

SUCCESS NOW!

The magazine for more success,
pleasure and happiness.

Neuro Linguistic Programming

Discover the world of NLP and its
opportunities

Successful Communication

The Secret of Rapport

Powerful Emotional States

The Power of Physiology





PUBLICATION DETAILS

The magazine **SUCCESSFUL NOW!** is published by Stephan Landsiedel ■ **SUCCESSFUL NOW!** has been published four times a year since 2010 ■ Publishing House, Editor: Stephan Landsiedel ■ Friedrich-Ebert-Str. 4, D-97318 Kitzingen ■ Phone: 09321-9266140 ■ Email: info@jetzt-erfolgreich.com ■ Subscriber and Internet Service: www.jetzt-erfolgreich.com ■ Print: flyeralarm GmbH, Alfred-Nobel-Str. 18, 97080 Würzburg ■ Image source: www.fotolia.de ■ © 2010 Stephan Landsiedel ■ ISSN-Nr.: 2193-8733

Living more successfully with NLP



Dear Readers

Twenty years ago, my life was at a point where I did not consider it worth living any more. I found myself in the middle of the first crisis of my life and was questioning the meaning of my existence as a human being on the planet earth. I was shy, I didn't have any real goals and did not enjoy life any more. Then I came across a book about Neuro Linguistic Programming (NLP). Reading this book and using the methods presented there have changed my life forever. At first, hope was like a weak ray of light which kept on developing into bright, illuminating sunlight with every passing year. Gradually, a change had taken place within me. My self-confidence grew, my goals and visions became stronger and my powers of persuasion kept increasing. Looking back, I'm very grateful that NLP entered my life. First there were the changes within me, followed by changes in my environment. I have created an environment in which I can live a life full of fun, pleasure and enthusiasm. It is fulfilling to see how our seminar participants change, growing ever closer to their dreams – to the personality which can attract into their lives whatever they wish for. And if things turn out differently they don't give up but keep developing themselves. They learn from what they perceive to be setbacks and mistakes.

NLP has helped me to become more empathic, to be able to relate better to other people and their needs. This has drastically refined the way I feel and perceive things. For me, the ability to communicate successfully with other people is one of the most important key qualifications these days. Networking is on the rise. We act and interact on an increasingly global level. Unfortunately, we often lack the time for really meaningful encounters and contacts although we probably have many more opportunities than ever before. Yet many people are beginning to return to values such as friends, family and love - the things which make up an important aspect of our existence.

NLP can help us to shape our relationships, to understand others better, to develop our personality and to live more resourcefully. NLP is an important tool to help us live with more self-determination and freedom. It allows us to shape our circumstances instead of feeling like victims. We become the director who pulls the strings.

Regards

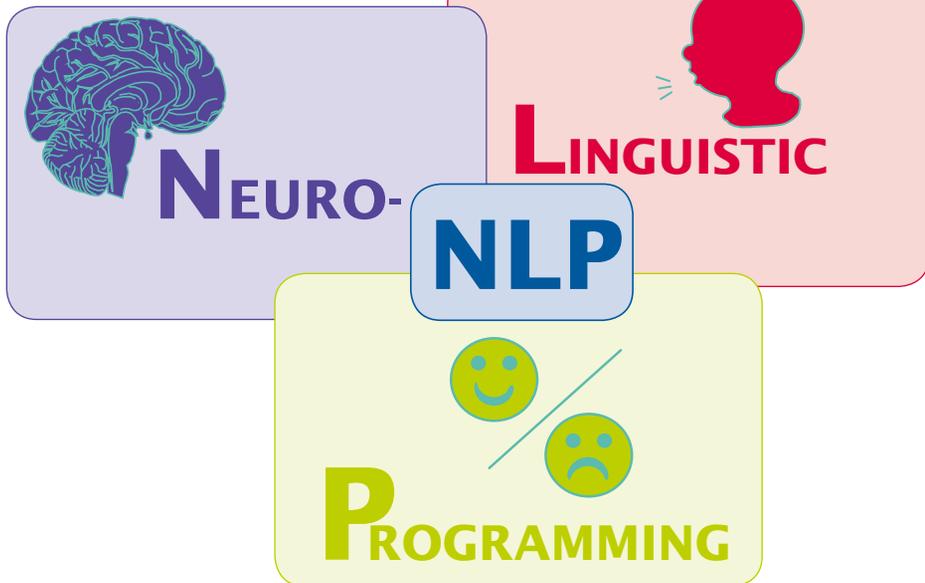
Stephan Landsiedel

What is NLP?

NLP means Neuro Linguistic Programming and is a communication and motivation model, developed in the seventies in the USA. It was created by very successful psychotherapists performing an accurate analysis. In its present state of development it can be used in nearly every area of life including therapy, sales, leadership, partnership, interaction with children, school, etc. NLP combines verbal, behavioural, hypno-analytical and physical approaches with the result that our thinking, feeling and behaviour (Neuro) is systematically changed (Programmed) through language (Linguistic).

Alternative Meanings for NLP

As the name „Neuro Linguistic Programming“ keeps scaring NLP rookies away, many users have given the three letters new meanings, including New Life Perspectives, New Lively Practitioning, New Life Paths, Neuro Linguistic Process Work. Please do not confuse NLP with Natural Language Processing. That is another area.



