

RAPPORT

The Magazine for NLP Professionals

Issue 54

www.rapportmag.com

Special NLP Conference 2017 Edition



32 page Conference Brochure Inside

See all the speakers and events at this year's show

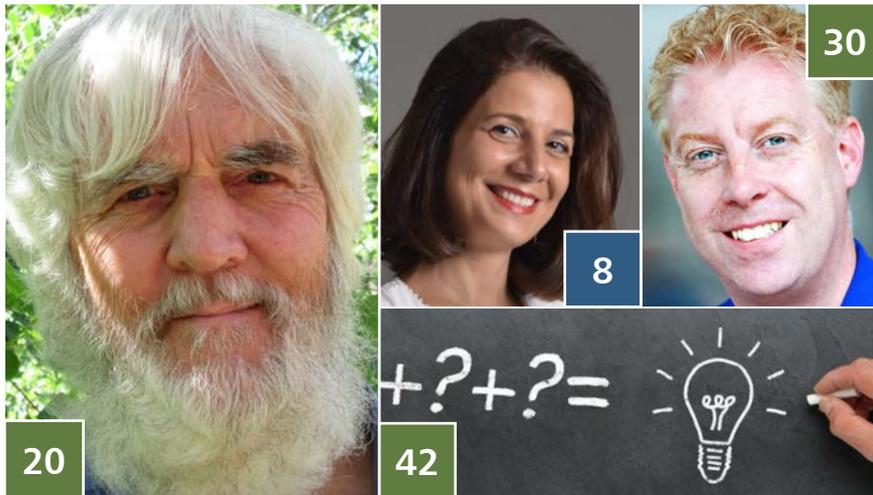
Taking place at Heathrow, London 28-30 April

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RAPPORT

The Magazine for NLP Professionals

Issue 54 - Published April 2017



32 page **Conference Brochure** in the centre of this issue of *Rapport* with all the details about the **speakers, presentations and Awards** that are taking place at the 2017 NLP International Conference.

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Restorative breaks for introverts and extroverts



By Eve Menezes Cunningham



When we work with our natural preferences and rhythms, we make the most of our energy

We are, as the old Chinese blessing / curse goes, living in extremely 'interesting' times. This means it's especially important to take extra good care of ourselves so we can support our clients.

With the weather warming up and nature blossoming around us, it's a natural time to think about growth, learning and blossoming. We sometimes even feel more sociable.

But, we're all different. Those of us who are more introverted need to ensure time for 'restorative breaks' which help us recharge by taking time alone.

Susan Cain's delightful bestseller, *Quiet*, champions the cause of introverts to honour these tendencies instead of being dragged out when we don't want to be.

Similarly, more extroverted souls need to make time for our own restorative breaks which means time with other people. Personally, I'm almost half and half, a bit more (today at least) introverted.

A lot of the time, it's the alone time I crave, but sometimes I really need people time. When you think about your own preferences, do you get enough breaks where you are able

to recharge by socialising?

How about enough time alone? If your nearest and dearest are more introverted, does their need for quiet time leave you feeling isolated?

If they're more extroverted, do you feel like you're running on empty trying to keep up with social demands? How do your living arrangements support your need for restorative breaks? Do you have spaces around your home or garden where you can curl up with a good book or magazine? What about more sociable spaces where you can welcome loved ones? Or where you *and* loved ones can be quiet together?

Do you find a sense of connection online which helps you? Maybe you feel it's overwhelming and prefer intimate one to one conversations?

Get to know your own preferences, without judging yourself, just being curious. Notice ways that spring to mind to help you use this enhanced knowledge to boost your self-care.

When you look at your diary for the week ahead, instead of simply pondering whether or not the tasks ahead lift or lower your spirits and energy level, notice the things which involve other people.

Some things may seem solitary (e.g.

writing blog posts and newsletters) but help you connect with others. Even when reading, we're connecting with the author.

While some people hate meetings, you may need to build more into your week in order to get those creative, collaborative juices flowing.

What are you most looking forward to? What do you wish there was less of? How can you make little tweaks not just to your downtime but, as far as possible, to your working day?

When we work with our natural preferences and rhythms, we make the most of our energy and become more productive as well as enjoying it more.

Even so, as with everything, the more flexible we can be, the more choices we have. If you want to build up your inner introvert, you might want to choose some quiet, solitary pursuits that appeal to this aspect of yourself.

Similarly, if you want to become more sociable and extroverted, choose something (from the many available options) you'll actually enjoy rather than forcing yourself into anything that feels more like duty.

How might you have more *fun* with these parts of your personality as you embrace and integrate them? ●

Meet the ANLP Team

We continue to build a strong team at ANLP, so we can better serve you, our members, and the NLP Community.



Nina Robbins Membership Support and Karen's PA

Nina says, 'I've been running a profitable virtual assistant and digital transcription business since 2005.

