You're Missing Your NLP Newsletter: The VAK

The VAK

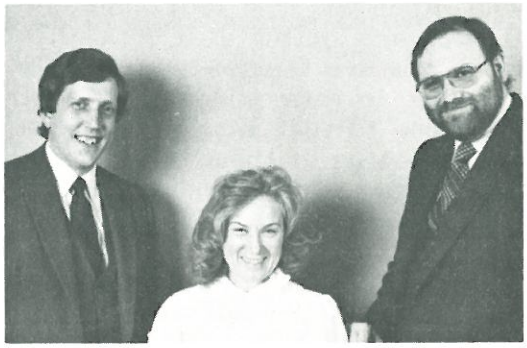
July & August, 1982 Volume 1, Number 2

ASTD to Have NLP SIG

The American Society for Training and Development (ASTD) will have a **Special Interest Group** (SIG) for those members who are interested in NLP. A meeting of those interested in such a SIG was called by John Ludwig at the ASTD National Conference in San Antonio, Texas in May of this year. The meeting was held on the second evening of the conference and twenty-two people from all over the United States were in attendance.

The twenty-two are now the Executive Committee of the SIG and John Ludwig is the SIG Chairman and Chairman of the Executive Committee. By the end of the Conference, over 50 attendees had signed up for SIG membership. SIG members include: Julie O'Mara, Allen McQuarrie, Duane Byrd, Anne Bednar, Carnie Ives & Walt Lincoln, Bob & Penny Hill, Genie Laborde, Sarah & Paul Edwards, and Rodger Bailey. Members are from 18 different states and three countries.

Executive Committee members met at various times throughout the remainder of the conference and organized committees and developed the Purpose and Mission Statement for this SIG:



Hill, Laborde, and Bailey are ASTD SIG Members

Neuro Linguistics Special Interest Group

Purpose

The purpose of the Neuro Linguistics Special Interest Group is to provide to ASTD members effective and practical tools for increasing the effectiveness of training and organizational change.

Mission Statement

1. Promote basic research and development of Neuro Linguistics applications to training and organizational behavior and organizational dynamics.
2. Communicate basic education and applications of Neuro Linguistics to training and organizational behavior and organizational dynamics.
3. Provide a vehicle for the establishment of an ASTD Neuro Linguistics Division with a minimum membership of 5% of the ASTD membership.

The Committees that have been Organized are Executive, Membership, Communications, and National Conference. The SIG is now planning a substantial program in Neuro Linguistics at the National ASTD Conference in Washington, DC, next June.

The dues for SIG membership is $10.00. ASTD membership is $100. If you wish to join the Neuro Linguistics SIG (and ASTD if you are not currently a member), contact:

John Ludwig
136 S. Jane Drive
Elgin, IL 60120
(312)695-2999

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LOOKING AT YOURSELF THROUGH THE EYES OF SOMEONE WHO LOVES YOU

From Leslie

You are, for the time being, an author. You are writing a book in which you yourself are a character along with many of the people who have played parts in making your life what it is today.

It is time for you to identify someone in your life who you know loves you. It is not so important whether you love them, but critically important that you know that he or she loves you. When you find your choice of who that someone is do the following:

You are sitting at a desk or table with typewriter, papers, pen, etc. before you. Across from you are window, or perhaps sliding glass doors, looking out to the outside. There, occupied in some endeavor of their own is that special someone who you know loves you. It has come to that time in the book you are writing to describe this very character. You sit back, looking at them, musing to yourself as you let the possibilities form of how to describe this person in words--how to capture and express in words that which makes them unique. The words which would allow a reader to see them as you do. So you describe to yourself the idiosyncratic gestures, words, looks, behaviors that make this person who they are. Their humor, passion, intellect, foolishness, blind spots, strengths and weaknesses, the small and the global, that coalesce into making that person so unique in all the world. You listen to your own description--feeling the feelings that come and move through you all the while watching them on the other side of the glass.

As your description draws to a close you quietly change positions and perceptions. Floating out of your place there at the table, entering into the person on the other side of the glass. Becoming that special person who loves you. From there, your eves look up from the activity in which you have been so engrossed and you see yourself sitting there working on a book. You see yourself through the eyes of someone who loves you. Seeing for the first time what someone who loves you sees as they look at you. Listening closely you hear your own gestures, words, looks described by someone who loves you. Seeing yourself through the eyes of someone who loves you, you recognize qualities and attributes which were unknown, or viewed as faults by your own eyes. Viewing yourself through the thoughts, perceptions and memories of someone who loves you, finding yourself to be someone to love. Someone who enriches another by the simple act of being yourself. Listening and seeing what it is about you this person cherishes. Holding close all that is worth knowing, slowly coming back into your own being remembering who you are to someone who loves you. The above "technique" is a special form of disassociation I developed. It serves well to bring someone outside of themselves while influencing their perception of self. I find it universally useful for developing appropriate criteria for self-evaluation and specifically appropriate in dealing with states of depression, loneliness, and self-depreciation. It also has been consistently powerful in use with couples. Serving to provide each with a means to internally generate the experience of being loved and alleviating the ongoing necessity for external verification from this loved one which often drags a relationship down. It is also useful for creating an internal state of feeling lovable from which the individual expresses more loving and relationship enhancing behaviors.

