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## RAPPORT

The Magazine for  
NLP Professionals

Issue 48

[www.rapportmag.com](http://www.rapportmag.com)

## Lisa de Rijk

For Lisa de Rijk, 'NLP is not yet done'

Only available through ANLP membership or subscription - go to: [www.anlp.org/rapport](http://www.anlp.org/rapport)

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RAPPORT

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NLP Professionals

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# The Future of Rapport



As you know, we ran a *Rapport* survey earlier this month and the *Rapport* team have viewed the results with interest! We ran the survey because we have achieved some great milestones this year, including the 10 year anniversary of ANLP, and we wanted your feedback, specifically about *Rapport*, to ensure we continue to serve our members in the best way we can.

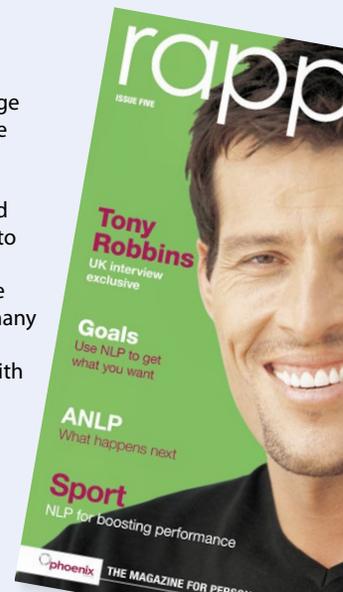
The significant results (61 survey responses received) from the survey included the following facts:

- 80 per cent of existing printed issue subscribers would prefer to receive a quarterly printed magazine
- 76 per cent of you cite the quality of the articles as the main reason *Rapport* is a 'must read'

- 45 per cent of members who currently subscribe to the PDF only, would change their subscription to printed issue, if we were to return to printing quarterly.

As a result we are taking a leap of faith and moving forward (rather than going back) to publishing *Rapport* as a quarterly printed magazine. A leap of faith because we have yet to prove this is sustainable, when so many magazines are becoming online only. Yet sometimes we just have to trust and go with gut instinct!

*Rapport* will still be available as a PDF, so membership levels, from that perspective, will not change – you can still subscribe to the PDF issues only, or choose to have the quarterly



printed issues, delivered to your door.

Significantly, we reach an impressive milestone with *Rapport* early next year – Issue 50!

To have consistently produced *Rapport* over the last 10 years, to an improved standard and quality is a huge testament to the team involved...so I extend my personal thanks to: all advertisers and contributors – past, present and future; our editorial team (Andy, Eve and Cait); our production team (Enzo, Sarah and Karl); and the suppliers who turn all our efforts into a beautiful printed magazine.

Moving forward, we continue to welcome editorial features and will actively be expanding the contributor pool...so if you are a budding writer who has something to share with our readers, please do get in touch via [rapport@anlp.org](mailto:rapport@anlp.org).

As a team, our intention is to create Issue 50 to be even more special than the usual issues. And of course, with the NLP Conference taking place in April, where better to launch this particular edition.

With that in mind, here are some timelines, so you know what to expect moving forward:

To give ourselves the space to create Issue 50 as the first relaunched printed quarterly, Issue 49 will be the last 'PDF only' issue and will be published on 28th February as usual. Issue 49 will contain a selection of previously published articles and is really a 'bonus' PDF publication.

The last *Rapport Annual* (which contains

all the editorial content published in 2015) will also be produced at the beginning of March, and will be sent to all those whose membership includes the printed issue, and whose membership is up to date on 28th February 2016.

The quarterly printed issues, starting with our celebratory Issue 50, will be published quarterly from 29th March 2016. All current members who subscribe to the printed issue of *Rapport* will receive the quarterly editions from March...and then quarterly thereafter, i.e. end of June, September and December. Of course, we do have to build in distribution time, so depending on your location, expect to receive your copy on your doorstep around 7 days after publication.

