



# **NLP** Pocketbook

A pocketful of  
neuro-linguistic  
programming tips  
to help you succeed  
and make a positive  
difference to your life

**Gillian Burn**

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# THE NLP POCKETBOOK

By Gillian Burn

*Drawings by Phil Hailstone*

"Gillian has produced a 'gem' of a book – ensuring that a subject which, on face value, appears horrendously complex becomes easily understood and one that the reader can't wait to put into practice. I particularly enjoyed the cookie story!"

**Gail Scott, Senior Manager, Occupational Health Services, HSBC**

"Gillian Burn's NLP Pocketbook is beautiful in its simplicity and at the same time impressively comprehensive. Well organized and easy to read, the NLP Pocketbook takes the reader on a pragmatic and useful journey through the best of NLP. It is a wonderful overview and I highly recommend it for anyone interested in NLP."

**Robert Dilts, NLP Author, Trainer and Co-developer**

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*'It is not the  
strongest of the species  
that survive, nor the most  
intelligent, but the most  
responsive to change.'*

**Charles Darwin**



# INTRODUCTION



## INTRODUCTION

# PERSONAL EXPERIENCE OF NLP



I was first introduced to NLP in 1999. I had just set up my own health consultancy, creating and delivering training courses and materials for corporate clients. I had heard about NLP and wanted to 'add some NLP' to my materials, or so I thought!

That was the start of a fascinating journey which continues to this day. By coincidence, or serendipity, I then spoke to a colleague who left a thought in my mind. Within days I had discovered a course about to start, created space in my diary and commenced my practitioner training. I followed this with Masters training, NLP health certification, and more. Each programme has provided invaluable information, skills, practical experience and confidence. I am indebted to the support from many, many people, and apologise for any omissions I may have made (see resources section). References are included throughout the book.

I continue to use NLP skills every day in my professional and personal life, in delivering training courses, in my writing, communication and coaching. I also unconsciously incorporate NLP principles in everything I do. As you use this book, I hope you will be able to explore some of the fascination and intrigue, and enjoy developing your own NLP skills in your personal and professional life.

## INTRODUCTION

# ACHIEVE EXCELLENCE WITH NLP



Every day you will interact with people by what you say, by what you do and by your body language, even if this is only in a facial reaction or a smile. The contact may be face-to-face, on the telephone or via e-mail. The interaction influences how you feel, how you may react to a certain situation and the effect you may have on others. Neuro-Linguistic Programming (NLP) provides the tools and techniques to help you at home and in the workplace to:

- Communicate effectively
- Motivate yourself and others
- Think positively
- Create actions to make a difference

The tools will help you understand how you and other people work, and provide you with skills to help achieve excellence in your personal and professional life.



## INTRODUCTION

### WHAT IS NLP?



NLP is described as the study of human excellence and demonstrates how to communicate effectively and influence others. It was developed in the 1970s by a group of psychologists who were studying successful people in order to analyse human behaviour. The group included Richard Bandler (psychologist), John Grinder (linguist) and Gregory Bateson (anthropologist). They considered styles of language, brain patterns and how words and actions are linked together to form certain programmes or sequences of behaviour.

Since then NLP has been developed further, providing a much greater understanding of thought processes, language patterns and human behaviour. It offers a process to help interpret human experiences, and to understand how people think, feel and react.

NLP is seen as a vital skill to improve the effectiveness and impact of communication. It aids understanding of human experiences and the relationship between the mind, body, emotions and actions. Using the language of the mind can help you achieve desired outcomes consistently.

*'The psychology of excellence.'*

*'The difference that makes the difference in communication.'*

## INTRODUCTION

# WHAT IS NLP?



**N**euro – relates to the brain and what happens in your mind

**L**inguistic – relates to language and how you may use it

**P**rogramming – relates to patterns of behaviour which you learn and repeat

### NEURO



The use of your senses to interpret the world around you. Neurological processes affect your thoughts and emotions, your physiology, and subsequent behaviour.

### LINGUISTIC



How you use language to communicate with others and influence your experience.

### PROGRAMMING



Internal thoughts and patterns of behaviour that help you evaluate situations, solve problems and make decisions.

## INTRODUCTION

### WHO IS NLP FOR?



NLP can be used throughout business, whether you work for a small organisation or a multinational. The skills are useful in communication, managing teams, project management, dealing with challenging situations and on any occasion when your work involves interacting with people. NLP can be used throughout business and education, during all stages of life.

The tools will help you gain an in-depth understanding of behaviour patterns and how individuals may respond in a variety of situations, and they will help you work more efficiently and effectively. Everyone can benefit from the skills, including, for example, business people, sports enthusiasts, actors, students, leaders, politicians and trainers.

Consider the following proverb, which aptly describes some of the key principles:

*'If for a  
tranquil mind you  
seek, these things  
observe with care, of  
whom you speak, to  
whom you speak, and  
how, and when  
and where.'*

**Anon.**