

NLP

THE SHORT CIRCUIT TO SUCCESS

The ability to adapt and change quickly is the key to business and organisational success. Nina Len, Occupational Psychologist and Director of Bracknell-based consultancy Q-OPD International, provided some fascinating insights in a talk entitled "How NLP Can Add Value to Executive Coaching". She addressed an audience of 70 Human Resource Specialists from the CIPD at South Hill Park last week.

She made the point that in the 13th Century, Frances Bacon, the philosopher, stated that it would take an intelligent man 30 years to learn Mathematics, whereas in today's world the average 'A' Level student would have covered the equivalent amount of mathematical knowledge in their teens. Why? Because in the 21st century knowledge is structured in a learning-efficient manner.

In the same way NLP short-circuits the learning and change process. It provides individuals with a means to learn and change their behaviours quickly and easily. The curious sounding NLP (Neuro-Linguistic Programming) is a branch of applied psychology and is based in the study of outstanding human achievements from a large number of different fields. It has identified how people who are 'excellent at what they do' get their results. Specifically what they do in their heads and with their behaviours that gives them the 'edge'. This information has been distilled and refined into a series of easily learnable skills and techniques which, when practiced, will make anyone more effective at what they do. NLP skills have been used widely in the areas of Sports, Therapy and Education for many years and are now being used in Business with more enlightened organisations especially with Senior Managers and employees in customer-facing roles.

Nina Len works as an Executive Coach and shared some examples with the group of how NLP can be applied to Coaching. She referred to the case of a client called John who was a highly respected senior manager but had a poor relationship with his boss. This was due to the fact that whenever John had to see his boss and in so doing approached the boss's office door and touched the handle he felt like a 12-year-old boy in short trousers. This made him feel foolish and small and so came across as a 'blithering idiot'. NLP was used to



explore his beliefs, develop his self-esteem and get into a positive, powerful and grounded state whenever he so wished using a technique known as the 'Circle of Confidence'. Within 6 months he was given a promotion.

Many organisations now have their Managers and Human Resource professionals trained in the practice of NLP as it enables them to do their work more effectively.

Not all NLP training courses are aimed at business professionals; many have a general or a therapeutic focus. Consequently, one needs to beware of this as you could get a less than useful training. Q-OPD International provides NLP Practitioner training for business and professional people ensuring that all the skills, models and techniques learned are relevant to people who work in or for organisations.

Q-OPD's Thames Valley-based clients have included Johnson & Johnson, Network Rail (Reading), Boehringer-Ingelheim, GAME, GSK, Fujitsu / ICL, Janssen-Cilag, the MoD and the Reading NHS Hospital Trust. Q-OPD International's next fully certified NLP Business Practitioner programme starts in 2008 and will be held at the Bracknell Hilton Hotel. For more information please access the website www.qopd.co.uk