There are Basic Modules of Human
Instinctual Innate Morality
The incredible Bio-Diversity of Humans

Most People have inborn innate instincts in these areas:

1. To Care for self and others / not Harm self or others

2. Right vs Wrong- (do not cause suffering to others)

3. Loyalty to Tribes -- (Innate need to cheer for the Home team or to belong to the home team)

4. Respect for Authority-- (taught to obey our parents, we then need to have a set of rules and a set of authorities to enforce these rules)

5. Purity -- (we all have some respect for and we are endeared to Purity, Innocence, Modesty, and Virtue)

6. Juxtaposition - Laughter, Genius, a need for a altered state of consciousness or a release from the standard (we all bore of the same same to some degree, laughter is a way to see someone downgraded and release tension. Laughter and Genius are just ways to see things differently. There is a need to be able to sometimes shift consciousness)

7. Fear and Vision—Some people are afraid of loss or failure more than others they fear loss and seek to minimize risk. Others are more bold and they fear mediocrity, they try to maximize gain. Often the
fearful ones are afraid of big personalities that do too many things. Motivation determines perception. And the fearful cannot see risky behaviors that the bold engage in every day. Albert Einstein said that great spirits get incredible resistance from mediocre minds. This might be what he was talking about.

8. Optimistic versus Pessimistic
About half of the population genetically make enough or more serotonin than needed and they can see the glass as half full. The other half genetically does not make enough serotonin and they see the glass as half empty. This means that in any given political issue there are about fifty percent in favor and fifty percent opposed.

All except psychopaths agree on 1+2, liberals more on 1+2 while much less on 3,4+5. Conservatives more on 3,4,5. Liberals develop little respect for respect for authority and purity. They tend to always feel that the authorities are wrong. This is a mistake. A compassion professional authority is needed. Conservatives have excess respect for authority and purity. Conservatives have a hard time believing that the authorities could be corrupt. Sometimes they follow the authorities of their tribe blindly. Liberals and conservatives often differ on point 7.

Liberals like laughter especially at the expense of the authority figure. Conservatives have less of a sense of humor, especially at the expense of the authority figure. All of this points to the fact that there is a great amount of bio-diversity in humans. This gives us all kinds.

Some humans are born with no level of morals, some are made into a
deficiency by the pains of life. These immoral people are the psychopaths governed by their reptilian brains. When such a person can mask his lack of compassion well enough to be elected then our society is in trouble, but conservatives will support him anyway.

What has happened is that there is truly a compassionate professional competent authority. So the liberals need to gain respect, while always keeping an eye on the authorities. Conservatives must all agree that vigil is always needed to manage the authorities. However there is a corruption of a few from greed, anger, arrogance or delusion of false beliefs that has indeed compromised the authorities. Liberals and conservative must join to end the corruption and expose the psychopaths. Behind it all is the problem of mankind.

These seven common moralities of humans are the core of social morality. There is a great amount of variance in the amount of moral issues we all have. Some people will use these morals against us. They will manipulate greed, tribal clinging, xenophobia, fear, anger and manipulate our false beliefs. It is a constant vigil to protect our human rights.

The term "archetype" has its origins in ancient Greek. The root words are archein, which means "original or old"; and typos, which means "pattern, model or type". The combined meaning is an "original pattern" of which all other similar persons, objects, or concepts are derived, copied, modeled, or emulated.

The psychologist, Carl Gustav Jung, used the concept of archetype in his theory of
the human psyche. He believed that universal, mythic characters-archetypes reside within the collective unconscious of people the world over. Archetypes represent fundamental human motifs of our experience as we evolved; consequentially, they evoke deep emotions.

Although there are many different archetypes, Jung defined twelve primary types that symbolize basic human motivations. Each type has its own set of values, meanings and personality traits. Also, the twelve types are divided into three sets of four, namely Ego, Soul and Self. The types in each set share a common driving source, for example types within the Ego set are driven to fulfill ego-defined agendas.

Most, if not all, people have several archetypes at play in their personality construct; however, one archetype tends to dominate the personality in general. It can be helpful to know which archetypes are at play in oneself and others, especially loved ones, friends and co-workers, in order to gain personal insight into behaviors and motivations.

