



# IANLP Bulletin 01

Secretary General's note



*Creating a Global Vision*

Neuro-Linguistic Programming (NLP) certainly has a great visionary potential. The only three decades of NLP-history show, that nearly everybody who got in touch with NLP has felt that potential and used it in one or the other way.

Some found that NLP is a great tool to make lot's of money. It certainly is. But this seems to be rather a limited vision for such a highly useful sets of methods and models given to us by the methodology of Neuro-Linguistic Programming.

IANLP feels comitted to support all those of you who want to train people in NLP not only to make money, but much more to make a quality change in the world by making quality changes in their very personal life and in the lifes of people they live and work with.

For years John Grinder, one of the founders of NLP, has been reminding us, that one of the big mistakes they did, back in the early years

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## NLP top professionals at IANLP

Why do so many top nlp-trainers around the world strive to become a trainer for IANLP? What are the benefits of IANLP?

**Recognition** is the number one benefit a fellow member trainer (FMT) gets from IANLP. With the seal of IANLP a FMT proofs that her/his nlp-trainings represent high standards and certificates will be acknowledged all around the world. **Support** by strong ethics and international standards as well as **Networking** with colleagues from various countries are some more strong reasons to become fellow member trainer IANLP. Read the personal experiences of top notch NLP-trainers in this issue of IANLP Newsletter.

IANLP represents NLP training standards known and accepted worldwide and functions according to the following principles:

- IANLP as an organization limits itself to the setting of standards. IANLP provides

neither training, nor memberships, nor is IANLP engaged in any public relations efforts. These latter activities are all pursued by national and local training institutions. Therefore, IANLP never competes with trainers in their local markets.

- Standards and regulations by IANLP are not based on a consensual decision making model by its members and can therefore be expected to provide long-term stability. This long-term stability provides trainers with a predictable environment for planning their activities. Nevertheless, IANLP always welcomes suggestions for changes and improvements made by our fellow member trainers.

- IANLP standards are based on more than two decades of training experience on

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## New IANLP opens its offices

IANLP, the world's first and best known standard organization for Neuro-Linguistic Programming has been re-established.

Due to reasons unknown to us, the former organization in the United States ceased to do business some years ago. Therefore many former IANLP fellow member trainers throughout the world don't know yet that IANLP has re-opened it's offices and is in the progress of re-establishing a strong network around the globe.

Members of IANLP proof to customers and to public authorities that their trainings for

- NLP-Practitioner**
- NLP-Master**
- NLP-Trainer**

comply with international accepted standards and their training personel as well as their school are members of a quality network.

IANLP has outstanding experience in applying working standards in different cultures and mentoring and supervising it's compliance.

Become a Fellow Member Trainer today! Read how to become a member in this bulletin. We would be happy to welcome you among the world's leading NLP-trainers!

# Expert's view

At IANLP the Fellow Member Trainers are the experts. We asked some trainers who have joined new IANLP recently about their vision for NLP and IANLP. Here is what they share.

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of discovering NLP, was, that they produced ,technicians'. People who could ,do' NLP very well to other people, but not to themselves. This is - as he calls it - the ultimate folly. To use the excellent tools of NLP to influence other people to change their behavior without being able and willing to influence myself to change my life.

IANLP's vision is a Neuro-Linguistic Programming that is trained and used on high quality and high ethical standards. Thus ,Creating a world people want to belong to' as Robert Dilts - one of the most creative NLP-persons alive - puts it.

This will only come true thru the good work of all NLP-trainers throughout the world. It's us who will create and live a global vision, thus giving NLP the status it earns. Inviting thousands and thousands more of people to use this excellent communication tool to help understand each other and solve problems thru open and trustful communication. Respecting values, celebrating differences, creating beautiful self-dependent humans. Maybe we cannot save the planet, but we can certainly work on it, lovingly.

The seal of IANLP proofs to your customers that you train on international standards and are a professional member of the world's biggest NLP-Network. As your secretary general I am looking forward to hear from you and serve you at your best needs in bringing high quality NLP to the people of your country.

truly yours

Ueli Frischknecht

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**Jeremy Bach, USA**, Managing Partner of Anchor Point Institute for 3 years. Master Practitioner and Health Certified Practitioner in NLP. I work with NLP both in client work and as director of Anchor Point Institute, a NLP Training Institute. I learned of the new IANLP directly from Ueli during a seminar in Portland, Oregon.



