

rapport



ISSUE TWELVE

SUMMER 2008

Anjum Anand Making life look easy

Constructive
Goal setting for
teenagers

**Non violent
Communication**
and NLP

Charles Faulkner
Adapting approaches

THE MAGAZINE FOR PERSONAL DEVELOPMENT

SUBSCRIPTION ONLY



Welcome to the Summer issue of Rapport.

With ANLP officially becoming a 'not for profit' Community Interest Company (p32), we are certainly used to changes in this office. Lala is back from Australia, and is now off to Asia, so we have recently appointed a dedicated membership Secretary, Cheryl, to support Members and deal with all aspects of membership.

We also welcome Wendy, who is taking on a PA/Admin role, and Ana, our new Marketing Consultant, who is already making an impact. As we know, NLP and Coaching are fabulous ways of dealing with 'change', as ANLP Member Mandy Taylor reports in our End Note (p46).

Andy raises an interesting question by asking 'Who trains the NLP trainers of the Future?' on page 6. Some interesting ideas come to light, and as a CIC we will be developing these further in the coming months, so please contact us if you would like to be involved.

Hopefully, however these ideas develop, we will be able to disagree without being disagreeable – ably guided by Eve's inspiring feature on Non Violent Communication (p30)!

And should we need any more inspiration along the rocky road ahead, we simply have to read about the challenging yet determined journey being taken by Chris Evangelou, a young boxer being coached and mentored to achieve greater things (p14).

Rosie O'Hara has been building the confidence of Teenagers in Scotland, using constructive goal setting (p16). I guess I'd know all about 'constructive goal setting'... as I sit in a very warm caravan, typing this up on a sunny evening in June, I marvel at how things do progress once a 'well formed outcome' (or set of plans, in our case) is made. I can now look outside and see our beautiful new home, which has evolved over the last few months and is now free from the shackles of scaffolding. Working towards a goal, however big or small, is something very special.

Karen Moxom

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Who Trains the NLP Trainers of the Future?

NLP Training can be expensive in time as well as money. So it is only to be expected that those who are seeking training would like to be certain that their choices of trainer and approach offer a quality result that will be accepted widely. Andy Coote asks how far this ideal is true and what is needed to improve the perception of NLP training amongst decision makers.

In previous debates, we have looked at how the techniques of NLP can be made available to a much wider and - by implication - more mainstream audience. To do that we have talked about making the certification of Practitioners and Master Practitioners more rigorous and transferable and about embracing academic research in order to build the evidence base that will allow practitioners to work in evidence-based

environments such as the NHS (UK National Health Service).

This time we look at the key resource in delivering NLP practitioners of all levels into the marketplace - the trainers. Specifically, we are considering, who trains and certifies the trainers, how that is done, what NLP Training consists (and should consist) of and how it is externally perceived in the wider training context. A model for how training could

develop to deliver a stronger, more robust NLP community is also put forward. Not everyone will like the model, but it is one that may need to be seriously considered if we are not to lose even the position NLP currently occupies.

NLP Training, as indeed NLP itself, has developed through training and mentoring on a master-apprentice model. The co-founders of NLP are both still active and training new trainers, as are those that they have trained



over the years. Lisa Wake considers herself to be ‘third generation’ having been trained by trainers who themselves were trained by Richard Bandler and/or John Grinder. There is an alphabet soup of organisations, some issuing certificates and others, including ANLP International, for whom this magazine is published, accrediting trainers based on published criteria. All of our interviewees noted that some ‘schools’ of NLP will accept certificates from other schools and some won’t. Ben Lacey, researching the topic found that the situation was “confusing. I discovered such a difference in standards with some trainers moving the goalposts in what they offered whilst others told me that they wouldn’t recognise certain certificates. It didn’t fill me with confidence or help me to make my decision.”

There does seem to be some tacit consensus on the levels of qualification, especially Practitioner and Master Practitioner. David Shephard believes that “from a standards point of view, we are not a long way apart. The INLPTA requirements are similar to those for ANLP International and ABNLP. Provided the training that you did meets those guidelines, you can join ANLP or ABNLP and be accredited by them”.

Course length and content are, however, variable between schools and approaches. “Some trainer training concentrates mostly on stage skills,” notes Ralph Watson. “I prefer to take a little longer and focus on the process as well as presentation. I try to achieve unconscious competence in the process to allow the trainer to be ‘in the room’ and able to support the participants.”

