

Welcome: An Introduction to NLP

Be the best version of you...



1. How This E-Course Works

This course has been designed to give you an overview of the tools and techniques of Neuro-Linguistic Programming (NLP) so that you can experience how NLP can help you make significant improvements and positive changes in your life.

NLP is a hugely successful development tool. The exercises in this workbook will take you through a journey of self-discovery and offer you a taste of how easy personal change can be. The exercises in this workbook will help you access more of your inner resources and demonstrate how easy all of us can take control of our lives, keeping us on track. I believe that we live in a world of infinite possibilities. The future already contains the **you** that you want to be. So use this NLP programme to become the 'very best version of you'!

Whilst working your way through this taster programme you will get access to reading material, exercises, audio and short video clips. All chosen to demonstrate just how effective NLP can be for you. We have used the following symbols to guide you through the programme so that you know what to do and when to do it.



EXERCISE: Complete the set exercises, these are taken from a number of our certified NLP Training Programmes



READING: Read through our explanations and handy tips and techniques



AUDIO: Listen to our audio sections as Ewan talks you through the NLP materials for a better understanding. Just click on the icon which provides a link to the podcast, relax and listen.



LIVE CLIPS: Watch short video clips that introduce each section. Again you just click on the icon and watch in your own time.



2. Who are Inspire 360?



Ewan Mochrie

Master Trainer of NLP & Hypnosis
Trainer of Coaching & Time Line
Therapy©

Here at Inspire 360 we have one of the best ABNLP Master Trainers in the world. Ewan Mochrie has been training NLP for over a decade, certifying NLP Practitioners, Master Practitioners, NLP Coaches and NLP Trainers. He has delivered training to some of the UK's largest organisations which include NHS, MOD, Nissan and Marks & Spencer. Ewan is one of only a handful of ABNLP Master Trainers in the world and is recognised by many of the UK's NLP independent membership organisations.

Inspire 360 was founded back in 2005 by Ewan Mochrie and Joanne Binks. Having worked together in a previous organisation, they recognised that there was a real need for effective personal development tools and improved coaching processes. Their goal was to help others to see a much bigger world and the opportunities within it; enabling people to become more confident and to explore different areas within their lives; training them to use the skills not only for themselves but also to spread the word about positive change using NLP to improve the lives of others too.



3. What can NLP do for you?



One way of thinking about NLP is that it is an instruction manual for your mind; it is about empowering you with tools that teach you how to think, rather than what to think. What that means is that it can help you be more of who you want to be in all areas of your life. A fundamental change of mind set to appreciate at this stage is that there is no such thing as a “work life balance”, there is just life; this one precious life that you are leading right now. NLP can help you in any area of your life, be that career, family, relationships, personal growth, health & fitness or even spirituality. NLP puts you back in charge of your life; it provides sensible ways of thinking about your experience and it provides change techniques that allow you to remove the blockages that prevent you from being, doing and having what you want in your life.

With NLP you can take the next step on the career ladder or you can change career altogether, you can lose weight, you can have the sort of relationship that you want, you can enhance the harmony in your family, you can let go of past patterns and habits, creating the future you want and discovering more about who you are in the process. So if NLP is so great why isn't everyone using it? The simple answer is that everybody should be using it! Sometimes people want to change and don't know how, and sometimes people don't make change the priority, right now. Sometimes people feel that living in the known “not bad” is better than the unknown “what could be”. Simply getting this far you are saying to yourself that now is the time for you to do what you want to do. So make that commitment to yourself now. This NLP introductory programme is here to support you to **be the best version of you**; others have taken these steps before you; we know you can do it too.



Part One: Understanding NLP



4. What is NLP?



Neuro-Linguistic programming (NLP) is an attitude of the mind. A set of tools and techniques for getting better results in your life, your work and your relationships. It demonstrates how your mind really works, how it filters and interprets information, how you make decisions and how you interact with the outside world. The best way to utilise it, is to fully integrate it into who you are and what you do.

One of the creators defined NLP as:

“An attitude and methodology that leaves a trail of techniques”

An Attitude

- Wanton Curiosity
- A want to Experiment

A Methodology

- Modelling Others
- De-nominalisation (understanding the processes)
- Continual Experimentation

A Trail of Techniques

- The Procedures and Systems which are taught as NLP

It represents an attitude of curiosity and of wanting to know what is going on behind every event, behaviour and action. It is a willingness to experiment and experience new things and new ways of being.

The methodology used throughout is modelling. Modelling is a way of replicating excellence. Often called a Psychology of Excellence, modelling is about discovering and taking on the beliefs, values, behaviours and mental sequencing found in people who are excellent in what they do so that you are able to utilise these ways of being for yourself and then to teach others.



5. The Definition of NLP

Neuro-Linguistic Programming is the study of the structure of subjective experience. The name Neuro-Linguistic Programming comes from:

Neuro: The study of the mind and nervous system (how we think), through which our experience is processed, how we re-present the outside world to ourselves via our five senses:

- Visual
- Auditory
- Kinaesthetic
- Olfactory
- Gustatory

Linguistic: The study of language and how we use it. Language and other non-verbal communication systems through which our neural representations are coded, ordered and given meaning. Includes:

- Pictures
- Sounds
- Feelings
- Tastes
- Smells
- Words (Self Talk)

Programming: The sequence of our actions; how we motivate ourselves to achieve our goals. The ability to discover and utilise the programs that we run (our communication to ourselves and others) in our neurological systems to achieve our specific and desired outcomes.

In other words, NLP is how to use the language of the mind to consistently achieve our specific and desired outcomes.



6. Conscious / Unconscious

Everybody has a conscious and unconscious mind (or 'sub-conscious' or 'other-than-conscious' mind)

It is within the conscious mind that we set directions and goals, and our unconscious mind helps us get there.

According to Milton Erickson (MD), people came to see him because they were out of rapport with their unconscious mind – they just didn't know it.

