



IANLP Bulletin 2008-1

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'NLP-Practitioner' and 'NLP-Master': Do they really reflect today's nlp?

NLP has come a long way and today the titles 'NLP-Practitioner' and 'NLP-Master' do no longer reflect state of the art application of nlp and are becoming a hindrance in public recognition. **page 2**

Public Recognition for IANLP Fellow Member Trainers



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First immediate membership cancellation



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Keeping up training standards is a must and the best measure to ensure high reputation of trainings under the guidance of IANLP. IANLP supports variety and difference of individual training offers. Read what are the essentials to be met. **page 6**

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Titles: 'NLP Practitioner' and 'NLP-Master': Do they really reflect today's nlp?



Virginia Satir

Early NLP related to helping profession

Soon after the emergence of formal training in nlp in the late 70s, the designation of two initial levels of training was established: Practitioner and Master Practitioner. These designations were not incidental. In the early days of nlp, most pioneers, trainers and participants of trainings were in one way or another involved in mental health and the healing arts. One only has to think of the influence of Virginia Satir or Milton Erickson on nlp to appreciate the role of mental health pioneers on NLP. Hence, most participants desired certification related to the helping profession and the label 'Practitioner' covered that basis rather well.



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New fields of application

However, NLP has since come a long way and today nlp is used from business consultancy to sports coaching, to name just two popular areas of application.

The designation '**Practitioner**' would rarely reflect the role nlp has in these fields. Hence, labelling the first level of nlp training 'Practitioner' needs to be reexamined in order to reflect current applications of nlp.

Bachelor, Master, PhD NLP ?

The designation '**Master**' is also problematic. In the Anglo-Saxon academic world the Master's degree has been in use for centuries and the professional world can easily distinguish between an academic Master's degree and the nlp certificate of NLP-Master. More recently the Master's degree has found its way to Europe and increasingly this academic title is being used in countries where English is not the native language. As long as there was little interaction between nlp and the academic world, the nlp certificate of 'NLP-Master' posed no problem.

However, the increased acceptance of nlp in the academic world, especially in Europe and Asia, can easily lead to misunderstandings and confusion. Imagine a university student who is completing a Master's degree and would like to obtain credits for his 'NLP-Master' certificate. University officials might easily be confused by the completely unrelated designations. Even worse, they might suspect fraud. It might therefore be desirable that the second level of nlp also be labelled differently.



NLP...?

NLP-Trainee?
 NLP-Junior?
 NLP-Advanced?

Introducing new designations

We therefore contemplate the introduction of new designation for these two training levels and we invite our esteemed members (and any other interested parties) to make suggestions for alternatives.

Informal discussions with some of our FMT have resulted in the following suggestions:

Old designation: NLP-Practitioner;

New designation: NLP Junior, NLP Trainee, NLP-Basics

Old designation: NLP-Master;

New designation: NLP Senior, NLP Junior Coach, NLP-Advanced



Call for suggestions

We are looking forward to receive additional suggestions which we will then submit to all our FMT for reflexion and feedback. In addition, we will also contact the European Association for NLP and various other associations on regional or country level.

Obviously, such a drastic step of renaming these levels of training needs to be considered very carefully. After all, the current designations have been in use for about 30 years and both the professional nlp community and potential trainees have become accustomed to these terms. Yet, taking the plunge and tackling this long overdue issue would reflect the evolution of nlp and might signal a new and promising phase of nlp.

Public Recognition for IANLP Fellow Member Trainers



Slavica and her Team

Slavica Squire, Serbia

"Only two years after opening of my NLP institute in Belgrade (Serbia) me and my team received the highly esteemed "ProBiznis Lider 2007" (Professional Business Leader 2007) award by the serbian economic chamber.

I want to thank you all for your great support and like to share my happiness on this achievement." Slavica Squire



Daniel Bichis (r) in action

Daniel Bichis, Romania

"We have great news to share with you: our one-day conference, EQ Day for Life, received the Price of Excellence at the category Trainings and Events Promoting Psychology in 2007. The decision was taken by a very exigent panel of university professors, consulted by Romanian version of Psychology Today journal. We received the prize Friday afternoon, a sort of Oscar Prize for psychologists. We are very proud for this accomplishment and recognition." Daniel Bichis

First immediate membership cancellation

On January 31, 2008 the membership of one of our Fellow Member Trainers was immediately cancelled. What happened that such a drastic decision was made?



Excerpt from Secretary General's letter:

"When examining the documentation that was submitted to us by one of your students, we unfortunately came across a severe violation of the IANLP guidelines: Your student was admitted to the NLP trainer training and eventually received the certificate ,NLP Trainer IANLP' even though the conditions for admission described in the 'Curriculum NLP-Trainer IANLP' were not met by far.

