

RAPPORT

THE MAGAZINE FOR NLP PROFESSIONALS

The Sadness of the Standout and the Easy Connect Model That Turned It Around

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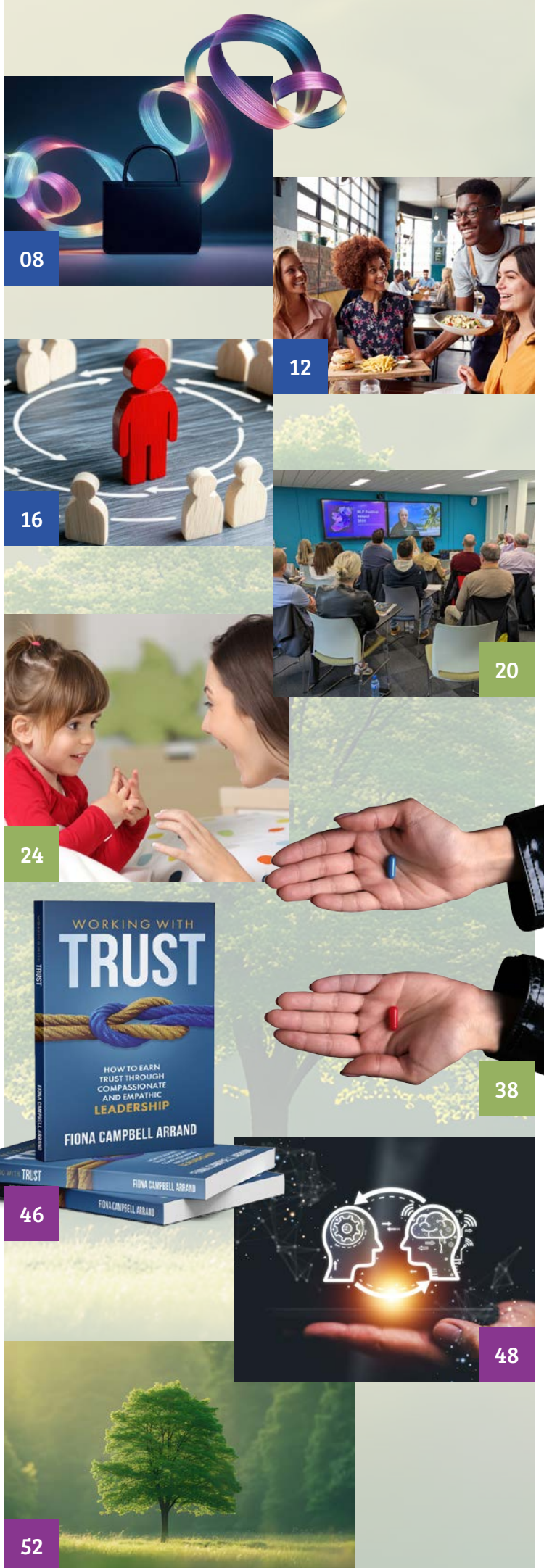
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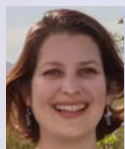
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Why Are Strategies So Hard to Accept with ADHD and AuDHD?



Eve Menezes Cunningham

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I'm not alone in feeling like advice and strategies that seem to work brilliantly for other people just don't work for me.



Back in 2005, learning the three legs of NLP revolutionised my life:

- 1 Setting a well-formed outcome – being intentional about what we *want*
- 2 Sensory acuity – recognising whether what we're doing is *working*, and
- 3 Flexibility – honouring that everything is information and actually changing course instead of arguing with reality.

Regular readers of my columns and articles over the years will know the strategies have helped me enormously. And yet, they've never *fully* worked for me. Having been an NLP Master Practitioner since 2008 and on this editorial team since 2007, I've only this week understood *why*.

Following a late diagnosis of ADHD and now knowing I have AuDHD (autism and ADHD), the more research I do, the more I understand that I'm not alone in feeling like advice and strategies that seem to work brilliantly for other people just don't work for me.

Sometimes, it's because it feels icky to actually follow the strategies. Like cheating. My first few days on ADHD medication earlier this year, I must have thought, "I'm cheating!" a dozen times. Because things felt easier – and that felt unfamiliar.

I'm working to make ease not just a non-punishable offence but a goal. At nearly 50, I'm recognising more layers as to why so much of life has felt so challenging (especially as a child and teenager), and it's uncovering new limiting beliefs I can address, and greater understanding.

If you're neurodivergent (ND), you probably know the term PDA – Pathological Demand Avoidance – or the ND-friendlier term, Persistent Desire for Autonomy.

According to research on ADHD and self-esteem cited in *ADDitude Magazine* in 2024, children with ADHD heard 20,000 more negative comments than neurotypical children by the age of 10.

Most of my childhood used to be a blank. When we did the Timeline training, I imagined my past as a crater with flames and bombs (it's better now, thankfully). My recent ADHD and AuDHD reflection (rather than the trauma recovery journey I've been on for decades) has revived so many memories.

Day-to-day childhood recollections include being told off for saying things 'wrong', holding the pen 'wrong', tying my shoelaces 'wrong' and a gazillion other things that, to me, seemed natural and normal to be punishable by adults.

It was exhausting. Part of my not

becoming a mother was not wanting to inflict childhood on anyone else.

And now I understand that of course someone with such experience hesitates to make life easier by adopting chosen strategies (even in areas they want to improve in) when that unconscious childhood norm was other people's strategies being imposed as the only way.

If this resonates for you, I hope that, like me, you'll spend some time working with those younger parts of yourself, healing and transforming.

I'm very fortunate to have been doing work I love since becoming my own boss in 2004 and yet I see how, had I given myself permission to put more NLP and other strategies for success in place, next month wouldn't see me enjoying my first holiday in nine years.

I'm ready for greater ease. More time for rest and enjoyment instead of the daily struggles that I was wired to believe were just part of being alive.