The Prince and the Magician

Once upon a time there was a young prince, who believed in all things but three. He did not believe in princesses, he did not believe in islands, he did not believe in God. His father, the king, told him that such things did not exist. As there were no princesses or islands in his father's domains, and no sign of God, the young prince believed his father. But then, one day, the prince ran away from his palace. He came to the next land. There, to his astonishment, from every coast he saw islands, and on these islands, strange and troubling creatures whom he dared not name.

As he was searching for a boat, a man in full evening dress approached him along the shore.

"Are those real islands?" asked the young prince. "Of course they are real islands," said the man in evening dress.

"And those strange and troubling creatures?"

"They are all genuine and authentic princesses." "Then God also must exist!" cried the prince.

"I am God," replied the man in full evening dress, with a bow.

The young prince returned home as quickly as he could.

"I have seen islands, I have seen princesses, I have seen God," said the prince reproachfully. The king was unmoved:

"Neither real islands, nor neat princesses, nor a real God, exist."

"I saw them!"

"Tell me how God was dressed." "God was in full evening dress."

"Were the sleeves of his coat rolled back?"

The prince remembered that they had been. The king smiled.

"That is the uniform of a magician. You have been deceived."

At this, the prince returned to the next land, and went to the same shore, where once again he came upon the man in full evening dress.

"My father the king has told me who you are," said the young prince indignantly.

"You deceived me last time, but not again. Now I know that those are not real islands and real princesses, because you are a magician."

The man on the shore smiled. "It is you who are deceived, my boy. In your father's kingdom there are many islands and many princesses. But you are under your father's spell, so you cannot see them."

The prince returned pensively home.

When he saw his father, he looked him in the eyes.

"Father, is it true that you are not a real king, but only a magician?"

"Yes, my son, I am only a magician."

"Then the man on the shore was God?"

"The man on the shore was another magician."

"I must know the real truth, the truth beyond magic."

"There is no truth beyond magic," said the king.

The prince was full of sadness. He said, "I will kill myself."

The king by magic caused death to appear. Death stood in the door and beckoned to the prince. The prince shuddered. He remembered the beautiful but unreal islands and the unreal but beautiful princesses.

"Very well," he said. "I can bear it."

"You see, my son," the king said, "you too now begin to be a magician."

from: John Fowles, The Magus, 1969

History of NLP

The history of NLP dates back to the 1970s and a meeting between two American scientists, Richard Bandler and John Grinder. At the time, John Grinder was Assistant Professor of Linguistics at the University of California, Santa Cruz. Richard Bandler was a mathematician, Gestalt therapist and computer expert. Both wanted to further their learning and develop themselves.

They ultimately decided to find out how experts are capable of outstanding achievements in their fields while others fail. They began to model successful people and recognised the patterns these people used to achieve their desired goals. Grinder and Bandler became mainly famous through the modeling of Dr. Milton Erickson, probably the most important hypnotherapist, of Virginia Satir, an exceptional family therapist and Fritz Perls, the originator of Gestalt therapy.

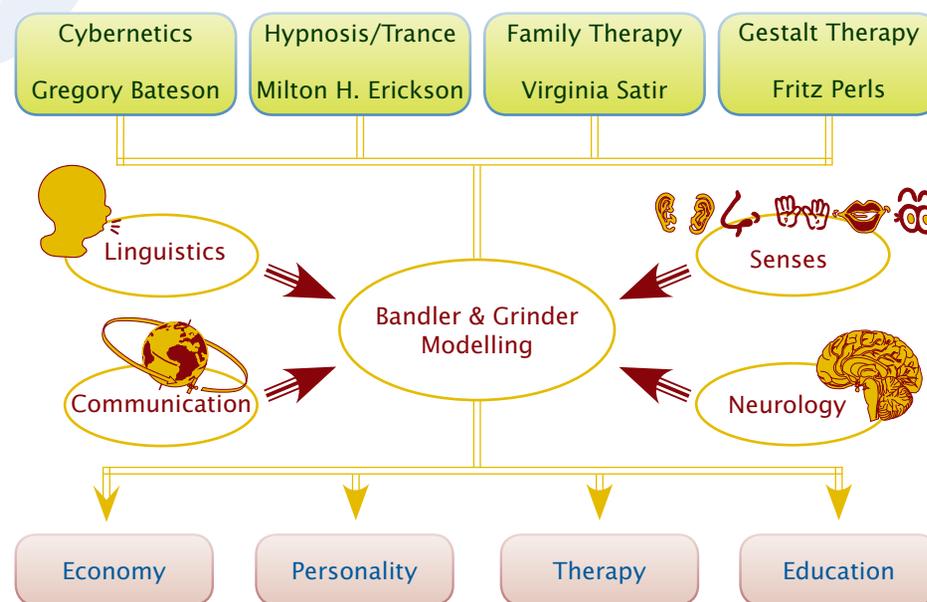
Having identified patterns common to these masters of communication they began to share them with students in workshops and seminars and developed them further. In the meantime NLP has spread all over the globe and more and more people are using it in numerous areas.

„Before I leave this world, one thing that I would wish for all the world to know, is that human contact is made by the connection of skin, eyes, and voice tone.“

Virginia Satir

- 1972** Richard Bandler transcribes therapy sessions of Fritz Perls. He goes on to lead Gestalt groups himself. John Grinder becomes his Supervisor.
- 1975** Both develop the Meta Model of Language and publish the first NLP book „The Structure of Magic“.
- 1977** From their analysis of the work of Milton Erickson, Bandler and Grinder develop the Milton Model.
- 1980** Bandler, Grinder and Robert Dilts develop the concept of strategies. With this model, the structure of our thought processes is decoded for the first time.
- 1982** Development of the concept of reframing. This concept makes it possible to contact unconscious parts which cause undesired behaviour or symptoms of disease.
- 1984** Richard Bandler discovers the concept of submodalities, one of the most effective and impressive techniques of NLP.
- 1988** Tad James develops the Timeline. A method especially suitable for healing traumatic experiences of the past.
- 1990** Robert Dilts develops the theory of reimprinting and processes for changing restrictive beliefs.

