

# NLP: The New Technology of Achievement

by Steve Andreas & Charles Faulkner

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## Summary:

NLP: The New Technology of Achievement, written by Steve Andreas and Charles Faulkner, is a comprehensive guide to Neuro-Linguistic Programming (NLP). NLP is an approach to communication, personal development, and psychotherapy that focuses on understanding how people think and communicate. It was developed in the 1970s by Richard Bandler and John Grinder. This book provides readers with an introduction to NLP as well as practical tools for using it in their own lives.

The authors begin by introducing the basic concepts of NLP such as its history, principles, techniques, and applications. They explain how NLP works by focusing on three main components: language patterns; sensory acuity; and behavior modeling. They also discuss the importance of setting goals when using NLP so that progress can be measured over time. Additionally they provide examples from real life situations where these techniques have been used successfully.

The second part of the book covers specific topics related to applying NLP in everyday life including relationships, business success strategies, health issues such as weight loss or quitting smoking habits , sports performance enhancement , education improvement , creativity enhancement etc . For each topic there are detailed instructions about how to use various techniques effectively.

In addition to providing information about specific topics related to applying NLP in everyday life , this book also includes chapters devoted entirely towards helping readers understand themselves better . These include chapters on self-awareness , self-esteem building exercises , developing emotional intelligence skills etc .

Finally at the end of this book there are several appendices which contain additional resources for further study into Neuro Linguistic Programming such as books recommended reading lists websites audio recordings etc .

Overall this book provides a comprehensive overview of Neuro Linguistic Programming along with practical advice for applying it in one's daily life . It is suitable both for those who are new to learning about this field or experienced practitioners looking for more advanced material.

## Main ideas:

**#1. NLP is a powerful tool for personal transformation: NLP is a set of tools and techniques that can be used to help people make positive changes in their lives. It can be used to help people identify and overcome limiting beliefs, develop new skills, and create new habits.**

NLP is a powerful tool for personal transformation because it helps people to identify and overcome their limiting beliefs, develop new skills, and create new habits. It can be used to help people become more aware of their thoughts and feelings, enabling them to make conscious choices about how they want to live their lives. NLP also provides techniques that can be used to break through mental blocks or patterns of behavior that are preventing someone from achieving their goals.

For example, NLP can help individuals recognize the negative self-talk that may be holding them back from reaching success. By becoming aware of these thought patterns, they can then take steps towards replacing them with positive affirmations or reframing the situation in a more empowering way. Additionally, NLP offers tools such as visualization exercises which allow individuals to imagine themselves succeeding in whatever endeavor they are pursuing.

Overall, NLP is an invaluable tool for personal transformation because it enables individuals to gain insight into what has been holding them back and gives them the power to make changes in order to reach their desired outcomes. With its wide range of techniques and strategies available, anyone who wants to improve themselves or achieve greater success should consider using this powerful technology.

**#2. NLP is based on the idea of modeling excellence: NLP is based on the idea that excellence can be modeled and replicated. By studying the behavior of successful people, it is possible to learn the patterns and strategies that they use to achieve their goals.**

NLP is based on the idea of modeling excellence. It suggests that by studying successful people, we can learn the patterns and strategies they use to achieve their goals. This means that rather than trying to reinvent the wheel, we can look at what has already been done and replicate it in our own lives. NLP provides us with a framework for understanding how successful people think and act, so that we can apply these same principles to our own lives.

The book NLP: The New Technology of Achievement by Steve Andreas & Charles Faulkner explains this concept in detail. It outlines various techniques for identifying patterns of success and applying them to your life. These include goal setting, visualization, reframing negative thoughts into positive ones, using affirmations effectively, developing self-awareness through meditation or hypnosis, and more. By learning these skills you will be able to create an environment where you are more likely to succeed.

**#3. NLP is based on the idea of communication: NLP is based on the idea that communication is the key to understanding and influencing behavior. It is based on the idea that communication is not just verbal, but also non-verbal, and that understanding the underlying structure of communication can help people to be more effective communicators.**

NLP is based on the idea that communication is the key to understanding and influencing behavior. It recognizes that communication is not just verbal, but also non-verbal, and that understanding the underlying structure of communication can help people to be more effective communicators. NLP looks at how language patterns are used in different contexts, as well as how body language and other non-verbal cues can influence a conversation or interaction.

The goal of NLP is to enable people to communicate more effectively by recognizing patterns in their own behavior and those of others. By doing so, they can better understand what motivates them and others, allowing them to create positive change in their lives. Additionally, it helps individuals become aware of their own unconscious behaviors which may be hindering progress or success.

NLP has been used successfully for many years now in various fields such as business coaching, therapy, education and personal development. It provides an invaluable tool for anyone looking to improve their ability to communicate with others effectively.

**#4. NLP is based on the idea of flexibility: NLP is based on the idea that people can be flexible and adaptable in their behavior. It is based on the idea that people can learn new skills and strategies, and that they can use these skills and strategies to achieve their goals.**

NLP is based on the idea of flexibility. It recognizes that people can be flexible and adaptable in their behavior, and that they can learn new skills and strategies to achieve their goals. NLP provides a framework for understanding how people think, feel, communicate, and interact with each other. It also offers techniques for helping individuals become more effective communicators by recognizing patterns of communication within themselves as well as others.

The goal of NLP is to help individuals develop greater self-awareness so they can better understand their own thoughts, feelings, behaviors, and reactions. By becoming aware of these patterns in ourselves we are able to make conscious choices about how we want to respond or act in any given situation. This allows us to take control over our lives rather

than being controlled by our unconscious habits.