The ,Curriculum NLP-Trainer IANLP' states the following admission criteria:

Prerequisite

NLP-Master IANLP or NLP-Master certification by other standards accepted by IANLP is prerequisite for participation in the NLP-Trainer training (IANLP). At least two years must have lapsed between the first day of the practitioner training and assuming the first day of the trainer training.



Your student's NLP-Master training consisted of an online training and was offered by an operator who certifies NLP-Master training after three (!!) days of training.

This is a severe violation against rules and conduct specified in the ,Use Agreement'. It is unfortunately also a severe violation of the collegiality against other Fellow Member Trainer IANLP, as it affects a fair competition among the members.

We are therefore forced to cancel your membership as of today.

This decision might be perceived as overly harsh. However, the IANLP deliberately distinguishes itself from other NLP standardizing organizations that require less stringent training standards which eventually contribute to a lack of integrity of nlp trainings. In order to maintain our leading position among the standardizing organizations, the IANLP depends on the flawless behavior of each and every Fellow Member Trainer IANLP worldwide. IANLP cannot and does not want to monitor and keep tab on each and every member. Rather, we trust our members that they adhere to the rules, intentions and ethics of the IANLP and represent these qualities with self-confidence in the world at large.

Proud to be NLP

A rather unpleasant measure to take

Naturally, we regret that we were forced to make this decision. The question arises whether IANLP has possibly missed to more clearly point out the guidelines and the necessity of their adherence to the Fellow Member Trainers?

Since it is an important concern of ours that indeed all of the FMTs worldwide understand, adhere to, and implement the identical standards, a considerable part of this bulletin will focus on this topic.

A concise summary of the most important criteria

- A minimum of 130 hours of live training, including testing is required. Training must be spread over a period of 18 days or longer. Breaks exceeding 30 minutes that are taken in the course of the daily training can not be counted towards the fulfillment of the 130 training hours.
- The entire period of education must consist of ,live training. IANLP does not accept E-Learning or distance learning.
- The completion of an IANLP level can only be certified if IANLP certificates for previous levels are present.
- The certificate document lists all the required contents.



Revisiting the essential criteria standards



Bernd Isert (l) at World-campus Brasil
www.metaforum.com

Duration

130 hours and 18 days of training are the minimum. We have absolutely no objection if training lasts more than the minimum.

Breaks up to 30 Minutes are frequently used for intense discussion and are subsequently considered by international adult training standards as study time. We assume that this provision is easily understood. While breaks exceeding 30 minutes can also be important opportunities for learning, they cannot be counted towards fulfilling the required training hours. However, in case that during such longer breaks topics relating to training are discussed in depth, the time spent might be counted towards fulfilling home work assignments and should be documented as such.

Extracurricular learning components are part of the curricula and entail in-depth self-reflexion, written assignments including written testing, and study of the relevant professional literature.

Live training

The term 'live training' is meant to indicate that participating students and the trainers must be physically present in one training room. IANLP certificates attest communicative competencies. Therefore, training in NLP does not focus on knowledge alone, but instead aims towards applied practical and behavioral competence. The development of these competencies requires repeated training over extended periods of time that includes feedback by other trainees and a participating trainer (Fellow Member Trainer IANLP).

Admission Requirements

The completion of an IANLP certification level can only take place when the IANLP certificates for the preceding level are present. Thus, while each Fellow Member Trainer can set his or her admission criteria, upon the completion of such training, certification can only take place when the respective person can produce a IANLP certificate for the preceding certification level.



Metaforum, Brazil
www.metaforum.com

Example:

- Jim Student recently moved from the USA to Australia. While in USA, he had participated in a NLP Practitioner Training. Jim would like to participate in a NLP Master training offered by Rose, a FMT IANLP, and to graduate with an IANLP certificate. In order for Rose to issue an 'NLP Master IANLP' certificate at the completion of the training, she has to ascertain whether the NLP Practitioner training completed in the USA meets the requirements of the IANLP.

Robert Dilts' NLP University in Santa Cruz, California, is well known for high quality NLP training. Therefore, when a student who had completed the NLP Practitioner training in Robert Dilts and Judith de Loziers' NLP University inquired about Rose's NLP Master training, Rose can assume that, as a general rule, this training meets the IANLP standards. However, she has also heard that recently Robert Dilts offers a distant learning curriculum. Therefore, she carefully checks whether the certificate documents that at least 18 days and 130 hours of live training took place. When in doubt, she contacts Robert Dilts to clarify the issue and once she has ascertained that the IANLP standards were met she admits the student to the NLP Master Training IANLP.