We do hope to be in a position to continue delivering *Rapport* as a quarterly printed magazine, in line with our members' wishes. Of course, this will depend on it being a viable and sustainable option, so we hope you continue to support our loyal advertisers... and encourage new advertisers to join in supporting the professional magazine for our field. Anyone interested in advertising or sponsorship can contact Karl via [karl@dalbiacmedia.co.uk](mailto:karl@dalbiacmedia.co.uk).

So here's to the next 50 issues and beyond...let's start planning that celebratory party now! ■



# Taking stock of your stuff, time and money



By Eve Menezes Cunningham

**A**nother year has whizzed by and you may be wondering what you want to improve in the coming year. Maybe you seem to be setting the same goals each year and somehow not making the changes you help your clients to sustain. If this is the case for any of your resolutions for 2016, you might want to ask yourself why.

Is this previously failed attempt actually something you care about or perhaps something you've said you'll work on to please a loved one? Is it something you think you should care about based on what you've read in magazines?

One of the loveliest books I read in 2015 was Marie Kondo's *The Life-Changing Magic of Tidying Up*. Her clutter clearing process is simple and revolves around handling every item you own (literally taking stock of your life) and asking the simple question, 'Does this spark joy?'

It's positively easy to then release the things that don't spark joy whether you donate them to charity, sell them or simply bin or recycle (I bought the book because it sounded adorable and thought it might be helpful for some clients

but I ended up following her process and, within 2 weeks, had donated 50+ carrier bags to charity shops and countless more for recycling).

We can use the same approach with our lives. As you think about the year ahead, maybe scanning

“As you think about the year ahead, which events and days spark the most joy?”

your planner for things you've already got booked in, which events and days spark the most joy? What about the other days? Are there any things that do the opposite and drain you at the very thought of them?

Of course, there'll always be things that we choose to do in spite of them not bringing our most effervescent self to the surface. Our values mean we'll keep our word, donate our time and/or money to causes we care about, do our duty caring for dependants and loved ones, and things that don't perhaps spark joy but which we know we want to do (even if the practicalities are frustrating sometimes or, if you

have limited support, often). This can spark a quieter type of joy but we know that it's something we wouldn't want to delete from our schedules. What about the things that don't feel good or align with our values?

In *Money: A Love Story*, Kate Northrup encourages readers to look at their bank balances and credit card statements and assess, through mood, each expense. It's a simple tool, similar to Kondo's, which can help us cut through so much excess spending.

You might want to try it with your expenses (charges to do with a gorgeous day out may make you beam at the memory whereas basic bills might make you feel less enthusiastic but happy that you can afford to pay them).

Which stand out as the kind of expense that brings you bigger rewards in terms of memory? What about the kind of thing you almost immediately regret?

Taking stock of your possessions, finances and the way you spend your time, notice how you now feel about the year ahead. What would you like to do more and less of? ■

# Kinaesthetic Goal Setting

## – Put Your Feelings First

By Eve Menezes Cunningham

**W**hile we all know the importance of stating our well-formed outcomes and goals in the positive, we can amp it up enormously by making our goals congruent with how we want to *feel*.

You may have already done countless values elicitation exercises but which *feelings* make you feel most yourself? Which do you most want to nurture?

My current main kinaesthetic guides are peace, purpose, joy and love.

Peace has been a big priority of mine for as long as I can remember. Purpose, joy and love also help me navigate my daily life in a way that feels pretty fab most of the time. Having these simple feelings at my fingertips means I start each day with a clearer intention and am better able to make decisions and set goals that are congruent with not only my values (which, to me, sounds quite dry) but which feel good.

Yours might be adventure, passion, courage...you know yourself best. What springs to mind when you ask yourself how you most want to feel?

Obviously, there are times when we all have responsibilities which may not fit with our favourite feelings but by tweaking the areas of our lives, work and relationships which we *can* affect, it can make a pretty dramatic difference to our overall happiness and well-being.

Marie Kondo's *The Life-Changing Magic of Tidying Up* encouraged me to think of ways in which my life choices were sparking joy (or not).

Adding peace, love and purpose makes it more rounded for me. This year, when I updated my vision board, I consciously selected images that evoked these qualities for me as well as including the words on the canvas I used.

