

So what is Neuro Linguistic Programming – NLP for short?

Neuro- Linguistic Programming is a methodology based on subjective experience, the methodology being modelling of physiology, language, filter patterns and strategies, which leaves behind it a trail of techniques. The originators of NLP discovered that the very best communicators had in common certain beliefs and thinking patterns and used similar verbal and non verbal strategies that set them apart from the average communicator. They distilled the thinking, language and behaviour of these top performers and copied it so that they could achieve similar results, and found that it worked. They called this process “modelling”.

The name coined by NLP’s originators describes its component parts:

Neuro- based on research into how neurological processes work and how we think in different ways.

Linguistic how these processes are represented through verbal and non-verbal language.

Programming the patterns of thought and language that we use consistently to produce specific behaviour, that in turn produces specific results.

- NLP is about exploring and explaining how human beings really work and finding ways to use that knowledge to enhance all aspects of human communication and to develop effective communication with the self and with others. NLP is about awareness and choice.
- Great communicators have in common certain skills of influence. NLP has identified and modelled those skills, which can be taught, and are useful in 95% of the communication situations you face.

Changing Perceptions with Sheena Wheatley can guarantee that if you use the magic of NLP, you will be able to manage your life and people in your circle of influence better, and enjoy more of what you want and need, both professionally and personally.

This is our promise - and we won't let you down

t: +44 (0)131 220 0037

e: Sheena@changingperceptions.org.uk

www.changingperceptions.org.uk