Over the years my clients' own businesses and needs have changed so, my business is now a mixture of administrative support, social media support and managing a small team who execute the transcription work.

Prior to starting out on my own I gained experience supporting the top level senior executives in a wide range of companies both in the UK and Australia. These include industry, management consultancy, investment banking, Life Assurance, insurance, commercial real estate and law.

I joined ANLP in March 2014 as membership coordinator and "virtual" PA to Karen. I really can't believe how quickly the time has flown by. I love the ethos and values that ANLP embrace and thoroughly enjoy my interactions with our members and, of course, potential members.'

Nina can be contacted via members@anlp.org



Gemma Harley Conference Co-ordinator

Gemma writes, 'I have come from a Strategic Leadership role at the RSPB, Europe's largest membership based environmental not for profit organisation. My experience is in business strategy and project and event management.

I am an innovative, big picture thinker with a keen eye for detail. I am also known for my organised and solution focused approach, making me a strong and successful project leader.

Aside from all things NLP, I'm an avid nature and animal lover and like nothing more than a stroll in the woods with the dog.

I'm really excited to be playing a part in supporting the growth and development of the ANLP as the business continues to evolve, to bring the very best service and support to NLP Professionals.

It's already been such a pleasure working with a team where we all share the same passion and commitment, to ensuring NLP continues to make a difference in the world.'

Gemma can be contacted via conference@anlp.org



Nicola Andrews Projects Planner

Nicola has an extensive, broad ranging background in sales and marketing including 7 years at BBC Worldwide. The majority of her experience has been in consumer magazines, exhibitions and also in the property sector.

Nicola has worked for ANLP and Rapport previously and says:

'I'm delighted to be reunited with Karen, the team and the NLP community– there have been many developments in the last few years and we are planning exciting times ahead. My initial focus will be to formulate the content for the new ANLP website, before moving on to devising new marketing materials for members, not forgetting my overall brief to publicise ANLP and NLP to the public!

I love the enthusiasm and innovation of the NLP community and am particularly looking forward to meeting as many people as possible at the forthcoming NLP Conference.'

In her spare time, Nicola enjoys yoga, pub quizzes and is a member of a book club. She lives with her husband and two teenage daughters

Nicola can be contacted via future@anlp.org



Karen Moxom CEO

Karen is CEO of ANLP, Editor of Rapport Magazine and author of *The NLP Professional*. She is qualified to NLP Trainer level and is a Professional Certified mBIT coach.

Living by the Presuppositions of NLP, Karen has made ANLP relevant, successful and created a clear vision. As the head of ANLP, she meets with Trainers and Practitioners regularly, not only to learn from the best but also to ensure ANLP continues to seek the opinions of the Members and work with them to develop and create unity in the NLP Community.

Before taking up the reins at ANLP in 2005, she also accumulated over twenty years' experience as a management accountant and ran her own business providing accounts services and training for SMEs.

The secrets to her success are her optimistic approach to life, her passion for NLP and her calm business attitude. Karen clearly understands the practical application of NLP and she is passionate about promoting NLP in all of its forms to the wider public.

