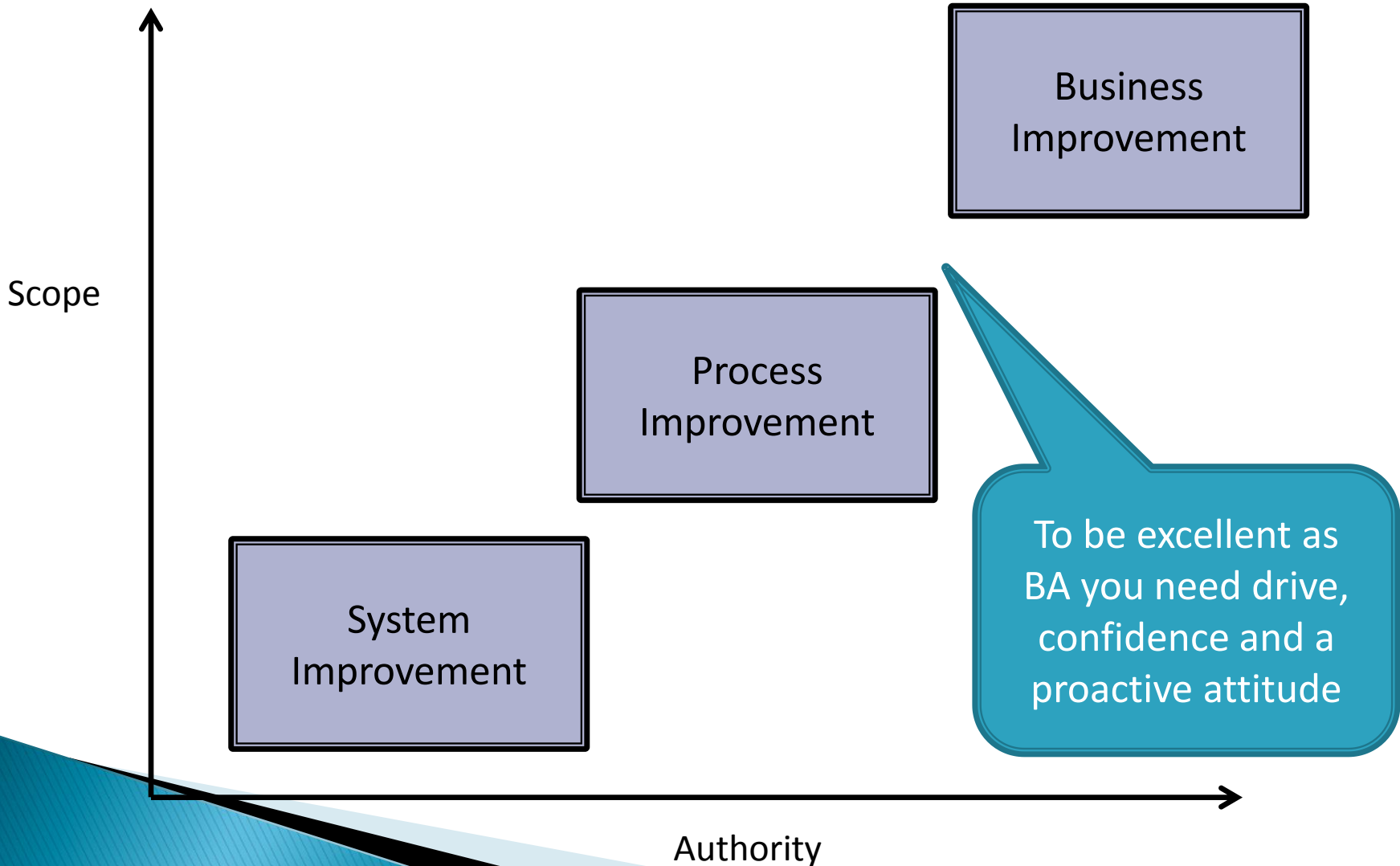


# **Introduction to NLP for the Business Analyst**

Corrine Thomas  
NLP Trainer & Independent Consultant

# My Journey in Business Analysis & NLP

# The Business Analysis Profession



# Benefits from using NLP

- ▶ Increased Confidence
- ▶ Improved Motivation
- ▶ Better engagement and job satisfaction
- ▶ Be more influential and able to challenge
- ▶ Building effective relationships
- ▶ Increased Self-Awareness
- ▶ Choice & Flexibility in handling difficult situations
- ▶ More resilience
- ▶ New tools for exploring problems and opportunities

