

Australia's NLP OBSERVER

Newsletter of the Australian Board of Neuro Linguistic Programming

Autumn 2007



Natural Versus Normal... and NLP

by Gordon Young

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Have you ever had a conversation with someone where they justified a personal limitation as a natural part of being human? It can come in many guises. You can state the personal limitation or response and then reframe it with, "but it's only natural, isn't it?" Or you can say something like "but I had to honour my humanity" or "I had to express my feelings" or "I had to honour my truth."

Some of us will attribute shortcomings, problems or limitations to genetics, or to fate, destiny or universal forces – the natural order of things. In this way we can attribute personal problems to factors outside of ourselves, justify our actions and dismiss any need to do something about the problem, all in one dismissive phrase. I hear this frequently. What I would say is that many of these things are not natural, although they are normal, and with some attention, they can be eliminated as a limitation altogether.

So what is so wrong with saying something is natural? Aren't there human qualities that are natural? Good question, I'm glad you asked. Lets look at what I mean by natural and normal. As I hear it "natural" implies that a behaviour or a characteristic is instinctual. That it is hard wired in to the human psyche and that no matter where you are in the world, irrespective of culture, ethnicity, age, sex or economic circumstance, when confronted with particular situations, this behaviour will manifest itself automatically. I should be able to see the identical response from Thailand to Trinidad, Argentina to the Alice. That would be a natural human quality. If you cannot see this same response in all four corners of the globe, at all points in history and well into the foreseeable future, then it probably isn't "natural."

Effectively, "natural" implies a lack of choice. Like baby turtles making their way to the sea, like herds moving through a range of territory looking for the best grazing lands, monkeys climbing trees, or eagles taking to flight. There is no questioning or assessment in

continued on page 3



From the Editor's Desk

Welcome to the inaugural edition of **Australia's NLP Observer**, the newsletter of the Australian Board of Neuro Linguistic Programming. As the editor/creator of this publication, I have modelled the "NLP Observer" on similar publications available to other professional associations like the hypnotherapists (ASCH), and the counsellors and psychotherapists (CAPA).

This publication will be issued four times a year, and represents a number of new benefits for members of the ABNLP. We will have a series of regular features, including Feature Articles, Workshop details, Marketing Tips, ABNLP News, and a notice board through which members can communicate with the rest of the membership. You might have a share accommodation offer, want rooms to rent in a practice, or want to meet up with NLP people for a social event. You might want information on where to get a book or other product - you know....notices. Post them here on the notice board. There are also opportunities to advertise cost effectively. If you or a colleague want to inform our membership of your products or services we now have a place for you.

This publication is an evolution and is designed to serve you, the members, so I am very keen to hear your feedback. If there is information or features you would like to see included, or if you would like to contribute an article or anything else yourself, contact me on gordon@iht.net.au. I look forward to your contributions and feedback. Happy reading.....

Gordon Young Newsletter Editor

What do you get when you are a Member of the ABNLP?

- You get the credibility of being part of the largest independent NLP Association in Australia
- Monthly Workshops and Ongoing Professional Development (OPD)
- ABNLP website listings for Clinical Members
- Bi annual Conferences with International speakers
- The opportunity to network with like-minded people
- Access to NLP based Supervision

Membership Discount Cards

NSW based Members- **you will soon be receiving your Adyar Books VIP Cards.** This means that as a member of the ABNLP you are entitled to a 10% discount on any purchases within the store. Look out for them in the letter box.

Due to the stellar work of Carol Fox, our Victorian Coordinator, **Victorian members** already have fabulous advantages with discounts on array of goods and services. (see page 13) These are the first of many new benefits being instituted by the new board of the ABNLP. Stay tuned.

This brings me to another point. Recently we have had some "return to sender" mail and some members have missed out on some benefits. As NLP Trainers it is fitting that we encourage you to "be at cause" re your changed address details and chasing you up for updated details would be somewhat incongruent.

So if you have changed contact details please ensure you let our secretary Heidi Heron know on 02 9264 5418 as soon as possible so we can get these sorts of things to you.

these behaviours for these creatures, it is automatic.

There is also a tendency to attribute many problems to genes – the hereditary explanation. Without doubt there are genetic factors but there are actually very few things with a proven genetic link. I once had a nuclear scientist in one of my courses. We got on to the topic of genetics and she strongly debunked the popular assumptions around genetic links claiming that most were in fact correlations based on statistics, not science. She explained in great detail and with great eloquence how the DNA cannot physically carry sufficient coding to predetermine all of the behaviours and characteristics currently attributed to hereditary factors, and that scientists are not very scientific when it comes to these things.

