

IANLP Bulletin 2006-1



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This is our new bulletin for all of us! This bulletin strives to become a platform for all Fellow Member Trainers IANLP (FMT's). **[continued on page 2](#)**

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The class size of the NLP Practitioner Trainings in mainland China is now booming to about 40-50 participants per class. Our NLP Practitioner Trainings have been certified by the Hong Kong Academy Council as a recognized training.

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NLP and Archetypes - Carmen Todor, Romania



I came to NLP having a psychiatric approach, with an eclectic attitude –always looking for better ways to help my patients, searching through all kinds of methods of psychotherapy. I was doing my best, but almost every time there were some missing answers. **[continued on page 3](#)**

Our Secretary General - interviewed by Carmen Todor



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Terry is one of the originators and co-developers of nlp. He offers nlp-trainings in Australia as well as in many countries across the world.

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Would it be interesting for you to have a new curriculum 'NLP-Coach IANLP' ?

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A new bulletin for Fellow Member Trainers IANLP - *Ueli Frischknecht Switzerland*



Ueli Frischknecht

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Over the course of the last few years the group of Fellow Member Trainers (FMT) has constantly grown. Today we are a group of 50 trainers from around the globe who are committed to provide professional, high quality NLP-trainings. Last year alone, we have touched the lives of more than 10'000 individuals!

Of course, 50 members pales in comparisons to the over 1000 members IANLP once had! However, one has to keep in mind that in those days (1970's) the vast number of members were mere NLP-Practitioner and -Masters. Today, IANLP is a professional association..

This bulletin strives to become a platform for all FMT members. All members are invited to contribute, to exchange views, to share successes, to provide impetus for new and innovate aspects of training. Whatever you feel appropriate to share with your colleagues around the world, this will be the medium for it!



- concept papers on NLP-methodology
- novel applications of NLP
- hints and tricks from your work as a trainer
- Questions & Answers from and to FMT's
- support in marketing NLP
- ideas for public relations
- questions and answers from members

Do I have to submit my contributions in English?

Of course, English is the language that most members understand. Hence, to get most attention, we recommend that you write in English. However, you are also very welcome to write in your own language. If you submit a text in any other language than English, we request that you provide us with a summary in English.

How often will the bulletin be published?

There will be at least one bulletin every six months. Depending on the input, the publication might be published at a higher or slightly lower frequency. Since we plan to publish the bulletin electronically, it might sometimes consist of several pages, sometimes of only one to three. Thus, we strive to guarantee the timeliness of all contributions. We look forward to contributions from our member – now on all five continents!



NLP and Archetypes - *Carmen Todor, Romania*



Carmen Todor

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I was very enthusiastic, from the very beginning of the NLP training. and I remember that on the first day I asked myself: "will I be able to give up my former beliefs and all my psychiatric science, in order to be able to apply these new and very different ideas?"...After a while, to my relief, I understood that I didn't need to give up anything – because NLP wasn't against anything. Much more, NLP was helping me to better and better understand so many things – both in my work and in my life.

As I started to put into practice my new knowledge, I was amazed how deep I was able to perceive the way personality works. One example: before NLP I was very interested in archetypes and admired Jung so much, for his genius in making the old & deep pattern of archetypes accessible to the modern psychology. Yet, I still had my questions about them. I mean they offered me a lot of theoretical understanding about somebody's problems, but how many tools did I have for reducing those problems? Not too many, unfortunately.



C.G. Jung

Logical Levels and Archetypes

So, when I first read about the logical levels, I had my little own "revelation". It became very clear to me that each archetype has its own neurological pyramid – its own values, beliefs and particular behaviors. And they can fit together or mismatch! I am a children psychiatrist and work a lot with teenagers and their parents; sometimes, with a very special couple - mother and daughter. Young girls, on their way to adult life, are gradually awakening the 4 "sub-archetypes" of their female side ("Anima") – I'm talking about: the "Mother", "Wife", "Lover" and "Spiritual woman". So?...

Well, in our culture it seems that many women have a, let's say, contradiction on these levels: for example, the Spiritual woman (or the Wife) has - often - different values than the Inner Lover. The first one may want seriousness, purity or some sort of asceticism, while the Lover is longing for passion, exuberance, admiration and adventure. Not to mention the beliefs connected with those values!