NLP Training seems logically to break down into three areas – NLP Knowledge, experience of using the NLP techniques and Training Skills. Is it possible to consider it this way? Lisa Wake believes that it is. “In health, education and sport there is a requirement to demonstrate breadth and depth of knowledge in the field and a standard of professional competence along with a clear understanding of, and competence in, training skills”.

Depth and breadth of knowledge can be demonstrated currently by Practitioner and Master Practitioner qualifications. Experience, however, is not always seen as essential. “Some people seem to move from practitioner onto master practitioner and then want to move straight into training and that worries me” notes Ralph Watson. Ben Lacey agrees, “I can see that, as it stands, someone could get the

theoretical knowledge, do a trainer training and then teach, possibly on a flawed basis. It could lead the reputation of NLP to take some major steps backwards. People are paying money to undertake NLP courses and NLP could



Who trains and certifies the trainers, how that is done, what NLP Training consists (and should consist) of?

become devalued by poor quality training”. To be accredited by ANLP International, a trainer needs to be able to demonstrate 2 years experience of NLP but, at present, there is no necessity to be accredited.

Training as a skill has been developed into qualifications such as City and Guilds 730 or PGCE. Qualified trainers may feel that they already have the necessary skills to train NLP but some NLP insiders are unsure. David Shephard feels that the trainer should be “using NLP techniques in the training. It is walking the talk in my view. Students are given an example of how they should be approaching NLP training”. Ralph Watson adds that some trainers may come to NLP training with

“bad habits or approaches that need some unlearning.” Ben Lacey, as a professional trainer, begs to differ. “Whilst having NLP skills has helped improve the effectiveness of my instructional techniques, I’ve seen examples of NLP trainers who have little understanding of modern instruction methods and practices – for example a complete lack of understanding of diversity and inclusion.” Reframing the situation, maybe there is an opportunity for the wider training community to benefit from the inclusion of NLP trainers within their ranks and vice versa. Could NLP skills contribute additional dimensions to the general training skills / instructional techniques knowledge base?

What might prompt the NLP Community to make changes? All of our participants talked about negative (away from) and positive (towards) motivators. Taking the negative motivators first, two major threats are likely to come from external sources.

Ben Lacey talked about the difficulties he faces when proposing NLP to senior police managers. “The first questions they ask are ‘where is the governing body’ and ‘what are the standards’. They are talking about spending significant sums of money and they want to have clear value from the investment”. It will not just be managers in the Police Service that want to be assured that they are making a supportable decision. They want, according to Lacey, to have “recognition of relevant certificates and experience already acquired and portability of the qualification”.

Because the certificates are not mandatory, in theory anyone can set up to train NLP and issue their own certificates which leads Lacey to ask “what credibility is there in the current approach? Some experts in instructional techniques have a low opinion of NLP and that, coupled with the lack of a strong governance means that senior decision makers will make the safer decision and not go ahead.”

Governance – though how strong is not clear - may be coming and that is seen by some as a threat suggests Lisa Wake, though it need not be. The Leitch Review of Skills reinforced the UK approach to delivering skills that fit into a framework of levels. “To qualify as a psychotherapist with the UKCP, candidates will be working at postgraduate level (level 4), so the trainer probably needs to be at postgraduate level too. Paul Tosey and the Surrey University research department are working on a PhD >



(level 5) in NLP, Kingston University have an MA in coaching and NLP at level 4 and other UK universities are looking to including NLP modules at Master's level. Trainers, too, will need to be operating at Masters level."

There is disagreement about the timing of regulation of NLP. Lisa Wake sees it coming later in 2008, at least in the UK, precipitated by the Health Professions Order, 2001, the creation of the Health Professions Council and recent 'Section 60' consultations between The British Psychological Society (BPS) and the Department of Health. "As well as regulating psychology, the BPS will also regulate psychotherapy. As there are 150–200 Neurolinguistic Psychotherapists in the UK (members of NLPtCA and UKCP mostly) who will be part of the regulation, training of those people at least will come under the regulatory regime as well. Similar changes are also happening in other geographies." Ralph Watson sees regulation as a much longer-term issue, however, in common with the other participants, was keen to stress the positive drivers for change.