Put simply, the genetic argument would imply that, even if you had been brought up in rural Afghanistan in a completely different family and culture, you would behave very similarly to what you do now. Ask an anthropologist what they think of that.

“Normal” is that which we see regularly around us in our particular community – the predominant response or patterns. It may be normal for people to blame others for their misfortune. It is normal for people to get angry when challenged, it may be normal for people to struggle with relationships, to be dissatisfied in their jobs, to end up on an aged pension, or be unable to support themselves financially for an extended period of unemployment. It may be normal for people to get drunk and “blow off steam” on the weekends, for men to get aggressive and be closed minded, for women to be reluctant to change a tyre or deal with mechanical things. It may be normal for people to turn to pharmaceuticals when they have emotional problems, or to self fulfil the doctor’s diagnosis. It may be normal for parents to pamper their children, or for parents to dread school holidays.

Many things may be normal within our society but they are not natural. They are the particular idiosyncrasies of people in our immediate surroundings and it is easy to generalise these behaviours as natural or human, but they may be the just the particular quirks of your family, your peer group or your community. As a therapist you so often hear of people who grow up in highly dysfunctional family situations that just assumed other families were just the same, that it was normal. Sometimes this is a useful coping mechanism, “denial ain’t just a river in Egypt”.

However what is normal for you may not be normal for someone else, and what is normal may not be natural. At best it may be “normal” for you, but would it be normal for Richard Branson, or the Dali Lama, or Nelson Mandela. Normal is something that can be questioned, challenged, or changed if desirable. I had a person in a recent Practitioner training who described anger and paranoia as normal and pervasive aspects of his culture and ethnicity. He is a guy whose greatest wish is to help as many people as he can – he has broken away from his ‘norm’.

The irony for me is that I so rarely hear people attribute positive behaviours to something natural or normal. They don’t describe an insatiable desire to learn as “natural”. They don’t describe the way they overcome challenges as “natural” or even “normal”. The tendency in my experience is that people attribute personal shortcomings to nature or community standards. Natural implies there is nothing one can do about it. It is fixed. It is done. All you can do is resign yourself to the sad truth. Normal implies that it may not be ideal but it is what everybody does, and so minimises the problem - it equates to social proof.

In *Catch 22*, a novel set in WWII, an American bombardier (Yossarian) is desperately trying to get out of flying missions on the grounds of insanity. The psychologist asks Yossarian what would he think if every serviceman in the American army thought the same way he did and wanted to quit in

the middle of a war. Yossarian responds, "If everybody thought like me I'd be a fool to think any differently."

Even if something is normal for you, if it is limiting you and stopping you getting what you want in life, it can be changed. It has been said that most people live lives of quiet desperation. NLP, like hypnosis, works at the unconscious level and is a quick and painless approach that can facilitate a shift in perspective. NLP is about helping people model excellence, and shows people how to make excellence a norm for them.

Typically the outcome is greater success in your chosen field. NLP is born out of a belief in human potential. NLP would suggest that you are capable of far more than you think you are and that it is only these false limitations that hold you back. You are far more than you can conceive yourself to be, because no matter how you describe yourself, you are more than that.

You don't have to be a prisoner of your genes, your past, or your environment. You don't have to resign yourself to your "fate." The NLP approach is that you create your life by taking charge and choosing your responses. NLP can move you beyond what is normal or the ordinary and towards the extraordinary. If you hear this sort of thinking or know of someone who is allowing themselves to be ruled in this way, with love and grace, it might be prudent to challenge those thoughts.

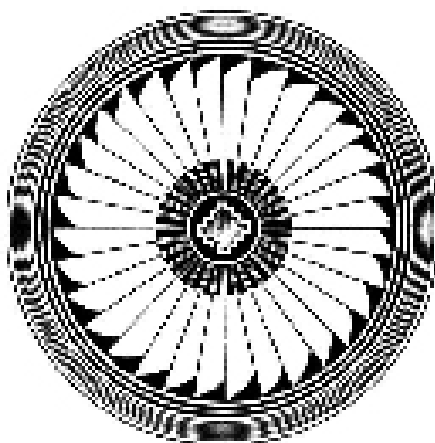
There are three little questions you could ask in relation to a limitation:

"Is it true?"

"Is it absolutely true?" (i.e. is it true always – everywhere, throughout time and space)

"Does this belief/approach create stress in your life, or add to your wellbeing?" (If it adds stress it might be time to let it go)

Try them and see what comes up.



