



# Theory and Practice of NLP Coaching: A Psychological Approach

By Bruce Grimley

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'Inspiring, stimulating, and immensely rich - Bruce takes NLP in Coaching to an entirely new dimension, building on the giants before him' - Katherine Tulpa, Global CEO, Association for Coaching

'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**

### **Review**

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

'This thoughtful exploration of NLP principles in the context of coaching uses (and credits) the human givens APET model as a point of reference. The author, a psychologist, aims not just to describe useful NLP techniques, although these are plentiful and vividly presented, but to capture the 'spirit' which, he says, is found in the underlying conceptual assumptions, ontology and epistemology which generate the techniques, and to highlight the many psychological strands from which NLP draws'--Human Givens Volume 20 N 1 (07/10/2013)

As the title implies, this book offers an excellent balance of theory and practice throughout, making it an easy, enjoyable and highly informative read. It offers a mix of exercises, case studies and practical hints and tips throughout. This brings the theory to life, demonstrating well how the theory translates into practice. This book would be a very useful resource for any coach, with or without previous experience of NLP, and I would highly recommend it.--Jayne Hildreth "Association of Integrative Coach-Therapist Professionals Journal" (10/10/2013)

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'This book looks at the psychology behind NLP and demystifies many apparent contradictions. If you are into NLP or into Coaching at a professional level you must have this book in your collection. I recommend it whole heartedly to any coach who wishes to update their knowledge and understanding of NLP and coaching' -

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**Frank Bourke PhD, Executive Director Research and Recognition Project**

'Bruce Grimley has taken the minefield which can be NLP and transformed it into a goldmine of well researched and referenced models, analysing and linking their source back to related fields - thus providing an historical trail of how NLP has been modelling excellence over the years. In the second part of his book,

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**Karen Moxom, MD of the Association for NLP and author of 'The NLP Professional'**

'Bruce offers an easy to read, yet in depth critical discussion of NLP in the present day. Rarely have I seen a text that is so well researched and so well argued. I feel it contributes to a greater level of understanding of both the history and the present use of NLP, generally and in coaching practices. The text is academic without being pretentious and woven within the text are reflections and exercises to enhance the readers understanding and application of the tools and techniques outlined. I would highly recommend this to anyone who wishes to understand more of where NLP comes from, of the basis of NLP in practice. I would say it was essential reading for anyone training NLP to understand the field more fully'

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