

# Hacking the Mind: NLP and Influence

by Mystic

# Goals for Talk

- Introduction to NLP
- Tools for using NLP to influence
  - Gaining rapport
  - Motivation strategies
  - Submodalities
  - Milton Model

# What is NLP?

- Neuro-Linguistic Programming
  - Neuro: Our neurology and our five senses
  - Linguistic: The language we use to describe our world and communicate with others
  - Programming: The habitual and often sequential nature of our thoughts, feelings, and actions

# History of NLP

- Richard Bandler and John Grinder (1970's)
  - Studied successful therapists (Fritz Perls, Virginia Satir, etc..)
  - Observed patterns in their behaviors
  - The Structure of Magic I and II
  - Meta-Model

# History of NLP

- Met Dr. Milton H. Erickson
  - Master of “indirect” hypnosis
  - The Milton Model
  - Proof that powerful skills can be duplicated

# History of NLP

## ● Presuppositions of NLP

- The map is not the territory
- Experience has a structure
- The mind and body are parts of the same system
- If one person can do something, anyone can learn to do it
- People already have all the resources they need
- You cannot NOT communicate
- The meaning of your communication is the response you get
- Underlying every behavior is a positive intention
- People are always making the best choice(s) available to them
- If what you are doing isn't working, do something else. Do anything else.

# Building Physical Rapport

- Mirroring and Matching
  - Body position, posture, movement, rhythm, breathing
  - Voice tone, speed, volume, rhythm
  - Do not mimic

# Building Verbal Rapport

- Representational systems
  - Visual, auditory, kinesthetic, olfactory (smell), gustatory (taste)
  - People usually prefer or “lead” with one or two



# Building Verbal Rapport

## ● Predicates

- Everything after and including the verb of a sentence
- Can help to determine the representational system being used
- Example: "I can see what you're saying clearly"
- Communicating with someone using the same rep. system they are using can help to gain rapport

# Building Verbal Rapport

- ◉ Visual Phrases:
  - ◉ I see what you mean
  - ◉ We see eye to eye
  - ◉ The future looks Bright
- ◉ Auditory Phrases
  - ◉ Loud and clear
  - ◉ Unheard-of
  - ◉ Word for word
- ◉ Kinesthetic Phrases
  - ◉ I can grasp that idea
  - ◉ I got the hang of it
  - ◉ I will get in touch with you
- ◉ Olfactory and Gustatory Phrases
  - ◉ a sweet person
  - ◉ something smells fishy
  - ◉ that's bitter-sweet

# Motivation Strategies (metaprograms)

- Metaprograms: perceptual filters
- Motivation Strategies
  - Toward: motivated toward their goals. Go for what you want.
  - Away-from: motivated to avoid what you don't want.

# Submodalities

- The way we think about / perceive something is directly linked to the way we feel about it
- For visual rep. system. The bigger and brighter an image is in your mind, the more real, close, or attractive it feels.

# Submodalities

- Use submodality words and phrases to make the picture you want in their head, as big, bright, and real as possible
- Combine with motivation strategies
  - away-from: "I know you want to avoid a potentially big situation, by pissing off the boss, so do I, let's just get this done before it gets any bigger."
  - toward: "I know you want to make the boss happy, if you do this, I know he'll have a big bright smile on his face, and the future you want in the company will be closer than ever."

# Milton Model

- The Milton Model
  - Pace and lead a person's reality
  - Distract and utilize the conscious mind
  - Access the unconscious and resources
  - Used for hypnotic induction, therapy, influence

# Milton Model

- Pacing and leading
  - Pacing
    - Rapport
    - Describe on going experience
  - Leading
    - Make suggestions
    - Indirect (deep structure)

# Milton Model

- Techniques:

- Ambiguity (Generalized Referential Index)

- Certain things might come to mind

- People can begin to feel more comfortable when listening to a good speaker

- Presuppositions: assumptions that have to be made in order to make sense of a sentence

- Will you be more relaxed if you stand up or sit down?

- After you've told me what I need to know, you can go back to what you were doing.

- Imbedded commands:

- I don't know if you can listen carefully to what I have to say.

- When I talk people are able to listen carefully to what I have to say.

- You don't have to listen carefully to what I have to say, but as you do you will begin to realize how you can use NLP in your own life.



# Sources and Resources

- Introducing NLP, by Joseph O'Connor & John Seymour
- NLP: The new technology of achievement, by Steve Andreas & Charles Faulkner
- Patterns of the Hypnotic Techniques of Milton H. Erickson, M.D. Volume 1, by Richard Bandler and John Grinder