"We must be the change we wish to see."
Mahatma Gandhi

Lifeline (National)

13 11 14

Kidz Help Line

1800 551 800

Salvos Care Line

13 21 11

Sexual Assault

NSW Rape Crisis Centre (24hrs)

www.nswrapecrisis.com.au

Ph. 1800 424 017

Child Protection (24hrs)

DOCS (NSW)

To report suspected child

abuse or neglect

Ph. 132 111

Mandatory Reporters:

133 627

www.community.nsw.gov.au

Domestic Violence (24hrs)

Domestic Violence (DV) Line

1800 656463

Mental Health

Beyond Blue

www.beyondblue.org.au

1300 224636

Life Force Suicide

Prevention Programme

02 9874 2111

Compassionate Friends

02 9290 2355

Dympna House

Child Sexual Assault and Resource

Centre (Mon, Tues, Thurs, Fri)

www.dympnahouse.asn.au

02 9797 6733

ABNLP 2007 Workshops (Sydney)

Held on the 3rd Tuesday of each month

ABNLP workshops are open to both members and the general public. Use your membership card to take advantage of significant member discounts.

Tuesday April 17th 2007

Topic: Advanced **Anchoring**

Presenter: Suzanne Ong

Venue: Crows Nest Centre Level 2, 2 Ernest Place, Crows Nest 7-9pm

Tuesday May 15th 2007

Topic: **NLP and Mental Health: Recovery vs Management**

Presenter: Pedro Diaz

Venue: Crows Nest Centre Level 2, 2 Ernest Place, Crows Nest 7-9pm

Tuesday June 19th 2007

AGM (30 mins)

Topic: **The Power of Your Words**

Presenter: Carol Fox

Venue: Crows Nest Centre Level 2, 2 Ernest Place, Crows Nest 6.30-9.00pm

Tuesday July 17th 2007

Topic: **NLP and Esoterics – the Mind, Body Connection**

Presenter: Laureli Blyth

Venue: Crows Nest Centre Level 2, 2 Ernest Place, Crows Nest 7-9pm

ABNLP 2007 Workshops (Melbourne)

Held on a monthly basis

ABNLP workshops are open to both members and the general public. Use your membership card to take advantage of significant member discounts.

Wednesday 18th April 2007

Topic: **Skills to Chill- NLP Techniques for Reducing Stress in your Life**

Presenter: Carol Fox

Venue: il locale. 582 St kilda road Melbourne.
Time: Seminars start at 7am sharp so we can finish by 8.30am

Tuesday 15th May 2007

Topic: **Muscle Testing, Belief Structures & Neuro Linguistic Programming**

Presenter: Jennifer Clare

Venue: il locale. 582 St kilda road Melbourne.
Time: Seminars start at 7am sharp so we can finish by 8.30am

Tuesday 19th June 2007

Topic: **“International Therapies” NLP and Bowen to Integrate Body and Mind.**

Presenter: Quentin Strauli

Venue: il locale. 582 St kilda road Melbourne.
Time: Seminars start at 7am sharp so we can finish by 8.30am

Social Panoramas

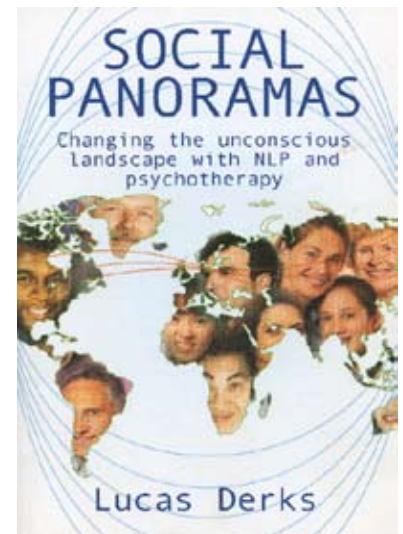
Changing the unconscious landscape with NLP and Psychotherapy

by Lucas Derks

Crown House Publishing 2005 ISBN 1904424031

I'll be honest, I found this a difficult book to get into. Perhaps the 361 pages of text was daunting and perhaps I did what the author, Lucas Derks, has discussed in the book – I perceived the topic was larger and more heavy going than I had hoped for and so my perception was slanted to it being “too big therefore too hard.”

Just as well I persevered as I carried out some of the techniques the author provided and found the topic to be fascinating and well worth reading about. In fact, it has influenced the work I do with clients already. This book is about spatial perception. How we perceive self, individuals, family, groups, religion/spirituality and authority figures in relation to our position in the world. One's social panorama.