If this doesn't resonate for you, but you're thinking of someone in your life (diagnosed, self-identified or even oblivious but struggling) who seems to be actively making life harder for themselves than it needs to be, I hope this column will encourage you to be curious and gentle with them. ■

A Possible New Future for NLP



L. Michael Hall, Ph.D.

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What is the deepest part of NLP? At first glance you might think, "That which is unconscious." And while you would not be wrong, I think there is yet a deeper part. Consider what Leslie Cameron discovered somewhere around 1979. While doing 'classical NLP patterns', she found that someone with an inappropriate meta program could not only interfere with the pattern, but completely prevent it from working. That means each NLP pattern requires the appropriate way of thinking in order to work.

Now isn't that amazing! A *thinking pattern* (a meta program) could make or break the effectiveness of a well-developed pattern. Apparently, *deeper* than a clear strategy for achieving a particular outcome is the kind of thinking a person brings to the experience. If you bring only associated thinking to the Movie Rewind pattern, you will not experience relief from the phobia or strong emotional charge. For that pattern to work, you need to be able to *think un-associatedly*. (To think associatedly is to step into your representational movie; the opposite is to step out of it, to un-associate. Dissociation is an entirely different thing, a personality disorder.)

If you cannot think clearly, accurately and precisely, you will not be able to communicate clearly.



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A return to thinking

Let's call this discovery a *return to thinking*. NLP trainer and writer Joseph Yeager called for a return to thinking in his book *Thinking about Thinking with NLP* (1985) when he wrote "NLP is the science of thinking about thinking." In that same year, Richard Bandler said, "When I first started modeling, it seemed logical to find out what psychology had already learned about how people think." (*Using Your Brain For a Change*) Now, that would have been fascinating if Richard had specified what psychology had learned. But he did not. So, to that end, I began researching that very question and ended up writing a series of books on the subject. We have one hint about what psychology knows about thinking in the book *NLP: A Changing Perspective* by NLP trainers Steven Leads and Rachel Hott. "It's our tendency as human beings to get into fixed habits so that we do not have to think about



everything we do. ... People are mostly unconscious. Without awareness, there is no opportunity for change." So thinking *is* important for change – among many other things! Robert Dilts noted its importance when he wrote, "The strategy for how one thinks about information is as important as the content of the information." (*Strategies of Genius*, 1994). Robert further identified many other kinds of thinking in his series on *Strategies of Genius* and other books.

Thinking – the deeper part of NLP

While NLP is a communication mode that we use for modelling and for specifying strategies, below communication is thinking. After all, you cannot communicate any better than you think. If you cannot think clearly, accurately and precisely, you will not be able to communicate clearly. That means the quality of your thinking is the most critical factor in everything human – from communicating to self and others, to your health and well-being, to your creativity, emotions, relationships, leadership, managing, parenting, and on and on.

Now, if the quality of your thinking is the most critical factor in everything human, no wonder the meta model is so essential for developing the ability to think clearly. The meta model may seem to be about words and language, yet it is really about thinking. If, in your thinking, you *delete* crucial information, *generalize* that information, and *distort* it – which you do in your language – then you will be living in the world of ill-formed thinking and expressions of that kind of thinking.

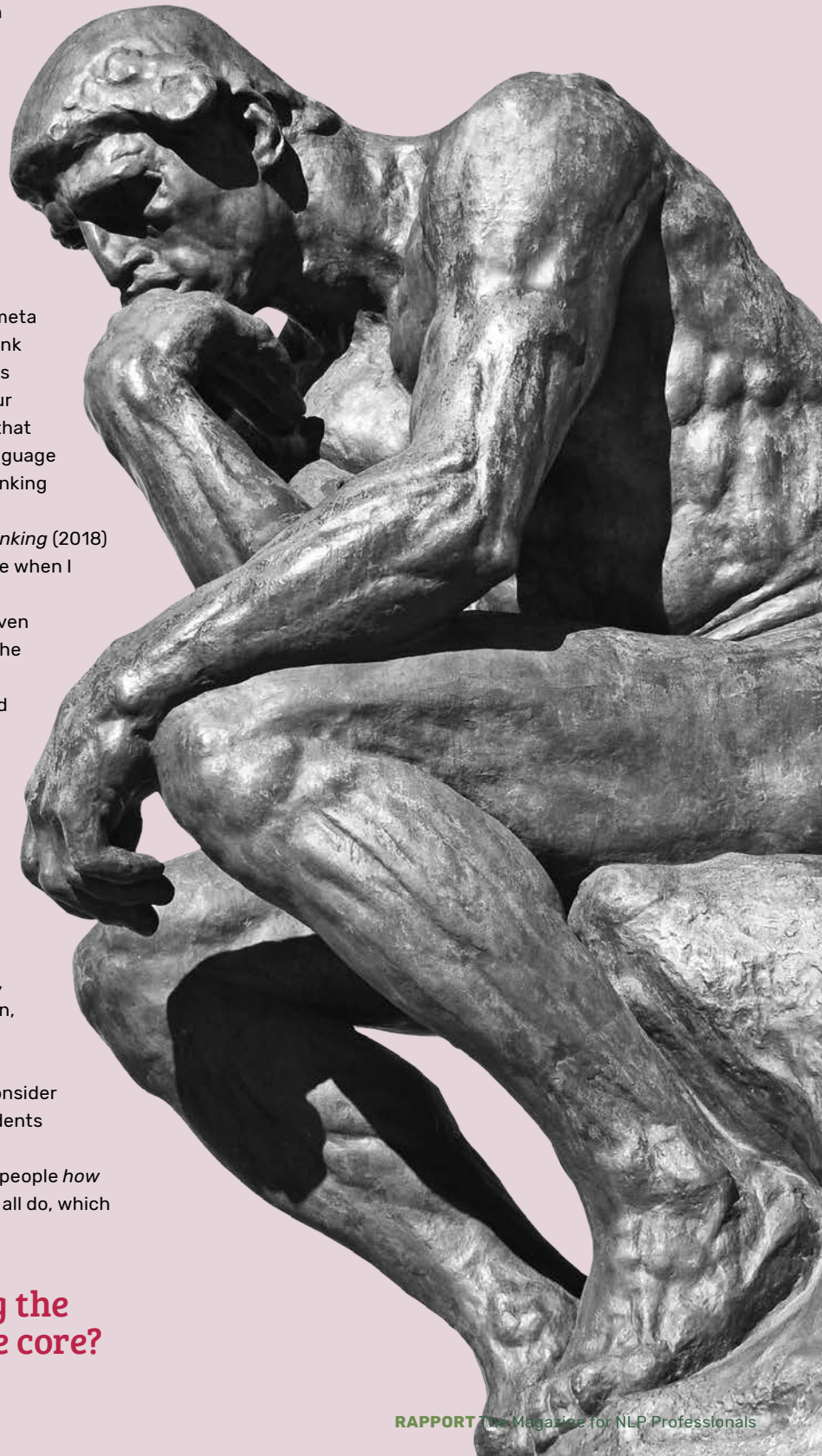
It is for this very reason that I wrote *Executive Thinking* (2018) and then *Thinking for Humans* (2024). Why? Because when I examined more than a hundred books in the field of critical thinking, I did not find one single book that even mentioned the meta model. And yet, we know that the meta model is undoubtedly the very best model for critical thinking anywhere in the world. It is designed to focus on a set of problematic linguistic distinctions so that a person can question them. While this seems focused on words, it actually goes to thinking. It goes to what is presupposed by the ill-formed linguistic distinctions – the kind of thinking that created it.

