

Dear Pub-Goers,

As you read the word "goer" you may well find yourself thinking back to F [redacted], with her near native-speaking eye and ear, coming up with the word in the context of the Lipogram activity.

If this is what happened in your head then my re-use of the word in this letter will have fired an anchor that was planted yesterday. Things that happen to us are constantly firing anchors or triggering memories. In NLP you use this mechanism to fix learnings in useful ways and to help people to quickly re-access useful moods/states. Some of you will have already read about this.

"Goer" is, for me an auditory anchor, but for some of you it may well be visual.

The main new area we are going to work on today is outcomes. NLP sensibly thinks that you are more likely to be able to get what you want if you know what it is. But to know what you want is a quite involved business, so later this morning we will be working on this, using the checklist you had as a reading overnight.

D [redacted] told us yesterday about her personal "mission statement"; this is, I think, a parallel term to "outcomes". The business community talks about mission, the NLP folk talk about outcomes and plenty other folk use the word "goal" or "objective". The NLP word pleases me because of its inner dynamism and its intense verb-likeness - it feels very deeply English. NLP, given the choice between a verb and a noun tends to go for the verb. So INTRODUCING NLP rather than AN INTRODUCTION TO NLP.....this a trailer to film we will be viewing next week called the meta-model.

(in the above paragraph I have been future-pacing you, or inviting you forwards in the course.)

Mario.

When thinking about "goals" it is very important that an outcome statement does not become a "jail", the other meaning of the homophone.