

THE MAGAZINE FOR NLP PROFESSIONALS

rapport.

SUMMER 2011

L. Michael Hall

The very model of a deep NLP thinker

Revivifying Relationships

re-engaging with the honeymoon phase

The truth about STRESS

NLP & Energy

The missing element in empowering change

Bev James
Setting you up for success

Debate
Meta-Reputation



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Winner
HERTFORDSHIRE BUSINESS AWARDS 09
HERTFORDSHIRE WOMAN OF THE YEAR

Publisher - Karen Moxom

Welcome to the Summer issue of Rapport, the magazine for NLP Professionals.

The change in strapline is one of the subtle changes we will be making over the next few editions, as Rapport continues to evolve into the 'must have' magazine for NLP Professionals – those NLP practitioners who are serious about their business and who want to make a difference.

One of those changes happens in this issue – we are delighted to welcome Bev James as a regular contributor to Rapport. Bev, Managing Director of The Entrepreneurs Business Academy (EBA) and author of 'Do It! Or Ditch It', will be giving readers regular business development advice, starting with setting up for success on p18.

With the current focus on Olympic tickets (or lack of, in my case), Eve interviews Andrew Steele, Olympic runner (p24) about his attitude and approach to being a world class athlete.

If we are talking 'world class', then in my opinion, L Michael Hall definitely comes into this category. Andy interviewed Michael at the 2010 NLP Conference, and reports on the very model of a

deep NLP thinker on p10.

Michael is one of NLP's great leaders, and Cait interviews Tony Droar, a very different business leader, who has swapped his successful career as a senior consultant for an equally successful career as a University MBA lecturer (p38).

Chantal Burns shed some light on the truth about stress (p36), with some enlightening reframes about our understanding of the stress concept. I will certainly be taking specific note of this article and 'managing' my thoughts more effectively from now on.

Michael Carroll gives a personal account of NLP and Autism, a subject very close to my own heart, on p28. We both have experience of parenting a child with Aspergers and I can fully endorse Michael's suggestions for specific NLP strategies which can help with understanding autism.

Enjoy this issue, enjoy the Summer, and I will look forward to seeing you again in September for our Special 25th Anniversary Issue.

Karen

Editorial Team:

Caitlin Collins, Andy Coote, Eve Menezes Cunningham
Judy Rees admin@anlp.org, 020 3051 6740

Art Editor:

Enzo Zanelli

Advertising:

Nicola Andrews
advertising@anlp.org, 020 3384 3217

Membership, subscriptions and back issues:

members@anlp.org, 020 3051 6740

Publisher: Karen Moxom vision@anlp.org 020 3051 6740

Company Reg No. 05390486

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Revivifying Relationships

(How to Re-engage with the Honeymoon Phase)

By Joe & Melody Cheal

**“As we fall in love,
we usually give it
everything to impress
our new mate”**

Falling In Love... The Honeymoon Phase

Imagine the scene.... There was a group of people sitting around a large kitchen table eating breakfast. A beautiful woman, Melody, whom I'd met the evening before was sitting at the opposite end of the table to me. I overheard her say to her friend: "So now I'm looking for a knight in shining armour!" I instantly looked up and said to her: "I've always considered myself to be the knight in shining armour." As our eyes met, the table seemed to 'concertina in' and everyone else in the room disappeared.

The scene above is part of our story but what happens in general terms when two

people first meet and fall in love? For most couples it is a time of passion and high emotion, but obviously, it will be different for everyone. Some stay in a romantic 'honeymoon' phase for longer than others

and perhaps some may not experience romance at all. Depending on one's own map or model of the world, the beginning of a relationship can be joyful or excruciating, or perhaps a bit of both. We will be exploring this 'map of the world' idea further in a future article.

From an NLP perspective, regarding the couples that appear to have a positive honeymoon phase, how do they fall in love? (Please note that we are working with just a few NLP concepts in this article because it would take a whole book to do otherwise!)

- Multisensory Expression of Representational Systems: As we fall

in love, we usually give it everything to impress our new mate. We go multisensory, full on VAKOG (Visual, Auditory, Kinaesthetic, Olfactory and Gustatory). We buy flowers and gifts, make ourselves look attractive, listen to music, write poetry, touch, hug, kiss, shower regularly, smell good, put on perfume or aftershave, go out for meals, cook for one another. Wow!