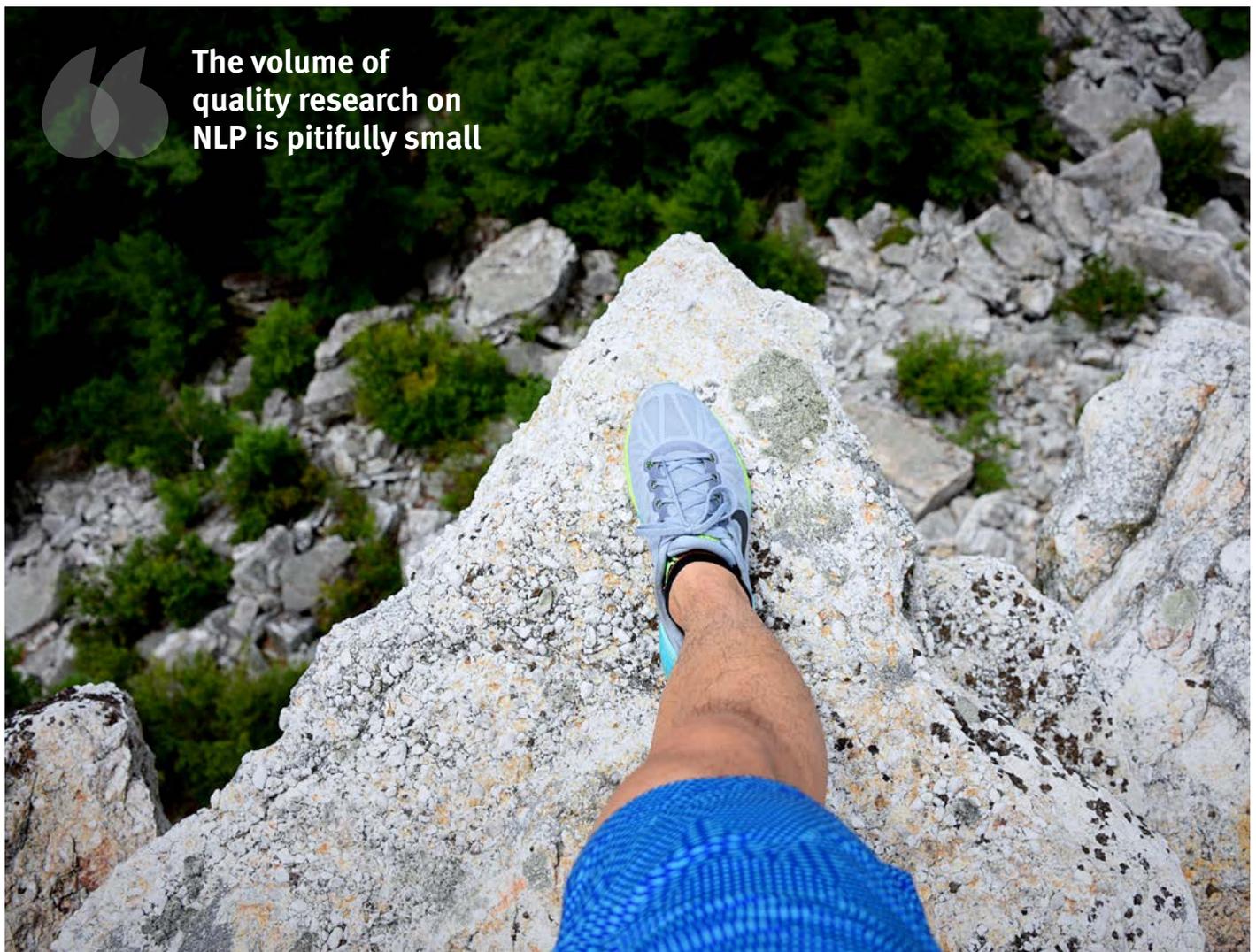
Outside of her work with ANLP, Karen is mum to two wonderful boys and lives in Hertfordshire with her partner, younger son, their dog and 3 cats!

Karen can be contacted via Nina!

NLP research, equipoise and reviewer prejudice



By Professor Bruce Arroll and Associate Professor Suzanne Henwood



“The volume of quality research on NLP is pitifully small”

This article is being offered in the ‘Provoking Debate’ section of *Rapport* to share the experience of two senior academics attempting to publish NLP research in the medical field.

The article explores some of the apparent prejudices which appear to be present, restricting the dissemination of NLP results, raising serious questions for the NLP community which is struggling to establish and share its research activity.

We know that the volume of quality research on NLP is pitifully small. While

there are many studies (*1) there appear to be only 5 randomised controlled trials (*2) in a 2012 review of studies and only one of these reported a benefit. Interestingly, the authors made the comment that the use of NLP should only be done in the context of a research study. That, of course, will not meet the approval of NLP practitioners.

An additional search of psych information from 2013 to 2017 found no references to NLP and random (to elicit the clinical trials). Wikipedia, while not quality assured, is very visible and

states: ‘The balance of scientific evidence reveals NLP to be a largely discredited pseudoscience. Scientific reviews show it contains numerous factual errors, and fails to produce the results asserted by Bandler and Grinder.’ The strongest case for it being not effective comes from the Sturt review which examined the 5 randomised controlled studies and a number of before and after studies (where a group is measured at baseline, have an intervention and a further measure at the end of the study – there can also be a control group covering

the same period of time). However the rigour of that systematic review has also been questioned: ... not only has limited research been done but little rebuttal has been offered regarding the negative findings in the literature which were often the result of seriously flawed research designs based on inadequate training in and understanding of the NLP material under study ... The unpacking of 35 years of research, publications, interpretations, conclusions and meta-analyses of an ill-defined 'NLP field' is presented in Gray et al, chapter 8. (*1)

To the NLP practitioner the techniques can seem very powerful and effective. The trap with that is that there may be other explanations for the effectiveness.

Outlined here are our experiences with the rapid phobia cure. It could be argued that the fact that the client has turned up for therapy (and potential exposure) is enough to explain the benefit that some people clearly get. It could also be that the empathy of the therapist could induce confidence in the client thereby bringing about a reduction in the fear. Therapist empathy and merely turning up for treatment is a powerful intervention and this is known as confounding. There may also be unknown confounders that are happening in the client's life that make the difference especially with 'soft outcomes' which is what subjective symptoms are. It is clear then that to deal with the issue of confounders a randomised controlled trial is needed as this ensures such confounders are equally distributed between the intervention and the control groups. Thus, if there is a difference at the end of the study (that is statistically significant) it is possible to conclude that the difference (benefit) was due to the intervention.

