

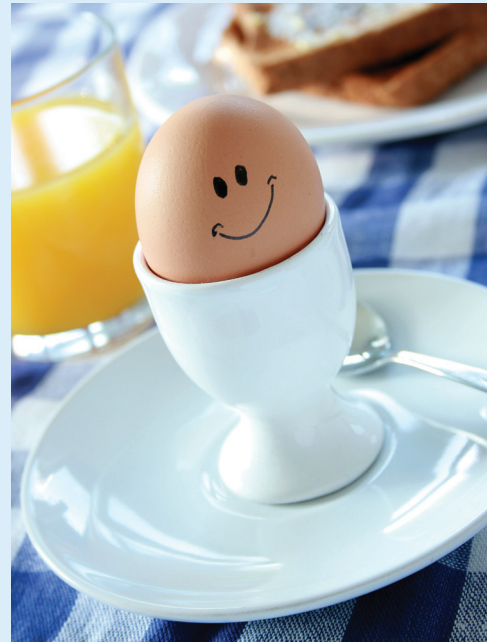
The NLP Cookbook

50 Life Enhancing NLP Techniques for Coaches, Therapists and Trainers

The NLP Cookbook is a veritable smorgasbord of NLP and related techniques gleaned from some of the greatest names in the field and adapted to provide an encyclopaedic resource for all therapists, coaches, change agents and health professionals.

Fran Burgess uses the metaphor of cooking to describe the process of bringing together the best ingredients in NLP and combining them carefully in order to produce some mouth watering results. The recipes are grouped into sections depending on their purpose. Quite a few focus on how to shift state, with some of these targeting specific states like acceptance and anxiety. These are followed by recipes that seek to develop behaviours and skills, and others that address beliefs and identity. There is then a wide range to choose from which deal with goals, relationships and the process of change.

The beauty is that most of them can be used time and again for different circumstances and contexts, so they never wear out. Each recipe is prefaced by an introduction, giving you some background to its source and evolution. You are provided with its ingredients, should you be interested in its engineering, plus timings and materials required, and if it is suitable for working solo, or with a partner. Novice cooks can follow the recipes slavishly whereas those with more experience can adapt a recipe, adding a little something here, removing a little something there. In short, whatever your level of experience this book is perfect for you.



Fran Burgess

The NLP Cookbook

50 Life Enhancing NLP Techniques
for Coaches, Therapists and Trainers

Fran Burgess



Crown House Publishing Ltd
www.crownhouse.co.uk
www.crownhousepublishing.com

First published by

Crown House Publishing Ltd
Crown Buildings, Bancyfelin, Carmarthen, Wales, SA33 5ND, UK
www.crownhouse.co.uk

and

Crown House Publishing Company LLC
6 Trowbridge Drive, Suite 5, Bethel, CT 06801, USA
www.crownhousepublishing.com

© Fran Burgess 2011

The right of Fran Burgess to be identified as the author of this work has been asserted by her in accordance with the Copyright, Designs and Patents Act 1988.

All rights reserved. Except as permitted under current legislation no part of this work may be photocopied, stored in a retrieval system, published, performed in public, adapted, broadcast, transmitted, recorded or reproduced in any form or by any means, without the prior permission of the copyright owners.

Enquiries should be addressed to Crown House Publishing Limited.

British Library of Cataloguing-in-Publication Data
A catalogue entry for this book is available from the British Library.