- Submodality Shifts: As we add this new belle/beau to our internal map of the world, we are likely to make their picture bright, vibrant, close-up and colourful. Perhaps we might see them in soft focus like an old Hollywood movie... attractive, smiling and laughing. We might hear the musicality in their voice and experience an intense set of feelings. Of course, not everyone will necessarily store 'new love' in the same way. How do you know that you are falling in love with someone?
- Stimulating Anchors: As we experience these intense, fresh feelings associated with our new partner, it is likely that we will also be firing older anchors that are associated with love and relationships. These might range from excitement, joy and love to perhaps some less resourceful states like jealousy.
- Sorting Metaprograms: The honeymoon phase is a time of finding and focussing on what we have in common and what we like. This would suggest that in the context of our new partner, we are sorting by same. It is also possible that many of the differences we do notice we will find endearing and perhaps even attractive.

After the Fire

It seems that after the honeymoon phase, most people begin to normalise and habituate to their partner. There are less new and exciting things to discover and perhaps they begin to take their partner for granted. For many couples this is still a positive process where the intensity of the honeymoon phase lessens as they become comfortable, secure and content.

However, for those couples with 'damaged maps', the internal representations of their loved one may become generalised with other previous relationships. Potentially their

◆ The honeymoon phase is a time of finding and focussing on what we have in common and what we like ♪

internal model then becomes contaminated with the hurts of other less successful relationships. Submodalities fade a little and feelings are less intense. Perhaps their partner blends somewhat into the background of life.

Each partner reverts to their own preferred love strategies based on their primary love representational systems and so they give out mostly what they want to receive. As Richard Bandler and John Grinder (*1) suggest in Frogs into Princes, this doesn't always work. For example, the primarily visual partner gives the other a gift. The other primarily auditory partner thinks: "You can't buy my love, tell me that you love me." Visual thinks: "Words are cheap, show me you care."

In addition, unresourceful 'accidental anchors' are being set up. When in a bad mood, who do the couple probably see and hear most? Their partner, who they touch and who touches them whilst they are in less than positive states. For some couples, 'negative' anchors are stacked until they can't stand the sight or sound of each other. The 'sort by difference' metaprogram kicks in and the couple begin to filter what is different and what they don't like. Those differences they previously found endearing may now begin to grate. Oh dear.

This rather depressing possibility is just that... a possibility. It is by no means what has to happen. Many couples never experience this dip in the relationship; however, there are plenty of couples that do. In any case, what can we do differently if we realise our relationship is not where we want it to be?

Reviving and Reconnecting to the Honeymoon Experience

Although it might not be completely ecological to wander around forever in the love-struck daze that captivates the newly enamoured, what can we do to rekindle

the fire and feel some of that spark and flame again?

Start with the internal representation that you hold of your partner. Think of your partner now... how do you see them? How up to date is the picture? Much of the time we confuse the map with the territory and when we do, our partner interactions are not really with our partner but with our internal representation of them. Occasionally we do see them for who they really are, but if this doesn't match our internal picture, what happens? If someone has an out of date picture of their partner, they may find themselves disappointed when they see their partner for 'real'. The next time you look at your partner, update your internal representation to match the real world. Stop expecting your partner to be who they are not and allow yourself to fall in love with who they are now.

What about the submodalities of your internal representations? Where is your partner in relation to you? If you were to close your eyes and point, where would they be? Lucas Derkx (*2) in Social Panoramas found that most people seem to hold love ones close to them in their mind's eye, slightly to the left as if 'close to the heart'. If you find that your partner is not close, or that there are other people/things in the way, bring them nearer so they are in front of any other people/things and are comfortably close to you. Now notice what happens if you brighten up their picture and make it more colourful. Add any sounds or music as appropriate. Some people have the sensation of a slow dance. Explore and adjust any other submodalities that help you to feel more connected and in love.

During the honeymoon phase, when we are falling in love, we tend to put a significant amount of energy into fulfilling our partner's needs by giving them something of everything. This might seem like hard work over a longer period of time so the ideal here is to work smarter and not harder! Rather than using your own love preferences as a template for your partner, what does your partner actually want? What do they say, what do they ask for and what do they do? How do they express love? The likelihood is, however they express love is how they like ►

► to receive it. Talk with your partner; ask them what they like and how they know if they are really loved by you. Understand yourself and how you know you are feeling loved. Let them know.

