RAPPORT

THE MAGAZINE FOR NLP PROFESSIONALS

Great business starts with the heart

CONTENTS

Issue 64 Published October 2019

The power of a good (short) wallow

It's all very well telling ourselves there's no such thing as failure, only feedback, but some feedback *hurts*

By Eve Menezes Cunningham

When I first came across NLP, around 2004, I was already qualified as a life coach and loved the emphasis on resourceful states and circles of excellence. I was also filled with self-loathing when not actively coaching or yogaing myself into feeling better. So until I read Joseph O'Connor's wonderful NLP handbook and devoured the page on wallowing, I thought NLP wasn't for me.

It's all very well telling ourselves there's no such thing as failure, only feedback, but some feedback *hurts*.

Similarly, knowing with every cell in our bodies that where there's a discrepancy between someone's words and actions, believe the actions (or as Maya Angelou put it, 'When someone shows you who they are, believe them the first time'), we can *still* want to give them the benefit of the doubt.

Studies show that rejection shows up in the brain as if it were physical pain. Taking care of ourselves when we're in that less than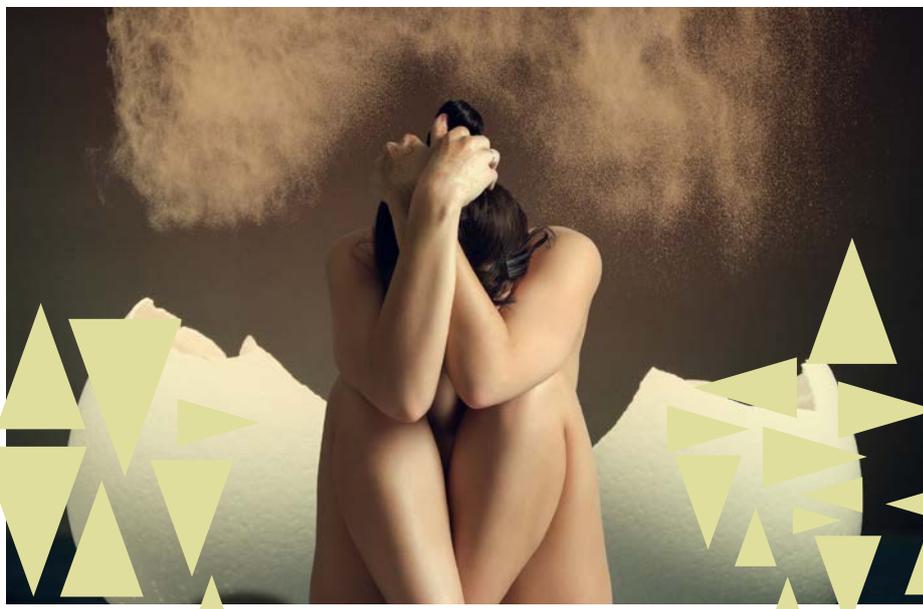 resourceful state is a healthy thing to do. We can then regroup and look for the information within that feedback and adjust our approach accordingly.

Boosting our self-care in these moments (or minutes or hours or however long it takes) means we're better able to set healthy boundaries, assert ourselves appropriately and do so with an open, loving heart.

Pain, disappointment, rejection, fear, hurt, sadness and other feelings we often judge as 'negative' are information too – they can be an enormous gift when we're able to stay with them and harvest them rather than trying to rush through to feeling better.

Notice what your body wants to do When we're stressed, anxious or hurt we often curl up, making ourselves small. While comforting, this is also sending signals to the brain that we're in potential danger. It's wonderful knowing that we can change our physiology with our posture but before we rush into those expansive 'power poses' Amy Cuddy has written and spoken about so eloquently, how does it feel to let your body guide you? Just for a few minutes? Maybe grab a blanket or duvet or cushion for extra comfort?

Breathe Obviously, we're breathing 24/7 or we wouldn't be alive but as you hold your duvet/blanket/cushion, take a few complete breaths and let yourself feel however you feel.

Notice your thoughts Mindfulness of thought is easier when we've worked with mindfulness of the breath and body but, again, potentially transformative. Simply noticing our thoughts is another of those simple but not easy practices. Byron Katie's The Work is a wonderful process of asking ourselves four simple questions around whether our thoughts are true or not.

Choose not to get distracted It's so easy to stop after one conscious breath or 'not have time' to reflect on what's happening and actually start processing it. Sometimes, losing ourselves in a good book, film or cheesy TV programme might be exactly what we need but when we're able to sit with our pain and learn from it, we can transform our lives.

