The Academy for Integrative Research

An Introduction to
Neuro-Linguistic Programming

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Agreements

- Minimize distractions
  - Put away computers and cell phones
- Be on time
- Leave prior knowledge at the door
- Keep dialog from front to back
- Do all exercises to the best of your ability
- Stay on task – Maintain your focus

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Formula for Personal Success

C > E

Results Reasons

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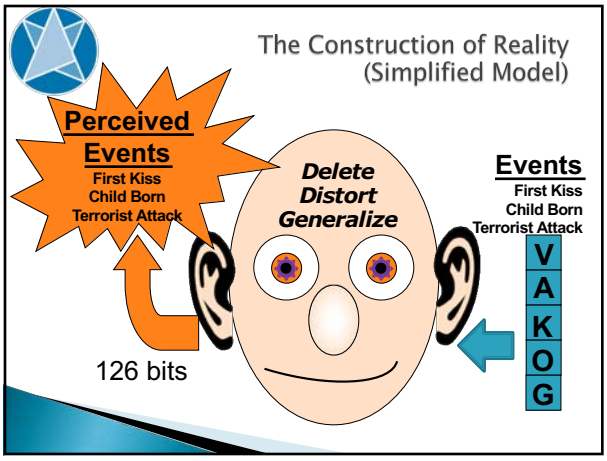

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What is NLP ?

NLP is a process and methodology that creates a set of techniques. These techniques may be used to build models.

NLP is modeling.

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Communication

The single biggest problem in communication is the illusion that it has taken place. -George Bernard Shaw
Irish Playwright

Words have no meaning except the meaning we choose to give them and even that changes over time.

- Meaning is derived from context
- Meaning is determined by the 'picture'

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The Construction of Language

- Dr. Anne Foerst – *homo narrandus*
- Words become pictures
  - The '1000 words' are filled in by the listener
- Pictures (Internal Representation or IR) define the meaning

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Say it the way you want it....

This means

- Use **Positive** Language
- Not *not*, unless intentional
- Think of your outcome and *paint a picture* for the listener

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The Construction of Language

- Dr. Anne Foerst – *homo narrandus*
- Words become pictures
  - The '1000 words' are filled in by the listener
- Pictures (Internal Representation or IR) define the meaning
- Meaning changes in real-time and is based on context

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Sensory Acuity

- Skin Color
- Skin Tonus
- Breathing
- Lower Lip Size
- Eyes

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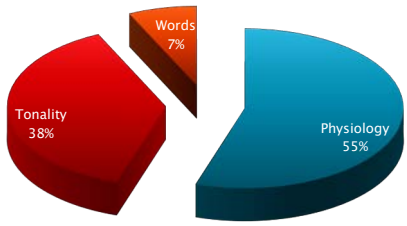
Meaning of Communication



The communication of feelings and attitudes

Mehrabian, Albert (1971)
Silent Messages (1st ed.). Belmont, CA: Wadsworth

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Client Response Bias

- A bias is induced in the client by the language of the hypnotist (or any person given credibility by the subject)
- Elizabeth Loftus / John Palmer
  - (1974) Reconstruction of auto-mobile destruction: An example of the interaction between language and memory. Journal of Verbal Learning and Verbal Behavior, 13, 585-589
    - 50 Students watch a video of an automobile collision
    - Asked to estimate the speed the vehicles contacted/hit/bumped/collided/smashed each other.

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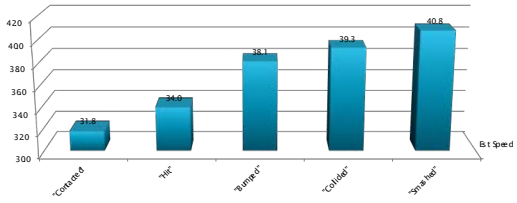
Client Response Bias



That is a 9 MPH differential!

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Client Response Bias

- Did you see a broken headlight?
- Did you see ***the*** broken headlight?

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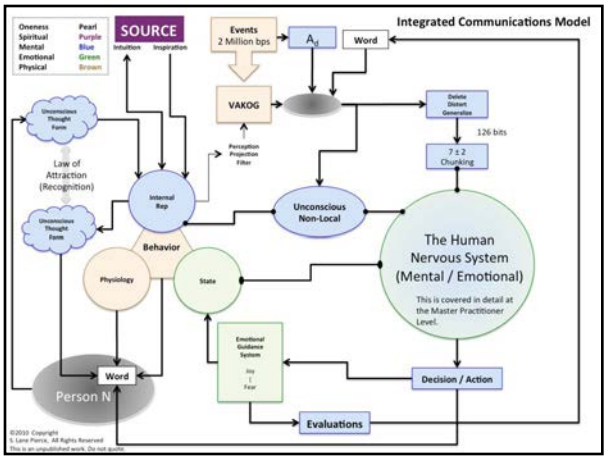

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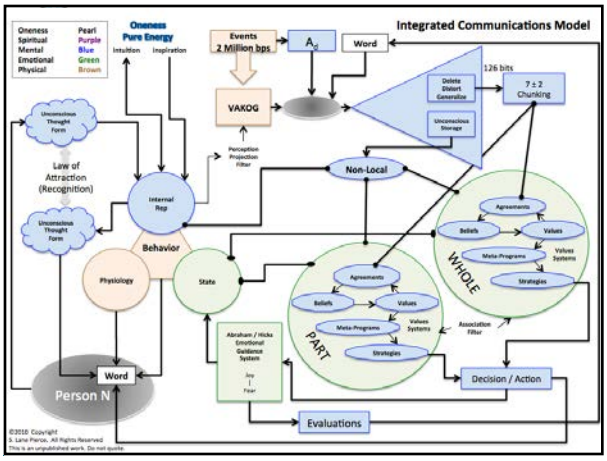
Integrated Communications Model
Oneness
Spiritual
Mental
Emotional
Physical
Pearl
Purple
Blue
Green
Brown
Oneness
Pure Energy
Intuition
Inspiration
Events
2 Million bps
Word
126 bits
Delete
Distort
Generalize
7 ± 2
Chunking
Unconscious Storage
VAKOG
Perception
Projection
Filter
Non-Local
Unconscious Thought Form
Law of Attraction (Recognition)
Internal Rep
Behavior
Physiology
State
Agreements
Beliefs
Values
Meta-Programs
Values Systems
Strategies
WHOLE
PART
Association Filter
Abraham / Hicks Emotional Guidance System
Joy
Fear
Word
Person N
Decision / Action
Evaluations

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In Closing
One more thing…

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