



Impact of NLP training on Communication

Chiranjiv Kumar Kantiya^{1st}
Research Scholar,
(Dept. of Management)
Jodhpur National University,
Jodhpur, Rajashtan (India)

Dr. Abha Purohit^{2nd}
Research Guide,
(Dept. of Management)
Jodhpur National University,
Jodhpur, Rajashtan (India)

Abstract: *The main objective of this paper is to analyze and evaluate impact of NLP training on communication of trainees who have undergone NLP training course of different levels at various places of India from different trainers and evaluate their response on the basis of questionnaire filled by them after the training. NLP Stands for Neuro Linguistic Programming and it consists of series of techniques and well tested methods to achieve success satisfaction and excellence in life in your core domain. The basic assumption of NLP is that if someone can do you can also and this technique is called modeling. Analyzing the feedback questionnaire of 600 participants who have undergone NLP training course it is clearly visible that NLP can impact communication skills of a person significantly.*

Keywords: *NLP, Communication; Perception.*

I. INTRODUCTION

1. History of NLP:

NLP was invented by two academicians Richard Bandler and John Grinder in 1970 at University of Santa Cruz California. Bandler was a psychology student and he studied a range of subjects from Gestalt therapy to mathematics and computing at the University of California. Grinder was an assistant professor of linguistics at the university. The two men became friends and began working together, both influenced by the Family Therapy work of Virginia Satir, Fritz Perls' Gestalt Therapy, and Milton H. Erickson's.

Grinder and Bandler modeled these three successful therapists, seeking to discover the difference that made the difference-what it was that set these people apart from average.

2. Components of NLP

- i. **Neuro:** Refers to the nervous system. Neuro is to do with the way we use our minds, our bodies, and our senses to think and make sense of our experience. Our experience of the world enters the brain via nervous system through 5 senses visual, auditory, kinesthetic, olfactory and gustatory. The more awareness we have of our thinking patterns, the more flexibility and therefore the more influence we have over our life. NLP is concerned with how we process this sensory experience and translate it into conscious and unconscious thought. By increasing our awareness of the patterns in our thinking, we can learn how these thought patterns influence the results we are getting in work and in life. The key to finding personal and business success comes primarily from within ourselves and learning about how we think enables us to tap into our inner resources. [1]
- ii. **Linguistic:** Refers to language, specifically the way we use language to give meaning to experience. Our language is our life. What we can say is what we can think and what we can do. Learning to understand and master the structure of our language is essential in a world where we trade increasingly through our ability to communicate.
- iii. **Programming:** It refers to the way we consistently think or behave. Just like a computer, each of us run specific programs to produce our behavior. Programme consists of series of steps that automatically produce certain results in different circumstances. NLP can reveal the program you run and the result they produce. We run our lives by strategies, in a similar way that a computer uses a program to achieve a specific result. By understanding the strategies by which we run our lives we give ourselves choice: choice to do more of the same or choice to enhance our potential and our individual excellence. NLP does this not by prescribing fixed techniques that work for some, but by enabling you to explore what it is that you do when you "think positively," "stay calm," and "keep control." You have your own unique ways of accessing and using these kinds of resources, no matter how infrequently or how briefly you may have used them in the past. Once you understand the elements of your personal "program" you can run that program when you choose. So it is Important to know how you do what you do. [1][2][3]



II. NLP GUIDING PRESUPPOSITION

Founded on the modern sciences of biology, linguistics, and information, NLP begins with new assumptions of how the mind/brain works. These assumptions are called the NLP Presuppositions. If we could summarize all the NLP Presuppositions in one phrase, it would be: PEOPLE WORK PERFECTLY. Our specific thoughts, actions, and feelings consistently produce specific results. We may be happy or unhappy with these results, but if we repeat the same thoughts, actions, and feelings, we'll get the same results. The process works perfectly. If we want to change our results, then we need to change the thoughts, actions, and feelings that go into producing them. Once we understand specifically how we create and maintain our inner thoughts and feelings; it is a simple matter for us to change them to more useful ones, or if we find better ones, to teach them to others.

