps me passionate about teaching--- my focus is on the individuals first, material second.

M: Can you explain your use of Humanistic Neuro-linguistic Psychology?

J: "Humanistic" is the term for Abraham Maslow's work. He is the father of Humanistic Psychology and put forth the notion that we are all on a path headed toward self actualisation; which is defined as "the final level of psychological development, in Maslow's Hierarchy of Needs, that can be achieved when all basic and mental needs are fulfilled and the 'actualisation' of the full personal potential takes place." We're all headed toward self actualisation whether we know it, or whether we like it or not. So the idea with Humanistic NLP is it has a little bit more of a spiritualistic, holistic flavour to it---there's something greater beyond the conscious and unconscious minds and that's what we're seeking. Frankly a lot of people were turned off by NLP---that it was too mechanistic and unfeeling. Many in the public were just turned off by the term "programming." So we said why not call it HNLP which makes it more human, and it offers greater pacing and rapport so why not call it "Psychology" rather than programming?

The other aspect about Humanistic NLP that I always find interesting is that Roberto Assagioli in the 1950s talked about a higher conscious mind and Richard and John didn't include that as part of their model. I believe that a higher conscious mind exists and personally I believe at the deepest level all problems really are spiritual. In life we interact on a physical plane and we make changes vis-a-vis NLP without getting into the spiritual side. For me it's a really important thing that we are connected to something greater than ourselves. I've always been motivated to study kahunas and yogis, to study spiritual things, and healing, rather than just keeping on the material plane.

M: What do you think about NLP trainers learning hypnosis?

J: For me hypnosis is really the core. The truth is every major trainer in NLP has been trained in hypnosis, I believe it's the core skill from which NLP developed (at least the portion where Erickson was modelled) and it increases a trainer's sensory acuity, rapport, and their language skills. It really takes the rough edges off NLP as it can be too authoritarian. You're telling someone what to do; whereas if you use the elegant language patterns of Dr. Erickson it smoothes the edges and it makes it much more permissive. Clients feel much more supported and feel more at ease with a permissive attitude. Also trusting the unconscious mind as trainers, that's what many of us lost the ability to do from the time when we were young and then we over relied on the conscious mind. Now as adults we realise something's missing and if we realise we can trust ourself and trust the universe, you know the truth is we live in an imperfect world it always will be imperfect but can we find peace and happiness? I think that hypnosis can teach us to trust the unconscious mind and NLP tools give us the methodology to be able to do that.

M: What changes have you noticed in the field?

J: Well I've been in the field for at least 27 years and what I've noticed most is the explosive growth and the room for new trainers ---3rd. 4th,

5th generation trainers. We have people with fresh thinking and varied backgrounds coming into the field and adding to the field. This field is unlimited so there's room for all of us. Until all 7 billion people in the world know about Hypnosis and NLP, there really is plenty of work for all of us. We have a lot of designer techniques where people are expanding upon the original work---when I first got into NLP there was probably about 10 or 12 Trainers. I think it's very exciting to see new people come in and contribute and add to the growth and keep spreading it around the world. I feel very truly that the new trainers have really expanded, widened and greatly contributed to the field.

M: What's important and interesting you these days?

J: My focus is either on my inner development, my outer development or a combination of both. For me the last couple of years have been about my own inner development, i.e. my own personal growth. First of all I use and live the principles and techniques of hypnosis and NLP as an integrated part of my whole life. It isn't something I teach and then walk away from. Since I love Hypnosis and NLP I want to live the principles included in both. In Humanistic NLP we believe we are basically unlimited. As a student and a Trainer, I want to study everything I can so I've become a Reiki Master; a licensed minister; a Photo-Reading instructor; and a Primordial Sound instructor with Deepak Chopra. Lately my interest has been modelling weight loss programs. I'm always interested in working with cancer treatment and prevention, as well as addictions. There isn't much that I'm not interested in because I find the next field and I go in and model it and study it and get really involved and excited about learning new things that I don't know.

M: What are you planning to do in the UK in the near future?

