

# RAPPORT

THE MAGAZINE FOR NLP PROFESSIONALS

## Connecting with the Communities



NLP Quick Tips • Education • NLP Stories • Health & Wellbeing • Lifestyle • Business • ANLP News • NLP People • Social Media  
NLP Conference & Awards • Coaching • Author Interview • Diary Events • Research • Book Reviews • NLP Practice Groups • Blog

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The Importance of a Quality Photo





# The Importance of a Quality Photo



By Paul Comley



**T**he old phrase 'A picture paints a thousand words' is just as true now – if not more so – than ever before.

In this highly visual day and age of instant feedback and online reviews, not having a quality photograph can be the equivalent of giving yourself a bad review before you've even had the chance to interact with somebody, let alone build rapport with them.

In most areas of life – like food, transport, technology and services – people will shop and invest with their eyes first. If they don't like what they see they will move on very quickly. That first impression scenario is rife, with more and more first impressions being made online rather than face to face these days. This means your headshot or profile photo could potentially be your first and only chance to showcase yourself to new clients.

For me as a photographer, one of the biggest impacts on the industry is the world of social media. People are seemingly encouraged to use radical filters to adjust their appearance and whilst this can be fun, it is also sending out a false image of yourself, which can be detrimental to people's impression of you. I have found that capturing the real you is a fundamental part of a quality photograph and a key part of my ethos, so I ask

**Do you really need to be airbrushed or made to look younger, or could you be happy with and celebrate who you are?**

you: do you really need to be airbrushed or made to look younger, or could you be happy with and celebrate who you are?

These days, most people will have access to a smartphone or digital camera and can take a fairly good picture. What they may not have, however, is that creative eye for lighting, colour and composition. These and many other factors can really make or break a photo – and this is where a photographer like me comes into their own. We have invested our time and money into learning how to work with and layer these elements to help you create that special first impression your photo needs to make. Personally, I believe it is important to capture the spark that highlights who you are and what you are about.

So, to make sure you get that 'thousand word' positive review when this is all over and you've decided how to re-invigorate your business, remember to invest in yourself with a professional headshot ... because you're worth it! ■

**Paul Comley** is a Bedfordshire-based photographer and owner of 2020 Imagery: [www.2020imagery.co.uk](http://www.2020imagery.co.uk)

# Professional Standards in Practice



Karen and Kash Falconer

**A**NLP is raising the bar for professional standards of practice by introducing a tangible evidence-based practice module to the website. This new facility allows members to demonstrate their commitment to professionalism by recording and providing evidence each year for a simple set of elements, which, when accumulated, contribute to bronze, silver or gold level for professional standards of practice.

To achieve the various levels, you will be required to upload documents into the Professional Standards section of your dashboard. These documents will evidence the following:

- Coaching/NLP practice hours – record these or scan your diary/ calendar records and upload the evidence – this can be anonymised to protect client identities. For trainers, training hours can be recorded as NLP ‘practice’.
- CPD can include attending a course, reading a relevant book and keeping a reflective practice record of what you have done. To make it easier for you, ANLP has provided a reflective practice template (Word document) you can download and complete.
- Business insurance – upload your current insurance certificate or, if insurance is not available or required in your country, upload a statement/ letter to evidence this.
- Peer mentoring/practice group attendance – attendance certificates are often provided for practice groups (ANLP-supported practice groups make attendance certificates available). Peer mentoring evidence can include reflective practice notes and evidence of collaboration/ consultation with your peers.
- Regular supervision can be evidenced by an annual supervisor letter.

Once you have uploaded all the elements for the level you require, you can sign your online declaration and submit your

	Bronze 	Silver 	Gold 
<b>A completed member profile</b>	Y	Y	Y
<b>Coaching/NLP practice hours</b>	25	50	100
<b>CPD evidence</b>	1	3	5
<b>Current business insurance certificate</b>		Y	Y
<b>Peer mentoring/practice group attendance</b>		3	5
<b>Evidence of regular supervision</b>			Y





evidence. Once accepted, you will be able to download your bronze, silver or gold Professional Standards Certificate.

