

## NLP Neuro Linguistic Programming

### What is NLP?

NLP stands for a behaviour and also a coaching model which is based on the following preconditions:

- Human experience is controlled by the nervous system – „neuro“
- Humans communicate through words and body language – „linguistic“
- Human behaviour is often based on the repetition of seemingly fixed patterns - „programming“

NLP does not understand itself as a therapeutic direction, but as a collection of methods to change human behaviour. It is associated with the cognitive psychology which refers to knowledge, understanding and thinking.

It thus has to do with

- communication
- behaviour and
- change of behaviour

NLP uses the research findings on relationships between thinking and feeling, language and their interaction on the body and the behaviour.

Tools to develop communication as well as one's personal potentials were created. NLP "formats" all focus on inner resources, that is, ideas and feelings that can give more power and confidence.

### Range of application

The methods of NLP have been established worldwide as a standard for effective communication. The questions of how inner patterns and processes influence your own and the behaviour of others, give you access to an enhanced self-understanding and consciously chosen change.

NLP supports you in the following main areas:

- Self-management, motivation, organisation of personal thoughts
- Communication management
- Management
- Presentation
- Negotiation

### Your partner

RB-Coaching GmbH, Richard Brunner - Business Coach and certified NLP-master.

For more information see:

[www.business-nlp.ch](http://www.business-nlp.ch)

[www.dvnlp.de](http://www.dvnlp.de)

[www.ia-nlp.org](http://www.ia-nlp.org)