➤ *NLP Presuppositions*

i. ***The Map is not the Territory:***

What we see is not the whole picture or the complete truth. Our mental maps of the world are not the world. We respond to our maps, rather than directly to the world. It is important to distinguish between several semantic levels. First there is the world. Second comes the person's experience of the world. This experience is the person's 'map' or 'model' of the world and is different for each person. Every individual creates a unique model of the world and thus lives in a somewhat different reality from everyone else. You do not operate directly on the world but on your experience of it. This experience may or may not be correct. [4]

ii. ***Experience has a Structure:***

Our thoughts and memories have a pattern to them. When we change that pattern or structure, our experience will automatically change. We can neutralize unpleasant memories and enrich memories that will serve us. Language is at a third semantic level. First is the stimulus coming from the world, second is the person's representation of experience of that stimulus, third is the person's description of that experience by way of language. Language is not experience but a representation of it. Words are merely arbitrary tokens used to represent things the person sees, hears or feels. People who speak other languages use different words to represent the same things that English speakers see, hear or feel.

People are able to communicate effectively to the degree that these meanings are similar. When they are too dissimilar, problems in communication begin to arise.

iii. ***If One Person can do Something, Anyone can Learn to do it:***

We can model a person whom you feel perfect in his domain by studying his mental map and make it our own. If any other human being is capable of performing some behavior, then it is possible for you to perform it, too. The process of determining 'how' you do it is called 'Modeling'. [1][5]

iv. ***The Mind and Body are Parts of the Same System:***

Our thoughts instantly affect our muscle tension, breathing, feelings, and more, and these in turn affect our thoughts. When we learn to change either one, we have learned to change the other. Mind and body are parts of the same cybernetic system and affect each other. There is no separate 'mind' and no separate 'body'. Both words refer to aspects of the same 'whole' or 'gestalt', they act as one and they influence each other in such a way that there is no separation. This means that the way a person thinks affects how they feel and that the condition of their physical body affects how they think.

v. ***People already have All the Resources they need:***

Mental images, inner voices, sensations, and feelings are the basic building blocks of all our mental and physical resources. We can use them to build up any thought, feeling, or skill we want, and then place them in our lives where we want or need them most. People have all they need to make changes they want to make. The task is to locate or access those resources and to make them available in the appropriate context. NLP provides techniques to accomplish this task. What this means in practice is that people need not to spend time trying to gain insight into their problems or in developing resources to deal with their problems. They already have all the resources to deal with their problems they simply need to access these resources and transfer them to the current time frame.[1][2][10]

vi. ***You cannot NOT Communicate:***

We are always communicating, at least non-verbally, and words are often the least important part. A sigh, a smile, and a look are all communications. Even our thoughts are in communication with ourselves and they talk to others through our eyes, voice tones, postures and body movements.

vii. ***The Meaning of Communication is the Response You Get:***

When someone hears something different from what we meant, it's a chance for us to notice that communication means what is received. Noticing how our communication is received allows us to adjust it, so that next time it can be clearer. In communication it is usually assumed that you are transferring information to another person. You have information that 'means' something to the other person and you intend for the other person to understand what it is you intend to communicate.



Frequently a person assumes that if they 'say what they mean to say'; their responsibility for the communication is over. Effective communicators realize that their responsibility doesn't end when they finish talking. They realize that, for practical purposes, what they communicate is what the other person thinks they say and not what they intend to say. Often the two are quite different.

In communication it is important what the other person thinks you say and how they respond. This requires that the person pays attention to the response they are getting. It is said 'Actions speak louder than words,' and in NLP people are trained that when the two are in conflict, the person should pay more attention to the actions.[10][11]

viii. **Underlying Every Behavior is a Positive Intention:**

Every hurtful, harmful, and even thoughtless behavior had a positive purpose in its original situation. Yelling in order to be acknowledged, hitting to fend off danger, hiding to feel safe. Rather than condemning these actions, we can separate them from the person's positive intent so that new, updated and more positive choices can be explored that meet the same intent.[13]

ix. **People are always making the Best Choices Available to them:**

Every one of us has his/her own unique personal history. Within it, we learned what to do and how to do it, what to want and how to want it, what to value and how to value it, what to learn and how to learn. If what you are doing isn't working, do something else. Do anything else if you always do what you've always done, you'll always get what you've always got. If you want something new, do something new, especially when there are so many alternatives. There is no failure; there is only feedback. Successful people look at mistakes as outcomes or results, not as failure. Unsuccessful people look at mistakes as permanent and personal.[15]

III. NLP PRINCIPLES

NLP consists of a set of powerful techniques for rapid and effective behavioral modification, and an operational philosophy to guide their use. It is based on four operational principles,

1. Know what outcome you want to achieve
2. Have sufficient sensory understanding to know if you are moving towards or away from your outcome
3. Have sufficient flexibility of behavior so that you can vary your behavior until you get your outcome
4. Take action now