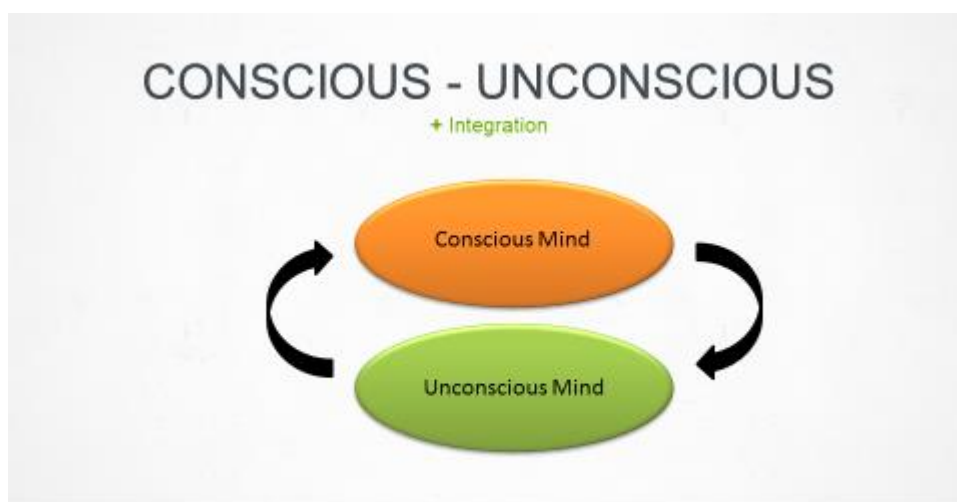
People function better when there is co-operation between the conscious and unconscious mind.



ALL

- LEARNINGS
- BEHAVIOURS
- CHANGES

.....ARE UNCONSCIOUS



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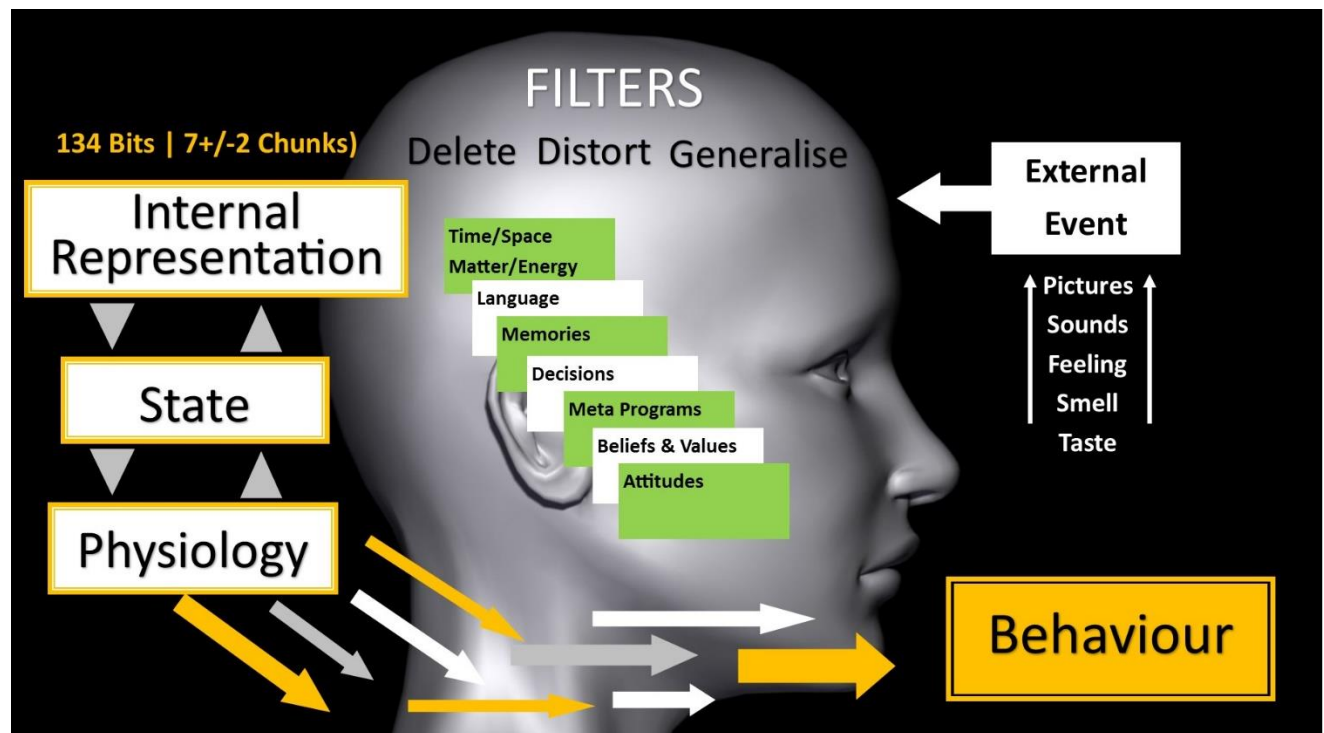


7. The NLP Communication Model

Originally conceived and developed by *Richard Bandler* and *John Grinder*, **NLP or Neuro Linguistic Programming** began life as a model, which illustrates how we communicate and relate to ourselves and others. The NLP Communication Model explains how we process the information that comes in from external events and demonstrates the processing steps we use internally, which then determines our state, physiology and external behaviours.

In **NLP**, we believe that “*The map is not the territory,*” so the internal representation that we make about an external event is not essentially the event itself. What we actually do is run that event through our internal processing system. From here we make an **Internal Representation (I/R)** of that event. The I/R of the event then influences our physiology and our state. ‘State’ refers to the internal emotion that the individual senses e.g. happy, sad, motivated etc.

People can perceive the same events differently. Some people have to ‘see’ certain relationships between things (V-Visualise), some will need to ‘hear it’ (A-Auditory), others have to ‘get a grasp or a feeling’ (K-Kinaesthetic) for the relationships, whilst others have to have it explained and fully understand (AD-Auditory Digital). This is the essence of the NLP Communication Model... now let’s watch the process in action



*****WHAT YOU FOCUS ON DETERMINES YOUR RESULTS*****





Our Filters

Deletion

Without deletion we would be faced with far too much information for our conscious mind to handle. Deletion occurs when we selectively pay attention to particular aspects of our experiences and not others.

Distortion

Distortion happens when we make shifts of data in our sensory data, by making misrepresentations of what is real. For example, this can happen when we mistake somebody for someone else or even 'imagining' how the interior of a room would look before you decide to decorate.

