

Achieve with NLP

In his coaching series for CAM practitioners dedicated to “the difference that makes the difference”, NLP coach **Mark Shields**, director of the Life Practice Group, explains the ninth Practitioner Proficiency: “Self-Empowering Beliefs”.

NLP is now widely recognised as one of today’s most popular Life and Business coaching strategies. Corporations, teachers and business men and women are using it to help them achieve change in their lives and careers.

Furthermore, the growth of interest in this useful and motivational discipline has inspired more therapists and practitioners alike to enrol onto NLP practitioner courses as NLP offers an added benefit to their clients as well as their own personal development as practitioners. Some teaching establishments are already including an NLP module as a mandatory part of the overall course syllabus in order to develop students studying courses where they will engage in direct client contact, such as Nutritional Therapists, Hypnotherapists and Psychologists.

Students have found this has been particularly beneficial to them on entering the job market or setting up their own practice after graduation.

What does NLP teach us?

NLP is based upon a set of pre-suppositions or “empowering beliefs” that open up a new way of thinking and a new approach to life and business.

In the following few paragraphs I am going to share with you some of the secrets and tips from the NLP world to give you a flavour, and explain how in just a few simple steps you can begin to facilitate that change you have desired for so long in your practice and clinics.

NLP offers you the keys to help bring about that change and in doing so helps you unlock your full potential. You are in control of reprogramming your mind for success, eliminating any previous limiting beliefs or negative thinking habits.

Think of your mind as a computer and that these limiting beliefs and negative thinking patterns are just software programs that have been installed over the years, causing you to experience and view life in a certain way.

In the same way you learned them, you can unlearn them, by simply installing a



new software program into your mind’s computer, overriding and deleting any previous programs. It does take some practice, but ultimately practice makes perfect.

Reframe your thoughts

Understanding how NLP can help you at work begins with you understanding your own thinking patterns and identifying negative thinking patterns.

You need to understand how your internal dialogue/inner voice can impact your thinking, actions and behaviour. These patterns drive how you think, which drives how you feel, which in turn influences how you behave and act. By reframing your thoughts you will take control of your feelings and associated behaviour.

When you start to recognise how you are blocking the path to your own success, you can start to use these new insights to help you make the changes you desire and unlock your potential.

Self-empowering beliefs

I have used NLP for many years in my clinics and have experienced powerful change take place within my client’s lives - whether it has been for their anxiety, depression, weight issues or relationships at home and work. By embracing these self-empowering beliefs NLP teaches us:

- How to Communicate Effectively
- The art of body language and building rapport

- Methods for setting outcomes so they can be easily achieved
- Guiding principles for effective teamwork
- Strategies for maintaining a motivated and confident state
- Conflict resolution and negotiation
- Ways to create positive emotional states in others
- Empowering your clients to facilitate change
- Unconscious language patterns and how to understand what your client is really telling you.

Here are just a few of my favourite self-empowering beliefs – or NLP Presuppositions as they are otherwise known. Apply them with your clients and take your practice and personal success to new heights of success and happiness.

- The Map is not the territory – if we assume our thoughts and feelings are based upon our PERCEPTION of reality, not reality itself, we have control over change and our approach to life.
- The meaning of the communication is the response you get.
- The resources an individual needs to effect change are already within them.
- The positive worth of the individual is held constant, while the value or appropriateness of behaviour is questioned.
- There is a positive intention motivating every behavior and a context in which every behaviour has value.
- All results and behaviours are achievements, whether they are desired outcomes for a given task/situation or not.
- The measurement of success is what you have learned from any given experience, not what you have achieved. ☺



About the author

Mark Shields, life coach, author, Media expert and motivational speaker, is managing director of Life Practice UK, specialists in Personal and Business Coaching.

Contact: 01462 451473, info@lifeppractice.co.uk, www.lifeppractice.co.uk