

## 30 Days to NLP

Welcome to 30 Days to NLP. Over the course of the next thirty days you are going to be embarking upon a journey through many of the skills of NLP. We purposefully call it a journey, because NLP can be just that.

In fact, the story of how this book came to fruition is also a journey and a great testament to some of the tools of NLP. Combined, Laureli and Heidi currently have thirty-two years of experience in the field of NLP. We have been working together fulltime for the past decade and have had thoughts of a book for many of those years. Yet, in the back of our minds we never knew what would set this book apart from the many hundreds of other NLP books on the market. We would start and stop writing, never quite having the right feel for the finished product.

We knew we wanted to write an intro to NLP book to provide to our students as pre and post learning materials, and to be a resource for other people throughout the world, but still had no concept of what would differentiate our book. Then, in late September 2010 we had an idea; a book that can be read one chapter a day which is written in the generative and conversational style that we train in. Now, how to get motivated and get it done? Another idea; there are thirty days in November. We put a call out to our students and colleagues and asked them to subscribe to the writing of our book. Starting 1 November 2010, 108 people began to receive via email one chapter each day of our book titled **30 Days to NLP**.

This book is based upon our successful and powerful NLP Practitioner Training programs that we have been conducting at our learning organization, the Worldwide Institutes of NLP,

since 1994. We use generative learning and NLP techniques which encourage learning by doing, openness, and systemic thinking. Many successful individuals and organizations effectively use this style of learning to transform themselves in the face of technological, social, and market change. This type of program enables you to learn as you apply and experience what you learned in a manner that will stay with you.

Being International NLP Trainers with private practices, we have seen thousands of people around the world make amazing transformational changes with NLP. We know and understand NLP from a practical application in business, life and coaching; not just a theoretical point of view. In our opinion, some of the benefits of learning and using NLP include the ability to:

- Clarify your goals, resolve conflicts and create a workable path to your outcomes
- Have resources available when and where you need them
- Clear unresolved negative emotions that hold you back
- Uncover and transform beliefs that limit or hold you back
- Create enhanced self-confidence and increased ability to clearly and specifically communicate

This 30-day program will provide you a complete NLP training. Each day you will be introduced to a different topic with explanations, examples, and some exercises. It is assumed that the reader has either little to no prior knowledge of NLP, yet if you do have prior knowledge you will find this book refreshing and a great resource for continued learning. The syllabus is set in the style of integrated and generative learning. Therefore, each day you learn something that can be carried forward to the next day and integrated. It is therefore recommended that you read this book sequentially; in the order it is presented.

The best way to learn NLP is in a classroom with supervised time to practice with other people and a trainer with ample experience to share the skills in a comprehensive manner; we offer such courses all through the world. If you decide to get your formal certification, you can use this book as a reference and pre-training manual, and of course as a post-training refresher.

In our trainings we purposefully keep the class number small; usually less than twenty students. We do this for the intention of ensuring we get personal contact and are able to build a relationship with every single student we train. We value the one-on-one rapport and connection with our students. As such, we want to build that same kind of bond here, in this book over the next month. To do that, let us properly introduce ourselves.

We are Laureli Blyth and Heidi Heron; founders, directors and principal trainers with the Worldwide Institutes of NLP. Laureli started the Australasian Institute of NLP in Sydney, Australia in 1994 and Heidi joined in 2000. With our commencement in the mid nineties our NLP training institute is one of the oldest in Australia. In 2002 we created the Worldwide Institutes of NLP which is comprised of the Australasian, American and European Institutes of NLP. We have the pleasure of traveling the world and sharing the skills and understanding of NLP with thousands of individuals. Both of us have a passion for knowledge and learning and a strong value for passing this information on to others to help people to live the best lives they can.

The NLP Institutes have taken our trainings globally with our courses taking place in Australia, New Zealand, the United States, Singapore, Malaysia, Poland, Scotland, England and Brazil. In 2009 we were privileged enough to train on a cruise ship that traveled from Sydney to Honolulu over seventeen nights! If anything, we are both proud and humbled by our

accomplishments and lives around the world we are privileged to touch.

Very often we receive comments about our conversational style, expertise, integrity, vibrant presence and knowledge about human development. To be involved in a field that is still quite young and growing offers us both the opportunity to grow our skills and help contribute to the growth of this field. In the world of NLP trainers, we are highly visible and well regarded amongst our peers and colleagues. We are also a duo with more connections than just NLP. We are a dynamic training team connected by blood, Laureli is Heidi's mother; and while it seems they were destined to work together, this mother-daughter team never consciously planned it that way.