**The Ego Types**

1. **The Innocent**
   
   Motto: Free to be you and me
   Core desire: to get to paradise
   Goal: to be happy
   Greatest fear: to be punished for doing something bad or wrong
   Strategy: to do things right
   Weakness: boring for all their naive innocence
   Talent: faith and optimism
   The Innocent is also known as: Utopian, traditionalist, naive, mystic, saint, romantic, dreamer.
2. **The Orphan/Regular Guy or Gal**

Motto: All men and women are created equal

Core Desire: connecting with others

Goal: to belong

Greatest fear: to be left out or to stand out from the crowd

Strategy: develop ordinary solid virtues, be down to earth, the common touch

Weakness: losing one's own self in an effort to blend in or for the sake of superficial relationships

Talent: realism, empathy, lack of pretense

The Regular Person is also known as: The good old boy, everyman, the person next door, the realist, the working stiff, the solid citizen, the good neighbor, the silent majority.

3. **The Hero**

Motto: Where there's a will, there's a way

Core desire: to prove one's worth through courageous acts

Goal: expert mastery in a way that improves the world

Greatest fear: weakness, vulnerability, being a "chicken"

Strategy: to be as strong and competent as possible

Weakness: arrogance, always needing another battle to fight

Talent: competence and courage

The Hero is also known as: The warrior, crusader, rescuer, superhero, the soldier, dragon slayer, the winner and the team player.
4. **The Caregiver**
Motto: Love your neighbour as yourself
Core desire: to protect and care for others
Goal: to help others
Greatest fear: selfishness and ingratitude
Strategy: doing things for others
Weakness: martyrdom and being exploited
Talent: compassion, generosity
The Caregiver is also known as: The saint, altruist, parent, helper, supporter.

**The Soul Types**

5. **The Explorer**
Motto: Don’t fence me in
Core desire: the freedom to find out who you are through exploring the world
Goal: to experience a better, more authentic, more fulfilling life
Biggest fear: getting trapped, conformity, and inner emptiness
Strategy: journey, seeking out and experiencing new things, escape from boredom
Weakness: aimless wandering, becoming a misfit
Talent: autonomy, ambition, being true to one’s soul
The explorer is also known as: The seeker, iconoclast, wanderer, individualist, pilgrim.
6. **The Rebel**  
Motto: Rules are made to be broken  
Core desire: revenge or revolution  
Goal: to overturn what isn't working  
Greatest fear: to be powerless or ineffectual  
Strategy: disrupt, destroy, or shock  
Weakness: crossing over to the dark side, crime  
Talent: outrageousness, radical freedom  
The Outlaw is also known as: The rebel, revolutionary, wild man, the misfit, or iconoclast.

7. **The Lover**  
Motto: You're the only one  
Core desire: intimacy and experience  
Goal: being in a relationship with the people, work and surroundings they love  
Greatest fear: being alone, a wallflower, unwanted, unloved  
Strategy: to become more and more physically and emotionally attractive  
Weakness: outward-directed desire to please others at risk of losing own identity  
Talent: passion, gratitude, appreciation, and commitment  
The Lover is also known as: The partner, friend, intimate, enthusiast, sensualist, spouse, team-builder.
8. **The Creator**
Motto: If you can imagine it, it can be done
Core desire: to create things of enduring value
Goal: to realize a vision
Greatest fear: mediocre vision or execution
Strategy: develop artistic control and skill
Task: to create culture, express own vision
Weakness: perfectionism, bad solutions
Talent: creativity and imagination
The Creator is also known as: The artist, inventor, innovator, musician, writer or dreamer.

9. **The Jester**
Motto: You only live once
Core desire: to live in the moment with full enjoyment
Goal: to have a great time and lighten up the world
Greatest fear: being bored or boring others
Strategy: play, make jokes, be funny
Weakness: frivolity, wasting time
Talent: joy
The Jester is also known as: The fool, trickster, joker, practical joker or comedian.
10. The Sage
Motto: The truth will set you free
Core desire: to find the truth.
Goal: to use intelligence and analysis to understand the world.
Biggest fear: being duped, misled or ignorance.
Strategy: seeking out information and knowledge; self-reflection and understanding thought processes.
Weakness: can study details forever and never act.
Talent: wisdom, intelligence.
The Sage is also known as: The expert, scholar, detective, advisor, thinker, philosopher, academic, researcher, thinker, planner, professional, mentor, teacher, contemplative.

