

# rapport



ISSUE SIX

WINTER 2006

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the leading  
Olympic athlete

## NHS

How NLP training is  
helping on the wards

## Shelle Rose Charvet

On motivation

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Should coaching be given for free

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THE MAGAZINE FOR PERSONAL DEVELOPMENT



**Welcome to another issue of Rapport**, the personal development magazine.

We are privileged to have an interview with Roger Black, the Olympic athlete and one of Britain's finest 400 metres runners this issue. He explains how he transferred his success on the sports field into a universal form of motivational speaking - you don't just have to be a sports fan to enjoy it.

Entering the New Year, everyone, including NLP coaches, will be busy setting themselves resolutions, but will they keep them? Shelle Rose Charvet and Faith Tait have written pieces about how to be motivated, set goals and stick to them. Essential reading at this time of year.

Even though he gave us an exclusive interview last issue, we have featured Tony Robbins again, although this time not in his own words. We sent one of our intrepid reporters to review his recent event in London. Energetic, clever and brilliant by all accounts, but does it really change people's lives - Joanna Goodman went to find out.

You may not like swearing, ugly and rude jokes, and they may just provoke you into saying something you didn't expect. Well, that's the idea behind Frank Farrelly's Provocative Therapy as described by Nick Kemp. Don't mind the F-ing and Blinding, it's all in the cause of therapy.

Can NLP help the NHS? Well it certainly seems to - how doctors build rapport with patients can make a big difference to the perception of their treatment. Get it checked out on page 14.

Hope you enjoy this issue and have a good new year.

**William Little**

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# Women of **courage**

Sharon Eden, the creator of a Women of Courage programme explains the concept behind the event, while Sharon Gray checks out whether a seminar on women power is effective

It might be a decade since the Spice Girls unleashed their 'Girl Power', but women still need help regaining their bravery. Or so says therapist Sharon Eden, creator of Women of Courage. "Too many women are still muted and so this is an opportunity for them to feel boldness and swaggering and celebrate being women," she explains. "It's about reconnecting with their female energy."

Sharon has been a professional coach for more than 20 years. She trained as a psychotherapist in the transpersonal psychology movement known as psychosynthesis, and then added to her skills becoming a certified coach using CBT and most recently an NLP trainer. "NLP is different and yet compatible with my existing skills."

Sexually abused as a young child, Sharon is all too aware of the shame, self-disgust and the traumatic damage to the sense of who she was, including her femaleness or maleness and the way it deeply wounded how she saw herself.

As an unmarried mother in her teens, married then divorced, doing an unfulfilling job, with bouts of depression and sometimes suicidal, many still saw Sharon from the outside as a strong,

her own female energy. "From then on I began to have the strength and confidence to turn myself and my life around."

Sharon explains; "Women of Courage is a coaching and training programme specifically for women. It is about developing your identity and strengths as a woman, rather than fighting for equality. During my work as a therapist, coach and trainer, women of all ages tell me difficulties in their lives arising from how they see themselves as a female. It seems to be the same whether they have a supportive background, whether they have an abusive background or one in between."

## So what is female energy, power and passion?

"Generally, 'male' energy is described as being about order and action in the world, associated with logical and spatial thinking. 'Female' energy is described as intuitive, creative, about wisdom and with sensory 'thinking' best expressed through mediums like symbols, metaphors, stories and art. I believe we could all develop both types of energy. However, our education system has traditionally favoured 'male' energy and intelligence rather than 'female'."

is that women usually cry deeply when they first experience their own 'femaleness' inside. Some liken it to meeting the female divine within themselves. Some describe it like returning home after a life-time's exile. And one woman described it like floating effortlessly in warm undulating satin."

## What can your female energy do for you?

"Because we're all unique at different stages in our personal development, it does different things for different women at different times. Indeed, it would be arrogant of me to tell you exactly how you'll experience your female energy or what it'll do for you. However... A successful business woman, renowned for hard-faced decision making, found, while she was still as tough when needed, her generally more sensitive and inclusive approach created more 'buy in' and co-operation from her staff. A working mother feeling guilty at leaving her child, instead of exhausting herself being 'super-woman' by way of compensation, found she was far more accepting and caring of herself and her child. A voluntary community worker suffering depression developed a sense of purpose from 'fitting into her skin' as a woman, and took charge of her own recovery."

