



**Paper by:** John Parker, Managing Partner, JWP Associates

## **IMPROVE THE PERFORMANCE OF ALL YOUR PEOPLE**

### **BY INTEGRATING AND UTILISING NEW COMMUNICATION TECHNIQUES AND NEURO LINGUISTIC PROGRAMMING (NLP)**

**Unfortunately, within most organisations ‘COMMUNICATION’ is still considered to be the cause of many problems**

Or – Should we say in many cases - **lack of communication** – causes the problems.

Research shows that within a business environment the ability of employees at all levels to communicate effectively is still considered to be one of the real problem areas. In fact research also proves that communication in all walks of life causes many more problems than is realised.

Many large international organisations are now using very powerful NLP techniques to improve the communication skills of their employees, and its popularity as a people development tool is growing rapidly. A CEO of a very large international company when asked about his vision for future business success said:

***“In my company I employ the most experienced and skilful people I can find in the world. I have experts in sales, marketing, R&D, engineering, finance and a whole range of other areas. However, our ability to be successful relies on one very important factor and that is:***

**THEIR ABILITY TO COMMUNICATE”.**

In both verbal and written communication there are two parties involved:

**The transmitter of the message** and **The receiver of the message**

**The transmitter decides the intention** of the communication, but whether they succeed depends on their ability to transfer their intention to the receiver. **The receiver decides the meaning.**



Very often in communication situations the receiver often feels they are on the end of a 'communication dump'. Sometimes they may even feel they are being manipulated and have to be on guard constantly. They perhaps may feel they have to agree to something they would really not want to agree to.

Some training consultancies teach people communication 'tricks' in order to counter hostility, or to manipulate people into situations where the 'win' is very one-sided. Many people are taught very 'structured' forms of technique that suppress natural abilities.

However, master communicators have surfaced through having made a 180-degree about-face during the last decade or so. These expert communicators have begun to acknowledge the importance of **Neuro Linguistic Programming** in the communication process, and are using these new techniques very successfully and effectively.

## **So – What is NLP**

NLP stands for Neuro Linguistic Programming, a revolutionary approach to human communication and personal development. It encompasses state-of-the-art skills in interpersonal communication. Applying its powerful communication techniques can help your people build greater rapport with each other. Rapport developed at levels they would not think possible. Other NLP techniques allow them to use language in a way that enhances rapport and relationships even further. All resulting in your people communicating much more effectively.

The basic principle in business communication development is:

***All communication behaviour has a structure.  
This structure can be identified, learned and changed.***

NLP offers state-of-the-art skills in interpersonal communication and practical ways to change the way a person thinks and behaves. Millions of people have used its principles and techniques to build better relationships, establish new levels of confidence, and to achieve success in every aspect of their lives.

- To do this:**
- Your people draw on mental resources they never knew they possessed, and they learn how to discover the unconscious thoughts of the people they meet.
    - \* This is the '**Neuro**' part
  - They learn how to use language in very specific ways to help achieve greater levels of rapport and trust with the people they meet.
    - \* This is the '**Linguistic**' part
  - They learn how to control their state of mind, and to understand the state of mind of others, then how to align their beliefs and values to bring about the results they are seeking.
    - \* This is the '**Programming**' part of NLP.



These new and higher degrees of personal control give your people extra confidence as well as boosting their self-esteem. It also creates spin-off benefits in personal achievement, relationships and longer-term self-development

NLP places more emphasis on '**doing**' rather than '**knowing**'. Your people will find they are able to see immediate benefits from their new found skills as soon as they apply them practically.

## **YOUR PEOPLE CAN LEARN HOW TO IMPROVE THEIR COMMUNICATION SKILLS AND TECHNIQUES**

Effective communication begins with the recognition that each of us is unique and different. **Each action, behaviour and word affects the other person we are communicating with.**

Your people learn how effective communication is all about **people communicating with people**. Through using the principles of NLP your people learn how to be detectives of human thoughts and behaviours. They learn how to really understand human behaviour, and how each individual's different mode of thinking affects the way they communicate. They discover what people **really** mean when they talk with them, and how the new levels of information can be used to communicate more effectively.

There are three main areas where NLP helps your people improve their communication skills and subsequently their performance:

- 1. By building deeper levels of rapport and understanding with the people they communicate with.**
- 2. By utilising the most modern communication techniques.**
- 3. Learning powerful techniques to Influence and Persuade.**

### **BUILDING DEEPER LEVELS OF RAPPORT AND TRUST**

By using the principles and techniques of NLP your people are able to build deeper relationships and levels of **TRUST** with their colleagues and the people they come into contact with in their every day work. Through this improvement they continually achieve higher realms of success in **ALL** their communication activities.

Trust can overcome many barriers in communication. If the other person detects that you are with them and not trying to manipulate them, they will be more willing to listen and to learn and want to understand exactly what you are communicating.



Extensive studies show that the difference between being a really successful communicator, and one of average performance, is the level to which trust is developed between the two parties. It is not so much what or how much you know about the other person that is important, but the trust you gain from showing them that you are listening and thinking from **their point of view**.

When your people add the NLP techniques to their communication activities they find they are able to develop far greater levels of rapport – **TRUST** - with the people they come into contact with.

- **Understand the way THEY wish to be treated**

***We all have different ideas of reality - ways in which people perceive the world - and we usually only really trust people who look at the world the way we do.***

Research has demonstrated that communicating with people in the way **they** want to be communicated with is the single most important element of every 'master' communicator's repertoire.