Generalisation

This is where we draw like conclusions about someone or something based upon one or two experiences. To generalise helps us to learn and teach by taking the information we have and drawing conclusions about the meaning of the effect of those conclusions. Although, generalising at its worst can allow us to form disempowering beliefs about ourselves and our capabilities which can hold you back for the rest of your life.

Values

Our Values are an evaluation filter; they are how we decide what is good or bad, right or wrong. They help us decide about how we feel about our actions. Values are aspects of life that are important to us. They are essentially a deep, unconscious belief system about what's important to us. They can change with context and can be very closely related to how we are influenced from a very early age. You will have values about what you want from a relationship or what you want from your career. They are arranged in a hierarchy with the most important one typically being at the top and lesser ones below that.

Beliefs

Beliefs are assumptions we have about the way the world is, and can either empower or be disempowering for us. If you are working with somebody's beliefs, it is important to elicit or find out what beliefs they have to cause them to do what they do. You also need to discover what disempowering beliefs they hold which do not allow them to do what they want to do.

Language

Language describes experiences (words are labels), they are not the experience itself. People's language will influence their view of the world, for example bi-lingual people frequently say that they feel and/or behave differently depending on the language they are speaking. Even for two native speakers the same word may mean a slightly different meaning for different people.

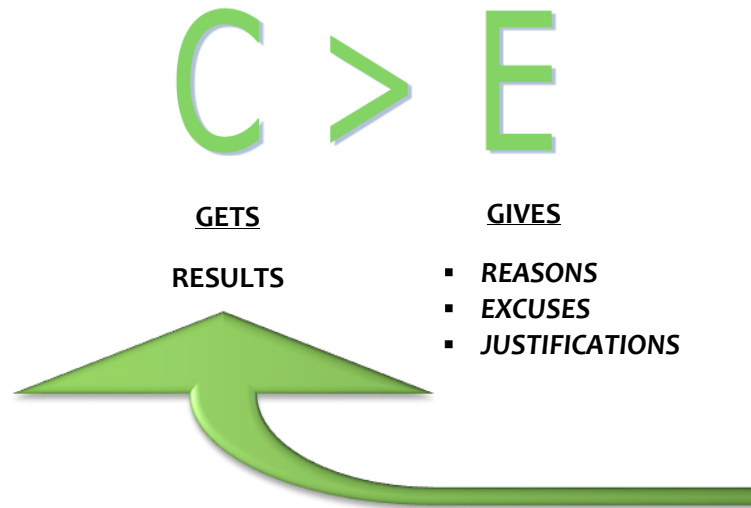


8. Empowering Beliefs

1. I am Responsible for my Life (Cause & Effect)



To have maximum power over all situations you encounter in life, you need to take responsibility for everything that happens in your universe.



Which side of the **CAUSE & EFFECT** equation do you sit on? Are you the cause of your life, or are you the effect of what happens in your life?

To be empowered and change your behaviour you must sit on the **CAUSE** side of life.

Take **RESPONSIBILITY** for your life.

2. **People are not their behaviours. (Accept the person; change the behaviour.)**
3. **There are no un-resourceful people, only un-resourceful states.**
4. **There is ONLY feedback! (There is no failure, only feedback.)**
5. **The meaning of your communication is the response you get**



Exercise: What Changes for You?

Review the 5 beliefs above and ask yourself 'How can I now apply these in 3 or more situations in my life, so that I am able to change my behaviour?'



Part Two: Coaching Your Personal Growth

Now that you have an understanding of what NLP (Neuro Linguistic Programming) is and where it originated. What we are going to do in Part 2 is to use some NLP tools to help you get more focus in your life. By reading the content, listening to audio and completing the exercises in this section it will provide you with all you need to create, write and measure a great long term goal and structure some shorter term milestones. There are many more areas within the NLP Practitioner training that can support these processes too, so make sure you take up our superb offer at the end of this online training.

Part Two Overview:

- ✓ Outcomes & Ecology
- ✓ Your Long Term Goal
- ✓ Wheel of Life
- ✓ Values & Elicitation
- ✓ SMART Outcomes
- ✓ Reframing
- ✓ Responsibility
- ✓ Resources
- ✓ Goals & Milestones



9. Outcome & Ecology

One of the key differences that made famous therapists Satir and Erickson excellent was that they were **Outcome Oriented** in their work with clients.

If you set an outcome you instantly become aware of where you are now and what you may need to do to get that end result. If you filter your thinking towards what you want to achieve, you will pay more attention to the opportunities available to help you on your way to your desired outcome.

By having an **Outcome Orientation**, you create a direction and purpose for your life and programme yourself to consistently achieve your outcomes. By achieving your outcomes and continually reviewing and setting new long or short term outcomes you can create a pattern of success in all areas of your life.

When setting an outcome you need to consider the consequences if you achieve it. Ecology is the study of consequences, ask yourself how or who this change will impact and consider whether your outcome is still one you wish to achieve. An ecology check on any outcome assists us to recognise the impact of the change in all systems of which you are part of.

Definition of 'Outcome'

“A SMART specific, sensory-based, desired result (SMART is covered in section 12).”

When setting yourself a new outcome be clear about the end result:

- Know what you want to achieve
- Be realistic
- Know your first step
- Maintain focus

If you don't know where you are going, how will you know when you get there?