If you find yourself sorting by difference with your partner, consciously choose to remind yourself of what you have in common. Remember that no matter what life throws at you, you are on the same side. Steve Andreas (*3) in Transforming Your Self suggests that conflict lies in comparison and seeking differences. "The path to resolving these conflicts", he says, "is always to start focusing attention on the similarities that unite the two sides – noticing all the ways in which the two are the same."

Falling In Love Again

Think back for a moment to when you first met your partner. What is your love story? How did you meet? What happened? What attracted you to one another? If Hollywood was making a movie of those first moments, how would the world get to see it?

Now forward-wind through the timeline of your relationship... stopping here and there at just the positive, happy times. What are some of the loving things you have done together? What romantic occasions do you tell other people about? What are the 'together' moments you have shared that demonstrate you are loving companions

on the journey of life? As you think about these loving things and you come to realise the present, what do you notice about you and your partner now? Take yourself into the future and create some time for play, for exploration and for discovery together.

And so they lived...

I met Joe a year after I became single again and on the day my Decree Absolute arrived, he sent me a card with a picture of a knight in shining armour gazing into the loving eyes of a maiden on horseback. Inside the card he wrote simply: "To my Unchained Melody". This became 'our song' and he still sings it to me from time to time to fire off some of those loving anchors... ■



References

- *1) Bandler, R. & Grinder, J. (1990) "Frogs into Princes" Eden Grove Editions
- *2) Derks, L. (2005) "Social Panoramas" Crown House Publishing
- *3) Andreas, S. (2002) "Transforming Your Self: Becoming who you want to be" Real People Press (p38)

About the Authors

Joe and Melody Cheal have been working with NLP since 1993 and married since 1994. As well as being Master Trainers of NLP, they are also partners in the GWiz Learning Partnership www.gwiztraining.com transforming people and businesses through the fields of personal, professional, leadership and organisational development.
Joe holds an MSc in Organisational Development and Neuro-linguistic Technologies and a degree in Philosophy and Psychology. He is also the editor of Acuity.
Melody holds an MSc in Applied Positive Psychology and a degree in Psychology.

Coaching Heart – Commercial Mind™

SETTING UP FOR SUCCESS

Bev James is CEO of The Academy Group including the Entrepreneurs' Business Academy and EBA for Coaches, joint ventures with James Caan and The Coaching Academy – the world's largest training school for coaches. She is a millionaires' mentor, a serial entrepreneur and author of "Do it! or Ditch it – 8 steps to business success - turn ideas into action and make decisions that count", Virgin Books, July 2011.

Most NLP coaches have an absolute passion for the work they do. Many will say that coaching isn't hard work because they find it such a pleasure. Their core motivation is rarely a desire for riches – most are driven more by the wish to make a tangible difference to people's lives. Being good at what we do gives us a sense of purpose and personal satisfaction, which is great for self-esteem. But a love of the task on its own will not make a profit. Without positive cash flow a livelihood can quickly be in danger and the freedom to focus on clients' needs will be compromised.

“Every coach needs to run their practice as a small business owner”

already been running a series of commercially successful companies when I first trained as an NLP coach, which meant it was easy for me to combine my new coaching skills with my existing business experience and make a healthy living. But the coaching had to be the main priority. Focusing solely on getting a financial return from my clients felt incongruent to me. Now I am on a mission to encourage more people in the coaching profession to think of themselves as business owners as well as caring professionals and to help them to tell as many people as possible know who they are and what they offer.

My forthcoming series of articles headed Coaching Heart – Commercial Mind is all about adding value to your coaching service, remaining true to your core ideals and selling with integrity. The first is about the importance of running your coaching practice as a business owner.



Coaches have often made a significant investment in time and money to gain life changing skills and qualify as an NLP professional, but have taken little or no time to learn the basic principles of how to run a business. As MD of The Coaching Academy, and the Entrepreneurs' Business Academy for Coaches, I know that building a business is not down to luck. It is a process that can be learned, like any other. I had

business – but when I ask them how many clients they need, they don't know. NLP practitioners are used to encouraging their clients to set specific and achievable goals – but it is crucial that they take the same approach themselves. Coaching or training is the service the business provides – but coaches need to manage that service with the mindset of a business owner.