## Is Women of Courage relevant today?

"Being in my fifties, I've been asked if this Women of Courage 'stuff' only applies to those of my own age. If it isn't relevant today, how come my adolescent grand-daughters compare themselves unfavorably with some popular media ideas about what being female means and women in their early 20s and 30s currently seek my help?"

"What about your female power and passion? By the time you read this it'll be already 2007. Time goes so quickly. However, a new year brings new opportunities. And as a Woman of Courage, it's never too soon to kick-start your power and passion and develop it even more. Make 2007 the year that you do!" ●

“Too many women are still muted and this is an opportunity for them to feel boldness and swaggering and celebrate being women”

confident woman. However, on the inside, she felt fake and certainly not womanly; leading to feelings of inadequacy, despair, with a constant feeling that something essential was missing inside.

A devastating breakdown in Sharon's early 30s catapulted her into unearthing

Here's an experiment for you. Imagine tasting sugar. Describe the taste. Whatever words you come up with, they just don't get near do they? We can only really 'know' the taste of sugar through the sensory experience of actually tasting it. It's exactly the same with female energy, power and passion. What I can tell you



## Finding Your Courage

The Women of Courage seminars and workshops, run by Sharon, promise women the “tools and techniques to empower their lives with inspiration, passion and achievement” - no small claim. So I went along to one of her women-only ‘lift-off evenings’ to see what it was all about.

There was an eclectic mix of women in the group, all with an air of anticipation. Sharon Wilson, 33, works as a PA in London. She came along on the recommendation of a friend. “What grabbed me was the promise of ‘tools and techniques for improving yourself’ and going beyond your means and the burdens that hold you back. I hope to pick up skills and learn something new about myself.” She had been on self-improvement courses before but never any NLP courses. Meanwhile, Lesley Raffin, 33, an office administrator was attracted by the ‘courage’ aspect. “We all need more of that!”

The evening began with some ice-breakers and progressed through different interactive exercises and a led meditation. The evening focused on learning to be bold, to swagger and ‘signing up for yourself’ working on sensory, emotional, intuitive and spiritual levels. “Some of what we talk about, there’s no vocabulary

for, there’s a ‘knowing’ beyond the intellectual,” explained Sharon.

“Too much analysis can sometimes take away some of the sensory experience.” She describes her methods as a mix of western and eastern psychology and NLP with a touch of zen and taoism. “It’s about being in the now and fully alive with lots of sensory acuity. I’m pulling NLP and psychology together to offer women powerful tools and techniques to be bolder and to laud their abilities, talents and energy for themselves and others.”

So what did the other participants think? “I haven’t been to many of these before. It’s good to realise how much fear we have in ourselves as women and how small we make ourselves - I’m certainly not being bold and courageous.” Lesley continued “I found Sharon warm and encouraging, urging us to blossom.”

Amanda Rogers commented “Sharon inspires people to do something different and think outside the box”. Marina Nicol, from Kent, added “Sharon made me realise how important it is to feel confident and bold. As women, we are good at putting

ourselves down, and there’s no need to do that”. Sharon would certainly echo that sentiment. “I truly believe right now we need female energy in the world. I’m running this programme to give women the opportunity to come together and celebrate their woman-ness.”

There’s no doubt Sharon is totally passionate about her mission. She says she does some pro bono work with younger women who are less affluent and also works with business women. “In the corporate world women feel like they have to be like the boys to get on. I think Anita Roddick is a good role model for corporate women - she was bold, strutted her stuff and negotiated in a world where men dominated.” And yes she even works with men! Given the ongoing fight for sexual equality, it seems only fair.

**Special discount for Rapport readers.**  
**Join Sharon for a Ladies Night with a difference.**  
**Learn how to reconnect with yourself as female in ways that can ignite your passion, power and belief in yourself... Contact Sharon at [sharon.eden@womenofcourage.com](mailto:sharon.eden@womenofcourage.com) or 020 8597 9200 for details and quote RAP12WWW for your special discount. ●**



# Coaching teenagers

Kikass founder Neil Almond thought that young people could get more out of counselling, so he turned to NLP for the answers. He tells Rapport how this has helped him set up a charity to help young people

**K**ikass coaching was set up six years ago by Neil Almond, a former charity worker and counsellor, who felt that young people weren't getting enough from counselling services where he worked in Norwich. Aimed at the over 16s, KikAss was initially established as a website providing advice and highlighting the usefulness of NLP and coaching to a younger population.

