



Stand-Up Man

ROCK IN THE SURF

Neurolinguistic coaching - the shortcut to a solution.

BY CORA BESSER-SIEGMUND
AND LOLA A. SIEGMUND

The greatest riches of human beings are their capacity to think, their capacity to act and their emotional potential. This complete treasure is encoded in our neurobiology in the form of sentences and words, including the "Vita language". Because many words are interwoven with emotions and body experiences through our learning history, as the following coaching example with the wingwave method impressively shows.

"I have to prepare for a trade fair," a visibly stressed manager opens the first coaching session. "My boss is just choleric, I have mountains of work on my desk and I can't sleep at night because, as the responsible project manager, I imagine all the possible pan-nas that could occur." Within the framework of wingwave research, several studies have verified a characteristic element of the method - the use of the so-called myostatic test - as an effective "coaching compass".

Coaches use the myostatic test in the context of differentiated statement trees, which are based on the "Vita-language" of the coachee. This refers to words and sentences that are tested for their emotional resonance in connection with a topic using muscle power. In this way, coach and coachee find out within a few minutes in which process steps coaching should take place. In this case, the coach mentions the terms mentioned by the coaching client in connection with the myostatic test - and in our case the results are as follows:

"Fair"	weak test
"Choleric boss"	strong test
"Desk full of mountains of work"	strong test
"Breakdowns"	strong test



Fig.: Myostatic test

Thus it turns out that the coaching client can only not cope with the word "fair" - all her other linguistic descriptions are accompanied by a strong test result. This does not at all mean that she likes the choleric boss, for example. Rather, the interpretation says that she reacts in an emotionally stable way when he appears so unpleasant. The boss therefore initially loses importance as a relevant coaching topic.

In the sense of the "shortcut to the solution", the coaching process immediately focuses on the term "fair"; through the test, the term becomes the primary reference word in the neuro-linguistic coaching process. After a successful process, the myostatic test should be strong when this former stress trigger word is mentioned and thus activate potentials instead of blockages in the future - this is now the immediate coaching goal on the intervention level.

In the next few minutes, coach and coachee quickly find out in a fine-tuning test that the terms "Hal-le", "Hall viewed from outside" also work, "going into the hall" and "measuring stands left and right" with the myostatic test clearly stressed Words represent.

The German psychologist Johanna Kißler and her team were able to show

that words that are "interwoven" with emotions generate a response in the brain more quickly and are also retained longer. Kißler calls them *buzzwords*. The researchers assume that the data stream caused by words on the way from external perception to the language centre is guided by the amygdala, which links the word with an emotion in a flash from our learning history (Kißler, 2007). In Neurolinguistic Coaching, or NLC for short, we combine this knowledge with the "PET scan" procedure: Vita-words lead us on the three coordinates of subjective experience to statements about the origin of emotional stress. Here is the essence of the word research in the manager's statement tree, which can also be easily understood in the wingwave matrix:

Psycho-physiological state:	Stimmen	"Contempt"
Experience-position:	Statement:	"other People"
Timeline-Item in the course of	Statement	"Age nine years" and "Church"

The coaching client quickly thinks of communion: "Our parents had little money, so my older sister and I were to receive communion together. When we walked down the aisle past all the villagers to the altar for communion, I looked at our feet and noticed that all the girls were wearing white shoes, only my sister and I had brown ones. To save money, the shoes were to be worn for everyday life later. It was a shock for me: everyone could see our poverty - even the priest and the good Lord - what does everyone think about us now?"



Fig.: Buzzword stress: "I have to prepare a trade fair!"

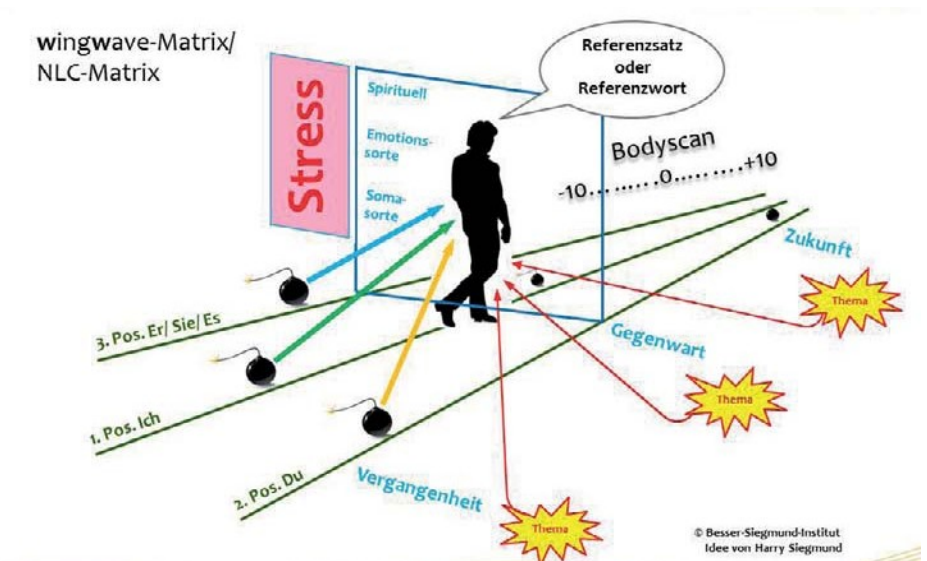


Fig.: wingwave matrix: The initial topic is in the future, the path to the solution goes into the past to the third position (He/She/It: feelings of several other people - here: contempt).