Thinking for humans in today's world

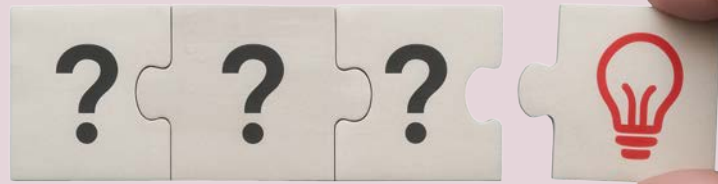
Of all of the problems facing the human race, what lies at the core? Is it not the way we think? If we ask, "What lies underneath prejudice, hatred, competition, win/lose mind-sets, racism, riots, scams, stealing, murder, wars, and on and on?" isn't the answer *how people think*? And the problem deepens when we consider what schools teach. Amazingly, school teaches students *what* to think, not *how* to think.

That brings up the critical question: Who teaches people *how to think*? Yet thinking is the most essential thing we all do, which then determines everything human. After all:

- "Education is not the learning of facts, but the training of the mind to think." Albert Einstein
- "Our life is what our thoughts make it." Marcus Aurelius
- "Your thinking determines the limits of your potentials." Chris Argyris
- "Thinking is the ultimate human response." Edward De Bono
- "You can't delegate thinking." Charles Duhigg
- "Thinking is the hardest work there is, which is probably the reason so few engage in it." Henry Ford



**Of all of the problems facing the human race, what lies at the core?
Is it not the way we think?**



The critical question is: Who teaches people how to think?

▶ If anyone was the grandfather of NLP, it was Gregory Bateson. When he wrote *Steps to an Ecology of Mind* (1972), he explained that *Steps* was “a new way of thinking about ideas and about those aggregates of ideas which I call ‘minds.’...This way of thinking I call the ‘ecology of mind.’” It was Bateson who also wrote the foreword to *The Structure of Magic* and convinced Dr Spitzer to publish the book that launched NLP. Why? Because the meta model addressed the problem of thinking:

- “We are so befuddled by language that we cannot think straight.”
- “The most important task today is to learn to think in new ways...”
- “I kept trying to get people to think straight, to clean up their premises.” (from *Angels Fear*)

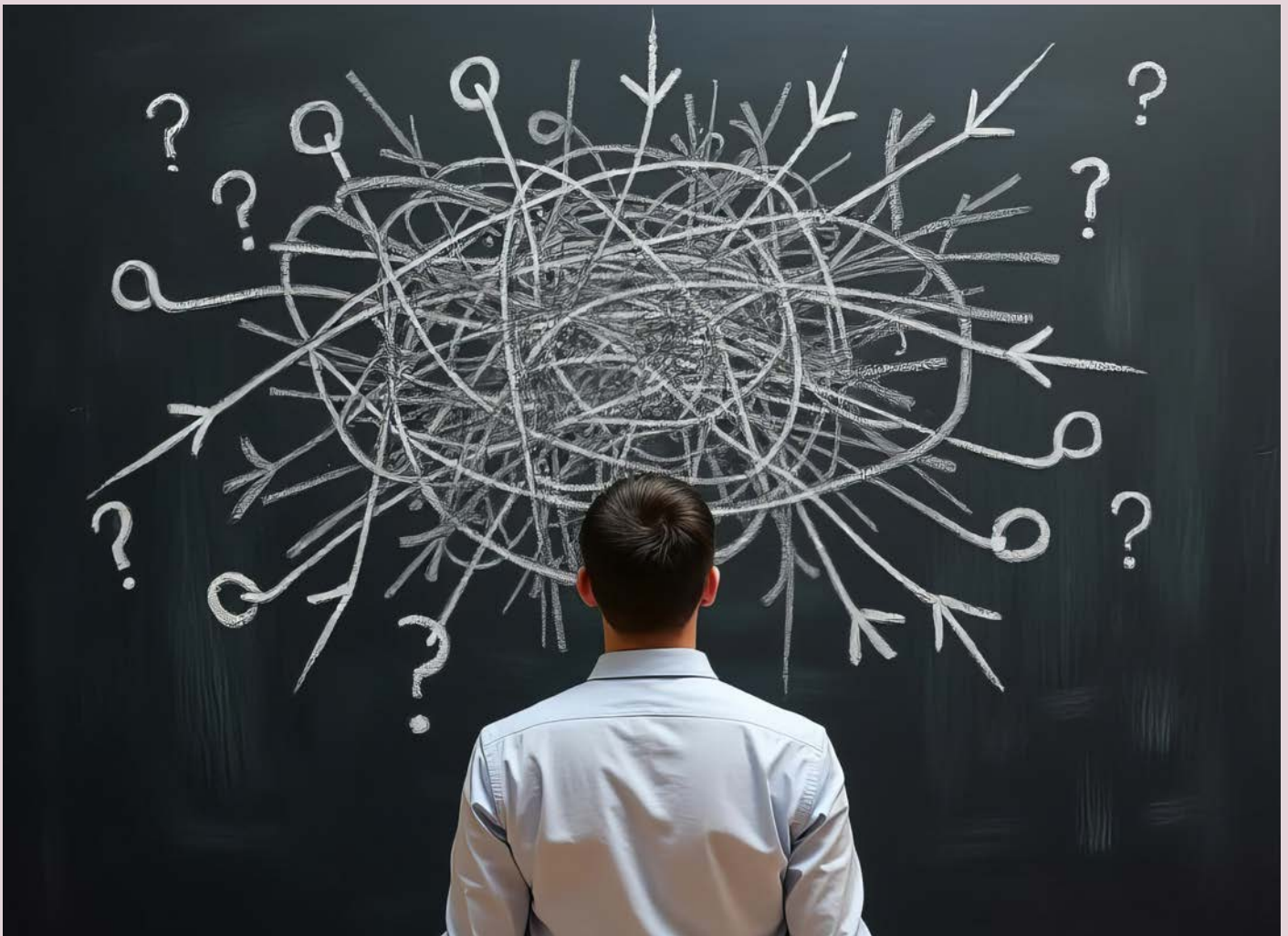
Accordingly, Bateson introduced to all the developers of NLP the notion of frames, contextual thinking, challenging of terms that muddle thought, and updated epistemology based on the map-territory distinction and much more. I think if we had listened more closely to Bateson and made thinking our focus, NLP would