Both David Shephard and Lisa Wake commented on the market penetration of NLP today. David Shephard suggested that, maybe, 2-3% of the general public "might have heard of NLP but only 1% would be able to give an explanation of what it is". Lisa Wake speaks for a number of her 'third generation' colleagues when she says, "We believe something has to be different. There is a big world out there that is not being exploited or served effectively

by the NLP community. In my town, which has 70,000 people, maybe 30 or 40 people would have heard of NLP. Yet the market could be as big as 45 to 50,000 people in just that one town". "If NLP wants to be central and not faffing about at the edges," suggests Ben Lacey, "it needs to start working towards a more transparent system of standards and accreditation. People will then trust it more."

So what should the NLP community be doing to make changes? Beginning a process of central standard setting, working with as many of the schools and associations involved in NLP would be a start. If that could lead to an agreed minimum curriculum for each level, even better. Standards needn't restrict trainers from developing their own unique approach suggests Ralph Watson, "You can have standards and still retain a Unique Selling Point. Each trainer has their own slant and experience. If you use standards as the minimum requirement, each trainer can add to them their own industry or skills focus."

Beyond that, adopting external best practice for quality in training may be a good route, suggests Ben Lacey, "We have to work to Edexcel standards. Each individual trainer is assessed every six months. The assessors sit in on sessions and produce an assessment which is then acted upon. If we do not pass, there may be the need for a development plan or, in some cases, the trainer may be withdrawn from training duties altogether".

By accepting external validation of the qualifications of NLP, the community will

Leitch Review

<http://www.dfes.gov.uk/furthereducation/index.cfm?fuseaction=content.view&CategoryId=21&ContentID=37>

BPS Section 60 Consultation

http://www.bps.org.uk/the-society/statutory-regulation/statutory-regulation---latest-updates/statutory-regulation---latest-updates_home.cfm

be following the Leitch Review approach, becoming more evidence based in approach and issuing qualifications that will be relevant to other learning pathways. By separating knowledge, evidence of practice and training skills, it should be possible to give credit for experience and for non NLP qualifications.

Finally, as we discussed in the last issue, improving the links with academic research and teaching may lead to better clinical acceptance of NLP and assist with access to markets.

This approach will not be for everyone but, I believe, the community needs to consider the implications of not changing in this way. To get involved in this debate go to the ANLP website at <http://www.anlp.org/forum/default.asp> and go to the 'General Interest' section or write to the Editor. ●

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Anjum Anand

Making Indian food - and life - look easy

by Eve Menezes Cunningham

NLP originated with people modelling success. By figuring out what successful people in different fields did, others were able to use their strategies. Cookery is often used to illustrate this because, theoretically, anyone can follow a recipe to recreate a lovely meal.

In *Indian Food Made Easy* (BBC), Anjum Anand takes this further than many chefs. As well as showing TV viewers how to do it, she actually demonstrates teaching people who weren't already excellent cooks how to prepare each dish.

London based Anjum also studied in Madrid, Paris and Geneva. She has cooked in restaurants around the world, too, from Los Angeles and New York to New Delhi.

Anjum has made it her mission to make Indian food, well, easy to cook at home. She also emphasises a freshness and lightness that's not always there in takeaways. Anjum hopes that cooking Indian food will soon be as popular as cooking stir-fry.

Her first book *Indian Every Day: Light, Healthy Indian Food* has sold more than 25,000 copies since it was published in 2003. It was one of the first books to focus on the health conscious aspects of Indian food.

In *Indian Food Made Easy*, viewers watched her teach a different person (from an old friend to a firefighter and professional chef) how to recreate her dishes in each episode. The ease with which they learned really made me feel much more hopeful about my own ability to cook it myself.

Anjum used very confident language. She'd say things like "Isn't this the best thing you can do with cabbage?" and "They're going to love it" with such conviction, it was difficult to imagine anyone not agreeing with her wholeheartedly. I imagine that even if her students felt apprehensive, her trust in them would have inspired more faith in themselves.

I was a bit surprised, when I spoke to her, to find out that she isn't trained in NLP. Anjum says, "I've always enjoyed cooking and food but I never expected or thought I'd become a cook. My mother and sister spent a lot of time in the kitchen but I got a business degree with languages."

Anjum returned to the kitchen when she realised she wasn't really enjoying the work she'd got into. She says, "I really enjoyed cooking. I thought 'I'd rather enjoy my work' so my hobby and passion became my work. I write Indian recipes that I hope people will want to cook."

As well as showing how easy cooking Indian food can be, Anjum modifies recipes to make them much healthier than your average takeaway dish. She remembers when her eating habits weren't as good

as they are now.