Historical overview



Gregory Bateson (1904-1980) is considered to be one of the spiritual co-founders of NLP. He was an Anglo-American anthropologist, biologist, cyberneticist and philosopher, and he made contact with Milton Erickson. Many NLP methods have at least been inspired by his work, e.g. Dilts' logical levels, the perception positions and the ecology check.

Dr. Milton Erickson (1901-1980) was an American psychotherapist who strongly influenced modern hypnosis and its use as a form of therapy. His life was affected by health issues which started with polio during his high school years. In 1957 he founded the American Society of Clinical Hypnosis.

Virginia Satir (1916-1988) was the eldest of many sisters and brothers. Due to problems her parents were having she decided at the age of nine to become a „family detective“. At first, she became a social worker and completed psychoanalytic training. She is considered a co-founder of systemic family therapy and went on to give lectures all over the world.

Fritz Perls (1893-1970) was a psychotherapist of German-Jewish origin. In 1934, he fled to South Africa with his family before settling in the USA in 1946. He is regarded as the founder of Gestalt therapy. His workshops at Esalen Institut became world famous. Bandler came into contact with Perls' work while recording his therapy sessions.

Presuppositions of NLP

There are a number of presuppositions in NLP. They represent important foundations for working with NLP. There are some presuppositions which are neither clearly true nor false. If we pretend they are true, they will help us to use NLP successfully. In mathematics we prefer to talk about axioms. In this field a common ground is also needed for meaningful work.

Practical Example

Imagine you have caught a cold and need some medication from the pharmacy. You drive to the pharmacy and spot a parking space. You are just figuring out how to manoeuvre into the space when a red Porsche comes from behind. „He must be in a hurry,“ you think and pull over to let him pass. Yet it seems he wants to get to the pharmacy too, and before you know it he has taken your parking space. You drive to another parking space. When you get to the pharmacy the red Porsche has already gone. As you go in, the chemist says „Would you mind waiting a moment, please.“ What does that make you think about the driver of the red Porsche? Maybe you complain to the chemist that they were served really quickly while you have to wait. Now the chemist says: „His boy is having a severe fit and needs this drug urgently, every minute counts.“ How does that make you see the driver now?

1. The map is not the territory.

We all have different conceptions of the world. None of them represents the world completely and accurately. People respond to their map of reality and not to reality itself.

2. Within their model of the world people always make the best choice available at any given time.

You must have had times of severe stress when you did not behave the best way, because at that moment you just didn't see a better option.

3. Behind very problematic behaviour/symptom, however serious, there is a good intention.

Every behaviour is trying to achieve something positive in that person's life, regardless of possible, negative side effects. An illness, for instance, can be interpreted as a positive message from the body.

4. For every behaviour there is a context in which it can be beneficial or useful.

Once learnt, never forgotten, i.e. this behaviour has led to success at some time in the past. The aim is to develop more choices in addition to this behaviour.

5. People already have all the resources they need for every desired change.

The aim of NLP is to activate our own resources at the right moment and to use them in an optimal way.

6. In communication there is no such thing as failure, only feedback.

Every reaction and outcome can be used as feedback and an opportunity to learn. Seen as feedback, they provide important clues as to whether a certain solution is appropriate and if not they invite us to search for new ways.

7. The meaning of communication is the response you get.

We communicate to receive a desired response. If you are not getting the result you want, your own message hasn't been received. Instead of reacting negatively it makes sense to change one's own behaviour.

8. If what you are doing isn't working, do something else.

If we are flexible, we will regard every reaction as an outcome and thus as valuable information.

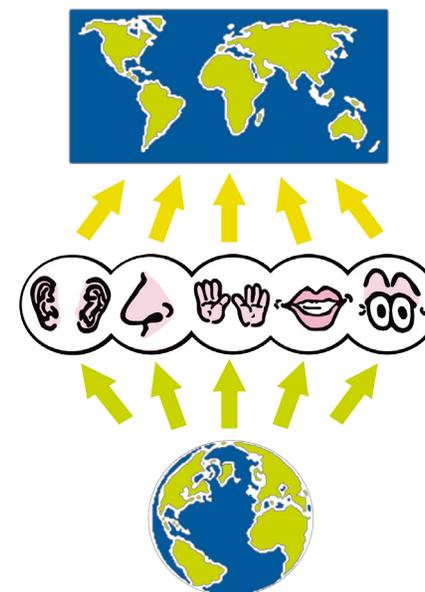
9. There are no resistant people/clients, only inflexible communicators/consultants.

Resistance is not the unwillingness of others but a sign of a lack of rapport. When faced with resistance, what is needed may be a (new) effort at establishing a rapport rather than a stronger argument.

10. There are no right or wrong models of the world.

Everyone sees the world differently. We perceive the world through our own channels of perception. As we do so, we filter out a great deal of information.

The map is not the territory.



From the remaining impressions, noises, pictures and smells we form our own map of the world. However, we often forget that this is only one interpretation and not the real world.