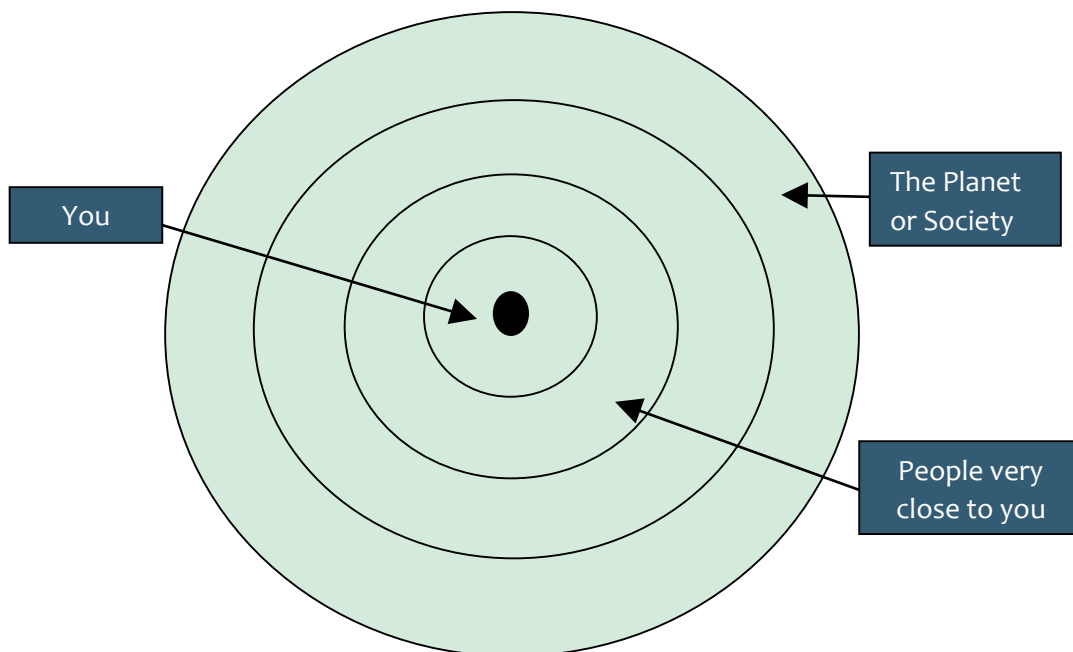


Definition of 'Ecology'

“A concern for the overall relationship between a person and their environment. Also used in reference to internal ecology; the overall relationship between a person and their thoughts, strategies, behaviours, capabilities, values and beliefs. The dynamic balance of elements in any system.”

When setting a new outcome remember to check the ecology and ask yourself the following questions:

- Is the change right for you?
- Is the outcome right for your friends and family
- Is the change right for the planet – is it legal?



TIP: When working with others you should use the art and science of NLP to assist them to make changes that are congruent with their desires in all areas of their lives.



10. Balance and Focus

“There is no such thing as a work life balance, there is just life.” Ewan Mochrie

There are two things to do which will help you to focus on where you want to set goals in your life.

Step one: consider in broad terms, your ‘Long Term’ goal

- a.) What you want?
- b.) Where do you want to be?
- c.) What sort of people do you want to be around, in the ‘Long Term’?

‘Long Term’ being defined by you and likely to be the next 5, 10 or even 20 years.

Step Two: Review all areas of your life as it is right now.

Exercise: Long Term

To help you to get clarity what your long term goal is use the space and the questions below to bring to the surface where it is that you want to be heading.

Questions:

1. What makes you feel the happiest?
2. When do you feel like you are really being you?
3. What excites you the most?
4. What does the best you look, sound, and feel like?
5. How do you like to express the gifts that you have?

TIP: Do you want to challenge yourself? Are you thinking of a change that might stretch you and you don’t believe right now that **you have what it takes to succeed**, how will you now if **it’s possible** or not if you don’t **take the first steps**?



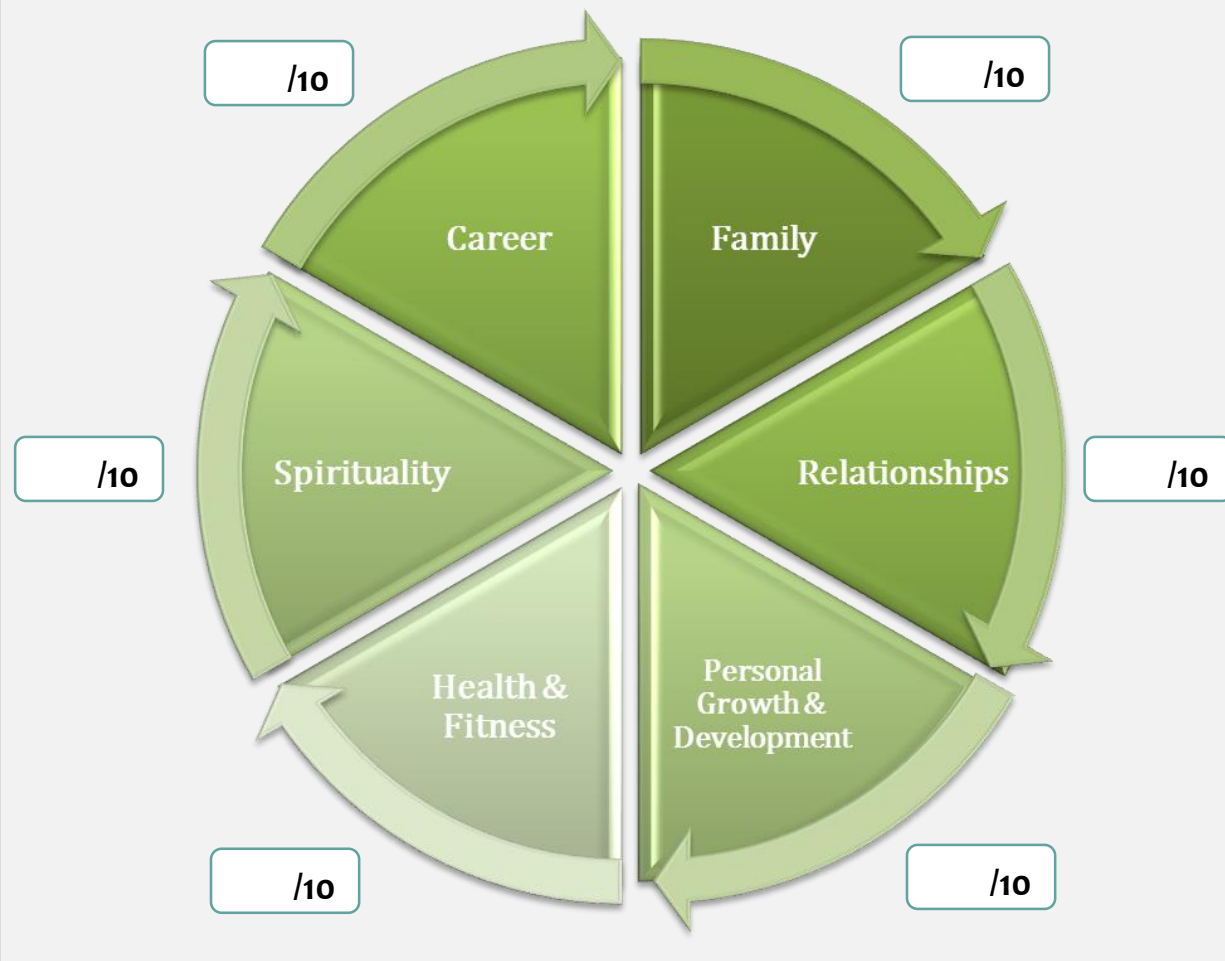
Wheel of Life

This tool is commonly used by professional coaches to help you consider each area of your life in turn so that you are able to assess what's off balance. As such the exercise will help you identify which area need more attention.



