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2nd Edition

Personal Development

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DUMMIES®

5 BOOKS
IN 1

- Essential Concepts of Personal Development
- Neuro-linguistic Programming
- Cognitive Behavioural Therapy
- Building Self-confidence
- Life Coaching

Edited by:
Gillian Burn

Author of Motivation For Dummies



*Personal
Development*

ALL-IN-ONE

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**by Rhena Branch, Kate Burton, Jeni Mumford,
Brinley Platts, Romilla Ready and Rob Willson**

Edited by Gillian Burn

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About the Authors

Gillian Burn has over 25 years of experience in health and wellbeing. Her background covers nursing, midwifery and health visiting, including experience working with the Flying Doctor Service in the Australian outback.

Gillian has an MSc in Exercise and Health and is a qualified master practitioner in Neuro-linguistic Programming, time line therapy®, and in creating healthy environments. She is a licensed instructor for Mind Mapping® techniques and speed reading with Tony Buzan and a licensed instructor in Body Control Pilates® with the Body Control Pilates Academy.

Gillian is the Director of Health Circles Ltd (www.healthcircles.co.uk) providing training programmes, consultancy and coaching for individuals and companies to improve health and quality of life. Her workshops address lifestyle factors to improve energy and performance including exercise, nutrition, stress and time management, communication, designing effective workspace and creating peak energy.

Gillian aims to practise what she preaches! As well as rowing she enjoys walking, yoga, and pilates, alongside bringing up her 2 young children.

Rhena Branch, MSc, Dip CBT, is an accredited CBT therapist and holds a post-graduate clinical supervision qualification. Rhena runs a private practice with offices in North and Central London. She also teaches and supervises on the MSc course in CBT/REBT at Goldsmith's College, University of London. Rhena treats general psychiatric disorders and has a special interest in eating disorders. Rhena is the co-author of *CBT For Dummies* (2nd edition) and *CBT Journal For Dummies*.

Kate Burton (www.kateburton.co.uk) is an international NLP master coach, author and workshop leader who challenges individuals and organisations to create lives that are sustainable and fun. Her business career began in corporate advertising and marketing with Hewlett-Packard. Now she works with leaders and managers across industries and cultures to work at their best. She loves to deliver custom-built coaching programmes that support people to boost their communication skills, motivation, self-awareness and confidence. She believes that people all have unique talents, abilities and core values: the skill is about honouring them to the full. In addition to co-authoring *NLP For Dummies*, the *NLP Workbook For Dummies* and *Confidence For Dummies*, she is the author of *Live Life. Love Work* published by Capstone, an imprint of Wiley. Her latest addition to the Dummies personal development books is *Coaching with NLP For Dummies*.

Jeni Mumford was a coach and facilitator who applied whole life coaching techniques to her work with people and within businesses. Before her own life-changing decision to become a coach, Jeni benefited from a 16-year career with the Hays group, spanning recruitment, sales operations, project management, and people development, where she was lucky enough to embark on a new challenging job role every 18 months or so. It was this experience of discovering that the grass is green wherever you are – if you take proper care of the lawn – that gave Jeni the conviction and motivation to build her purpose around inspiring people to attract and enjoy their own dream life and work. Sadly, Jeni passed away in 2011.

Brinley Platts is a leading executive coach, researcher and consultant to FTSE 100 companies. He is one of the UK's leading authorities on CIO and IT executive careers and works with international companies on the integration of senior executive life and career goals. He is a behavioural scientist by training, and his passion is to enable large organisations to become places where ordinary decent people can grow and express their talents freely to the benefit of all stakeholders. He is a co-founder of the Bring YourSELF To Work campaign, which aims to release the pent-up talent and passion of today's global workforce to create the better world we all desire and want our children to inherit.

Romilla Ready is a Master Practitioner of Neuro-linguistic Programming, and is the director of Ready Solutions, which was founded in 1996. She runs professionally developed workshops across a range of areas and has trained clients in the UK and overseas, using her cross-cultural skills to build rapport between different nationalities. Romilla has been interviewed on local radio and has had articles on stress management and applications of NLP published in the press.

Rob Willson, BSc, MSc, Dip SBHS, currently divides the majority of his work time between private practice and conducting research on Body Dysmorphic Disorder at the Institute of Psychiatry, London. Previously he spent twelve years working at the Priory Hospital, North London where he was a therapist and therapy services manager. He also trained numerous CBT therapists over a seven-year period at Goldsmith's College, University of London. Rob's main clinical interests are anxiety and obsessional problems, and disseminating CBT principles through self-help. He has made several TV appearances including in the BBC documentary 'Too Ugly for Love'.

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Introduction

Welcome to *Personal Development All-in-One For Dummies*, 2nd Edition, your launch pad to understanding the basics of the key techniques and therapies available for personal development.