11. The Magician
Motto: I make things happen.
Core desire: understanding the fundamental laws of the universe
Goal: to make dreams come true
Greatest fear: unintended negative consequences
Strategy: develop a vision and live by it
Weakness: becoming manipulative
Talent: finding win-win solutions
The Magician is also known as: The visionary, catalyst, inventor, charismatic leader, shaman, healer, medicine man.
12. **The Ruler**
Motto: Power isn't everything, it's the only thing.
Core desire: control
Goal: create a prosperous, successful family or community
Strategy: exercise power
Greatest fear: chaos, being overthrown
Weakness: being authoritarian, unable to delegate
Talent: responsibility, leadership
The Ruler is also known as: The boss, leader, aristocrat, king, queen, politician, role model, manager or administrator.

**NeuroLinguistic Programming**

**Neuro-Linguistic Programming (NLP)** is a controversial approach to psychotherapy and organizational change based on "a model of interpersonal communication chiefly concerned with the relationship between successful patterns of behaviour and the subjective experiences (esp. patterns of thought) underlying them" and "a system of alternative therapy based on this which seeks to educate people in self-awareness and effective communication, and to change their patterns of mental and emotional behaviour". The co-founders, Richard Bandler and linguist John Grinder, claimed that NLP would be instrumental in "finding ways to help people have better, fuller and richer lives". They coined the term "Neuro-Linguistic Programming" to denote their belief in a connection between neurological processes ("neuro"), language ("linguistic") and behavioral patterns that have been learned through experience ("programming") and can be organized to achieve specific goals in life.
Neuro-linguistic programming was originally promoted by its co-founders in the 1970s as an effective and rapid form of psychological therapy that was capable of addressing the full range of problems that psychologists are likely to encounter, such as phobias, depression, habit disorder, psychosomatic illnesses, and learning disorders. It also espoused the potential for self-determination through overcoming learned limitations and emphasized well-being and healthy functioning. Later, it was promoted as a "science of excellence", derived from the study or "modeling" of how successful or outstanding people in different fields obtain their results. It was claimed that these skills can be learned by anyone to improve one's effectiveness both personally and professionally.

Despite its popularity, NLP has been largely ignored by conventional social science because of issues of professional credibility and insufficient empirical evidence to substantiate its models and claimed effectiveness. It appears to have little impact on academic psychology and limited effect on mainstream psychotherapy and counseling. However, it has had some influence among private psychotherapists, including hypnotherapists, to the extent that some undertake training in NLP and apply it to their practice. NLP has had a greater influence in management training, life coaching, and the self-help industry.

History and founding

Main article: History of neuro-linguistic programming

NLP originated when Richard Bandler, a student at University of California, Santa Cruz, was listening to and selecting portions of taped therapy sessions of the late Gestalt therapist Fritz Perls as a project for Robert Spitzer. Bandler believed he recognized particular word and sentence structures which facilitated the acceptance of Perls' therapeutic suggestions. Bandler took this idea to one of his university lecturers, John Grinder, a linguist. Together they studied Perls' via tape and observed a second therapist Virginia Satir to produce what they termed the meta model, a model for gathering information and challenging a client's language and underlying thinking.

The meta model was presented in 1975 in two volumes, The Structure of Magic I: A Book About Language and Therapy and The Structure of Magic II: A Book About Communication and Change, in which the authors expressed their belief that the therapeutic "magic" as performed in therapy by Perls and Satir, and by performers in any complex human activity, had structure that could be learned by others given the appropriate models. They believed that implicit in the behavior of Perls and Satir was the ability to challenge distortion, generalization and deletion in a client's language. For example:

- Client: "I just feel terrible."
- Therapist: "How do you get to feel terrible?"
- Client: "... I don't know, it just happens."
- Therapist: "Does it happen just any time, or are there specific times and /or places or people involved?"
- "..."

