# What Is NLP?

Neuro Linguistic Programming (NLP) is used for personal development and for success in business. NLP is the practice of understanding how people organise their thinking, feeling, language and behaviour to produce the results they do. NLP provides people with a methodology to model outstanding performances achieved by leaders in their field.

A key element of NLP is that we form our unique internal representation of the world in the way we filter and perceive information absorbed through our five senses from the world around us.

- **Neuro**: Each individual has established their own unique mental filtering system for processing the millions of bits of data being absorbed through the senses. Our first mental map of the world is constituted of internal images, sounds, tactile awareness, internal sensations, tastes and smells that form as result of the neurological filtering process. The first mental map is called 'First Access' in NLP.

- **Linguistic:** We then assign personal meaning to the information being received from the world outside. We form our second mental map by assigning language to the internal images, sounds and feelings, tastes and smells, thus forming everyday conscious awareness. The second mental map is called the Linguistic Map (sometimes known as Linguistic Representation)

- **Programming:** The behavioural response that occurs as a result of neurological filtering processes and the subsequent linguistic map.
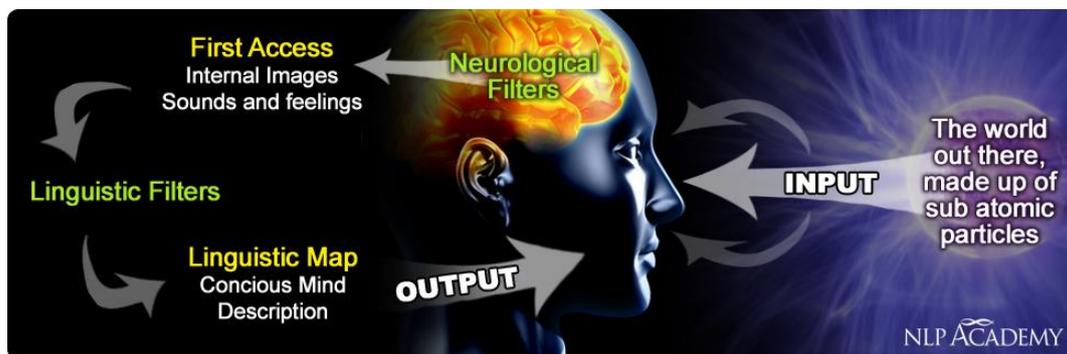
NLP Origins
Neuro Linguistic Programming began its life early in the 1970s when an Associate Professor from the University of California, Santa Cruz, John Grinder, teamed up with an undergraduate Richard Bandler. Both men had a fascination with human excellence which charted a path for them to model behavioural patterns of selected geniuses.

Biznorth
Creating Amazing Change

Modelling is the core activity in NLP, and is the process of extricating and replicating the language structure and behavioural patterns of an individual who is excellent at a given activity.

Grinder and Bandler began their NLP quest by modelling three people, Fritz Perls, Virginia Satir and Milton Erickson. These geniuses were outstanding as professional agents of change, working in the domain of therapy. All three geniuses, Perls, Satir and Erickson performed their magic from a perspective of unconscious excellence. The geniuses did not present Grinder and Bandler with a conscious description of their behaviour. The modellers (Grinder and Bandler) unconsciously absorbed the patterning inherent in the geniuses and then provided a description.

With little direct knowledge of each of the geniuses speciality and little knowledge of the field of psychotherapy on the whole, Grinder and Bandler over a two year period set out with enthusiasm bordering on fervour, to explicate selected portions of the geniuses' behaviour. They coded the results of their work in language-based models using the patterns of transformational grammar as the descriptive vocabulary. Through NLP Modelling Grinder and Bandler made explicit the tacit skills of the geniuses and NLP was born.

The company that Grinder and Bandler were keeping in these heady days of the 1970s was a melting pot of enquiring minds seeking investigation into human behaviour. John Grinder was an associate professor at the University of California, Santa Cruz and Richard Bandler a fourth year undergraduate student. The world renowned anthropologist Gregory Bateson had joined the faculty at Kresge College, and such was Bateson's interest in Grinder and Bandler's collaboration he introduced Grinder and Bandler to Milton Erickson. Bateson provided support, feedback and his enthusiasm is in part captured in his introduction to the book Structure of Magic where he states "John Grinder and Richard Bandler have done something similar to what my colleagues and I attempted fifteen years ago."

