

Introduction to Neuro-Linguistic Programming – NLP – Part 1

We all process information differently and create our own internal interpretation of an event or occurrence. We all know that a map is not the real environment; it is a representation of a location at the time it was drawn. Similarly, when an event occurs we store this in our memory by making an internal representation through our senses. The predominant senses we use during these storage and retrieval processes are visual, auditory and kinaesthetic (feelings and emotions). To a smaller extent, the smell and taste senses are also used. If we understand the senses that we use ourselves, then it will help us understand how we relate to others and how others communicate.

Auditory

Auditory people will remember a conversation word for word. They will hear the sound of your voice in their head and they will be able to recall the conversation in its entirety, including tonality and any other background sounds. Auditory individuals when they are asked to recall are slightly slower as they will retrieve the conversations exactly as if they were playing back a recording.

Kinaesthetic

Kinaesthetic people will store information by how they felt at the time. They will experience sensations and feelings. They recall their feelings first, followed by the information recorded. This is the slowest form of recall.

Visual

Visuals will construct a snapshot of events like a photographer, storing the total image away for recall. They will record and construct pictures. They have instant recall because they bring back the whole picture instantly.

If you are speaking to someone for the first time, use a language that incorporates all three representational systems. Remember that they will use all of these systems, but you will notice that, as the conversation proceeds, each has a primary representational system that they rely on above the others.

Understanding someone's system is extremely useful for a manager. It can be used when communicating with your team or when coaching, interviewing or conducting an appraisal. By using the right language we can develop a greater relationship with the individual. We can also use it to influence our manager, if we use his language system, he will connect to what we say. If we

have to deal with customers, we can demonstrate that we are on the same wavelength.

There are some other clues that can help you detect the system that each person prefers.

Auditory

Auditory will remember sounds, so it is important to change your tone, pitch and pace when dealing with them. Use descriptions that relate to all forms of sound, including musical terminology. Ask them if the ideas sound good to them.

They tend to be relaxed when they sit in a chair. They tilt their heads to one side slightly when listening. They are generally of medium build and can be well dressed or casually dressed, but not scruffy.

Kinaesthetic

Kinaesthetic respond best when they actually experience things: for example, when they have completed a goal. Use words that describe feelings throughout your conversation to involve and inspire. They tend to be heavily built or heavier boned. Feelings take much longer to process than sounds or pictures. One of the biggest mistakes you can make is to underestimate the intelligence of a kinaesthetic. This is because of their slowness of speech or the slow pace at which they process information.

Visual

Visual need visual terms. When giving a visual individual a task to complete it would help to describe the results in pictorial form. Ask them to describe in detail what it would look like for them. Ask them what they see as their ultimate outcomes. They will stand or sit with their heads and bodies erect, their face and eyes usually held upwards. They tend to be neat, well groomed and orderly and would have organised the space in front of them neatly. If someone is good at spelling, this may be indicative of them being predominately visual.

Neuro Linguistic Programming – Language

Last time we identified how we all process information differently and create our own internal interpretation of an event or occurrence. The predominant senses we use during these storage and retrieval processes are visual, auditory and kinaesthetic (feelings and emotions). To a smaller extent, the smell (olfactory) and taste (gustatory) senses are also used. In this hints and tips we will look at the language that is connected with each type of sensory programming.

Visual

The type of words a visual person would use are:

- Look
- Picture
- Imagination
- Insight
- Eye
- Focus
- See
- Show
- clear

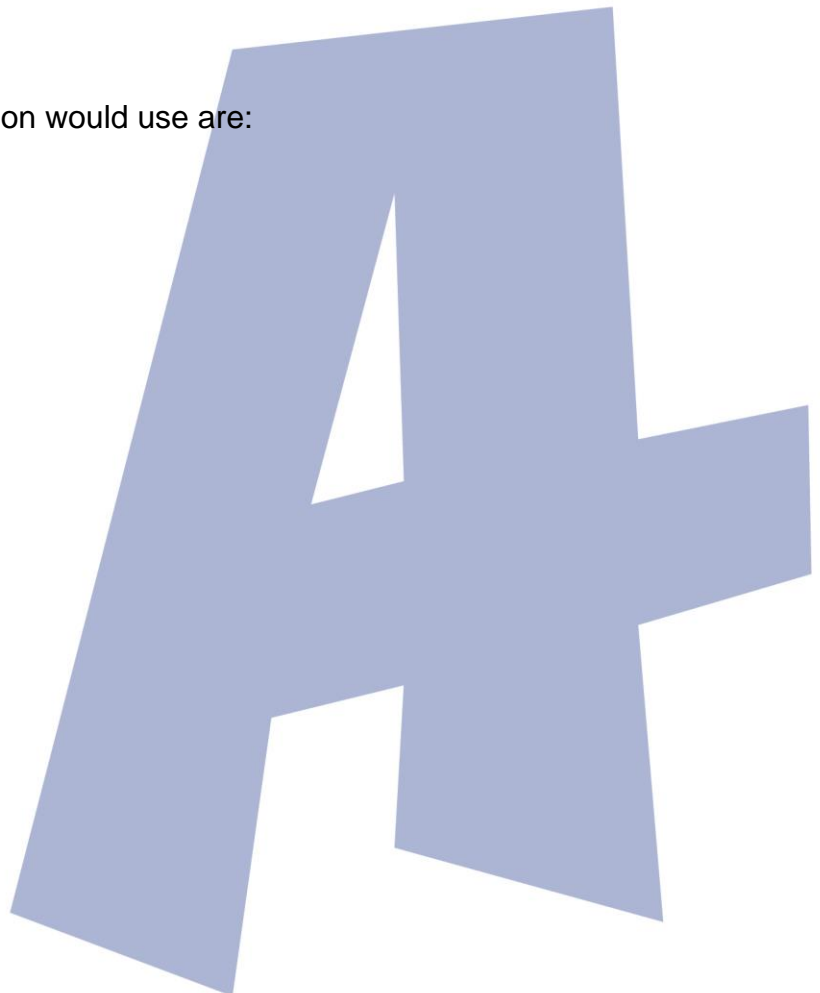
The type of phrases they might use are:

- I see what you mean
- Show me
- Can you shed light on the subject?
- Let's take a closer look at
- It's very clear that
- What's your view?

Auditory

The type of words an auditory person would use are:

- Say
- Accent
- Loud
- Remark
- Listen
- Speechless
- Vocal
- Tell
- Sound
- Hear
- Tell
- talk



The type of phrases they might use are:

- We are on the same wavelength
- that's mumbo jumbo
- I'm turning a deaf ear
- that rings a bell
- that sounds great
- I'm glad to hear it
- Let me explain
- I'm pleased you said that
- Tell me how it is.

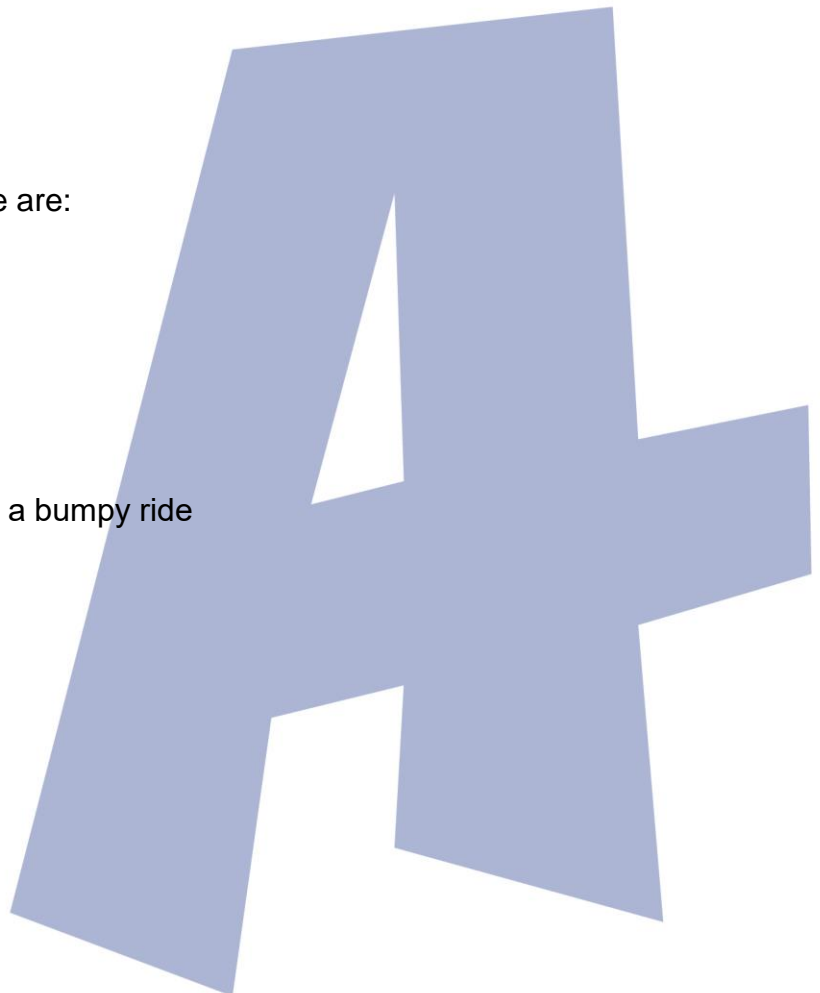
Kinaesthetic

The type of words a kinaesthetic person would use are:

- Touch
- Handle
- Push
- Rub
- Feel
- Hold
- Grasp
- Impact
- Tense
- relaxed

The type of phrases they might use are:

- I feel that
- this needs a firm foundation
- they are a cool customer
- I'm going to pieces
- he's a smooth operator
- can you grasp the idea?
- Hold on tight it's going to be a bumpy ride
- that feels fine
- I'm a bit edgy today
- I'm comfortable with that;
- I was touched when...