Contradictory Imprints

This is the most frequent type of contradiction I found until now, and it's quite logical, as we think about the common beliefs regarding spirituality and sexuality in our western society! Therefore young teenagers have a great benefit from a "Parts integration"-work. Actually, it is almost rare to meet somebody



who has no opposite values or beliefs and, sometimes, one or even two of the archetypes are almost inactivated and then troubles begin - including psychosomatic disorders, sometimes even at early ages. Also, a great relief and satisfaction may occur by using the Neurological Level Alignment inside each archetype. We may speak about the “Hero” or about the “King”, or simply about Anima and Animus. Discovering and balancing the values, beliefs or the strategies of each archetype leads to a greater and greater congruence and access to our subconscious resources. Anxiety, depression, unwanted impulsivity, for instance, declined or disappeared, while my young clients discovered a whole new and coherent world inside of them.

A new training design

Finally, encouraged by the results, I designed even a training, especially for women, based on the work with archetypes and NLP. We are very happy and honoured to have the opportunity to share this useful knowledge with other women. We live in a society where a lot of incongruities can be noticed, at many levels – as we chunk up or down inside our social and individual life. It is my great hope that such an extraordinary system like NLP will become a more and more common tool. Successfully used for bringing wisdom and harmony on this beautiful planet. It is also my belief that good communication and understanding between the NLP Trainers is a necessary step on the way to this outcome. That’s why I am very happy with this new stage in the IANLP activity and I’m sure that this bulletin will help us to share experience and information, for the benefit of all. And share some love, too, why not?

Feedback to the new IANLP website - www.ia-nlp.org



The site looks great and very professional. It is easy to get around and easy to read. I wish you all the success in promoting the IANLP and will certainly assist in this whenever possible. **Terry McClendon, Australia**

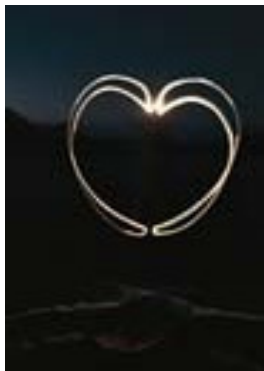
Many thanks for all your efforts and interest you invested in the proper functioning of the IANLP and congratulations to the new Website which looks great and is far more interesting than the previous one! **Daniel Bichis, Romania**



I want you to receive my whole respect and admiration for your work - you spent your holiday time working for the benefit of us all !!! I wish I would have been able to help you, somehow; If anytime I may do something useful, just let me know, please! Anyway, when somebody is doing such a great job, as you do, here in Romania we say : "you deserve a cake!" :))))).

So, I spent almost my whole day cooking for the little party of tonight, I'm going to send you - at least by telepathy, for now - a big piece of cake and the best fruit juice, for everybody there, in the office of IANLP!

Carmen Todor, Romania



Thank you for the new and really attractive presentation of the website! What a great start for 2006! Best wishes from **Ralf K ppler, Germany**.

...and naturally my heartfelt congratulations for the balanced website of IANLP. Absolutely wonderful balance of colour and content. The website demonstrates professional standards of the IANLP very well (translated).

Christian Bodmer, Switzerland

Thank you so much! Wonderful how the content continues to grow!! **Arpito Storms, Germany**

Thanks to all of you for your encouragement! Carmen, the cake you sent us was delicious ;-)

Your secretary general: **Ueli Frischknecht, Switzerland**

NLP in Hong Kong and China - Alex Cheung, Hong Kong



Alex Cheung

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Upon completion of the full program, 80% of the training fee will be refunded to the students, by the Government. In the last few years, with the encouragement & supports of IANLP, I have successfully launched the NLP Trainings in more higher profile. The followings are some of the examples:

- Our NLP Practitioner Trainings have been certified by the Hong Kong Academy Council as a recognized training. Upon completion of the full program, 80% of the training fee will be refunded to the students, by the Hong Kong Government.
- The Chinese University of Hong Kong has also appointed me as the Program Advisor and Master Trainer of their NLP Practitioner Program.
- The Hong Kong University (SPACE Center) has appointed me as the Lead Trainer for their NLP Practitioner Program.
- The Polytechnic University of Hong Kong will launch the “NLP in Innovation Design” in December 2005
- The Economic Times Business College (Economic Times is a reputable local press on economics & financial) will also launch the “NLP in Coaching & Business Communication” in March 2006.
- The class size of the NLP Practitioner Trainings in mainland China is now booming to about 40-50 participants per class.