Print ISBN 9781845907334
Mobi ISBN 9781845908414
ePub ISBN 9781845908422

LCCN 20011937941

Printed and bound in the UK by
Oriental Press, W.L.L., Dubai

Contents

Introduction 1

The Recipes 7

State

- 1 The State Booster 10
- 2 The State Collage 12
- 3 The Resource Builder 14
- 4 Safety and Vulnerability 16
- 5 Sad to Glad 18
- 6 Body Talk 20
- 7 The Accepting Process 22
- 8 Total Acceptance 24
- 9 Developing Presence 26
- 10 Building Excellence 28
- 11 Inspiring a Task 30
- 12 Modelling Your Anxiety 32
- 13 Anxiety Animal Magic 34
- 14 The A (Anxiety) Team 36
- 15 Balance of Power 38
- 16 A Powerful Story 42
- 17 Stuff Happens (Part 1) 46
- 18 Stuff Happens (Part 2) 48

Behaviours and Skills

- 19 It's the Way You See 'Em 52
- 20 Strengthening Performance 54
- 21 Getting Better 56
- 22 Managing Wellbeing 58

Beliefs

- 23 Space Cadet 60
- 24 Time Traveller 62

Identity

- 25 Who Am I? 64
- 26 Role Modelling 66
- 27 Developing a Part 68

Goals

- 28 Deciding Your Goal 70

- 29 Finding Purpose 72

- 30 Aligning Goals 76

- 31 Push and Pull 78

Relationships

- 32 Leonardo's Arm 80

- 33 Surviving a Relationship 84

- 34 Where Am I Here? 86

- 35 It Takes Two 88

- 36 Co-aligning Conflict 90

- 37 Sponsoring Another 92

- 38 Fine Tuning Sponsorship 94

- 39 Developing Your Inner Coach 96

- 40 Conflict Resolution 98

Change

- 41 Healthy Compromise 100

- 42 Today to Tomorrow 102

- 43 The Song of Change 104

- 44 The Collage of Change 106

- 45 Breaking Free 108

- 46 Box 9 112

- 47 Letting Go 116

- 48 Game of Life 120

- 49 The Gamer's World 124

- 50 Building the Team 126

Last Word

- Appendix 1: Modelling Card Sorts 131

- Appendix 2: Quick Reference Table 141

Bibliography 145

Thanks 149

Index 151



Introduction

You are in for such a treat.

This NLP Cookbook will appeal to the NLP diner within you. Whether you are already using NeuroLinguistic Programming to explore with friends and family or you are working professionally with NLP as a manager, coach, trainer or therapist, you are certain to discover much here to support your practice. Even if you have just been introduced to NLP, you will find ways to stretch your thinking and extend your skills. How far you take it is down to you.

Why a 'cookbook'? I have been thinking about how techniques are constructed for a few years now, and every time I began to explain what I wanted to do, I would resort to a cooking metaphor as the simplest explanation - which is all very strange given that culinary skills are not high on my list of accomplishments!

NLP is known for its techniques. In fact, NLP is often described as a toolkit offering unique tools for different purposes. Whilst NLP is much more than this, it certainly is true that NLP techniques can deliver extraordinarily powerful experiences. You will no doubt have many stories of your own to back this up. Yet the range of tools to choose from is still fairly limited - even after 40 years - and most are found within the basic NLP repertoire. Few new techniques have made their way to the marketplace. The danger is that this can leave many practitioners with a feeling of 'what now?' before moving off to pastures new.

Now you are about to be spoilt for choice. As a result of a really simple model I devised, I am delighted to offer you this collection of original 'recipes', with supportive commentary and materials. Your Explorers will have even more opportunity to extend their flexibility, improve their relationships and work towards their goals.

All the recipes have been tested, and modified, as a result of the feedback I've received. I have also tested each of them myself - a fascinating personal journey, let me tell you. In fact, I can't recommend this process highly enough, although I say so myself! The feedback has been really satisfying.

It is great to dip into. There may be a particular exercise I can use for a course, or I may just take the approach and adapt it to what I'm doing.

A trainer

I used one of the exercises the next day with a client, and it worked tremendously well. I was really glad I had a copy.

A therapist

There was a particular issue that I was wanting to resolve. I took several of the techniques and worked through them. It was remarkable what emerged and how easy it was.

A learner

We have begun to use these recipes in our practice group as a way of directing our skills. It is refreshing to get our hands on new materials. When's the next one due?

