

Richard Bandler – NLP Life Talks

*Why NLP Is The Best  
Self Improvement Technique*

**NLP LIFE** | talks

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# Richard Bandler – NLP Life Talks

## *Why NLP Is The Best Self Improvement Technique*

Interview between Bernardo Moya and Richard Bandler.

BM: ...and the consequence has been that NLP has just really got out of hand, hasn't it? 43 years and it's all over the world, pretty much...

RB: Well, it is. People really like stuff that works. And let's face it, there wasn't a lot of stuff that worked. I came along at the perfect time to develop this. And since, I've worked as hard as I have and written as much as I have and people have tried it and, you know, there are a lot of people that talk about it and don't use it - I don't approve of that much. But for the most part businesses, you know, insurance companies discovered their insurance companies could sell more insurance, if they knew how good communicators work.

I mean I studied patterns of persuasion, how do you persuade people? Designed sales training programs. And you find it in sales training books all over the place, though they may not call it NLP. It's all over the place in psychology now, and they don't call it NLP - that's not the important part.

That being able to model, which is a word most people misunderstand, means that you can build mathematical algorithms, so not only can I understand and predict what Milton's gonna do, I can compute things he would do that he's never done. I know what he would do in other situations had they come up, because by being able to create a calculus, just like any kind of a calculus, you can - even though you can describe the arc of throwing one thing, you can describe the arc of how something else will go differently, because you understand the relationships between things. When you understand enough about language patterns and how intuitions are structured.

And now that we have been able to look inside the brain a lot closer and we understand about neural synaptic pathways and how the brain is hooked up, and all those things - things I discovered years ago about eye movement patterns, you know, they're now 40 years later verifying. You know, I found them because I just watched people. You know I go, *what color are your mother's eyes?* and they go, hmmm, *let's see...*

I don't know how psychology missed all of that, you know. It has a neurological base. I started looking for it because I read a little thing in a neurology magazine, a journal once. About how they've done an experiment where they attach things to people's eyeballs, and when their eyes jiggled since it couldn't move, the image moved with it, the images dissolved. And when they said, *what was the image?* everybody stopped and did this [Looks up to his left] and the woman said, *that must be significant somehow.*

Well, it turns out when people think in different places in their mind, that when they think about what they believe versus what they doubt, when they talk to themselves versus when they pay



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attention to their feelings - even in English it's *downright* important. And when people access their eyes down and to the right, then they're more apt to be in touch with the entemic nervous system which is all the neurological connections between the organs and the intestines, which we used to just think had to do with digestion and heart beating. But it's a sophisticated enough set of neural networks that I think it accounts for what people call feelings. And it can be controlled, if you know how to do it. And people who control it, for different reasons. Actors go into states on purpose and get them to be stronger on purpose through method acting. Well, method acting itself, you know, is where you take thoughts and you organize them to produce feelings. And whereas in psychology they wanted to find out which ones are real, I want people to make ones that they really like. I want people to be able to increase their motivation on purpose, and most of what I'm trying to teach people to do is to think on purpose because if you think on purpose what happens is you can change the way you think to something that works.

If you change the way you think, it changes the way you feel and therefore it changes what you can do. And my entire career, whether, you know modelling in the military - you know how one sonar guy is able to get more information than another, intuitively - it's not that he knows consciously how he does it. Milton didn't know consciously how he structured language. I knew from Chomsky that you could model unconscious behaviour, build algorithms and therefore be able to vary it on purpose. And whether it's playing baseball or football or playing golf or spelling or reading, all of these things you can make eminently more learning.

It doesn't mean that everybody is going to be Tiger Woods. Tiger Woods has dedication, but you can make yourself more dedicated and you'll stand a better chance of being a better golfer if you think about the game differently. Good pool players visualize lines so they know where the ball is going to go, bad pool players don't. And if you don't have some way of mentally adjusting yourself as a guide for your physical behaviour... and you know that's true about pretty much everything.



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