today own the field of thinking: critical thinking, creative thinking, strategic thinking, metaphorical thinking, etc.

Thinking about thinking in NLP

Given all of this, what if today we re-think NLP not as a communication model but much deeper than that: as a *thinking model*? Then, given that, who would be the best people to be training people on how to think clearly and accurately, but NLP people! Why? Because a person can't think any better than he or she can use words properly.

That means we are the best people for enabling people to think about their thinking – that is, to engage in meta-thinking. That's because it is only when a person can step aside from his or her thinking that a person can examine its accuracy, clarity and ecology. The value of meta-thinking is being able to examine the framing, structure, strategy, etc. behind the content, which controls the content of thinking. If any of this makes sense then perhaps this is the future of NLP – to lead the world in how to think effectively and respectfully. The world certainly needs it. ■



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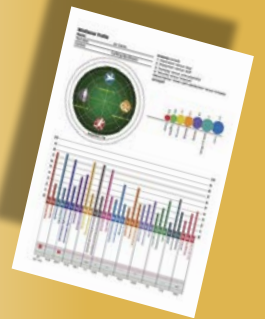
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Working with Trust: How NLP Skills Transform Everyday Leadership



Fiona Campbell Arrand

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What if the secret to better leadership wasn't about being the smartest in the room... but about creating the kind of trust that makes people want to follow you?

In today's business world, where change is constant and pressure is high, people aren't just looking for instructions, they're looking for leaders they can believe in. Leaders who listen, who care, and who bring out the best in others.

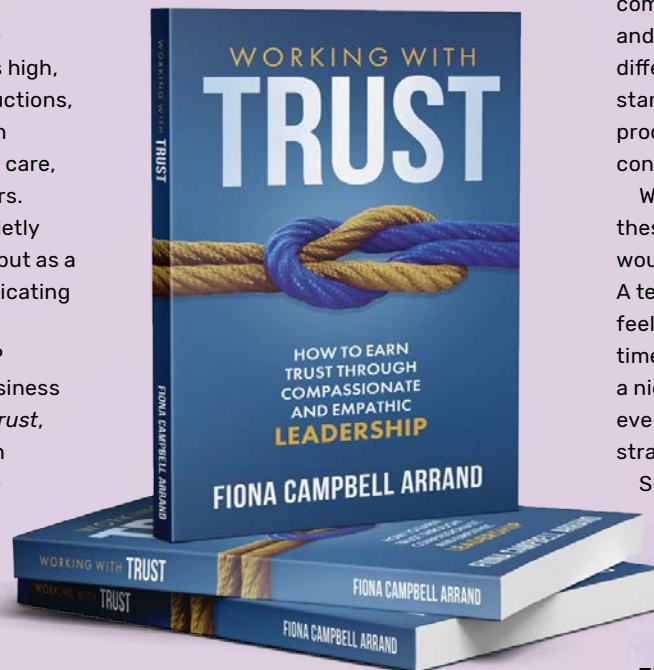
That's where NLP has always quietly shone. Not as a set of techniques, but as a powerful way of thinking, communicating and leading with integrity.

I want to share why I believe NLP belongs at the heart of modern business leadership and how *Working with Trust*, the book I'm preparing to publish in January 2026, came to life. It's the book I wish I'd had 20 years ago and the one I finally had the confidence to write after three decades of learning, experimenting and seeing how powerful NLP can be when applied to real leadership challenges.

This book has been a long time in development, not just on paper, but in conversations, coaching sessions, team workshops, leadership retreats and all those quiet moments in between when the real breakthroughs often happen. It draws from everything I've learned (and continue to learn) about what helps people lead well, what gets in the way, and what truly builds connection, motivation and high performance.

My own career began in high-pressure sales environments, where results were everything and there wasn't much room for self-reflection. But even back then, I noticed that the top performers weren't necessarily the pushiest or the loudest. They were the ones who tuned in, who built rapport quickly, listened actively and picked up on subtle changes in voice or posture that told them how someone was

NLP is not a 'thing' you do – it's a flexible, evolving set of skills.



really feeling.

When I discovered NLP, it was like being handed the language and structure behind what I'd been doing intuitively. Training with Richard Bandler and John Grinder helped me sharpen those skills and, more importantly, it gave me a way to share them with others. Not as scripts or formulas, but as learnable skills that help people understand how others are creating their behaviour, so they can respond with empathy, clarity and purpose.

That's what I believe NLP really is. It's not a 'thing' you do – it's a flexible, evolving set of skills that help you notice what's happening, connect more deeply and lead more effectively. It's about understanding people from the inside out.

