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## **NLP – THING, THAT MAKES YOU MORE EFFECTIVE**

**NLP** stands for **Neuro-Linguistic Programming**, a name that encompasses the three most influential components involved in producing human experience: neurology, language and programming. The neurological system regulates how our bodies function, language determines how we interface and communicate with other people and our programming determines the kinds of models of the world we create. Neuro-Linguistic Programming describes the fundamental dynamics between mind (neuro) and language (linguistic) and how their interplay affects our body and behaviour (programming). **NLP** is an approach to communication, personal development, and *psychotherapy* created by **Richard Bandler** and **John Grinder** in California, the United States in the 1970s.

Today **Neuro-Linguistic Programming (NLP)** is the most advanced technology to:

- develop the best language and communication skills possible
- improve your personal strategies
- become clearer about your belief- and value-systems
- leverage the power of your personal state and quickly change it
- eliminate unwanted behavioural patterns
- get yourself really motivated
- drive your development into the person that you want to be
- learn how to live the life you really want

**Neuro-Linguistic Programming (NLP)** is a technology that will allow us to see beyond our limits. Who is this for?

- Everyone who uses communication as a means to present, deliver or evaluate.
- Everyone who wants to help, coach or lead others.
- Everyone who believes that there is more out there to achieve.
- Everyone who leads a team, a family or a business.

**Neuro-Linguistic Programming (NLP)** can help you to ...

- discover how to take control over your state of mind
- learn how to replace doubt in your ability with the confidence to strive for perfection
- be motivated to define well-formed desired states to achieve your goal
- be equipped with the positive mind-set to see each challenge as an opportunity to become a better you.

**Neuro-Linguistic Programming (NLP)** is now in its third decade as a field of study and has evolved considerably since its beginnings. Over the years, NLP has literally spread around the world and has touched the lives of millions of people. Since the 1990's, a new generation of NLP has been developing. This form of NLP addresses generative and systemic applications and focuses on high level issues such as identity, vision and mission.

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