Your declaration includes agreement to:

- adhere to the ANLP Code of Ethics (member or trainer code dependent on the level the member joined/joins at).
- follow the ANLP Best Practice Guidelines.
- use the ANLP business templates (as appropriate). These are available as downloads from the member dashboard.
- keep accurate and secure records of your practice (client data, contracts, etc.).

Once approved, your gold, silver and bronze levels of achievement will be visible on your public profile ... and remember, your membership stats indicate the importance of your ANLP Member Profile!

The Professional Standards facility has several positive benefits:

### **For the general public (your potential clients)**

Website visitors can already see a photo of you, what you do and your certification level(s) in NLP (provided

your profile is complete!). We check your certificates when you join and we require a copy of each certificate to evidence your training. In the new Professional Standards section of the website, the public will be able to see your commitment to professionalism and what you do to raise the bar in your own practice. This sends a clear message to your potential clients that you do go the extra mile to ensure your services are delivered in a professional way and sets you apart from those practitioners who choose 'less than professional' practices.

### **For you**

The records you file on your profile are your own measure of progress too. Having business insurance, reflective practice (CPD), logged coaching hours and evidence of peer mentoring and supervision stored in one place means you have easy access to these records. As these documents stay in your Professional Standards folder, you are also building a history of your best practice – and you never know when that information may be useful in the future.

...and of course, with a Professional Standards certificate on offer, you have another visual reminder to your potential clients that you choose to manage

## **The new Professional Standards module sets you apart from those practitioners who choose 'less than professional' practices**

your own practice professionally in an unregulated industry.

These are additional ways you can give your clients confidence in your business services, which adds to your credibility and gives you additional marketing tools for your business.

As the flag-bearers for professional NLP, ANLP is proud to have members who are striving to be better professionals every day. We believe we have a great responsibility to provide members with the tools they require to illustrate their professionalism and credibility and to be able to demonstrate they are the difference that makes the difference.

Member feedback indicates that the new Professional Standards area of your dashboard will help you to indicate the great things you are achieving and will be easily recognised by anyone wanting your high-quality services. ■

# Using NLP to Organise Your Life and Home



By Eve Menezes Cunningham

**Categorising the gazillion seemingly little (and large) tasks around sessions and deadlines has given me my weekends back**



**T**here's something so soothing about getting things in order. I think this is part of the reason so many of us have been devouring all things *Getting Organized with The Home Edit* and *Tidying Up with Marie Kondo* on Netflix.

Both methods depend heavily on categorising items. It reminded me how helpful the NLP idea of chunking up and down can be.

Marie Kondo's approach is incredibly thorough. She advises, when organising clothes etc., to make a pile of every single item of clothing you own. This way, you see exactly what you have and know how much space you need for whatever sparks joy. Repeat as you move through the categories that are a fixed part of her KonMari Method.

Much as I love this, it can be overwhelming. The Home Edit approach of starting small can be more manageable for people. But then, you might never realise exactly HOW many blue bios (for example) you own because you forget by

the time you get to the next drawer.

If you feel overwhelmed at the idea of doing all your clothes in one go, you could, in NLP terms, chunk down and take one category of clothes at a time. This way, you're still getting KonMari Method benefits instead of risking forgetting about the items in another part of your home.

You might want to work from the outside in (for example, coats, jumpers, jeans, other types of trousers, long sleeved tops, short sleeved tops, dresses, underwear); top down (hats, scarves, coats, tops, dresses, trousers, skirts, socks, footwear); or in whatever way works best for you. Having just one kind of clothing piled up on the bed or floor is less overwhelming.

## **Decide which blocks of time you have available**

These might be for work or whatever other big projects you're looking to categorise and organise. I've gone with the working days of the week. Monday to Friday. If you're pondering house or garden projects, you might block off a couple of hours each day during the week with larger chunks of time at weekends.