Exercise: Wheel of Life

Rate each area of your life out of ten, where a ten means your life simply could not be any better and a zero means that it could not be any worse.



Tip: If one or more of your segments is rating at 6 or below then pick which one you would like to focus on first for the purpose of the upcoming values and goal setting exercises.



11. Values

Now that you have considered the long term and how your life is right now. The next thing to do is to set a goal in one of these segments and for you to start the process of moving towards that. Before we do that though, we are going to explore your values in your chosen segment. This can help you to know in consciousness what it is that is really important to you in that particular area of your life, and what you really value in relation to it.



Before you complete the values elicitation exercise below listen to this audio and get a real feel for how to complete this to get the very best results (an extract from the NLP Master Practitioner Training)



Exercise: Values Elicitation

Choose an area of your life that you would like to elicit your values in and then ask yourself the question “What is important to me about my... career or relationships or personal growth and development or family or health and fitness or spirituality” and write down all the words that come into your awareness. Then repeat that process two more times so that you have a list of between 12 and 24 words. Then number each one of the values that you elicited in order of importance. Finally re-write the top 10 values and review them to see if that order feels right to you. Once you have completed this you will have a much better focus on what sort of goal to set for yourself.

1. _____	<input type="text"/>	2. _____	<input type="text"/>	3. _____	<input type="text"/>
4. _____	<input type="text"/>	5. _____	<input type="text"/>	6. _____	<input type="text"/>
7. _____	<input type="text"/>	8. _____	<input type="text"/>	9. _____	<input type="text"/>
10. _____	<input type="text"/>	11. _____	<input type="text"/>	12. _____	<input type="text"/>
13. _____	<input type="text"/>	14. _____	<input type="text"/>	15. _____	<input type="text"/>
16. _____	<input type="text"/>	17. _____	<input type="text"/>	18. _____	<input type="text"/>
19. _____	<input type="text"/>	20. _____	<input type="text"/>	21. _____	<input type="text"/>
22. _____	<input type="text"/>	23. _____	<input type="text"/>	24. _____	<input type="text"/>

TOP TEN VALUES

1. _____	2. _____	3. _____
4. _____	5. _____	6. _____
7. _____	8. _____	9. _____
10. _____		





12. S.M.A.R.T. Outcomes

SMART is a best practice framework for setting clear outcomes. Outcomes should be **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-bound

The acronym is intended to help you clarify exactly what will be required for achieving success and to be able to share that clarification with others it may involve.

S

Short
Specific
Simple

M

Measurable
Meaningful To You
More Than One Way To Achieve It

A

As if Now, State in Present Time
Achievable
All Areas of Your Life

R

Realistic
Responsible/Ecological
Right for You

T

Timed (Specify Dates & Times)
Towards What You Want – Positive
(Say it how you want it to be – not what you don't want)



Exercise: My S.M.A.R.T Outcome

Having thought about your long term plans, how your life is right now and reviewed your values it is time to set a sensory specific goal, which is written in the present tense but dated in the future.

Example: It is 1st March 2021 I am sitting in my office about to start the first day of my new job as head of operations of an international Civil Engineering construction company. I am feeling really excited, I can see that there is a lot of work to do and some important decisions which I need to make. Just outside my office I can hear the soft sound of office chatter and I can smell my coffee in front of me. This is just where I wanted to be and it feels so good.





13. State Your Outcome in the Positive

If I ask you not to think of a blue tree, it's too late – you had to think of it in order to know what not to think about. The mind is unable to represent a negative. Whether you think of something you want or think of something you want to avoid the mind will create a picture because it doesn't know how to negate it. Now you know this, you need to be aware that your mind can easily confuse things that you want and things that you don't want. Be aware that whatever you focus on is likely to come your way, so focus on what you want **not** what you don't want!

Whenever you catch yourself describing something in a negative way, stop and ask yourself '**what do I want instead of this?**'



Exercise X: Be Positive

You have already set a SMART goal from the previous exercise. Now consider the goal and identify anything you want to avoid. Then take each thing you thought of and reframe it into a positive statement.

For example: I don't want to work for a small company

Reframe: The company I work for has a turnover of at least £5 million per annum

TIP: *If you feel that you need to re-write your SMART goal using more positive frames then do that now.*





14. External & Internal Resources

One of the themes we teach at the NLP Practitioner Training are the 'Pre-suppositions of NLP' also linking back to Empowering Beliefs (Section 8). One of those pre-suppositions is:

*'People have all the **Resources** they need to succeed and to achieve their desired outcomes.
(There are no un-resourceful people, only un-resourceful states.)'*

So in what measure do **you have the resources** you need? How often do you **use them**? Are you prepared to **commit yourself to any challenges ahead**?

External Resources

Usually when coaching my own clients it can be the external resources that have created barriers in the past to their future successes, so it important that you open up your mind and be creative in how you aim to acquire these resources. External resources can range from money, office space, equipment, expertise, and training development.



Exercise X: External Resources

Make a list of the external resources you are likely to need to achieve your outcome.

Tip: Having identified the external resources now you need to consider how you are going to acquire them. You may already know this, but if you don't, then find contacts who already have the resources you want and ask them how they attained them. You can learn a lot from other people so take on as much information as possible, there may be some great ideas and solutions out there for you to utilise.



Internal Resources

These are resources that you have within you and can vary depending on the individual. Examples of these resources could be Confidence, Patience, Motivation, Decision-Making and so on...