An NLP practitioner

The Recipes

The recipes on offer deal with different problem areas. Quite a few focus on how to shift state, with some of these targeting specific states like acceptance and anxiety. These are followed by recipes that seek to develop behaviours and skills, and others that address beliefs and identity. You have a wide range of recipes to choose from which deal with goals, relationships and the process of change. The beauty is that most of them can be used time and again for different circumstances and contexts, so they never wear out.

As the Guide, your job is to take your Explorer through the process. To help you, each recipe is prefaced by an introduction which gives some background to its source and evolution. You are then provided with the ingredients: the level of skill required to get the most from the process, those involved – the Explorer and/or the Guide – plus timings and resources required. For the technically minded, details of the construction are given.

The instructions are written as a script for you to read directly to your Explorer. Sometimes you are offered some additional direction and supportive comment, alongside your Explorer's instructions. Some of these techniques don't need a Guide. If this is the case, then the Explorer can work independently, at his or her own pace, keeping the process private and spontaneous.

Where some of the techniques require your Explorer to walk into different spaces, if you have enough room, you'll get a far richer experience if you allow them to do this.

I strongly suggest that you follow the structure of the questions as they are written, since they are constructed for a purpose – to take your Explorer's attention to a

particular place. However, if you have a streak of burning independence and choose to go your own way, all will not be lost. You will certainly generate something new and, who knows, it may make for an even more powerful and useful experience.

Novice cooks, like me, tend to follow recipes slavishly, knowing that disaster lies just behind the sloppy measuring or omission of an ingredient. However, there are cooks who earn my undying admiration and envy who can intuitively adapt a recipe, adding a little something here, removing a little something there. This is not magic. They understand the chemistry that underpins the cooking process. They know what happens when you put this with that, now or later – a wisdom still to be gained where I'm concerned in the kitchen!

And so it may be with you. You might already have lots of NLP experience and are able to adapt processes to address whatever is emerging for your Explorer. If you, as the Guide, want to add a different twist in response to your Explorer's awareness, please feel free. If, however, you don't have these skills yet it is wiser to stick with the stages as they appear.

Some of the techniques highlight the need for advanced levels of skill. If, as a beginner, you attempt them then it is unlikely you will attain the desired results. Whilst your Explorer will instinctively know how to protect him or herself from your relative lack of skill, it is best not to put them in that position in the first place. For this same reasoning, I leave making flaky pastry and soufflé to the experts there is only so much my friends' digestion should be expected to tolerate!

Future Applications

There are some people who can read a recipe and know exactly how the dish is likely to taste. So some of you may be able to skim through this book and already be aware of the potential experiences on offer.

If you have a particular goal in mind, a targeted audience or a specific problem that needs addressing, then you are likely to find at least two or three recipes that will fit your purpose immediately, or ones that can be easily adapted. In Appendix 2 you will find a comprehensive table recording the model type, the delivery method, linguistic and neurological frames used for each recipe, so you can quickly select those that suit your purposes. Who knows, you could find yourself looking at a ready-made workshop! Glad to be of service.

And it won't take long for you to realise that ingredients, models and processes can be chopped and changed. Once you have mastered cooking your model in the Provençal sauce of say submodalities + time, you can opt to place a different model into this mix. Conversely, you may choose to take your model and give it a different treatment, cooking it with triple description and mentors instead. Whilst there are 50 recipes here, you have at your fingertips many more – opening the door to a mind-blowing potential repertoire, which is never-ending.

Honour Your Sources

You are welcome to take these techniques out into the wider world – there is no point in keeping them to yourself. If you do, and I would be delighted if you did, then I ask only one thing:

Honour your sources.

If you find yourself including any of this material formally or informally into your work, I ask that you name the source and the originator. Similarly, if this material has inspired you to want to develop a process further, then claim your place as the developer and reference the source. In this way we can maintain the fabulous lineage we have been given in a respectful and honourable manner.