I like alliteration and the more something makes me smile, the more likely I am to stick with it. So, I stopped trying to do all the things on every day of the week and instead created Members Mondays, Marketing Tuesdays, Writing Wednesdays, Therapy Thursdays and Tidy Up Fridays.

This simplifies scheduling tasks for the days and weeks ahead. I simply pop it straight in for the right day of the week. Some tasks are done every week and now I group similar tasks, they take less energy. My calendar feels less cluttered. It's similar to grouping like with like items together when organising a physical space.

For Members Mondays, I focus on the online membership programme: sending the weekly check in email, working on other tasks for the membership and sending my main weekly newsletter, too. Additional ideas that crop up and involve the membership are noted for the following Monday.

Marketing Tuesdays are for checking my Google Analytics (something that hurts my brain but I'm becoming a little more comfortable with) and site amendments, drafting the weekly blog, updating directory entries and all things marketing related.

Writing Wednesdays are designated for progressing writing projects that don't (yet) have external deadlines. I also share the week's blog on my various social media platforms and work on longer deadline pieces where I have the luxury of time.

Therapy Thursdays are for updating the week's clinical notes, my CPD log (I do a lot of CPD and was losing track of what I'd done), catching up with professional journals and so on.

On Tidy Up Fridays, I allow some time to go through more emails than I get through on other days. I sort paperwork, pay bills, update my books, send out invoices and receipts AND mop up all the things I've been overly ambitious about fitting in alongside clients, supervisees and writing deadlines throughout the week.

It's much more manageable and effective to focus in this way. You might read what I've outlined and think, "Holy macaroni, I'd need to do it like x, y and z instead!" and that's *wonderful*. No one knows your life and business like you do. Take what resonates for you from these suggestions and ignore the rest.

### Other ways to use NLP to get organised

Nari Kaur Riyat, mindfulness therapist and NLP life coach who runs SkyHigh Empowerment Coaching:

"My biggest challenge is fitting my life around my work when I am working

unsociable hours," says Nari. "The GROW concept helps me firstly to clearly define my goals for any given day or week, considering the reality of where I am now with regards to my tasks. I'm constantly seeking out opportunities to be more efficient with my time and have my current wheel of life on my personal notice board. This always helps me to organise according to my priorities.

"Many clients have a resistance to the extra work that getting organised appears to require of them. A lot of them have families and high-profile careers so they don't tend to make extra time or space for adopting a structured approach to organisation. I encourage them to look at the bigger picture, reframing the experience of being organised from a negative position to a positive one.

"There is no one size that fits all when it comes to getting organised. Define what being organised means to you and visualise what that would look like. Maybe your primary focus isn't aesthetics but function. You may need a system that helps you get out of the door quicker. Start with what motivates you. Everyone is different. Some people may be motivated by tackling the toughest or most annoying task first to get it out of

## There is no one size that fits all when it comes to getting organised

the way whilst others may be motivated by easy wins so they can ease themselves into a larger or more difficult project."

Marilyn Devonish, NLP trainer, Flexible Working Implementation Consultant and the NeuroSuccess™ Coach:

"One of the biggest challenges I see is overwhelm and inertia," says Marilyn. "People don't move or get started because the task at hand appears too daunting, insurmountable, or difficult. I combine strategy elicitation, anchoring, prime concerns exploration, looking at meta programs, and deletions, distortions, and generalisations. From a practical point of view, I personally use Step 1 of PhotoReading and elements of Huna, part of which is about getting into state and activating the parasympathetic nervous system.