In 1975 Grinder and Bandler presented the first two NLP models to the world in the volumes "Structure of Magic I and II." The volumes published by the respected publishing house "Science and Behaviour Books inc" put NLP on the map and interest in the new field of NLP spread quickly. People in fields related to communication, behaviour and change sought to learn how they too could get amazing results when doing change work.

NLP Modelling, NLP Training, NLP Application
So where NLP began its life as a means of modelling excellence, training courses soon became a very active part of the NLP adventure, followed by NLP application where NLP trained people apply their NLP tools for commercial and personal benefit.

NLP Modelling
NLP modelling is the art of making explicit the set of differences present in someone who is excellent at a given activity compared with someone who is mediocre at the

same activity. NLP modelling is by far the highest skill level in NLP. NLP modelling can be used to capture patterns of excellence present in anyone in any context.

NLP Application

An NLP Practitioner can employ his/her skills as an agent of change working with individuals, groups, or companies, or even global organisations and governments. As a technology, NLP has an amazing track record for instigating fast and efficient change in individuals and groups.

Many people study NLP to help them become more effective in their chosen field. The patterns can be employed across a wide area of applications ranging from fields as diverse as education, team building, sales, marketing, personal development, leadership and coaching. Wherever there is human interaction and growth potential, NLP can be used to develop and enhance performance.

NLP Modelling

Coding patterns of genius
The patterns of any genius can be replicated through modelling

NLP Training

The training of NLP patterning
NLP Practitioner

NLP Applications

- Change work
- Education & Training
- Sales
- Personal success
- Leadership
- Marketing
- Therapy
- Performance Improvement
- Goal setting
- Compulsions
- Habits
- Phobia resolution

So what started out with a wanton curiosity as to how geniuses performed their magic has now grown into an international field of NLP Trainers, Practitioners, and people excelling as a result of applying Neuro Linguistic Programming in their professions and personal lives.

Time Line Therapy™ (TLT)

This is a powerful methodology developed by Tad James, Ph.D. in the 1980's that utilises some elements from Hypnosis and NLP. It is a process of examining our memories from the perspective that they can be viewed in a linear manner as our internal memory storage system.

TLT provides one of the most powerful processes and techniques for personal change and growth by facilitating the elimination of the negative emotions attached to memories or events in the past. TLT also focuses on what we can learn from those events that is positive, about self and then use this as a resource for the future. Time Line Therapy™ techniques and practical processes produce long lasting transformation much quicker than any other current therapy using a dissociative technique which ensures minimum discomfort to the client.

Some examples of negative emotions are: anger, sadness, fear, hurt, guilt, shame. TLT also enables the clearing of limiting beliefs that can have people stuck in the past and limiting then from creating what they want in life.

Time Line Therapy™ is very effective when working with anxiety and stress based conditions such as exam nerves, performance anxiety, panic, Phobias, trauma and Post Traumatic Stress Disorder (PTSD) and Depression.

The Mind-body connection and PNI (psychoneuroimmunology) studies note the effects of unresolved negative emotions and how they affect the physical health which can lead to the development of symptoms and illness in the physical body. Time Line Therapy™ is a powerful and valuable methodology for assisting others to resolve the past which in many instances is holding a person back.

Be the best you can be
At Biznorth we believe in guiding people to be the best they can be. We achieve this with our personal development programs which focus on…*Your Outcomes*

Our programs are underpinned with the **Neuro Linguistic Programming Practitioner Certification** which also includes **Practitioner Certification in Time Line Therapy®**.

Annette Gillanders is a dynamic innovative entrepreneur who really understands business she is a true ambassador of change not only personally also in business. She is a gifted and engaging inspirer that will encourage you to achieve your goals.

Douglas Gillanders is renowned for getting results getting it right and creating a model of excellence. Known as the Professor at Biznorth, Doug creates and structures information for all levels. Determined and patient you will witness a model of excellence.

Certified by the American Board of Neuro Linguistic Programming and the Time Line Therapy Association your Master Practitioners will have you amazed as you begin your acceleration to business and personal life success.

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