Ask yourself what you need right now Once you've shown yourself some self-compassion by paying attention to that hurt, vulnerable part of yourself and breathing consciously, embodying the pain and being curious rather than judging your feelings, notice what you need as the feelings – as all feelings ultimately do when we stop trying to suppress them – change. Movement? A hug? Some kind of action? Support? Keep asking yourself what you need and as often as possible, give yourself this care you so deserve. ■

Rethinking transformation
Accessing deeper levels of change

By Connirae Andreas

All children go through stages of development on a physical level. We shepherd them from newborn baby status to 'crawlers', followed by 'toddlers' who learn to walk and run. Childhood is followed by adolescence, with its accompanying body changes, followed by the mature adult form. While each person is unique, there are predictable stages of physical development that are universal.

What if there are also universal 'stages of consciousness' we all go through? If so, understanding these stages would help us in supporting our clients – and ourselves. When we know the stage the client is at with respect to a particular issue, we can choose a method of change that matches this stage, and gently guides them to the next.

So what are these stages of consciousness? The understandings I have about this now came from my personal journey. About 20 years ago, a devastating health crisis led me to rethink everything I thought I 'knew' about transformation and change. I'd been teaching NLP (including my favourite, core transformation) when this sudden turn of events brought all my activities to a screeching halt, and led to a period of what could kindly be called 'hibernation'. I had the sense that I was in big trouble on multiple levels, and whatever I was dealing with seemed to require some kind of knowledge or wisdom that went beyond anything I knew.

Out of this (and the ensuing search for answers) came a new way of working that I call the Wholeness Work. I first used this method with myself, and began feeling like I was personally on the right track again. When I started teaching it to others, I received some interesting feedback. Not everyone, of course, but especially some of the experienced NLPers told me, 'This is changing how I think about all of NLP.'

This got my attention because the same thing was happening for me. Through my personal experience, and observing the changes in clients and workshop participants, I began to see how this work is both an expression of NLP, and perhaps extends how far we can go with NLP. Perhaps it can even add something to the conversation on the evolution of human consciousness.

On a physical level, a newborn child can only make use of a diet of breast milk or something similar. As the child develops, it gradually has the ability to digest and benefit from the nourishment in solid food. In terms of movement, when we're in 'pre-toddler' stage, we benefit from all manner of floor-based activities, including crawling, scooting, etc. Learning to dance is irrelevant – until later.

So far I've noticed at least six 'dimensions' or 'axes' along which our consciousness dependably shifts as we evolve. Here is a summary of three of these dimensions or models.

(Please note it doesn't always happen in order, and sometimes a stage can be skipped.)

I've noticed at least six 'dimensions' or 'axes' along which our consciousness dependably shifts as we evolve

Model 1: Orienting the unconscious
Stage 1 When stuck in a problem state, our unconscious thought processes could be described as 'oriented toward the negative'. At the unconscious level, usually we (or our clients) are playing habitual movies that go into the future and assume a negative outcome.

For example, let's say someone has a health issue. At this stage, even if the person is attempting to 'think positively' about healing, at the unconscious level they are playing movies of fear, suffering, decline or death. If dealing with a motivation issue, the person might think of a task they want to do, while the unconscious plays movies about how it's going to be difficult, impossible, or hopeless.

Stage 2 We use change work methods to reorient the unconscious in a positive direction. The natural self-healing method (described in *Heart of the Mind,* Chapter 20) (*1) is an example of this. When using this method we elicit the person's current representation of the illness (usually a still image of ill health, or a movie of decline) and 'recode' it to match something the person 'knows' will heal automatically on its own. The Grief Resolution process (also in *Heart of the Mind*) is another example of re-orienting the unconscious toward the positive.

Stage 3 Here we completely let go of needing to set any direction for the unconscious. Both positive and negative 'direction' is released, and we can be fully present with how things

actually are without needing to overlay beliefs or assumptions or meanings. This experience is difficult to describe in words, but easy to experience by practicing Wholeness Work. For someone at Stage 1, with the unconscious oriented toward the negative, going directly to Stage 3 can seem frightening – like 'giving in' to the negative outcome. However, someone who's already 'mastered' Stage 2, and can experience the unconscious automatically oriented positively, can usually easily follow a Stage 3 process that ecologically releases all 'direction setting'. They experience how doing this is the opposite of 'giving up'. It is fully inhabiting life however it is, and giving our bodies the maximum opportunity to heal. The direction of experience is automatically chosen by 'the wisdom of the system'.

If you're familiar with core transformation (CT) you might recognise that CT makes a gentle transition from Stage 2 to Stage 3. CT asks, 'What are you seeking?' and follows this to an experience of wellbeing where there isn't anything we need to seek. Wholeness Work takes this shift of consciousness a bit further.

Model 2: External to internal to essence
Stage 1 We have a problem and assume nothing can be done about it.

