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the power of NLP

Neuro-linguistic Programming Workbook

FOR
DUMMIES®

 Strategies to help banish negative thoughts

 Exercises to boost your ability to connect and communicate

 Techniques to put you in the mindset for success

 A toolkit for personal change



Romilla Ready

Kate Burton

Authors of Neuro-linguistic Programming For Dummies

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***Neuro-linguistic
Programming
Workbook***

FOR
DUMMIES®

Neuro-linguistic Programming Workbook

FOR
DUMMIES®

by Romilla Ready and Kate Burton



JOHN WILEY & SONS, LTD

Neuro-linguistic Programming Workbook For Dummies®

Published by
John Wiley & Sons, Ltd
The Atrium
Southern Gate
Chichester
West Sussex
PO19 8SQ
England

E-mail (for orders and customer service enquires): cs-books@wiley.co.uk

Visit our Home Page on www.wiley.com

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British Library Cataloguing in Publication Data: A catalogue record for this book is available from the British Library

ISBN: 978-0-470-51973-8

Printed and bound in Great Britain by TJ International Ltd, Padstow, Cornwall

10 9 8 7 6 5 4 3 2 1



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About the Authors

Romilla Ready works as a trainer and executive coach. Having realised that the common denominator in any interaction – whether that causes stress or gives pleasure – is people, she developed and delivers Relationship Wizardry® in Business. These are workshops where her clients learn to build profitable relationships by understanding the psychology of communication. Romilla also offers a potent blend of NLP and metaphysics in her Breakthrough Coaching for executives who experience fast, powerful results. Some of the positive ‘side effects’ experienced by Romilla’s clients are a reduction in stress and an increase in personal effectiveness. Romilla also plays matchmaker at her public workshops, Relationship Wizardry® for Singles where people learn about creating their dream relationship.

Kate Burton is an executive coach and trainer who is passionate about enabling individuals and teams to communicate effortlessly and tune up their careers to be healthy and sustainable. She brings 30 years’ experience to her international work with services-based businesses and professional firms. Her own career began in corporate advertising and marketing with Hewlett-Packard.

Today she thrives on supporting people in boosting their motivation, self-awareness, and confidence. Her belief is that people all have unique talents, abilities, and core values. They just need to be focused in the best direction.

Kate also co-authored the bestselling *Neuro-linguistic Programming For Dummies* with Romilla Ready and *Building Confidence For Dummies* with Brinley Platts.

Authors' Acknowledgements

From Romilla: NLP has been an amazing journey for me so far. It's allowed me to learn not just about family, friends, and clients but most importantly, about myself. The greatest lesson I have learnt is to appreciate each and every person whose life intersects with mine because, no matter what, they enrich my life through their love or the lessons I needed to learn. With that in mind, I would like to thank the founders of NLP for their gift and the brilliant people who have taught me along the way. The more I learn and practice, the more I appreciate the fantastic grounding that David Shephard and Tad James gave me.

I would like to thank Kate for partnering me on this project and our team at Wiley, especially Alison for giving us this opportunity; Rachael, you have been a delight; and Kathleen, you have opened my eyes.

Sometimes it's easy to take for granted those closest to us so I would like to say thank you to my family, particularly Derwent for holding up the metaphorical mirror and keeping the technology going; Mum for her 'Go for it' attitude; Derek for sharing half his life with me; Angela for keeping me on the straight and narrow; and Os for being. Thank you Carol, as always. Rintu, my NLP knowledge would be the poorer for not having you there to explore with.

A special thank you to our fabulous readers around the world for your feedback and for taking the time to get in touch and say hello. It's heart-warming to hear from you.

From Kate: With the support and encouragement of so many people I've been bitten by this book-writing bug and you now have the finished workbook in your hands. I appreciate all the thousands of buyers of the original *Neuro-linguistic Programming For Dummies* and *Building Confidence For Dummies*. Thanks to you, our friends at Wiley issued yet another invite to write.

My special thanks go to Romilla for more fun and enthusiasm as my co-author on this sequel and to all our editors including Alison, Rachael, Kathleen, and Christine for patiently smoothing out our words.