A recent client, when asked what he valued, totally disregarded 'self' and when this was drawn to his attention, his right hand went down and behind him as he located where 'self' was in his 'map'. I've asked him to move 'self' up to where he had strong warm feelings about 'family' and I'll be interested to know if he becomes more caring of himself as a result of this perceptual shift.

Many therapeutic interventions for increasing the self-confidence are indirectly aimed at increasing the intensity of the 'feeling of self'. In this way therapists can quickly learn the non-verbal distinguishers of a weak 'kinaesthetic self' from a strong one. Popularly put, a strong 'feeling of self' is accompanied by an increase in personal magnetism and presence.”

“It is prudent, when carrying out interventions in the unconscious social cognition, to take into account the superior intelligence of the cognitive subconscious. Because of this great intelligence it is not necessary to induce a trance specifically in order to communicate with it (Lankton and Lankton, 1983) ‘...just close your eyes...’ is usually enough.”

“Assume that every suggestion that the client has understood has already been followed and has been translated into changed constructions of meaning. In short, the social unconscious can deal much faster with much more information than the therapist may expect, and it acts on it at once.”

This is hypnosis, this is counselling, this is psychotherapy, this is NLP. What a lovely mixed bag of techniques and concepts to draw on. Problems that a client may have such as submissiveness, a negative self-image, when someone needs more empowerment in a situation, neutralising feelings of hatred and diagnosing problematic family relationships are covered with techniques provided by the author that the client can be guided through.

When looking at family patterns, the author looks at three different categories – Universal, Collective and Personal family panorama patterns. He gives examples that illustrate this concept.

All in all, there is a lot in here both for the reader and the client. Creating an adjustment of one's social panorama and one's relative position in that panorama can create a whole new configuration and therefore a whole new way of being, affecting our thinking and our behaviour. Not a book to be skimmed through, rather one to be savoured and digested.

Books reviewed for this publication are courtesy of Footprint Books

1/6A Prosperity Pde, Warriewood NSW 2102 T: 02 9997 3973 or www.footprint.com.au

ABNLP Members receive a 15% discount with Footprint Books

Australian Board of Neuro Linguistic Programming Autumn 2007

Is anyone interested in being part of locally based practice sessions?

These are informal meetings and are not authorised or supervised by the association - they will probably have quite a social flavour and give people an opportunity to play and practice their NLP skills.

We would need to have someone who is willing to provide a venue - it might be a lounge room in a domestic house.

It would be great to have people in different geographic areas that can be a contact person for others in your locality.

Put your hand up by emailing admin@abnlp.org and we will put you in touch with like minded people.

During a visit to the mental asylum, a visitor asked the Director what the criterion was which defined whether or not a patient should be institutionalized.

“Well,” said the Director, “we fill up a bathtub, then we offer a teaspoon, a teacup and a bucket to the patient and ask him or her to empty the bathtub.”

“Oh, I understand,” said the visitor. “A normal person would use the bucket because it’s bigger than the spoon or the teacup”.

“No.” said the Director,

“A normal person would pull the plug. How about a bed by a window?”

Low Cost Networking

Networking to develop business contacts doesn't have to cost a lot. Below are some ideas that are cost effective, but valuable ways of building solid networking relationships.

1. Use the announcements and press releases in the paper to start building relationships. Cut these out and send the following “Congratulations!” note:

** “Congratulations! I saw you in the news. You should be very proud of your achievements. I am in business in this community and look forward to hopefully meeting you in the future.”*

2. Send “Thank You’s” for everything.

a. Initial Contacts. Anytime you meet someone to discuss products or services.

b. After a recontact. Say “Thank You” after every visit.

c. After a Demonstration. Every time a prospect allows you to make a demonstration.

d. After Completing Sessions. “Just a Thank You to let you know that I am available to help if there’s any further way I can be of service.”

e. After a Referral. No matter the outcome of the referral, a “Thank You” is required.

f. Anytime someone does something nice for you. “Thank you for providing “x” to me. I was very happy with “x” and look forward to referring some business your way.”

g. To people you DON'T sell to. Thank them for the time they have given you.

3. Attend networking evenings. In the same way when you network, the more \$\$ you pay to join a network, strictly speaking the higher quality decision makers there will be.

If your budget is \$50 per week for networking functions, weigh up whether you are better to go to a dinner meeting where there will be time to network before and after or two breakfasts where most people arrive on time (rarely early) and usually have to rush off to work.