She says, "Healthy eating got me back into the kitchen. There wasn't all the low fat food that's available now. I didn't mind processed food then although I don't really eat it now but I love Indian food and there was nothing that was healthy and Indian."

Anjum says, "The TV series came about unexpectedly. The BBC were looking for someone to bring Indian food to the nation and the format of the show was born through loads of people having lots of ideas."

She has such an assured and confident manner, I wondered if Anjum generally finds life easy but she says, "No. When I was filming, I was completely out of my comfort zone and out of my life. I don't know if anyone finds life that easy any more. I have a daughter and flat to run. But cooking at home and writing about food is a job you can fit around your life." While she's filming, though, Anjum says normal life has to go on hold due to starting so early and finishing so late.

Again, naturally using NLP, Anjum finds something she's good at in any situation she finds challenging and takes it from there. She says, "You need to be assured about something [about what you're doing] and I was very comfortable with the whole food side. I knew what I had to do – teach people and talk about food and so on – and because I was comfortable with the subject, the cameras didn't really bother me."

As a viewer, I watched in suspense hoping that some of the more potentially hostile audiences would be won over by the new food. I really wanted the chefs at the pub and spa to embrace it. Other students weren't chefs at all and I wondered what she'd do if they were unable to recreate her meals.

But Anjum says, "I honestly think that Indian food is not as difficult as people think." Her confidence in their ability to reproduce the meals helped empower them. And if she'd seen anyone struggling, she'd have been able to adapt her approach.

She says, "I do think that cookery is something anyone can do and it's a matter of seeing the technique once and following it. The people who came on were interested and capable."

Where people seemed anxious, Anjum dealt with their nerves by giving them something to do as early as possible. She says it's a "natural reaction. I understand if they're a bit hesitant when they're watching but once you get people started, they do it. I'm right there, they can't really mess it up." ●

Anjum's latest book, *Indian Food Made Easy* is out now. The new series of *Indian Food Made easy* starts on BBC2 at 8.30pm on July 9th, 2008. For further information, please visit www.AnjumAnand.co.uk

They're a bit hesitant when they're watching but once you get people started, they do it

I honestly think that Indian food is not as difficult as people think



Would you like more confidence in the kitchen?

Think about the kind of food you really enjoy eating. Knowing how you want it to taste will help you measure your success. (Even professionals' meals sometimes don't live up to the carefully styled pictures in cookbooks). Do you know anyone who cooks it perfectly? Maybe you could ask your mother, brother, neighbour, friend or colleague to help you re-create it. Watch them closely. Get them to let you try making it with their support in the background. If you don't know a good cook personally, don't give up. Study cookery books and programmes. Think about taking a class. If you've eaten the food while you're out, don't be shy about asking if you can talk to the chef.

It won't always be possible but some are very happy to share pointers with satisfied diners. Don't give up after your first attempt. It's easy to feel disheartened (I was disappointed that my filo pastry samosas didn't work out as well as they had when Anjum demonstrated) but practice makes perfect. And after trawling different cookbooks and hassling various relatives for their recipes, I can now cook dall and pilau rice that I'm pretty proud of. Start simply and build up. Don't psych yourself out with a complex dish. The fire fighter who learned to make naan bread was triumphant (as I'd be!) and this confidence spread to his efforts with other dishes.

A SMOKE-FREE ZONE with NLP

One year on since the smoking ban, people are still desperate to quit. If what you're doing isn't working... do something different!
by Caitlin Collins



The ban on smoking in public places in the UK came into effect on July 1st 2007 with, according to opinion polls, 'three quarters of adults expressing their support'. Hefty legislation targets the 'managers of premises' rather than smokers themselves; 'managers' are threatened with a fine of £2500 for failing to prevent puffers from lighting up – rather like bullying the prefects to make the naughty kids behave. The result of this is that we're seeing more smoking than ever because now it's going on outside in the street!

As well as harassing business proprietors, the Government is promoting NHS stop-smoking programmes primarily

focused on drugs; the pharmaceutical companies have managed to brand their nicotine-replacement products, plus Zyban and Champix (whose list of side effects includes 'suicide ideation'), as 'medicines'. So complete is the seduction of the NHS by the drug companies that other more wholesome methods of helping people to stop smoking, such as NLP or hypnotherapy, barely get a look in.

PEOPLE ARE STILL SMOKING...
Given the evidence that smoking ruins

your health, plus public opinion granting it honorary pariah status, combined with the current legislation making it so darned inconvenient (hands up who enjoys popping outside in the cold and rain for a ciggy), what interests me is that so many people continue to do it. I suspect they haven't cottoned on to NLP as the best way to stop!