### In which way do you benefit from IANLP?

I consider part of my personal and professional goals to further the field of NLP. Having a strong governing/standards body over the field of NLP will benefit everyone associated with NLP.

### What is the status of NLP in your country?

NLP is strong in the US. However, we are still considered outside the main stream in many ways. This has both useful and unuseful aspects to it. In my opinion NLP would be furthered in the US by a standards body and further efforts for government recognition.

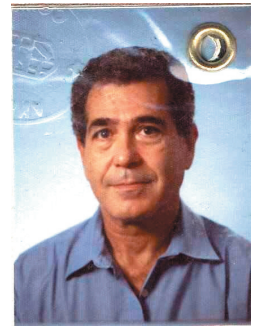
### What potential do you envision for NLP?

My vision for NLP in the US and elsewhere includes a profession that grows up much like the Chiropractors and the Massage Therapists have in recent years to the point that we fill our own niche in the economy of personal services.

### How could IANLP support you and your work even more?

The best thing a Standards/Governing Body can do is assist in providing standards that hold the Institutes to a high level quality and provide the consumers of NLP with reasonable expectations. Further, it could support efforts for further recognition in academic and government circles.

**Gianni Fortunato, Italy**, first University degree in Physics, second in Psychology. About ten years at the University of Bologna as Assistant in „Psychology of work“; a training in „Gestalt“ therapy, another in Ericksonian Hypnosis, then in Transactional Analysis and later (1981 - 1985) in NLP. I started in 1982 the Italian Institute of NLP which is still active together with PNL-Meta, a s.r.l. with 20 „owners“, 10 NLP trainers, about 15 NLP experts (free lance) for company-work. I'm recognized both as a Psychologist and as a Psychotherapist by the Italian State. I'm a psychoterapist in private practice



plus I teach NLP, Hypnosis and other items in Italy and other European Countries for the mentioned Institutes, plus some company-work (mainly as supervisor of the projects) for the same Institutes. IIPNL and

Having a a strong governing/standards body over the field of NLP will benefit everyone associated with NLP.

PNL-Meta organize NLP courses of all levels in many Italian Cities. In more than 20 years of activity we have hosted a lot of American and European guest Trainers like Robert Dilts, David Gordon, Tad James (the complete list in our site [www.pnlmeta.it](http://www.pnlmeta.it))

Being a former Fellow of old IANLP, I met the new one in Internet.

### In which way do you benefit from IANLP?

We don't have direct benefits yet, but we

like “quality” and hope IANLP becomes a quality recognition.

### **What is the status of NLP in your country?**

Totally private, ignored (when not bad-mouthed) by the Universities, the psychiatrists and psychotherapists, highly valued by companies and trainers (business consul-

tants etc). There are, unfortunately, about 20 recently-born NLP Institutes, 90% of which give poor courses. This will not help to raise the status. Plus a huge number of Company-trainers who pretend to know and do NLP without any bases. On the other hand our Institutes were chosen for some work for the State, our courses have been given “Credits” from the Ministry of Health and our students can have the financial help of the European Community (under certain conditions) through the Regional Councils.

### **What potential do you envision for NLP?**

Any, No FUTURE. Unless we get rid of the jerks (even if protected by Dad Richard), establish a control on the new (and old) Trainers’ nomination and so on. (I consider among the jerks the EANLPt European Association for Neuro-Linguistic Psychotherapy: I remind you all that 400 people unanimously at the IANLP Conference in San Francisco in 1988/89 decided (and voted) that NLP could not be considered a psychotherapy. What happened since so important to change our minds? NOTHING).

### **How could IANLP support you and your work even more?**

By making the standards, and the logic behind, more and more known to the public. By helping to somehow cleaning the field (see above).

### **Megha Baumeler, Switzerland,**

dipl. Psychologist IAP, worked many years as teacher, school psychologist, educational therapist. In 1989 Co-Founder of NLP-Akademie Schweiz with NLP-trainings on all levels; Business applications and trainings. NLP-Teaching



Trainer MBR of NLP-Akademie Schweiz; Fellow Member Trainer IANLP; Diplomate International NLP and Society of NLP, USA; Teaching Trainer DVNLP.

I have heard from IANLP thru colleagues. Then I became a fellow member in 1997.

### **In which way do you benefit from IANLP?**

By having a reliable standard for trainings in Neuro-Linguistic Programming and worldwide networking. The standards are providing a minimal quality in NLP training. This helps to establish policies and procedures in training and towards our clientele/students. Our school benefits from being connected to a big worldwide organisation, which enables us to manifest quality and reliability within the Swiss adult education market as well.