Feedback

Whilst all the recipes in *The NLP Cookbook* have been tested thoroughly, everyone is different and unique. If you find that a particular process didn't work for you or your Explorer, then I would be really interested to learn what happened and what you did. Whilst I think I have been realistic about skill level requirements, I may be guilty of being over-optimistic. Anyway do let me know, by emailing me – fran@nlpand.co.uk.

Personal Review

You may choose to go through these recipes as part of your personal development, which I would really recommend. Decide how you want to record your work. You may be happy to work directly onto your computer or you may prefer writing by hand, either on loose paper or in a journal bought specially for this journey. You may identify a particular format and stick to that for each day's work. You may select one exercise a day or do as many as you have time for that morning. Personally, I preferred to feel free to write as little or as much as I wanted. I also found that other

conversations were emerging as a result of the exercises, which I also recorded.

Along the way natural punctuation points emerged when I would stop and reflect on the significant insights and emergent themes. I didn't want to lose the gems that were presenting themselves. I wished to keep tabs on my discoveries and to make myself accountable for them as well.

So taking time to stop and review really consolidates your learning and rewards your commitment to your process of self-discovery. To this end, I am suggesting you record the following elements:

- 1 Date
- 2 You may also want to include what else has been happening to you that day/week to provide context
- 3 Technique - number/title
- 4 Answers to questions
- 5 Key insights
- 6 Emerging themes
- 7 Emerging outcomes
- 8 Identified actions

And Finally

I do hope this book fuels your appreciation of NLP. I would be heartened to learn that it inspires you to further reading, takes you to a practice group or finds you registering for more training.

NLP is an area of practice that has to be used and experienced before it comes alive. Learning about it and knowing the theory is like keeping cookery books on your coffee table. A dog-eared recipe book is a thing of joy, as it conjures up all the people who have enjoyed the benefits of the cooking. These

recipes are offered to be consumed, again and again, for all your Explorers to come.

Enjoy. Have fun with your discoveries. And raise a glass to the many thinkers and developers who have made this possible for you.

Guidance Notes

Being a Guide your gift is to give your Explorer your full attention, so that in turn he or she can focus solely on what is happening for them. This means that you are not overly distracted by reading the next instruction or worrying about how you are doing.

If you are a relative newcomer to NLP, then you might like familiarise yourself with these guidelines. Even if you are an experienced practitioner, it is worth reminding yourself yet again of how to be with your Explorer.

- 1 The Explorer determines what happens in the exploration. All the information lies within the Explorer, not the sheet of paper holding the instructions.
- 2 A recipe or written instructions are merely an idealised account of what to do. If the Explorer doesn't seem to fit the recipe, then no amount of shoehorning will make it better. Either abandon the process and go on to something else, or if as a Guide you are particularly skilled, go with other options and see what more usefully emerges.
- 3 This is not a social situation. Your feelings and wellbeing are of no relevance to the Explorer. Gently dissuade your Explorer from the need to seek reassurance from you, and to break eye contact. Encourage him or her to trust in their own internal responses.
- 4 Resist the urge to talk about whatever comes up and suppress your nosiness.

- Let your Explorer be free to explore uninterrupted by your opinions.
- 5 You may want to record the Explorer's words so that you can use them as auditory anchors and refer to them during the process.
 - 6 Go at your Explorer's pace. Wait till your Explorer fully focuses on the outside world and seems ready to move on. Only then introduce the next question or next step.
 - 7 Resist the desire to rescue. Tears can be a sign that your Explorer is touching on something important. Stay with it, and you will reap the rewards. Rushing in with a paper hankie, believe it or not, is hindering not helping! (It is more likely to be about you wanting to make yourself feel better.)
 - 8 At the same time, your job is to keep your Explorer resourceful. If your Explorer becomes overwhelmed, you know the remedy is simple. Invite him or her to step out of the situation, and ask him or her to literally give a shake or look up at something, preferably some way off.
 - 9 Always check that your Explorer desires the outcome the technique is offering and is happy to go through the process. Really look out for any signs of incongruence. Your Explorer may feel obligated to go down a particular route or be putting pressure on themselves.
 - 10 Avoid getting out of your depth. Your Explorer may have chosen a particularly difficult topic. Remember to stay resourceful yourself and know that you can refer on. Most of the time your Explorer knows how to keep safe - the number of 'don't knows' are usually a bit of a clue.
 - 11 Finally, use the calibration process wisely. Each technique offers a before and after scale. If there is not much improvement, then you may want to go back and revisit some of the stages on the way.
 - 12 And finally know you can be tender, fierce and playful as you support Explorers in attaining priceless information about themselves.