Most people seem to favour one of two approaches to quitting: either the NHS route, or, for those understandably wary of that 'suicide ideation' enticingly proffered by the NHS, the gritted-teeth application of willpower. I'm convinced that neither of those two methods is the way to go: physical addiction is not the major issue the nicotine-replacement promoters would have us believe it to be, and unsupported willpower rarely lasts.

Over the past 20 years, first as an acupuncturist and later as an NLP Trainer and personal development coach, I've had the privilege of helping many people to stop smoking. I've become fascinated by the way the impulse to smoke bobs up repeatedly despite all attempts to squash it – and despite its apparently insane self-destructiveness (hospital entrances are full of coughing patients trailing drip stands, shivering in their pyjamas and fluffy bunny slippers, puffing grimly towards their demise...).

Many smokers have mixed feelings about quitting: they want to lose the disadvantages of smoking but don't want to lose the benefits. And they are absolutely right to be concerned about this, because there are indeed benefits to smoking; no one would do it if there weren't. There are coercive self-help methods that insult smokers and deny the benefits of smoking, but as well as being unkind and discourteous they are also dishonest.

So, accepting for the moment the hypothesis that there are benefits to smoking, how can we lose the smoking, but keep the benefits it was providing?

We can start by being attentive to what's going on in the mind when the desire to smoke arises.

A little introspection shows the mind to be a complicated process, changing all the time and made up of many parts; it's not a single stable entity. Sometimes there's a conflict between two or more parts of it, as reflected in everyday speech when somebody says: 'Part of me wants to do this, but another part wants to do that, so I don't know what to do!' It's reasonable to think that different parts of oneself would have one's well-being at heart; however it's only too obvious that they can have different ideas of how to go about achieving it.

CONFLICT RESOLUTION

One of the classical presuppositions of NLP suggests: 'A positive intention underlies any behaviour.' If we're open to the interesting idea that there may be positive intentions underlying

even destructive habits such as smoking, we can explore some kind of constructive conflict resolution. This can avoid the disappointment experienced by people who heroically battle the desire to smoke and succeed in suppressing it, only to succumb to temptation months or years later. The fact that this happens so often indicates that physical addiction to nicotine is not the problem; anyone who has stopped smoking for a year is beyond the nicotine dependency – and yet the desire to smoke is still lurking. As ironic graffiti artists have pointed out: ‘Stopping smoking is easy – I’ve done it hundreds of times!’ It’s staying stopped that’s tricky.

Let’s look at the idea that the impulse to smoke is prompted by a positive intention. If that were so, then if people could find better ways to fulfil the intention they wouldn’t need to smoke.

Smokers need to reflect on the underlying purpose of the part of them that is prompting them to smoke. Is it trying to offer them a way to feel better, maybe to relax, or think more clearly, or to reduce tension or alleviate some kind of unease? If so, how could they find other, better ways to do that?

The various NLP techniques that work with the model of parts of the psyche are particularly good for resolving the inner conflicts associated with unwanted behaviours. Instead of lurching from the extreme of indulgence to the extreme of repression or denial, often accompanied by guilt and recriminations as the ‘goodie’ part punishes the ‘baddie’ part and the ‘baddie’ part feels resentful and rebellious, we can work with self-awareness and an attitude of kindness and enquiry to find alternatives that avoid these extremes.

THE NAKED DANCING GODDESS

Let’s look at an example based on a real-life case history: a client of mine from several years ago.

‘Chloe’ wanted to stop smoking; or rather a part of her did – another part was very resistant to the idea. In her mid-thirties, with three young children, Chloe knew she shouldn’t be smoking. It was inconvenient, going outside in order to escape the family

every time she wanted to smoke; her husband hated the smell of it on her skin, hair, clothes and breath, and had been nagging at her for ages to stop; and of course she couldn’t smoke around the children. To make matters worse her eldest daughter was receiving anti-smoking propaganda at school and coming home and laying on the guilt along the lines of, ‘Please, Mummy, I don’t want you to die.’ This emotional blackmail had actually backfired, as it raised Chloe’s stress levels so she needed to smoke even more to calm herself down; and she’d resorted to lying to her daughter, pretending that she had stopped smoking – so now she was hating herself for her dishonesty.

