

# IANLP International Association for NLP

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Presented at  
Cyber Café, December 11, 2024

## Intro Topic

by Ueli R. Frischknecht

Some Inputs from  
the Meeting



Where are we headed to...?

## International Trends & Developments in NLP

Last week Ueli spoke at the congress of the Italian National Association for NLP (SIPNL) on 'International Developments and Trends in NLP'. He outlined 6 potential trends. We would like to present these here in the Cyber Café, listen to your own observations and assumptions, and encourage a discussion.

How will NLP develop in the coming years? What are your expectations and hopes?

Let's meet and learn from each other.

With contributions by participating Fellow Member Trainers.

## International trends and developments in NLP

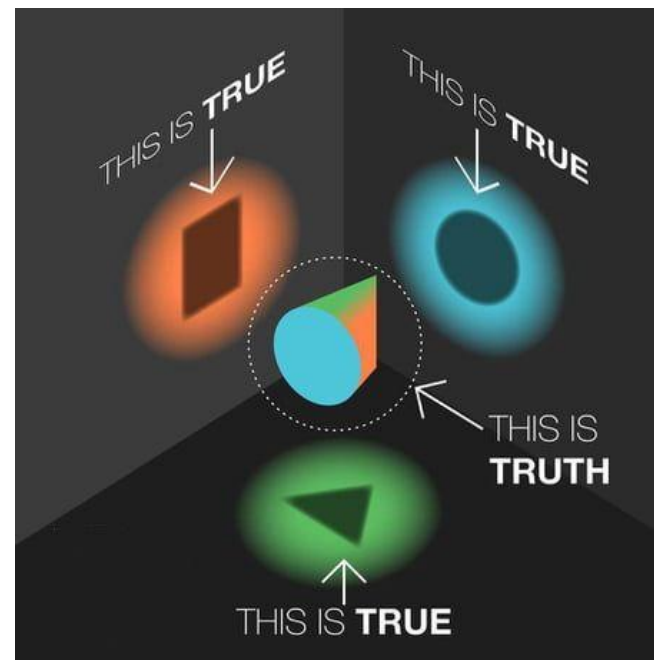
### One thing's for sure

*Viewed internationally:*

*The NLP brand is perceived very differently, depending on culture and geographical region.*



Ueli R. Frischknecht  
Secretary General IANLP



presented by Ueli R. Frischknecht

## International Trends and Developments in NLP

**Ueli R. Frischknecht, Switzerland**

Since 2000, Secretary General of the IANLP ([www.ia-nlp.org](http://www.ia-nlp.org));  
since 2014 active participant at the NLP Leadership Summit  
([nlpleadershipsommit.org](http://nlpleadershipsommit.org))

1989 founding member of NLP Academy Switzerland ([www.nlp.ch](http://www.nlp.ch));  
1995 Fellow Member Trainer of the IANLP;  
1997 standard committee of German Association for NLP;  
1998 founding member of Swiss NLP Association;

**! Bias Warning !** Of course, everything I say in this presentation is biased by my personal experience and my rather small insight into what I perceive to be the world of NLP.

presented by Ueli R. Frischknecht

## International Trends and Developments in NLP

## Topics

## Where we're heading to

1

*"It's the fruits of the mushroom only,  
what we see on the surface."*

An attempt to capture the spread of the NLP.



## We've come a long way

2

*Make love not war*

NLP is a child of its time. Hippies, sex, drugs and rock'n'roll.



3

*Imperialism and diversity*

The blessing and curse of the English language.  
Centralised systems know less and less about what's going on.

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International Trends and Developments in NLP

Inputs by participants of the CyberCafé

Some countries are seeing a slight trend back towards live events.

NLP is being applied and researched in various contexts.

Use of AI

Doing NLP trainings (within other modalities) without calling it NLP

Exams/online exams: How can we recognize in the future whether the performance shown was provided by AI or by the student?

Also concerned that people are offering 7 days training at the same rate,

Large scale research in USA

Note in your language

NLP traings will be offered on lower scale than IANLP



I'm hearing more and more negative comments about NLP. Where NLP has been on the news as various people have been using it in nefarious ways to manipulate people. It's seems to be getting a bad reputation. I'm concerned about this. I was asked 2 days ago to connect with someone who is concerned about this and wants to do something about it.