As a human (we're assuming you're not a cat if you're reading this book), at some stage in your life you're likely to experience some sort of emotional problem that you'd like to surmount and you're interested in arming yourself with the techniques to help you tackle those problems. Perhaps you're tired or fed-up with the way some things are for you now and want to find interesting and useful information to enhance your life. If so, this book is a great starting point.

About This Book

If you're embarking on a journey of self-help or self-improvement, this book provides an introduction to the most popular and widely used techniques for personal development by:

- ✓ Focussing on how to use the techniques yourself.
- ✓ Providing practical exercises for you to try out.
- ✓ Outlining different methods of approaching your particular goal or problem.

The techniques described in this book are applicable for all aspects of mental health – from positive thinking and goal setting, to tackling specific psychological problems such as anxiety and addiction.

You can read further details in other *For Dummies* books or see a practitioner if any of the methods in particular take your fancy. If you've read all there is to read in this book but still want more, check out the extra information in these *For Dummies* titles (all published by Wiley):

- ✓ *Cognitive Behavioural Therapy For Dummies* (Rob Willson and Rhena Branch)
- ✓ *Confidence For Dummies* (Kate Burton and Brinley Platts)
- ✓ *Life Coaching For Dummies* (Jeni Mumford)
- ✓ *Neuro-linguistic Programming For Dummies* (Romilla Ready and Kate Burton)

Conventions Used in This Book

To make your reading experience easier and to alert you to key words or points, we use certain conventions in this book:

- ✓ *Italics* introduces new terms and underscores key differences between words.
- ✓ **Bold** text is used to show the action part of bulleted and numbered lists.
- ✓ Case studies in the book are illustrative of actual clients we have treated and are not direct representations of any particular client.

What You're Not to Read

You can read this book cover to cover or skip through just reading the sections that interest you the most. If you're not in the mood for games, you can skim-read the sections accompanied by a Try This icon (but maybe you'll revisit them a little later?). You can also glean plenty of information from this book without reading the sidebars (the grey boxes); the detail in our sidebars is interesting, but not crucial to understanding the rest of the book's content.

Foolish Assumptions

In writing this book we've made a couple of assumptions about you:

- ✓ You have a general interest in self-improvement and personal development techniques.
- ✓ You're looking for ways to become more the sort of person you'd like to be and you're looking for inspiration and practical guidance on how to take your living experience to new levels of achievement, happiness and success.

- ✔ You've heard about a particular technique, or have had a technique suggested to you by an advisor, friend, doctor or mental health professional as a possible treatment for your specific difficulties.

How This Book Is Organised

We've divided *Personal Development All-in-One For Dummies* into five separate books. This section explains what you'll find in each of these books. Each book is broken into chapters tackling key aspects and skills. The table of contents gives you more detail about what's in each chapter, and we've even included a cartoon at the start of each book, just to keep you happy.

Book I: Essential Concepts of Personal Development

This book is an introduction to the four core methods included in Books II–V. The chapters within walk you through the basics of each method of personal development, guiding you through definitions and exploring the main skill sets and applications of each. If you're new to personal development, this book helps you to decide which area to focus on first.

Book II: Neuro-linguistic Programming

By showing you how to monitor and adapt your thinking, Neuro-linguistic Programming (NLP) can help you break free from negative thoughts and cultivate more useful inner beliefs about yourself and your world. Neuro-linguistic Programming is a common-sense system of everyday psychology that has enhanced millions of lives.

Book III: Cognitive Behavioural Therapy

Whether you're trying to fight anxiety and depression, beat addiction or simply lose weight, the key to success is learning how to think differently. Cognitive behavioural therapy (CBT) is a practical, sensible and effective approach to help you master your thoughts and think constructively.

Book IV: Confidence

This book is primarily an action guide to building your confidence. We explain exactly what we mean by self-confidence and how it feels physically and emotionally. We help you spot where your confidence is waxing and waning, and what is keeping you stuck. We help you gather the elements to take action and keep motivated, enabling you to act with confidence in your life.

Book V: Life Coaching

Life coaching uses a range of practical, effective and purposeful techniques to help you challenge negative beliefs, find answers to your own questions and create the life that you want. Whether you're looking to make a change or simply achieve more balance in your life, this book explains what to expect from life coaching and shows you how to develop your own coaching techniques – enabling you to establish an action plan, stay focused and be inspired to achieve what you want, in all aspects of life.

Appendix

The appendix presents you with blank forms to use alongside five of the exercises outlined in the text. Flicking through to the appendix, you'll see that each form comes with a reference to the relevant book and chapter to use it with.

Icons Used in This Book

When you flick through this book, you'll notice little icons in the margins. These icons pick out certain key aspects of personal development:



The Tip icon marks practical advice to get our personal development methods working for you.



Important points to take note of are highlighted by the Remember icon.