With all this incentive, why couldn’t she stop? More accurately, why couldn’t she stay stopped? She had been able to manage without cigarettes for periods as long as three months; but then had experienced an increasingly uncomfortable feeling that she identified as a craving for a cigarette, and had eventually yielded to it, usually after a few glasses of wine. The fact that she could go for such long periods without cigarettes indicated that physical addiction to nicotine was not the major issue; there was something else going on. She needed to get in touch with the part of her that was driving the smoking.

I asked Chloe to imagine that she could bring out the two parts of her mind that were in conflict over the smoking, and imagine them actually sitting in front of her, one on each of her palms. What would they look like, if she could see them? It seemed that the stop-smoking one looked like a rather glum little goody-two-shoes, standing demurely with its hands clasped; while the smoking one looked like a sparky little goddess, stark naked and dancing wildly. It was easy to see that the sparky goddess was unlikely to take kindly to being told what to do by the goody-two-shoes, and that while it might be possible to shut it in a box temporarily, it wouldn’t stay there for long!

When we asked the goddess part to talk about its positive intention for Chloe, it transpired that it was battling to save Chloe’s youth, creativity, and ultimately her freedom for self-expression – all of which she felt were



being threatened as she strove to fulfil her responsibilities as a wife and mother. Smoking had been an act of rebellion in her teens, and it continued to be symbolic of rebellion against sinking into what she saw as a dowdy mumsiness.

Equipped with this insight, Chloe opened up to her fears that she was feeling stifled in her life, and she made a commitment to find constructive ways to honour the sparky part of her that was fighting to save her from submersion. Over the course of several weeks, during which we talked by telephone from time to time, Chloe experimented with finding other ways to honour her spark, while continuing to be mindful of her own mental and emotional processes. When she was ready, she stopped smoking: she told me that the craving had simply dropped away, having become unnecessary.

SELF-HELP SKILLS

There are many simple self-help methods that people have found useful for stopping smoking – and for letting go of other unwanted behaviours. Smokers or not, most of us probably have some occasions in our lives in which to experiment with a couple of my favourites.

- Be attentive to the impulse as it is arising. Don't suppress it or indulge it. Just notice it. Then ask yourself: 'What do I really want?' Don't settle for the obvious answer – eg a

cigarette (or chocolate, or whatever). Go deeper, asking: 'What do I want to get by doing that? How do I want to feel?' You're asking for the emotional response that comes with the alleviation of the desire. Usually it's some kind of sense of fulfilment, often associated with a physical easing of tension. It's what the impulse is prompting you to seek, and by being attentive to your own present moment of experience and asking yourself what you really want you can find that fulfilment now – without engaging in the action. (This method is similar to the excellent NLP Core Transformation Process developed by Connirae and Tamara Andreas – although I first learned it from a Buddhist teacher.)

- Teach yourself a relaxation response. Notice the increasing tension associated with the rising impulse and interrupt the tension build-up by breathing deeply and physically relaxing. Relax repeatedly with each breath until the tension has dissolved. The more often you do this the easier it gets.

Finally, how we think about and label ourselves has a big impact on our behaviour. People need to consider how they've been identifying themselves with regard to smoking. If you identify yourself as a 'smoker', then it's difficult to stop because if you're a smoker you'll inevitably smoke, because that's what smokers do! It's also unwise to aim to become an 'ex-smoker' because this means a smoker who no longer smokes, which implies

a contradiction and is likely to result in continuing inner conflict. But what if you were to think of yourself as 'someone who used to smoke sometimes in the past'? Mightn't that allow for the possibility of not smoking now and in the future? Best of all, if you were to become a 'non-smoker' then smoking would no longer be an issue in your life; non-smokers just don't smoke – the thought of it doesn't enter their minds.

CALL TO ACTION

If we really want the UK to become a nation of non-smokers – and, remember, three-quarters of British adults are said to support the ban – we need to find more effective ways to help smokers to stop and to stay stopped. I believe we already have those methods in NLP – and we need to be promoting them as a better alternative to those offered by the NHS in cahoots with the pharmaceutical industry. So this is a rallying call to the NLP community: not enough people know about and appreciate what we have to offer – let's get out there and present it to them! ●

Caitlin Collins's book *An Alternative Way to Stop Smoking: a self-help programme will be published this summer. It's available now as an electronic download with the optional support of telephone coaching; visit www.naturalmindmagic.com for details.*



**There are
benefits to
smoking; no one
would do it if
there weren't**