Stage 2 We believe change is possible, but assume the necessary change agent is something outside ourselves. We want the right medicine to cure us. This is the stage where the placebo effect can work well. The placebo effect actually harnesses whatever 'power' our own consciousness has to create healing, but we can maintain our belief that we're being cured by something more powerful than we are.

Utilising this belief in a powerful external 'medicine' can be useful in getting a shift if even part of our consciousness is at this stage. I remember once deciding to take a 'placebo' medicine. Even knowing it wasn't 'real', I felt some comfort in taking it.

Stage 3 Now we recognise we have the capacity to produce the placebo effect ourselves. Our thoughts can sometimes be the medicine that cures us. The 'natural self-healing method' is an example of this.

Stage 4 We begin experiencing an essence within that doesn't need healing or curing. We experience that everything is already fine, before and whether or not a 'cure' happens. It can sound trite to just say this in words. However, in the Wholeness workshop, we go through a series of formats that lead to experiencing this in a way that feels significant, and also I believe maximises the body's capacity to heal.

Keep in mind that sometimes Stage 1 and/or Stage 2 thinking is true. Sometimes things can't be changed, and other times a 'cure' does need to come from the outside. When we do Wholeness Work, we discover ourselves more able to 'Change the things we can change, accept what can't be changed, and have the wisdom to know the difference.' (*2) When there is a deep and genuine letting go of *having* to be healthy or well, on all levels, then our physical body is actually in the best position to heal. The full relaxation and 'de-stressing' of the system that happens through this level of letting go allows the body's physical systems to do what they're programmed to do, which is to heal and repair. It can also open us to better intuition in navigating what path to follow

on the physical level.

In this stage of transformation/acceptance/letting go, we may find ourselves experiencing something similar to Stage 1, but in a different way. We are at peace with the reality that we all die at some time, and never know our time in advance. We are also at peace with the reality that sometimes 'miracles' do happen and recoveries occur that have no known physical explanation. In this stage we discover we can experience all of this while loving whatever is unfolding.

Model 3: From force to no force
This is among the most significant dimensions of transformation stages.

Stage 1 The person is stuck in the problem state. (In the training we become clear on how the problem state is maintained through unconscious force in the system.)

Stage 2 The person seeks 'breakthrough' methods. They recognise change can happen, but believe it's only possible through strong force, or willpower, to 'overcome' their limitations.

Stage 3 We use subtle effort or force to create change. While change methods at this level take subtle effort, they help us shift in a positive direction and can be very useful.

Stage 4 Methods at this stage 'undo' the force or 'inner coercion' that exists in our system. Now we open ourselves to a way of living that's not based on force at all, but is based on including everything and on wholeness. One benefit of this is increased spontaneity – context-appropriate, non-planned responses to situations as they arise – i.e. wisdom. And humour. It's a radical shift in consciousness. It's not possible to fully experience this stage using effort or force, even subtle. I find myself coming to a deepening understanding of this as I continue to use Wholeness Work in my own life.

At the 2020 ANLP Conference masterclass, we'll explore together how Wholeness Work methods give us a precise and reliable way to move gently and kindly through the stages of transformation, to some Stage 3 and 4 experience. We may discover some 'problems' just melting away as we do this, and we'll learn the other three axes of transformation.

When we understand its depth and range, Wholeness Work offers deeply meaningful ways to support ourselves and our clients in an ongoing journey of continuing evolution and transformation. ■

Our thoughts can sometimes be the medicine that cures us

References
(*1) Andreas, C., Andreas, S. (2018). *Heart of the Mind: Engaging Your Inner Power to Change with Neuro-Linguistic Programming*. Real People Press
(*2) Adapted from Reinhold Niebuhr's serenity quote

Connirae Andreas PhD has been a leader in NLP since the early days. She is the developer of many innovative NLP methods (some together with partner Steve Andreas), and author, co-author, or editor of many seminal books and training manuals. Connirae is the developer of Core Transformation and the Wholeness Work, two methods that make 'spiritual experience' dependably available.