### **What is the status of NLP in your country?**

Some 10 years ago, people who were trained in NLP, did not so much talk about what it was, that enabled them to work so effective in communication. Today, for people working in communications, it has become a mark of professionalism to have a certification in NLP-training. My partner trainers and I here in Switzerland, are proud to have reached this good public reputation for NLP. At the same time there are still many more potential NLP-users than there are NLP-trained people and people who

have not even heard about NLP yet. So we feel that the market potential is still big and there is still lot’s of work out there. To give an example: When we sent out NLP-material to school psychologists some ten years ago, many of them returned the material, stating ‘NLP seems to be of little use to us’. Today educational state authorities of Switzerland are organizing NLP-trainings for exactly this clientele.

### **Which potential do you envision for NLP?**

My personal vision for NLP is quite broad. I believe that NLP is the method for shaping one’s life and might very well be taught at elementary schools some day. Maybe at that time it will not be called NLP anymore. But it’s certainly the instrument to live self-dependency, outcome and resource orientation and model and implement useful day-to-day strategies for a better life for everybody. In that sense NLP has an infinite potential. In more private day-to-day use as well as in business context. The world today presents us with many examples where NLP would be a great support to people. My personal field of professional experience is psychology. When I used to work in traditional, analytical psychology I did not like my work much. Many of my colleagues who are working in traditional psychology have been faced with burn-out symptoms. The tools of NLP have brought fun and fascina-

tion back to my work as a psychologist and, in addition, I can help my clients in shorter time and with better solutions.

### **How could IANLP support you and your work even more?**

This might sound strange, but I don’t feel in need of any more support from IANLP. By being the way it is, IANLP supports me the best. The firm stability of IANLP’s training

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standards is support for me and our school. If more and more NLP-trainers from around the globe are becoming fellow member trainers IANLP, then I will benefit more and more from IANLP. Because then IANLP standards will truly be the known standard and education authorities from our country will recognize this standard and our work here in Switzerland even better.

**Peter Wrycza, Bali.** Although I'm originally from Great Britain, I currently live in Bali where I run a small retreat and seminar centre. There, in the beauty of the hills and rice fields of east Bali, I receive individuals for personal retreats and coaching. I also teach medical students some basic NLP during their psychiatry internship. In the aftermath of the bomb in Bali,



NLP proved valuable in helping the helpers overcome some of the effects of post-traumatic stress. I've been teaching NLP internationally for the past 10 years, mainly offering special workshops and parts of Master Practitioner trainings. With fellow trainer, Jan Ardui, I've been inter-

ested in some of the models underpinning Balinese traditional wisdom and found them to fit nicely with the general frames of NLP. We have coded a number of our insights into 'the Way of Unfolding' an integrated approach to the processes of change, learning, and growth in individuals, groups, and organizations.

### **In which way do you benefit from IANLP?**

It is important to be connected with fellow professionals and to know that we are working towards common standards in certification trainings. IANLP has also passed on a number of contact enquiries to me which has been quite valueable.

### **What is the status of NLP in your country?**

NLP is in its infancy in Indonesia, with just a couple of individuals offering short basic inspirational trainings. Now, with a colleague from Jakarta, the capital city, who connected with me through IANLP, I hope to develop a deeper understanding of NLP, leading to certification trainings within the next year or two.

### **What potential do you envision for NLP?**

A lot depends on what we who practise NLP do with it. If we use it with integrity and develop it with creativity there is enormous potential. The general need in the world to tackle stuck patterns and open out more useful ways of thinking and acting is as great as ever.

### **How could IANLP support you and your work even more?**

No bright ideas right now. It's up to each of us really.

**Klaus Hellstern, Germany,** graduate in sales management, consultant, psychotherapeutical healer and coach. Since 1991 activities in distribution, development

organization and consulting. Longterm experience in initial, extended and adult vocational education as instructor, coach and supervisor on the subject of sales, human resource management, NLP and hypnosis. Lecturer at training schools for healers. Freelance seminars for instructors of hypnosis, discussion therapy and NLP. Personal first experiences with IANLP during training at Swiss NLP Academy.

### **In which way do you benefit from IANLP?**

The concept of IANLP has succeeded in implementing international guidelines for quality assurance. This concept of operating on a global scale and thinking beyond borders of any kind to me is crucial in a constantly coalescing world.