In an attempt to remedy this situation we planned and conducted a randomised controlled trial of the rapid phobia cure for people with a fear of heights. (*3) We attempted to design the perfect trial. It was registered with the clinical trials registry, randomisation was concealed and done through a remote computer, participants were not told what they were not getting, and the final questionnaire was emailed back to the study to ensure that the information was elicited blind to the study personnel. The control group was a 15-minute meditation and hence much more active than a waiting list control. Participants were also asked to sign what we called

To the NLP practitioner the techniques can seem very powerful and effective

a certificate of validation stating that the interviewers had not indicated that the treatment that participant got was any better than the one they did not get. We did not do a behavioural activation test which is considered the gold standard for phobia studies as we were using four recruitment sites and it was difficult to find an outside set of stairs to test the phobic state. To compensate for this we used a new questionnaire called the Heights Interpretation Questionnaire (HIQ) as it had been validated against actual height situations. (*4, 5) It has a range from 16 to 80. The results have been presented at the Society of Academic Primary Care conference Dublin 2016 as a poster. The findings were 98 (92%) returned their questionnaire and were included in the intention to treat analysis (this is, as far as we can ascertain, the largest study ever undertaken on fear of heights). The proportion of participants with an HIQ score of less than 26 (low fear of heights) at the end of the study was 34.6% (18/52) in the intervention group and 15.2% (7/46) in the control group and this was statistically significant ($p=0.028$), showing the phobia cure is an effective option for treating fear of heights.

What was interesting was the response we got when we sent the paper in for potential publication in a number of credible, high quality journals.

The following are comments from the first review by the first medical journal: 'It seems that the authors themselves did the intervention and also the control treatment. Thus it was not blinded and performed by doctors with a possible special interest and preference. This is a major problem and could indeed disqualify the study. It is not solved by the "certificate" of validation as it concerns the actual delivery of the intervention.'

It appears that the reviewer is implying at best advocacy at worst fraud. It seems to us that all researchers have a special interest and preference (and are advocates at some level) and the task is to design a study to minimise those criticisms. We appealed the review and

were turned down on the review.

We submitted it to a second medical journal and this is one of the comments: 'The authors make reference to the "controversial" nature of NLP in the background and objectives and uncertainty about the evidence base. Since NLP has been used by doctors since the 1970s, the paucity of credible evidence should act as the loudest of alarm bells. Has NLP been systematically ignored by researchers or (and perhaps far more likely), are file drawers stuffed full of studies that have not been published due to statistically non-significant findings?'

'The attempt in this manuscript to apply a randomised control trial design is to be applauded. However, the case for why "NLP" should warrant our attention after 40 years of failing to produce any evidence is not established. As such, I would strip away any reference to "NLP" and focus purely on calling the intervention what it actually is – a visualisation technique.'

We think most of this comment is simple prejudice and speculation and ignores our attempts to do good science. There appears to be no comment offered on the rigour and quality of research design or its subsequent application, which is surprising.

Another reviewer wrote: 'NLP is unfortunate and unnecessary baggage for this research and for its potential application by clinicians in primary care. The fact that some of us old GPs might have learnt some NLP 45 years ago and persist in using selected bits of it is not a sufficient argument for basing a clinical intervention on this theoretical model. Furthermore, the NLP model has been so broadly criticised that clinicians are either not aware of it or are likely biased against it. The report does not describe the training of the intervention clinicians enough to know if the NLP model is necessary or sufficient to provide this treatment.'

'What seems clear is that the intervention described in the study is a therapy that has been in the mainstream of psychology and primary care interventions since before NLP came on the scene. It looks like pretty classic systematic desensitisation therapy. The use of colour images is a bit of a twist and the running-the-film-backward feature may be novel. There is nothing described here to

► suggest that the intervention requires the theoretical underpinning of NLP. Furthermore, the study design does not allow us to learn if any particular element of the intervention-related NLP contributes to its success. Therefore, the NLP infrastructure of the intervention – although it may be intriguing to the authors – creates unfortunate, unnecessary and unscientific baggage for the design of the intervention or interpretation of the results of this study.'

We do not think that it is necessary in the first randomised controlled trial to try and ascertain which element is the effective part of the intervention. It is first of all necessary to show the full intervention works and after that tease out the components.

And finally: 'It feels like the theoretical basis of the intervention does not hang together with the practical implications for practice. Would the authors be able to scrap the entire NLP discussion and simply give an operational description of the intervention they offered? Would such a move be acceptable to the authors and intellectually honest for their research?'