IV. IMPACT OF NLP TRAINING ON COMMUNICATION

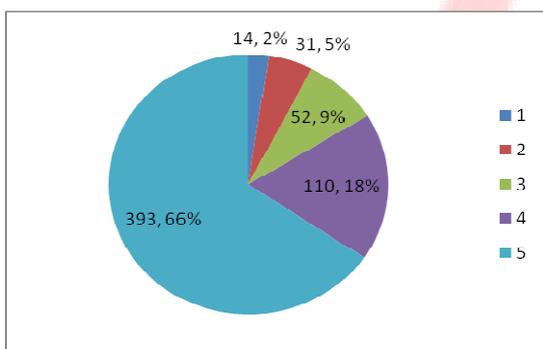
After doing a detailed literature survey of NLP studying many books undergoing NLP Practitioner certificate from two leading trainers I formed a questionnaire which is used as a basic tool to study the impact of NLP on people's life. I made some assumptions which are my hypothesis and collected the responses against them. The data collected is from various sources, leading trainers and institutes in the field of NLP training. The response of various participants have been captured and analyzed individually against various questions of questionnaire. There were 6 variables in the questionnaire one of them was communication which further has been bifurcated into 9 questions which are evaluated graphically based on the responses.

V. COMMUNICATION

Communication is not what the speaker speaks but what the receiver receives. To understand impact on communication of the participants who have undergone NLP training a questionnaire was framed containing various aspect of communication. The response of participants is as follows;

1. **As per NLP all meaning is context dependent up to what extent you agree.**

In communication meaning of words depends on the context in which they are used and NLP strongly advocate that all meaning is context dependent. This question checks the significance of the statements from the respondents.



| Response | Frequency | Percentage |
|----------|-----------|------------|
| 1 | 14 | 2% |
| 2 | 31 | 5% |
| 3 | 52 | 9% |
| 4 | 110 | 18% |
| 5 | 393 | 66% |

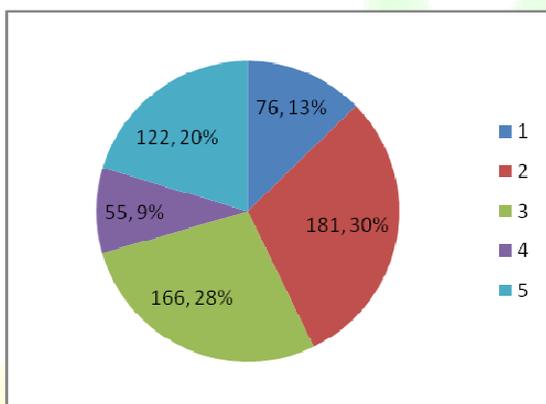
All meaning is context dependent 393 people strongly agrees to it 110 agrees to it 52 are neutral 31 disagrees to it and 14 strongly disagrees to it.

Results:

66% participants strongly agree and 18% agrees that all meaning is context dependent. So we may conclude that meaning of a word may vary from place to place, situation to situation and time to time. So we need to select accurate words as per the context in order to ensure effective communication.

2. As per NLP words may change the meaning to be conveyed up to what extent you agree.

Selection of words also makes a difference in the way we communicate and at times selection of wrong words may alter the meaning altogether. This question checks the response in this context.



| Response | Frequency | Percentage |
|----------|-----------|------------|
| 1 | 76 | 13% |
| 2 | 181 | 30% |
| 3 | 166 | 28% |
| 4 | 55 | 9% |
| 5 | 122 | 20% |

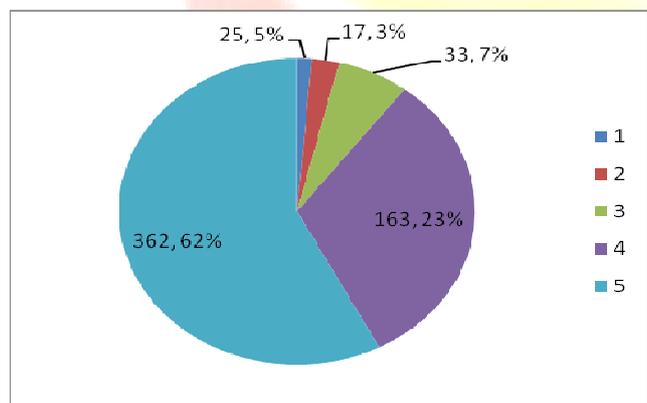
Words may change the meaning to be conveyed 122 people strongly agrees to it 55 agrees to it 166 are neutral 181 disagrees to it and 76 strongly disagrees to it.