J: In April 2010 we will be in Brighton. I'll be training 14 days of Hypnosis, including certifications, with my UK business partner, Russell Potts a certified NLP Trainer and certified Hypnosis Trainer. We've created the International Hypnosis Society, IHS and we have a very interesting mission. We believe that the field of Hypnosis and the members of it are unlimited. We also believe that the field has unlimited potential and we are the first international hypnosis organization to gain approval from multiple Hypnosis credentialing bodies. We are approved by the BIH, ABH, AIP and the NBCCH. We want our Trainers to have as many membership opportunities as possible as we want to network with all ethical organizations to demonstrate our interconnectedness. We are on a mission to spread the word of hypnosis and the power of the unconscious mind and we're excited! ●

Julie M. Silverthorn, M.S. has Bachelor's and Master's degree in Psychology and has been in the field of Psychology for 30 years. She was certified as a NLP Trainer by Richard Bandler. She has been a certified Master Trainer of NLP since 1992, having been certified by Tad James and Wyatt Woodsmall. She and John Overdurf co-authored the books *Training Trances* and *Dreaming Realities*. Together, in 1995, they offered the first Hypnosis Trainer's Training and Certification. Julie, Like Dr. Erickson moved to the desert southwest of the US. She lives 6 miles from his famous "garage" and Squaw Peak is in her backyard. So you really never know how far a change (or trainer) will go!

For more information about Julie's courses in the UK and beyond visit her website www.trainingtrances.com

NLP 4 Kids

Gemma Bailey tells Rapport readers about the successful workshops she has designed for supporting Children, their Parents and Teachers.

NLP4Kids is a series of workshops designed for children aged 7-14 years that were created using some of the principals and techniques of NLP. They have been designed to help children and young people improve their levels of confidence, become more motivated and improve their attitude and commitment.

I first stumbled across NLP around 5 years ago and was amazed by the number of other newly qualified NLPers who were all thinking or saying the same thing as me - "I wish I'd learned this stuff at school. I wish I'd learnt it 20 years ago!"

I've worked with children since 1995 and am qualified as a nursery nurse. Now I combine my knowledge of children's behaviour with my NLP skills in my private therapy practice where I work as a hypnotherapist and NLP Master Practitioner, specialising in working with children.

I've met so many young faces throughout the years, but there are a few that I will never fail to forget. Apart from remembering specific events related to these children, the one thing that makes them stick in my mind is their attitude. I remember the ones who made me pictures and held the door open for me just as much as I remember the ones who responded "whatever" without making eye contact to every helpful suggestion I could muster. I also remember one scallywag very well, who kicked me in the leg and got himself suspended from school.

NLP goes some way to teaching us how our attitudes are shaped and developed by the influences we grow up with. Fortunately it also gives us some techniques to enable us to positively change our own thought processes and how to positively influence the thinking of others too. When someone's attitude changes, the world can become a completely different place for them. In the past there were times when my own attitude was way off the mark and I didn't realise how I was communicating to myself or others until I began learning NLP. Then I also began to notice the attitudes of everybody else around me, including the children, families and teachers I worked with.

I remember one child coming to see me in my capacity as a therapist. She was having problems with her peers and getting school work done. She was 7 years old and her mother told me that the difficulties she was experiencing had started since her grandfather had died. Interestingly the grandfather lived in another country and the child had had little contact with him and didn't really remember him. I asked the child "What's making your school work seem tricky at the moment?"



She said "Cos I've lost my confidence."

I said "Tell me what you think confidence is. What is it like?"

"I don't know," she said.

"Then how do you know you've lost it?"

"Because Mummy told me."

"So if mummy told you your confidence was back, would you feel better when doing your school work?"

"I think so."

This was the point that I realised the powerful influence we have on children. I told mum to tell her daughter she was doing a great job on a consistent basis and taught her the feedback sandwich to use if the little girl wasn't totally on track (so tell her what she has done well, what she

could do that would be even better, but overall what was good.) I later got an email from mum who was overjoyed at the transformation. She said "She now tries to reach her full potential instead of denying that she is good enough to even try."

I realised that if we expect good things, there's a better chance that good things will happen. But what would be the result if we were to teach that theory to children? Could they create and generate that same confidence that my little friend had been waiting to tap into just as soon as mummy gave her permission to do so? Could they do it for themselves? Could NLP be the way forward and if so, could it really be translated into child friendly language?

I started to pay more attention to the way adults spoke to children. I got a great example of this when I helped out on a kid's camp at a local school. The group leader was explaining to the children (who were not familiar with the building) what to do if there was a fire.

"In the event of a fire, please form an orderly queue at the nearest exit. We will then walk to the assembly point at the rear of the field. Do you understand?" Some bewildered looking faces nodded their heads.

I'm quite good at being childish, so I ran that explanation through the part of my brain which is still 5 years old and decided that there might be a better way...