In the near future, I would certainly like to write you more about the current development of NLP in Hong Kong & China. However, there are some unpleasant & drawbacks about NLP trainings in Hong Kong & China. Some NLP trainings, offered by other trainers, have a training period of 5 days for the Practitioner, 5 days for the Master Practitioner and 5 days for the Trainer Training.

Fortunately, we are one of the very few trainers in Asia that offer quality trainings under IANLP standard. I totally agree with IANLP that the short trainings (such as 7 days or less) would not offer the participants the optimum values. In addition to the requirements of the IANLP guidelines, we are offering “Life-Long Re-Sitting” for the graduates, free of charge. This may encourage them to review & to refresh their learnings. For the outstanding graduates, we invite them to act as Resource Persons to support the new students. As such, we received extremely good feedback form the Resources Persons and the Re-sit Students. Some of them claimed that they have doubled or multiplied their previous learning.

Warmest Regards, Alex Cheung, HongKong

Meet a member: Terrence McClendon, NLP-Pioneer



Terrence McClendon

Terrence McClendon: International Master trainer and founder of nlp-australia. One of the original group to study NLP & Hypnosis with Milton Erickson, Richard Bandler, John Grinder and Virginia Satir. Terry has lived NLP & Hypnosis for 25 years. He is Author of "The Wild Days, NLP from 1972 to 1981" and "Happy Parents Happy Kids", NLP for Parenting, developer of NLP software applying Meta Programs to business and education. He completed an MA in Psychology, is a registered psychologist and travels the world teaching and applying NLP.

The International Association of NLP has been a benefit to me by lending its professional credentials and credibility to my training workshops. The International recognition and profile that the IANLP has given my trainings a global status that is sought by new students of NLP.



Virginia Satir

NLP has been in operation in Australia since I first brought it here in 1979. There are several training organizations in the country that present Practitioner and Master Practitioner Trainings. There are varying lengths of courses, some conflicts in methodology and degrees of credibility of Trainers. The NLP model is perceived primarily as a personal growth tool with some inroads in Business and Educational applications. I am encouraged however, that some organizations ask that a successful job candidate be trained in NLP, whereby others have never heard of it. NLP has a huge potential to enrich peoples lives personally, with their families and... the workplace.



Milton Erickson

The IANLP could support me and my work better by developing an integrated profile, where NLP is perceived as an educational and business tool as well as for personal growth. I would like more forums for articles and advertising that support business organizations that belong to and work with the IANLP.

Kind regards, Terry McClendon, Smithfield Qld, Australia

Our secretary general - interviewed by Carmen Todor, Romania



Ueli Frischknecht

Ueli, what is, in your opinion, NLP and which should be the role of a NLP trainer?

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 is certainly the instrument to live self-reliant, outcome and resource oriented and implement useful day-to-day strategies for a better life for everybody. In that sense NLP has an infinite potential, both 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 business consulting. 20 years ago when I tried to bring a more holistic view into business, to include people's personal values and visions into the ethics and outcomes of a company, this was a quite extraordinary approach.

The tools of NLP helped me to understand that serious business might very well be both fun and fascinating, and in addition, doing value-oriented business will help not only the company and its customers but the community and the globe.



Now, in my personal view a good NLP-trainer - besides knowing NLP by heart and having a wide variety of didactics and methods at his/her hands - has to be able to 'walk the talk'. This means NLP should be taught by using NLP. I call this dynamic learning. I believe strongly that there is by far enough know-how in the world. Whereas our grandparents and our parents used to have to fight for receive of adequate information (quantity), today it is not so much the

question of obtaining information any more. It is much more the question of selecting valuable information (quality) and - above all - being able to implement that information into day-to-day live (competence).

In other words, it seems to me that for quite some time mankind has had all the information of how to make peace, but we seem to lack the ability to bring that know-how into the world. NLP is a model of acquiring competence. Therefore a good NLP-training is much more about 'doing' and 'training' than 'listening' and 'writing'.

Thus a good NLP-trainer should be able to constantly 'do' what he is talking about and design good training sequences to help to implement the know-how of NLP into the body, into the unconscious behaviour of the students.



How is NLP perceived in Switzerland, what do you like the most about your activity there?