Exercise: Internal Resources

Using the list below (**and adding your own resources that need to be present in order that you succeed), identify on a scale of 0-10 what you have right now (0= I have none, 10 = optimal level

Internal Resource	Need To Succeed - Yes/No	Score 0-10
Confidence		
Patience		
Flexibility		
Motivation		
Logic		
Decision-Making Skills		
Tenacity		
Organisational Skills		
Responsibility		
**		
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15. Taking Responsibility & Control

Some people in life put their hopes and dreams on hold; whilst others take the initiative and the necessary steps towards their goals. For some finding this level of determination and courage can be a huge transformation but if you really want something in life then you will find ways to change to achieve this. Taking the initiative means deciding for yourself, making decisions and following them through.

A quick way to lose your drive is to give in because other people or events seem to be getting in your way and working against you. Blaming others or external circumstances, for the lack of accomplishment of your tasks, means you are giving up your responsibility, take back the power and control.

Responsibility OR 'Response-Ability'?

Recognise your own ability to do something about your circumstances which involve you. When you are faced with a tough decision, face it, be involved and take action.

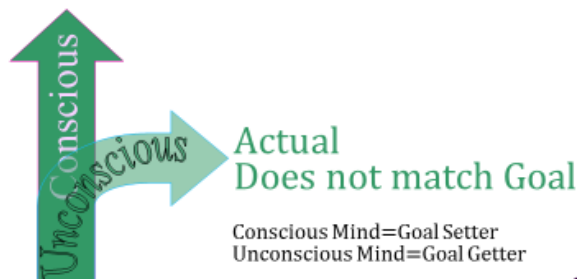
Are Your Decisions Ecological?

Before you consider the tasking and processes for your outcome, it's probably worth doing a quick ecology check. Many people work so hard to become successful that they sometimes forget other aspects of the lives. Where success can bring happiness it can also create unhappiness if we are not careful with our approach. Use the questions below to help you check the ecology around your goal/outcome.

Congruency - Is the outcome what YOU really want? Is it aligned with your values and who you are? In NLP we work with the model that if our goals are not aligned with our unconscious mind we won't get the results we want.

ALIGNMENT

**Goals (Conscious)
Desired Behaviour**





Exercise: Ecology Outcome

Questions to consider:

1. How important is this outcome to YOU personally? (Use scale of 1-10)
2. How does this outcome align with your values?
3. Suppose for a moment that you have your outcome, what is it like? What do you feel? What are you seeing, hearing and saying to yourself? (a useful check-in to see if you DO want the outcome)



Ecology on Unexpected Impacts (Personal): What unexpected impacts might come from taking action towards - or achieving the outcome? For example, do you have the time and energy in your life for this outcome right now?

Questions to consider:

1. What other areas of your life might be affected by this change?
2. Where does this outcome fit with your priorities and present lifestyle?
3. What is the effects of making this change? Are you willing to take the risk?
4. What's good about your present situation? How can you preserve the good features of your present situation whilst building the outcome you want?



Ecology on Relationship: How does achieving the outcome and the steps involved impact other people in your life? What changes will the outcome bring? How are you likely to interact with others? Who might get upset? Who will this benefit?

Questions to consider:

1. Who else will be impacted by this outcome? How does this affect how you feel about your outcome?
2. What will others think about your outcome? How will they react?
3. How might your life be better with this new outcome?
4. How might your life be more difficult with this new outcome?



The effects of exploring outcome ecology means you have the opportunity to uncover flaws, it will help you to fine-tune it and in some cases help you recognise that the outcome isn't really for you and needs to be changed. Do the questions assist you by helping you recognise that you may need to bring others on board, or maybe they motivate you to move and get on with it - no matter what others think!

Ecology plays a key part of the NLP coaching process. Raising awareness around the bigger picture will help you to adjust your actions, tasking and processes accordingly – it can remove any sudden surprises, and you'll find that you are more committed and likely to succeed!

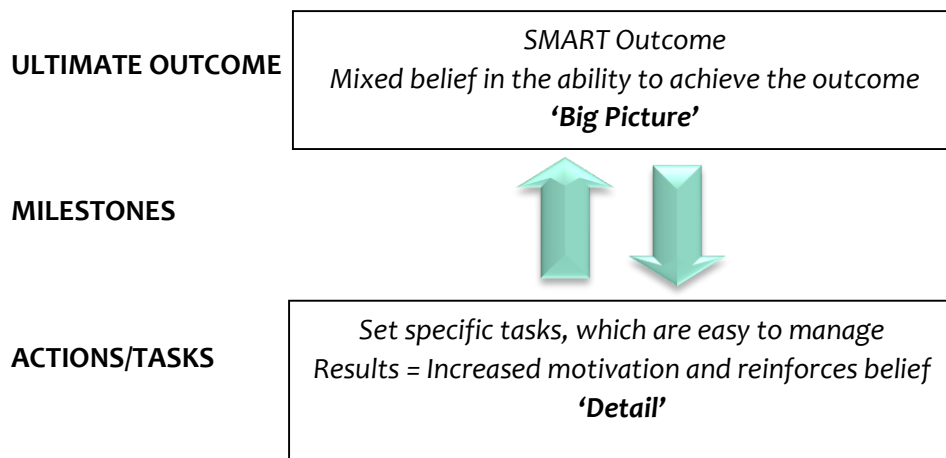
16. How to 'Measure Your Progress' using Milestones

Your progress shouldn't be measured by where you aren't yet, it should be measured by where you are now – look how far you have come.

Set realistic outcomes, so that you avoid being hard on yourself and believing your goals are unachievable, which can be demotivating. An outcome is something to strive for which you will steadily work towards.

Most outcomes/goals require steps, it is important to break the outcome so that it doesn't overwhelm you, keeps you in control and prevents any doubts creeping in. Remember that belief in yourself and what you are doing uncovers/creates the resources within you to make it happen.

Milestones are basically small goals/tasks, which when completed would present the larger more long term outcome.





Part Three: Be the Best Version of You



Coaching is about taking someone from where they are to where they want to be. We do not all start in the same place, we do not all want to go to the same place and we all have different capabilities of travelling from here to there.

So how do you measure your success? Very simply, by considering “Is the **you** that you are now the you that you want to be?”

As you move forward in your life’s journey the three steps that you need to take to ensure that you are being the **‘best version of you’** are these –

- Focus on what you want
- Take Action
- Clear Blockages

Part 2 helped you to focus on what you want, now it is time to take action.