The linguistic aspects were based in part on previous work by Grinder using Noam Chomsky's transformational grammar. Challenging linguistic distortions, specifying generalizations, and recovery
of deleted information in the client utterances, the surface structure, was supposed to yield a more complete representation of the underlying deep structure, and to have therapeutic benefit.[22] They drew ideas from Gregory Bateson and Alfred Korzybski, particularly about human modeling and ideas associated with their expression, "the map is not the territory". [23][24]

Satir and Bateson each agreed to write a preface to Bandler and Grinder's first book. Bateson also introduced the pair to Milton Erickson who became their third model. Erickson also wrote a preface to Bandler and Grinder's two-volume book series based on their observations of Erickson working with clients, *Patterns of the Hypnotic Techniques of Milton H. Erickson, Volumes I & II*. These volumes also focused on the language patterns and some non-verbal patterns that Bandler and Grinder believed they observed in Erickson. While the meta model is intentionally specific, the Milton model was described as "artfully vague" and metaphorical; the inverse of the meta model. It was used in combination with the meta model as a softener, to induce trance, and to deliver indirect therapeutic suggestion. In addition to the first two models, Bandler, Grinder and a group of students who joined them during the early period of development of NLP, proposed other models and techniques, such as anchoring, reframing, submodalities, perceptual positions, and representational systems.

At the time, the human potential movement was developing into an industry; at the centre of this growth was the Esalen Institute at Big Sur, California. Perls had led numerous Gestalt therapy seminars at Esalen. Satir was an early leader and Bateson was a guest teacher. Bandler and Grinder claimed that in addition to being a therapeutic method, NLP was also a study of communication, and by the late 1970s Grinder and Bandler were marketing it as a business tool, claiming that "if any human being can do anything, so can you". After 150 students paid $1,000 each for a ten-day workshop in Santa Cruz, California, Bandler and Grinder gave up academic writing and produced popular books from seminar transcripts, such as *Frogs into Princes*, which sold more than 270,000 copies. According to court documents, Bandler's NLP business made more than $800,000 in 1980.

Applications

Psychotherapeutic

The early books about NLP had a psychotherapeutic focus especially given that the early models were psychotherapists. As an approach to psychotherapy, NLP shares similar core assumptions and foundations in common with some contemporary brief and systemic practices, such as solution focused brief therapy. NLP has also been acknowledged as having influenced these practices with its reframing techniques, which seeks to achieve behaviour change by shifting its context or meaning, for example, by finding the positive connotation of a thought or behaviour.

The two main therapeutic uses of NLP are: (1) use as an adjunct by therapists practicing in other therapeutic disciplines, and (2) as a specific therapy called Neurolinguistic Psychotherapy which is recognized by the United Kingdom Council for Psychotherapy with accreditation governed at first by the Association for Neuro Linguistic Programming and more recently by its daughter organization the Neuro Linguistic Psychotherapy and Counselling Association.

Other uses

While the original goals of neuro-linguistic programming were therapeutic, the patterns have also been adapted for use outside psychotherapy for interpersonal communications and persuasion including business communication, management training, sales, sports and interpersonal influence, used for coaching, team building, public speaking, negotiation and communication. The UK Chartered
Institute of Personnel and Development includes a number of NLP courses including an application of NLP to coaching in its 2010 training programme. A range of books have been published related to the application of NLP to coaching.

Criticism and controversy

Professional credibility issues

In the early 1980s, NLP was hailed as an important advance in psychotherapy and counseling, and attracted some interest in counseling research and clinical psychology. In the mid-1980s, reviews in The Journal of Counseling Psychology and by the National Research Council (1988; NRC) committee found little or no empirical basis for the claims about preferred representational systems (PRS) or assumptions of NLP.

In the 1980s, shortly after publishing Neuro-Linguistic Programming: Volume I with Robert Dilts and Judith Delozier, Grinder and Bandler fell out. Amidst acrimony and intellectual property lawsuits, the NLP brand was adopted by other training organizations. Some time afterwards, John Grinder collaborated with various people to develop a form of NLP called the New Code of NLP which claimed to restore a whole mind-body systemic approach to NLP. Richard Bandler also published new processes based on submodalities and Ericksonian hypnosis.

However, NLP related techniques are applied extensively within various management disciplines and its tools can be deployed quickly to break deadlock in problem-solving and decision-making. It is therefore used in team-building, organisational development, conflict management and creating culture-change within an organisation.

In June 2001, the lawsuits were settled with Bandler and Grinder agreeing to be known as co-founders of NLP. Since 1978, a 20-day NLP practitioner certification program had been in existence for training therapists to apply NLP as an adjunct to their professional qualifications. As NLP evolved, and the applications began to be extended beyond therapy, new ways of training were developed and the course structures and design changed. Course lengths and style vary from institute to institute. In the 1990s, following attempts to put NLP on a regulated footing in the UK, other governments began certifying NLP courses and providers; for example, in Australia, a Graduate Certificate in Neuro-linguistic programming is accredited under the Australian Qualifications Framework. However, NLP continues to be an open field of training with no "official" best practice. With different authors, individual trainers and practitioners having developed their own methods, concepts and labels, often branding them as "NLP", the training standards and quality differ greatly. The multiplicity and general lack of controls has led to difficulty discerning the comparative level of competence, skill and attitude in different NLP trainings. According to Peter Schütz, the length of training in Europe varies from 2–3 days for the hobbyist to 35–40 days over at least nine months to achieve a professional level of competence.