Results:

71% either disagrees or are neutral in this statement so we cannot say that words may always change the meaning to be conveyed. Words may not change the meaning to be conveyed always, as communication includes verbal and non verbal communication both.

3. NLP helps to be in rapport with an unknown person.

Lack of interest in a person is a signal of lack of rapport. This statement checks whether NLP may be used to establish rapport with an unknown person.



| Response | Frequency | Percentage |
|----------|-----------|------------|
| 1 | 25 | 5% |
| 2 | 17 | 3% |
| 3 | 33 | 7% |
| 4 | 163 | 23% |
| 5 | 362 | 62% |

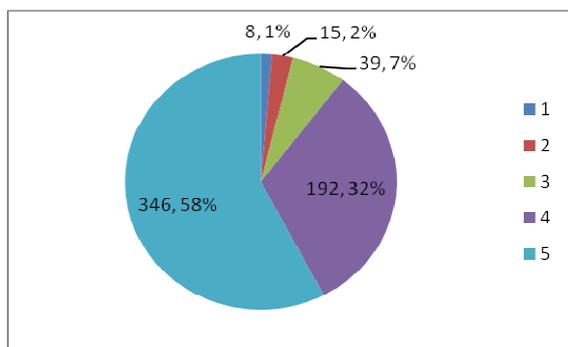
NLP helps to be in rapport with an unknown person 362 people strongly agrees to it 163 people agrees to it 33 are neutral and 17 disagrees to it 25 strongly disagrees to it.

Results:

Making rapport with an unknown person is a big challenge and considered difficult also .Taking response from the people we find that 62% people strongly agrees and 23% people agrees to the statement so we can appreciate that NLP can really help in making rapport with an unknown person.

4. Rapport determines your success in communicating with another person.

This statement is going to check the importance of rapport in success.



| Response | Frequency | Percentage |
|----------|-----------|------------|
| 1 | 8 | 1% |
| 2 | 15 | 2% |
| 3 | 39 | 7% |
| 4 | 192 | 32% |
| 5 | 346 | 58% |

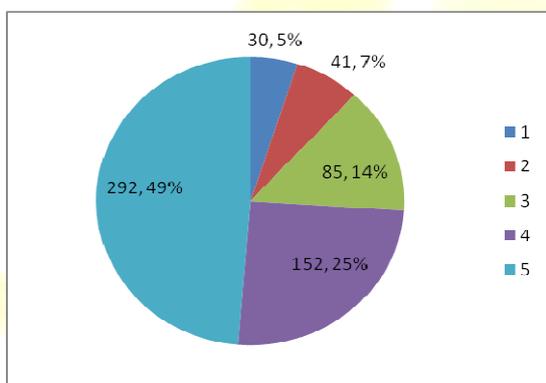
Rapport is an important part in successful communication 346 people strongly agrees to it 192 agrees to it 39 are neutral 15 disagrees to it and 8 strongly disagrees to it.

Results:

Rapport plays an important role in successfully communicating with another person and effective communication has better chances of success in personal and professional life.58% people strongly agrees and 32% agrees that rapport plays important role in communicating effectively.

5. NLP makes it easy to say no.

Saying NO is an art that to saying it tactfully is really difficult one. This statement checks whether NLP may in some extent help in saying NO.



| Response | Frequency | Percentage |
|----------|-----------|------------|
| 1 | 30 | 5% |
| 2 | 41 | 7% |
| 3 | 85 | 14% |
| 4 | 152 | 25% |
| 5 | 292 | 49% |

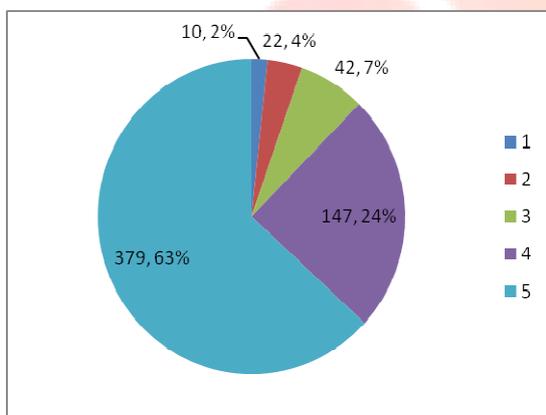
It is easy to say no if you know NLP 292 people strongly agrees to it 152 people agrees to it 85 are neutral 41 disagree and 30 strongly disagrees to it.