Almond says he watched as teenagers came in to see a counsellor and then wouldn't be seen again. "I had not heard about NLP at this point. I just wondered at the time whether there was something

else that would work better for young people," he reveals. "We were getting one hit with young people. We needed to make them feel that they were getting some benefit from this as there was a lot of competition for their time," he says.

He was working around some big issues at the time, including HIV, sexual awareness, and drugs, so getting to the young people was a priority. Yet even when they did some of them, he admits, felt that counselling wasn't helping much.

"I had a conversation with Ian McDermot from ITS, who introduced me to NLP and what it could achieve.

Because NLP was so effective it meant that, in just one session, you were able to get one win in an area of their life. I became really excited about NLP and did my practitioner course. I started seeing NLP as a collection of techniques and tools that were relatively easy to work through and were positively focused. They were ideal for the area in which I was working. I was primarily interested in young people over 16 as that is when they start taking responsibility for their life - at this crucial stage NLP could help them to focus on outcomes rather than focus on problems. It was creating a vision of what they

## CASE STUDY

### Derek Oakley, 22

I like the fact the Kikass has a central participatory element enabling young people to work with other young people to a maximum age of 25. The idea is that young people can help develop themselves and pick up new skills. I have been on a four-day intensive course that helped me to confront certain issues there were preventing me from achieving my objectives and helping to put myself in a better frame of mind.

It helped me achieve clarity about certain issues - helping me to evaluate what my objectives are and in what direction I wanted to go. I think the ethos at Kikass is essentially about empowerment. It gives young people the skills and confidence to achieve different things.

I think that it's very powerful that young people can be coaches. It is important that young people can act as positive role models for other young people. There is a misconception about role models that they have to be older or in some way superior to you in stature, job or experience. But it is useful if they are not put up on a pedestal. Being closer to your own age - it is quite an empowering and direct message, showing what another young person can be capable of. It's important that these young role models have personal experience that other young people can relate to. It helps them to empathise and not get locked into certain negative patterns of thinking about their own worth. NLP gives you the tools to manage that, to boost your confidence and it does mitigate the effects of a negative experience when you are going through a bad period. ●



could have instead - it offered an amazing opportunity and worked better for young people within their existing culture and life styles. People were being asked questions about themselves that they had never been asked before. Young people were getting an hour long

own life. "I got angry and sad about this. These young men were reaching a point where they felt they had no possibilities and when suicide became a credible option. It was also a problem around accessing services - whether it is young men with problems, or young

“We were getting one hit with young people. We needed to make them feel that they were getting some benefit from this as there was a lot of competition for their time”

session with an NLP coach that could achieve a real break though and may have them coming back for more.”

He says the charity started off looking at the issue of youth suicide where the statistics show around one in five young men have attempted to take their

people in general, they didn't know where to go to get help. I wanted to create an organisation that enabled young people to get really excited and want to be a part of it, taking on the responsibility of their own personal development and community. That is

why we started Kikass.”

KikAss uses a network of young people to reach other young people - the peer aspect is important in keeping young people engaged. Starting off online was an important element of this, with a funky, worldly-wise website written in a language that will appeal to young people. There is a website game about safe sex that doesn't moralise about the act of sex itself, but actually rewards characters in the game for using condoms. It is funny, but also realistic.

Kikass also supports a network of volunteer coaches in universities and in communities who coach other young people through money and debt issues, and to help socially excluded young people. Other courses are primarily about personal development, helping the young people set goals and achieve them - in other words, to Kikass.

[www.kikass.com](http://www.kikass.com) ●



# Unleash the Power Within

Tony Robbins runs seminars around the world coaxing thousands to motivate themselves. Joanna Goodman reviews his latest visit to the UK

**A**nthony Robbins' Unleash the Power Within (UPW) seminar promises a weekend of powerful immersion into strategies, tools and techniques for turning your dreams into reality. "Maybe you can change your life forever," suggests the pre-seminar information pack seductively. Rapport gave me the opportunity to find out.