Growing a successful business depends first upon knowing what you want to achieve, and then finding enough clients to pay for your product or service. It means taking time out to develop a business plan and to consider your vision of the future. For those who are motivated more by helping others than by financial success it can be a hard lesson to learn.

KNOW YOUR NICHE

Businesses fail not because therapists and counsellors aren't good enough at what they do – but because they aren't effective at generating enough new clients. Unfortunately it is not enough to be well-qualified and to have a website or to think 'my reputation will do the talking'. Being successful is not only about being professionally excellent, it is about being clear about your niche area of expertise and running your practice like a business owner: prospecting for clients, managing costs, and marketing yourself in an ongoing and cost-effective way.

START WITH THE END IN MIND

Always start with the end in mind. Commercial goal setting starts with creating a business plan. It doesn't need to be elaborate, but it needs to be very clear. If you know how much you want and need to earn each year, you will be better able to plan how to achieve that aim. Look at your costs; look at your prices; set them properly and view your coaching business as a business. Ask yourself:

- 'What are my running costs?' (Premises, bills, rent, living costs and so on.)
- 'How much do I need to earn per year? (And how does that break down?)'
- 'How much do I need to allow for Tax and National Insurance?' (Consider setting up a separate bank account to put the money aside.)
- 'What is the market rate, and what is my scale of charges?' (Do some market research.)
- 'How many clients do I need to make this work – per year, per month, per week?' (People often don't know this.)
- 'Is this more or less than the number of clients I want?' (Alter pricing accordingly.)
- 'Have I taken account of seasonal variations?' (For example, December is likely to be slow.)
- 'How am I going to find them?' (Target your marketing.)

Ask yourself – what is my customer profile? If you are positioning yourself as an expert (and I suggest that you do) then you are likely to become highly sought after and people will be prepared to pay more for your help. Remember: generalists seek clients but clients seek specialists. If you are a specialist, it will be easier for other people to recommend and promote you. Very often you can charge more for your time because there are fewer people offering your service.

YOUR TIME HAS A FINANCIAL WORTH AS WELL AS A PROFESSIONAL VALUE

No matter how much you want to help your clients, you need to remember that your time really is money, which means you need to manage time carefully. Many coaches over-commit their time and under-charge for their services. It is wise to agree a scale of times and charges up-front, otherwise you may find yourself working twice as

long for half your hourly rate. Consider offering a course of treatments and encourage pre-payment, rather than charging by the hour. Not only does it increase client commitment in some cases, it also means that if someone cancels at the last minute, or if you go over time, you can charge accordingly.

To build a sustainable business you need to tell as many people as possible that you exist and to keep communicating your business message as clearly as you can – and ask them to be proactive about recommending you too. Selling and success go hand in hand. The more effective you are at selling, the better able you will be to provide a great service to your clients.

In the next few issues I will be writing about the importance of sales, marketing, first impressions and business branding, e-marketing and financial management. ■



THE TRUTH ABOUT STRESS

By Chantal Burns

We are living in an exciting world where choice and possibility is infinite. It's a world where success, particularly at work, is often evaluated on the results we achieve. People are focused on having, getting, achieving, doing.

We also live in a world where people are experiencing increasing levels of stress and anxiety. We only have to read the statistics and the raft of research that's done each year to see the impact that stress related illness is having on the business world. On average, it's reported to be the costliest of all work-related illnesses in terms of days lost per case.

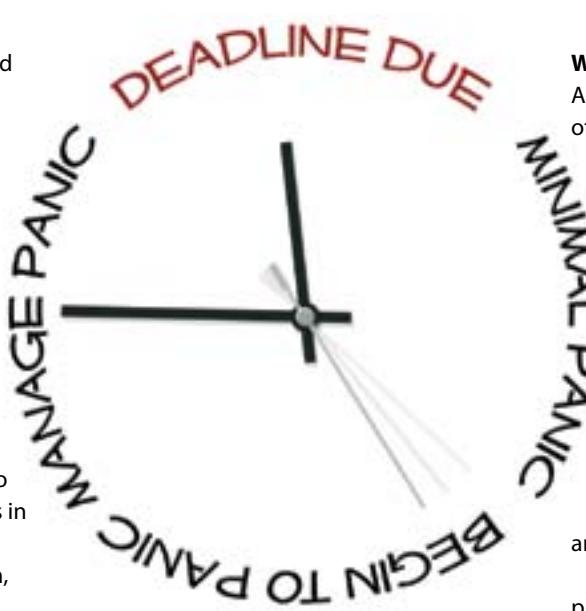
As well as the costs of work absenteeism, there is another metric being used. It's called presenteeism. It points to the costs of low productivity caused by an unhealthy state of mind and poor quality of thinking. It's estimated to be double the cost of absenteeism.* And there are no signs of this decreasing.