# NLP – What is it?



A collection of ideas and tools that can help you with your life

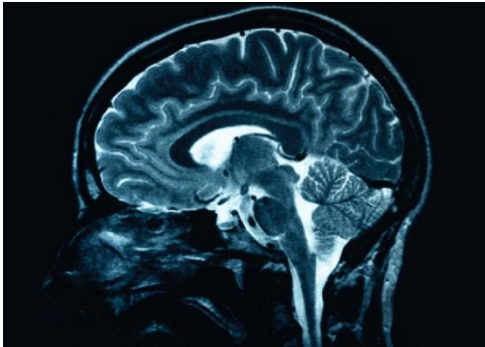


More effective communication

Better motivation for yourself and others

More positive frame of mind

# NLP – What's in a name?



## NEURO

Concerns the brain and the things that go on in your mind. Also the rest of the neurological system including the 5 senses



## LINGUISTIC

This relates to language, both spoken and non-spoken (body language)



## PROGRAMMING

This is about behaviour and thinking patterns

# NLP – A bit of History

Began in early 1970's by Richard Bandler and John Grinder. They studied 3 leading psychotherapists

Fritz Perls

Virginia Satir

Milton Erickson



Study of how we get successful and unsuccessful results in our lives

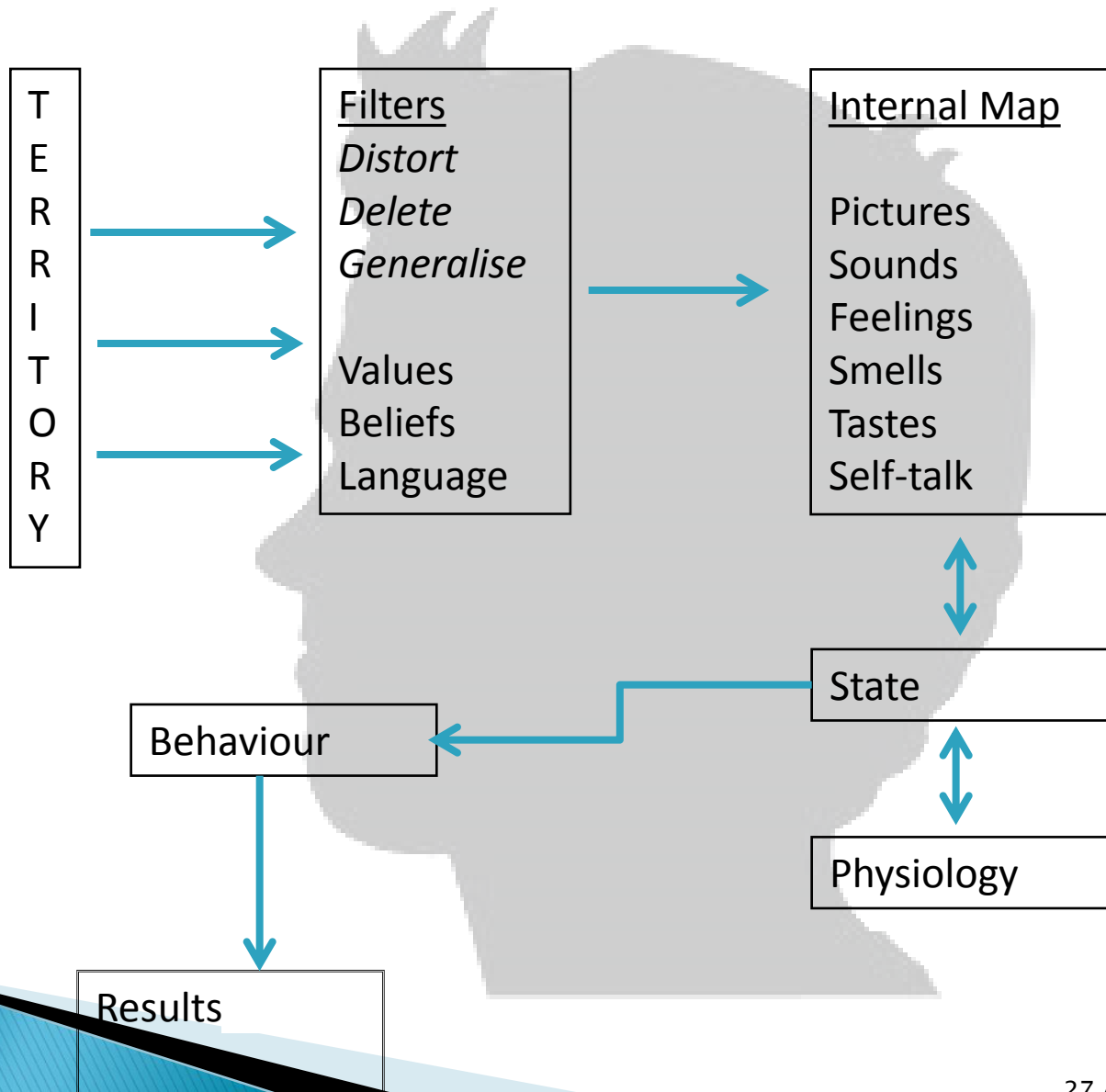
Studies human functioning in a quite structured and systematic manner