Originally from Colorado in the United States, Laureli worked for United Airlines and was introduced to NLP in the early 1980's by a work colleague. She began her NLP training with NLP Comprehensive in 1983 and used her skills for communication, leadership, family and business. She attributes her NLP skills to being selected to travel to the Asia Pacific region when United acquired Pan Am airlines in the mid eighties. In 1986 Laureli relocated and immigrated to Sydney Australia where she still resides.

Her love for NLP and it's life changing tools spurred her on to learn more and more. She participated in several workshops and certified trainings and has completed a degree in Hypnotherapy. In 1994 Laureli decided to make NLP her full-time occupation and founded the Institutes and The Blyth Centre, her private therapy and coaching practice. She has an interest and love of people, the mind and human nature. With a great curiosity in holistic and spiritual aspects of life, she incorporates the whole person body, mind and spirit into her work. Laureli is the

author five books including: Neuro Intelligence, Brain Power, Dream Power and Numerology of Names.

A sought after speaker, Laureli regularly speaks at NLP Conferences throughout the world, including the Institute for the Advanced Studies of Health (IASH) in the United States, the Australian Board of NLP Conference and the NLP Conference in London. Within our organization Laureli holds the official title of Director of Training and Research; she is continually improving our current training programs and seeking information for new courses and ways to share NLP with the world.

Laureli is the mother of two grown children and five grandchildren. She lives an hour north of Sydney in a fascinating pole home on the side of a rock hill surrounded by eucalyptus and the home of many wallabies. In her words "I look forward to my continued journey that has enriched my life all because I followed my calling and heart and took up NLP."

As we mentioned, it was never planned for Heidi to join her mother in the NLP business. Although Heidi was just child when Laureli began her studies in NLP, it wasn't until 1997 that Heidi picked up her first NLP book and learned more about this mesmerizing field. For her whole life, Heidi knew she was going to be a teacher. In 1986 she and her older brother joined their mother in Australia, immigrating to a new country. After completing high school in Sydney, Heidi returned to the United States to pursue her university education and become a teacher. Little did she know that she would become a teacher, just not of the small children that were in her mind. While at University, Heidi completed degrees in Psychology and Communication. Upon completion, instead of entering a classroom she entered in to a profession in Corporate Human Resources.

When returning to Australia in 1997 Heidi read her first NLP book with fascination and desire for more. While still working in Human Resources and Operations Management Heidi began

her NLP studies and completed the NLP Certification courses and used her skills in her business and personal lives. In 2000, Heidi decided to follow her dreams and join Laureli as a trainer and start her own coaching and therapy practice, People Point. Since then she completed her Masters degree in Adult Education and has also completed her Doctorate in Psychology; making Heidi one of most highly educated NLP professionals in the world.

The structure and common-sense of NLP appeals to Heidi and her training style. While she has a comprehensive and impressive educational background, it is her craving for integrity and knowledge and passion for people that makes her excel at what she does. Within our organization, Heidi holds the official title of Director of Operations; which allows Heidi to use her organizational and strategic skills.

Heidi continues to reside in Sydney and has been involved as a Board Member and most recently Chairperson of the Australian Board of NLP since 2006. She has been a guest trainer with NLP Comprehensive and has been a keynote speaker at the New Zealand NLP Association conference. As a leader in the field of NLP she is privileged to share her knowledge with others and inspire them to live an authentic life. You can follow her blog at [www.heidiheron.com](http://www.heidiheron.com) if you wish.

There you have it. Two self-motivated women who follow their hearts and dreams have created a purposeful, well established and highly respected NLP training institute.

We are honored to share the next month with you and our sought after delivery of NLP knowledge. If you would like to hear our voices so they can accompany you through this book, you can find a variety of videos on our website [www.nlpworldwide.com](http://www.nlpworldwide.com). Above and beyond what we choose

for our professions, we are real people with real lives. While you are traveling through your NLP journey with us over the next thirty days, if you have any questions or comments at all, please feel free to contact us at anytime! We are always more than happy to help.

It is our hope that you will find this NLP book refreshing, informative and inspirational. Unlike many other NLP books which are written like a text book, this book is written in the same conversational prose we use when training. It is a culmination of our experience, knowledge and years of practical application of NLP in the training room and in our private practices.

It is our pleasure to share our world of NLP with yours.