Picasso and Reality

Pablo Picasso was once asked by a man why he did not paint things the way they really were. He did not understand. Therefore he asked: „How are things in reality?“ „Wait,“ the man said and fetched a photo of his wife. „This is my wife - that's the way she really looks.“ Picasso looked at the man whimsically and answered: „She is as small as a clove of garlic and as flat as a piece of lettuce - don't you think?“

Training our Perception

Perception plays a very important role in NLP. Only if we are able to perceive as many subtle aspects as possible of the body language of another person can we respond to it and shape the further course of our communication based on this information collected by our senses. Because of this, there is no substitute for open sensory channels.

Accurate Perception

Calibration is sensory fine tuning to the behaviour of another person. Certain inner states correspond with specific visible characteristics. When I lead someone through a process it is important to study these characteristics in order to control the process and know what state the person is in at that moment. With accurate calibration I receive feedback telling me whether my interventions are successful. This additional information enables me to adapt my communication appropriately. So, for example, after having adjusted to the other person I can see by a small change in their face if a suggestion is being favourably received or if further persuasion is required. Calibration is the ability to recognise visible features and match them to the person's condition.

*„I teach blind and deaf people every day.“
Richard Bandler*

*„Just because we keep our eyes open and don't have earplugs in our ears does not mean that we can see and hear everything that's happening around us.“
Stephan Landsiedel*



Exercise: Guessing game,
for three people: A, B and C, approximately 10 minutes, then change of roles

1. A thinks about a person he/she likes for around 45 seconds (= person X). B helps A to get as vivid a memory of him/her as possible. B and C calibrate, e.g. in terms of breathing, facial expression, skin colour, etc.

2. A thinks about a person he/she does not like for around 45 seconds (= person Y). B and C calibrate, e.g. in terms of breathing, facial expression, skin colour, etc.

3. B asks A the following questions which A answers by thinking of the respective person without saying anything. Now B and C deduce from A's physiology whether their answer is person X or Y.

- Which person has more charisma?
- Which person has darker hair? Which person do you see more often?
- Which person ?

B and C ask questions until both can reliably recognise A's non-verbal answer. If you are completely wrong, go back to steps 1. and 2. and start calibrating again.

Building Rapport

The Secret of Rapport

Rapport means speaking to people on their level and using their language to convince them of ideas they would not have understood had they been presented in another form. Rapport is the ability to enter the world of others and to build a bridge to them. It is the art of getting the support and collaboration of others in order to achieve a common goal. Rapport is a relationship marked by agreement, same direction or similarity. If there is rapport, resistance will disappear. Rapport means establishing a deep contact to the unconscious of the other person. We say things like: „We were on the same wavelength.“ „There was a mutual understanding between us.“ or „We like each other.“ Rapport is very important in terms of trust. A doctor needs the trust of his patients. A sales person needs the trust of his customers. A mother needs the trust of a child. Many issues in our daily interactions are about trust. NLP examines carefully how this trust is established and what we can contribute to make it deeper and more intense.

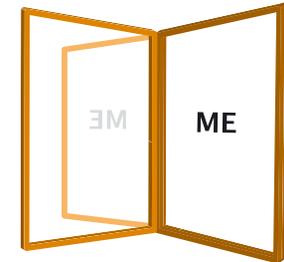
How is Sympathy created?

People like people who are like themselves. Once we have found common ground in a conversation, the dialogue flows naturally. NLP has discovered that this similarity does not only concern the of conversation topics but body language too. People who like each other and have a deep contact unconsciously adjust their behaviour to one another. This phenomenon can also be used the other way round: By adjusting your behaviour you deepen the rapport to the other person. This is called mirroring in NLP.

Mirroring and Pacing

Mirroring means adapting one's body in terms of posture, gestures, breathing, facial expressions, movement or weight shift, muscle tensions, etc. We respond like a mirror to everything we can see.

Pacing means matching one's entire range of visual and auditory expression to the other person. The other person is picked up where they stand. I like pacing speech rate, rhythm and tone of others, for instance. This category also includes everything entailed in mirroring.



One special form of mirroring is known as „crossover mirroring“. In this case, one feature of the other person is mirrored by another feature, e.g. breath by movements of the fingers, crossed arms by crossed legs, rhythms of speech by movements of the head, etc.

Meaning of Body Language

From Matching to Leading

Having matched the other person for a while and established rapport, we can start to lead and change the direction of the communication. Leading means to lead someone to a certain goal or result on the basis of rapport and in terms of the win-win principle. Leading also provide an opportunity for checking whether a trusting relationship has been established. If it has, the other person will unconsciously follow my leading after a short time. If that doesn't happen, I need to go back to matching. This method enables me to lead someone from a bad emotional state into a better state, for example.

Congruity and Incongruity

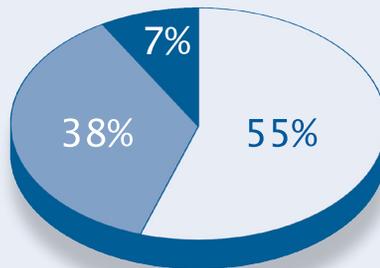
When all three channels fit together we also say we are congruent. If the messages don't fit, we call this incongruence. In this case, we rely first of all on body language, then on the voice and lastly the spoken word - doubtless because we have often had the experience of being lied to. This is why some researchers into body language say: „The body never lies.“

“To be nobody but yourself in a world which is doing its best day and night to make you like everybody else means to fight the hardest battle which any human being can fight and never stop fighting.”