Results:

We in life find it difficult to say no but as per the responses from the participants we can conclude that NLP may be used in saying no. 49% participants strongly agrees and 25% people agrees to the statement .Saying no with a proper reason and purpose may save lot of time and may enhance self control.

6. As per NLP selection of proper words makes communication effective.

This statement checks how important are words in overall communication.



| Response | Frequency | Percentage |
|----------|-----------|------------|
| 1 | 10 | 2% |
| 2 | 22 | 4% |
| 3 | 42 | 7% |
| 4 | 147 | 24% |
| 5 | 379 | 63% |

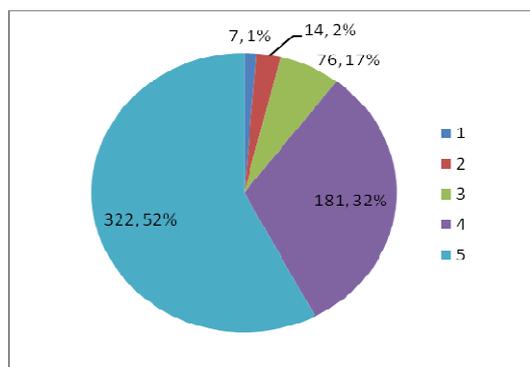
Selection of proper words makes communication effective 379 people strongly agrees to it 147 agrees to it 42 are neutral 22 disagrees to it and 10 strongly disagrees to it.

Results:

Selection of words is vital for effective communication.63% people strongly agrees to it and 24% people agrees to it so we may conclude that selection of words makes sense in effective communication.

7. As per NLP what you get is what you communicate up to what extent you agree.

This statement checks that nobody can give you anything until and unless you ask for it.



| Response | Frequency | Percentage |
|----------|-----------|------------|
| 1 | 7 | 1% |
| 2 | 14 | 2% |
| 3 | 76 | 17% |
| 4 | 181 | 32% |
| 5 | 322 | 52% |

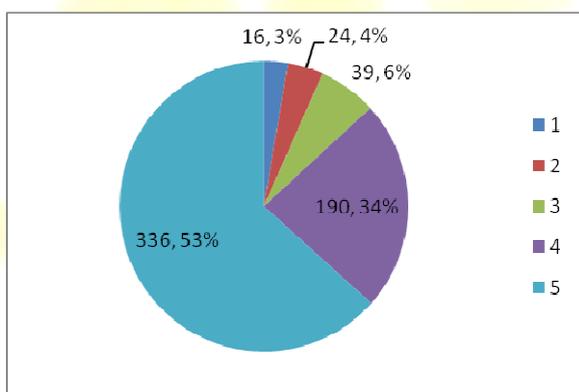
Responding to the statement what you get is what you communicate 322 people strongly agrees to it 181 agrees to it 76 are neutral 14 disagrees to it and 7 strongly disagrees to it.

Results:

It may be concluded that what you get is what you communicate to the universe or to yourself .52 % people strongly agrees to it whereas 32% people agrees to it 17 % remains neutral .So we can say that a wrong question is going to give you a wrong answer you may never get a thing which you have not demanded for.

8. Non Verbal Communication has a significant impact on overall communication.

This statement checks impact of non verbal communication in the communication process.



| Response | Frequency | Percentage |
|----------|-----------|------------|
| 1 | 16 | 3% |
| 2 | 24 | 4% |
| 3 | 39 | 6% |
| 4 | 190 | 34% |
| 5 | 336 | 53% |

From the pie chart 336 people strongly agree that non verbal communication has a significant role in overall communication,190 agrees to it 39 are neutral 24 disagrees to it and 16 strongly disagrees to it.

Results:

NON verbal communication has a impact on overall communication 53% people strongly support whereas 34 % people agrees to it .So we may conclude that one cannot ignore the impact of non verbal communication on overall communication process. One should give proper weight age to non verbal communication i.e body language while communicating.