In Europe, the European NLP therapy association has been promoting its training in line with European therapy standards.

In 2001, an off-shoot application of NLP, neuro-linguistic psychotherapy, was recognized by the United Kingdom Council for Psychotherapy as an experimental constructivist form of psychotherapy.

Today, there are many competing organisations offering varying forms of NLP training and certification in what can be a lucrative business. The Guardian reported that in 2006 that a seven day course by Paul McKenna’s company for 600 delegates produced £1m of revenue. Many variants of the practice are
found in seminars, workshops, books and audio programs in the form of exercises and principles intended to influence behavioral and emotional change in self and others. There is great variation in the depth and breadth of training and standards of practitioners, and some disagreement between those in the field about which patterns are, or are not, "NLP". 

**Scientific criticism**

*See also: NLP and science*

There are three (or two?) main scientific criticisms of NLP. First that NLP's claims for scientific respectability are pseudoscience; not based on the scientific method. In response, advocates of NLP argue that NLP is a pragmatic discipline, largely interested in what "works" rather than existing theory. Second, there is a lack of empirical research or evidence to support the core aspects of NLP and the claim that NLP is an effective and rapid set of techniques for enhancing psycho-therapeutic practice, interpersonal communication and social influence. NLP is rarely discussed in academic textbooks and has few journal articles dedicated to it. NLP has mostly been taught via short seminars and workshops, audio programs and books in a variety of application fields rather than universities, although it is sometimes taught at continuing educational colleges connected to universities. A small number of universities offer postgraduate courses in neuro-linguistic programming in the United Kingdom, and in Australia a postgraduate course is accredited.

In an article published in 2005, psychologist Grant Devilly stated that at the time it was introduced, NLP was heralded as a breakthrough in therapy, and advertisements for training workshops, videos and books began to appear in trade magazines. The workshops provided certification. However, controlled studies shed such a poor light on the practice, and those promoting the intervention made such extreme and changeable claims that researchers began to question the wisdom of researching the area further. 

Michael Corballis (1999) stated that "NLP is a thoroughly fake title, designed to give the impression of scientific respectability". NLP adapted many scientific sounding terms, such as eye accessing cues, metamodelling, micromodelling, metaprogramming, neurological levels, presuppositions, representational systems, and submodalities, which Barry Beyerstein wrote was intended to obfuscate and to give the impression of a scientific discipline. According to Canadian skeptic Beyerstein (1995) "though it claims neuroscience in its pedigree, NLP’s outmoded view of the relationship between cognitive style and brain function ultimately boils down to crude analogies."

Heap states that generalizations about the mind and behavior, such as those purported by NLP proponents, can only be arrived at through prolonged, systematic, and meticulous investigation of human subjects using empirical procedures. Heap (1988) stated "There is just no other way of doing this". In general, authors in the field of NLP have rarely expressed an interest in providing a coherent theory; instead, they often state their primary aim in modeling "what works". They also claim there is ample evidence for NLP as an eclectic approach drawing from existing "cognitive-behavioral approaches, Gestalt therapy, hypnotherapy, family therapy, and brief therapy."

