

# Persuasive and influencing language

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# Introduction to NLP

NLP is an approach to communication, personal development, and psychotherapy that enables people to set and achieve desired goals.

It facilitates a better understanding of oneself and of the feelings and points of view of others.

# Introduction to NLP

NLP helps people to;

- Set clear goals and define strategy
- Coach staff
- Understand stress and reduce conflict
- Improve customer (student) relationships
- Improve customer service
- Improve productivity and effectiveness

<https://youtu.be/IASCyM--80>

# Introduction to NLP - Programming

- Chimp Paradox – Prof Steve Peters (2 parts of the brain)
  - Chimps jump to conclusions
  - Chimps can be paranoid
  - Chimps can cause problems
  - Chimps take things out of perspective
  - Chimps base everything on emotion and not logic
- Fight, flight or freeze
- Exercise your chimp – but in a secure compound!
- Reward your chimp
- Re-programme your computer

# Introduction to NLP – Linguistic presuppositions (13)

The meaning of a communication is the response you get.

- Responsibility doesn't end when you stop talking
- Be aware of interpretation
- Ensure mutual understanding

Your map is not the world.

- You map the world based on experience
- Everyone has their own map

Behaviour and self are not the same.

- A person is not their actions

Feedback, not failure

- Life is a learning frame and not an exam

# Introduction to NLP - Neuro

- Visual, Auditory. Kinesthetic – Not a current way of thinking (though still taught).
- Negative thoughts – this is the monkey
- Mirroring – body language
- Precise and imprecise language
- Modelling – being or becoming
  
- Appropriateness of opinions

# NLP Operational Principles

NLP consists of four operational principles which give the framework for making changes. NLP techniques are then used to achieve this goal.  
(mirror)

1. Goal setting
2. Sensory acuity
3. Flexibility of behaviour
4. Take action

# Goal setting – well formedness

- Be positive – moving towards something positive
- Testable and demonstrable (test progress)
- Sensory specific (must be able to describe it)
- Initiated and maintained by the subject – you are the locus of control.
- Appropriately and explicitly contextualised (not universal)
- Preserve the positivity of the present
- Ecological soundness



# Sensory Acuity

- Being able to detect slight changes in position/behaviour/action.

## **Calibration (NLP technique)**

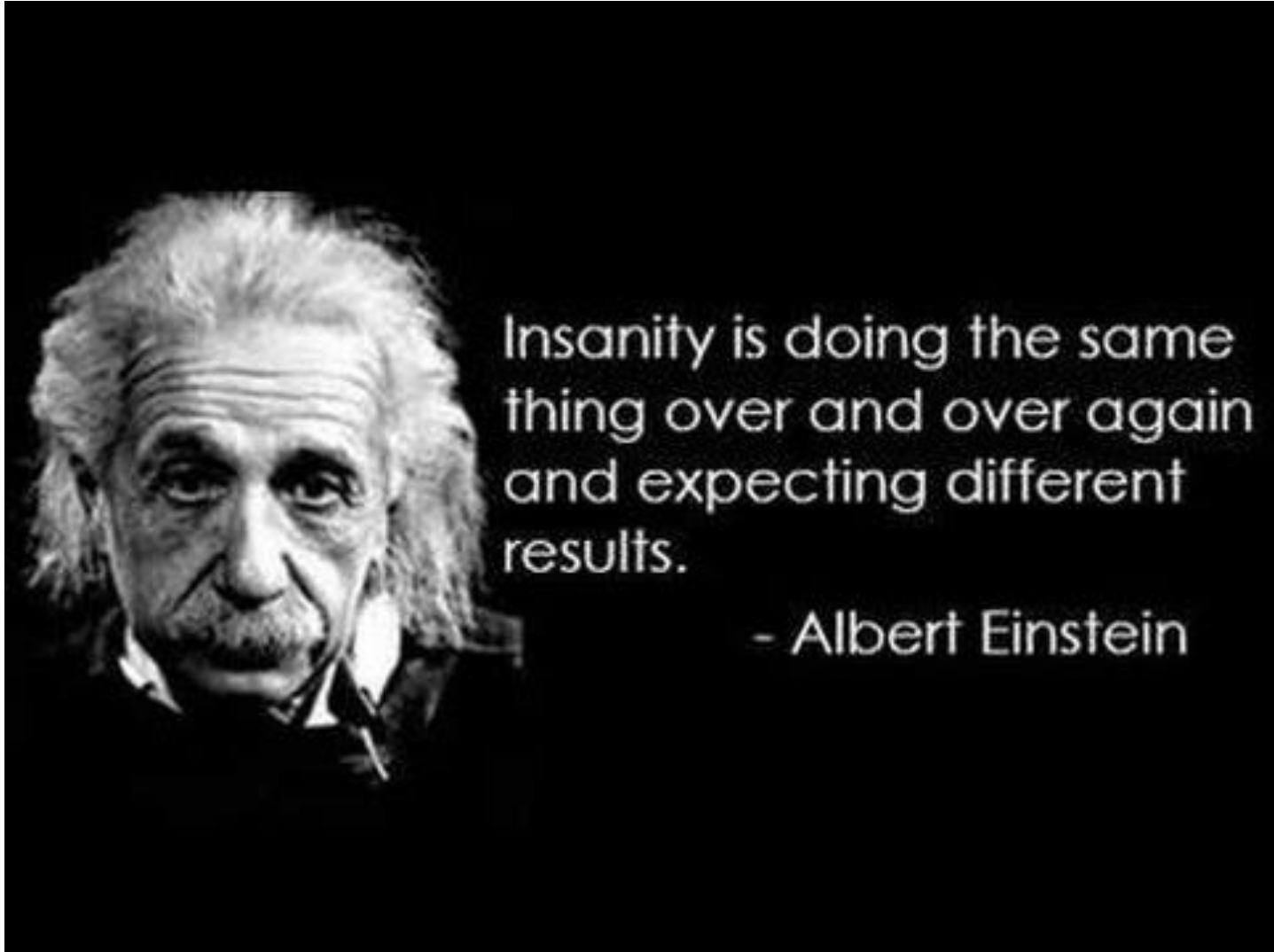
- Skin tone
- Shininess
- Muscle tone
- Lower lip size
- Breathing

Your actions are then changeable based on response. You will notice deception/nerves/joy

## **Anchoring (NLP technique)**

Associating a touch or activity with a sensation/emotion/feeling – brushing your teeth

# Flexibility of behaviour



# Take action

**A** ACTION  
**C** CHANGES  
**T** THINGS

A hand holding a white marker is shown writing the word 'THINGS' on a blackboard. The letters 'A', 'C', and 'T' are highlighted in orange, green, and blue squares respectively. The words 'ACTION', 'CHANGES', and 'THINGS' are written in white chalk on the blackboard.

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