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Analysis and Evaluation of NLP Training Effectiveness

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Abstract The main objective of this paper is to analyze and evaluate NLP training effectiveness in terms of efficiency, behavior and perception of trainees who have undergone NLP training course of different levels at various places of India from different trainers and evaluate their response on the basis of questionnaire filled by them after the training. NLP Stands for Neuro Linguistic Programming and it consists of series of techniques and well tested methods to achieve success satisfaction and excellence in life in your core domain. The basic assumption of NLP is that if someone can do you can also and this technique is called modeling. NLP assumes that actual impact of an event in life is just 10% and 90% is the ways we respond, handle and use our resources on the happening of that event. So if you want to take control of your life take your reactions in control by changing mindset. Analyzing the feedback questionnaire of 530 participants who have undergone NLP training course it is clearly visible that more than 75% (Pie charts of individual question attached) of participants agree that NLP training can really act as a catalyst and as a tool for positive transformation and rapport building, increasing efficiency of an individual, managing thoughts, moods, and behavior and for overcoming depression. NLP can also be used for changing perception and broaden thinking horizon. NLP can also be used in goal setting and defining life purpose. The feedback also states that NLP may help in decision making, conflict management and the statement 'Words can change Minds' appears true. The analysis also gives a signal that NLP can increase efficiency of individual and organization moreover people agree that NLP education should be given at school level itself. Corporate employees, working professional and housewives should undergo NLP training to look at things with a different mindset to get different results. The evaluation also indicates that Lemay be used as a relationship building tool that can improve relationship like Husband/Wife, Employer/employee, Parent/child and Teacher/Student. The paper is a study of 530 participants who have undergone training from various parts of India. Further scientific evaluation is also proposed to test the validity of results and reach at a concrete decision.
Keywords *NLP Training Effectiveness; Communication; Perception; Behavior*

1. Introduction

1.1. History of NLP

NLP was invented by two academicians Richard Bandler and John Grinder in 1970 at University of Santa Cruz California. Bandler was a psychology student and he studied a range of subjects from Gestalt therapy to mathematics and computing at the University of California. Grinder was an assistant professor of linguistics at the university. The two men became friends and began working together, both influenced by the Family Therapy work of Virginia Satir, Fritz Perls' Gestalt Therapy, and Milton H. Erickson's.

Grinder and Bandler modeled these three successful therapists, seeking to discover the difference that made the difference-what it was that set these people apart from average.

1.2. Components of NLP

Neuro: Refers to the nervous system. Neuro is to do with the way we use our minds, our bodies, and our senses to think and make sense of our experience. Our experience of the world enters the brain via nervous system through 5 senses visual, auditory, kinesthetic, olfactory and gustatory. The more awareness we have of our thinking patterns, the more flexibility and therefore the more influence we have over our life. NLP is concerned with how we process this sensory experience and translate it into conscious and unconscious thought. By increasing our awareness of the patterns in our thinking, we can learn how these thought patterns influence the results we are getting in work and in life. The key to finding personal and business success comes primarily from within ourselves and learning about how we think enables us to tap into our inner resources [1].

Linguistic: Refers to language, specifically the way we use language to give meaning to experience. Our language is our life. What we can say is what we can think and what we can do. Learning to understand and master the structure of our language is essential in a world where we trade increasingly through our ability to communicate.

Programming: It refers to the way we consistently think or behave. Just like a computer, each of us run specific programs to produce our behavior. Programme consists of series of steps that automatically produce certain results in different circumstances. NLP can reveal the program you run and the result they produce. We run our lives by strategies, in a similar way that a computer uses a program to achieve a specific result. By understanding the strategies by which we run our lives we give ourselves choice: choice to do more of the same or choice to enhance our potential and our individual excellence. NLP does this not by prescribing fixed techniques that work for some, but by enabling you to explore what it is that you do when you "think positively," "stay calm," and "keep control." You have your own unique ways of accessing and using these kinds of resources, no matter how infrequently or how briefly you may have used them in the past. Once you understand the elements of your personal "program" you can run that program when you choose. So it is Important to know how you do what you do [1; 2; 3].