If you were to create a new vision board for yourself today, which feelings would you want to represent on it? How would you bring them to life visually?

“My current main kinaesthetic guides are peace, purpose, joy and love”

How does music and sound aid you in creating the feelings you want more of?

Which feelings are your biggest signposts? As Danielle LaPorte says 'it doesn't feel right' is a perfectly good reason to stop ANYTHING. (\*1)

How can you let feelings you want to feel more of guide you in meeting more of your own goals? Personally speaking, I find it an enormous shortcut to simply check in with myself on the feelings front rather than going through arduous goal setting processes for every little thing. What helps you most?

When you think of some of your existing goals or even appointments for this coming week, how do they make you feel when you future pace having met them? Can you tweak them to make them feel better for you?

Kate Northrup, author of *Money: A Love Story*, advocates checking in with our feelings about your finances to make lasting changes to improve our relationships with money. She encourages people to read credit card statements and other bills and notice emotional responses to every single expense. Where you don't like the feeling, there may be something you can change around your spending so this is more congruent for you. And where you do, you can enjoy it more.

How can you do more of what feels good to support you in your environment? With your spending? How you spend your time? Who you love? ■



### How do you want to feel?

Danielle LaPorte writes that 'Feelings are magnetic. First, get clear on how you want to feel. Then, do stuff that makes you feel that way.'

'How do you want to feel when you look at your schedule for the week? When you get dressed in the morning? When you walk through the door of your studio or your office? When you pick up the phone? When you cash the cheque, accept the award, finish your masterpiece, make the sale or fall in love? How do you want to feel? Knowing how you actually want to feel is the most potent form of clarity that you can have.' (\*1)

### Use physical as well as emotional feelings

What kind of physical sensations help you know you're on the right track? Which physical sensations help you know you need to change track as soon as possible? Martha Beck's encouragement to tune into a good decision and the physical sensations around that, followed by a bad decision and the physical sensations around that, many years ago, ultimately led to my making bodywork a large part of my practice.

Our bodies are incredibly wise and learning to decode our signals to ourselves is not only liberating but time saving. My personal 'good' was actually very close to bad – both were intense nausea! But with Martha's help, I was able to discern the excited butterflies around the 'good decision' nausea and the sinking sensations around the 'bad'.

Many of my clients and students report physically feeling their heart lift or sink at the idea of certain things. Some people feel the soles of their feet or palms tingling with excitement and a sense of being grounded and at one with the world.

Without limiting yourself with these examples, you might want to spend a few moments thinking back to a great decision and a terrible one (they don't have to be as extreme as great or terrible but having them further away on the spectrum is likely to help you differentiate between them more easily).

What is your body's way of telling you, 'Go for it!' or 'Run!'?

## “How can you do more of what feels good to support you in your environment?”

### Feeling confident helped me write

Writer, Jane Cable used a feeling approach to goal setting when still working as an accountant. The feelings of pride, success and elation spurred her on as she worked towards her goal to write a best-selling novel. 'I am now quite a long way on that journey, having got my novel, *The Cheesemaker's House*, to the final of a daytime TV novelist search in 2011. I've independently published two books, one of which won another award, so now I have an agent.

'The reason I chose the feeling route was because I was so impressed with how anchoring worked. You know, when you use the positive feelings remembered from one situation to help you succeed in another. In my business life I remember driving to a networking meeting and thinking right – I'm going to channel how good it felt when I came top at an assessment centre a few years before – and win a new client tonight. And, for the first and only time, I did just that and we're still working together 13 years later!

'The first time I came across NLP was at a talk entitled "What would you do if you knew you couldn't fail". That encapsulated the feeling I had experienced at the assessment centre and chose to channel. Even though I am quite a visual person, it convinced me of the power of using my feelings.'

The feeling that made the biggest difference for Jane was confidence: 'The deep down sort when you really believe in yourself. Also excitement at the possibilities this brings.'