E.E. Cummings

55-38-7 Percent Rule

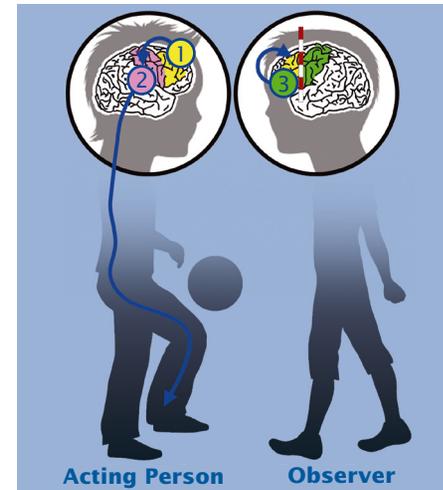
In a famous study, Albert Mehrabian (The Journal of Counseling Psychology 31, p. 248-252, 1967) found that body language accounted for 55% of the effect when making a presentation before a group.



This meant 55% of the power of persuasion rested on posture, gestures, facial expressions, eye contact and other factors of body language. 38% of the effect was achieved by voice modulation and other vocal characteristics. Only 7% was down to the content of the presentation. Some interesting conclusions can be drawn from this: We have the most influence when we present convincing messages through all three channels. Body language and voice are often greatly underestimated.

The Secret of Mirror Neurons

In 1995, the Italian neurophysiologist Giacomo Rizzolatti discovered in experiments with apes that a certain part of their cerebrum reacts when a targeted hand-to-object movement is made. This part also reacted when they only observed the movement in other apes. This is due to something known as mirror neurons. Mirror neurons are nerve cells which trigger the same impulses in the brain while watching a process which would occur if the process was actively performed by oneself. Brain cells with this double function started to inspire the imagination of researchers and scientists and enabled them to better describe everyday phenomena.



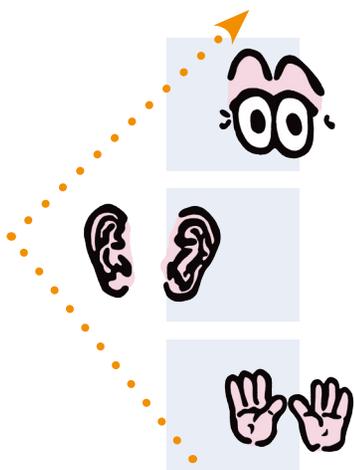
- 1 The mirror neurons send the order to the motor cortex to move the foot.
- 2 The motor cortex sends the order to the muscle cells in the leg.
- 3 The inhibitor mechanism prevents the transmission within the observer.

Rizzolatti further found that we are constantly in communication with others through mirror neurons and consciously or unconsciously imitate other people. The recently discovered mechanism in the brain, the imitation inhibitor, blocks the development of mirror neuron so that no movement impulses can be sent to the muscles. Researchers also consider the recognition of intentions - meaning anticipating an action - to be a possible function of mirror neurons. An everyday example by Franz Mechsner from the Max-Planck-Institut for Psychological Research in Munich illustrates the recognition of intentions. „When we see a person on a zebra crossing we do not observe that one leg is slightly in front of the other and the head turned to one side. We see that someone wants to cross the street.“ This ability can support learning complex sequences of movement. In human beings these cells have so far been discovered in the brain's Broca's area, the speech centre. Accordingly, these cells seem to have enabled us to learn language.

Examinations have shown that in autistic children (= pervasive developmental disorder, described as a hereditary, incurable perception- and information-processing disorder of the brain) these cells do not function properly. This could explain why the social behaviour and speech of these children are impaired. Even if there is no scientific evidence to back it up yet, the correlation between mirror neurons and the capacity for empathy has been widely debated lately.

In NLP we can identify what someone is thinking about by „tracing the physiology“ of that person.

Our Perception Channels



We experience the world through our perception channels. An external stimulus, e.g. a ray of sunlight or the voice of a friend, is transmitted to our brain via our nervous system by means of electrical or chemical signals. There, images, sounds and other sensations are generated. These represent the external stimulus. According to the NLP model, people use these five sensory channels with different emphasis. Some people respond very strongly to visual stimuli while others have a stronger kinaesthetic or auditory orientation. When people with different representational systems meet, there may be major misunderstandings. The preferred or currently dominant representational system can be identified from the prevailing signal words or physical information such as the rate of speaking, breathing, etc.

„Desire and ecstasy crucially depend on our senses.“

Language Signals

The language of a person reveals his special tendency. The preference for certain words and phrases which relate to seeing, hearing, feeling, smelling and tasting can differ in various contexts for the same person.

Visual words are see, picture, observe, sight, look, view, overview, focus, clear, hazy, vision, twinkle and phrases like an eye-ful, it appears to me, take a look at, beyond a shadow of a doubt, dim view of things, get a perspective on, mind's eye, rose tinted glasses, tunnel vision, big picture thinking.

Auditory words are sound, hear, discuss, interview, listen, loud, remark, rumour, say, speechless, tune in and phrases like clear as a bell, sounds like, tune into, rings a bell, keynote speaker, the power of speech, purrs like a kitten, to tell you the truth, word for word.

Kinaesthetic words and phrases: feel, touch, had, contact, grasp, have cold feet, be in the seventh heaven, fall into a black hole, keep one's feet on the ground. I've got a feeling, I can't get a grip, I've been worried sick. I must tackle this.

Olfactory words and phrases: turn up one's nose, scent of the great wide world, runny nose, picking one's nose, have a good nose for, follow your nose, smell a rat, smelling of roses, a nose for business, thumb one's nose at someone.