VI. SUMMARY AND CONCLUSION

So we may conclude that meaning of a word may vary from place to place, situation to situation and time to time. So we need to select accurate words as per the context in order to ensure effective communication. Words may not change the meaning to be conveyed always, as communication includes verbal and non verbal communication both. .We can appreciate that NLP can really help in making rapport with an unknown person. Rapport plays an important role in successfully communicating with another person and effective communication has better chances of success in personal and professional life.Rapport plays important role in communicating effectively. Results: We in life find it difficult to say no but as per the responses from the participants we can conclude that NLP may be used in saying no. Saying no with a proper reason and purpose may save lot of time and may enhance self control. Selection of words is vital for effective communication. We may conclude that selection of words makes sense in effective communication. It may be concluded that what you get is what you communicate to the universe or to yourself .So we can say that a wrong question is going to give you a wrong answer you may never get a thing which you have not demanded for. NON verbal communication has a impact on overall communication. So we may conclude that one cannot ignore the impact of non verbal communication on overall communication process. One should give proper weight age to non verbal communication i.e body language while communicating. **NLP is a fantastic tool for improving communication skills be it verbal or non-verbal.NLP can be used to make rapport with unknown person.NLP makes it easy to say no and proves that you need to be clear of what you are looking .**



REFERENCES

1. Anthony Robbins, 1997: *Unlimited Power: the New Science of Personal Achievement*. Free Press. 448.
2. Richard Bandler, 1985: *Using Your Brain--For a Change*. Real People Press. 165.
3. Richard Bandler and John Grinder, 1979: *Frogs into Princes*. Real People Press. 194.
4. John Grinder, 1981: *Trance-Formations: Neuro-Linguistic Programming and the Structure of Hypnosis*. Real People Press. 255.
5. Richard Bandler and John Grinder, 1983: *Reframing: Neuro linguistic Programming and the Transformation of Meaning*. Real People Press, U.S. 208.
6. NLP Comprehensive, 1996: *NLP: The New Technology of Achievement*. Steve Andreas, Charles Faulkner (Eds.). William Morrow Paperbacks. 352.
7. Connirae Andreas and Steve Andreas, 1989: *Heart of the Mind: Engaging Your Inner Power to Change with Neuro-Linguistic Programming*. Real People Press. 263.
8. Richard Bandler, 1992: *Magic in Action*. Meta Publications, U.S.
9. Richard Bandler and Will Macdonald, 1989: *Insider's Guide to Sub-Modalities*. Meta Publications. 116.
10. Richard Bandler and John Grinder, 1975: *The Structure of Magic I: A Book about Language and Therapy*. Science and Behavior Books. 225.
11. Richard Bandler and John Grinder, 1975: *Structure of Magic*. Vol. 2. Science and Behavior Books. 198.
12. Joseph O'Connor, 2001: *NLP Workbook: A Practical Guide to Achieving the Results You Want*. Thorsons. 304.
13. Harry Alder and Beryl Heather, 2000: *NLP in 21 Days: A Complete Introduction and Training Programme*. Piatkus Books. 312.
14. Anné Linden and Kathrin Perutz, 2008: *Mind Works: An Introduction to NLP: the Secrets of Your Mind Revealed*. Crown House Publishing. 288.
15. Patrick E. Merlevede, Denis C. Bridoux and Rudy Vandamme, 2001: *7 Steps to Emotional Intelligence: Raise Your EQ with NLP*. Crown House Publishing. 400.
16. Jeffrey Hodges, 1999: *Sports Mind: an Athlete's Guide to Superperformance through Mental and Emotional Training*. Sportsmind Institute for Human Performance Research.
17. Connirae Andreas, 1994: *Core Transformation: Reaching the Wellspring Within*. Real People Press. 240.
18. Robert B. Dilts and Todd A. Epstein, 1995: *Dynamic Learning*. Meta Publications. 426.
19. Anthony Robbins, 1992: *Awaken the Giant Within: How to Take Immediate Control of Your Mental, Emotional, Physical and Financial Destiny!* Free Press. 544.
20. Richard Bandler, 1993: *Time for a Change*. Meta Publications. 243.
21. Charlotte Bretto Milliner, 1994: *Leaves Before the Wind: Leading Edge Applications of NLP*. Grinder, DeLozier & Associates. 220.
22. Joseph O'Connor and Ian McDermott, 2001: *NLP & Health: Practical Ways to Harmonize Mind and Body into Harmony*. Thorsons Publishers. 240.
23. Robert B. Dilts and Robert McDonald, 1997: *Tools of the Spirit: Pathways to the Realization of Universal Innocence*. Meta Publications. 287.
24. Joseph O'Connor and Robin Prior, 2000: *NLP and Relationships: Simple Strategies to Make Your Relationships Work*. Thorsons. 256.
25. Michael Hall L. and Barbara P. Belnap, 2004: *Sourcebook of Magic: A Comprehensive Guide to the Technology of NLP*. Crown House Publishing. 383.
26. Steve Andreas, 2002: *Transform Your Self: Becoming Who You Want to be: Becoming Who You Want to Be*. Real People Press. U.S. 273.