No matter how good or nice your people are, or how articulate they may be, when they are communicating with others if they forget that there is a human being on the receiving end of their communication who has their own attitudes, opinions and feelings, they will not succeed in what they are trying to achieve.

- **Some of your people are 'naturals' – but most are NOT**

Most people believe the ability to be an excellent communicator is something a person either has or has not. **This could not be further from the truth**. To achieve these very high levels of **TRUST** through communication your people have to understand a great deal more than just textbook communication skills and 'tricks'. They have to begin to understand very different principles suitable for communicating effectively in the 21<sup>st</sup> century.

## **UTILISING MODERN COMMUNICATION TECHNIQUES**

Over forty percent of communication is misunderstood. Just remember –

**The transmitter decides the intention** of the communication,  
but whether they succeed depends on their ability  
to transfer their intention to the receiver.

**THE RECEIVER DECIDES THE MEANING.**



This is where the problem begins. The receiver in more cases than people realise actually misunderstands the transmitters **real meaning**.

It is a fact that most people could improve their communication skills by becoming better listeners. However, **listening is not the real problem**.

**Understanding what the transmitter is really saying, and the reasons behind what they are saying is the real problem.**

It is quite astonishing how the simplest language can be misunderstood in conversation. Here are just some examples:

**“We would like a quick response.....”**

**“Can you come back to me as soon as you can.....?”**

**“I will do it before the end of the day.....”**

Each of the above examples was taken from a different ‘real-life’ conversation, and none of these statements were questioned. What are the real meanings? What are the reasons for saying these things? How do the reasons for saying these things fit with that person’s outcomes? What exactly is the person thinking?’

The point to remember here is that the person receiving the information noted, either mentally or in writing, exactly what had been said. **BUT - The fact is they didn’t understand the transmitters REAL meaning.**

**A gentle warning at this point** – Many people in your organisation, especially the more mature and experienced people – maybe even you - will say:

‘This is not me’. - ‘I don’t do this’. - ‘I always ask more questions’  
‘I always make sure I understand’.

Just give me five minutes with any one of your people so I can analyse one of their conversations and I think they will be very shocked when I show them just how much they really misunderstand.

By using the most modern **questioning and listening** methods your people take communication to a whole new level. In conversation with other people they will be quite amazed when they see the different effect they can have when they use **‘META’ QUESTIONING** and **EMPATHIC LISTENING** skills and techniques.



Your people discover how every person they meet speaks in a **'hidden' language**. They then learn how to transmit their messages back to the other person in that person's own hidden language.

They learn how to discover and understand the thinking patterns and behaviours of the people they speak with, and once again use the knowledge to help with structuring more powerful messages.

Your people discover how **most people in business communicate in a 'dissociated' way**. This type of communication is structured from the transmitter's point of view and is usually very weak and just not effective. They learn that a far more effective way to communicate is to use the power of **'Associated'** language.

From experience working with many other organisations, I can assure you this is one of the areas that your people will have the most difficulty with. The reason is very simple. When your people are coached to communicate and transmit in this new way in the future, whether verbally or in writing, they find it totally opposite to the way in which they have communicated for most of their lives. However, once mastered, they discover the real power of their new way of communicating and transmitting messages.

## **UTILISING POWERFUL INFLUENCE AND PERSUASION TECHNIQUES**

I am sure that a great deal of the communication that takes place within your organisation involves some kind of influence and persuasion on the part of one or both communicators.

### **Remember - PEOPLE BUY 'TRUST' FIRST - PERSUASION SECOND**

In order to have real powers of persuasion, your people have to understand far more about the person, or persons, they are communicating with than perhaps they have ever considered before. Your people learn how a person's subconscious mind works and reacts, and how they are able to **'persuade'** this unconscious state without being seen to 'pressurise' in any way. They learn how the different perceptions each person has will affect their behaviour and the way they can be persuaded to make decisions. They learn how to work with the other person's perceptions, not their own.



***Just think of yourself for a moment. Who knows more about you than any other person on this planet? Who knows exactly what it is that can persuade YOU to do things?..... Yes, it is you. So, if that is the case, and I need to persuade you to think in a particular way, all I have to do is really get inside your mind in order to know as much about you as you do and I will then have a good understanding of the ways in which I can persuade YOU to do something.***

Your people learn ways in which they can build even greater rapport with the people they meet, thereby giving them greater powers of **INFLUENCE**. They are then able to use this knowledge and their powers of **PERSUASION** to a much greater effect. They are able literally to **CHANGE THE SHAPE OF THE OTHER PERSON'S THINKING**.

## **FINALLY**

No matter what the communication is about, no matter whether the communication is important or urgent or not, 'master' communicators seem to have an uncanny ability to size up the recipient of their communication much more accurately. They seem able to identify behavioural cues that reveal how the other person will react to the communication being transmitted. They seem to be able to read the unconscious thoughts of the people they are dealing with and appear to know them almost as well as they know themselves.

To gain maximum benefit from NLP it has to be carefully **integrated** into the personal communication armoury of your people, **NOT** introduced as a stand-alone subject.

The common misconception is that NLP is some form of 'advanced' training programme, and many training consultancies treat it as such. Nothing could be further from the truth.

These skills and techniques are absolutely natural and are used by **everybody – everyday**. This is why so many people within organisations in which we are carrying out these coaching programmes actually **ask to be part of these particular workshops**.

**Allow us to help your people discover their hidden communication skills which in turn will provide your organization with even greater levels of efficiency and performance.**