# Modelling Excellence

- ▶ Video



# Communication Model



# The Senses



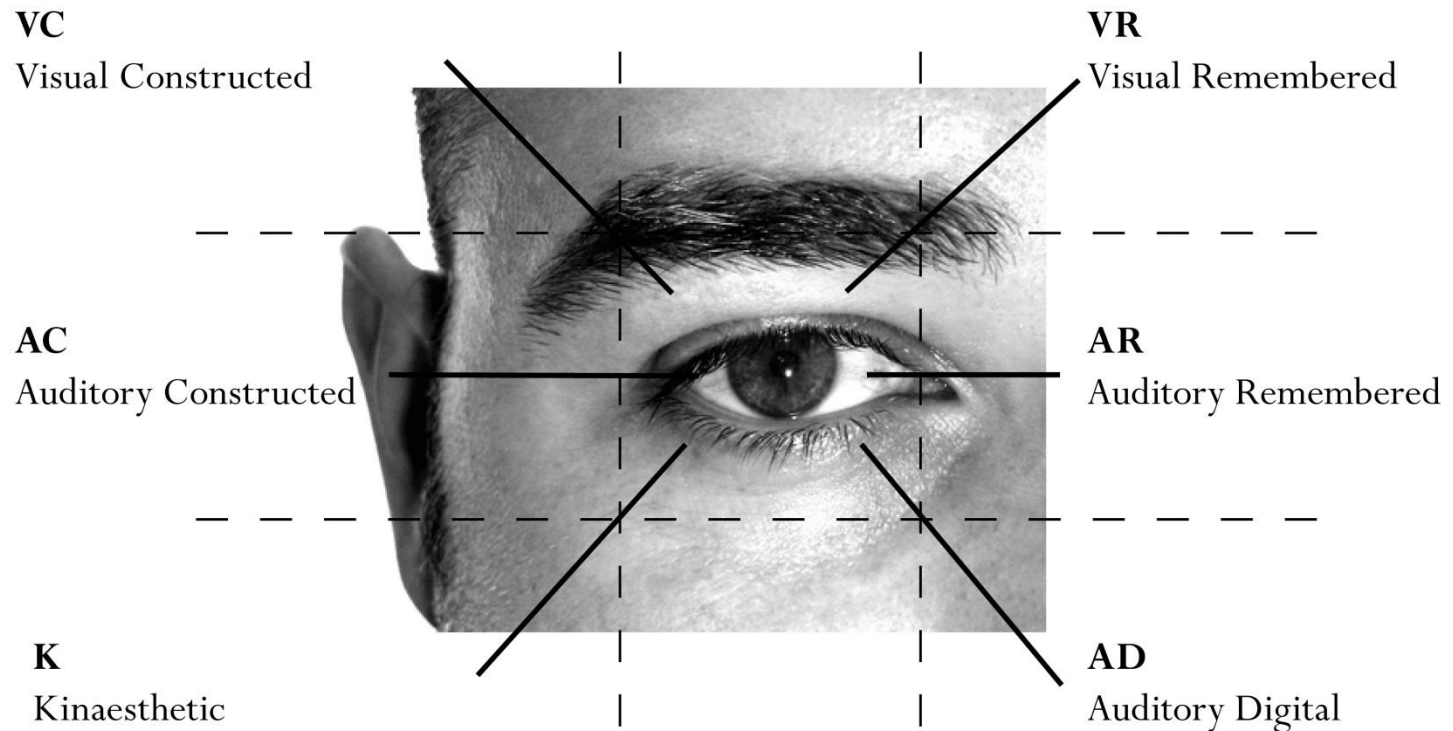
*See  
Imagine  
Light bulb moment  
Picture  
View*

