



## **SUCCESS STORY – MARCH 2007 EDITION**

**By Chris McKee**

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### **NLP AND COACHING**

One of my areas of expertise lies in Business Coaching. I thrive on sharing tools to enhance a person's belief in who they are and in their capabilities in all areas of their life. A common request when coaching business clients is to close the gap on effective communication with all levels of people within an organisation.

NLP offers such a magnificent range of communication techniques and tools, GUARANTEED to be effective when applied and practiced.

Recently I worked with a very talented Sales Executive, who was seeking personal growth and development in the arena of really understanding NOT what a person says, but more WHAT THEY MEAN.

While a full intervention was completed over a 10 hour period of time [including extensive Time Line Therapy® work, values elicitation, strategy elicitation and Belief Change work] I will only address the skill building component.

Three of the educative topics included:

## ① **Sensory Acuity**

- Sensory acuity is the observational basis for being able to know whether or not you are communicating in a way that will produce the kinds of results you want to produce.
- In coaching, the client learns how to observe minute changes in a person's face and breath to reveal whether the information they are giving the other person is going in and being received well.
- If the information is not being received well, you, through the coaching process, will learn how to change your behaviour to communicate differently.

## ② **Rapport Building**

*(See February 'Tips of the Month' for a detailed outline on Rapport)*

- Face-to-face and telephone based techniques to ensure others will uncritically accept what you say.
- Tools to match other peoples thinking, levels of energy and actions. This is VITAL for effective communication.



### ③ **Modalities for How People Represent Experiences**

- The three main modalities are Visual, Auditory and Kinesthetic.
- A working knowledge of this concept allows you to understand how you and others represent information taken in from the world.
- When you know another persons preferred modality you can use specific words that match it and they will understand your message very clearly.

Not more than 15 minutes after completion of the session on Modalities with my Executive Sales client, I received a phone call where he gushed down the phone "I just put the Modalities concept into practice and I cannot believe the favorable result I got! If I apply nothing else you shared with me, I am delighted with the outcome – thank you!"

For more detailed information on Business Coaching please contact me on +61 (0)7 3395 3223 or visit our website at [www.excellencebb.com](http://www.excellencebb.com)

Looking forward to working alongside you soon.

Warm Regards

Chris McKee