Grant Soosalu

By the *m*Braining Wisdom Council

Grant Soosalu was the founder and co-developer of the field of *m*Braining. Launched in 2012, *m*Braining is a combination of NLP and applied neuroscience, and introduces the head, heart and gut as brains and intelligences in their own right. The autonomic nervous system and pelvic brains were later added as *m*Braining research and application deepened and grew. Readers of *Rapport* will be familiar with this amazing new field through the multiple articles written in this magazine by Grant over the last few years.
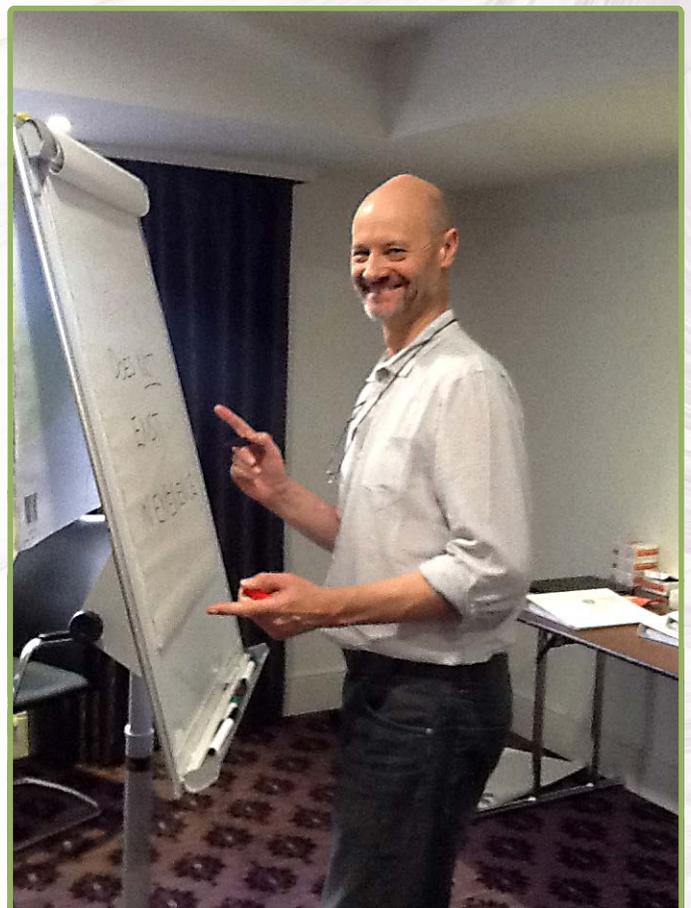
Since its early days, Grant continued to grow and develop *m*Braining into a suite of face-to-face and online courses and tools across a range of areas including coaching, leadership, sales, stress and anxiety, sport, health and safety, education, healthcare and many more beyond. Grant led research in the field and his work has been published in peer-reviewed journals; for example, the development, in partnership with Dr Suzanne Henwood, of a psychometric tool to assess which brains are used in decision making was published in *Sage Open* (2019, DOI: 10.1177/2158244019837439). He wrote book chapters for other editors and contributed regularly to other publications, such as *Worldwide Coaching* magazine. As we write this, two more chapters are in press for two books globally (including the *Leadership Decision-Making Handbook* edited by Marta Sinclair) and Grant had many other projects on the go, individually and collaboratively, as was his preferred way. He was a prolific creator of new materials, taking knowledge and practical applications to new levels, enabling profound change work to be undertaken, and all in service to the highest values of the human spirit.
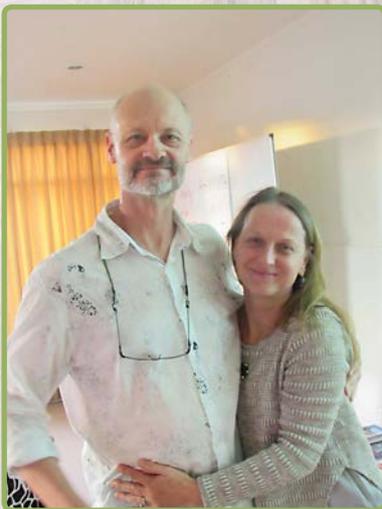
Sadly, Grant passed away on Monday 10th June 2019, leaving behind his beloved wife Fiona, wider family and many, many friends and colleagues.

Grant was a rare combination of enormous heart, immense intelligence and deep phenomenal courage. A thought leader in the truest sense, with three degrees and authorship of seven books, he made an enormous contribution to the wisdom of embodied intelligence and applied neuroscience and extending the field of NLP to include and work with the multiple brains. His work within *m*Braining is revolutionary in the coaching paradigm and in just six years, he led and grew a community of over 2500 certified multiple brain integration (*m*BIT) coaches, coach trainers, master coaches and master trainers.

Grant was a rare combination of enormous heart, immense intelligence and deep phenomenal courage

Indeed, Grant's contribution, through the NLP and coaching communities worldwide, is to the benefit of all of humanity and will increasingly be recognised as such. In these most poignant and pivotal times of global crises and unprecedented change, his gentle genius has gifted us with new and clear insights into our functioning, which transcend and include our unconscious enculturation.

As human beings and becomings, *m*Braining and its *m*BIT techniques offer practical pathways for our individuation and reconnection to nature and to raising the levels of consciousness on the planet.

