

# NLP and Business

Applications and Common  
Benefits of NLP

Resourceful Change NLP Training

**T**here are many ways that training in Neuro-Linguistic Programming (NLP) can benefit *your* business.

The purpose of this document is to explore the impact of NLP on common business needs.

## **Communication**

NLP can help to create greater appreciation of the importance of good communication. There are various skills which help to achieve this:

Good rapport skills form the foundation for powerful and enduring relationships with co-workers and customers.

An understanding of the psychology of influence is essential in presenting ideas effectively and positively.

Many consider influence to be a linguistic skill, yet the key to being effective is in expressing the right emotional message.

The morale of a sales force is linked directly to self-esteem, so ethical approaches to sales can increase productivity while reducing stress and amount of sick leave.

Conflict resolution and positive customer relationships are both dependent on clear communication and an understanding of the psychology of human needs.

Many approaches to influence focus on 'getting to yes', yet stop at verbal agreement. Our approach uses 7 psychological factors to trigger compliance - agreement followed by definite action.

## **Personal Effectiveness**

There are several abilities that characterise personal effectiveness:

Firstly, the ability to think creatively and generate useful solutions. There are various strategies in NLP for increased creativity and problem-solving ability.

Again, clear communication underpins the effectiveness of an individual in their department and in their professional roles.

To maximise the effectiveness of individuals, it is necessary to break down any 'learned limitations' or limiting assumptions within the corporate culture. Specific tools exist within NLP to identify and eliminate such faulty thinking.

Effective people are goal oriented - and not all goals are achievable or realistic. We present a seven-point checklist to fully optimise personal and group outcomes.

To be effective, it is necessary that we ready to be our best at all times. The key ability in this domain is to access resourceful states of mind at will. NLP anchoring and state control can rapidly bring a person out of overwhelm and stress into a more capable emotional state.

## **Negotiation**

NLP has many applications in negotiation and sales:

Specific observation skills from NLP provide an extra depth of insight into the motivations of others.

Linguistic tools can be used to highlight areas of true importance, which are separate from a negotiating position.

An understanding of where to grant autonomy within a negotiation can break a deadlocked situation rapidly, reducing conflict within teams and departments.

The linguistic skills of NLP can be used to control the context of a negotiation, casting former adversaries in mutually positive and meaningful roles.

Other favourable elements, such as seeking common ground and achieving win/win outcomes are an implicit part of these skills.

## **Profiling**

NLP 'Meta-programs' describe instinctive patterns of focus which can influence behaviour. These patterns can be built into a profile.

Profiling of this sort can be used to understand current competencies and areas of excellence.

We can also model top performers to determine the specifics that create their excellence and use these models in recruitment for similar roles. Further, these models can be used retroactively as a guide for staff development pathways.

## **Leadership**

While many have sufficient ambition, few have *all* the qualities necessary to be an inspiring and effective leader.

Leadership requires aptitude in every one of these areas, integrating them into a practical, personal philosophy.

That is why our training incorporates all of these skills in a unique way.

## **Our Approach**

We train delegates in small groups (typically fewer than 18 participants) using accelerated learning techniques.

Three factors are noteworthy:

Our approach creates significantly greater retention of information, creating a longer period for practical application after the training has ended. This allows new skills to become integrated as habitual and effective actions.

Our training methods engage the delegates' attention at several levels and the small group size allows us to satisfy the personal needs of each individual.

The tuition is highly experiential, allowing delegates to test our methods and apply them to their own area of expertise while still

under our guidance in the training room. This creates greater confidence in the new methods, fostering a greater degree of application post-training.

Our NLP Practitioner and Master Practitioner trainings are certificated by the Society of Neuro-Linguistic Programming - the world's largest and oldest NLP-certifying body.

Additionally, our certificates are accepted by both UK-based NLP organisations.

## **Summary**

While identifying many areas where NLP can impact your organisation, this presentation can only scratch the surface of this topic. We understand that every organisation is individual and has specific needs and challenges.

We can advise you on courses of training and development that will match your needs.

Contact us now to find out exactly how NLP can benefit *your* business.

**Contact:** Philip Callaghan, Director of Training

**Web:** [www.resourcefulchange.co.uk](http://www.resourcefulchange.co.uk)

**Email:** [info@resourcefulchange.co.uk](mailto:info@resourcefulchange.co.uk)

**Phone:** 01904 636 216