

NLP Certifications – Buyer Beware!

With the sometimes confusing fragmentations in the field in NLP and the proliferation of short practitioner certifications that often promise the world (yet fail to deliver) - two words of caution: “Buyer Beware.”

Introduction

Since the inception of Neuro-Linguistic Programming (NLP) in the mid 1970’s with co-founders Richard Bandler and John Grinder, and the further developments by these two individuals and others over time, the field of NLP has continued to evolve in a number of different ways. For example, in the mid 1980’s John Grinder and Judith Delozier created NLP “New Code” and Richard Bandler went on to create another range of related technologies under the guise of names and acronyms that included Design Human Engineering (DHE), Persuasion Engineering (PE) and Neuro Hypnotic Re-patterning (NHP) – all of which should probably have a trademark ™ after them but all.....confused yet?

At around the same time, a range of over-zealous and probably well intentioned practitioners decided to get on a number of different band wagons and act as if they were presenting the original material (and more importantly, the initial intentions of NLP). Some even purported to create further adaptations of the original model, application and techniques – but lost sight of what it was really all about in the first place. To a large extent these different band wagons has further confused the question of “really, what is NLP?” and contributed to further fragmentation in the field.

Now add to that mix a proliferation of people claiming to be NLP Practitioners and even more disturbing, accredited NLP Trainers, the situation becomes even more confusing. Which may explain why you can search the internet today and find someone offering 4-day “on-line” NLP practitioner certification courses, or someone else offering 7-day NLP Practitioner, Time Line & Hypnosis certification workshops. *(Stay tuned - soon to include a “free set of steak knives” for carving up the unsuspecting buyer! Hopefully not, but you get my drift here....)*

So now people and organisations potentially interested in pursuing applications of NLP to improving human and business performance (and change) are not only offered a confusing set of definitions, descriptions and models of NLP – they are also confronted with a vast range of certifications and levels of capability by people purporting to deliver high quality applications of NLP. It is therefore not surprising to hear various opinions on this magnificent field of endeavour ranging anywhere from “absolutely brilliant” to “charlatan” as well as everything else in between.

Concerned and possibly a little confused? Well, you should be – and you are not alone. Hence the title of this brief but vitally important article entitled “NLP Certification – Buyer Beware.”

NLP Certifications

Currently there is an increasing number people claiming to be trained in Neuro-Linguistic Programming who are offering a range of NLP based applications (and services) in the fields of education, therapy, business, the performance arts, sport and many more. However as “not all NLP Practitioners are created equal” you need to be able to understand the real extent of the background training, personal capability and experience offered by your potential NLP service provider.

Now until recently, there was no real means of differentiating NLP Practitioner Certifications other than to ask simple questions like “how many days training they have received?” Or “with whom specifically did you train with? And “Is your accrediting body itself officially sanctioned and by whom specifically?”

We therefore recommend that *as a minimum*, you should insist on someone who holds the 21576VIC Graduate Certificate in Neuro-Linguistic Programming - a competency based, post graduate qualification accredited under the Australian Qualifications Framework. Then you can be certain that your NLP consultant has completed both comprehensive and rigorous trainings in NLP to effectively assist you to achieve your particular and important outcomes.

NLP Technician or Atrist?

Well , that really is the sixty-four thousand dollar question now, isn't it? Because anyone purporting to offer high quality applications of NLP should probably have a very high level of technical capability in order to be a true artist with their craft, shouldn't they? Or does it require even more than that? (We think it does, and go further to suggest that it actually “separates the wheat from the chaff.”)

Now John Grinder, in an interview in Boulder, Colorado in 1996 (when questioned regarding the development of NLP New Code) offered the following perspective:

“The context which stimulated the development of the New Code by DeLozier and myself in the mid-80's contained two characteristics which I wished at the time to correct:

[Firstly] there were a large number of people who had trapped themselves in a ritualistic practice in a mechanical way of the patterns which we had created. The New Code carries with it an elegant simplification of the classic code as well as certain presuppositional traps which serve as a gate against ritualistic behavior.... [and]....

The second objective I had in the development of the New Code was to provide a context at a logical level much higher than had been previously attempted. This involves the setting of ethical, cultural and intellectual frames which indicate in what way specifically; NLP is a step or stage in a larger historical process - that is, where it fits into the western cultural and intellectual development.”

Personally, we see that at the difference that make a significant difference between rigid (and ultimately ineffective) tacticians and then those with significant expertise who can actually make a real and sustainable difference – delivering results with integrity.

International Accreditations in NLP

Clive Alcock, the Consulting Director of NLP Corporate, offers clients over 20 years of corporate change experience and highly effective applications of Neuro-Linguistic Programming in the world of business. His impressive capability and experience in the fields of NLP (new code), Ericksonian Hypnosis and Self Relations Therapy was gained *training extensively with and personally modelling* the world's leading trainers in these fields – most notably Dr John Grinder and Dr Stephen Gilligan (amongst others):



Completion of intensive residential programmes in both Australia and California, with Dr Stephen Gilligan, Self- Relations and Ericksonian Hypnosis. (2000-2011)



Certified international Trainer of Neuro-Linguistic Programming, completed with Inspiritive; Sydney, Australia (2004). *See biography and details on NLPTRB web site.*



Completion of numerous short courses with Dr. John Grinder through Inspiritive; Sydney & Melbourne: Australia. (1996-2006).



Awarded Graduate Certificate in Neuro-Linguistic Programming (22133VIC), completed with Inspiritive; Sydney, Australia. (2004).



Certified Master Practitioner (III) with Grinder DeLozier & Associates; USC Campus, California. (1989); Completion of Personal Evolution Seminar, Wyoming (1989).



Certified Practitioner and Master Practitioner in NLP (I & II); inc Presentation Skills completed with Grinder, DeLozier & Associates; Sydney, Australia. (1986-1988)



Completion of NLP classic code intensive residential trainings (I & II) with Phil Boas; Melbourne, Australia. (1984-1985).

Academic Qualifications

Clive's impressive credentials in Neuro-Linguistic Programming (NLP) New Code are further underpinned by a range of relevant academic qualifications including Change Management; Psychology, Adult Education (Training) and Human Resource Management. His is also a fully accredited workplace trainer and assessor. We not only know now our stuff, but more importantly – we can do it for you.

"Clive Alcock [of NLP Corporate] can make a significant difference at many levels. I highly recommend his professional services." (Dr. Stephen Gilligan)

About Us

NLP Corporate is an expert consulting firm specialising in the provision of high quality applications of Neuro-Linguistic Programming (NLP) that can significantly improve your human and business performance.

Our specialist consulting services and solutions for business include Process Facilitation, Accelerated Learning and Generative Coaching - delivering results with integrity.

For a free confidential discussion to understand how NLP Corporate can assist you and your organisation contact us today at enquiry@nlpcorporate.com.au