

NLP is Neuro-Linguistic Programming

"Neuro" refers to the results of brain research:

The brain learns in pictures. Motivation originates from inner pictures. Before something is feasible, it must exist as a mental concept in your brain. In order to feel motivated for a certain goal, you need a mental concept/image of your goal. In order to match this goal to yourself, **explore yourself with NLP** and get to know more your unique and wonderful being and your natural wisdom. Pay good intention to your inner pictures. **"NLP is the instruction on how to use your brain."**

"Linguistic" refers to results in language research:

The language patterns used show how somebody thinks, either promising or hindering oneself. Questions can steer/control your thinking. When you ask questions, you lead the conversation. Motivation and inner pictures can be steered/controlled through the kind and content of the inner dialogue. In the way you change the way you talk to yourself and others and ask questions, **you will change with NLP** and support others in making progress and finding themselves. **"NLP is professional communicative competence."**

"Programming" refers to results from cybernetics:

Successful action results from corrections due to feedback concerning the action. With NLP you experience life from your heart's view. Thus you create new feasible goals and enjoy the flexibility of your reactions.

Programming means in NLP:

1. to learn from feedback
2. that NLP knowledge is presented in easy, accessible and straightforward step-by-step instructions. These steps are like mini computer programs. They have an effective procedure proven in practice and are called NLP-techniques. For users of NLP these steps are a wonderful orientation and relief. They are "the tool-box of a NLP-practitioner".

NLP is reality instead of truth.

If it has been successful, it must have been NLP.

NLP is wisdom - good due to experience.

NLP is oriented on solution, goal and resources.

The most ambitious goals in NLP

are to **increase flexibility and choice** in

N=	Neuro:	thinking and seeing
L=	Linguistic:	speaking and listening
P=	Programming	acting and feeling

That is, why NLP is effectively applicable wherever people communicate with themselves or others.

NLP was developed by **Richard Bandler** and **John Grinder** between 1972 and 1975 based on research of the most outstanding communicators at their time:

Fritz Perls

Virginia Satir

Milton Erickson

That is, why NLP is basically goal-oriented, systemic, oriented on solutions, resources, and it is effective.

Since then, NLP practitioners have done research on especially successful people and thus permanently expand NLP knowledge. That is, why NLP is always up-to-date and the most effective and best means in the area of professional communicative competence.

NLP is:

pragmatic, practical, oriented on solutions, wisdom through experience, goal-oriented, art of living, efficient, effective, easy to learn, easily applicable, successful, self-responsibility, team spirit, change of perspective, measurable, systemic, reflective, flexible, creative, sometimes illogical, systematic, best-practice, knowledge management, enthusiastic, oriented on experience, sensual, learning from the best, self-management, emotional competence, liberal, undogmatic, spiritual, liberating, energizing, inspirational, relational consciousness, instructions for the use of the brain, limitless, emphatic, feasible, philosophy, modelling of excellence, successful communication, inspiring motivation, communicative wisdom, laughter, self-fulfillment, can be observed, interested in outcome rather than truth, joy, fun, **professional communicative, psycho-social competence**, and a lot more ...

not: faster, bigger, better, everywhere a winner, persuading others through "positive thinking" and deluding oneself,

but: more honest, more open-minded, wiser, to relate to oneself and others kindly, to recognize oneself, to find one's unique and wonderful own way, to promote and develop one's unique talents, look with your heart, experience motivation to be oneself, ...