Rose realizes that the training in the USA entailed only 7 days and 42 hours of 'live training'. She offers Jim to participate in her next Practitioner training. Based on the contents covered in the previous training, Rose also offers Jim the option that he could skip the initial 4 days of her Practitioner training, or, alternatively, that he could participate in the initial 4 days of training free of charge and benefit from a repetition of the material. Jim decides that participating in the initial 4 days for free would be beneficial for him and decides to accept her offer.

How do IANLP certificates look like?



FMT's are free in the design of their certificates. Hence, IANLP certificates issued by the various members might look distinctly different. Some certificates might look like letters, whereas other certificates might look more like 'official' documents. Regardless of the appearance of a certificate the following elements need to be included in the certificate:

- 1) a statement that the training was held according to IANLP standards
- 2) an original seal of IANLP (sticker)
- 3) a statement describing the duration of the training in days and hours
- 4) date of the first and last day of training
- 5) Name and signature of fellow member trainer IANLP
- 6) Title: 'NLP-Practitioner IANLP' or 'NLP-Master IANLP' or 'NLP-Trainer IANLP'

The certificate may contain more information. This is at the discretion of the issuing Fellow Member Trainer and according to local laws and regulations. IANLP will accept the certificate if requirements 1 – 6 are met.

Proposition for modifying the Curriculum NLP-Trainer IANLP

Prerequisites admission to the training



Metaforum, Brazil
www.metaforum.com

The curriculum NLP-Trainer IANLP states that a time lag for entry into the NLP training must be observed:

"At least two years must have elapsed between the first day of practitioner training and the first day of trainer training"

This measure is based on the consideration that the integration of the NLP Practitioner and the NLP Master training provides for an important foundation for participating in the NLP Trainer training.

Repeatedly Fellow Member Trainer IANLP have pointed out that the ultimate intention consists of achieving competence upon completion of the NLP Trainer training. This current requirement, however, seems to reflect the intention to assure competence prior to the admission to the trainer training.

Upon consultation with various Fellow Member Trainers the IANLP now proposes to adjust the regulations as follows:

"At least two years must have elapsed between the first day of practitioner training and the first day of trainer training, Or, alternatively, at least 2.5 years (30 months) must have passed between the beginning of the practitioner training and the end of the trainer training"

Thus, the FMT becomes more flexible for students and the focus is on achieving competence upon the completion of the trainer training.

New curriculum NLP-Trainer IANLP



NLP-Master
Golden Gate Technique

We kindly request that our members and colleagues submit any opposing considerations to these proposed modifications by email until September 30, 2008... We also appreciate alternative proposals regarding this issue.

In case that we do not receive any objections or any alternative proposal, the proposed modifications will become part of the curriculum. Given that the proposed modifications do not entail any restrictions of present standards there is no need for grand-fathering regulations.

Resources for colleagues – *a continuous pool to make life as nlp-trainer easier*

This is a continuing list of various practical and useful ideas from Fellow Member Trainers IANLP. Your contribution in expanding this list is very welcome and will be published. Please feel free to contribute in any language that you are fluent in. IANLP will be glad to translate your contribution into English.

If you like to know more about any of the following ideas, please contact the author directly (see email address at www.ia-nlp.org, - members).

Certificates of competency

Have the courage and go for quality! I know that this is not always easy when other people offer 7-days Practitioner or 'accelerated' nlp-trainings. However, in the long run the emphasis on quality pays off. This means that one has to work on developing and promoting one's identity as a training institute and as trainer. Be aware that IANLP certificates are not merely an attestation of 'having been in class', but certificates for competency! If a student does not reach a certain level of competency don't award the certificate! Ask for additional work, offer additional training, stop training the student, or take whatever step is appropriate for a given individual student. This will demonstrate that you care more for quality than for money.

shared by Ueli Frischknecht, Switzerland (Bulletin 2006-1)

Life-Long Re-Sitting

In addition to meeting the requirements of the IANLP guidelines, we are offering "Life-Long Re-Sitting" for graduates free of charge. This can encourage graduates to review and to refresh their skills. We also ask outstanding students to act as resource persons for new students. By providing these additional benefits for the students, we received extremely gratifying feedback from both the persons acting as resource and the re-sit students. Some of these students claimed that they have doubled or multiplied their previous learning.

shared by Alex Cheung, HongKong (Bulletin 2006-1)