2. NLP Guiding Presupposition

Founded on the modern sciences of biology, linguistics, and information, NLP begins with new assumptions of how the mind/brain works. These assumptions are called the NLP Presuppositions. If we could summaries all the NLP Presuppositions in one phrase, it would-be: PEOPLE WORK PERFECTLY. Our specific thoughts, actions, and feelings consistently produce specific results. We may be happy or unhappy with these results, but if we repeat the same thoughts, actions, and

feelings, we'll get the same results. The process works perfectly. If we want to change our results, then we need to change the thoughts, actions, and feelings that go into producing them. Once we understand specifically how we create and maintain our inner thoughts and feelings; it is a simple matter for us to change them to more useful ones, or if we find better ones, to teach them to others.

NLP Presuppositions

i) The Map is not the Territory

What we see is not the whole picture or the complete truth. Our mental maps of the world are not the world. We respond to our maps, rather than directly to the world. It is important to distinguish between several semantic levels. First there is the world. Second comes the person's experience of the world. This experience is the person's 'map' or 'model' of the world and is different for each person. Every individual creates a unique model of the world and thus lives in a somewhat different reality from everyone else. You do not operate directly on the world but on your experience of it. This experience may or may not be correct [4].

ii) Experience has a Structure

Our thoughts and memories have a pattern to them. When we change that pattern or structure, our experience will automatically change. We can neutralize unpleasant memories and enrich memories that will serve us. Language is at a third semantic level. First is the stimulus coming from the word, second is the person's representation of experience of that stimulus, third is the person's description of that experience by way of language. Language is not experience but a representation of it. Words are merely arbitrary tokens used to represent things the person sees, hears or feels. People who speak other languages use different words to represent the same things that English speakers see, hear or feel.

People are able to communicate effectively to the degree that these meanings are similar. When they are too dissimilar, problems in communication begin to arise.

iii) If One Person can do Something, Anyone can Learn to do it

We can model a person whom you feel perfect in his domain by studying his mental map and make it our own. If any other human being is capable of performing some behavior, then it is possible for you to perform it, too. The process of determining 'how' you do it is called 'Modeling' [1; 5].

iv) The Mind and Body are Parts of the Same System

Our thoughts instantly affect our muscle tension, breathing, feelings, and more, and these in turn affect our thoughts. When we learn to change either one, we have learned to change the other. Mind and body are parts of the same cybernetic system and affect each other. There is no separate 'mind' and no separate 'body'. Both words refer to aspects of the same 'whole' or 'gestalt', they act as one and they influence each other in such a way that there is no separation. This means that the way a person thinks affects how they feel and that the condition of their physical body affects how they think.

v) People already have All the Resources they need

Mental images, inner voices, sensations, and feelings are the basic building blocks of all our mental and physical resources. We can use them to build up any thought, feeling, or skill we want, and then place them in our lives where we want or need them most. People have all they need to make

changes they want to make. The task is to locate or access those resources and to make them available in the appropriate context. NLP provides techniques to accomplish this task. What this means in practice is that people need not to spend time trying to gain insight into their problems or in developing resources to deal with their problems. They already have all the resources to deal with their problems they simply need to access these resources and transfer them to the current time frame [1; 2; 10].

vi) You cannot NOT Communicate

We are always communicating, at least non-verbally, and words are often the least important part. A sigh, a smile, and a look are all communications. Even our thoughts are in communication with ourselves and they talk to others through our eyes, voice tones, postures and body movements.

vii) The Meaning of Communication is the Response You Get

When someone hears something different from what we meant, it's a chance for us to notice that communication means what is received. Noticing how our communication is received allows us to adjust it, so that next time it can be clearer. In communication it is usually assumed that you are transferring information to another person. You have information that 'means' something to the other person and you intend for the other person to understand what it is you intend to communicate. Frequently a person assumes that if they 'say what they mean to say'; their responsibility for the communication is over. Effective communicators realize that their responsibility doesn't end when they finish talking. They realize that, for practical purposes, what they communicate is what the other person thinks they say and not what they intend to say. Often the two are quite different.