NLP also helps us recognize the power of language – both verbal and nonverbal – in influencing our behavior. Through this recognition we are able to use language more effectively when communicating with others or even when talking to ourselves internally.

**#5. NLP is based on the idea of rapport: NLP is based on the idea that rapport is essential for effective communication. It is based on the idea that people can create a connection with others by understanding their communication style and using it to build trust and understanding.**

NLP is based on the idea of rapport: that effective communication requires a connection between people. It suggests that by understanding another person's communication style, we can create an environment of trust and understanding. This allows us to better understand each other and build relationships.

Rapport is essential for successful communication because it helps us to identify with one another, recognize our similarities, and appreciate our differences. By creating a sense of mutual respect and understanding, we are able to communicate more effectively with each other.

NLP also emphasizes the importance of being aware of how language affects our thoughts and feelings. It encourages us to be mindful about how we use words in order to ensure that they have the desired effect on others. Through this awareness, NLP enables us to become more effective communicators.

**#6. NLP is based on the idea of reframing: NLP is based on the idea that people can reframe their experiences in order to create new meanings and interpretations. It is based on the idea that people can use reframing to create new perspectives and to create new possibilities.**

NLP is based on the idea of reframing: that people can take their experiences and interpret them in new ways, creating new meanings and possibilities. Reframing allows us to look at situations from different angles, enabling us to gain insight into our own behavior and beliefs as well as those of others. It also helps us to identify patterns in our thinking that may be limiting or unhelpful, so we can make changes for the better.

Reframing involves changing how we think about a situation by looking at it from a different perspective. This could involve re-evaluating our assumptions or beliefs about something, questioning why we feel a certain way about an experience, or considering alternative interpretations of events. By doing this, we are able to create more positive outcomes for ourselves and others.

NLP encourages us to use reframing techniques not only when dealing with difficult situations but also when approaching everyday tasks. Through reframing, we can develop greater self-awareness and understanding which will help us become more effective communicators and problem solvers.

**#7. NLP is based on the idea of anchoring: NLP is based on the idea that people can use anchoring to create positive associations with certain experiences. It is based on the idea that people can use anchoring to create positive states of mind and to create positive habits.**

NLP is based on the idea of anchoring, which involves creating positive associations with certain experiences. Anchoring can be used to create positive states of mind and to develop positive habits. It works by associating a particular stimulus or experience with an emotional state that you want to achieve. For example, if you wanted to feel more confident in a situation, you could anchor yourself by thinking about a time when you felt very confident and successful.

Anchoring can also be used as part of visualization techniques. Visualization involves imagining yourself achieving your goals in vivid detail so that it feels real and achievable. By combining anchoring with visualization, people are able to

create powerful mental images that help them stay focused on their goals and take action towards achieving them.

The power of NLP lies in its ability to help people make lasting changes in their lives through the use of these techniques. By using anchoring and visualization together, people can create new patterns for themselves that will lead them towards success.

**#8. NLP is based on the idea of goal setting: NLP is based on the idea that people can use goal setting to create a clear vision of what they want to achieve. It is based on the idea that people can use goal setting to create a plan of action and to stay motivated and focused on their goals.**

NLP is based on the idea of goal setting. It suggests that people can use goal setting to create a clear vision of what they want to achieve and then develop a plan of action for achieving it. This process involves breaking down goals into smaller, achievable steps and staying motivated and focused on those goals.

The concept behind NLP is that by understanding how our minds work, we can learn how to better control our thoughts, feelings, and behaviors in order to reach our desired outcomes. Through this process, we can become more aware of ourselves and gain greater insight into why we do the things we do.

By using NLP techniques such as visualization or affirmations, people are able to focus their attention on their goals while also developing strategies for overcoming any obstacles they may encounter along the way. Additionally, these techniques help individuals stay motivated by providing them with positive reinforcement when they make progress towards their objectives.

**#9. NLP is based on the idea of visualization: NLP is based on the idea that people can use visualization to create a mental image of what they want to achieve. It is based on the idea that people can use visualization to create a clear picture of their goals and to stay focused on achieving them.**

NLP is based on the idea of visualization. It suggests that people can use visualization to create a mental image of what they want to achieve, and then focus their attention on achieving it. Visualization helps people stay focused on their goals by providing them with a clear picture of what they are trying to accomplish.

Visualization also allows people to break down complex tasks into smaller, more manageable steps. This makes it easier for them to take action towards achieving their goals in an organized manner. Additionally, visualizing success can help motivate individuals and give them the confidence needed to reach their objectives.

**#10. NLP is based on the idea of self-talk: NLP is based on the idea that people can use self-talk to create positive beliefs and attitudes. It is based on the idea that people can use self-talk to create positive self-talk and to create positive habits.**

NLP is based on the idea of self-talk: that people can use their own thoughts and words to create positive beliefs and attitudes. It is a way of using language to reprogram our minds, so that we can think more positively about ourselves and our lives. NLP teaches us how to recognize negative patterns in our thinking, replace them with positive ones, and develop new habits for success.

The goal of NLP is to help individuals become aware of their thought processes, understand how they affect their behavior, and learn how to change those thought processes in order to achieve desired outcomes. Through this process, individuals are able to gain greater control over their emotions, reactions, behaviors, relationships with others as well as overall life satisfaction.

NLP also helps individuals identify areas where they need improvement or development. By recognizing these areas early on it allows them time for growth before any major issues arise. This type of self-awareness leads people towards personal growth which ultimately leads towards achieving goals faster than ever before.