"Start with just one thing. Take one step. Complete one task. Focus on one outcome. Acknowledge the achievement of each step, no matter how small or seemingly insignificant. It is the power of the cumulative effect. Watch and listen out for negative emotions, limiting beliefs, and both the conscious and unconscious ways you might sabotage yourself. The reasons not to get things done are both insidious and plausible if you're not challenging yourself or paying attention to old patterns." ■



**Eve Menezes Cunningham** is the author of *365 Ways to Feel Better: Self-care Ideas for Embodied Wellbeing*. You can find out about her NLP, therapies, coaching and supervision as well as access free resources at [selfcarecoaching.net](http://selfcarecoaching.net)

# NLP Changed My Life After Receiving a Terminal Cancer Diagnosis



By Tasha Thor-Straten

Suddenly our plans and thinking about our rosy future quite literally changed overnight



**I**n January 2017 I was diagnosed with terminal bowel cancer. The letter said "...it is unlikely we would be able to offer her any chance of a cure..." Read that again.

I planned my funeral and we shared the news with our blended family of five children and close loved ones.

It was early days in my relationship with my now fiancé. We had been living together for two months when I received the diagnosis. We hadn't experienced a full year together as a couple. Suddenly our plans for bringing both sides of the family together, dating, going on holiday and thinking about our rosy future quite literally changed overnight.

I was 44 years old and considered myself to be fit, healthy and with no family

history of the disease. I was very aware of how diet and exercise affect mental and physical health, so the never-ending question of "Why me?" dominated my thought process. However, this wasn't helpful, so I changed my response to the diagnosis.

I talked about working with my body, rather than fighting it. I took the pressure off and stopped blaming myself for causing the disease. Instead I talked about my cells being "confused".

I was determined to be part of my recovery, exercising, getting outdoors as much as possible, not feeling guilty about consuming bags of salted vinegar crisps after chemotherapy and accepting that my body and mind needed time to recover. I was reframing my situation to suit me

and enjoying the extra time at home with the children. They knew I wasn't well, but they were able to talk about it and ask any questions, knowing we would answer them and not over-protect them from something they might have to deal with.

My treatment took place at a hospital where a Macmillan Cancer Support Centre is located. I visited the centre early on, as I wanted to find out where to locate the most up-to-date and reliable research, information and emotional support. I remember being taken into a private room with my fiancé, where we shared the news with one of their team. We were presented with all kinds of leaflets from funeral planning to emotional, health and financial support. Thankfully we were given the opportunity to speak with an end-of-life

counsellor too (something I didn't really need until later).

The Macmillan staff were informative, compassionate and empathetic. I made the most of their complimentary reflexology sessions prior to having chemotherapy and often just popped in to say hello. They always had time for us. They also offered mindfulness, seated yoga, wig services and the 'Look Good Feel Better' workshop to help build confidence (for men and women).

Instead of being the busy working mum I always had been, I had to shift my energy into accepting I needed time to recover. This meant that dinner was sometimes hashed together, homework was sometimes missed and yes, we enlisted the help of family and friends for school runs and after-school playdates. We kept asking for help and our loved ones were happy to do something useful.

Fast forward to six months after invasive surgery (resection) and four rounds of chemotherapy when I received the 'all-clear' news.

I was expecting to feel elated, with a spring in my step that would make Bambi jealous. Instead I was knocked sideways by an overwhelming fear of never being able to go back to 'normal'. My consultant literally said, "Off you go, live your life." I mean, come on, how is that even possible when six months previously they told me I was going to die? Did I even want my past life? All of these questions were buzzing

around in my mind, with no sense of direction or clarity. I began to ask myself some deep questions about my identity.

I knew I needed help, so this was the point I engaged with end-of-life counselling, which allowed me to articulate my need to build up a sense of identity and a revised sense of purpose. I also had to go through a grieving process of letting go of my past life.

In 2018 I stumbled across Neuro Linguistic Programming after needing help with presentation skills. I decided to train as a practitioner and soon learned some communication skills and strategies that completely changed my daily experiences at home and work.

Even though I considered myself to be resilient and able to deal with results from routine scans, I experienced intermittent outbursts of crying that I couldn't control. I felt I had grieved, so why was this happening? It was no longer helpful for me to release these negative feelings because it actually didn't represent how I was feeling.

I asked my NLP trainer for help, so we completed a simple exercise called the 'Collapsing Anchor' technique. Ever since then I have never cried about a scan, appointment or medical letter arriving in the post.