Never before has what is generally known as the subconscious mind been so clearly and simply made accessible. In these terms, *m*Braining is a radical and profound spiritual and ecological corpus. It revolves around the heart's capacity to open and coherently lead the way for new sustainable relating and co-creating of a fair and beautiful world.

Grant's spirit is with us, as the luminary that he still is. His fragile human form has gone back to the earth and all those that loved him are both mourning and uplifted by his tender, wise and powerful radiance. Thankfully the path of loving is open and undying, and *m*Braining can take us there.

Grant offered us all a framework for a coherent, aligned way of living our life that is one of calm abiding and coming from our heart space, even in the most challenging of times; this is what he practised himself. Each morning, he would frame his day by asking

Grant offered us all a framework for a coherent, aligned way of living our life

'What is the most compassionate, creative and courageous me I can be and do today?'

What a profound, powerful and yet gentle modality he created.

Words cannot begin to express how much he will be missed, and we will be forever grateful for the powerful legacy he has left behind. His work is deeply transformational and has already touched the lives of tens of thousands of people and will continue to touch lives through the vibrant *m*Braining community.

Rest in peace, Grant; you were and remain a truly amazing human becoming. The world got a little bit darker the day you left us, but your light still shines coherently through as we continue to create the ripple effect of compassionate, creative and courageous living. ■

The *m*Braining Wisdom Council comprises **Fiona Soosalu** (Director, *m*Braining International), **Suzanne Henwood** (Director, *m*Braining4Success), **Wilbert Molenaar** (Director, *m*Braining Nederland), **Victoire Slakey** (Director, Coherent Numinous Solutions), **Mark Deacon** (Director, Reveal Solutions) and **Reb Veale** (Director, Reveal Solutions).

NLP Awards nominations

Criteria used to determine the 2020 finalist

By Reb Veale

When the NLP Awards were first discussed in 2017, there was a sense of eager anticipation and joy that the field of NLP would have recognition for the people that carried out great work.

The task of selecting worthy finalists and winners would be easy. We would ask some experienced and knowledgeable people to send in their nominations, sift through them and ask an independent panel to assess them for validity and to assemble the list of finalists. In the second year, we decided to give the final choice of winner to a board made up entirely of people from our charity partner so there could be no influence from ANLP or any other member of the NLP community. This was to be purely on the merit of the nomination story – easy-peasy…

Three years on and we have found that, whilst it becomes an easier procedural task, we still have to deal with some inconsistencies and learn, remodel and reshape for the following year.

This year, we have decided to publish the criteria we will use to determine the finalists so that our transparency increases as far as possible. We are so grateful to those also committed to the principles of equity, inclusion and fairness in celebrating those doing great things with NLP, who have contributed to the improvement of the process and criteria.

There are three simple checks you can make to see if your nominee is in the frame for an award:

1 Winning an award indicates the esteem and respect in which the recipient is held within the NLP community. Does your nomination show that your nominee deserves this?

2 An award can therefore only be made to an individual who has made a significant contribution to society in general or within a community or sector, or who has had significant results using NLP in the NLP Awards category for any given year. Does your nomination contain the information that demonstrates this?

3 All award winners are expected to act as Brand Ambassadors for NLP and may be called upon from time to time to engage in promoting NLP, within their scope of excellence, to a wider audience. The request for such promotion will be made by the Association for NLP (ANLP) and will be promoted for the benefit of the NLP community. Will your nominee fly the NLP flag?

What we need for a strong nomination

• Each nomination must have a proposer and seconder who are from different organisations and modalities and who know the nominee professionally and personally.
• Verify that the nominee is in good standing.
• Any lobbying for a particular candidate outside the formal process will result in disqualification.
• This procedure will be reviewed from time to time by ANLP.

What our panel are looking for

• A fully completed nomination form
• Supporting evidence/additional documentation
• Clear evidence that the nominee fulfils ANLP's values of being Ethical, Professional, have Integrity and Credibility and has commitments to diversity, equality and inclusion
• The unsung heroes of the NLP community – those people who use NLP in their community or in their workplace to benefit their clients, friends, family, service users and society in general.

All award winners are expected to act as Brand Ambassadors for NLP

Will your nominee fly the NLP flag?

We cannot accept submissions that are received late

Guidance notes
The quality of the nomination is *critical* for the nominee to be considered.

The panel will be made up of people who are *outside* the NLP community and will judge purely on the content of the nomination form. A form that effectively says, 'You know who I mean' is not informative; the panel may not know who you mean! Please do as much research and provide as much evidence as possible to back up your nomination. Saying that someone has achieved something specific will always carry more weight if there is evidence, such as a letter of thanks/recommendation, newspaper article, online reference or independent witnesses.

