



ARE YOU READY TO CHANGE YOUR CAREER? ARE YOU READY TO TRY SOMETHING DIFFERENT? ARE YOU PREPARED TO VENTURE OUT OF YOUR COMFORT ZONE?

Steve Nugent is an entrepreneur and currently owns three companies. That was until his life changed for the worse and he had draw on all his resources to find his way through a challenging time. Did NLP, famous for situations just like this one manage to help him.

Mark Shields Explains

Introduction

Mark has been able to use such techniques and coaching skills to help me at a difficult time in my life. I find myself at a thought provoking cross roads where I am looking to identify the next steps of my own journey, which has led me, to date, on some lofty highs and lows where, at times, there was little light. Currently I am at the very beginning of the next Chapter, which brings great joy in levels of excitement, anticipation and freedom of choice, along with an equal measure of fear, of stepping again into the unknown, the fear of making the wrong choices with unidentifiable consequences which only such freedoms of choice provides..... Scary Huh!

So Why NLP? What Do I Expect?

Well on the surface I can give multiple reasons as to why I want to look at this area of study. But, what is slightly strange is that where the last chapter of my life came to an end I was left in a room with someone who is an expert in NLP. I have found that the word 'expert' gets banded about in the business world with the same frivolous abundance of many other business clichés and acronyms that we are subjected to..... It's tiring at times 'playing the game' of identifying a genuine expert, this isn't the case of finding just competence, that is easy, so I set about my normal routine of research and trial and error, fully prepared to pucker up and 'kiss many frogs' as I have been prepared to do many times in my life. But, to my great relief, after many exhausting, emotional

and powerful sessions I found myself sitting in a room with one. How lucky is that? I could claim that it was down to my research but, as I have recently been discovering and embracing into my conscious that it was the law of attraction at work! Or, at the very least, the testament of how NLP has shaken off some of its mystery and now recognised in areas of counselling and coaching.

I've digressed, back to the why and what do I expect? The why is also because I have always had a curiosity in areas of Psychology and the study of the mind, I see NLP as a practical extension of this specialist area of study. I am not an overly religious person and my upbringing hasn't exactly been a smooth ride but, who's has? I have an unconventional family (like many out there) who I love and love me unconditionally but, do take the warts and all approach. I have a wonderful partner who I have shared up's and down's with over the last 8 years and we have not only remained close but, our love grows stronger. The reason I mention my family is because this is where my early interest in Psychology was created, my desire to try and understand them and others and how it could make sense and my partner has been very supportive and understanding at very difficult times.

But, why else NLP and what do I expect? Well on the face of things I could be considered relatively 'successful', I have owned my own businesses. I am competitive in nature and have always looked to push myself in all pursuits – however, I have never been totally happy with the results or fulfilled at my 'achievements'! I feel I have come up short to where I wanted, I have never quite got the results I wanted, and I have been relentless bordering on obsessive with achievement. Others have basked in the sunshine of the success, whilst I have always settled for the shadow – it's not that I don't like the limelight, it's just not what drives me. So what do I expect? Well as Einstein said when asked for his definition of insanity 'Doing the same activity repeatedly but, expecting a different result'. So I suppose I expect to find different results, different goals and to be able to use the techniques and learning to fully execute along my new journey! Hey what's the worst that can happen?

History and Overview of NLP

Starting with the history and from the research I have conducted I have found the following; Initial work was conducted in the 60's/70's at the University of California by Richard Bandler and John Grinder working alongside a team of anthropologists, social scientists and Linguists.

The initial goal was to research methods of excellent psycho therapists and how they manage to achieve results, through this research a methodology emerged of its own. This was identifying others successful approach to a problem and modelling the behaviours and ways of thinking, then adapting these behaviours into a way that it can be modelled to achieve specific results.

This was based around studying those highly considered leaders in their fields and identifying the approach, patterns and methods they were using to achieve results/solving problems. Such as the

utilisation of speech patterns, tone, selection of words, body language – gestures, postures, eye movement and building a methodology of this model.

Through the 60's/70's NLP started to find it's foundations as a 'new' approach in neuroscience and became more established in the field of therapy and counselling. This was then adopted and adapted to other disciplines in business, sales, artists and sport.

Possible Applications of NLP?

So, what other applications and models can be extracted that could benefit utilising NLP techniques? Starting with an area that I have some experience, I can see lots of benefits that it can bring to Sales, Sales Leadership and Management, Human Resources and namely the identification of talent in the recruitment process and the ongoing personalised PDP (Personal Development Plan) for each employee. This would create great benefit for both employer and employee and will add a level of belonging, loyalty and repayment of the investment by the employee. Although, this has to be regularly updated and followed through by the employer so as not to be seen as superficial by the employee.

It could also have some benefit and merit in the highly sales and bonus driven culture found in the Financial Services Industry. Where and individuals benefit is often found to be in direct conflict with the institution or on an even greater scale. Perhaps a way of modelling the moral and ethical behaviours as a approach to win back the confidence of the tax payer

In conclusion, do I expect NLP to, on its own, deliver results of above my expectations? Well at this point it is difficult to answer in isolation as I have not yet set a defined goal for an expectation to be met. That said, I have never been one to settle for second best in terms of a result or in life. So a base level expectation of NLP will be for me to learn new skills and techniques that I can utilise in all areas of my life to provide better results. After all, what would the point be in taking these first steps of a new journey?

Written by: Steven Nugent