I'd also like to acknowledge Bob, Rosy, and Jessica for their love and loyalty – writers are seldom domestic goddesses too. And to my parents, Gina and Tony, who instilled the core values that I cherish. Finally, I have been privileged to work with hundreds of fabulous clients, colleagues, and trainers who continue to inspire me. I trust that this collective wisdom will spread and prove valuable as you travel through this workbook.

Publisher's Acknowledgements

We're proud of this book; please send us your comments through our Dummies online registration form located at www.dummies.com/register/.

Some of the people who helped bring this book to market include the following:

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Cover Photo: © GettyImages/Johner

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Introduction

Neuro-linguistic Programming (NLP), like hypnosis, is now widely accepted, thanks to the work of Milton Erickson, having moved off the stage into the world of therapy and into the consciousness of everyday folk as well the business community. From its beginnings in the early 1970s, the first wave of people to take NLP on board were trainers and therapists – using NLP in a specific field in a very focused way. More recently there has been new-found interest in NLP, with both adults and children wanting to find out what NLP is all about.

The following conversation between Dave, his daughter Charlotte, a very bright ten-year-old, and their neighbour, an NLP trainer and coach, illustrates the current interest in NLP perfectly.

Dave: So what is this NLP? Charlotte's been asking me.

Neighbour: 'Neuro' means the neurology that is common to humans. You're only able to see a picture, hear a sound, recognise someone's touch, or feel an emotion because of the neural pathways in your body. 'Linguistics' refers to language. But NLP is much more than being concerned with words. NLP also means the body language that you display and, finally, 'programming' is the way you repeat behavioural patterns that give you your good and bad habits.

Dave (tongue in cheek): Yup, that's what I told Charlotte. Wasn't it Charlotte?

Charlotte (deadpan): Actually Dad, what you said was more like, 'I haven't a clue'.

The reason NLP is becoming more and more popular is because it allows people to understand human psychology in a way that is easy to apply to different aspects of their lives, and to bring about changes in the way they live their lives.

About This Book

Our reason for writing *Neuro-linguistic Programming Workbook For Dummies* is to help you gain a basic understanding of NLP in a format that you can easily work with and understand.

To crib a saying attributed to Confucius, *You forget what you hear; You remember what you see; You understand when you do.*

In this workbook, we explain the principles of NLP through anecdotes to bring home particular points, and explain, using examples, how you can tackle the exercises. Now if this seems a little like W-O-R-K (which some consider a rude, four-letter word), replace it with another four-letter word most of us use from a very young age: P-L-A-Y. Arm yourself with coloured pens or pencils, don your favourite learning hat, and play with the exercises.



Learning for the sake of learning is very commendable. But if you want to actively learn and achieve results, make the content of the workbook belong especially to you by coming up with your own real-life scenarios and using them in the exercises.

Foolish Assumptions

You're probably well aware of the need to question everything and not to assume anything because it makes an *ass of u and me*. Well, we're sticking our necks out because we're assuming that at least some of the following, if not all, applies to you:

- ✓ You're literate.
- ✓ At some point you've said to yourself, '*Neuro-linguistic Programming*, what a mouthful, but what does it mean and how can it help me?'
- ✓ You want to know how understanding human psychology can bring clarity to your thinking.
- ✓ You want to improve your relationships with the people around you.
- ✓ You have areas in your life that can do with improving.
- ✓ You want to be healthy, wealthy, and wise.

So in the spirit of our foolish assumptions, we're offering you a toolkit that has changed our lives for the better, and we hope it does the same for you.

Characters in This Book

We don't have a disclaimer like you get at the end of a film that goes something like: 'The events depicted in this film are fictitious. Any similarity to any person living or dead is merely coincidental.' In *Neuro-linguistic Programming Workbook For Dummies* a number of the anecdotes and examples belong to real people, but their identities have been heavily disguised, in most cases, to protect the innocent.

How This Book Is Organised

This workbook is split into five main parts, each part consisting of chapters relating to the overall concept of NLP.

Part 1: Setting Up Your NLP Journey

Part I starts you off by getting you to think about your reasons for buying *Neuro-linguistic Programming Workbook For Dummies* and how you are going to use this workbook to learn and apply NLP to your everyday life or in the world of business. As with any journey, you want to know where you're setting off from and how you're going to get there. The purpose of this part is to get you thinking about how you're living your life, and bringing your lifestyle to your conscious mind so that you can make choices about the paths you want to take.