This of course does not apply to the professional business breakfast clubs with a planned agenda (i.e. SWAP, BNI (Business Network Int'l.), Local Chamber of Commerce).

Mountain Dreamer

It doesn't interest me what you do for a living. I want to know what you ache for, and if you dare to dream of meeting your heart's longing.

It doesn't interest me how old you are. I want to know if you will risk looking like a fool for love, for your dreams, for the adventure of being alive.

It doesn't interest me what planets are squaring your moon. I want to know if you have touched the center of your own sorrow, if you have been opened by life's betrayals or have become shriveled and closed from fear of further pain.

I want to know if you can sit with pain, mine or your own, without moving to hide it or fade it or fix it.

I want to know if you can be with joy, mine or your own, if you can dance with wildness and let the ecstasy fill you to the tips of your fingers and toes without cautioning us to be careful, be realistic, or to remember the limitations of being human.

It doesn't interest me if the story you're telling me is true. I want to know if you can disappoint another to be true to yourself; if you can bear the accusation of betrayal and not betray your own soul.

I want to know if you can be faithless and therefore be trustworthy.

I want to know if you can see beauty even when it's not pretty, every day, and if you can source your own life from its presence.

I want to know if you can live with failure, yours and mine, and still stand on the edge of a lake and shout to the silver of the full moon, Yes!

It doesn't interest me to know where you live or how much money you have. I want to know if you can get up after the night of grief and despair, weary and bruised to the bone, and do what needs to be done for the children.

It doesn't interest me who you are, how you came to be here. I want to know if you will stand in the center of the fire with me and not shrink back.

It doesn't interest me where or what or with whom you have studied. I want to know what sustains you from the inside when all else falls away.

I want to know if you can be alone with yourself, and if you truly like the company you keep in the empty moments.

Oriah Mountain Dreamer

ABNLP

Annual General Meeting

Notification

AGM for the ABNLP will be held on
19th of June 2007 at 6:30 pm at the Crows Nest Centre.

*Board nominations and opportunities for places on
subcommittees will be tabled at this meeting.*

See page 12 for further details

Victorian News

The Victorian chapter had our first Breakfast seminar on March 20th and it was a great success. The topic "How to promote your business ethically and successfully using NLP techniques" was professionally presented by John Sage.

Even though it was an early start we had 20 attendees who were a mixture of NLP and Non-NLP people. Jennifer Clare did a fantastic presentation about the benefits of the ABNLP and we recruited a few new members.

We are hoping to get many more NLPers to our next one. So if any members know of some NLP people here in Victoria please let them know about the seminars .. we would love to see them!

Carol Fox

General News

Many of you would know that there is a very new look board at the ABNLP. It is our intention to lead the NLP community towards greater public recognition and acceptance. As an association, we are in a unique position compared to other professional bodies.

Our members vary widely in their needs - some have done NLP for personal reasons, some for business or educational purposes, and some want to go on and be NLP Clinicians. This diversity is both a strength and a challenge for the executive committee.

It is our intention to be as inclusive as possible at the entry level, while encouraging the higher professional standards at our elite levels of membership. As a result, we are reviewing membership criteria to better support our members at all levels. We will ideally all choose to rise up through the levels where and when appropriate.

Expressions of Interest Required: ABNLP Inc Board of Management

The ABNLP Inc will shortly be calling for nominations from members who are interested in contributing by becoming a Board of Management member. The ABNLP Inc is governed by a Board of Management consisting of 9 voluntary positions (Chairperson, Vice Chairperson, Treasurer, Secretary and 5 non-executive positions).

We have learnt in the past that people have considered standing for positions but may have decided against this due to a lack of available information about what is required as an ABNLP Inc Board of Management Member.

At the June 2007 election all 9 positions will be up for re-election. Some current board members will be standing again for re-election, however all positions are open for contest.

Positions are elected by democratic vote (either given in person or by proxy) on the night of the AGM. Only current financial members can be nominated and nominations need to be received as per the rules outlined in the Constitution. Only current financial members are eligible to vote. Associate members are not eligible to vote nor are Founding Members who are not current financial members. Nomination forms and proxy voting forms will be mailed to you in May.

So what does being a Board of Management member mean? In a young association we need people who can truly contribute. A board position can look good on a CV, but there are responsibilities involved, and we feel that it is necessary to help members recognise what is required. This way you can know what you are signing up for here.