*Hear  
Sounds  
Music to my ears  
Strikes a chord  
Noisy*

*Feel  
Comfortable  
It hit home  
Get a grip  
Fluffy*

# The Senses

## NLP Eye Patterns



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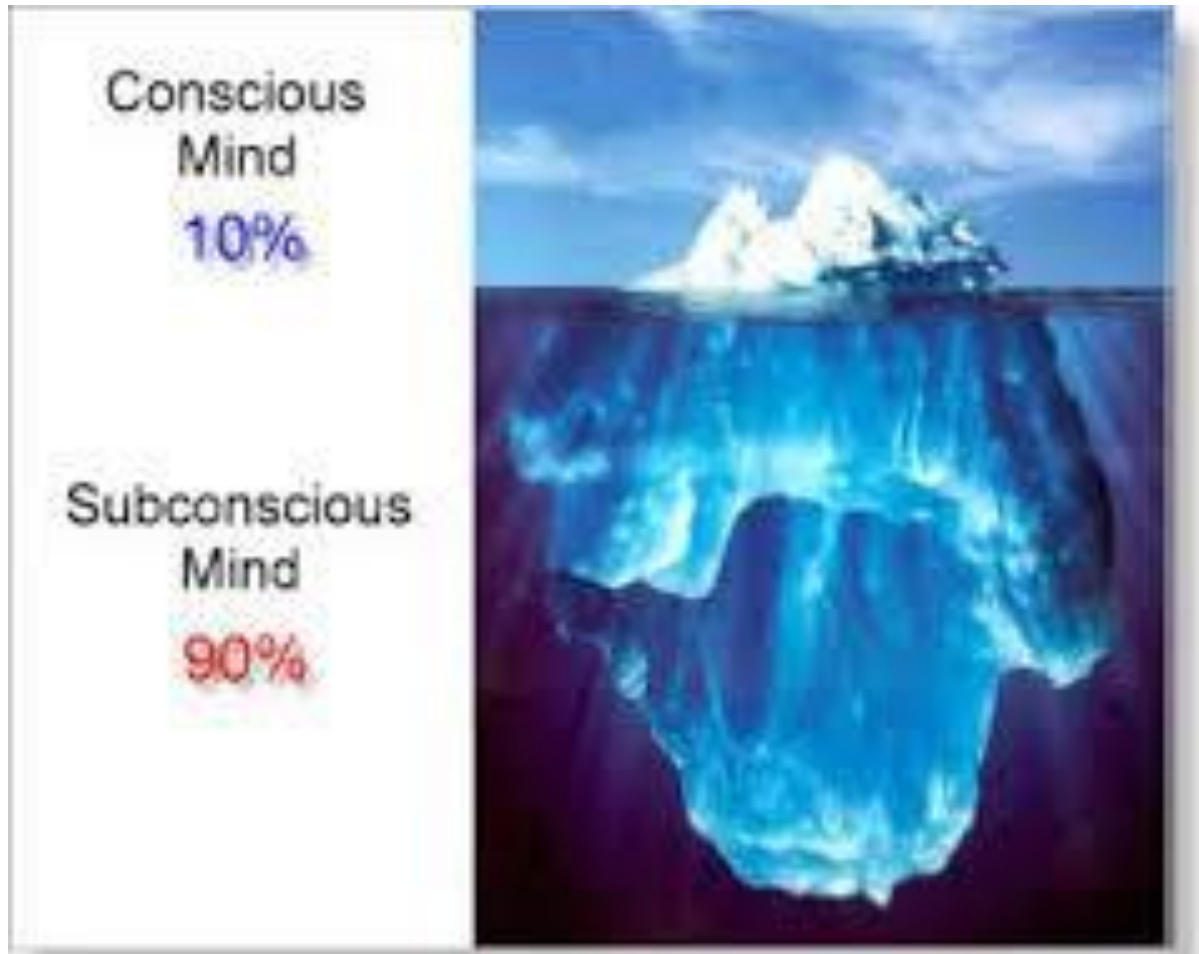
Eye movements based on a Right Handed Person - while facing them.

