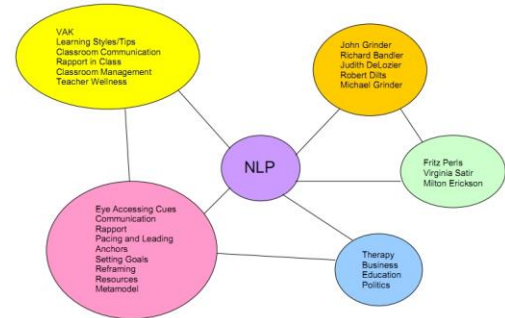


## The Relevance of NLP in Business English Training

Marjorie Rosenberg  
 BESIG Annual Conference  
 15 November 2014  
 Sankt Augustin, Germany



## The Basics of NLP



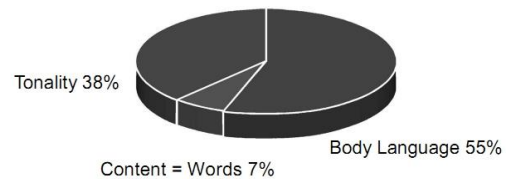
BESIG

## Principles of NLP

- ▶ The meaning of the communication is the response it elicits.
- ▶ The more options we have, the greater our chances of success.
- ▶ The map is not the territory – we all have our own models of the world.
- ▶ Rapport occurs when we meet another person in their model of the world.
- ▶ If you know exactly what you want, it is easier to get it.
- ▶ We cannot change others, we can only change ourselves.

## Communication

How our message comes across when communicating feelings and attitudes.

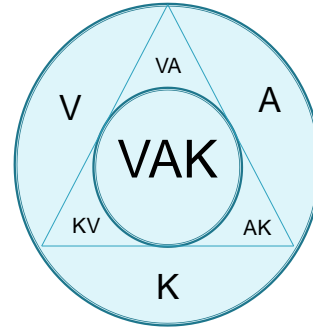


## Awareness and perception

- ▶ Communication begins with our thoughts.
- ▶ We use our words, tonality and body language to communicate.
- ▶ Our senses help us to perceive the world around us.
- ▶ After we take in information, we 're-present' to ourselves in order to truly understand it.
- ▶ Most of us tend to use one sensory channel to do this; this is our primary channel.



## Representational channels

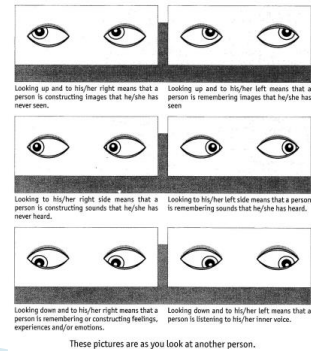


## Primary channel

- ▶ We usually have a primary channel to recall information.
- ▶ This internal sense reaches back to memories we have.
- ▶ We may use different channels for input and one for output.
- ▶ When we are trying to remember something, our eyes can show others *how* we are doing this.



## Eye accessing cues

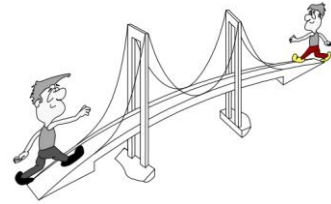


## VAK Words and Phrases

- ▶ As thoughts are connected to sensory channels, our words reflect this as well.
- ▶ We tend to use words that express the sensory channel we are thinking in.
- ▶ These are divided into visual, auditory and kinesthetic channels.



## Rapport

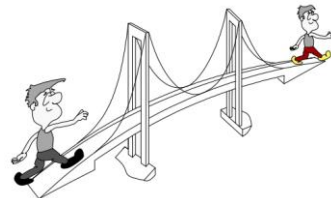


## Establishing rapport

- ▶ Body language and gestures
- ▶ Posture
- ▶ Tonality
- ▶ Loudness of speech
- ▶ Tempo of speech
- ▶ Breathing patterns
- ▶ VAK (sensory channels)
- ▶ Dialect, slang
- ▶ Register
- ▶ Cultural customs
- ▶ Distance between speakers
- ▶ Eye contact



## Pacing and leading



## Pacing and leading

- ▶ Body movements – gestures
- ▶ Tonality
- ▶ Breathing
- ▶ Loudness of speech
- ▶ Tempo of speech
- ▶ Facial expressions
- ▶ Leading questions
- ▶ Observations and interpretations
- ▶ Use of another VAK channel



If you don't know where you want to go, it is very difficult to get there.

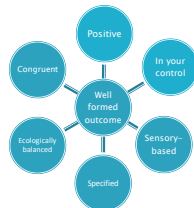


elpics  
Penny Turner

## Well-formed outcome

### Conditions of well-formedness

- ▶ Stated in the positive
- ▶ Maintainable and within control of individual
- ▶ Sensory-based
- ▶ Contextualized and specified
- ▶ Ecologically balanced
- ▶ Congruent



## Setting achievable goals

### Steps

- ▶ Positive statement
- ▶ Achievability
- ▶ Evidence
- ▶ Specifics
- ▶ Ecology
- ▶ Identity and beliefs
- ▶ Starting off



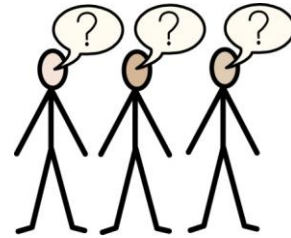
## Reflection

Work in a small group and discuss these questions.

- ▶ Which of this information was new to you?
- ▶ What was useful for you in this workshop?
- ▶ Could you try this out with your learners?



## Questions



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Thank you for  
your attention!

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