In communication it is important what the other person thinks you say and how they respond. This requires that the person pays attention to the response they are getting. It is said**' Actions speak louder than words,'** and in NLP people are trained that when the two are in conflict, the person should pay more attention to the actions [10; 11].

viii) Underlying Every Behavior is a Positive Intention

Every hurtful, harmful, and even thoughtless behavior had a positive purpose in its original situation. Yelling in order to be acknowledged, hitting to fend off danger, hiding to feel safe. Rather than condemning these actions, we can separate them from the person's positive intent so that new, updated and more positive choices can be explored that meet the same intent [13].

ix) People are always making the Best Choices Available to them

Every one of us has his/her own unique personal history. Within it, we learned what to do and how to do it, what to want and how to want it, what to value and how to value it, what to learn and how to learn If what you are doing isn't working, do something else. Do anything else if you always do what you've always done, you'll always get what you've always got. If you want something new, do something new, especially when there are so many alternatives. There is no failure; there is only feedback. Successful people look at mistakes as outcomes or results, not as failure. Unsuccessful people look at mistakes as permanent and personal [15].

3. NLP Principles

NLP consists of a set of powerful techniques for rapid and effective behavioral modification, and an operational philosophy to guide their use. It is based on four operational principles,

1) Know what outcome you want to achieve
2) Have sufficient sensory understanding to know if you are moving towards or away from your outcome
3) Have sufficient flexibility of behavior so that you can vary your behavior until you get your outcome
4) Take action now

4. Analysis of NLP as a Training Technique

After doing a detailed literature survey of NLP studying many books undergoing NLP Practitioner certificate from two leading trainers I formed a questionnaire which is used as a basic tool to study the impact of NLP on people's life. I made some assumptions which are my hypothesis and collected the responses against them. The data collected is from various sources, leading trainers and institutes in the field of NLP training. The response of various participants have been captured and analyzed individually against various questions of questionnaire.

5. Graphical Evaluation of NLP Feedback

5.1. Responses of the Research Questionnaire Collected from Various Participants across India and a Few Abroad

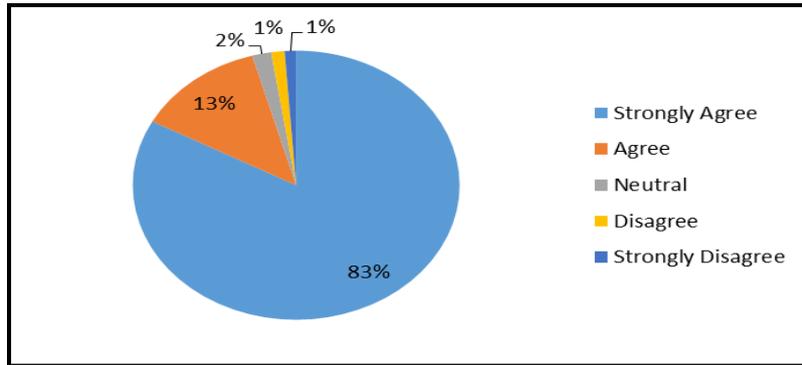| (5) Strongly Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) Strongly Disagree

A-1 NLP can be used in Managing Thoughts, Moods and Behavior and for Overcoming Depression.
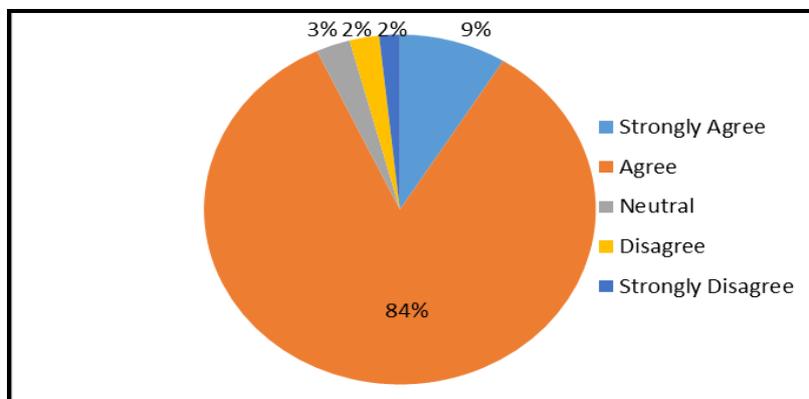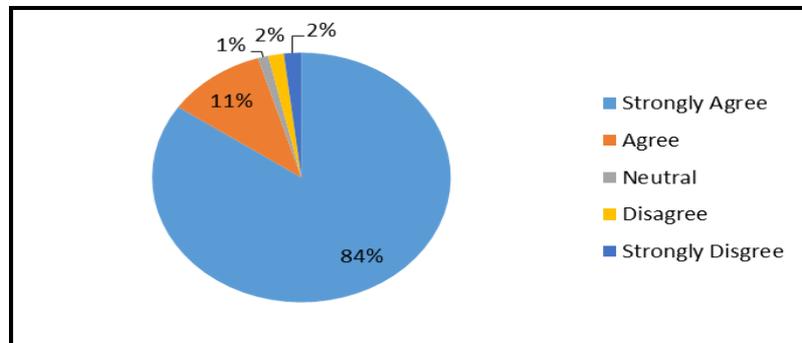