### **What is the status of NLP in your country?**

IANLP's influence as a conveyor of innumerable methods and techniques is constantly increasing. Being highly flexible, NLP has had an impact on all areas of commerce, industry and health promotion alike. Today, almost every training and seminar on the market will include some or several elements of NLP, confirming its increasing acceptance throughout.

### **What potential do you envision for NLP?**

As long as NLP stays true to its postulates of flexibility and open-mindedness, it is my belief that it will continue to considerably grow and spread worldwide.

### **How could IANLP support you and your work even more?**

I am convinced that the implementation of regulations and standards for quality assurance profiles will ensure that the concept of „walk the talk“ will be conceived as more than just words. □

# IANLP Code of Ethics

Let's face it: NLP does not have the overall reputation we would like it to have. By living up to our Code of Ethics Fellow Member Trainers can take an important step towards high public acceptance by companies, governments and individuals alike.

In order to promote the well-being of human beings, all Fellow Member Trainers IANLP (hereinafter called 'FMTI')

▶ reaffirm their commitment to the fundamental human rights as described in the Charter of the United Nations, and to uphold the dignity and inherent value of all human beings, regardless of race, national origin, sex, age, or religion <sup>1)</sup>;

▶ are committed to promote social progress and better standards of living in larger freedom, <sup>1)</sup>

## AND FOR THESE ENDS

▶ are committed to practice tolerance and to live together in peace with one another as good neighbours <sup>1)</sup>, and to unite our strength in order to maintain international peace and security. <sup>1)</sup>

▶ FMTI are committed to the urgent and on-going necessity of promoting responsible behavioral changes in order to achieve freedom, dignity, and security for all human beings.

▶ Responsible behavior change is promoted by a process of a growing awareness and interpersonal sensitivity. Neuro-Linguistic Programming is an effective methodology for understanding human behavior and support ethical change processes, for enlarging and modifying perception of self and others.

▶ FMTI furthermore aim to understand and respectfully utilize their own worldview and reality and views of others'. In harmony with much other valued methodology, NLP shall make an important contribution to the healing of human beings and the planet.

<sup>1)</sup> From the Charter of the United Nations

To live up to this vision all Fellow Member Trainers IANLP agree upon the following

code of ethics:

### **Interpersonal Ecology:**

Fellow Member Trainers IANLP shall conduct themselves at all times in their interaction with others in a manner that brings respect and honor to the IANLP International Association for Neuro-Linguistic Programming and to the practice of Neuro-Linguistic Programming (hereinafter "NLP").

It is the responsibility of each FMTI to aspire to the highest standards of ethical conduct. The Code of Ethics applies only to the work-related activities of its members including the practice of NLP, research, teaching, supervision of trainees, consulting, personal growth training, personal and business coaching, and other NLP activities as well.

### **Personal Accountability:**

Fellow Member Trainers IANLP strive to maintain the highest levels of competence in their work; they recognize the limitations of their expertise; and they undertake only those tasks for which they are qualified by education, training, or experience. They recognize the need for ongoing education in order to remain professionally competent; and they utilize the appropriate scientific, professional, technical, and administrative resources needed to ensure competence in their professional activities.

Should a FMTI recognize any personal limitations or problems that might interfere with providing service to others, they shall openly communicate this and seek advice and counsel from one who is qualified to give it.

FMTI shall seek to promote integrity in the



study, teaching, practice and development of NLP.

### **Respecting Others:**

Members shall respect the rights of other's privacy and confidentiality, and to opinions that differ from their own.

### **Public Representaton of NLP:**

When providing services, Fellow Member Trainers IANLP shall present the nature and purpose of their approach in language that can be understood and evaluated by other people. They will openly and freely represent the nature of outcomes and techniques used in providing such services. Should it become reasonably clear that the services provided by a member are not benefiting the recipient, the member shall terminate those services.

Fellow Member Trainers IANLP shall make only such statements and claims in representing their services that are true and accurate to the best of their knowledge and belief. No statement or claim shall be made that gives false information about their services or about the services of competitors. This ethical obligation extends to paid or unpaid advertising whether printed or not, inter-

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# How to become a Member?

IANLP provides neither training nor membership. But well experienced NLP-trainers are welcome to join IANLP as Fellow Member Trainers.