Working with trust

As I moved into coaching and leadership

development, I started weaving NLP techniques into my work. I didn't announce them as NLP; I just used the tools to help leaders become better communicators, more reflective thinkers and more emotionally intelligent. The difference was immediate: conversations started, meetings became more productive and my clients gained more confidence to speak up.

What kept coming up again and again in these conversations was trust. A manager would say, "I just want them to trust me." A team member might tell me, "It doesn't feel safe to speak up here." Time after time, it became clear that trust wasn't just a nice-to-have, it was the foundation for everything else. Without it, even the best strategies would fall flat.

So, I began mapping out what trust actually looked like in action. What specific behaviours helped build it? And how could I make it practical, so any leader could use it, not just the naturally empathetic ones?

That's how the frameworks and tools in *Working with Trust* were born. Each one is inspired by NLP but translated into everyday leadership language.

The TRUST Framework explores six core behaviours: Truthfulness, Recognition, Understanding Others, Support, Transparency and Timeliness.

The RAFT Model is a reflection tool designed to help people learn from their experiences in a way that feels safe, structured and insightful, starting with Results and Actions, then exploring Feelings and Thoughts so it becomes clear which strategies worked and which didn't.

The CIRCLE Framework focuses on daily habits that sustain trust over time: Communication, Integrity, Recognition, Collaboration, Listening and Empathy.

Each of these is simple, memorable and immediately applicable. They don't require a background in NLP, just a willingness to

ask better questions, reflect more deeply and lead with intention.

Case studies

Let me give you a quick example. One of my coaching clients, Alex, was an operations manager who always delivered results. But she was the bottleneck; everything came through her. When we dug deeper, she shared a belief she'd never voiced out loud: "If I train them to do what I do, they might not need me."

That belief had been quietly shaping her leadership style for years. Together, we used a combination of RAFT and reframing to explore where it came from and what a more empowering belief might be. She chose, "If I grow others, I grow too." And everything shifted.

She started delegating differently – not just handing off tasks but creating development opportunities. She introduced peer mentoring, shadowing and regular coaching conversations with her future leaders. Within a few months, two team members had stepped up into new roles and for the first time, Alex was able to take a real break without the team losing momentum.

Another client, John, had a very different challenge. He'd taken over a

team that had experienced multiple changes in leadership. They were wary, withdrawn and clearly waiting to see if he could be trusted.

We used the TRUST Framework to create a simple plan for the first 90 days. He held a team meeting where he acknowledged the past, explained his leadership values and invited honest feedback. That's Transparency and Truthfulness in action. Then he booked one-to-ones with every team member to learn about their goals and concerns, showing Understanding and Support. He followed through on what he promised, shared regular updates, and celebrated even small wins, bringing in Timeliness and Recognition.

Within a few weeks, the shift was visible. People were speaking up more. Ideas were flowing. One person told him, "You're the first manager I've felt safe talking to in ages." That's the real power of building trust with intention.

One of the less talked about aspects of trust is clarity of purpose. When a leader is grounded in their personal values and can clearly articulate what matters to them and when that aligns with the direction of the business, people feel it. That

kind of authenticity isn't performative, it's magnetic. It builds credibility, inspires loyalty and encourages deeper commitment across the team.

Of course, I haven't written this book alone. My book coach has been a guiding hand through the whole process, encouraging me, challenging me, and reminding me that clarity matters more than perfection. My layout and publishing team are now translating my words into something beautiful, professional and reader-friendly, and I'm so grateful for their expertise and care.

This book is for leaders, experienced and emerging, who want to make a real impact. And it's also for NLP professionals who want to introduce their clients to simple, business-ready tools without needing to run a full NLP workshop. It's a bridge between two worlds: the clarity of NLP and the complexity of leadership.

More than anything, I hope *Working with Trust* helps people lead in a way that feels more human, more connected, more thoughtful and more effective.

Because when trust is present, people thrive. And when people thrive, businesses grow – not just in numbers, but in energy, purpose and possibility. ■

When a leader can clearly articulate what matters to them and when that aligns with the direction of the business, people feel it.

Launching 2026. Join the wait list.



The eCoherence Zone:

Heroes and Villains



By Lizzi Larbalestier, ANLP Regional Ambassador for Cornwall and the NLP Specialist Envoy for the Environment and Oceans. www.anlp.org/people/lizzi-larbalestier

It's easy to love graceful insects like butterflies but the spider in the corner of your living room, the mosquito droning in the dark as you attempt to sleep or the queen wasp moving into your garden shed to nest for winter can prime us for avoidance, control or disgust. Yet nothing in nature is pointless. Every aspect of life, no matter how small or unsettling, serves a purpose. As NLP professionals we are familiar with the phobia cure techniques, but let's take a closer look at some less favourable critters to reframe, reorientate our perspectives and see a bigger picture.

Whilst wasps can indeed give a nasty sting, they are master recyclers. Many species are powerful predators, controlling caterpillars and crop pests. Others are pollinators, visiting flowers that bees ignore. Even their nests, built from chewed wood and saliva, decompose back into the soil, feeding future growth – and there are studies on wasp venom for its antibacterial properties.

Spiders are quiet engineers. One acre of meadow might hold thousands, each spinning its net of silk – stronger, by weight, than steel. In ecological terms spiders, like wasps, are pest managers, regulating insect populations that might otherwise overrun crops or gardens.

Did you know that the mosquito plays a vital role in a food chain of bats, fish, frogs and migratory birds, sustaining entire ecosystems? Without mosquitoes, many species would starve, the chain collapsing silently from the bottom up. They also play a biochemical role pollinating thousands of plants, transferring microscopic nutrients through the air. And for the chocolate lovers, they are the primary pollinators of cocoa trees!

When we step back and widen our awareness, we can see that every form, even the ones we swat away, are part of the great choreography of energy and exchange. Purpose isn't always obvious or pretty but it's always there, pulsing quietly in the web of life, waiting for us to notice. ■



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Arslan Larik

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You've finished your NLP certification. You're ready to coach. But where are the clients?