Your Commitment:

- It is expected that you will be able to commit 2 days per month of unpaid time (all positions are voluntary). This is an estimate of the total time required which includes:

i) Regular attendance at monthly Board of Management meetings (currently held the 2nd Tuesday of the month from 7pm-9.30pm approximately. The location varies across Sydney. Members from interstate may participate by phone link or other approved means).

ii) Attendance at subcommittee meetings as appropriate and depending upon your chosen area of service (eg marketing, standards, conference planning, website development etc).

iii) Responding to emails about policy development, project work and event management as required in between meetings.

iv) Project work or policy development.

v) Attendance at occasional extraordinary meetings of the Board of Management.

- Membership of the ABNLP and adherence to the Code of Ethics and ABNLP Inc Constitution.

- An understanding of legislative requirements in accordance with the Associations Incorporation Act 1984.

Preferrable:

- Previous Board of Management experience for a voluntary association.

- Specific skills that can enhance the association's structure and development eg skills in any of the following: marketing, standards and policy development, financial management/accounting, submission writing, database management, event management, public speaking, advocacy and lobbying skills.

- An understanding of the current landscape of counselling and psychotherapeutic practice in Australia (or a willingness to become familiar with this upon election).

Naturally good communication skills and a willingness to work as part of a team are skills that are highly valued.

To register your early interest or to find out more please call us on 1300 137 046.

ABNLP PARTNERS (VICTORIA)

Below is a list of our affiliates. These people and companies support our association, and we want to show our support of them by ensuring you have a permanent and ongoing record of their contact details.

Business Name: Saar Design
Business Type: Graphic Design for print and web, and corporate awards
Contact person: Iris Saar Isaacs
Address: P O Box 1089, North Caulfield VIC 3161
Telephone: 0416 002 027
Website: www.saardesign.com.au
Email: iris@saardesign.com.au

Offer: Free initial consultation and 10% discount off the total price of the job.

Business Name: A S Partners
Business Type: Business Advisers & Financial Planners
Contact person: Jeffrey Isaacs
Address: Unit 6, 1414 Toorak Road, CAM BERWELL VIC 3124
Telephone: 039889 5422
Website: www.aspartners.com.au
Email: jeffreyi@aspartners.com.au

Offer: Free initial one hour consultation - value \$260.00

Business Name: Qlink
Business Type: Electromagnetic Pendant
Contact person: John Gearon
Telephone: 1800 175 465
Website: www.qlink.com.au

Offer: 10% discount off any Q-Link Pendant plus FREE postage: mention the Australian Board of NLP or quote the QLink Practitioner code of ANLP when placing a phone order. If ordering online enter ABNLP in the Practitioner Code box below your details in the Q-Link shopping cart.

Business Name: Flowers by Gina McVicar
Business Type: Stylish artificial flowers for the home and office.
Contact person: Gina Mcvicar
Address: 93 Thompson Street, Williamstown. 3016
Telephone: 0409173502
Email: ianginamcvicar@bigpond.com

Offer: 3 months of hire flowers for the price of 2. Save \$55!

Business Name: Efrosini Alexopoulos - Feng Shui Service
Business Type: Feng Shui & Geomancy

Services- Ambient, Healthy & Sustainable Environments for Homes & Offices
Contact person: Efrosini Alexopoulos
Address: 65 Woodhouse Road Doncaster East, 3109
Telephone: 03 9841 6644 Tuesdays or by appointment on 0434 574 674
Email: efrosini@aanet.com.au

**Offer: 20% discount on Feng Shui /Geomancy Preliminary Consultation for home/practice/office set-up. 5% discount off full priced Feng Shui products
Free quarterly e-newsletter**

Business Name: Laurence Barnes
Business Type: Website design, photography, media
Contact person: Laurence Barnes
Address: 14 Edgar Street, Hadfield, 3046
Telephone: 0422 272 270
Email: Laurence@laubarnes.com
Website: www.laubarnes.com

Offer: Website with content management - Hosting, domain and website for \$550.00 - 15% off -or- free consultation and 10% of all services

Business Name: Abundant Private Practices
Business Type: Helping people succeed in their natural therapy business
Contact person: Mz Margaret Gill
Address: PO Box 574, Daylesford , 3460
Telephone: 03 5348 2552, 0407 377 173
Email: info@margaretgill.com
Website: www.abundantprivatepractices.com

Offer: 20% off one-on-one business coaching consultations to help NLP practitioners grow their practice. \$75 off the standard price to ABNLP members who join a teleclass program, such as the 16 Week Full Practice Building System (regularly \$299)

Business Name: Image-A-Nation
Business Type: Style Consultation
Contact person: Andrea Fragiadakis
Address: Unit 2/55 Thea Grove, Doncaster East, 3109
Telephone: 0408 886 599
Email: andrea@imageanation.com.au

ABNLP PARTNERS (VICTORIA)

Offer: \$20 off personal colour analysis, personal style consultation, wardrobe organisation or personal shopping. Consultations in East Doncaster or mobile services around metropolitan Melbourne.

