

Theory and Practice of NLP Coaching: A Psychological Approach

By Bruce Grimley

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‘I recommend this book whole heartedly to any coach who wishes to update their knowledge and understanding of NLP and coaching’ - Prof. Dr. Karl Nielsen, IN President

‘Immensely readable and well researched. No NLP practitioner wanting to develop the field further should be without it’ - Dr Jane Mathison, formerly research officer in NLP, University of Surrey

Are you struggling with the complexities of Neuro-Linguistic Programming (NLP)?

You’ve come to the right place. This book demystifies NLP, providing a practical guide to understanding the psychological theories, principles and research that underpin the approach.


Packed with practical hints and tips, case studies and exercises, the book introduces and explores:

- What NLP coaching actually is
- The general theories and principles that underpin the NLP approach
- How theory translates into practice
- The research evidence that says NLP coaching really works

This is an essential companion for trainees, coaches, psychologists and professionals from all walks of life - indeed, anyone wanting to develop their knowledge and practical skills in this increasingly popular approach.

Bruce Grimley is Managing Director of Achieving Lives Ltd, an Associate Fellow of the British Psychological Society and the UK President of the International Association of NLP Institutes and Coaching Institutes.

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Editorial Review

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--Prof. Michael L. Kreindler, Israel (06/03/2013)

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