Recognition – Italy

Completely private and ignored (when not bad-mouthed) by Universities, psychiatrists and psychotherapists, yet highly valued by companies and trainers (business consultants etc), NLP training is available in Italy. There are, unfortunately, about 20 recently established nlp institutes, 90% of which provide poor training.. This, of course, does not help to raise the status of nlp. There are also a huge number of Company-trainers who pretend to know and do NLP without any prior training. On the other hand, our institutes were chosen to provide training for state agencies. Also, our courses have been accepted to provide "Credits" from the Ministry of Health and our students qualify for financial help by the European Community through Regional Councils, assuming that certain conditions are met.

shared by Gianni Fortunato, Italy (Bulletin 2000-1)

Recognition - HongKong

Our NLP Practitioner Trainings have been certified by the Hong Kong Academy Council and constitute recognized trainings. Upon completion of the full

program, 80% of the training fee will be refunded to the students by the Hong Kong Government.

shared by Alex Cheung, HongKong (Bulletin 2006-1)

Recognition – Indonesia

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

shared by Peter Wrycza, Bali (Bulletin 2000-1)

Recognition – Switzerland

Our school, the NLP-Academy Switzerland, has so far managed to be in the position to award two officially recognised certificates:

- a) Eidg. Fachausweis Ausbilder/in (Swiss Federation recognized Certificate in Adult Training). This is the highest certification apart from university degrees. It is recognized by the respective Swiss Government Authorities (BBT) and the SVEB Swiss Adult Training Association.
- b) Supervisor/Coach BSO
This is THE certificate in Supervision and Coaching in Switzerland. Certificates are recognized by the most respected Supervision Association BSO (Berufsverband für Supervision, Coaching und Organisationsentwicklung)

Both recognitions are NOT recognizing NLP as method. Instead, they encompass recognitions for our school. However, both recognitions acknowledge that through studying nlp the required competencies for these high professional titles are being acquired. In that sense, of course, this implies some recognition of nlp as well.

How did we manage to reach these recognitions?

- 1) We checked with government education authorities to learn what professional curricula exist that might be matching our needs.
- 2) With the chosen curriculum we made an excel-table within which we provided proof of the fulfilment of all the curriculum contents within the practitioner / master / trainer nlp-trainings.
- 3) This documentation, together with many more documents about our school's organization and our faculty members was sent to the respective authorizing agency.

shared by Ueli Frischknecht, Switzerland (Bulletin 2007-1)

Failing students

How can you prevent failing students at the final examination?

Of course there is no cure to prevent a student from failing at the final examination. But if you maintain constant quality control during the training you will reduce the number of failures.

The NLP-Academy Switzerland's business code of ethics stipulates not to keep a student in class if we anticipate that he/she will not be able to pass the final examination. It is not fair towards the student to continue a training that

she/he cannot successfully complete. Also, keeping such a student in class will reduce overall quality of the training. Finally, it is also not fair towards the other students and is unwise in regards to company's reputation as well!

Based on these considerations, we seek contact with students whose success is questionable at the very earliest stage in training, provide a report about their progress and weak points, and offer individual support to enhance their learning. If this does not help we will stop training this particular student.

This procedure has brought us not only very good feedback from the other students, but it has brought us very good reputation in the market as well.

(Unfortunately, the respective student is often not in the position to appreciate the sincerity of our efforts)

shared by Ueli Frischknecht, Switzerland (Bulletin 2007-1)

Trainer training - quality measures

NLP-trainer training focuses mainly on the process of presentation (didactics, platform-skills). In order to train the process of presentation we have to work with some content though. If trainees are getting stuck in not knowing the content of their presentation, we cannot really focus on the process. In our trainer training the content we use consists of the 'nlp practitioner skills'. Therefore, if students not really know the content 'nlp practitioner skills' by heart, the quality of the trainer training will considerably suffer because we will not be able to focus our full attention on the process of presentation.

Based on these considerations the NLP-Academy Switzerland asks students to re-take the nlp practitioner program on a higher level before entering nlp-trainer training. We call this advanced level '**Students Coaching & Systems Dynamics**'. Students participate in nlp-practitioner programs as ordinary students but they have additional tasks to complete.

Results: Students are amazed of how much they learn and they are well prepared for the nlp-trainer training.

shared by Ueli Frischknecht, Switzerland (Bulletin 2007-1)

Difference between 'NLP-Trainer' and 'Fellow Member Trainer' ?

During the past year a frequently discussed subject has been brought to IANLP's attention: "Why does IANLP make a distinction between 'NLP-Trainer' and 'Fellow Member Trainer'? " and, "What are the consequences deriving from this distinction?"

When discussing these questions it is necessary to understand the early days of nlp and its development, and to appreciate that today's status of these certificates vary from country to country.

I would like to elaborate on how I experienced the earlier development of nlp and to share my views on the differences between the two titles.

by Ueli Frischknecht, Switzerland (full article in Bulletin 2007-1)

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