This last point we have decided to follow, which is sad for NLP. We have referenced the method to a classic description of the rapid phobia cure described by Lewis Walker but have removed references to NLP. (*6) The reviewer does ask us about being intellectually honest about the research. For us it is a balance of either overcoming the prejudice and not getting published or getting the study published in a high quality journal. The rapid phobia cure is a form of exposure therapy (or desensitisation therapy) to a feared situation that is relevant to the individual client and done from a very safe place – in the movie theatre and up in the projection box.

Our feeling about all this is one of frustration.



We do not know if there are 'many randomised trials' with negative results sitting in researchers' drawers. The most likely situation is that there is an absence of evidence rather than evidence of absence. In our view there is equipoise about the effectiveness of the rapid phobia cure. We feel we have designed a very tight study which is the result of 30 years of doing research into unblinded therapies. We think we have got that right. What we were not expecting is the antagonism to NLP and the speculation as to what or what has not been researched previously.



The most likely situation is there is an absence of evidence rather than evidence of absence

Our view is that NLP developed as a therapeutic intervention without much research as it seemed so effective that doing research would not help. Also practitioners are not usually trained in research and it requires people living in the research world to conduct high quality research. Our view now is that therapists / practitioners should not do research unless in tandem with experienced researchers or ensure they have extensive research training prior to doing research alone, to ensure the best possible chance of publication of results.

Our experience makes us wonder whether this 'prejudice' against NLP is an issue solely within the medical community (the two journals were medical journals). We do not think so and we may have had a worse reception with the psychological community where we encounter verbal comments such as 'that was disproved 30 years ago'.

This is in contrast to the development of Acceptance and Commitment Therapy which was started by research psychologists in the 1980s and only used as therapy in the 1990s. (*7)

The key thing with research is that as you would not do NLP untrained so research is a special discipline that also needs training. What NLP practitioners can do if they wish to get into research is talk with local academics / researchers, e.g. in psychology, psychiatry or family practice departments, and then start collecting audit / pilot data. If they can show some good outcomes this could be the basis of a research project and the ultimate study is a randomised controlled trial. More low quality NLP research is not going to help the cause.

As a footnote: since writing this article, our paper has been accepted and can be reported as 'in press 2017'; B Arroll, et al. 'A brief treatment for fear of heights: a randomised controlled trial of a novel imaginal intervention'. ●

References

- (*1) L Wake, et al. *The Clinical Effectiveness of Neurolinguistic Programming: a critical appraisal*.
- (*2) J Sturt, et al. 'Neurolinguistic programming: a systematic review of the effects on health outcomes'.
- (*3) B Arroll, et al. The neurolinguistic programming rapid phobia cure is effective for people with a fear of heights.
- (*4) SA Steinman, et al. 'Cognitive processing and acrophobia. Validating the heights interpretation questionnaire'.
- (*5) SA Steinman, et al. Corrigendum to (*4).
- (*6) L Walker. *Changing with NLP – a casebook of neurolinguistic programming*.
- (*7) SC Hayes. 'Acceptance and commitment therapy, relational frame theory, and the third wave of behavioural and cognitive therapies'.

Bruce Arroll is a Professor of General Practice and Primary Health Care at the University of Auckland. He was the principal investigator on the Rapid Phobia Cure for fear of heights study and has conducted a systematic review of treatments for fear of heights.

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Collaborating On Collaboration

In this article for *Rapport*, collaborators *L Michael Hall* and *Ian McDermott* give their individual perspectives on the take aways and the genesis of their new book *The Collaborative Leader: the ultimate leadership challenge*. In their experience, the best collaborations celebrate diversity and then make something fresh out of it.



By Ian McDermott and L Michael Hall

Michael

The idea of collaborating on collaboration started with a question to Shelle Rose Charvet about how a previous book, *Innovations in NLP*, came about. Shelle and I had put that book together in 6 months as we brought together 2 dozen trainers and researchers in the field of NLP. The result was the first truly collaborative work of diverse people in the field of NLP.

Later, Shelle was talking about this with Ian and an idea arose between them, 'Why don't we model collaboration?' Shortly thereafter the three of us took the next 8 months to interview and model each other. Our design was to discover how each of us had been involved in collaborations with various people over the years.

Then, as sometimes happens in collaborations, life's challenges meant Shelle felt that she needed to step away so that she could focus on what was most important to her at the time.

That left two of us to continue or drop the project. Actually, it really was not an issue for either of us. We both cared about collaboration and thought that the modelling we had begun had already produced valuable information. So we were both committed to continuing.

The next steps involved several things – doing a literature search of the subject, thinking through what we wanted to say, the audience that we wanted to address, etc. In the process we tapped into several keys about collaboration – one being to recognise and utilise each person's strengths.

To that end, I did the literature search and Ian formulated that a significant contribution to the field would be to address the subject of the collaborative leader – as the ultimate expression of leadership.