Increasing knowledge of IANLP compared to "regular NLP"

There are already some impressively effective AI coaching tools on the market. This development will continue. With benefits and new threats.

NLP is going to be standard at public schools

Inttegration with coaching and other disciplines

My idea is to teach in the highest quality practitioner and master certified courses, giving the opportunity to get to know the course as a whole ( basic knowledge ) and then let people choose what they want (some specialization). Even / or because opinion is sometimes negative . Because of this , I m happy to run 18 days trainings.

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## International Trends and Developments in NLP

## 6 Meta Trends

### Trend 1

#### Atomization of NLP

NLP will continue to become more fragmented and seamlessly integrated into everyday communication. However, most people won't realise that, what they use naturally, is actually rooted in NLP.

### Trend 2

#### Reputation of NLP

Building a good reputation is a long-term and continuous work.

→ **Advertise your membership!** This helps to get the public informed.

### Trend 3

#### Scientific acceptance

More scientific papers will be produced in the coming years. Acceptance in the scientific community will improve.

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## International Trends and Developments in NLP

**6 Meta Trends****Trend 4****NLP training stays a niche speciality**

The fact that NLP methods are being adopted in public education could lead to the 'NLP' brand disappearing from the market.

**Trend 5****New level designations**

We assume that in the foreseeable future the title '*NLP Master*' may no longer be used for legal reasons.

**Trend 6****De-centralized networking**

Easier networking thanks to machine translation (AI) ??

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# Where we're heading to

1

*"It's the fruits of the mushroom only, we see on the surface."*

An attempt to capture **the spread of the NLP.**

**Everyday / Everyone**  
Innate strategies – General vocabulary

**Professional applications**  
Business – Coaching – Therapy - Education, and .....

**Training, NLP schools**

Free market

Brands

Associations

Fake

- Standards
- Monitoring & Enforcement

Collaboration  
IANLP, ANLP, IN, INLPTA

**Scientific Research, Public Recognition**

- RTM Protocol ®
- Lightning Process
- Mental Space Psychology
- Published NLP Research Papers
- PhD via NLP
- Embedding NLP in state-recognized diplomas





International Trends and Developments in NLP

Meta trends



Everyday / Everyone

Innate strategies - General vocabulary

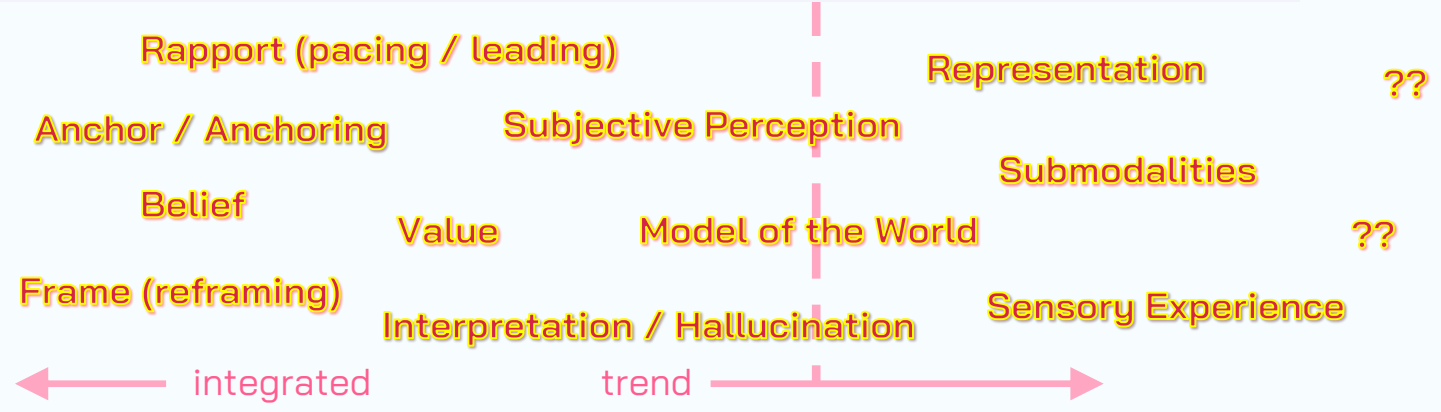
NLP will soon turn 50. The number of people worldwide who have come into contact with NLP can only be approximated. A rough estimate among the members of the 'NLP Leadership Summit' in 2022 yielded the following figures:

- over **1.1 million people** have received some training in NLP, and
- some 11 million people are utilizing NLP models in their daily life.