Part II: Connecting with the World

The chapters in this part get down to the basics of understanding how you, and other people, think. You find out how you create your thoughts in terms of pictures, sounds, and feelings. This understanding allows you to connect with yourself and take charge of your thinking. Once you get to grips with ways of connecting, you can start communicating more effectively with other people – for example, by developing your personal rapport in all areas of your life. Discovering how to listen to other people and adapting your language patterns to theirs makes it easier to connect with, and understand, other people's style of thinking.

Part III: Honing Your NLP Toolkit

This is where you get down to the nitty-gritty of the NLP toolkit. For example, in Chapter 9 we show you how to manage and change your emotions, regardless of what is happening to you, and how you can change the way you perceive 'bad events' from the past. Chapter 10 demonstrates ways of recording and managing your experiences, turning the difficult experiences into positive experiences. Chapter 11 gives you a model for getting you aligned with your sense of purpose and meaning. You find out in Chapter 12 how to use the tools for understanding your own behaviour, how to change annoying habits, and how to model successful people from all walks of life. And finally, in Chapter 13 you discover the pattern for creating and recalling memories. You also find out about your time line and how to put it to good use to make your goals irresistible.

Part IV: Riding the Communications Escalator

Part IV is all about communicating effectively. You find out about the magic of words and making language work for you. We show you how to dig deep into the psyche by going into the detail of how a person thinks and how to get your message across and be heard. Finally, we consider ways to hone your storytelling skills, for use in business situations and in your everyday life.

Part V: The Part of Tens

In The Part of Tens we suggest ten ways of introducing NLP into your workplace. We also offer you tips on developing your NLP skills and taking them further by practising and expanding your skills. Of course, you have a section on resources so that you can find out more about NLP – on the Internet, in books, and through other people and organisations.

Icons Used in This Book

To make some information stand out for you we have placed icons in the left-hand margins. You'll see the following icons in this workbook:



This icon is used to tell stories and relate incidents to clarify the application of NLP processes.



You see this icon when an explanation of a term that is very specific to NLP is used; otherwise the term may sound like gobbledygook to you.



This icon tells you when it's time to put theory into practice and start doing an exercise.



This icon is used as a friendly reminder and a recap of NLP principles and practices.



When we're trying to be particularly helpful we use this icon to bring to your attention tips and tricks we've picked up to help you shortcut your learning process.

Where to Go from Here

Neuro-linguistic Programming Workbook For Dummies is, as the name says, a workbook and doesn't have the space for a lot of in-depth explanations. Like any work, the best way to learn is to dive in and simply get started. You find out more as you go along. Naturally, some of you will want to begin at the very beginning and go through the chapters in sequence. Others of you may prefer to start wherever takes your fancy. (Maybe, like us, you tend to read the last page of a novel first!)

If you're currently very confused about various areas of your life, you may want to head straight to Chapter 3 where you can take a personal assessment of how satisfied you are with work, money, relationships, health, and other important aspects of your life. If you're going through a time of change at work or home and want to plan your best approach, you can read Chapter 11 first and then work back to the beginning. If you've heard about the classic NLP language models and want to practise those, try Chapters 14 and 15 and experiment with the Meta and Milton Models as well as spinning a few stories with the help of Chapter 16.

Now we're biased, but we also recommend that you read *Neuro-linguistic Programming For Dummies*, and use this workbook as a means of building on what you've already found out about NLP. There are also NLP courses you can attend and more books you can read relating to NLP – you can check resources out in Chapter 19. But of course, nothing beats working one-to-one with an NLP coach.

After trying out the exercises in this book, you may surprise everyone, perhaps yourself most of all. When you do find those magical *aha* moments, please drop us an e-mail – our contact details are in the resource section – so we can celebrate your success too!

Part I

Setting Up Your NLP Journey

The 5th Wave

By Rich Tennant



"I've tried Ayurveda, meditation, and aroma therapy but nothing seems to work. I'm still feeling nauseous and disoriented all day."

In this part . . .

We help you to figure out how you can apply Neuro-linguistic Programming to your everyday life, whether in the business or personal arena. You discover your starting point for your journey of discovery and get your destination in mind. The whole purpose of this part is to get you thinking more clearly about how you're living. This part enables you to recognise what drives your thinking and behaviour so that you can increase the choices you have in future.