A-2 NLP can Change Perception and can Broaden Thinking Horizon.
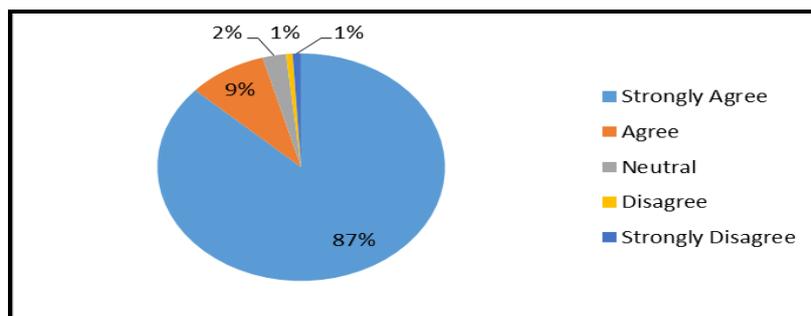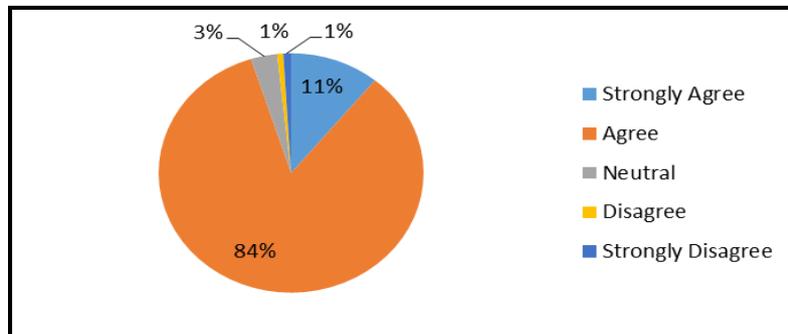
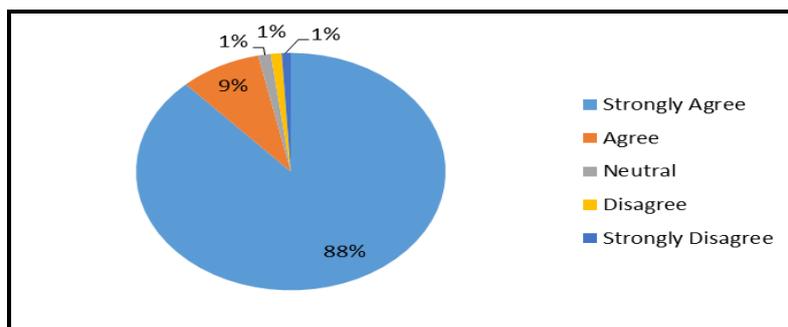**A-3 NLP has an impact in goal setting and defining life purpose.**

A-4 NLP is a tool for positive transformation and Rapport building.
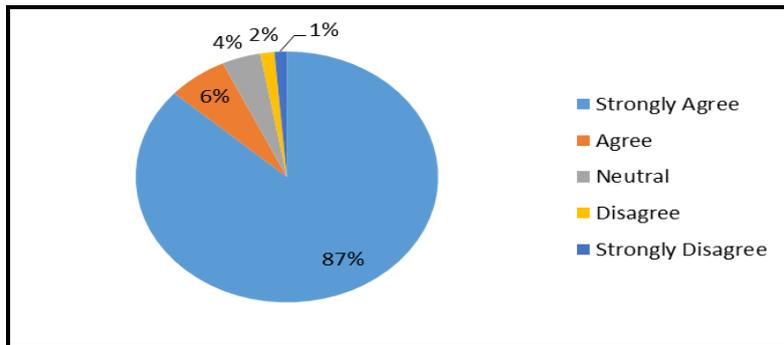