In addition, there has been a reported increase of 43% for Prozac prescriptions.

The traditional approach to stress and anxiety disorders, rather like the typewriter, is out of date. Science and psychology have moved on, yet attitudes and approaches to this subject have stayed locked in an old paradigm.

We have an industry that's still focused on 'managing stress'. The description 'stress management' pre-supposes that stress is inevitable and the best we can do is just handle or control it. This year, on a website promoting an annual stress and wellbeing conference, on the opening page it said "We can't eliminate stress, all we can do is learn to manage it more effectively".

Whilst this might have made sense 20 years ago based on people's understanding about the subject, this is the **first fundamental misunderstanding** about stress. The truth



is that stress doesn't have to be managed. It simply has to be understood for what it really is.

If we take a typical definition of stress, it might read; "Stress occurs when pressure exceeds your perceived ability to cope" - S. Palmer 1999.

The key word in this description is 'perceived'. There is no doubt that there are physiological and biological processes that happen when we over-activate the arousal hormones. People experience a range of symptoms which cause everything from mild discomfort to a melt down of the immune system.

*Sainsburys centre for mental health

“We also live in a world where people are experiencing increasing levels of stress and anxiety”

What if stress wasn't just a fact of life?

As a species, we've evolved over thousands of years to handle genuinely dangerous situations where our life was on the line. We know this as the fight or flight response. It was evolved to save our lives (from a sabre-toothed tiger), yet many people are activating this response several times a day and not when their life is on the line but when their ego is on the line! This response wasn't designed for a 'bad day at the office'.

The secret is to understand what triggers the biological 'stress response'.

All the evidence so far, points to thought and perception as the driver of this process.

I do a lot of air travel. Sometimes, if the plane is experiencing severe turbulence, I've been known to get panicky and grab the arm of some unsuspecting passenger. I know that if not for my thinking, I would feel peaceful. My visions of crashing, leaving my family behind and other such helpful thoughts, are giving rise to my experience in that moment. As soon as I remember where my experience is coming from (my thoughts) I instantly relax again. All is fine with the world, regardless of how bumpy the ride may be.

It is liberating to realise that whatever is on our mind in a given moment is what we experience in that moment. So that means that what isn't on our minds in a given moment is not our experience.

The traditional approaches to stress, anxiety or depression are primarily cognitive models of psychology. They are extremely helpful in showing people how they can respond differently and reorganise their thinking in such a way that new choices and possibilities become available to them. However, this cognitive model is operating from an *outside in* paradigm.

By this, I mean that it assumes that how we are feeling is based on the circumstances out there and so people are taught to get

better at managing how they deal with the circumstances. This serves to perpetuate the belief that our experience is driven by circumstance rather than our thinking.

The second fundamental misunderstanding

about stress is about where our experience originates. If it were the circumstances that caused our stress, then we would all experience events in the same way. We would all have the same problems. But we don't.

How is it that something trivial can seem like a mountain on Monday and on Tuesday, the same thing looks like a minor inconvenience?

It's simply a fluctuation in mood or thought. The problem is never the circumstances per se. The problem is that we buy into our thinking and forget that it's just thought. It's like making scary faces in the mirror at yourself and then forgetting that you are the one making the scary faces.

To be able to more gracefully ride the waves of life we need to understand where our good feelings, happiness and peace of mind really come from – from within. This perspective and a deeper understanding is the greatest 'technique' we can have. It's the reason why the stress techniques work in the first place!

From an NLP and systems perspective, at the primary level of experience, all data is ambiguous. There is no judgement or negation. It is simply bits of sensory data. No meaning is made. Then the process of deleting, distorting and generalising moves us into a secondary level of experience, where data becomes information. This is also the domain of emotions. Through our amazing gift of thought we make meaning. We assign labels. Circumstances are data that we've made meaning of and therefore all circumstances are inherently neutral.