In a world full of noise, finding your first paid clients and building a business that reflects your skills and values can feel overwhelming. As someone who's walked this journey and mentored hundreds of coaches globally, I'm here to tell you: You don't need viral reels or a fancy website to start. What you need is clarity, direction, and practical strategy.

Let me share the exact steps I teach my students to go from certified... to paid.

Niche is not a trap; it's your entry point

Many coaches fear picking a niche. They want to help "everyone". But in reality, people only hire those who seem to specialize in solving their specific pain.

Try this: Pick one problem you're deeply connected to. Whether it's emotional burnout, parenting struggles, overthinking or confidence-building, own

Your goal is visibility, not virality. Start showing up before you're 'ready'.

it. You're not stuck with it forever. You're just giving the market a way to find you.

People don't buy coaching; they buy *certainty*. Be that certainty.

Conversations are your first funnel

You don't need to 'launch'. You need to *talk*. My very first clients came through WhatsApp messages and coffee chats.

Your first move: Make a list of 20-30 people from your existing network. Reach out with this message:

I've just completed my NLP Practitioner training and I'm offering two complimentary coaching sessions to support people dealing with [insert niche problem]. Do you or someone you know need this right now?

This one step has helped dozens of my graduates land their first three to five clients.

Sell outcomes, not hours

People don't want 'one session'. They want transformation and they want to know how and when they'll get it.

Package your offer:

- 'From Procrastination to Action: 6-Week Breakthrough'
- 'Reclaim Your Confidence in 30 Days'
- 'Emotional Reset: A 4-Session Journey Using NLP'

Give your coaching structure. It helps your clients commit and helps you grow your income predictably.

Be seen, not perfect

Perfection is a procrastination tool. You're not building a brand; you're building connection. Choose one platform (Instagram, Facebook, LinkedIn) and start posting simple, authentic content.

Here's what works:

- Share NLP-based insights (e.g., limiting beliefs, anchoring, reframing)
- Tell stories from your training journey
- Share transformation snippets from your coaching (anonymized)
- Use photos and captions, not over-edited designs

Your goal is visibility, not virality. Start showing up before you're 'ready'.

Let others speak for you (testimonials matter)

You may feel uncomfortable asking for testimonials after a free session but that's the best time to gather them. Ask simple questions like:

- "What changed for you in just one session?"
- "What surprised you about this experience?"
- "Would you recommend this to someone struggling with [insert issue]?"

These responses create powerful social proof, especially for new coaches.

Real story, real proof

One of my students, a former schoolteacher, finished her NLP Practitioner training with zero tech skills and no Instagram presence. She chose to work with anxious parents. Her strategy? Offering free sessions to mums in her neighbourhood WhatsApp group. Within six weeks, she had her first five paid clients.

If your pricing feels 100% comfortable, it's probably too low.

She didn't wait for a website. She *trusted the tools* and took messy action.

Borrow credibility (strategic collaborations)

No one builds alone. Partner with people already serving your target audience: trainers, therapists, HR professionals, Yoga teachers etc. Offer this value-packed invitation:

I'd love to offer your audience a free 30-minute session on 'Overcoming Mental Blocks Using NLP.' It'll be fun, practical, and no selling involved.

This gets you in front of warm audiences *without cold calls or ads.*

Charge what feels slightly uncomfortable

If your pricing feels 100% comfortable, it's probably too low. Your value doesn't lie in how long you've been coaching; it lies in the results you help people create.

Start small but solid.

- Set a baseline package price (e.g., 4 sessions for £200, depending on your region).
- Offer bonuses instead of discounts.
- Don't coach endlessly for free; energy follows exchange.

In NLP, we say the meaning of communication is the response you get. If your price communicates uncertainty, your client hears that too.

Build one brick a day

Coaching isn't a sprint; it's a service-based legacy. Stay in learning mode, stay connected to mentors, and keep refining your message.

What helps:

- Join an NLP peer group
- Attend a monthly ANLP community meetup
- Keep reading, practising, and sharing your journey

End with action: your 48-hour challenge

Let this article be your ignition point, not just inspiration. Ask yourself:

What's one bold, messy action I'm willing to take in the next 48 hours to move my coaching business forward?

Write it down. Say it out loud. Act on it.

Final words: be the evidence of what you teach

Coaching is really not about knowing; it's about *being*. Show up as someone who embodies the change NLP offers. When people see that energy, they trust it. They want to work with it.

This is your sign. Don't wait. Start now. ■

Arslan is delivering this topic as a virtual workshop for ANLP members only. Wednesday 11th March 12:30 (GMT). Log in to register here: <https://anlp.org/knowledge-base/from-certification-to-clients>



The World



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Transformational Poet

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One of the most famous quotes attributed to Einstein is: "The most important decision we make is whether we believe we live in a friendly universe or a hostile universe." If friendly, we will welcome it and work with it. If hostile, we will arm ourselves against it and fight it.

The idea that our beliefs shape our reality is a core principle in NLP,

as it is in many philosophical and spiritual traditions. Some beliefs are contextualized (Crest toothpaste is better than Colgate) and may have little overall impact on our lives. Other beliefs are pervasive (go across contexts) and permanent (run through our lives), like whether the world is a friend or a foe. These beliefs will have major implications on our lives, as expressed in the poem *The World*.

The World



The world marches on
whether or not
you march with it.

The world gives its all to you
regardless of your readiness for it.

The world completes you,
no matter how much
you love your limitations,
and gives back to you
what you reject.

The world offers too much to the wary,
hides too much for the fearful,
demands too much of the shy,
and takes too much from the stingy.

The world is a harvest
for the bold
and a hell
for the righteous.

The world is a prison for those
who try to escape from it
and a paradise for those
who fall in love with it.

The world turns
with you even when
you turn away
from the world.

You choose
whether the world
is your friend
or your foe

Because the world
is a burden when
you try to carry it
and a blessing when
you let it carry you.