John Grinder offers a counterexample arguing in retrospect that the meta-model, for example, drew from his expertise in transformational grammar and empirical work in collaboration with Bandler between 1973 and 1975. Tosey and Mathison state "the pragmatic and often anti-theoretical stance by the founders has left a legacy of little engagement between practitioner and academic communities".
The experimental research that does exist was mostly done in the 1980s and 1990s, and on the whole was unsupportive of the central assumptions and core models of NLP. It consisted of laboratory experimentation testing Bandler and Grinder's hypotheses that a person's preferred sensory mode of thinking can be revealed by observing eye movement cues and sensory predicates in language use. A research review conducted by Christopher Sharpley which focused on preferred representational systems, in 1984, followed by another review in 1987 in response to a critique published by Einspruch and Forman, concluded that there was little evidence for its usefulness as an effective counseling tool. Reviewing the literature in 1988, Michael Heap also concluded that objective and fair investigations had shown no support for NLP claims about "preferred representational systems". A research committee working for the United States National Research Council led by Daniel Druckman came to two conclusions. First, the committee "found little if any" evidence to support NLP's assumptions or to indicate that it is effective as a strategy for social influence. "It assumes that by tracking another's eye movements and language, an NLP trainer can shape the person's thoughts, feelings, and opinions (Dilts, 1983). There is no scientific support for these assumptions." Secondly, the committee members "were impressed with the modeling approach used to develop the technique. The technique was developed from careful observations of the way three master psychotherapists conducted their sessions, emphasizing imitation of verbal and nonverbal behaviors... This then led the committee to take up the topic of expert modeling in the second phase of its work." Von Bergen et al. (1997) state that "the most telling commentary on NLP may be that the latest revision of his text on enhancing human performance, Druckman (Druckman & Bjork 1991) omitted all reference to Neurolinguistic Programming."

These studies, in particular Sharpley's literature review, marked a decline in empirical research of NLP, and particularly in matching sensory predicates and its use in counsellor-client relationship in counseling psychology. Barry Beyerstein (1995) stated that NLP was based on outmoded scientific theories and that its "explanation" of the relationship between cognitive style and brain function was no more than crude analogy. According to Efran and Lukens (1990), claiming that "original interest in NLP turned to disillusionment after the research and now it is rarely even mentioned in psychotherapy"(p. 122).

Norcross et al. (2006) conducted a Delphi poll of American doctoral-level mental health professionals and academics in psychology and psychotherapy in which 73.3% of respondents reported that they were familiar with NLP as an approach and, on average, rated NLP for the treatment of mental and behavioral disorders between possibly and probably discredited. The ratings given by psychologists from the cognitive and behavioral orientations were significantly less favourable towards NLP than those from the humanistic and psychodynamic orientations. A follow-up study by Norcross et al. (2008) found that NLP for the treatment of drug addiction was rated as among the top ten most discredited of the interventions included in the study.

NLP practitioners and academics Tosey and Mathison, have argued that the experimental approach is not always appropriate for researching NLP and propose that NLP modeling could be used to explore phenomenology. Gareth Roderique-Davies (2009) stated that "Phenomenological research is free from hypotheses, pre-conceptions and assumptions, and seeks to describe rather than explain. Given the claims made by proponents of NLP, this adds little to the credibility debate and would produce reports concerning the experience from the perspective of the individual rather than confirmation of the claimed efficacy. The fact remains that NLP proponents make specific claims about how NLP works and what it can do and this compels providing evidence to substantiate these claims." He argued that the proposal to conduct phenomenology research using NLP modeling "constitutes an admission that NLP does not have an evidence base and that NLP practitioners are seeking a post-hoc credibility."
Look no further for a summary of Neuro-linguistic Programming (NLP) in just four key points. Pay attention to these four chunks of the subject and you’ll be well on your way to integrating NLP into the way you go about your daily life.

- **Rapport**: How you build a relationship with others and with yourself.
- **Sensory awareness**: How the world is different when you use all your senses.
- **Outcome thinking**: How to think about what you want.
- **Behavioural flexibility**: How to do something different when what you’re currently doing isn’t working.

**Creating Well-Formed Outcomes in Your Life**

You can drive yourself towards want you want to achieve effectively by assessing how your life is currently, and then begin deciding where you want to go and what you want to accomplish – the key to getting there is to weigh up all the aspects surrounding your life goals before settling on them. Follow these steps to get you started on the road to achieving your dream(s):

1. State your goal in positive terms.
   - What do I want?
2. Self-initiate and maintain your goal.
   - Am I doing this for myself or someone else?
   - Does my goal depend solely on me?
3. Ensure your goal is appropriately contextualised.
   - Where, when, how, and with whom do I want it?
4. Describe the evidence that will emerge from the procedure.
   - What will I be doing to get my goal?
   - How will I know I’m achieving it?
   - What will I see, hear, and feel when I have it?
5. Identify the resources you need.
What resources do I have now?
What resources do I need to acquire?
Have I got evidence of achieving my goal before?
What happens if I act ‘as if’ I already have it?