Yet given that we are both busy with trainings, coaching, writing and living our lives, and the fact that we are seldom 'home' we experienced one of the key challenges of collaboration. Namely, how do two busy people find the time, or *make* the time, to collaborate on an important project?

We did so primarily by skype conference calls. Ian would be in London or in Connecticut and I would be in Colorado or elsewhere around the world. Ian's style involved pacing the room, reflecting, presenting ideas, challenging ideas. My style

The idea of collaborating on collaboration started with a question to Shelle Rose Charvet about a previous book

involved catching the ideas, getting them written down, asking questions, challenging, etc.

Eventually over the next several years (yes, years!) the book came together. During that time, we presented much of what we were discovering at an NLP Conference in London and that helped also to solidify our thinking about what it takes to be a collaborative leader. In our opinion: *the ultimate leadership challenge is that of being a collaborative leader*. Why? Because the historical tradition has always focused on the singular leader – the independent person who stands out as a leader.

In today's world with things changing, the individual leader is less and less able to make things happen.

Today, most organisations are led by a leadership team and for that to be effective, it requires *collaboration*.

Ian

I have spent virtually my entire professional career collaborating with people to create new projects, some of which have flourished, some of which haven't. You could say I'm a serial collaborator. Over the years people have confided that they've hesitated in their own life because they feared being ripped off, be it financially, intellectually or reputationally. I think this is really unfortunate because when we successfully 'co-labour' with others we achieve more than we ever could alone.

That's why for some time I'd been wondering about putting together some of the how-to's in a book. I do so much work in organisations where it is clear that these skills are sorely needed. My hope was that a book could help people identify some of those skills.

I have written this book with Michael as collaboration is something we both passionately care about. It also just makes sense to me that if you're writing about collaboration it's a good idea to collaborate! It's taken way longer than either of us imagined but we kept at it even though our schedules were already really full. (Perseverance is one of the secrets of successful collaboration!)

One of the things that struck us as we researched the literature was that many of the titles are about organisations collaborating with organisations and about how to create inter-organisational

collaboration. But *successful collaboration requires a personal skill set and a particular mindset.*

It seemed to us that focusing on these would be really useful: giving a person the how to's could help them build their collaborative muscle, so to speak. We also thought it was important to flag how collaborations can go wrong and what you can do either to avoid such situations or to deal with them if they happen.

Our contention is that collaboration involves a set of core competencies that are, in effect, leadership competencies. These can be learnt and improved.

We also found many misconceptions about collaboration. One of the most common is that collaboration is a nice idea about people getting along and feeling good about each other, but it doesn't improve the bottom line. Another misconception was collaboration requires a mediator, not a leader, because it involves getting people to compromise. Such myths obscure the fact collaboration actually gives businesses a competitive advantage and can deliver a real return on investment.

Good leaders foster leadership in others – but great leaders do something more; they create a culture of collaboration.

Leadership is challenging enough. However, to provide leadership that invites, creates, facilitates, empowers, and actualises collaboration between people is something else again. That's why we talk of fostering collaboration as the ultimate leadership challenge.

When you know how to foster collaboration you hold the secret to raising performance and generating culture change to a degree most people can only dream of.

Why? One of the most tangible benefits of collaboration is that it gives a real competitive edge because a great team can accomplish more than one individual, however talented. So whether you want to collaborate with others – or not! – we think you'll probably need to.

There's a lot to be said for leaders at every level learning how to tap the power of collaboration. But the benefits don't just



apply at work; collaborative families are quite different from dysfunctional ones. Collaborative relationships make possible a different kind of intimacy.

So often, leaders fall into the trap of becoming their own bottleneck because they take on too much. Fostering collaboration is important because it's how we can accomplish more than any one individual ever could. Collaboration also grows us by exposing us to more than just our own way of thinking and working. Any leader who enables people to be more together than they are separately is going to increase productivity, team morale, the overall sense of accomplishment – oh, and raise profits! ●



Perseverance is one of the secrets of successful collaboration!

Get Your Message in the Media



By Janey Lee Grace



It's essential we stand in the spotlight and sing our own praises!

Facebook boss Joanna Shields, who once worked with David Cameron to spearhead a drive to boost the UK's technology revolution, said: 'You Brits need to stop being so angry about success.'

She brings the go-getting US ethos into the sometimes underdog spirit of the UK by saying, 'In the US everyone thinks about starting a business. It is important that we as a culture here in Britain also celebrate entrepreneurs as heroes.'

It's certainly true that Americans embrace the entrepreneurial spirit and in the UK we do our utmost to shout it down – or keep ourselves 'small' to the point of being disingenuous about those who are successful. It is not seen as playing the game to blow our trumpet too much, to celebrate success and to declare our unique brilliance, and yet in order for our authentic message to be communicated it's essential that we stand in the spotlight and that we sing our own praises!