Business Name: BCOZ Organic Dining
Business Type: Melbourne's only certified organic dining restaurant
Contact person: Chef Rod Barbey
Address: 403 Riversdale Road, East Hawthorn, 3123
Telephone: 9882 7889
Website: www.bcoz.com.au

Offer: Experience an innovative and exciting certified organic menu. You will experience creatively nurtured meals with one of Australia's most awarded wine lists. Present your loyalty card and receive 25% per cent off the total bill up to the value of \$35.00.

Business Name: Ecolibria
Business Type: Creating environmentally friendly homes and workplaces with cleaner air, purer water, fewer electromagnetic fields and chemicals.
Contact person: Rafael Siket
Address: 14 Seahaze Drive, Torquay, 3228 Services available Melbourne-wide
Telephone: (03) 5264 7268
Website: www.ecolibria.com.au

Offer: 15% discount off the cost of any service i.e. building design, building material advice, electromagnetic field testing, chemical free home home advice, geomancy (dowsing)

Business Name: Required Financial Services
Business Type: Financial planning, wealth creation superannuation, risk insurance,
Contact person: Joseph Apap
Address: 346 Kingsway STH | MELBOURNE 3205
Telephone: 03 9690 0033
Website: www.required.com.au
www.aspartners.com.au

Offer: complementary one hour financial planning advice session - value \$200

ABNLP PARTNERS (NSW)

Business Name: Footprint Books
Business Type: Book Seller
Contact person:
Address: 1/6A Prosperity Pde, Warriewood NSW 2102
Telephone: 02 9997 3973
Email: www.footprint.com.au

Offer: 15% Discount off retail prices for members

Business Name: Adyar Books
Business Type: Book Seller
Contact person:
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Q-Link Your Defence From Everyday Stress

By Leonard Finkel

Current Detrimental Environment To This Generation & Beyond

Today our entire living and working environments are engulfed with countless sources of man made EMF radiation. Mobile phones, computers, wireless communication and an ever-increasing array of 'essential' electronic devices means we are being bombarded by thousands of these invisible electromagnetic frequencies. Unlike other more obvious forms of ecological filth such as air pollution, EMF escapes tangible perception, though it continually assaults every cell in our bodies, whether we like it or not.

"Electromagnetic pollution may be the most significant form of pollution human activity has produced in this century, all the more dangerous because it is invisible and insensible"
Andrew Weil, M.D

As is the case with asbestos, adverse effects of EMF exposure seem to arise over long periods of time. Researchers believe potential side effects include overall cellular stress, increased anxiety, mood swings, heart rate variability and adverse changes in brain wave activity just to name a few.

Tiny ionic receptors functioning as transceivers of electrochemical messages sit atop the surface of each cell. A human body contains more than 100 trillion cells so even low frequency magnetic fields can affect vital biochemical responses. Healthy electrochemical processes are essential to good health and well-being. Since man-made EMF operates at much higher frequencies and strength than our body's natural communication system, this 'electropollution' can effortlessly overwhelm the complex yet subtle signals of what scientists term the "human biofield." Scientific and medical research over many decades has confirmed that EMF radiation has increased 100 million times in the last 50 years and everyday exposure to background EMF significantly reduces our normal ability to cope, weakening our innate ability to heal.

Good Health & Well-Being Achieved

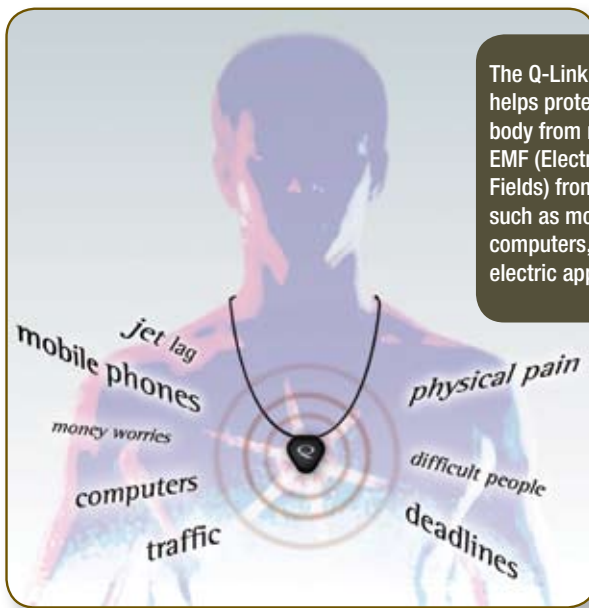
Knowing which products can successfully counter EMF radiation requires qualified and quantified research. Clarus Products are one company that backs up its claims with independent scientific and medical research confirming that its breakthrough product, the Q-Link pendant, really does reduce the harmful