Anthony Robbins is the world's most successful motivational speaker, writer and life coach. He is rumoured to earn more than \$80 million a year and is consulted by US presidents, celebrities and film stars. He is well known for his best-selling books, motivational tapes and seminars and has appeared in cameo roles in several films, including Men in Black and Shallow Hall.

Previous UPW seminars attracted mixed reviews. Some participants felt that their lives had been transformed, while others benefited from increased motivation and optimism. There is also a solid online community of UPW attendees comparing experiences and exchanging views via web forums.

Arriving on Friday morning, the first thing that struck me was the sheer numbers of people crowding into the Excel Centre in London's Docklands. UPW was attended by more than 10,000 people. Robbins' staff, most of whom are volunteers, ensured that registration was

quick and efficient. Within a few minutes of arriving, I had collected my ticket and registered for the seminar before joining the long queue to get into the auditorium.

Once inside, the atmosphere was almost evangelical, with a lot of clapping, whooping and high fives. This reached a crescendo as Robbins appeared on the stage. The seminar is based on his bestselling self-help books, including Unleash the Giant Within. Robbins is 6ft 7ins tall with enormous presence and a giant personality.

### **NLP Strategy**

His three-step NLP-based strategy is designed to help you to change your model of the world in order to enjoy an even more rewarding life:

- Identify what you would like to change/improve;
- Think and feel what would having/not having it in your life mean to you;
- Take an intelligent action towards it, right now.

The first three days focused on NLP techniques including:

- Altering the body's physiology to achieve a change of emotional state;
- Asking specific questions to create a more favourable psychology;
- Defining your goals and your limiting beliefs;

- Leveraging change by associating the behaviour you want to change with unbearable pain and the desired new behaviour with extreme pleasure;
- Interrupting limiting patterns by doing something unexpected;
- Generating the enthusiasm and power to work towards your goals by visualising the desired result.

Day four, which was not run by Robbins, concentrated on putting his techniques into practice as well as achieving a healthier life by detoxing and changing your eating patterns.

### **Showmanship**

Robbins combines elements of NLP with Hollywood showmanship and a genuine insight into human nature. His presentation was enlivened by amusing anecdotes and audience participation that highlighted his ability to connect with people - and fast. When he worked with volunteers from the audience, he immediately identified their model of the world and accurately determined what they actually wanted rather than what they said they wanted. For example, one participant said that she was seeking a better work-life balance. After just a few questions, Robbins observed that what she really wanted was an intimate

relationship - and hit the nail on the head. Her genuine embarrassment showed that she had not been expecting this response.

Another lady felt depressed about her dead-end job and her friends putting her down. Robbins addressed her problems with some risqué humour - he asked her whether she'd ever had a really amazing orgasm. The audience gasped responsively. Luckily, she had - and, even better, she could respond in the affirmative when Robbins asked her whether anyone else had been involved in the experience! He then tried to get her to recreate how she felt and we all laughed, especially her. The idea is that we can all shake off feelings of depression by thinking back to a time when we felt really good.

Robbins has enormous energy and presented almost continuously for most of the weekend, pausing periodically to encourage the audience to stand up, shake their bodies and hug and massage each other while loud 'motivational' music rang through the auditorium. Every so often we were urged to dance around, cheer and exchange high fives. I took the opportunity to get a closer look at the person standing at the edge of the stage, whose commanding personality was making 10,000 people overcome their natural inhibitions to behave in this fashion. So I shimmied to the front, close enough to see his make-up and his tired eyes, but he spotted me too. Not wanting to be caught on camera - or much, much worse, to be invited onstage to tell the audience exactly why I was there - I danced back through the crowd only to bump into a couple of ladies who I'd met at the 'Change Your Life' seminar I wrote about for Rapport. They were having a great time and it was lovely to see them both again. But it was only three months since their last motivational course.

The climax of the first day was the famous firewalk. This crowdpleaser is designed to demonstrate that if you put yourself in the right state you can overcome fear and take the necessary action to achieve what you desire in

life. In reality, the firewalk is very well organised with water and wet grass at the start and finish. Having achieved the right state - under Robbins' expert guidance - 10,000 people quickly took the eight or so steps over the hot coals. No-one was injured. How challenging this is depends on your own attitude - but one delegate with a bad leg was particularly elated after walking across the hot coals. In fact his whole bearing changed as he - and those around him - realised that for a few moments at least he had been walking without a limp.