### Further reading

Danielle LaPorte, *The Fire Starter Sessions: a soulful and practical guide to creating success on your own terms.*

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#### Shelle Rose Charvet

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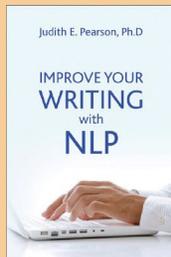
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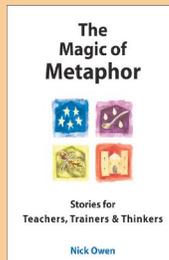
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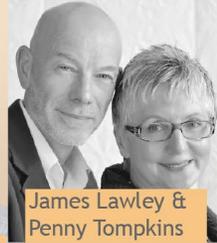


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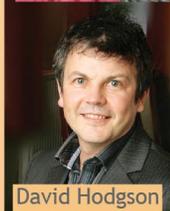
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# Becoming who you are as a practitioner

The summary for your on-going NLP/coaching journey

This is the last in the series of articles for *Rapport* from leading life coach, speaker and business coach *Rasheed Ogunlaru* inviting you to find your unique, authentic path and 'Become Who You Are' as a practitioner. Through the series Rasheed has explored how to develop the mind-set, map, skillset, team, toolkit, marketing, cash consciousness, customers, champions and management mindfulness you need to start or develop your practice in a way that is true to you. In this article, Rasheed discusses how to bring all these aspects together.



Rasheed Ogunlaru

## Become who you are

One of the odd things that can happen when you become your own boss is that you can somehow get lost in the idea that there is one right way, that you have to be a certain way, market yourself in a certain way, word things in a certain way. It's easy to get swept up in the marketing talk, finance spreadsheets and the admin and forget who you are. These practical and technical things are important but they will really begin to work for you and your customers when you embrace your authentic self.



### 1 Mind-set, motivation and mission

As you know, as an NLP practitioner mind-set is everything. As the saying goes 'whether you think you can or think you can't you're

probably right'. But it goes further than that – and as the coaches and trainers among you know 'the WHY' of why you are your own boss and running an NLP or coaching business is key. Why are you here? What is most important to you in life? What do you want to achieve?

“One of the odd things is that you can get lost in the idea there is one right way”

Your unique story and driver are the fuel that will keep you going week out and week in. Share your vision and mission, and ensure it's articulated powerfully – it's that which will draw people in.

For example, say that you began because you struggled through the education system and were written of and discovered NLP, and you now help children and teenagers find confidence through these creative techniques to help them flourish academically and boost self esteem. That is a powerful story, use it. What is your story? Are you telling it powerfully and clearly? Use this vision to create a mission and strategy and action plan. Make it specific, measurable, action orientated/achievable, realistic, and timed.



### 2 Skillset and stocktake

So, where are you at with your skills and training? Both in terms of the technical NLP learning and toolkit – and also in terms of the skills of running your own business. Get used to the word business by the

way and be business-like. Where are you strong? Where are the gaps? Are you hiding behind your qualifications and doing course after course in NLP when now you should be getting out there and marketing? Or if you are going to do another course, make it a business one. The reverse may also be true. Do you really need to boost, improve or refresh your skills as a trainer? Are you rushing things?

## 66 External technology and changes can have an effect on your customers 99



### 3 Map and terrain

It's all very well having a dream, vision, mission and strategy but it's key to understand how the land lies. What kind of clients are you working with? What kind of clients do you want to work

with? What are their actual issues? For each type of individual or corporate client take time to understand what's going on in their environment. Listen, learn, start your conversations with where they are at, not with NLP tech talk. Be yourself and authentic. Again this is the 'becoming who you are approach'.

Over the last couple of years, I've been running a lot of self, career and leadership development work in the NHS, for example, and particularly for staff of ethnic diverse backgrounds. I had to listen and learn and understand the issues in the organisations. I needed to learn about the culture, understand some of the political issues, I needed to understand what's going on in the environment and context of the individuals and organisation, and the sector as a whole. You don't need to be an expert in that sector necessarily – you need to be great at what you do. But you need to scope, study, adjust to the environment so that you can spot and respond to the opportunities. It's this that will help you frame or 'reframe' your pitch and actually win business.