effects of EMF. The results of a study by Dr. Rodney Croft published in the Journal of Complementary and Alternative Medicine emphatically state that Sympathetic Resonance Technology (SRT), the heart and soul of Q-Link, helps protect normal brain cell function in the presence of electromagnetic fields. Editor-in-chief Professor Kim A Jobst is quoted as saying, "I have little doubt that there is more to this deceptively simple technology than meets the

as Marc Calcevecchia, Ted Purdy, Bob Shearer and a host of top sportspeople across diverse sports have all exhibited marked improvements in form and general well-being since wearing Q-Link (see www.qlink.com.au for testimonials).

Q-Link and SRT Technology

So how and why does Q-Link work? The simple answer is Sympathetic Resonance Technology (SRT), developed through years of research by visionary Clarus scientists, in collaboration with Stanford University and UC Irvine. The Q-Link pendant is comprised of three primary components; a resonating cell, tuning board and an amplifying coil. The resonating cell functions as a multi-frequency crystalline oscillator. The tuning board protects the integrity of the cell, helping it function at its optimal harmonic frequency range. The amplifying coil strengthens and increases the amplitude of resonant body frequencies. In simplistic terms, the Q-Link functions like a highly sophisticated series of tuning forks, sympathetically resonating to strengthen and stabilize the human biofield and its complicated electrochemical processes. In the never-ending search for health and wellness; Q-Link wearers feel noticeably less fatigued, energized, more resilient to stress and more highly focused.



The Q-Link Pendant helps protect your body from man-made EMF (Electro-Magnetic Fields) from items such as mobile phones, computers, and other electric appliances.

eye." Dr. Croft's peer reviewed research supports numerous other studies from around the world relating to total body energy including those of Professor Michael Kundi (University of Vienna), Dr. William Tiller (Guggenheim Fellow and Emeritus Professor, Stanford University), Dr. Norman Shealy (Holos Institute) and UC Irvine's work on modifying the effects of EMF on human brain function.

Additionally, a clinical study conducted by Dr. Tyeeke Reye showed that the Q-Link technology enhances the body's ability to resist the effects of stress by an average of 292% when exposed to EMF stressors. Blood microscopy studies conducted by microbiologist Robert Young, Ph.D., suggest that the Q-Link pendant helps mediate the effects of EMF induced stress. Very significant improvements in blood quality were the result.

One area in particular that has benefited tremendously from Q-Link is the professional sporting arena, in particular sports such as Golf where concentration levels and the ability to cope with stress are the difference between winning and losing. Names such



MONEY BACK GUARANTEE

The company is so confident in the performance of the Q-Link pendant that it carries a 100-day money back guarantee. For additional information or to order a Q-Link pendant visit www.qlink.com.au or call toll free **1800 175 465**. Q-Link Pendants start from \$198 models available are the Q Black, Q White, Q Titanium, Q Silver Pebble and Q 14K Gold Pebble.



FREE Postage and Insurance when you mention AUSTRALIAN BOARD OF NLP or order online at www.qlink.com.au and enter ABNLP in the Practitioner Code box below your details in the shopping cart.

If you have symptoms of...

- Lack of energy
- Feeling out of balance
- Poor performance
- Headaches
- Stress
- Jet lag
- Poor sleep

Then a Q-Link Pendant with SRT3* inside is a solution.

*Sympathetic Resonance Technology



Q-White



Q-Black



Q-Titanium



Q-Silver Pebble



Q-Link Wellness



Q-Link Focus



Q-Link Components



Q-Link Energy

Q-Link Pendant wearers have benefited from:

- Reduced headaches
- Better overall sleep
- Increased concentration and focus
- Reduced jet lag
- Improved sporting performance
- More energy
- **Reduced effects from exposure to Electromagnetic Fields (EMF*)** (*Mobile phones, computers and other electrical devices)



100 Day Money Back Guarantee
Q-Link Pendant is an approved Medical Device.

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