The narrative of the nomination is also important to allow the sponsors, charity and other panel members to understand how the nominee has made an impact. Tell their story. This narrative may also be used in winners' press releases and in national and international media, so make it the best you can!

Liaise with the nominee
If you are considering entering on behalf of a third party, please make sure that you submit all of the relevant information and liaise with the person or organisation you are nominating.

Make time and enjoy it!
These awards are a *celebration* and you could choose to enjoy the process from start to finish! If you are completing an application, you obviously believe in what you or your colleagues have done. Enjoy it – this will come across in your application. Set some time aside to really consider your answers and let the words speak for themselves.

Ownership
Make sure you own this process so that you get the entry submitted. It is very easy to do and we want to recognise contribution, so ensure one person gets it done.

Word your entry carefully and answer the questions
Our panel will be reading through many applications, so describing the project carefully is vital if you want to portray the significance and worthiness of the person or project you are putting forward for an award. Make sure you explain it clearly, keep to the point, sense-check the details and proofread it!

Make sure you are submitting your entry to the right category
You can nominate an individual/organisation in up to three categories. Please make sure you are submitting to a relevant category.

Word count and deadlines!
We cannot accept submissions that are received late. We will confirm receipt of all award submissions by email. If you haven't had a confirmation of receipt, assume we haven't received it so please contact us or resubmit to **unity@nlpawards.com**.

Please stick to the word count (minimum and maximum where applicable) – if you don't, the nomination will be rejected.

Beyond the application: supporting evidence
The panel are happy to receive and would encourage supporting evidence. Please keep this relevant (three items *maximum* per nomination) as the panel will be busy. Please do use supporting evidence where necessary and make sure the panel are clear on why you are submitting this.

Read through the submission checklist to ensure your entry is complete.
Good luck!

The quality of the nomination is critical for the nominee to be considered

Liaise with the person or organisation you are nominating

Reb Veale is the lead trainer at Reveal Solutions, Gloucestershire Ambassador for ANLP and a member of the ANLP Council for Generative Wisdom. She also volunteers for the NLP Conference and Awards committees.

NLP Awards 2019
And the winners were...

NLP AWARDS
Saturday 18th May 2019
The Park Inn by Radisson, Heathrow
LONDON
www.nlpawards.com

NLP in Research Award	NLP in Education Award	NLP in Healthcare Award

Lucas Derks

The 2019 Award for NLP in Research was awarded to Lucas Derks.

The winner of the NLP in Research award was chosen by our partner charity Mind BLMK.

They said...

'This finalist's work has become the backbone for many therapists globally. One of their books was translated into eight different languages, and is now trained and used in 25 countries across the world. Their exceptional contribution and interest in the NLP community continues through their research, and we are therefore honoured to announce the winner of the NLP in Research award is Lucas Derks.'

Rita Aleluia

The 2019 Award for NLP in Education was awarded to Rita Aleluia.

The winner of the NLP in Education award was chosen by our partner charity Mind BLMK.

They said...

'This finalist plays a pivotal role in building awareness widely of NLP principles and processes. Through their contributions to both parents and teachers, they have helped individuals become more self-aware, caring, and effective educators of children. They are an inspiration for many and the honourable compassion shown to those around them is extraordinary. It is for their significant contributions and innovative approach to the practice of NLP that we are pleased to give the NLP in Education Award to Rita Aleluia.'
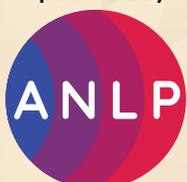
Jo Wilson and Andy Coley

The 2019 Award for NLP in Healthcare was awarded to Jo Wilson and Andy Coley.

The winner of the NLP in Healthcare award was chosen by our partner charity Mind BLMK.

They said...

'Through their support, help and guidance, they have created a long-term impact on clinical outcomes. Their dedication in supporting both patients and staff within the NHS is exceptional. As a direct result of the NLP techniques provided, healthcare staff who are supporting and treating chronically ill patients feel empowered and able to communicate more effectively. For these reasons, we would like to give the NLP in Healthcare award to Jo Wilson and Andy Coley.'

Sponsored by

ANLP

Winner

NLP AWARDS 2019

In support of

mind|BLMK

for better mental health

NLP in Public Service and Community Award

Francis Taylor

The 2019 Award for NLP in Public Service and Community was awarded to Francis Taylor.

The winner of the NLP in Public Service and Community award was chosen by our partner charity Mind BLMK.

They said...

'Through their own personal experiences of the care system, this finalist dedicates their time as an NLP practitioner and a key member of the coaching team at Become, a charity targeting children in care and young care leavers. The impact made by this finalist in supporting young people through childhood trauma is truly outstanding and for this reason we are delighted to give award for NLP in Public Service and the Community to Francis Taylor.'