Chapter 1

Where Are You Right Now?

In This Chapter

- ▶ Figuring out what you want from NLP
- ▶ Discovering the power of your thoughts
- ▶ Keeping track of the gems you uncover
- ▶ Making a personal commitment to your learning
- ▶ Having fun on the journey

Are you at a set of crossroads in your journey through life? Questioning where you are and what you want to do next? ‘Shall I go this way or that?’, you may be asking yourself when faced with choices. Or, ‘I’m sure it doesn’t have to be this hard’, when you’re getting overwhelmed. Whether you’re facing choosing a job, tackling a project, or committing to a relationship, you’re not quite sure what you should do for the best when such opportunities present themselves. You may have picked up *Neuro-linguistic Programming Workbook For Dummies* because you want to do things differently or improve a situation in your life. Perhaps things are a bit flat at the moment and you want more ZING, or your life is manic and you want time to ‘smell the flowers’. Or, you’re simply curious about this NLP word, wanting to know what NLP can offer you and how it can help you to interact with other people – if so, that’s just great.

In this first chapter, we take time to help you get firmly grounded in NLP. You begin by taking stock and getting yourself in the right state of mind to ask what it is you want from this workbook. A basic assumption of NLP is that ‘the map is not the territory’ – you find out more about basic assumptions (we actually call them ‘NLP presuppositions’) in Chapter 2. You may currently have a ‘map’ – an idea of what you want, or of how life is, yet as you travel the road you find the ‘territory’ isn’t as you expected. ‘Stuff happens’, as the saying goes. Your world view changes as you journey along.

As you get drawn into NLP, you find yourself taking your learning further – into more and more areas of your personal life and the world of work. You discover how to create your own ‘maps’ of what you want, rather than navigating with an outdated map or using someone else’s.

Curiosity is a great starting point. Clear out any loose thinking about NLP. Come with an open mind and make it your intent to start paying attention to what you want to attract into your life. We promise that you’ll be exploring this in more detail very soon.

Explaining the Basics of NLP

Einstein said that there are two ways to live: you can live as if nothing is a miracle or you can live as if everything is a miracle. Really it’s up to you. The thoughts you have determine the results that you get in your life. Have you ever stopped to consider the quality of your

thinking? NLP can be the starting point to get you thinking in a new way and get you curious about the power of your own thought process. After you know how you think, you can translate that into chosen actions with the help of the NLP tools we share with you in this book.

At first, the concept of NLP can be hard to get a grip on – like grappling with jelly. NLP is defined as ‘the study of your subjective experience’; it’s about how you communicate with others and with yourself. In NLP the more you pay attention to *how you think* as well as what you think about, the more you will achieve the results that you want.



NLP is based on the idea that you experience the world through your senses and translate sensory information into thought processes, both conscious and unconscious. Thought processes activate the neurological system (hence the *neuro* part of NLP) that affects physiology, emotions, and behaviour.

The *linguistic* aspect of NLP refers to the way your language helps you to make sense of the world, capture and conceptualise your experience, and communicate that experience to others. Body language is important here as well as the spoken word. The *programming* part addresses how you code or mentally represent your experience. Your personal programming consists of your internal processes and strategies (thinking patterns) that you use to make decisions, solve problems, learn, evaluate, and get results.

Lining Up at the Starting Block

NLP offers tools and models to help you solve problems in different ways. For example, take the ‘logical levels of change’ model from Robert Dilts that we explore in Chapter 11, which breaks down your experience into manageable parts, from looking at the environment in which you operate through to your overall sense of purpose as you go about your daily business.

You also have the classic linguistic models that the co-creators of NLP came up with in the early days: the Milton model, derived from studying Milton Erickson at work, and the Meta model, which enables you to gain greater clarity by going beyond language and digging deeper into the meaning underlying words. We show you how to filter your thinking according to your deepest values and beliefs without even consciously knowing that you do it. NLP is like opening a huge window onto your thought processes, so you have a huge treat in store.

You may already have a few ideas of what you want to get out of *Neuro-linguistic Programming Workbook For Dummies* – using NLP to be a more effective teacher, presenter, coach, parent, or business person?