"Thought creates the world and says 'I didn't do it'" - David Bohm

When a person is feeling stressed out or anxious, it's simply an indicator of the quality of their thinking in any given moment. This leads us on to **the third fundamental misunderstanding** – what our feelings mean. Most people perceive 'bad' feelings as a signal that

“Stress occurs when pressure exceeds your perceived ability to cope” - S. Palmer 1999

there is something wrong 'out there in the world'. They perceive their feelings as a reflection of reality, rather than just a function of thought. The impact of this is people making decisions or acting out of what we might call faulty thinking.

There's another way. We can choose to consider those feelings of anxiety or stress as a signal to pause and either question your thinking or simply leave it alone. Many people know this intellectually but the question is, are they living from this? By the reports and the huge increases in prescription drugs, it seems not. The truth is that we are always and only ever feeling our thinking, not the circumstances. Consider that conditions and circumstances don't exist as facts but as a product of thought, brought to life via conversations (with ourselves and others).

The more that people can see how they are always thinking up their experiences, the more access they will have to their default state – one of peace and mental wellbeing.

When it comes to mental wellbeing, contentment and peace of mind, it's not the content of our thinking that's important, it's the fact *that we think*. And we don't have to do anything. When we simply allow ourselves to notice where the source of our experience comes from, it will bring us home to our natural stillness and peace of mind.

The experience of stress is always an inside job. However real it seems, it's always

made of thought – our thought.

"We can't solve problems at the same level of thinking that created them" - Einstein

As Einstein said, we have to move beyond current thinking to see something new. We have to go beyond the comfort of what we already know and trust.

There was a time when people believed blood-letting was a cure for all illnesses. For almost 2000 years this was considered the remedy for all disease.

Great inventors understand that there is always something beyond what they already know and they create the conditions for those insights to occur. Those conditions are not a hectic, busy mind but a quiet, philosophical and reflective mind. That's where we access our greatest creativity and our deepest sense of peace.

If we want more joy or happiness and less stress and worry, the key is in how we relate to our thoughts. All we have to do is remember that they are transient and they're always creating our experience of reality in any given moment.

A thought doesn't hang around without your attention. If it knocks on the door, you don't have to let it in! You can acknowledge it and allow it to move on, as inevitably it will. As you do this more and more, you will re-connect with your natural wellbeing and peace of mind. This is available to every human being regardless of the circumstances.

I believe that a life fully lived is one where we experience the full range of emotions from anger and sadness to joy and euphoria. I also know that in those darkest moments, blue sky is always there behind the clouds and it's always and only a thought away. ■



Special offer to readers:

For a deeper exploration, you can download a complimentary copy of Chantal's recording 'The Truth Isn't Out There' at www.starconsultancy.com/truth (normally £55)

Chantal is a leading trainer, coach and speaker, working with organisations and individuals. The 'truth' of this article refers to a new paradigm in psychology. It's an expression of the discovery and work of the late and great Sydney Banks. Chantal's commitment is to ensure that business leaders are leveraging this profound new 'technology' so that individuals and organisations can truly flourish, independent of circumstances.

Chantal will be speaking at this year's NLP Conference. Contact: chantal@starconsultancy.com Tel 01727 757059

RAPPORT BOOK REVIEW

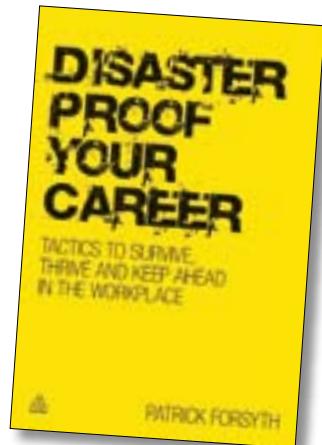
Disaster Proof Your Career

Patrick Forsyth £9.99, Kogan Page

In these changing times many people are motivated towards finding out how they can gain competitive advantage in the jobs market and how they can ensure that their career paths remain on track. Today's employment environment very much concentrates on getting things right first time and inaction is not an option in order to succeed. Having a well thought through career plan which is focussed and well resourced is essential to remaining proactive in challenging organisational environments. In this book Patrick Forsyth, who runs a Training and Consultancy business specialising in marketing, sales and communication skills and is the author of over 50 business books, gives practical tips and advice on how to be permanently career fit and desirable in the jobs market. I was initially a little sceptical about this book as I wondered whether it could tell the reader anything new. Having read it, it does rewrite a lot of information that most of us probably know all ready. However, what I like about this book is that all of the information is in one place. It also provides reassurance, illustrated with plenty of real life examples, that we can utilise everything around us in the