This is a technique I offer to you for yourself and to use on others. Be sure to calibrate as you move through it.

Step One - Establish the "as if" frame of being an author.

Step Two - Have the person identify someone they know loves them. If there is no one presently, then orient them to a time in the past when there was someone they are sure loved them. If they claim there never was any such person, use the "as if" frame again to create such a person, taking care to create someone your subject will appreciate.

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Research Review
By Connirae Andreas

RESEARCH ON NLP: A review of the recently published article, "Neuro-Linguistics Programming: Method of Myth?" by W.B. Gumm, M.K. Walker, and H.D. Day, **Journal of Counseling Psychology**, 1982, Vol. 29, No. 3, 327-330.

Recently there has been a proliferation of research projects attempting to study NLP. May of them suffer from their authors' lack of knowledge about NLP, failure to use good research methodology, or both. This means that the results are often meaningless, whether the study claims to support or reject NLP ideas.

Most of these research articles are unpublished, but one has come to my attention which appeared in the **Journal of Counseling Psychology.** (See reference above)

I think this article is worth commenting upon because it is a good example of a research project done by people who have little NLP knowledge, yet who aren't reluctant to draw conclusions about the field based on their research efforts.

The purpose of the experiment reported in the article above was to test whether people really do have such a thing as a primary representational system. In the study itself, the authors claim that primary representational system (PRS) can be measured in three ways: 1) the counselor can listen for the predominant use of either visual, auditory, or kinesthetic words in the client's speech, 2) the counselor can monitor eye movements, and 3) "the therapist can simply seek the client's own opinion regarding the client's preferred modality."

The experimenters state that according to the NLP model, each of the above three measures should yield the same information about an individual's PRS. In other words if I come out visual on measure #1, I should also be visual on measure #2 and #3, or NLP is invalid.

The experimentors found that there is no correlation between the results of their three measures, and conclude "In summary, Owens (1977) and this study report no evidence of agreement among the three output channels **emphasized by NLP**...These findings... bring into question the veridicality of the theory of NLP and the application of its principles in a therapeutic setting." (emphasis mine)

The main fallacy of this piece of research is the authors' assumption that according to the NLP model, the three measures described above should have any relationship to each other. In fact, measure #1: spoken predicates, is the only measure included by the authors that one would expect to have any relationship to PRS.

In NLP training, the concept of primary representational system is defined as that sensory modality most in a person's consciousness, and can be detected by listening to that person's predicates. Eye movements, the authors' second measure, often have nothing to do with what's in a person's consciousness, and "asking the client's own opinion," their third measure, has nothing to do with anything.

If the authors had taken the time to learn more about the NLP model, they could have saved themselves a lot of trouble, because the NLP model predicts exactly what they found: that these three measures of different things are not reliably correlated with each other.

Another major gap in the authors' theoretical understanding is their assumption that PRS stays the same across context. In their three different measures, they asked questions about quite different situations, not realizing that context will influence which representational system is accessed. The NLP model predicts that most people shift PRS from context to context.

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Reader Comments About The VAK

Anne Kasman Entus: "My compliments Rodger, for responding to the challenge of creating a long needed communication channel for NLP."

Scout Lee Gunn: "' loved The VAK."

Anne Linden and Frank Stass: "We are very excited about the prospect of an NLP newsletter - perhaps through this vehicle we in the world of NLP can learn from each other so that our individual experience can coalesce into the generative growth and development that the technology of NLP truely deserves. We support VAK. Congratulations on your first issue of VAK - It's dynamite!"

Gene Early: "Thanks for taking on the international NLP information resource point. . . best of luck to you in The VAK."

Barbara Witney: "I like your overall format and I applaud you for instigating a necessary and worthwhile project such as The VAK."

A C Germann: ". . wish you all the luck in the planet!!"

Leslie Cameron-Bandler: "I'm so glad you are making this happen. I wish you every success."

Ross Stewart, Julia St James, Metha Singleton, & Jean St Martin: "Congratulations on your new publication, VAK. The NLP field of study has long needed a newsletter like yours. We are grateful to you for starting it and will support you and your efforts at every turn."

Donna Campbell: "The announcement of your new publication really pleases me. Thanks for recognizing and doing something about a need. I look forward to hearing how others are applying and teaching NLP techniques. Good luck with your venture."

Michael Eric Bennett: ". . thanks for making The VAK a (collapsed?) reality."

Paul Klein: "I think you've developed an excellent format, and have provided us with an essential tool for keeping up with who's doing what. Again, my compliments to you and Pat, et. al. for helping all of us professional communicators to communicate and become a community."

Eugene Zentner: "Best of everything with The VAK - may you fly long and high!"

Subscription Application

Annual Subscription Rate is $25.00 ($32.00 outside USA - Canadian Post Office US Dollar Money Orders best for Canadian orders). Bimonthly distribution includes 8 to 12 pages of Features, Regular Columns on Therapy, Business, Education, Training, and Government. Regular Departments are: Metaphor Swap Board, NLP™ Bibliography, NLP™ Research, Public Seminars, and Legal & Practical Aspects of "Being in Business".

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