NLP Lifetime Contribution Award

Judith DeLozier

The 2019 Award for NLP Lifetime Contribution Award was awarded to Judith DeLozier

For the Lifetime Contribution Award, voting was opened to the online NLP community, the Leadership Summit and attendees at the NLP International Conference. Scores from all three sources were counted, then combined, leading to the eventual winner.

The NLP Award for Lifetime Contribution was presented by Robert Dilts and Stephen Gilligan to Judith DeLozier.

They said...

Robert shared some beautiful words about Judith's contributions to the field. Stephen Gilligan added that Judy is the most underappreciated person in the field of NLP and she has contributed so much.

Special Award for a Lifetime of Services to NLP

Richard Bandler and John Grinder

As an acknowledgment for their lifetime of services to NLP, the ANLP honoured Richard Bandler and John Grinder with an award at the 2019 NLP Awards Gala Dinner.

(This was accepted on their behalf by Robert Dilts.)

Winner

ANLP's new website

By Kash Falconer

Businesses that use NLP in training, coaching or some form of CPD are always looking for new and better ways to reach their target market or create/access new markets. This is the same for other businesses and industries, big or small, so what makes an NLP-led business different?

The answer is somewhere between nothing and everything, depending on which perspective you take!

At ANLP, we have been reviewing our values from a personal and business (ANLP) perspective and this simple NLP technique of eliciting and aligning values for ourselves and ANLP brought great insight into what we do and why we do it. We have evaluated our *raison d'être* and understand that we are here to serve a growing membership of NLP professionals who want to make a positive impact in the world *and* make enough money for their needs… and the second part of that sentence is one which is sometimes missed and is an essential part of a growing business. At the very least, most of us find it essential to earn money in

Most of us find it essential to earn money in order to keep making a positive impact

order to keep making a positive impact (unless you have money flowing freely from other sources!).

We have been looking at ways in which we can promote our members, raise awareness of NLP and generally increase the size of the market in which you work to give you more opportunities to develop personally and commercially.

The new ANLP website launches in November 2019 and with it comes some new and better ways to use member-only resources to start, build and expand your business. When we had an unfortunate stalling of the website development process, the gift of time we received allowed us to look at the wealth of collateral we had, restructure it and make it easier to find and easier to use.
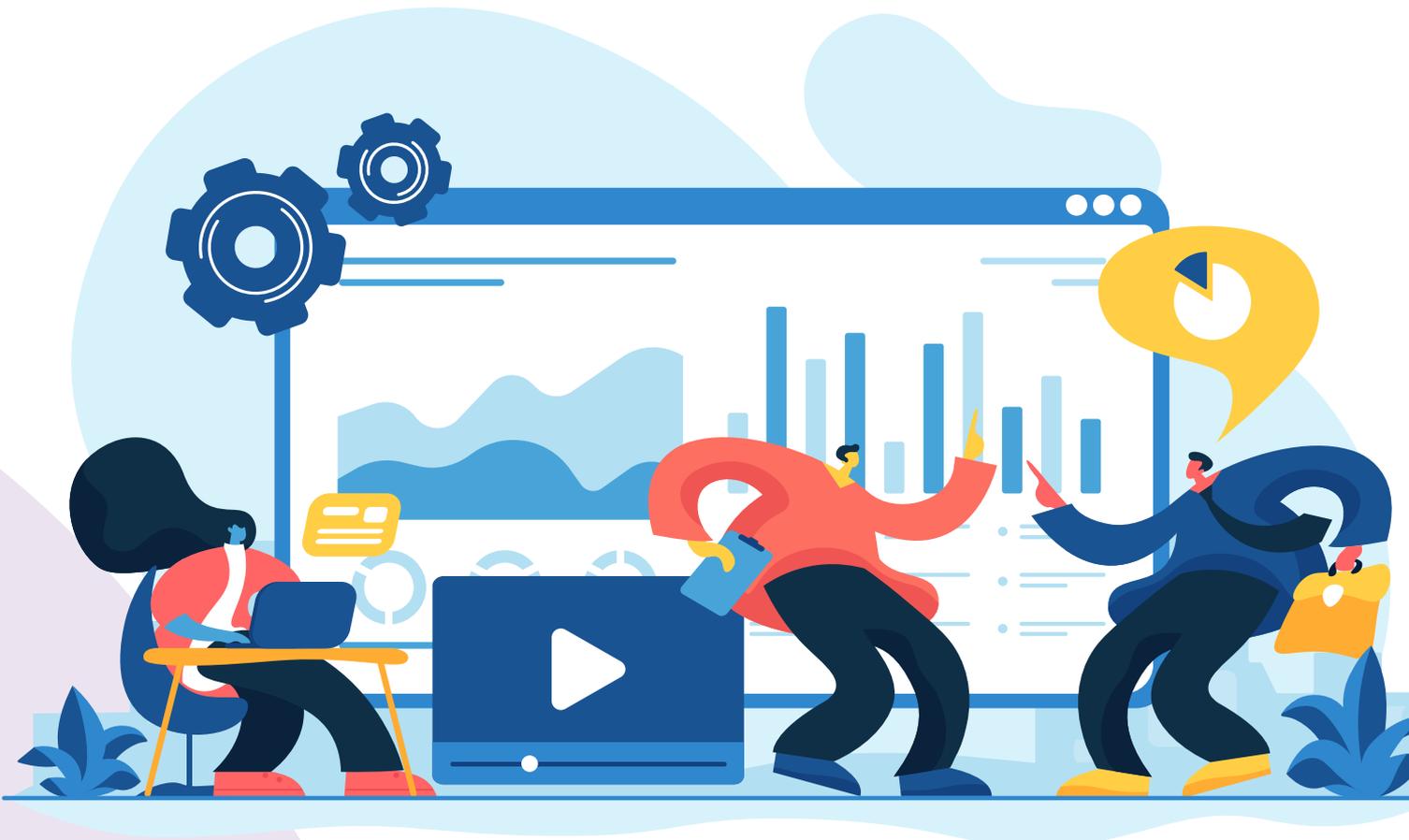
Resources cover a multitude of areas including:
- More relevant information on the uses and benefits of NLP for your clients
  - *Better signposting for site visitors*
  - *Case studies*
  - *Research*
  - *Tailored articles*
- Better search facilities for you and your clients
- More easily accessible member-only resources, including
  - *Code of ethics*
  - *Complaints policy/Safeguarding policy/Harassment policy*
  - *Sales and marketing tips*
  - *Exclusive use of ANLP logos*
  - *Public-facing profiles*
  - *Strategic partner discounts*
  - *Book reviews*
  - *Book publishing*
  - *Diary events*