work environment to assist us to succeed. The writer also acknowledges that reading the book alone will not make you successful, you still need to take action and involve yourself with the people who will support and assist you. For me, the strengths of this book are in the practical steps that it presents of having the confidence to succeed; putting together a career plan; getting the most out of a job performance appraisal; ensuring that development and training is practical and effective; and developing new skills. It is these practical steps that I believe will be the convincer for many, as the process prompts us to take action. This book acknowledges that to be successful in any career hard work is required, together with a well though through plan than engages all of the workplace processes. In my opinion this book is particularly suitable for those beginning their career as it will enable them to fully prepare and take responsibility for advancement in their chosen direction. For those already pursuing their chosen career it would prove a worthy reference book of good practice to check that they are making the most of the opportunities available to them. ■

Mark Taylor



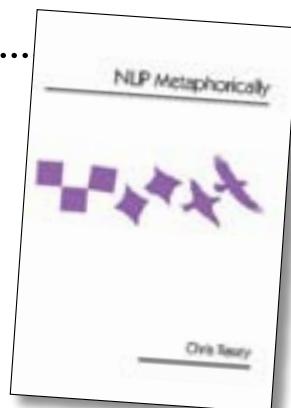
NLP Metaphorically

Chris Rasey £10.00 including P&P, available from www.ukcpd.net/book

If you enjoy metaphors and know something about NLP, then this is the book for you. Chris has a natural sense of humour which is reflected throughout the book. He takes a (sometimes) tongue in cheek look at NLP tools, techniques and philosophies and elegantly transforms them into a superb array of stories. This book is relevant to both newly qualified practitioners, fresh from the training room and keen

to demonstrate their knowledge of NLP, and more experienced practitioners, who may be amused by a completely different take on some of the well known concepts, change processes, language patterns and origins of NLP. "Some Unstructured Magic to Accompany Your NLP Journey" is the promise...and Chris definitely kept his promise! ■

Karen Moxom



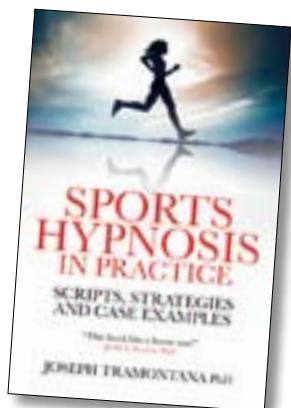
Sports Hypnosis in Practice: Scripts, Strategies, and Case Examples

Joseph Tramontana, Ph.D. £18.99, Crown House

Hypnotherapists who enjoy working with athletes or who want to add sports psychology to their practices will cheer for Joseph Tramontana's Sports Hypnosis in Practice. Unlike other fine books that address hypnosis for a specific sport (Tom Saundar's Golf) or a generic sports hypnosis approach (Edgette and Rowan's Winning the Mind Game), this book devotes individual chapters to specific sports, from gymnastics to rugby. Fifteen individual and team sports in all. The book opens with an overview of sports hypnosis literature and sports psychology. The first chapter covers general considerations and methods, with which seasoned hypnotherapists are familiar. Subsequent chapters show practitioners that each sport has its own vocabulary and

performance standards. The author writes from his own experience as a runner and a hypnotherapist who has worked with many athletes; amateurs and professionals. Like Tramontana's Hypnotically Enhanced Treatment for Addictions, this book is highly readable with excellent case examples, hypnotic scripts, treatment strategies, and verbatim interviews with coaches and athletes about the psychology behind specific sports. A chapter on injury recovery includes pain management, imagery for healing, and a hypnotic Q&A process for pinpointing the origin of psychosomatic illness. The final chapter on addictions and eating disorders in sports is as timely as today's sports headlines. This book hits a home run! ■

Judith E. Pearson, Ph.D.



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