"if this building has a fire, an alarm bell goes off. If you hear that alarm bell, line up and we'll go outside through one of the doors that has got a green sign over the top with a picture of a running man on it. We'll all walk over the back of the field in our line as that is the place where we all meet up. Do you understand?" They smiled and nodded.

So I wondered if there were other times when grownups said stuff in their grown up way, to children who would just nod and smile but who

I wish I'd learned this stuff at school

This was the point that I realised the powerful influence we have on children

were in their little brains totally befuzzled. (Befuzzled is a technical term understood only by nursery nurses. It's a bit like being confused.) And I continued to wonder if at times those grownups might be parents or teachers or other important or impressionable people.

I remember when I was about 5 years old and had just started school. I came home most upset because I didn't get a grapefruit. My mum was baffled and asked my teacher why she was dishing up grapefruit in class, and why I hadn't got one. It turned out that my teacher had been telling us about our reading scheme called "breakthrough." Because I had no concept of what "breakthrough" was or what the word meant, my little brain had thought to itself "Hmm, breakthrough sounds a bit like grapefruit. Cool. I'm going to get a grapefruit."

You see sometimes adults say words without considering what the other person's experience of the word is. One person's experience or reference for something could be totally different to another person's. Children's experiences are more limited because they haven't spent as much time on the planet as adults have and sometimes their references are incorrect or missing altogether.

Before we knew it, Kay (co-founder of NLP4Kids) and I had some brilliant ideas about why NLP with children would be an awesome idea. If we were also teaching children how to overcome emotional challenges, as part of the programme, we would be putting them in a better state for learning. We could also show them how to get quickly into resourceful states. We began to make some decisions about which elements of our own Practitioner and Master Practitioner courses would be useful. And which bits could be transcribed into language that children and young people could comprehend. We also interspersed games and activities outside of traditional NLP that encourage other useful skills such as team work, assertiveness and memory skills.

When we had everything that we wanted to cover, we divided the activities up to form 3 workshops and created a workbook to go with each workshop. We use NLP perceptual positions as a basis for one role play activity - in the

second position they associate into someone who believes in them which is always enlightening. In addition, we teach anchoring and create metaphorical stories using the dreamweaver process amongst other NLP type techniques. We also teach memory skills and draw attention to toxic language.

I launched NLP4Kids on the People Building website and had 3 enquiries in the first 3 days. This was without doing any marketing at all. Within just a few months I conducted our first workshop and 2 months later I did another with similar success. Then early in 2009 we were invited to Kuwait to teach the entire programme to 25 Kuwaiti national children. I went along with the support of a friend and it was a brilliant experience.

NLP4Kids received some funding from a local government scheme which enabled us to offer a reduced pricing plan to the schools we worked with. One school was in Skelmersdale, Lancashire which provides education to children from one of the poorest postcodes in the UK. We

had around 20 children that day and they were a really tough crowd! Luckily I made an idiot of myself by cracking some poor joke and the ice was broken - the rapport began, and 4 hours later when we had taught them a technique to enable them to successfully remember a list of 30 random objects forwards and backwards they ended the day with an almighty spontaneous cheer.

We have now, after much interest, expanded NLP4Kids to include teachers and parents. And due to the continuous demand, are going to create some kind of licence or certification for those who want to be able to teach NLP4Kids using our model. It is my hope that NLP4Kids can become widespread across the UK and perhaps worldwide. I know this is not enough to solve knife crime amongst young people. I know

it is not enough to eliminate bullying, teenage suicide or eating disorders. But it might make some children and young people feel a bit better, a bit braver and like themselves and others a bit more than they did before. And that's a good start. ●



www.NLP4Kids.org

Rachel Elnaugh

From Dragon to Mentor

By Eve Menezes Cunningham



You probably know Rachel Elnaugh from her time on Dragons' Den. Before that she created Red Letter Days, the first company to offer experiences as gifts, when she was 24. She was interested in business long before then.

"I actually grew up above my dad's shop," says Rachel. "I was always down there tinkering around and helping out. When I got older, I did the accounts." She remembers running a gift stall for charity at Christmas with her mother. "Because I served at the stall, we knew what sold. If the green and red crackers sold we'd make more green and red crackers instead of purple and pink."

Although Red Letter Days became a phenomenon, creating a new market for experience gifts, Rachel never imagined it becoming so big. "It was just an idea to create a gift company and I think it was only probably seven or eight years into the business that people started to copy it. People like Boots started offering experiences."