Fellow Member Trainers IANLP are authorized to use the IANLP-trademark in their advertisement and to certify their NLP-trainings with the seal of IANLP.

If you are interested in becoming a Fellow Member Trainer IANLP please ask one of our offices for a copy of the 'Criteria for Recognition as Fellow Member Trainer IANLP' or look them up under [www.ia-nlp.org](http://www.ia-nlp.org) in the internet.

**Generally there are three ways to receive recognition as a Fellow Member Trainer, either:**

**1** You have already been a '**Fellow Member IANLP**'. If so, please send us a copy of your certificate together with three written statements according to item 2 of the 'Criteria for Recognition as Fellow Member Trainer IANLP', or

**2** You already have recognition as a NLP-teaching trainer by any other NLP standard organization that fulfills IANLP standards. (e.g. INLPTA, DVNLP, OeDVNLP). If so, please send us a copy of your certificate together with three written statements according to item 2 of the 'Criteria for Recognition as Fellow Member Trainer IANLP', or

**3** None of the above is applicable but you are fulfilling the 'Criteria for Recognition as Fellow Member Trainer IANLP'.

If this is the case, please submit practical and useful documents that show the fulfillment of the 'Criteria for Recognition as Fellow Member Trainer IANLP'. 'Practical and useful' means that such document can be a certificate but sometimes it might also just be a proper list and/or statement that is signed by the applicant for being a true reflection of his/her study background.

**Why does IANLP ask for 'submission of written statements by three (3) Fellow Member Trainers IANLP, confirming high quality adult training abilities and high ethical standards of the applicant' ?**

IANLP is a worldwide international

standard well known for good quality NLP-trainings. In order to keep up this image we are depending upon trainers of each country to ensure high quality standards within their country. A teaching trainer who would like to become a Fellow Member Trainer of IANLP has to have 3 other NLP-teaching trainers who are ready to confirm his high standards both in ethics and quality of NLP-training. If needed (complaints, request for personal assistance etc.) these three fellow member will be asked by IANLP to act as mentors, supervisors and/or intermediaries on behalf of IANLP.

Complete Criteria of Recognition can be found in the internet: [www.ia-nlp.org](http://www.ia-nlp.org)

## **Grandparenting procedure:**

For the time being grandparenting procedure applies. In short this means that one or all of these three statements can also be written by NLP teaching trainers of the respective country and/or region who are not fellow member trainers IANLP. If even this is not possible you can receive temporary recognition for two years until when the three statements have to be delivered.

Over the past 20 years, the IANLP trade name has come to represent high quality training and IANLP is committed to build and strengthen this tradition.