The sessions are tiring, and to get the most from UPW you need to keep up

“Once inside, the atmosphere was almost evangelical, with a lot of clapping, whooping and high fives”

your energy. Although the weekend is structured so that everyone leaves elated at the end of each day, some people are clearly exhausted. It helps to make a conscious effort to take breaks for food and drink. This also provides an opportunity to meet other participants. UPW attracts people from all walks of life. Some people had bought Robbins' books or tapes and wanted to find out more, some were interested in NLP and wanted to improve their techniques while others were tagging along with their friends.

I wondered whether UPW represented value for money. Everyone I spoke to thought it did. Ticket prices paid range from about £200 on Ebay to £800 for a golden ring ticket which gives you a seat right at the front. However, visibility is good, there are big screens everywhere and you can move around as you like. As one delegate observed, it's the same event wherever you're sitting. As there is no reserved seating and you have to queue for the best seats each day, I'm not convinced of the benefit of buying the most expensive tickets when you

can get to the front simply by arriving early.

UPW is heavily sales oriented and by the end of the seminar, a significant proportion of the participants that I spoke to had already signed up for 2007. The main reason they gave was that UPW covered so much that you couldn't absorb it all in one weekend. Few people who had attended previous seminars felt that their lives had changed significantly, yet many return year after year. One participant who had attended UPW several times described it as a detox for the spirit. She said that she always went home feeling motivated and ready for the challenges ahead. Others combine UPW with an annual trip to London. According to Robbins there were representatives present from 55 countries.

Although Robbins clearly helps people through both his motivational and charitable work, his is a successful global business focused sharply on making money. Although it is surely testament to his remarkable magnetism that he has no shortage of dedicated, caring and enthusiastic volunteers working at UPW, this factor must also contribute to its profits.

Robbins does share some of the secrets of his success; much of his advice is grounded in common sense and we can all learn something from him. He has undoubted charisma and superior presentation skills and the famous firewalk is organised with maximum pizzazz and minimum risk. I enjoyed the weekend because of his polished performance, brilliant timing and slick humour. UPW is fun; the atmosphere is uplifting and it will give you a boost, but after that it's up to you. As Robbins himself says at the start of UPW, you have to take what you personally need out of the weekend. Every NLP practitioner I have interviewed describes NLP as a box of tools to draw on as and when you need them and Robbins certainly offers a lot of tools at a price that his worldwide audience seem only too happy to pay.

**www.anthonyrobbins.com ●**



# Changing Behaviour

What does it take to really change behaviour?  
Shelle Rose Charvet investigates for Rapport

**B**ehaviour change is not merely a matter of knowledge or skill. If that were true, then all the information campaigns on how to improve your health would have made behaviour-related illnesses a thing of the past. And birth control information would prevent teen pregnancies. Sadly, many people fail to create lasting change in their behaviour and will repeat their failures over and over again in their lives. Have you ever tried to break a habit?

Organizations, like people, suffer from the same difficulty in shifting their behaviour. And it's not because they do not know HOW to do it. There are innumerable management development books explaining what to do and methodologies for implementing change. Sometimes the methods speak to organization development, sometimes to culture change, but they are really aiming to create change in behaviour.

The key to creating and maintaining real behaviour change is in getting and staying motivated. Some people start lifestyle changes that last at best for a few weeks. Checking the attendance figures in January and February at your local health club will show you the people who began by being very motivated but then lose their passion. Other people wish they could do something, but never manage to work up the required motivation to get started.

Remember comedian Totie Fields' famous book; *I Think I'll Start on Monday: The official 8 1/2 oz. mashed potato diet*. She also said: "I've been on

a diet for two weeks and all I've lost is two weeks."

## Can Crisis Motivate Change?

Conventional social work theory suggests that the highest potential for change is during a crisis. Organizations often try to make radical shifts when they are facing financial ruin or other disasters. But if crisis really is the highest potential time for change, then why do 90 per cent of coronary bypass patients fail to make long term changes to their behaviour after surgery?

Breaking a habit requires both short term and long term motivation strategies. When a crisis is the trigger that gets someone to want to do something differently, it can be effective for the short term. This Motivation Trigger is called Away From Motivation because the person or the organization is motivated to move away from a situation they do not want. A person can't breathe and feels sick so they decide to quit smoking. Someone can't fit into their clothing and goes on a diet. A company is facing the arrival of a lower cost competitor and starts looking for costs to cut.