6. Check that your goal is ecological.
   What is the real purpose behind why I want this goal?
   What will I lose or gain if I have it?
   What will and won’t happen if I get it?
   What will and won’t happen if I don’t get it?

7. Describe the first step.

**Reading the Eyes for Personal Insights**

Eye movements can give subtle clues about what someone is thinking, feeling, or remembering. Everyone moves their eyes according to which internal mental system they’re using – recognising someone’s eye movement lets you know whether they are thinking in terms of images, sounds, or feelings and movement.

The table and image are based on looking at and assessing how someone’s eyes move in response to a question. In this instance we’ve taken what you would generally see for a right-handed person, if the person is left-handed these signals may be reversed.

<table>
<thead>
<tr>
<th>When someone is doing this</th>
<th>The eyes are doing this</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remembering a picture (Vr)</td>
<td>Move to the top left</td>
</tr>
<tr>
<td>Creating a picture (Vc)</td>
<td>Move to the top right</td>
</tr>
<tr>
<td>Remembering a sound or conversation (Ar)</td>
<td>Move horizontally to their left</td>
</tr>
<tr>
<td>Imagining what a sound will sound like (Ac)</td>
<td>Move horizontally to their right</td>
</tr>
<tr>
<td>Having a conversation with themselves (Ad)</td>
<td>Drop down and to their left</td>
</tr>
<tr>
<td>Accessing emotions (K)</td>
<td>Drop down and to their right</td>
</tr>
</tbody>
</table>
(N.B. *Kinaesthetic* means both movement and emotional experiences.)

**Using Your Modalities and Submodalities**

Everything you experience is as a result of information that you take in through your senses – **visual** (what you see), **auditory** (what you hear), **kinaesthetic** (touch and feelings), **olfactory** (smell), and **gustatory** (taste). These are known as **modalities**. Each modality has its own level of fine-tuning known as **submodalities**. For example, a picture can be bright or dull, black and white, or in colour; a sound can be loud or soft and so on.

Because submodalities are the basic building blocks of your experiences, they’re crucial tools in managing your mind and your emotions. You may find it useful to keep notes on how you can use submodalities to enhance the good areas in your life or change what isn’t working.

This can be done by assessing the submodalities in negative memories you have and appreciating the qualities of that memory. Being able to **associate** into and **dissociate** out of a memory gives you the power and control to understand the intensity behind any feelings you have in response to that situation. Looking at these memories of situations and/or people in an objective, calm and collected way, you can make great personal progress to overcome or just deal better with things that challenge you.

**How to Squash Your Limiting Beliefs**
Limiting beliefs are those negative little thoughts or judgements that prevent you from being your best self, such as ‘I can’t make friends easily’ or ‘People generally aren’t very nice’. Follow these steps to squash those limiting beliefs and replace them with helpful constructive opinions. This way you can end up seeing them in a different and more positive light.

1. Think of a limiting belief that you have and make a note of the picture that comes to mind.

2. Think of a belief that you no longer find true.
   This can go along the lines of, ‘I used to believe in Santa’. Look at the picture that is presented by this belief that is no longer true.

3. Think of a belief that, for you, is an absolute certainty.
   Need help? Think of the stars when you’re sitting in a brightly lit metropolis. Even though you can’t see them close to, you know the stars exist and you know the sun will rise in the morning. Then picture the sun rising, or whatever belief you choose.

4. Think of a belief you’d rather have than the limiting belief you picture in Step 1.
   This may be the opposite of your limiting belief, just stated in the positive. ‘I can be fit, healthy, and weigh 140 pounds again.’ And then notice the picture that accompanies your new belief.

5. Change the submodalities of the limiting belief from Step 1 into those of the belief that is no longer true for you in Step 2.

6. Change the submodalities of the belief you would rather have from Step 4 into those of the belief which you are absolutely certain of from Step 3.

Remembering the NLP Presuppositions

Neuro-Linguistic Programming provides some basic positive assumptions and constructive convictions about the world. A few are listed here, take a look and try playing with these in your mind to see if any of them speak to you.

- The map is not the territory.
- People respond according to their map of the territory.
- There’s no failure – only feedback.
• The meaning of the message is the response it draws out.
• If what you're doing isn't working, do something different.
• The person with the most flexibility influences the outcome of any interaction.
• You cannot not communicate.
• You already have all the resources you need to achieve your desired outcomes.
• Every behaviour has a positive intent.
• People are much more than their behaviour.
• The mind and body are interlinked and affect each other.
• Having choice is better than not having choice.
• Modelling successful performance leads to excellence.