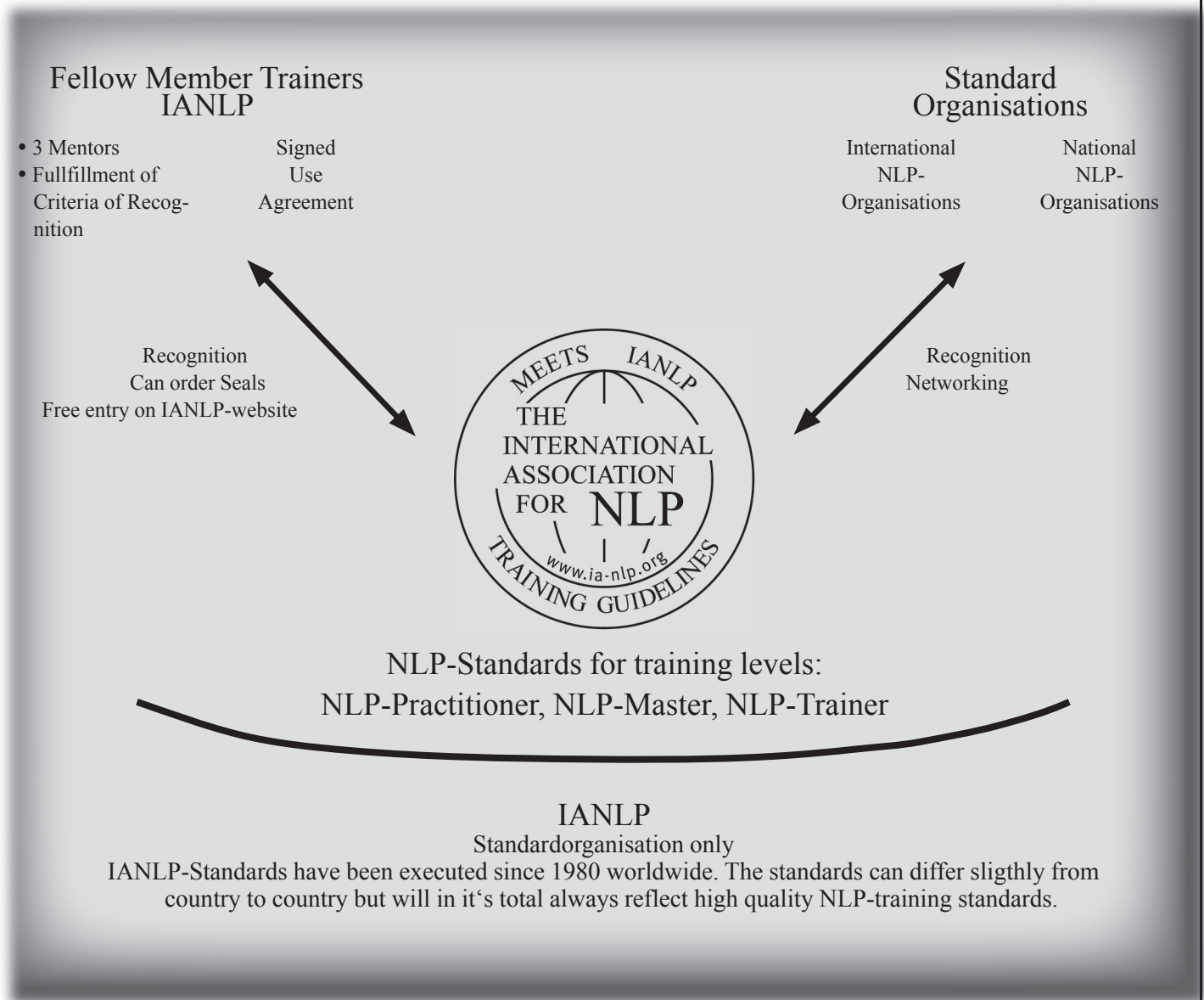
IANLP would like the support of NLP-trainers worldwide by joining this network. The grandparenting procedure has been designed in order to help trainers in countries with young NLP communities. If you would like to become a FMT-IANLP but you cannot fulfil the requirements please let us know. We are committed to support you in bringing high quality NLP to your country.

What ist grandparenting?

The purpose of grandparenting is to afford experienced trainers in countries where there are none or not enough Fellow Member Trainers IANLP (FMT) yet, still to become a Fellow Member Trainer IANLP.

The grandparenting procedure is applicable to countries with less than 1 (one) FMT per 20'000 square kilometers and/or less than 1 (one) FMT per 1 Mio inhabitants (whichever is more favorable to the applicant).

# Organisational Structure IANLP



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IANLP Code of Ethics

views, press releases, media promotions and so forth. Members are also responsible for the public statements made at the members' request by their agents and contractors.

While any Fellow Member Trainers IANLP' personal standards and ethics are generally a private matter, the ethical standards of IANLP shall take precedence insofar as they

affect the public perception of NLP.

**Design and Description of Education and Training Programs:**

FMTI offering personal growth and/or educational seminars, shall ensure that these programs are competently designed to meet the goals for which claims are made.

FMTI offering NLP certification training shall ensure that programs are competently

designed and meet the certification standards of IANLP for the level of training offered.

FMTI shall ensure that all programs are clearly and accurately described as to training objectives and requirements, if any, that must be met for satisfactory completion of the program.

1<sup>st</sup> Draft: Dec 18, 2002 Ueli Frischknecht //

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NLP top professionals....

all levels of training and represent the cumulative experience of leading practitioners.

- Upon request, IANLP standards can be slightly modified to reflect differing local needs as long as all minimal requirements are met.

- IANLP certified standards correspond with accepted standards in use worldwide.

- IANLP as a standard setting entity is neutral in appearance and is therefore acceptable to trainers coming from various training institutions and/or national and international associations.

- IANLP supports networking among their fellow member trainers by providing members with contact information of other fellow members. Beyond this, IANLP is not involved in organizing activities. IANLP explicitly encourages the formation of local and regional associations to complement the activities of IANLP.

IANLP fulfills all the requirements of setting worldwide acceptable, firmly established standards that are accepted by the professional community.

Over the past 20 years, the IANLP trade name has come to represent high quality training and IANLP is committed to build and strengthen this tradition. □

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