32 Leonardo's Arm

Technique devised by Fran Burgess

Based on work by Robert Dilts

One of many modelling projects Robert Dilts has undertaken is his fascinating work on the modelling of geniuses. Working from documentation, Robert uncovered the approaches to creative generative thinking adopted by Mozart, Walt Disney, Nikola Tesla, Albert Einstein, Sigmund Freud, Sherlock Holmes and Leonardo da Vinci.

THE INGREDIENTS

The Purpose

Suitable for exploring a particular relationship

The Conditions

Time: 20 mins
Resources: None
Who: G + E
Skill Level: Easy

The Delivery Method

Auditory: A story

The NLP Frames

Neurological: Time
Linguistic: Milton Model

You can find out all about this work in his books *Strategies of Genius 1-3*. As part of his discoveries, he identifies 20 different traits shared by these marvellous thinkers, which make for thoughtful reading. The full description of these patterns of genius can be found in the NLP Encyclopaedia at www.nlpu.com.

I've taken his work with Leonardo da Vinci and given it an auditory treatment, in the form of a trance-like story – an approach often used by Milton Erickson in his work with clients.

This is your chance to offer some gentle trance language to waft your Explorers off to some inner place. I hope you and they enjoy it.



The Technique

- 1 Identify a particular relationship you have that you want to understand more fully. It may be with another person, an object or an organisation.
- 2 Now sit comfortably, with both feet on the floor and your hands lightly on your lap. Allow your shoulders to drop, your jaw to relax and your eyes to close. All you need to do is listen. If you want me to give you longer to think, just raise your hand.
- 3 As you now become aware of this relationship you are concerned with, and the level of satisfaction you feel, you may like to explore even further its nature and composition. Or you may be interested in receiving new information which would give you what you are looking for. Or you may welcome insight into the contributions which created this particular outcome that you have.

Speak slowly and gently.

- 4 Because relationships are very curious things. They may not be what they seem ... have differing interpretations ... be operating within the realms of harsh reality or soft fantasy, or somewhere else entirely. Where might yours be now that you notice?
- 5 Leonardo da Vinci, when he was working on understanding the intricacies of an arm, would spend many many hours laboriously studying the anatomy of many arms, to find out how an arm develops from its infancy to the inevitable withering of old age. He would be fascinated to know the moments of transition from one form to another and which element would begin to age first. He eventually was able to predict how most arms grow and change, and so notice what was unique to a particular arm.
- 6 And so with relationships. What similarities do your relationships share? How do they differ? What do you notice about how they start and grow? What stops them from growing? What is their rate of development? How do they end? What might cause them to end?
- 7 Leonardo would often liken the arm to another object, like a plant, and seek to find comparisons between both systems. Today you might choose a car, and so the muscle becomes the engine, the bone the chassis, the blood the fuel. This way, he was able to understand the interrelationships between each of the elements. He understood that there are many links and connections within any object. He understood the constant series of cause and effect, the two-way flow of information, the value placed on each transaction, and how each of these actions increased, decreased, or remained the same over time. He understood the hidden dynamics, operating below the surface, which contributed to the effectiveness of functioning.
- 8 And so you could also liken your particular relationship to a specific object, and begin to find out for yourself the ingredients - how these are connected, the importance of each in themselves and with the other elements. You may also notice which elements are more used than others, which are beginning to become worn,

which are underused, and which pieces are missing. This is such a fascinating system.