A-5 NLP May Help in Decision Making and Conflict Management.
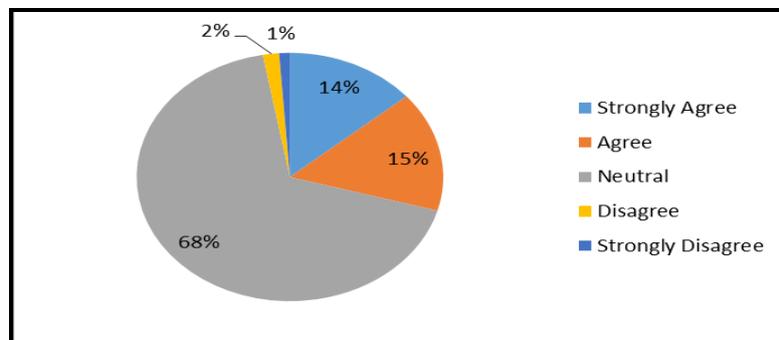

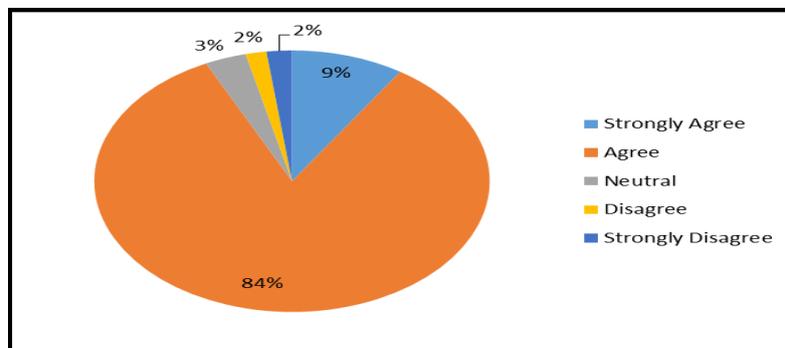**A-6 NLP Statement 'Words can Change Minds' is true.**

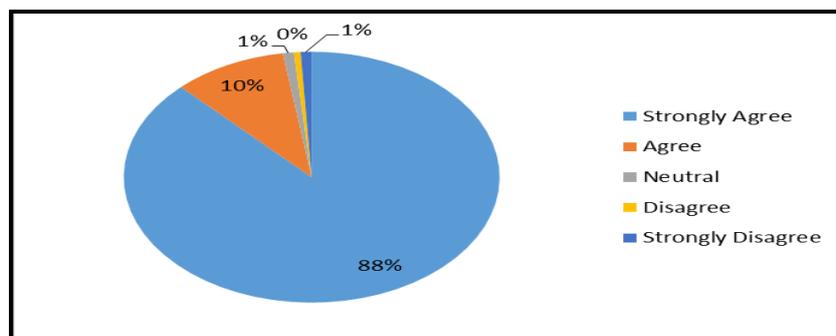**A-7 NLP can Increase Efficiency of Individual and Organization.**

A-8 NLP Education Should be given at School Level Itself.

A-9 Corporate Employees, Working Professional and Housewives should Undergo NLP Training.
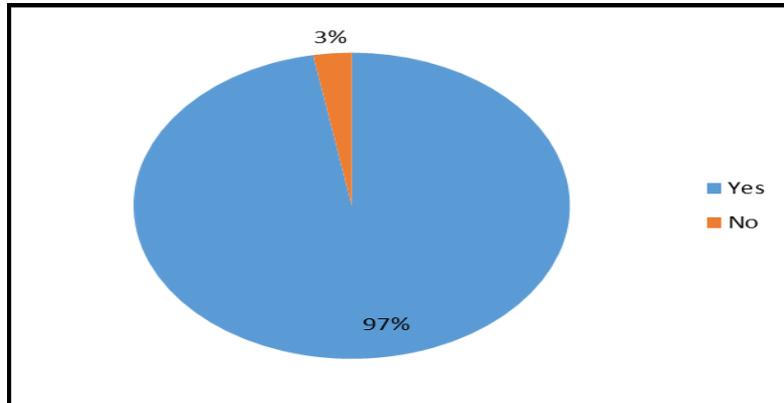