This icon indicates personal development terminology that may sound like a foreign language, but which has a precise meaning in the personal development world.



The Try This icon suggests ideas and activities to enable you to practise personal development techniques and give you more food for thought.



This icon marks things to avoid in your enthusiasm when trying out personal development skills.

Where to Go from Here

If you're most interested in life coaching (for example), head straight over to Book V, or if Neuro-linguistic Programming appeals, check out Book II. However, if you're not sure which personal development method you're most interested in, or just fancy an overview of the entire subject, turn the next page and get stuck into Book I, which explains the basics of each approach to personal development.

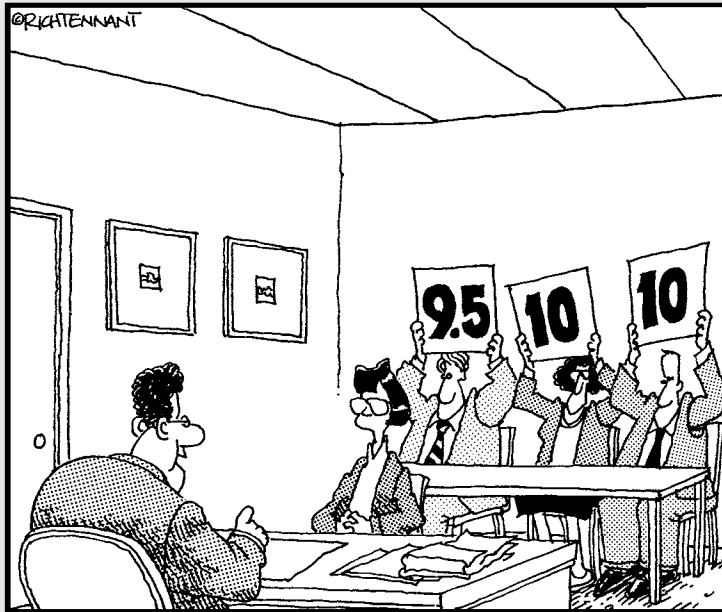
Good luck to you, and we wish you the best in finding the answers you're looking for.

Book I

Essential Concepts of Personal Development

The 5th Wave

By Rich Tennant



"Very good answer! Now let me ask you another question..."

In this part . . .

This book explains the basic concepts behind Neuro-linguistic Programming, cognitive behavioural therapy, confidence and life coaching – in short, it’s a handy introduction to the rest of this title’s content. If you’re not sure what the difference is between them, this is the place to start; and if you’re well aware of the differences between these disciplines, take a look at the chapters in this book to see how they interact or approach problems from different directions.

Here are the contents of Book I at a glance:

Chapter 1: Exploring the Key Themes of NLP

Chapter 2: Understanding Cognitive Behavioural Therapy

Chapter 3: Examining Confidence

Chapter 4: Introducing Life Coaching

Chapter 1

Exploring the Key Themes of NLP

In This Chapter

- ▶ Working out the meaning of NLP
 - ▶ Exploring the key themes of NLP
 - ▶ Getting the most out of models and presuppositions
-

Increasingly, you will hear the subject of Neuro-linguistic Programming (NLP) mentioned as you go about your daily life – in corporations, colleges and coffee shops. We wrote the book because our experience of NLP transformed our lives. We wanted to ignite the spark of curiosity in you about what is possible in NLP and with NLP. We also believed it was time for NLP to come away from academic- and business-speak to real-life plain English for all our friends out there. By friends, we mean everyone and anyone, especially you, the reader.

NLP has grown in popularity because it offers ‘aha’ moments. It simply makes sense. Yet the name itself, and the jargon associated with it, present a barrier to the average person. Some describe NLP as ‘the study of the structure of subjective experience’; others call it ‘the art and science of communication’. We prefer to say that NLP enables you to understand what makes you tick; how you think, how you feel, how you make sense of everyday life in the world around you. Armed with this understanding, your whole life – work and play – can become magical.

In any communication between two people more than one perspective always exists. Sometimes people just can’t grasp that fact because they don’t know to change their behaviour to communicate in a way that gets them what they want.

Neuro-linguistic Programming (NLP) is one of the most sophisticated and effective methodologies currently available to help you communicate effectively. NLP centres on communication and change. These

days everybody needs the skills to develop personal flexibility. Tricks and gimmicks aren't enough: everyone needs to get real.

So welcome to the start of the journey: in this chapter you get a quick taster of the key themes of NLP.

Introducing NLP

All able-bodied humans are born with the same basic neurological system.



Your *neurological system* transmits the information you receive from your environment through your senses to your brain. Your *environment*, in this context, is everything external to you, but also includes your organs, such as your eyes, ears, skin, stomach and lungs. Your brain processes the information and transmits messages back to your organs. With your eyes, for example, the result of this may be that you blink. The information can also create emotions, and you may laugh, cry or feel joy. In short, you behave in a certain way.