Perhaps you’re looking for the latest thinking. As you read and work through this workbook, you’re likely to find more territory than you anticipated, discovering new ways of applying NLP that you hadn’t even thought about – until today.



Worksheet 1-1 is a simple exercise in placing your feet on the NLP starting block and being poised to get the most out of this workbook. That means starting with what NLP calls your ‘desired state’. Get your running shoes on and begin right now.



NLP talks about present state and desired state. The clearest way to describe these places is as a journey. Your present state is where you are now, today. Your desired state is where you’d like to get to; your goal or outcome for the future.

In Worksheet 1-1, we invite you to look at your present state as you begin to play with the ideas in this book. One of the purposes of the exercise is to make you stop and think about what you want to gain from reading this book, because as you do so you set yourself off on a proactive route, being curious (which is a great state to be in for learning) and taking responsibility for your learning. Consider whether you're simply interested in NLP as part of an academic lesson, or if you have something specific happening in your life where you want help. Are you struggling with career choices, your health, your relationships, or do you feel that life could be more fun or more rewarding?

By making some preliminary notes, you place a marker that you can revisit in the months to come to observe your progress.

Worksheet 1-1

My NLP Starting Block

What is your main reason for buying *Neuro-linguistic Programming Workbook For Dummies*? And what do you want to gain from this workbook?

Is there something very specific that you want to get from this workbook – either for yourself or for others? For example, has a particular event triggered change for you recently that's made you question what's important for you in a particular aspect of your life?

Are you facing a particular challenge right now? For example, in finding a job, completing a project, or in feeling your most confident and healthy? Have you had a setback? Are you running out of time, money, or energy for the things you want to get done?

If this book proves to be exceptionally helpful for you, what would you really like to be different for you (perhaps in terms of quality of life or achieving better results in a specific field)?

What is the one area of your life where you would like to apply NLP to yourself? For example, in coaching, training, managing others, personal development, in making changes in your career or your personal life?



Worksheet 1-1 is followed up in Chapter 18 where you're asked to assess how confident you are with NLP, after having worked through the book.

Beginning with Your Intent

In NLP you hear a lot of talk about setting intents and the reason for this is that when you set your intent, this is where you place your focus. Perhaps you meet someone and set your intent to have a long-term friendship with her. That dictates how you think about that person and behave towards her. By contrast, if you decide immediately that you'd be happy never to see her again, that intent affects how you relate to her from day one.

An intent isn't as specific as a goal, but about how you are; a way of being that informs your action. When we run training or coaching sessions and set our intents, they're usually fairly broad concepts such as, 'We're going to share knowledge', 'We'll listen supportively and challenge appropriately', or 'We'll be open to whatever comes up for our clients.' You can often summarise intent in one or two words such as, 'Be present', 'Share', 'Listen'.



'Do you think you're really up to this job, or would you prefer to shift down a grade and reduce the pressure on yourself?' Maddy was having a tough time at work and felt pressurised to the point of physical exhaustion. She'd taken a new job as a client services director in a financial institution and her first annual pay review had come at a time when the business was going through a lean time; business leaders were pushing ahead to take operations abroad and cutting down on the cost of staff to compete more strongly. Maddy's boss was suggesting that she might like to take a less stressful job at a lower salary even though she had met her performance targets. That same year, Maddy's mother had been taken seriously ill. Maddy was taking the train home to support her father on alternate weekends in the west of the country. To cap it all, she returned late one Sunday to discover that her boyfriend had been seeing another woman while she was away. He announced that he wanted to get out of their five-year relationship, sell their flat, and split their belongings. She found herself crying on the tube to work and ready to throw in her job. Maddy became interested in NLP after a girlfriend invited her to come along to an NLP seminar on relationships where Maddy learnt that she could manage her emotions, even when under stress. That seminar led to others, to more reading and listening to CDs, which in turn gave her the encouragement to make significant changes in her job and home life.

When Maddy went on her first personal development workshop, her aim was to reduce stress in her life, to live and work with less hassle, and to rediscover her natural ability to enjoy life once more. Worksheet 1-2 shows her personal intent for her NLP learning plus one word that reminds her of what she wants.

Worksheet 1-2 Maddy's Setting Personal Intent	
My intent is:	Achieving a calm sense of focus
The word summarising my intent is:	Perspective

In Worksheet 1-3, write down a statement of your intent for your learning through this book and then summarise it in one word that applies to you.