Some 20 years ago, people who were trained in NLP did not talk much about what it was that enabled them to work so effectively 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 now enjoy a 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 huge and there is still lots 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. Personally I still very much love to help people to 'get on their way'. I think it is a great privilege to work as NLP-trainer because the work is always new and inspiring. Looking at the world through the models of NLP keeps me young and alive and curious and this is really lots of fun. Sometimes when I work in front of people I listen to what I am saying and am puzzled where all the new ideas and jokes and metaphors are coming from!

A second earlier, such thoughts were not there in my head - at least not in my conscious awareness - and now they pour over my lips and get me and those around me into new territories of thinking or laughing (which is always a good place to be).

What is IANLP and what future plans do you have?

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.

I think the main reasons why so many trainers around the globe choose to certify under IANLP standards are the following:

- **Worldwide Recognition**
IANLP certified standards correspond with accepted standards in use worldwide.
- **Impartial and Superordinate**
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.
- **No competition to trainers and local or national training associations**
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.
- **Reliable Standards and regulations for both trainers and students**
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. Upon request, IANLP standards can be slightly modified to reflect differing local needs as long as all minimal requirements are met.
- **Networking**
IANLP serves as a platform to establish contact between clients/students and fellow member trainers of their world region.
- **Networking among fellow member trainers**
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.



What message would you choose for the trainers from a country where NLP is at its beginning, like Romania?

Have the courage and go for quality! I know that this is not always easy when we have other people offering 7-days practitioner and 'accelerated' nlp-trainings and such. But in the long run it pays. This means that you have to work on your identity as school and as trainer. Be aware that the certificates are not merely an attestation of 'having been in class' but much more so a certificate for competency! If a student does not reach that competency don't give the certificate. Ask for additional work, offer additional training, stop training, whatever is appropriate for this individual student. This will show that you care for quality more than for money.



- Get as many different trainers and schools into a country association as possible. This will help all nlp to get official recognition.
- Check out official certifications of adult education in your country and find ways to establish nlp-practitioner, nlp-master, nlp-trainertraining as part (basis) of such trainings. If people can reach official certification by nlp-trainings this will greatly help to bring people into nlp-trainings and to heighten the reputation of nlp.

Feel free to contact me anytime. I am happy and proud to be partner in the network of IANLP! - Ueli Frischknecht, Switzerland

Curriculum survey: 'NLP-Coach' - Secretary General's Office



Two years ago the german nlp-association (DVNLP, Deutscher Verband für Neuro-Linguistisches Programmieren) established a new curriculum 'Coach DVNLP'. The swiss nlp-association (CHNLP) established two slightly different curricula: 'Certified Life Coach CHNLP' (focuses therapeutic coaching) and 'Certified Business Coach CHNLP' which focuses coaching in business context.

All curricula are post-graduate studies for nlp-masters and ask for completion of high additional competencies.



New curriculum 'NLP-Coach IANLP' ?

Some Fellow Member Trainers asked us to make a survey into the idea of establishing a new curriculum 'NLP-Coach IANLP'.

May we ask all Fellow Member Trainers who are interested in such a new curriculum by IANLP to let us know

- a) their interest, and
- b) their ideas for the new curriculum.

If there is enough interest in such a new curriculum we will ask some FMT's to draft a curriculum 'NLP-Coach IANLP'.

All FMT's will be kept informed about the forthcoming design and developments. Finally you will all be asked for your consent before a new curriculum will be installed.

Looking for NLP-trainings



IANLP office is receiving requests from all over the world for nlp-trainings that fulfil IANLP standards in areas where there are no IANLP Fellow Member Trainers yet.

Please support us by

- inviting your colleagues from around the world to join IANLP and becoming Fellow Member Trainer, and
- let us know about recommendable trainings in countries where there are no IANLP Fellow Member Trainers working yet.

For the time being we are looking for nlp-trainings and/or trainers in the following countries:

Pakistan / India / Greece / Turkey / Southern Part of Africa

Thanks for your support.

Call for papers

Please submit anything you think suitable to this bulletin.

Let's keep the good work up`! Thanks to all of you! Ueli

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1. NLP Weltkongress

in Berlin/Potsdam 26.-28. Mai 2006

Eine globale integrale Vision von NLP
für die Entwicklung des menschlichen Potentials.



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