Away From motivation can get you started! The problem is that it loses its power once you are on your way. How can you stay on track after the Away From Motivation has waned? There are a couple ways to maintain a high level of motivation if the original trigger to change was Away From. You need a constant reminder that you don't want be fat, unfit, unhealthy, boring, poor or out of business. This takes a lot work and

the effects of maintaining a state of fear or disgust are far from healthy. The other option is to add to the Away From Motivation by also having something to move towards.

Since Away From Motivation is really only effective for short periods of time and most behavior or habit changes take a significant amount of time, you need a mechanism to maintain motivation. You can do this when you also have a goal that you deeply want to achieve to replace the problem you want to avoid. This goal represents what we call Toward Motivation. The Away From Motivation can get you started and gives you a push. The Toward Motivation draws you closer to what you want instead. This will give the benefit from push energy to move away from what you do not want and pull energy which entices you toward what you want.

The problem with only having a Toward Motivation Trigger is that if you are beginning far away from your goal, the idea of starting is in itself demotivating. If your goal is to run a marathon and you get out of breath walking briskly around the block, it is easier to put off running until tomorrow. If you only have Toward Motivation, with nothing to kick-start you into action, you may procrastinate.

## Reinforcement: Habits are like water running downhill

But Away From and Toward Motivation are not always enough. Habits, like cactus, are hard to kill. Habits are typically rituals that you perform





without thinking; they are procedures, to which you are psychologically committed.

So there's the secret. A good system is one that is easier to follow than not follow. If you want something to become a habit, put it inside a procedure that you normally do. To remember to take your vitamins, put them in front of your coffee pot, instead of hiding them in the

at the right weight or fitness. It's easier to imagine when you can see yourself in your favorite 'skinny' outfit or running three miles effortlessly.

#### **Support and accountability**

In my company Success Strategies, we have been considering the problem of maintaining motivation around behavior change for some time. People

“Conventional social work theory suggests that the highest potential for change is during a crisis. This seems logical, since during a crisis, nothing is normal”

cupboard, hoping you'll remember to take them out in the morning.

I cannot stress enough the importance of placing your new behaviour inside your normal procedure; it builds your commitment right into what you do. When your new behaviour is part of a standard procedure that you follow without having to decide each time, you will find that it gets reinforced.

#### **What you see is what you get**

Verbal affirmations are rarely compelling enough to trigger and maintain your motivation.

But visualization is nothing new. People have known this since the original Power of Positive Thinking. It's just that when you can see both what you want and you don't want it becomes more real than merely telling yourself something. Compare the idea of being

loved our trainings, but rarely did it make a real difference on the job. Most people haven't got the time to stop what they are doing and integrate a series of new behaviors when they are already struggling just to get everything done.

Our strategy is to provide support, but more importantly, once everyone is motivated we want them to feel accountable for implementing their behaviour changes. We teach people some of the influencing skills they need for their work and then they report back in small groups on the results they have achieved. The group approach helps keep people motivated to follow through partly because they don't want to look bad in front of their colleagues. We meet in person or on the phone in short bursts to reinforce motivation and to deepen and continue the learning

#### **Beliefs, values and who you are**

If you don't believe it's possible to change a habit, none of the motivation strategies listed above will work. Look for an example where you have already made a significant change somewhere in your life. Notice that probably all or most of the motivation strategies were present. If you can do that, isn't it possible that you could do this?

How important is the change to you? If it's not frequently on your radar screen, perhaps you don't really care enough about it to make the shift. Why is changing this habit important to you? And why is that important?

What kind of person believes this change you desire is worthwhile pursuing? Is this the kind of person you wish to be?

When you have identified the beliefs, values and identity that will enable you to imagine this behavior change is really possible, hold them inside your heart and allow them to take their place from there, spreading throughout your physical, emotional, intellectual and spiritual self. Repeat this morning and night, as part of your morning and evening rituals until it feels natural.

#### **Miracle Cures are not the motivation**

Real behaviour change is possible when you have the strategies to start and maintain your motivation, when you can see what you want, have placed the new behavior inside a ritual you already do, believe it's possible, value the new behavior and think you are the sort of person who does that.

[www.successtrategies.com](http://www.successtrategies.com) ●