

NLP

Neuro-Linguistic Programming (NLP) is a pseudoscientific approach to communication, personal development, and psychotherapy. It was first introduced by Richard Bandler and John Grinder in their 1975 book, *The Structure of Magic I*. NLP posits that there is a connection between neurological processes, language, and behavioral patterns, and that these can be altered to achieve specific goals in life.

NLP is based on the idea that people experience the world subjectively, creating internal representations of their experiences through the five senses and language. These representations can be visual, auditory, kinesthetic, olfactory, or gustatory. According to Bandler and Grinder, behavior can be understood and modified by manipulating these sensory-based internal representations.

NLP also divides consciousness into conscious and unconscious components. The unconscious mind is believed to operate outside of direct awareness, influencing behavior and thought processes. NLP uses a method called "modeling" to replicate expertise in any field by analyzing the sequence of sensory and linguistic representations used by an expert.

Techniques and Applications