Neutral/Digital

We also have language that we call neutral or digital, which doesn't fit within the 5 senses. However if you use this type of language auditory people will be influenced by it as well as other digital people.

The type of words a digital person would use are:

- Decide
- Think
- Know
- Recognize
- Understand
- evaluate

The type of phrases they might use are:

- What do you think?
- Have you made a decision?
- I understand what you have said.

Olfactory/Gustatory

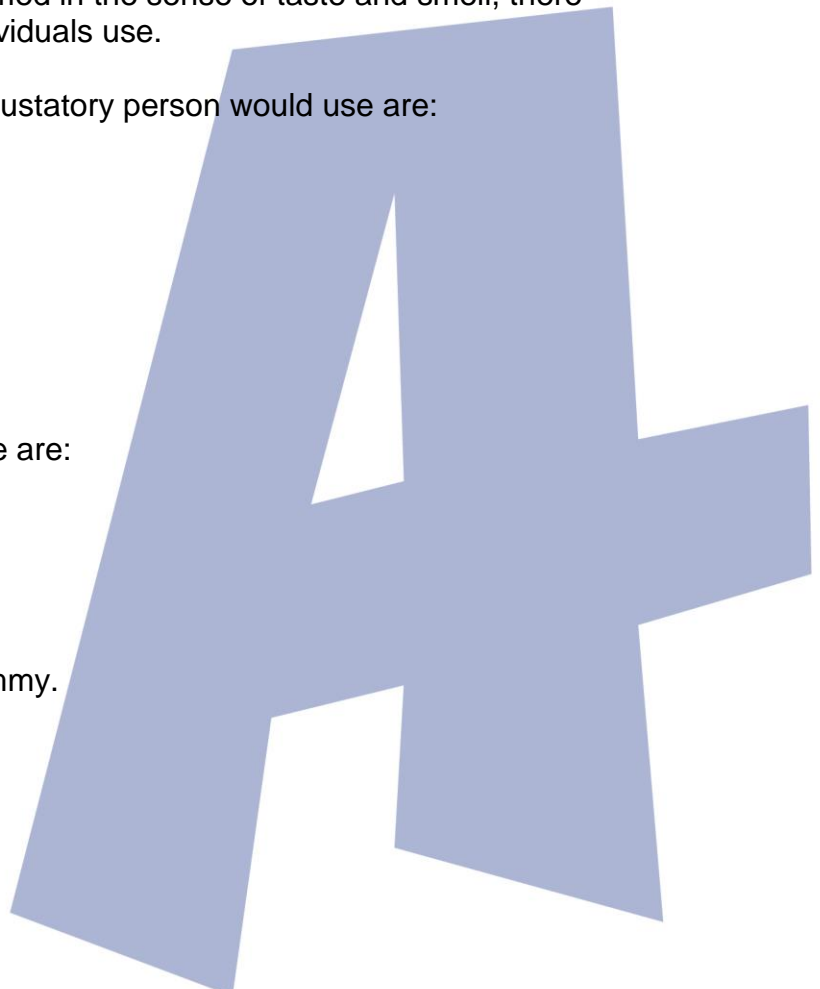
Although less people are programmed in the sense of taste and smell, there are still word and phrases that individuals use.

The type of words an olfactory or gustatory person would use are:

- Scented
- Fragrant
- Sour
- Flavor
- Taste
- smelly

The type of phrases they might use are:

- I Smell a rat
- that was a bitter pill
- I'm as fresh as a daisy
- they are a sweet person
- this is going to be really yummy.



Listen for these phrases and words amongst your colleagues, friends, customers and family. See if it matches your own language or whether they use different phrases and words to yourself. Take time to listen to yourself and how you communicate. If there is an individual that you find more difficult to communicate with, it maybe that you are using a different language to them.

Summary

- We all speak and think using representational systems
- Each of us uses a primary or preferred representational system
- The main representational systems are auditory, kinaesthetic and visual
- Mismatched representational systems will lead to misunderstanding and difficulties in rapport building
- Matched representational system will develop relationship, build rapport, create understanding and influence others

Most people are programmed in more than one sense, so there is usually some commonality between individuals. Look at the people you need to influence, if you use matching language you will improve the relationship and gain more. If you are meeting someone for the first time use a combination of words until you recognise their personal preferences.