Gustatory words and phrases: taste, suck, salivate, smack, lick, dry, delicious, degustate, savour, spicy, sweet, bitter, salty, bitter experience, taste for the good life.

In practice

If you find out which sensory channel your counterpart prefers, it will be easier to build rapport by communicating through this channel. As a salesperson you will serve your customers most frequently on their favourite channel. For the visual client, you provide images. You also ask him to imagine all things he will do with the product. To the auditory client you use a pleasant voice to carefully explain the diverse benefits of your product. The kinaesthetic client needs a model in his hand so that he can literally grasp the full implications.

As a lover you offer your beloved a wealth of experience on her channel. If she is auditory, make her compliments, ensure a romantic atmosphere over a candlelight dinner and maintain good conversation with her. If she is visual, bring her a present, look after your appearance and make sure the car is clean and tidy if you're going on a drive. If she is highly kinaesthetic, keep touching her softly and show her that way that she belongs to you. Massage and embrace her as often as she wants and choose a sensitive style of

language. Also, make sure that you smell good and offer her something for her sense of taste, too, such as a good wine. You know the saying: The way to the heart is through the stomach. A great part of the magic of love many and diverse sensory experiences we give ourselves and each other. Where learning is concerned, it is also interesting to know one's learning style. Do you learn best by looking at graphics and visualisations? Do you create mind maps of the material to be learnt? Then you are definitely a very visual learner. If you are an auditory learner you like listening to the material via an audio book or podcast. Maybe it also helps you to learn material if you listen to yourself saying it out loud. A kinaesthetic learner prefers to be able to physically touch things and quite literally grasp them that way.

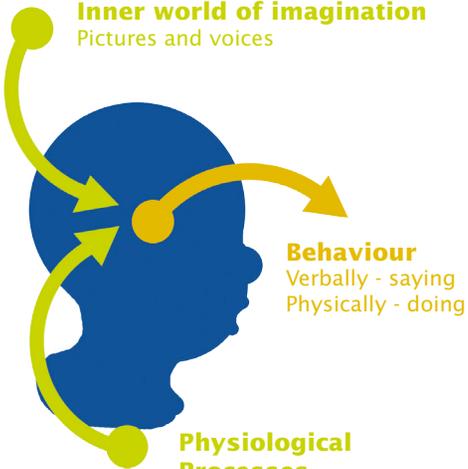
When dealing with a group of people whose channels you cannot assess or which differ from one another, the best way forward is to choose a mixture of all channels so there is at least something for everyone.



Emotionsmanagement

Inner world of imagination

Pictures and voices



Behaviour

Verbally - saying
Physically - doing

Physiological Processes

Posture - breathing
Biochemical processes

What is important to you?

When I ask the participants in my seminars what the most important thing in their lives is, I get answers like: Happiness, success, love, health, recognition, contentment, trust, and so on. When we take a closer look, we see emotional states behind these values we aspire to. Most people do a lot of things to have good feelings. If that is so important, we really ought to have learnt at school how we can actively influence our feelings. Usually, we haven't. NLP teaches plenty of ways of positively influencing our emotional state and that of our fellow human beings.

Changing Feelings

Our behaviour depends on our state, which is affected both by our inner imagination and our physiology, i.e. you can change your state by imagining something else or by changing your physiology. If you shuffle around slowly in a depressed way, you'll eventually feel depressed. To feel enthusiastic and dynamic, move that way. Stand straight up, take a deep breath and tense your muscles to get yourself into an energetic state. Doing sport has the same function and the effect are long-lasting. Sometimes a change in breathing is sufficient to feel differently, e.g. when relaxing.

The Charlie Brown Technique

Charlie Brown explains to his girlfriend Lucy: „If you want to feel depressed, let your head and shoulders hang. Stare at the ground and think gloomy thoughts. If you do that three times a day, you will have a good chance of becoming depressed.“ Give it a try straight away. Of course, you can also apply this principle the other way round Stand up straight with your feet a shoulder's width apart. Lift your arms, breathe deeply and say: „Today is a very special day! I love my life.“

In what we call the stuck state, we are stuck and blocked. We do not have access to our resources. Possible stuck states may be: Despondence, fear, shock, stress before an examination or a speech. We sometimes call this a physiology problem.

To get out of a stuck state, a separator is important. This interrupts the current state and we regain at least a neutral state, which then provides the basis for building up a resource state. A very natural separator can be to distract oneself, to do something else or go for a walk. During training or coaching we often request our client to think about something else by asking a „crazy“ question to provide a distraction. In addition or alternatively we could invite the client to change their posture.

In the resource state, we are in full possession of our resources and positive energies. We feel richly blessed with everything we need for life. This is the best state in which to set goals, make decisions or discuss important issues. The more time we spend in this state, the better for our lives. In this state we feel strong and happy. We have freedom of choice and can shape the future. In consultations and coaching sessions, we meet other people who are in a stuck state. This forms the basis for a desire to change. The stuck state is interrupted and then, by adding resources, a positive state is created.

Different Physiologies



Stuck State

Stuck
Blocked
Despondent



Separator State

Separator
Neutral
Emotionally uninvolved



Resource State

All personal capabilities and positive energies are available again.

Exercise

Which states would you like to have more often in your life?

Which states would you like to have less of?

What would that mean for the quality of your life?

What can you do to spend more time of your life in the desired state?