As far as I can tell, NLP has the most robust and effective tools available for identifying and changing beliefs. And the good news is, no matter how pervasive and permanent our limiting beliefs may be, they are still just beliefs and they can be changed. To me, that is one of the greatest powers of NLP. ■

Highlights from our Social Media Outlets Over the Last Few Months



Conor Healy 2h

Love being part of the ANLP International CIC community. I find them to be incredibly supportive to everyone in the NLP industry. Most months I'm there at their virtual coffee catch ups (twice monthly for Trainers), a continuing flow of relevant masterclasses, and to top it off, what I see as aligned business values. Again, very grateful for the appointment as the first & only ANLP Australian Ambassador. If you are new to the NLP industry or you are looking to explore other certification options, shoot me a DM and I can introduce.

ANLP International Ambassador
Conor Healy
Australia

ANLP International CIC
Published by Loomly · 5h · 0

Meet **Conor Healy** — ANLP Ambassador, international NLP expert & co-founder of Connect Coaching. With 20 years of global experience, Conor and his team help NLP trainers & coaches elevate their practice, lead with integrity and scale with purpose. Let's advance NLP together. Read more about Conor here: <https://anlp.org/people/conor-healy>
#ANLPambassador #InternationalNLP #NLPaustralia #ANLP

ANLP International CIC 22h

What can you celebrate today?
Welcome to our monthly focus on Celebration & Reflection...
www.anlp.org
#Anlp #Celebration #Reflection #nlpcommunity

The more you praise and celebrate your life the more there is in life to celebrate.
Oprah Winfrey

ANLP

See Insights

Like Comment Share

1 comment

Conor Healy · Love this - the more you give the more that comes back to you

Lucie Reveno 2h

What a milestone year for our NLP community. 🌟🌟🌟
In 2025, I had the honour of certifying 41 students with an NLP Diploma, and I'm incredibly proud to be bringing NLP to the University of Applied Psychology within the MBA in Applied and Managerial Psychology programme.
Thank you for having me as part of the ANLP family, here's to growth, gratitude, and the exciting future ahead... 🌟🌟🌟
#NLP50 #ANLP20 #Celebration

20 Years OF ANLP
The Home of NLP Professional Coaches and Trainers

#ANLPturned20

ANLP International CIC 2h

2025 has been a year of milestones 🌟
Not only did we celebrate NLP turning 50, but ANLP proudly marked 20 years of... See more

The NLP International Conference 6 November at 18:17

From profound breakthroughs to lifelong friendships...
From first-time presenters to returning NLP Legends...
This conference has brought together a community passionate about change, sparked collaboration and encouraged developments in the field of NLP.
In 2026, we meet one final time in person.
Let's celebrate everything NLP has brought to the world - together.
<https://room.ly/ihjguxl>
#NLPConference2026 #onelinpersonevent #joinus

NLP International Events Conference

NLP INTERNATIONAL CONFERENCE
The last In-Person Gathering!
Saturday 16th - Sunday 17th May **BOOK NOW**

ANLP International CIC Yesterday at 08:10

December is a time for gratitude 🙏
At ANLP, we're thankful for the dedication, passion, and excellence of our community. This year, we marked a historic milestone: NLP turned 50! Together, we've grown, evolved, and continued to shape the future of professional practice. Here's to the next chapter! 🌟
#NLPCommunity #NLP50 #Reflection
<https://anlp.org/>

50 YEARS OF NLP

ANLP

See Insights

Like Comment Share

3 comments

Conor Healy · Happy birthday NLP! Love being part of this amazing community 🌟

Sue Naughton-Marsh

The NLP International Conference 25 November at 08:22

Make 2026 the year you deepen your NLP skills.
Our Black Friday offer gives you £200 off your NLP Conference ticket — but only for the next 10 bookings!... See more

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Conor Healy replied · 1 reply 1h

Sally Davies Love that you love it 😊 3h Like Reply

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The Language of Growth: How NLP is Transforming Business Mentoring



Conor Healy

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www.connektcoaching.com.au

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In the world of business, success often hinges less on strategy and more on the internal state of the people steering the ship. And this is where Neuro-Linguistic Programming (NLP) steps into the boardroom. Once considered a toolkit for therapists and communicators, NLP has evolved into one of the most powerful frameworks for mentoring leaders, entrepreneurs and teams to unlock performance at every level.

NLP gives business mentors the ability to work on multiple levels at once: strategy, psychology and behaviour. Helping their clients close the gap between what they know they *should* be doing and what they actually *do*. When applied skilfully, NLP becomes a bridge between potential and performance.

Beyond strategy: mentoring the mindset

Traditional business mentoring focuses heavily on external structures i.e. cash flow, marketing plans, sales funnels and growth strategies. But the hidden variable behind every thriving business is the mindset and emotional state of the person implementing those strategies.

NLP allows mentors to re-pattern the *inner world* of a business owner (or manager) so that new strategies take root and flourish – because when a client's internal dialogue shifts, external results follow.

Through processes such as anchoring, mentors help clients access peak performance states before crucial meetings or negotiations. Using reframing, they shift how a leader interprets setbacks by transforming 'failure' into feedback. And with advanced language patterns, mentors guide clients to speak with precision, influence and emotional intelligence, turning everyday conversations into opportunities for alignment and leadership.

Let's explore how these tools work in practice.

Anchoring: accessing peak performance states

Anchoring is one of NLP's most practical tools in a business setting. It helps clients access specific peak emotional or mental states, such as confidence, calm or focus – all *on demand*.

Imagine an executive preparing for a high-stakes presentation. Their mentor

guides them to recall a time when they felt completely confident and in control. As the feeling builds, the mentor instructs them to make a small, unique physical movement (like pressing their thumb and forefinger together) to 'anchor' that state.

Later, when anxiety threatens to creep in before the presentation, the executive uses that same anchor to instantly access the confidence they've conditioned.

Over time, this becomes second nature. Business owners and leaders can self-anchor desired states like composure, assertiveness or creativity, turning emotional management into a competitive advantage.

Anchoring helps clients realise that *state management is skill-based*, not chance-based. Instead of hoping to 'feel ready', they learn to create readiness at will.

Reframing allows a business owner to see opportunities where they once saw obstacles.



Reframing: turning setbacks into strategy

Reframing is the art of changing the meaning you give to an event, and that meaning can significantly determine motivation.