Observation

Some NLP-related terms that have become part of everyday language



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# International Trends and Developments in NLP

## Meta trends

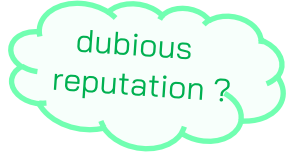


### Professional applications

Business – Coaching – Therapy – Education – Marketing - AI and .....

Professional use raises **questions of benefit and ethics.**

NLP is a powerful tool. It has also been used for negative manipulation and against the interests of the client.



As in other trades, professional organisations are trying to counteract this.

By becoming a member of a renowned **professional association**, professionals show that they are subject to external quality and ethics controls.



These four global standard organisations oblige their members to comply with a code of ethics



## Trend

Building a good reputation is a long-term and continuous work.  
➔ **Advertise your membership!** This helps to get the public informed.

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International Trends and Developments in NLP

Meta trends

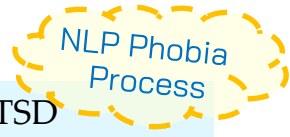


Scientific Research – Public Recognition  
various strategies are undertaken....

● Scientific Research (research papers)

- RTM Protocol ®
- Lightning Process
- Mental Space Psychology MSP
- Published NLP Research Papers

RTM's studies show 90% PTSD remission, which now make it the most effective and dependable treatment for PTSD available.



NLP 'Lightning Process' Training Programme Reduces Chronic Fatigue

➔ [www.ia-nlp.org/scientific\\_research](http://www.ia-nlp.org/scientific_research)

● Public Recognition

- PhD via NLP
- Embedding NLP in state-recognized diplomas
- Recognition of NLP certificates by state education authorities

Intern. School of Psychology, UCN

In a number of countries, NLP providers have gained official recognition for NLP training.

Trend

- More scientific papers will be produced in the coming years. Acceptance in the scientific community will improve.
- The fact that NLP methods are being adopted in public education could lead to the 'NLP' brand disappearing from the market.

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## We've come a long way

2

### Make love not war

In 1976 the founders of NLP were influenced by different currents.

**Rebellion** was the word. Rebellion against traditional role models and social clichés (anti-establishment culture, feminist movement and much more).



## NLP Practitioner

«**Practitioners** have undergone in-depth specialist training and have obtained specialist qualifications that enable them to practise their profession.» <sup>(1)</sup>

## NLP Master

«**Master** is an advanced **academic degree** that builds on a bachelor's degree.» <sup>(1)</sup>

The rather lofty titles of 'NLP Practitioner' and 'NLP Master' for short training courses of 7 to 18 days each are probably only to be understood in a historical context.

However, what was a cheeky mockery of the traditional education system in the 1980s has led to NLP training being labelled 'dubious' by the education establishment.

**Years of disregard by science and education establishment.**

<sup>(1)</sup> defined by ChatGPT

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International Trends and Developments in NLP

**An attempt to reach reputable titles**



In an attempt to move away from the level designations 'Practitioner' and 'Master', the IANLP introduced new NLP training titles with a focus on competencies in 2022.



**NLP Practitioner** → corresponds to

Certificate in **Advanced NLP IANLP**

**NLP Master** → corresponds to

Certificate of **Proficiency in NLP IANLP**

**Quantity** focused:

- Duration 18 days / 130 hours
- Specified training content
- Testing at end of training

**Quality** focused:

- **10 state-of-the-art areas of competence** in communication and coaching with
- **>60 measurable tasks** for evaluation and assessment.
- Duration 180 hours
- Final evaluation and assessment



International Trends and Developments in NLP

An attempt to reach reputable titles



*New Titels and Competence oriented curricula*

Certificate in

**Advanced NLP IANLP**

Certificate of

**Proficiency in NLP IANLP**

Current status



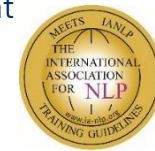
So far, we have **not** heard yet of any institution using these new level designations.

