

A black and white photograph of a group of men in leather subculture. In the foreground, a man on the left wears a full leather mask and a leather jacket. Next to him, a man with a beard and a leather cap smokes a cigar and holds a drink. To his right, another man in a leather jacket and cap looks towards the right. In the background, another man in a leather jacket is visible. The scene is dimly lit, typical of a club or bar. The text 'INTRODUCTION TO NLP:' is overlaid in white, sans-serif font, followed by a thin orange horizontal line, and then 'GET MORE OF THE SEX YOU WANT' in a larger, bold, white, sans-serif font.

INTRODUCTION TO NLP: **GET MORE OF THE SEX YOU WANT**

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WHAT IS NLP?

- “The study of the structure of human experience.”
- “A toolbox for communication and change.”
- “provides the ability to discover, utilize, and change our programmed thoughts and behaviors, assisting us in having new experiences in life that are more satisfying, fulfilling, and enjoyable.”



WHAT IS NLP? = What can you do with it?

- Expanding the toolbox metaphor
- What can you do with a sufficiently large set of tools?
 - Anything you want!
 - Within the limits of reality, which are usually larger than we think
 - Depends on your skill level
- NLP can do so many things, it's not easy to say what it "is"
 - Therapy tool
 - Personal development
 - Sales training
 - Executive coaching
 - BDSM & slave training



WHAT IS NLP? = What can it do for me?

- What would you like?



THE STUDY OF THE STRUCTURE OF HUMAN EXPERIENCE

- Structure
 - Sensory: pictures, sounds, feelings
 - Positioning
 - Association/dissociation
- versus Content



STRUCTURE: WELL FORMED OUTCOMES

A well formed outcome is:

- Stated in the positive
- Initiated and maintained by self / Achievable
- Appropriately contextualized
- An appropriate chunk size
- Represented in sensory-based experience
- Ecological



STRUCTURE: LOGICAL LEVELS OF CHANGE

- Environment
- Behavior
- Capability
- Belief
- Identity