- 9 Each of us is unique in our own special way, with our own special contribution to offer, whilst in turn we receive the contributions from others. And as with all gifts, some we welcome and some we politely put to one side. We know it's possible to choose our response and what to do next, don't we?
- 10 So as you are considering what might be the invisible connections within your relationship, which keeps it together or eases it apart, and you understand more clearly how this relationship is evolving and growing into whatever it now needs to be, you will also have an awareness of what you now need to do, to tend it in a way that keeps it healthy and wise, keeps you healthy and wise.
- 11 You can do this now, couldn't you? That was possible, wasn't it? And isn't it good to provide something that is right for both you and the other person, yourself?





The NLP Cookbook represents years of modelling of human behavioural patterns. Fran has condensed these years of knowledge and experience into the recipes of the Cookbook and has produced a piece of wisdom which has benefits for the novice, the expert and all those in between.

Sally Ashworth, UKCP Registered Psychotherapist and Past Chair of the Neuro-linguistic Psychotherapy and Counselling Association, Trainer of NLP

This book is absolutely fabulous, full of goodies for the NLP novice as well as an experienced NLP Trainer or Researcher and all who find themselves in between.

It is a delightful book to dip in and out of. The mix of metaphor is simple and universal, the symbols and photographs support the text and embellish the lesser used senses.

Sally Vanson, NLP Trainer and Director of post graduate NLP programmes



Fran Burgess was a director of The Northern School of NLP and is now focussing her energies on The NLP Kitchen website. She has 25 years' experience within the world of NLP. As a trainer and developer she has pioneered approaches within modelling and its teaching.

This innovative book by Fran Burgess has been long due in the field of NLP. Fran has put together 50 simple but powerful strategies that can really enrich your life in a variety of areas. These 'recipes' show off some of the best that NLP has to offer. Well written, creative and pragmatic, *The NLP Cookbook* is a valuable resource for both newcomers and NLP experts alike.

Robert Dilts, developer, author, trainer and consultant in NLP

Fran has created a recipe for thriving in the big stew of our experience. She has created a very useful addition to the field of literature in the NLP world.

Judith Delozier, author and co-developer of NLP

In the early days of NLP, our lives were devoted to exploring the many possibilities of consciousness and change. I wish we had possessed a guidebook like this, as it offers so many interesting suggestions for creating new choices and outcomes.

Stephen Gilligan, PhD, co-author of *The Hero's Journey*

Fran Burgess has created a marvellous compendium that NLPers will want to have around as a reference for problem-solving and generating ideas. I love this cookbook!

Shelle Rose Charvet, author of *Words That Change Minds*

This fresh approach to NLP stimulated my taste buds and left me feeling well-fed and wishing cookbooks were awarded Michelin stars.

James Lawley, co-author of *Metaphors in Mind*

A feast for all the senses and in particular contains the subtle ingredients for a deepening of self-belief, inner resourcefulness and wisdom.

Judith Lowe, NLP Trainer, PPD Learning Ltd

Filled with gorgeous aromas and simple yet satisfying recipes to savour and reflect on. Some can be cooked to perfection in less than 20 minutes.

Julian Russell, a leading UK executive coach and author of *Alpha Leadership*

This book is Fran, through and through. Like a diamond, she absorbs the layered light of experience and then gives it back to us, sparkling in a hundred new forms. The result? We are both delighted and enlightened.

David Gordon, co-author of *Therapeutic Metaphors, Phoenix and Expanding Your World*

Self Help Psychotherapy
Neuro Linguistic Programming



Crown House Publishing Ltd
www.crownhouse.co.uk
www.crownhousepublishing.com

ISBN 978-184590733-4



9 781845 190733 4