### 4 The team

As the song goes 'you are not alone'. Are you stuck right now and feeling isolated or do you have people around you who can help you with the personal and

professional challenges you face? My tip is that you have 3 layers:

- 1 *You* – trust yourself, tune into yourself and trust your intuition.
- 2 *Your inner circle* – this may be a handful of friends, family members and peers who you really know like and trust. They will have a blend of skills providing moral, emotional, personal, spiritual, practical, creative and technical support.
- 3 *Your wider network of contacts, associates, partners* – this team be it formal or informal should consist of those who share your values but have skills and talents in all the areas that you need, be it finance, marketing or operations.



### 5 Toot-kit and technology

Every trade requires its tools to either do the job or to help plan, prepare, create or support the job. From straightforward things like a laptop and phone to help you manage your business, through to

more specialised equipment, apps or tools that may help you, it's important to keep your eye on this.

When I started in business, websites were still in their infancy and there was very little by way of social media. Now that's completely changed. So it's important to note that external technology and changes can have an effect on society, your industry and your customers. Are you at a point where you need to review the tools, technology and systems that you use for marketing, finance and administration? What's working for you and what's not? Don't bury your head in the sand. Seek out those who can help you. Sometimes a simple step can have a major effect.

I remember clearly booking clients onto my monthly business workshop at the British Library manually. It took ages. This went on for years. Eventually, I stepped back and asked my website developer to help me. She set up an Eventbrite page within 45 minutes that saved me time and made me money! Likewise, I sought out the expertise of a contact who runs an IT company when I felt I needed to review and upgrade my computer and phone. You don't need to be an expert but seek out the support of those who are.



### 6 Marketplace, marketing, cash and customers

This is the bottom line of your business. As I've highlighted before in articles for *Rapport* and in my book *Soul*

*Trader*, 'customer conversion is dependent on the right customer conversation'. To win business – which is what you need to do to stay in business – you need to get out and about, talk and connect with people. You need to understand what's going on in your field. You need to discover what the pain, problems, desires and aspirations of your potential customers are and you need to develop a product/service that matches their needs in a way that is clear, coherent, convenient and compelling to them. This is also about knowing what is unique about you and telling your story. And remember it's only your approach, story and background that may separate you from others.



- ➔ Where do you fit in your marketplace?
- Which customers come to you and why?
- What makes you unique?
- What do you do better than others and what do others do better than you?

Your answers will help you plan, position or re-position. This is also about knowing the numbers. Remember to keep an eye on what work most appeals to you, how much money you need to make, which work is most lucrative, which work is easiest to secure and which work incurs the most costs. Remember that profit is important but having cash in the bank and good cash flow is even more important. As your business grows keep an ever-closer eye on this, as your costs, bills and tax will also rise.



### 7 Champions, kindred spirits and competitors

We've covered a fair bit about this in this series of articles. Part of this is about building your team so that you have the expertise that you need. But it's also about building relationships with these

people so you can support, encourage, mentor and develop each other. What opportunities are there for you to work with others? What gaps in expertise do you have? Now step back and look at your competitors? Who are they? What do they do? How competitive is the area

you are in? If you don't know how can you find out? What things do others do that is more effective than you? What do you do better than others? Use all this to stand out and to build a profile where you are respected and known to others through connecting, networking and being authentic.



### 8 Management and mindfulness

This journey will bring with it many challenges. It requires courage and heart. You'll need courage to start, to grow and adapt – and

to step away or change if that's what you desire or what's required. Be alert, aware, active and proactive. See challenges as an opportunity to learn, grow and improve which they are. But also learn when to step back and see the big picture and when to step forward to act and lead the way. Mindful management also means not just thinking about what you want but being mindful of loved ones, colleagues, suppliers, supporters, customers and your team.

Enjoy every step of your journey. If you take each step mindfully and with good heart you will not only 'become who you are' as a professional, but you'll make a lasting impact on the lives of those you serve. ■

“Build a profile where you are known to others through connecting and being authentic”





# R

## RAPPORT

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