This was the penultimate point when I experienced how ONE simple technique changed how I felt INSTANTLY... and it was then that I knew I had to share these tools

**When I received the 'all-clear' news I was expecting to feel elated ... Instead I was knocked sideways by an overwhelming fear of never being able to go back to 'normal'.**

with others going through life-changing illness.

I now volunteer at the Macmillan Centre. Most recently I joined their HOPE course and shared some ideas around 'Dealing with Uncertainty' and 'Managing Scan and Appointment Anxiety'. Previously I helped the Macmillan team of staff and volunteers with a language-based session called 'What to Say When You Don't Know What to Say' incorporating some advice on how to speak with people and their carers who have just received a diagnosis and engaging with people on the chemotherapy ward.

Being diagnosed with cancer made me question my career choice. It had become joyless and repetitive. I was made redundant in March 2020, giving me the chance to move ahead with building my NLP coaching services.

Do I want my old life back? Has everything returned to 'normal'? Definitely not – and I'm not planning on ever going back there! ■



**Tasha Thor-Straten** is an NLP Master Practitioner focusing on wellbeing and personal development mind-growth. She teaches people how to manage during times of real uncertainty, most notably during and after cancer diagnosis. Contact Tasha at [tasha@letsmaketime.co.uk](mailto:tasha@letsmaketime.co.uk) or visit her online: <https://linktr.ee/tashacoach>

# A Year in Review



## Elevating NLP

As the global flagbearers for good NLP, ANLP continues to focus on elevating NLP's status. This year, those efforts have included:

- HMRC accepting ANLP membership fees as a professional subscription
- Partnering with *Wellbeing* magazine to get more NLP articles out to a wider audience
- Collaborating with the 'Talking Circle of Associations' to further best practice in NLP
- Getting the job title 'NLP Practitioner' reclassified through the SOCext (Standard Occupation Classification Extension) project ■

## Connecting with the communities

ANLP members' response to COVID-19 was inspiring and within days of lockdown, members had offered complimentary support to keyworkers and others challenged by the global pandemic. They also rallied with bitesize videos offering quick tips to anyone who might be in search of a little extra support.

Trainer member, Emma McNally commented: "Re the videos we created for the COVID resources... I had a person call me about their son-in-law, who was doing an exam the next day... He had been an apprentice for five years and everything hinged on this one final exam

(which he had failed before and was super anxious about). He literally had no time for a coaching session, so I pointed him in the direction of the videos and he watched mine and then Michael Dunlop's anchoring one just before he went in to the exam and used it and felt great about it afterwards... Just wanted you to know that the resources are awesome and being used."

Thank you to everyone who played a part – the good news is your contributions will become a permanent fixture on the ANLP website and will simply be reframed as additional NLP resources! ■



## Community cafes

Zoom became our favourite friend in 2020 – and ANLP was no exception! We now open our Members' Community Cafe on Zoom every Monday evening at 18:30 GMT (except on bank holidays and during the festive season!). Come and join us to connect with the ANLP team and other members of the ANLP community.

Trainers and accredited trainers also have an exclusive meeting space on the first Thursday of every month for an hour.

Both community chat spaces have generated new friendships, new ideas and collaborative partnerships so again, these have become a permanent fixture for 2021.

...and a later addition to these two regular events is the monthly Membership Q&A sessions, which started in October. ■

**RAPPORT** The Magazine for NLP Professionals

## Rapport changes

Earlier this year saw the inclusion of modelling projects as a new section in Rapport – keep those modelling projects and other articles coming in as they are proving to be a real success.

There are some further changes planned in the spring, when we celebrate Rapport's 70th issue. One of the changes will be a greater focus on spotlighting 'good' NLP in practice – in other words, your stories and features where NLP is making a positive difference in the lives of your clients and students. These applications of NLP in the real world are both inspirational and vitally important for the public, so they can more easily connect with how NLP is having a positive impact. ■



... Oh yes, and we won an award too, for best UK Community Interest Company! ■



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