17. The Importance of Rapport

Rapport sits within the heart of NLP, an essential component that leads to successful communication in all people. Rapport represents a way of being with others and is a technique that should flow constantly between two people or within groups.

The word rapport derives from the French verb *rappporter* translated this means ‘to return or bring back’. The Collins English dictionary definition is ‘*a sympathetic relationship or understanding*’ a good understanding of someone and an ability to communicate well with them.

The Purpose of Rapport Building

Have you ever watched a conversation between two people and noticed the synchronisation of their body language. You will notice that they are sitting in similar positions, they look relaxed and at ease. They are using similar hand gestures as they each speak, or maybe they both take a drink at the same time. All these movements and gestures demonstrate that both parties have good rapport with each other.

Rapport is hugely important in both our personal and professional lives, it’s a bit like money... you only realise you have a problem when you don’t have it! People listen to you when you have rapport and it will help you build respect and trust as relationships begin to form.



Matching and Mirroring To Create Rapport

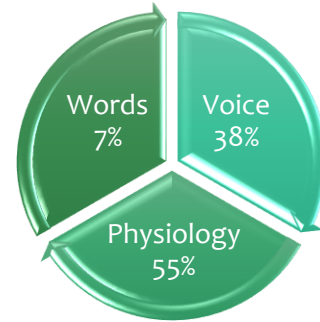
Communicating with others is so much more than just using words. Think about the interpretation, facial expressions, gestures and other conscious and unconscious non-verbal fragments of your sentences.

Theory: Communication is:

7% WORDS

38% VOICE QUALITY (TONALITY)

55% PHYSIOLOGY



Most communication is outside of our conscious awareness. A tremendous opportunity exists for communication outside of normal channels, and that's what rapport is all about.

Process: Rapport is established by **Matching & Mirroring**

The major elements of rapport:

- ✓ **Mirroring** – Replicating the mirror image of a person’s physiology. This results in deep rapport quickly
- ✓ **Matching** – Replicating exactly some aspects of a person physiology
- ✓ **Cross Over Matching/Mirroring** – One aspect of a person’s physiology with a different aspect of your own physiology, such as breathing with a finger movement

Words	Voice Quality	Physiology
Predicates	Posture	Tone (Pitch & Frequency)
Key Words	Gestures	Tempo (Speed, Pace, Rhythm)
Common Experiences & Associations	Facial Expressions & Blinking	Timbre (Quality & Characteristics)
Content Chunks	Breathing	Volume (Loudness)
Speed of Processing		

You can use this natural tendency of matching non-verbal communication with others easier to build rapport. Matching and mirroring techniques support you to be on the other persons ‘wavelength’ so that you are able to influence more easily, help you seem like you’re more tuned into what the other person is saying and thinking. The list below demonstrates the simplicity of how to synchronise physiology and solidify the rapport building process.

- ✓ Body Posture (Leaning backwards/forwards/ to the side)
- ✓ Head position (How is the head tilting)
- ✓ Legs (Crossed/Bent/Stretched out)
- ✓ Arms (Crossed/Behind head/Under the knees)
- ✓ Gestures (when speaking only, maybe do these slightly smaller)
- ✓ Breathing (Shallow/Deep/Fast/Slow)
- ✓ Voice (High/Deep/Fast/Slow)



Remember these few important tips:

- Matching is you doing the same as the other person (e.g. if they tilt their head left then so do you)
- Mirroring is doing the same as a mirror image (e.g. if they tilt their head left you would go right)
- Cross Matching (e.g. if the person is tapping their foot you might tap your pen on the table in time)
- Mis-matching is one way to break rapport
- Don't try to copy an accent or a pitch that is out of your range (too obvious, be more subtle)



Presupposition of NLP

- 'Resistance is a sign of a lack of rapport.'



Pacing & Leading

If you have good rapport with someone, it is possible for you to encourage them to unconsciously follow your movements. This is referred to as Pacing & Leading, which involves matching someone for a while (pacing) until you have gained a level of rapport sufficient that when you slowly start to change your movements the person begins to follow (leading). By doing this you can lead them into using different postures and different representational systems, putting them in the right frame of mind so get them to work/engage with you. Therefore, whatever results you are aiming for can be achieved more quickly and effectively. This is essential in Coaching where you pace the client and their state and then towards the end of a session as you become more 'future focused' and 'motivated' the client will follow you into that state too.

If the person does not follow your lead go back to matching again, observing more attentively (pacing) before leading again. Use your peripheral vision to ensure you notice as much as possible.

When you join someone else's reality by pacing them, you create rapport and trust, and this puts you in a position to utilise their reality in ways which enlarge it.



Rapport Exercise: Spot the Difference (Circle if you think there is good rapport)



Y

N



Y

N



Y

N



Y

N



Y

N



Y

N



Y

N



Y

N



18. Take Action

As you move forward and take action in your life now, there are a few things which can be accomplished with the interaction of other people. Building sound, long term, trusting relationships with others is central to NLP and the way you do that is using the skills and techniques of 'Rapport'.




19. Hypnotic Induction

Hypnosis is generally poorly understood by the population at large, which is because most people's experience of hypnosis is the stage show. Hypnosis is an example of trance, so too is the "driving trance" or even meditation. One can actually be in a trance whilst waiting in a queue, watching television, or playing sports. Trance is a natural normal part of the human experience and all hypnosis is self-hypnosis, though it is possible to make it look like something else on stage or television.

If it is appropriate to the person's situation I will use hypnotic trance with coaching clients. Hypnosis is good for embedding behaviours and for placing specific instructions in the unconscious mind.

We have added a short hypnotic induction here for you to embed some of the ideas included in this training. For anyone who has used a guided meditation before then the audio in this section will seem very much like a guided meditation.

TIP: Before listening to this audio make sure you are in a safe, comfortable, place where you can lie or sit with your eyes closed, undisturbed for 20 minutes and simply relax and let go of the outside world.



Hypnotic Induction
Narrated by Ewan Mochrie
'Be the Best Version of You'



20. NLP Training Certification

Booking an NLP Training is easy, but finding a provider that has years of **experience** without a hefty price tag can be difficult. Not forgetting those providers at the other end of the scale who offer HUGE discounts to draw you in, which can mean that the **quality** of your NLP Training can be compromised, so take note.