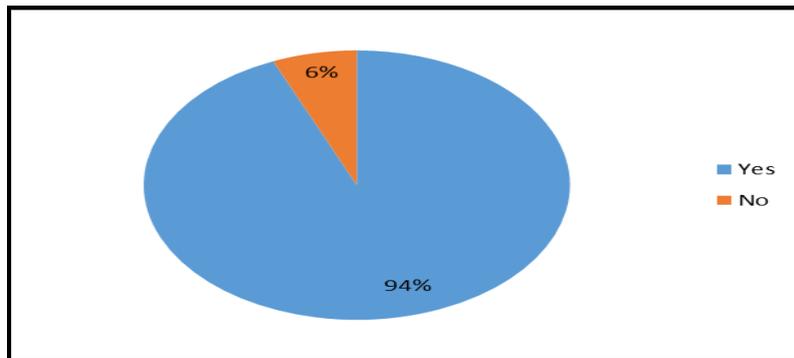**A-10 NLP can help in Curing/Overcoming Any of Your Phobias.**

B. Questionnaire based on Yes No Responses (1) for Yes and (0) for No.
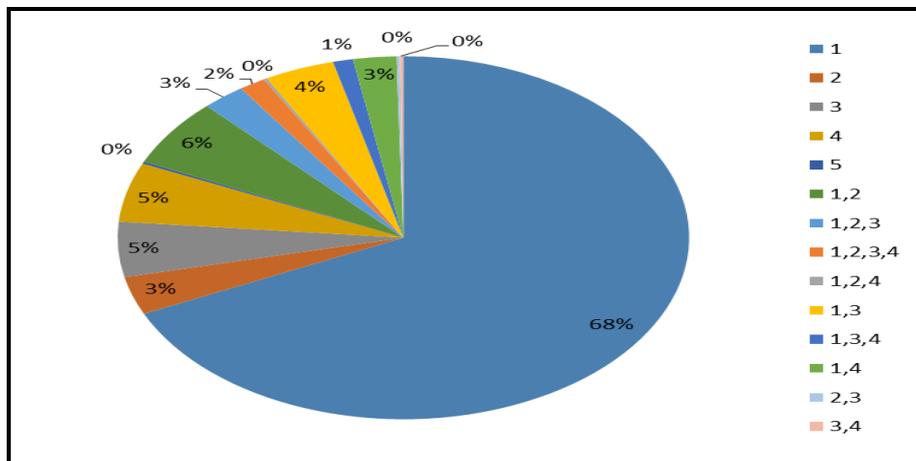
B-1 Do you feel that NLP is Worth Learning?

B-2 Do you recommend this Training to Your Friends and Relatives?

B-3 NLP can Improve Relationship?

(If **YES** where it can specifically be used for)

(1) Husband/Wife **(2)** Employer/employee **(3)** Parent/child **(4)** Teacher/Student

6. Summary and Conclusion

Studying the terminologies, presuppositions, principles and techniques of NLP it appears that NLP can change the way we think, react and do things. It is clearly visible from the responses that anyone who is in training, academics and the field of education should try NLP techniques in his delivery. The results which may be expected will exceed the expectations. As per the results NLP training can really act as a catalyst and as a tool for positive transformation and rapport building, increasing efficiency of an individual, managing thoughts, moods, and behavior. NLP can also be used for changing perception, broaden thinking horizon and goal setting. The analysis also gives a signal that NLP can increase efficiency of individual and organization moreover people agree that NLP education should be given at school level itself. Corporate employees, working professional and housewives should undergo NLP training to look at things with a different mindset to get different results. NLP may be used for rapport building and relationship management by couples, family, employers, employees and teachers.

NLP training techniques can be applied for increasing Sales Productivity, Positive transformation, Concentration, goal setting, removing phobias, effective communication, and mental performance. One important aspects of NLP training is to model successful people in all walks of life. Applying NLP techniques and tools, a person can become more motivated; dynamically improve work performance and boosts his/her work efficiency.

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