Your ability to do anything in life – whether swimming the length of a pool, cooking a meal or reading this book – depends on how you respond to the stimuli on your nervous system. Therefore, much of NLP is devoted to discovering how to think and communicate more effectively within yourself and with others.

Here's how the term *Neuro-linguistic Programming* breaks down:



- ✔ **Neuro** concerns your neurological system. NLP is based on the idea that you experience the world through your senses and translate sensory information into thought processes, both conscious and unconscious. Thought processes activate the neurological system, which affects physiology, emotions and behaviour.
- ✔ **Linguistic** refers to the way you use language to make sense of the world, capture and conceptualise experience, and communicate that experience to others. In NLP, linguistics is the study of how the words you speak and your body language influence your experience.
- ✔ **Programming** draws heavily from learning theory and addresses how you code or mentally represent your experiences. Your personal programming consists of your internal processes and strategies (thinking patterns) that you use to make decisions, solve problems, learn, evaluate and get results. NLP shows you how to recode your experiences and organise your internal programming so that you can get the outcomes you want.



To see this process in action, begin to notice how you think. Imagine a hot summer's day. You're standing in your kitchen at the end of the day holding a lemon you've taken from the fridge. Look at the outside of it; its yellow waxy skin with green marks at the ends. Feel how cold it is in your hand. Raise it to your nose and smell it. Mmmm. Press it gently and notice the weight of the lemon in the palm of your hand. Now take a knife and cut it in half. Hear the juices start to run and notice that the smell is stronger now. Bite deeply into the lemon and allow the juice to swirl around in your mouth.



Words. Simple words have the power to trigger your saliva glands. Hear the one word 'lemon' and your brain kicks into action. The words you read told your brain that you had a lemon in your hand. You may think that words only describe meanings, but in fact they create your reality. You find out much more about this truth as you read further.

A few quick definitions

NLP can be described in various ways. The formal definition is that NLP is 'the study of the structure of our subjective experience'. Here are a few more ways of answering the question, 'What is NLP?':

- ✓ The art and science of communication.
- ✓ The key to learning.
- ✓ The way to understand what makes you and other people tick.
- ✓ The route to get the results you want in all areas of your life.
- ✓ The way to influence others with integrity.
- ✓ The manual for your brain.
- ✓ The secret of successful people.
- ✓ The method of creating your own future.
- ✓ The way to help people make sense of their reality.
- ✓ The toolkit for personal and organisational change.

Where NLP started and where it's going

NLP began in California in the early 1970s at the University of California, Santa Cruz. Richard Bandler, a psychology student, and Dr John Grinder, a professor of linguistics, studied people who they considered to be excellent

communicators and brilliant at helping their clients change. They were fascinated by how some people defied the odds to get through to so-called difficult or very ill people where others failed miserably to connect.

So, NLP has its roots in a therapeutic setting thanks to three world-renowned psychotherapists that Bandler and Grinder studied: Virginia Satir (developer of Conjoint Family Therapy), Fritz Perls (the founder of Gestalt Psychology), and Milton H. Erickson (largely responsible for the advancement of Clinical Hypnotherapy).

In their work, Bandler and Grinder also drew upon the skills of linguists Alfred Korzybski and Noam Chomsky, social anthropologist Gregory Bateson and psychotherapist Paul Watzlawick.

From those early days, the field of NLP exploded to encompass many disciplines in many countries around the world. We can't possibly name all the great teachers and practitioners in NLP today.

In the 1980s, John Grinder became dissatisfied with some early coding work done in collaboration with Bandler, which he now refers to as Classic Code. Together with Judith DeLozier, he initiated some new models known as New Code (documented in his book *Whispering in the Wind*), and he continues this work with Carmen Bostic St. Clair.

So what's next for NLP? The discipline has certainly travelled a long way from Santa Cruz in the 1970s, and the interest in NLP shows no sign of waning. So many more pioneers have picked up the story and taken it forward to make it more practical and help transform the lives of real people. The literature and applications of NLP are prolific, as any Google search demonstrates. Today you can find NLP applications among doctors and nurses, taxi drivers, salespeople, coaches, accountants, teachers, animal trainers, parents, workers, retired people and teenagers alike. Each generation takes the ideas that resonate in its field of interest, sifts and refines them, and chips in its own knowledge experiences. Much of the development of NLP today is around the applications rather than core models; people who are experts in one field incorporate NLP tools and take them into their own field. If NLP encourages new thinking and new choices and acknowledges the positive intention underlying all action, all we can say is that the future remains bright with possibilities. The rest is up to you.

A note on integrity

You may hear the words integrity and manipulation associated with NLP, and so we want to put the record straight now. You influence others all the time. When you do so consciously to get what you want, the question of integrity arises. Are you manipulating others to get what you want at their expense?