See also

• Cognitive science
• Emotional freedom technique
• Family systems therapy
• Frank Farrelly
• Linguistic relativity

Notes and references


2. ^Oxford English Dictionary. Draft revision September, 2009, "neurolinguistic programming n. a model of interpersonal communication chiefly concerned with the relationship between successful patterns of behaviour and the subjective experiences (esp. patterns of thought) underlying them; a system of alternative therapy based on this which seeks to educate people in self-awareness and effective communication, and to change their patterns of mental and emotional behaviour.”[1]

3. ^From the book jacket of Bandler and Grinder (1975b)


6. However, Bandler has claimed that humans are literally programmable. "When I started using the term 'programming,' people became really angry. They said things like, 'You're saying we're like machines. We're human beings, not robots.' Actually, what I was saying was just the opposite. We're the only machine that can program itself. We are 'meta-programmable.' We can set deliberately designed, automated programs that work by themselves to take care of boring, mundane tasks, thus freeing up our minds to do other, more interesting and creative, things." Bandler, R. (2008) Richard Bandler's Guide to Trance-formation: How to Harness the Power of Hypnosis to Ignite Effortless and Lasting Change Publisher: Health Communications (Hci) ISBN 0757307779

7. Steve Andreas (forward p.ii to Bandler & Grinder, 1979) and Stephen Lankton (1980, pp 9-13) state that by using NLP, problems such as phobias and learning disabilities may be disposed of in less than a single one-hour session; whereas with other therapies, progress may take weeks or months.


9. Bandler and Grinder state, "Our desire in this book [The Structure of Magic] is not to question the magical quality of our experience of these therapeutic wizards, but rather to show that this magic that they perform - psychotherapy...like other complex human activities such as painting, composing music, or placing a man on the moon - has structure and is, therefore learnable, given the appropriate resources. Neither is it our intention to claim that reading a book can ensure that you will have these dynamic qualities. We especially do not wish to make the claim that we have discovered the 'right' or most power approach to psychotherapy. We only desire to present a specific set of tools that seem to us to be implicit in the actions of these therapists, so you may begin or continue the never-ending process to improve, enrich and enlarge the skills you offer as a people-helper".

10. It was even alleged (Grinder & Bandler, 1981, p. 166) that a single session of NLP combined with hypnosis can eliminate certain eyesight problems such as myopia, and can even cure a common cold (op.cit., p. 174)...(Also, op.cit., p. 169) Bandler and Grinder make the claim that by combining NLP methods with hypnotic regression, a person can be not only effectively cured of a problem, but also rendered amnesic for the fact that they had the problem in the first place. Thus, after a session of therapy, smokers may deny that they smoked before, even when their family and friends insisted otherwise, and they are unable to account for such evidence as nicotine stains.

11. e.g. Bandler & Andreas 1985


16. In a review of the coaching industry in Australia, 13% of respondents reported that they had been trained in NLP. – Spence, GB., Cavanagh, MJ., & Grant, AM., Duty of care in an unregulated industry: Initial findings on the diversity and practices of Australian coaches International Coaching Psychology Review 1, 71-85.
17. Heap (1988) states, "How widespread or popular NLP has become in practice is difficult to say with precision, though. As an indication the number of people to have been trained to 'Practitioner' level in the UK since NLP's inception seems likely to number at least 50,000. Trainings in NLP are found across the world, principally in countries where English is the first language, but including Norway, Spain and Brazil. There is no unified structure to the NLP practitioner community. Probably in common with other emergent fields, there is diversity in both practice and organisation, and there are resulting tensions".


20. ^ Frank Clancy and Heidi Yorkshire (1989) "The Bandler Method". 'Mother Jones' Magazine


Further reading

Books


Journal articles


Most People have inborn innate instincts in these areas:

1. To Care for Self vs Care for Others
2. Right vs Wrong- (do not cause suffering to others) reverence to God or Law
3. Loyalty to Tribes vs Loyalty to Intellect
4. Respect for Authority vs Rebellion
5. Purity vs Exhibitionism
6. Juxtaposition - Laugh at Others vs Self
7. Fear vs Vision—
8. Optimistic versus Pessimistic
9. Liberal vs Conservative
10. Hero vs Psychopath/Sociopath vs Blind Follower