Maintain Emotional States

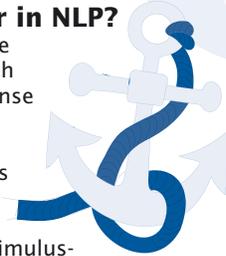
I fell in love for the time at Lake Balaton in Hungary. It was a girl from Berlin and I met her in a holiday group. I had no idea what triggered this feeling of elation but it was fantastic. During the day, we saw each other on the beach and in the evenings we sat together and danced at the disco. That summer there was one hit that was really popular. In the daytime you could hear it coming from people's ghetto blasters and at night from the speakers of the discotheque. It was the reggae song „Kingston Town“ by UB40. So, I was completely in love and everywhere this song was playing. Love ended soon after the holidays; I only received one letter from her. But two years later something really amazing happened. Lake Balaton was long forgotten. I was sitting in a bistro when suddenly I was overcome by the same wonderful feeling from that time. I saw her, I saw Lake Balaton, I heard her voice and felt my first kiss again. I wondered what had made me suddenly think of all that again.. I looked around and only then did I realize: „Kingston Town“ was playing in the background. I'm sure you also know songs which can awake memories and feelings you thought were long forgotten as if at the push of a button. And it still works. I have just put this song on as I write, and all those images appear in my mind as I listen to it again. You should try it yourself right away. Listen to a song which reminds you of the most beautiful and intensive moments of your life!

„I believe that imagination is stronger than knowledge. That myth is more potent than history. That dreams are more powerful than facts. That hope always triumphs over experience. That laughter is the only cure for grief. And I believe that love is stronger than death.“

Robert Fulgham

What is an anchor in NLP?

An anchor is an impulse (stimulus, trigger) which causes a specific response in someone which is always the same. In contrast to a reflex, this response is learnt and not hereditary. Thus, an anchor is a learnt stimulus-response connection. The basic principle was discovered by the Russian neurophysiologist Ivan Pavlov during his experiments with dogs, and has since become known as the concept of classical conditioning. In 1904, Pavlov was awarded the Nobel Prize for his research. Anchors influence our emotional states on an almost non-stop basis. And yet only those anchors which are linked to intense emotional states have a special meaning. They can be both positive and negative. Recognising negative anchors and replacing them with positive ones if need be is an important step on the way to a better attitude towards life. Anchors can occur in all sensory systems, e.g. the ringing of the phone or a favourite song, holiday photos, specific smells, a certain facial expression, a company logo or the claim of a firm („Just do it!“), distinctive voices, movements like the clenching of a fist, words with a particular meaning, places where we have experienced something special, gifts, garments and medals.



Setting up Anchors - Components

- T** **Timing of the anchor.**
A good anchor has a 1:1 relationship with the peak curve. That means it is best to set an anchor shortly before the climax of a feeling.
- I** **Intensity of the state.**
To install a really strong anchor, an intense emotional state is needed.
- G** **Accuracy of the repetition.**
If the site of the anchor cannot be accurately located again, the anchor will not work at all or not with the optimal intensity.
- E** **Uniqueness of the anchor.**
Choose an anchor which is unique and will not constantly be triggered in everyday life.
- R** **Pureness of the state.**
If someone recalls a positive state while regretting that the time went by too fast, then naturally, this melancholy feeling will be anchored as well.

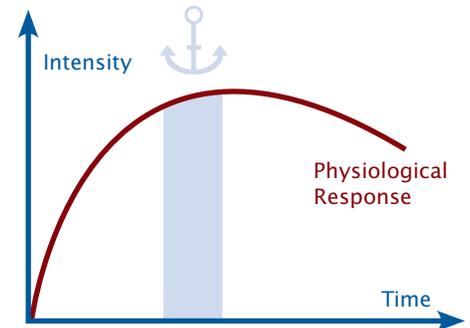
Identifying Existing Anchors

Which anchors already exist in your life and how can you use them? What kind of states do they trigger? Think for example about songs, pictures, smells, objects, places, events, anniversaries, etc.

Anchoring Techniques

Anchoring in Four Steps

Beside activating existing anchors, it is also possible to set new anchors. If you are in an especially good state, you should always anchor it. You can do so by a movement, a word or a picture.



- 1. Intensive associated experience**
In order to be able to anchor something, a strong feeling should be in place. You can reinforce this feeling by asking yourself: What can I see? What can I hear? What can I feel?
- 2. Set anchor at peak level**
Once the feeling is at its maximum intensity, set the anchor by clenching your first, for example.
- 3. Interrupting the state**
Come out of it for a short time and divert yourself.

4. Test the anchor

Now test the anchor by triggering it and check whether the earlier feeling arises. If so, the test was successful. If not, repeat the process from step one and take more time to establish a strong positive state.

Become the Director of Your Life!

Do you sometimes have pictures in your mind which put you in a positive or negative mood? Do you sometimes consciously imagine the future or do you let bad situations from the past keep you awake at night? Sometimes you may hear an inner voice admonishing you or placing demands on you, saying: "You are not good enough!" "You must perform better." "Work harder otherwise you will fail." If you've never heard those voices be grateful, because these "ghosts" can massively influence our lives. But now this will come to an end. From today, you will take charge of your destiny and become the director of your mind.

First of all, let's start with a little exercise which will demonstrate how you can deal with your inner world differently. Please imagine a goal you would like to achieve.

Visualise the best moment. Maybe this is the moment when you have just reached your goal and realise: "I have succeeded!" Now, think carefully about exactly what you are imagining. Are you seeing images? Can you also hear anything? What are you feeling? Now examine each impression and ask yourself: Am I seeing a picture or a film? Is it a colour or black and white film? Where do the voices and noises come from? Also, observe what form this inner vision has. Having perceived this, it is time to become the director of your inner home cinema. Change the vision now. Enlarge the pictures so that you see them as if on a huge cinema screen. Add stronger colours, choose a good camera angle.