  …and even more!

These are the tools we give you when you join ANLP, and they are much like NLP training which provides a myriad of tools/skills to use in different situations and with different people or organisations.

It is the application of these tools which can be the difference that makes the difference. This is where you might find your answer to the question, 'So what makes an NLP-led business different?'

Many of the resources listed above are already available on the existing ANLP website but our research has indicated that many members do not know how to get to them or that they even existed! Our mission with the new website has been to expose as many of the resources you need and enable you to find them as quickly as possible.

Here are some thoughts…

- Using the ANLP logo will give you the credibility of the global, independent, professional association for NLP. Credibility is a much-sought-after commodity. Our model is 'circular endorsement' – you endorse us and we endorse you. Endorsement is good!
- 'People buy people.' Keeping your public profile up to date and giving a clear statement on your skills and specialities gives you the best possible chance of being found when someone searches the ANLP website for an NLP professional. Clarity is good!
- Link to your profile on our website – this is a brilliant opportunity for potential clients to easily check your membership of the professional association for NLP and, who knows, that might just be the one piece of reassurance they need to then engage you as their NLP professional.
- ANLP has negotiated with several well-known and high-quality suppliers

The new ANLP website gives professional members the opportunity to have their own 'store front'

to provide business services at reduced rates. Having business insurance, hiring the right room, or meeting in the right place can add value to your business. Saving money whilst doing it is a huge bonus. Being professional is good!

We love the Bev James quote, 'Generalists seek clients; clients seek specialists', and we have this at the forefront of our minds for the new website, giving you the opportunity to:

- Submit your case studies and stories (narrative evidence)
- Demonstrate your positive impact through working with our chosen charity partner or your own community
- Use our social media to collaborate with the ANLP Members community and find new ways to dovetail your skills with another member to maximise the skills you offer.

In short, we believe we are providing

one of the best association platforms available for you to build your business profile on, and we provide some key tools for you to build a sustainable NLP-led business.

NLP-led businesses still have to deal with the same common challenges of other businesses – finance, sales, marketing, credibility, clients, contracts, competition and many more. Understanding your own values may help to clarify your well-formed business outcomes to address some of these challenges. The ANLP website gives you the tools and resources to help you and may provide some of the answers you need to address the common challenges and some of the NLP-led market challenges as well.

With the launch of the new ANLP website, professional members and above get the opportunity to do just that – to have their own 'store front' – and this is what gives you a stronger base to showcase your services to as wide a market as possible.

Follow our social media platforms and watch your inbox for the newsletters to let you know when the new website is live, so you can make sure you are in the best possible position to use the new and improved resources to grow your business. ■