In my work with therapists and coaches, I hear the 'don't look at me' mantra far too often. I really believe if we have an authentic message to share then we should find a way to get that message out to a wide – and wider still – audience. 'I merely want a full client list', therapists and coaches often tell me. But then I ask: 'If you were 100 per cent full, working full time 6 days a week – there's still only one of you. Is that really enough? Are you sure that you don't have even bigger dreams to get your



authentic message out there?'

Many of us do echo Joanna Shields' sentiment; we may want to embrace a little of the US spirit and put the entrepreneurial bit of us on a pedestal. Be willing to share your authentic message to the world, don't be fearful or angry about success – yours or others. Be encouraged, go for it!

Bill Gates famously once said, 'If I had only one dollar left I would spend it on marketing'. How do we ensure that our budget – especially if it's limited – is well spent if we do want to get our message out to a wider audience? As a general rule advertisements per se don't work, we need to get noticed. Once you have started a business, how do you

get visibility? How do you attract PR and Media attention which in turn will hopefully lead to connections and sales.

Let's establish one important principle: it's important for you to see that 'You are a Brand' in order to be able to become more visible in terms of getting your message out to a wider audience. That's true whether you run a business or whether you really want to make a difference heading up a community project. This does not compromise on any of your authenticity – it is simply a way to enable people to know that they have found the right person, the right company / organisation for them. If you have a strong brand promise and people know what you stand for then you will attract the right people for you, those that you can help.

You need to put the 'You' back into your business and into your life, we all know about the importance of the Unique Selling Point (the USP) it could also be called your PSP – personality selling proposition! Your personal story is your 'gold'.

The concept of 'You' as the brand can be the stumbling block for many professionals, and yet it's absolutely key to your moving forward and to your success. If you are looking to attract more clients and widen your opportunities for your knowledge and passion then you need to market and promote your particular USP – your unique selling point or unique selling proposition.

So let's look at what that really means – what is it that sets you apart?

I'm sure you have heard the saying: 'people do business with those they like know and trust'. Think about that within your own life; do you have a favourite hairdresser? Are you equally happy to go to any stylist in that salon? Usually not! Do you go to a different dentist every time? It's unlikely.

I'd urge you to get in touch with your USP. I call it your YOU-nique brilliance, do a big 'show-off' chart and write down everything that's great about you. It's critical that you get in touch with all the 'facets' of you; imagine yourself as a diamond, which bits are really shining and which bits need a polish! By the way this isn't an ego trip, it's about being

connected to your authentic self so that you can make the right connections in your work and your life. It's not vanity – it's clarity!

What I tell everyone on my Conscious Business courses are the following five things.

1 Know that you are the brand

Consider whether you can put yourself at the heart of your brand. People do business with those they like know and trust, you need to be clear on your USP so that you know exactly what makes you different.

Once you have started a business, how do you get visibility?

2 Get writing

You may think you aren't a great writer, but if you have any knowledge, passion or information to share you can do it. Writing a book is a great calling card; it's not just books of course, you can write ezines, press releases, blogs – the list is endless. Establishing yourself as the writer in your field can greatly increase visibility for your brand.

Don't underestimate the power of being an author – add three letters and you get 'Authority' and, as I've found from my work in TV and radio, when producers or editors need experts to comment on a program or news story, they often book authors.

3 Stand in the spotlight

I've met many people who don't feel confident as a speaker, and are unsure of their voice and worried that how they look may not reflect what they're selling. Many people are also unsure how to construct a talk or presentation.

If you are asked to speak at an event put yourself forward, it's a brilliant way to market yourself and attract new customers who are exactly right for you.

4 Be a great interviewee

It's not just local or national radio, there are lots of opportunities now to be interviewed and it can be a great way to market what you do.

You may have a good product or service but may not be great at selling yourself. It's really worth investing in some training and at the very least practise with a microphone and computer!

Learn to love the sound of your own voice! Don't be camera shy, get your messages out there on YouTube.

5 Get social

Don't underestimate the importance of social media, Facebook, LinkedIn, Pinterest, etc.

Anyone who thought Twitter was just frivolous, think again. It's becoming a powerful free marketing tool and you can devise a PR strategy while making connections with potential clients. ●



What does it mean to be appointed as a Regional Ambassador for ANLP?

Our Regional Ambassadors are well-respected members of their local communities and regions. They all run successful NLP-based businesses and work in all areas of society whether it is in the Corporate world, with the general public on a 1-2-1 basis or with the NHS, patients and doctors.

We asked them for a few words and here, they speak from the heart and give us their views on why they give their

support to the goals and objectives of ANLP.

We are honoured to have them as our representatives in the NLP Community and we are pleased to welcome them all to the NLP Conference in April. If you have any questions, you can ask them at the Conference or post questions on our Facebook, LinkedIn or Twitter pages at the links given below.