Rachel says her biggest success so far was "not allowing the failure of red letter days to destroy me. It would have been very easy to have some kind of breakdown at that time. Having the support and strength and positive mindset kept me going. A business failure of itself is bad enough but the whole media bashing was awful.

"As entrepreneurs, you have to be able to manage your own motivation. You can't be looking for someone to motivate you all the time. When Red Letter Days crashed and the media was slugging me off, I got hundreds of emails and letters of support. People were saying things like 'Don't let the bastards grind you down.'

"There was a point when I thought I wouldn't get out from the duvet but I don't think I had much wallow time. I thought 'This is it' having gone from being so busy to my diary suddenly being completely empty. But very quickly, opportunities started to flow. I started to be asked to



speak at events, become a mentor, help people with their businesses.

"Over time, without intending it, I'd created a whole new business. Quite a lot of people sent nasty emails saying things like, 'Who the hell are you to set yourself up as a consultant? You're a failure.' But I hadn't ever had to push and market myself as a mentor."

Although Dragons' Den made her famous, Rachel says, "It was a double edged sword. It brought me a form of fame which has led to speaking engagements but the problem was it damaged my personal brand a bit. I became known as 'the bitch from Dragons' Den'. When you're on telly, on a show that's been heavily edited, you become seen as a caricature of yourself." She now uses speaking engagements and mentoring to change her brand back "to one that's a bit more positive. People say, 'You're nothing like I thought'."

There's a whole other way of doing business that's collaborative and supportive

Apart from her busy work life, Rachel and her husband have five sons. She says she juggles everything "with difficulty. My nanny's away this week so this morning, I did the school run to three different schools, will head into London later and have a million and one business things to do."

When she looks back, Rachel wishes she'd paid herself more when running Red Letter Days rather than pouring everything back into the business. "Make sure you tuck some money away as a treasure chest for yourself so if it fails, there's something to fall back on. When you go from having a multi million pound business to being unemployed, it's a real

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driver. How are we going to generate some money here? It makes creativity flow.”

The Chinese character for crisis and opportunity is the same and Rachel has always had an eye for opportunities. But she's had to challenge herself to overcome her fears. Sitting on the panel while hopeful entrepreneurs presented their ideas was different to speaking herself. “When Dragons’ Den went live, my PR man said I had all these speaking engagements,” she says. “I said, ‘ refuse them all’. I certainly wouldn't have faced my fear of public speaking or written the book if I hadn't failed. I had a little argument with myself.

“At first, I started to do it because I was being paid. Then I got to the point where I thought “This is a real privilege. I need to start not just getting through it but doing it well’. I had voice coaching and learned about energy projection, structuring content and performance skills. I can now really enjoy being on stage.”

Rachel feels hopeful about the future. “I think young people are incredibly enterprising. We've got an amazing enterprise culture coming up, inspired by programmes like Dragons’ Den. Sadly, this represents business in the wrong way. Like The Apprentice, it's very alpha male and aggressive. There's a whole other way of doing business that's collaborative and supportive.”

She's also concerned about the popular “mentality of ‘I want it on a plate, it's my right.’ Still, we're seeing a massive shift in business. Personally, I don't think this is a recession, we're seeing a shift in the way people approach revenue. The consumer bubble has burst. It's a big cultural change. I don't think we're going to go back to the way things were. Social enterprise is important. Few businesses are coming through that don't have some kind of cause, even if it's just a matter of following a passion rather than just doing things for money.” ●

RACHEL'S TOP TIPS:

- Look for the opportunity in every setback
- Pay more attention to the people who support and encourage you rather than giving your power away to anyone who wants to knock you down
- Be flexible. If your customers or clients want something else, deliver it. Don't try to flog your own version of pink and purple crackers when it's clear they want red and green
- Think about the heart of your business, the social enterprise aspects. Who are you benefitting? How is it bigger than you?
- Pay yourself first. Don't plough all your profits back into the business
- Learn how to do the things that don't come naturally (like Rachel and her public speaking) so you end up enjoying rather than dreading them
- Don't expect your hopes and dreams to be served up on a plate. Work hard and persevere.

Rachel's book, *Business Nightmares* (Crimson, 2008) is available through Amazon and good bookshops.

Inspired by Napoleon Hill's Mastermind Groups, Rachel's starting her Inner Circle Mentoring programme this January. Visit her website – www.rachelelnaugh.com – to find out more about this as well as her low cost online business coaching service. You can also take her free online test to figure out which kind of entrepreneur you are.