Worksheet 1-3	My Setting Personal Intent Worksheet
My intent is to:	
The word that summarises my intent is:	



Intents are a powerful way to focus your attention and quieten your mind. Write your 'one word' in colour on a card or piece of paper where you can see and refer to it easily. Try writing your one word on the front page of your diary, office wall, computer, fridge door, or your bathroom mirror.

Taking Responsibility for Your Learning

Not everyone learns in the same way. Some people love to have to have theory, others need to try out a new idea; some need to be sure the idea is practical and useful, and others need a chance to think it through. You'll learn about NLP in different ways that work for you and this book is part of that journey. One of the key concepts of NLP is to be flexible in your behaviour, so think about your learning in this way and be willing to experiment with new ways of learning.

You can develop your NLP expertise in various ways by:

- ✓ Diving straight in, and doing the exercises in this workbook.
- ✓ Finding opportunities to practise your skills, and applying them to everyday situations.
- ✓ Studying around the subject and researching NLP's underlying theories.
- ✓ Allowing time to regularly step back and reflect on any areas where NLP tools and exercises can make a difference for you and for others.
- ✓ Checking out how and with whom you learn best. Do you, for example, learn best with a buddy, or by taking yourself off to a quiet place to learn?
- ✓ Choosing for yourself your own method of learning, supported by this workbook.



At the age of 14, Clare found school life boring and dull. Feeling restricted by the demands of the curriculum, she played truant, finding it much more satisfying to meet up with friends in a local café rather than to go to lessons that she couldn't understand, and be criticised for her pierced earrings and messy school uniform. For Clare the lessons were pointless and all the fun of being at school had gone out of the window. She left school at the earliest opportunity and took a job as a trainee hairdresser where she became a firm favourite with the customers. Ten years later, when she decided to live and work abroad, Clare enrolled in Portuguese language classes. She had a sense of purpose – being highly motivated to learn so that when in Portugal she would be able to speak to the locals in their own language. Clare went about finding the best way of learning the language quickly and easily. She looked up the names of everyday objects in her home, at work, and in the car, and placed colourful labels on the objects so as to remember the equivalent Portuguese words. She also bought children's books written in the language and listened to foreign pop songs and radio programmes on her iPod. Clare found that one of her clients was Portuguese and when she went to her client's house to cut her hair and that of her circle of friends, Clare got

them to chat to her in Portuguese. She realised that she could learn quickly when she wanted to. For Clare it was all about finding the style of learning that suited her best, together with taking ownership of her learning – no one else could do it for her.



You learn at your best when you're motivated for your own reasons rather than when someone tells you to. So if someone has given you this workbook, or told you to work through it, find your own reason why this workbook will be helpful for you. Put yourself first, and connect with your own sense of purpose.



In Worksheet 1-4, you use three examples from different times through your life when you had a great time learning something new. Go back to those experiences, capturing what worked best for you.

Worksheet 1-4	My Learning at My Best
As a child, I learnt to:	
I did this by:	
As a teenager, I learnt to:	
I did this by:	
As an adult, I learnt to:	
I did this by:	



When you do the exercises in this workbook with an open mind and a willing heart, you're the person who benefits most.

Noting the Nuggets as You Go

While reading a book, you may come upon a word or phrase on the page that makes you stop and think – you go: 'Aha, that's good, I must remember that.' We hope that you find many such nuggets in this NLP workbook. Feel free to track your journey through this book by making notes on the pages using coloured pens and sticky gold stars – anything that catches your eye. Photocopy exercises, stick them on your wall, cut them out – whatever works for you. After all, you can always buy another copy if you want to keep the book 'clean'! Get into the mindset that this is *your* NLP journey and you can travel it in any which way you choose.



What we like to do is to keep our own special notebooks and diaries for jotting down our thoughts and ideas relating to NLP. Try carrying a small notebook around with you when you're on the move – one that fits inside a pocket or a bag and that can be kept handy on your bedside table – for recording the real gems from this workbook that catch your attention. When writing down your nuggets make a note of your intent at the very beginning, then capture landmarks as you go – rather like a map in *Treasure Island*; you may like to draw your own NLP work map seeing how key themes join up for you.