Over to the Regional Ambassadors...

Melody Cheal, Kent and Sussex

I was delighted to take on the role of Regional Ambassador for Kent and Sussex because I believe the role of the ANLP to be a vital one. As a field we need an independent professional body and the ANLP gives us that. As Ambassador, I am happy to offer support and advice. I also run an ANLP associated Practice group, regular supervision groups and accredited training from entry level to Trainer.

Patsy Wood, Beds, Herts and Bucks

I have been a member of ANLP since I first became qualified in NLP nearly 20 years ago. As an independent regulatory body ANLP oversees the ethical working practices of NLP for both clients and practitioners which is a crucial role in my view. Their code of ethics are the core of how I operate both with clients and in my business.

I was honoured when asked to become a Regional Ambassador for ANLP for the Beds, Herts and Bucks area and I will continue to actively promote the services of ANLP in my region.

Eilidh MacDonald Harte, Edinburgh

For me, being an ANLP ambassador is all about values. There is such a great diversity in the sector and ANLP brings an ethos of inspiring quality and ethics to enable that diversity to exist and flourish in a global community. A community where research, sharing professional practice, being creative and pioneering with NLP is actually fostered.

It's a great time to be an ambassador for ANLP and to spread the word on positive, powerful change.

I love NLP and relish the opportunity to support the growth and professionalism of this, the most practical, powerful change modality, with like minded peers.

Tracey Gray, East Midlands and South Yorkshire

As a trainer of NLP I am really honoured to be the Regional Ambassador for the East Midlands and South Yorkshire. With a professional background in nursing, healthcare education and organisational development, ethics and values that are transparent and authentic are really important to me.

ANLP as an independent professional body provides this and so much more. I run regular ANLP associated practice groups in this region and continue to practice and support the values of ANLP in my trainings and my work.

Reb Veale, Gloucestershire

As a Master Trainer of NLP, I am so proud to be the ANLP Regional Ambassador for Gloucestershire as, for me, my membership of ANLP has always represented the ethics and standards that fit with my own values.

Whether it's supporting my own participants on Introduction to NLP courses all the way through to Train the Trainer, facilitating the international NLP community, hosting and planning the international NLP Conference, or providing a space for the public to find independent information and a repository of resources, I'm chuffed to play my small part locally in the extended ANLP team and in their wholehearted stewardship of all that is good about NLP.

Michael Dunlop, Northern Ireland

I was truly honoured to take on the role of ANLP's Regional Ambassador for Northern Ireland.

ANLP's ethics, professionalism, wealth of knowledge and commitment to independence make it a vital bridge between NLP Professionals and the wider public and we now have the first ANLP

Regional Committee and Practice Groups in Northern Ireland.

On a personal note, most rewarding of all has been the opportunity to build networks and friendships with fellow NLPers across Northern Ireland.

These NLPers are doing incredible work in a range of fields from Healthcare and Education, to Sport and Politics.

Come and join us!

Lizzie Larbalestier, Cornwall

I am delighted to represent ANLP as the ANLP Ambassador for Cornwall.

As an Executive Coastal Coach and a Trainer of NLP, I deeply advocate the standards and code of ethics promoted.

Now over 15 years into my NLP career, I have found ANLP to be consistent in their professional guidance, so I feel proud to assist members, potential members and NLP enthusiasts in any capacity that I can.

We (your extended ANLP team of Regional Ambassadors) are keen to facilitate professionalism within this field.

We encourage you to utilise ANLP's wide range of CPD resources, whilst also benefitting from a friendly and highly collaborative community.

Daksha Malik, West Midlands

High quality, standards and ethics have always played a very big part in the way in which I run my business and deliver my services, and it was the total alignment with ANLP's approach that made it a must for me to be a member.

The work that ANLP does is critical in protecting the integrity of NLP, not only for NLP Professionals, but also for the general public seeking to find the services of credible practitioners.

I feel honoured to be appointed as the West Midlands Regional Ambassador and look forward to supporting ANLP and the NLP community.



Michael Dunlop
Northern Ireland

Eilidh MacDonal Harte
Edinburgh

Tracey Gray
East Midlands and
South Yorkshire

Daksha Malik
West Midlands

Reb Veale
Gloucestershire

Patsy Wood
Beds, Herts and Bucks

Melody Cheal
Kent and Sussex

Lizzie Larbalestier
Cornwall

Our Work...

ANLP and our Regional Ambassadors work tirelessly to support NLP Practitioners and NLP Trainers around the world. Having carefully listened to our Ambassadors, Members and

representatives of the NLP Community, ANLP will be launching a new website to give our Members an improved online experience and better access to benefits, such as NLP news, research articles, case

studies and raising your professional profile. Check our social media regularly for further information on ANLP, our Regional Ambassadors, NLP discussions, news and the new website... coming soon!



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