# Let's try it

Have a discussion about your last holiday or a favourite hobby



# Thinking Patterns – Meta Programs



# Towards and Away from



## TOWARDS

Think in terms of goals  
Motivated to have, get,  
achieve

## AWAY

What should be avoided  
Motivated by problem  
to solve

# General and Specific



## GENERAL

Work in overview or  
conceptual level



## SPECIFIC

Handle details better,  
treat information in  
sequences

# Task and Relationship



**TASK**  
Talks about process,  
systems, things  
people become  
objects in the  
process

**RELATIONSHIP**  
Talks about people,  
relationships,  
emotions, feelings



# Rapport

- ▶ What is it?
- ▶ How would you define it?
- ▶ Where do you use it?
- ▶ Why is it useful?



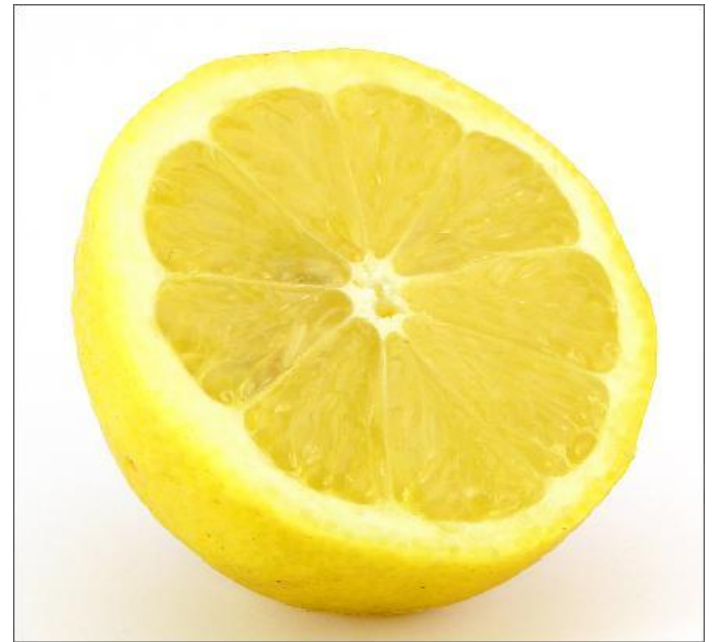
# Building Rapport



# Manage your State



# Anchors



# Different Viewpoints



# Summary

- ▶ Video

# Want to Learn More?

Try it – Increase your self awareness



- Notice your patterns
- What motivates you?
- How do you use your senses?
- Where do you put your attention?
- How do you put up barriers to your success?
- How do you do certain things well?
- How do you think about your goals?



### Books I've found useful:

- NLP Workbook – Joseph O'Connor
- NLP for Dummies – Romilla Ready, Kate Burton
- Business NLP for Dummies – Lynne Cooper
- NLP at Work – Sue Knight
- NLP for Work – Dianne Lowther
- NLP for Success – Jeremy Lazarus