Can you notice a difference? Are your feelings about this goal getting stronger? And now, as star director, add the finishing touches to these visions. Watch the scene from different angles. Change the speed, make it slower and then faster again. Remember which changes feel best for you. Work on this scene until you can hardly endure the strength of your own motivation and can't wait to make your goal a reality.

What you imagine is important, but what you do is also crucial. Big coloured pictures motivate most people more than small ones in black and white. These subtle differences within our senses are called submodalities in NLP. Find your favourite modalities and apply them to your dreams and goals.

Destruction of Inner Images

Sometimes you will want to get rid of an existing negative vision. First ask yourself whether you have really learnt everything there is to learn from this negative vision. It can sometimes be a good idea to keep a negative picture, if it reminds you of certain issues which are best not forgotten – it can help prevent you from making the same mistake twice.

So save everything that is important and then start to destroy the image you want to get rid of. Imagine the picture as if it was on a mirror and take a hammer, strike hard and smash the picture. Caution! This is a mental exercise – the smashing only takes place in your mind. Imagine the picture breaking into a thousand pieces. You have destroyed it! You can repeat this step if you want. You might find it's really fun smashing this picture that's been plaguing

Working with Submodalities

you. Then mentally collect the pieces and let them be completely squashed by a steam roller so that there's nothing at all left of this picture or its effects. This exercise sounds harmless but is very effective.

Modalities
See, hear, feel, smell, taste

Submodalities
Fine differentiation of the modalities

Change
in feelings

Submodalities

The modalities describe our five senses: See, hear, feel, smell and taste. Submodalities are the subunits of the senses, e.g. in the case of seeing, colour and size, and in the case of hearing, speed and volume. A change of these submodalities causes an increased or reduced quality of feeling. Therefore it is critical for the intensity of your feelings to work with these submodalities. Reinforce the effect of positive visions and weaken negative ones.

NLP Free Offer

English NLP-Email-Training

Go for it, it's free! Free NLP exercises and information. This is a service provided by us for you. We offer a free NLP e-mail training.

NLP can help you in all areas in which special communicative knowledge is in demand to accomplish your goals.

- NLP supplies you with the tools for an excellent communication
- NLP contains a rich variety of communication techniques
- NLP is an extremely effective method of goal-directed and resource-oriented behaviour.
- NLP is the art of shaping your thinking, your states and your future autonomously in order to achieve success

Originally, this training program was made for the participants of my training groups - for refreshment, application and repetition in between the training. However, as time flew by, it became more and more obvious that even the people without much prior knowledge could profit enormously from this program. Hence, it evolved into a little practical introduction to the field of neuro-linguistic programming. By now, we have enlarged the training so that it almost already represents a kind of distance learning course.

The NLP e-mail training contains 50 lessons. A lesson is sent to you automatically every week.

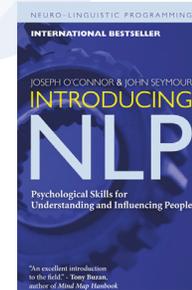


At the beginning you will find an inspiring quotation, on this a short introduction to the respective topic and instructions for small exercises in each lesson. In addition, the e-mail training contains a metaphor and a book recommendation suitably for the topic. If you want to get into one of the topics more deeply, selected links offer you more detailed information through means of additional texts, pictorial material and audio files.

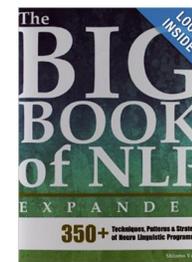
In approximately every fifth lesson you can take part in a small testing on the Internet. The testings allow you to check your state of knowledge and to recognize possible gaps in order to fill them up.

In this training program we consciously kept the theory phases brief and comprehensible. NLP is all about actions!

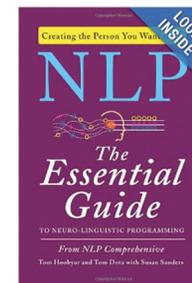
Many small steps that you will go consciously, will lead you to your goals. Be aware that you have to take every single one of these steps seriously - so don't wait to carry out the lessons! Work on the lessons in the same week, in which you received them, and do not stop after the first week but continue every following week until the program is complete.



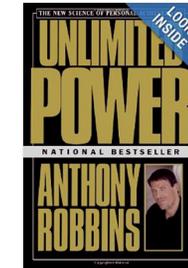
Neuro Linguistic Programming
Introducing Neuro-Linguistic Programming. Psychological skills for understanding and influencing people The best introductory book on NLP. Well explained, nicely written and yet very grounded.



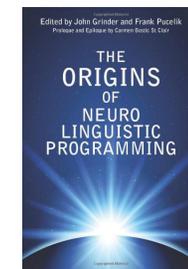
The Big Book of NLP
The Big Book Of NLP contains more than 350 patterns & strategies written in an easy, step-by-step format.



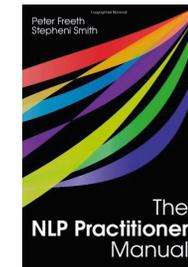
NLP: The Essential Guide to Neuro-Linguistic Programming
Now, from the company that created NLP: The New Technology of Achievement—one of the bestselling NLP books of all time—comes NLP: The Essential Guide to Neuro-Linguistic Programming.



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