In mentoring, reframing allows a business owner to see opportunities where they once saw obstacles. It's one of the fastest ways to shift from frustration to focus.

For example, when a client says, "Our sales have dropped this quarter... the market's too competitive," a skilled NLP mentor might reframe this: "That tells me your market's growing more sophisticated, which means your clients are ready for more clarity and value. How might that be an opportunity to refine your message?"

The emotional energy changes instantly. The conversation moves from problem to possibility.

Step-by-step, reframing helps clients to:

- 1 Identify the unhelpful belief or statement.
- 2 Explore the hidden assumptions underneath it.
- 3 Ask new questions that change the frame of reference.
- 4 Install new meaning and action steps aligned with that meaning.

Reframing doesn't dismiss challenges, it gives clients new lenses to navigate them. And when you change the frame, you change the focus. When you change the focus, you change what's possible.

Language patterns: communicating with influence

Every business leader knows communication is key for success in so many ways. Yet few realise how unconsciously their words shape outcomes. NLP's language models (such as the Meta Model and Milton Model) give mentors and clients tools to communicate with both precision and influence.

Precision (the Meta Model) helps clarify vague statements. A client says, "My team just isn't motivated." The mentor responds, "Who specifically isn't motivated?" or "How do you know they're not?"

These precision questions uncover specifics that reveal the real issue, turning assumptions into actionable insights.

Influence (the Milton Model) helps open new possibilities through suggestion. Instead of saying, "You need to be more confident when leading," a mentor might say, "As you begin to notice how naturally confidence starts showing up in your leadership, you'll see how your team responds differently."

The second phrasing bypasses resistance and invites the unconscious mind to accept the suggestion as reality.

Business is built on language. Every negotiation, pitch or leadership conversation is a linguistic event. NLP helps mentors refine how words are used to motivate, influence and connect, therefore making communication a tool for transformation rather than transaction.



NLP helps mentors refine how words are used to motivate, influence and connect.



▶ Reprogramming the unconscious limits

Every business owner carries invisible boundaries, also known as internal 'belief ceilings', about what's possible. NLP offers elegant methods to identify and dissolve these unconscious limits so new outcomes become natural rather than forced.

A common example is the belief: "I'm not a natural salesperson." Using NLP tools such as belief change processes or the Swish Pattern, a mentor helps the client rewire the internal representation of 'sales' from pushy or uncomfortable to helpful, confident and relational.

The client begins to *see themselves differently*. They stop trying to 'do' sales and start being someone who helps clients make great decisions. This subtle identity shift translates directly into higher conversions, stronger relationships and more authentic influence.

Building influence from the inside out

The real magic of NLP in mentoring lies in its ability to create congruence, when what you say, how you say it and what you believe are fully aligned.

An NLP-trained mentor doesn't just *teach* communication; they *model* it. By observing subtle cues such as tone, body language, breathing patterns and linguistic structures, they mirror and pace the client's experience to build deep rapport. This rapport creates the psychological safety required for transformation.

When a client feels seen and understood, resistance disappears. What follows is accelerated change, not just in their business performance, but in their sense of self as a leader.



From transaction to transformation

In the mentoring relationship, NLP reframes success as an identity-level shift rather than a single achievement. When a client moves from saying "I run a business" to "I'm a leader who creates opportunity," their entire operating system changes.

The mentor's role becomes less about giving answers and more about facilitating evolution by guiding clients to rewire how they think, feel and act. This is where business mentoring becomes personal transformation.

The future of mentoring with NLP

In today's age of rapid change and uncertainty, the mentors who make the biggest difference aren't those with the most data, they're the ones who can help others navigate complexity with clarity and confidence.

NLP transforms business mentoring from a problem-solving exercise into a change-generating process.

NLP provides the structure for that clarity. It helps mentors work systemically by aligning internal mindset, external strategy and authentic communication so that business growth feels natural, not forced.

In essence, NLP transforms business mentoring from a problem-solving exercise into a change-generating process. It empowers leaders to lead from awareness, communicate with certainty, and operate from a place of proactiveness rather than reaction, the hallmarks of true mastery in business and in life. ■





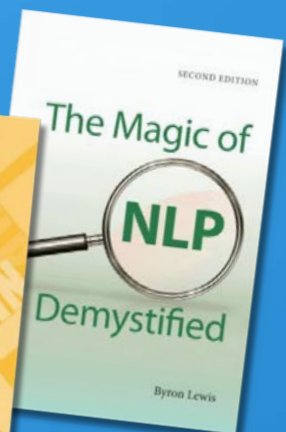
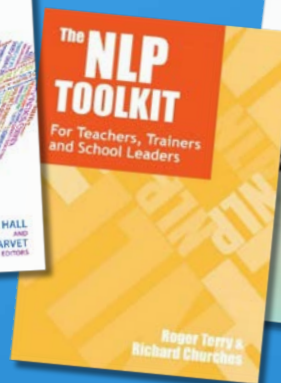
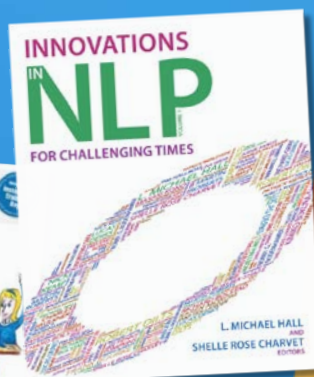
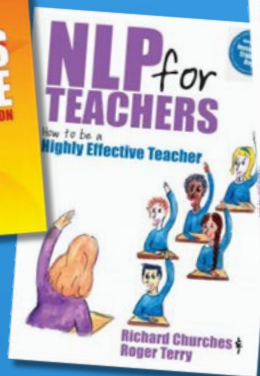
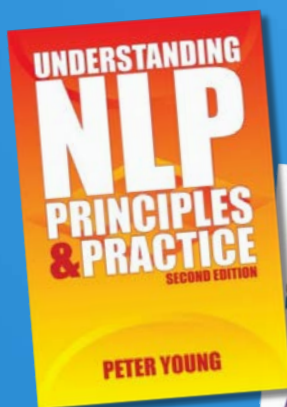
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