So what should you be looking for when choosing an NLP Training? **You will only take an NLP Practitioner course once so choose wisely.**

Well Established Accreditation

Find an NLP Trainer who is highly qualified, experience and accredited by a reputable certification body. In our opinion the following 4 bodies will offer you a solid standard of certification and haven't been 'invented' by the other training organisations looking to make a quick buck from their delegates.

Recommended (one which offers external quality assurance)

- ABNLP & ABH (founded 34 years ago)
- INLPTA (founded 23 years ago)
- Society of NLP (founded 37 years ago)
- ITANLP (founded 17 years ago)

(All of these bodies have been running for between 10 – 34 years)

What's the difference between an NLP Trainer & NLP Master Trainer?

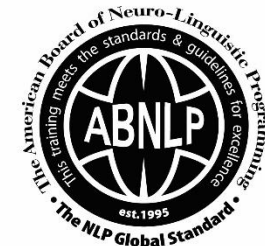
This mainly comes down to experience and the number of hours, weeks, months and years a trainer commits to training NLP courses and continuing their own personal development.

To become a **Trainer of NLP** you must first complete the NLP Practitioner & NLP Master Practitioner courses. From here you will then attend a 3 week intensive NLP Trainers Training and full evaluation. Our own NLP TT programme is quite intensive and we expect top marks and presentations from the delegates we certify.

To become an **NLP Master Trainer** requires enormous commitment, experience and first class delivery, which is why there are very few options within the UK. It takes a minimum of 5 years additional training on completion of NLP Trainers Training to reach this privileged accolade. Using Ewan as an example during his 5 year period he trained and certified in excess of:

- 720 NLP Practitioners
- 219 NLP Master Practitioners
- Coached/Personal Therapy - over 1800 hrs on a 1-1 basis (a good teacher uses the techniques)
- Ewan travelled with 20+ delegates over to the USA each year so Dr Tad James could assist the quality of students Ewan was certifying under the ABNLP

THE NLP TRAINING JOURNEY



NLP Practitioner Training is the first level of certification

Ideal for: BEGINNERS
Pre-Requisite: None
Home Study: Yes
Classroom: Yes (7 Days)

Includes Hypnosis & Time Line Therapy (Practitioner Level)

NLP Coach Certification is the perfect add-on to ensure you have all the skills you need to Coach both personal and professional clients

Ideal for: BEGINNERS
Pre-Requisite: NLP Prac
Home Study: No
Classroom: Yes (2 Days)

NLP Master Practitioner & Master Coach Certification takes your learning to a much deeper level.

Ideal for: INTERMEDIATE
Pre-Requisite: NLP Prac
Home Study: Yes
Classroom: Yes (10 Days)

Includes Hypnosis & Time Line Therapy Master Practitioner Level

NLP Trainers Training teaches you to present and the deliver certified training to the highest level (ABNLP)

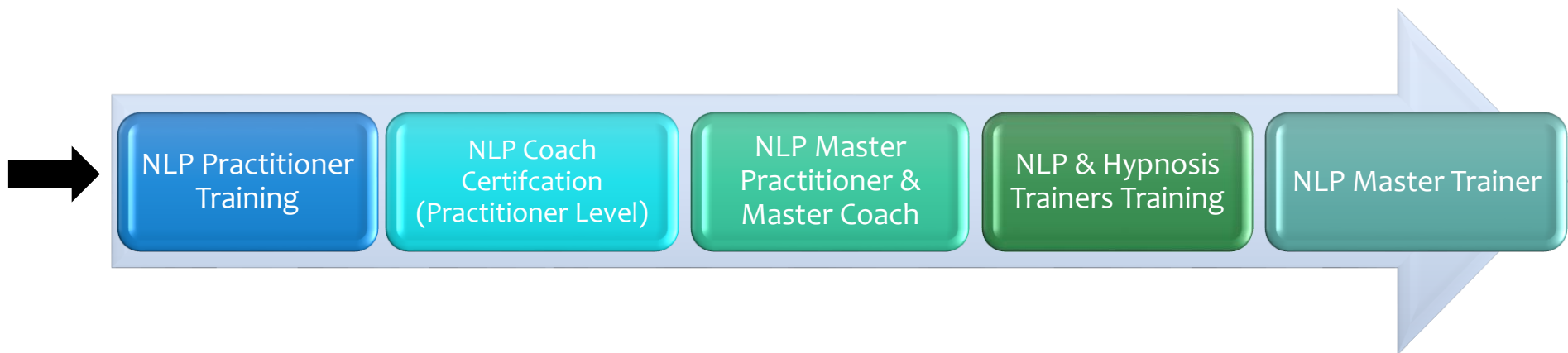
Ideal for: ADVANCED
Pre-Requisite: NLP Master Practitioner
Home Study: Prep
Classroom: Yes (18 Days)
(Includes Evaluation)

Hypnosis Trainers Training (ABH)

Ideal for: ADVANCED
Pre-Requisites: NLP Master Practitioner
Home Study: Prep
Classroom: Yes (4 Days)

NLP MasterTrainer a 5+ year programme working with your NLP Master Trainer through an annual period of assessment

Ideal for: CPD ADVANCED
Pre-Requisite: NLP Trainer
Home Study: No
Classroom: Yes (18 Days per year assisting)





AND FINALLY....

....Congratulations on completing this online NLP Introductory Training!

In this final video Ewan will summarise the benefits of NLP and the techniques you have learnt so far to help you become happier, healthier and more successful. It's time to learn 'how to think' not 'what to think'. So join us now for a certified NLP training and take advantage of the great offer code at the end of the video clip!!

Useful Links

Course Information:

- [NLP Practitioner Training](#)
- [NLP Coach Certification](#)
- [NLP Business Practitioner](#)
- [NLP Master Practitioner Training](#)
- [NLP Trainers Training](#)

Download a Brochure - [Here](#)

Free NLP Resources - [Here](#)

American Board of Neuro Linguistic Programming - ABNLP

American Board of Hypnotherapy - ABH

Time Line Therapy Association – TLTA

Social Media Pages

Inspire 360 – [You Tube Channel](#)

Inspire 360 – [Facebook](#)

Inspire 360 – [Twitter](#)

Ewan Mochrie – [Linked In](#)