Trend

We assume that in the foreseeable future the title 'NLP Master' may no longer be used for legal reasons.

new curricula see -> <https://www.ia-nlp.org/curricula/section/curriculum-advanced-nlp/>

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## We've come a long way

3

### *Imperialism and diversity*

The blessing and the curse of the English language.  
Centralised systems know less and less about what's going on.



Since 1976, NLP has been brought to the world by native English speakers.

In the IANLP, too, English is the unifying language.

And...

it is certain that ***new NLP models*** have been developed all over the world for a good thirty years. Probably considerably more than in the USA.

But, due to language barrier, we don't really know.

### Current status

Yes, at the IANLP we are confronted with this challenge too!

With some 200 members in 70 countries on every continent, well over 30 native languages are represented. For many of them, English is a challenging foreign language. The translation of their creations is often considered too demanding.

### Trend

Easier networking thanks to machine translation (AI) ??

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International Trends and Developments in NLP



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## International Trends and Developments in NLP

## Appendix

**Extract from Assessment Guidelines, IANLP 2021**

*“To understand the emergence and development of NLP Neuro-Linguistic Programming, it is advisable to take a somewhat broader view of the social conditions at that time.*

*In California in 1976 the young team around John Grinder, Richard Bandler and Frank Pucelik was influenced by different currents. Socially, the spirit of optimism of the hippies of the 1960s, the anti-war and anti-Vietnam demonstrations, the rebellion against traditional role models and social clichés. In the psychology faculties, students were interested in the humanistic psychology newly founded by Carl Rogers, Abraham Maslow and Virginia Satir, which viewed the human being as a whole and postulated a shift away from a focus on problems to a focus on potential (Human Potential Movement). Universities experimented with new forms of teaching and learning (anti-establishment culture, feminist movement and much more).*

*This is how the titles "NLP-Practitioner" and "NLP-Master" for short trainings of 10 to 18 days each, which are rather unusual from today's point of view, can be understood historically. However, what was a cheeky mockery of the traditional education system in the 1980s now leads to NLP trainings being labeled 'dubious' by the education establishment. A 'Master's' degree with less than 150 hours of training time is, of course, ridiculous.*

*Thus, not entirely surprisingly, but nevertheless very regrettably, the scientific world shunned serious analysis of the methods presented by the NLP. This despite the phenomenal spread of NLP across all cultures and over the whole globe.*

*It is only in more recent times that more and more scientifically based studies have been presented on the effectiveness and theoretical embedding of the Neuro-Linguistic Programming. The work presented here would like to be understood as a further contribution to the public recognition of the method.” (Frischknecht 2021)*

<https://www.ia-nlp.org/curricula/section/curriculum-advanced-nlp/>

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## International Trends and Developments in NLP

## Appendix

## Literature / Sources

- Frischknecht 2021: Frischknecht, Ueli R.; IANLP Assessment Guidelines Level Competencies for NLP Trainings; IANLP, Switzerland, 2021
- NLP Leadership Summit; The Summit is designed to get leaders in the field of nlp together. <http://nplleadershipsummit.org/>
- ChatGPT open AI, <https://chatgpt.com/>
- RTM-Protocol: The **NLP Research and Recognition Project**, Inc. is an independent not-for-profit corporation dedicated to advancing the science of Neuro-Linguistic Programming. <https://randrproject.org/>
- NLP 'Lightning Process' Training Programme Reduces Chronic Fatigue; <https://lightningprocess.com/>
- International School of Psychology UCN (Universidad Central Nicaragua); [https://www.ucn.edu.ni/?page\\_id=3531](https://www.ucn.edu.ni/?page_id=3531)
- Mental Space Psychology: the discovery of spatial cognition, a new paradigm in psychology; <https://www.msp-academy.com/articles/>

## Associations ( with links to research)

- IANLP International Association for NLP; [www.ia-nlp.org](http://www.ia-nlp.org)
- ANLP Association for NLP; <https://anlp.org>
- IN International Association of NLP Institutes; [www.nlp-institutes.net](http://www.nlp-institutes.net)
- INLPTA International NLP Trainers Association; [www.inlpta.org](http://www.inlpta.org)

I shall be happy to send you **copy of this presentation.**

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