Words that are interwoven with emotions create a response more quickly.

This "trigger point of change" - abbreviated TOC - was also tested out after ten minutes at the most. Above all, it became understandable why "Mass" was a stressful *buzzword* for the client, because that is what events in churches are often called. The intervention of the "awake REM phases" to the emotional involvement that this social shock moment had engraved as a memory trace in her emotional life only took a short time. The manager in question benefited not only from the "wink intervention" but also from the "aha experience" that helped her to understand herself better. The preparations for the trade fair then went surprisingly easily for her and the boss later even praised her as a calm rock in the storm: "I no longer experienced him as choleric, but suddenly as anxious - I was able to react to him in a completely different way".

Through our many years of working with the wingwave method and the test confidence we have acquired, we and many other wingwave coaches have developed a comprehensive understanding of successful coaching processes. Because of the precise effect offered by the myostatic test, the statement tree and the wingwave matrix, many wingwave coaches now consider good preparation for an intervention moment through the "PET scan procedure" to be particularly useful for the desired short-term effects with a long-term effect.

Today, we recommend using this NLC compass in every coaching process to focus on the topics and to

as a continuous intervention feedback - independent of the method used. All psychological methods have a common concern: they want to enable people to overcome inner blocks, to develop their potentials and thus to increase their subjective and objective quality of life. Subjective quality of life means: the basic mood is lifted, perception focuses on the positive, determination and energy increase, good feelings and constructive thoughts arise from within. This can increase the objective quality of life: new self-confidence leads to more friendships, the marriage proposal is successful, one gets the new job and can then also afford a car, etc.

This constructive concern is shared by classical psychoanalysis, cognitive behaviour modification, NLP, theme-centred interaction, procedures for systemic coaching or constellation work - to name just a few methods. All psychologically activating methods often work well - and sometimes not. On the neurobiological level, all methods work according to an identical pattern: an intervention is successful when the client or patient reacts with inner balance to both the inner and outer perception of the topic being dealt with. And above all to all the linguistic stimuli that go with it. For the brain, according to brain research, "word and thing" or "linguistic stimuli" are the same.

"Word and person" identical (Spitzer,

2007). Perhaps the confrontation with the topic still causes an inner wavering, but instead of falling over, a stable equilibrium quickly settles in again - like the standing manikin.

Thus, the result is always a resilience effect in relation to the subject matter. The data stream of all sensory perceptions in connection with the subject flows peacefully past the brain's alarm system in such a successful result - and the inner resonance causes calmness, a clear head, inner strength, deliberateness or pleasant neutrality. Sometimes the echo of emotion even turns positive: in a wingwave study on the topic of public speaking anxiety, some subjects not only benefited from a "loss" of anxiety, but also from an increase in the joy of performing in front of an audience of strangers (Dierks, 2015, newly revised).

In NLC, the coach works with this resilience or coping effect in a sensory-specific and physical way. In psychology, "coping" is the term used to describe a person's resources to deal with difficult challenges from the outset, to cope with them, to feel able to cope with them. "Coping" is actually somewhat more resourceful than "being resilient", because people with good coping strategies remain calm in the face of challenges right from the start - and do not have to recover particularly intensively afterwards. In this respect, the term NLC could also stand for: Neuro-linguistic Coping.

NLC can be combined with any psychological treatment or coaching concept in a goal-oriented way, the professional user does not have to. The NLC can "convert" and, with the support of NLC, profitably continue to use what has already proven its worth. <<



About the authors

Cora Besser-Siegmund

Psychotherapist,
Coach and teaching
trainer, developed
wingwave coaching
together with Harry
Siegmund.



Lola A. Siegmund

BA Business Psychology,
coach and teaching trainer,
developed the ^{NLC} concept
together with Cora Besser-
Siegmund and Harry
Siegmund.

www.nlc-info.org

FURTHER

Besser-Siegmund, Cora (2009). Successes to wonder - 50 and one coaching stories. Paderborn: Junfermann

Besser-Siegmund, Cora u. Siegmund, Harry (2015 newly revised). wingwave - wie der Flügelschlag des Schmetterlings (formerly EMDR im Coaching). Paderborn: Junfermann

Besser-Siegmund, Cora u. Siegmund, Lola (2015). Neurolinguistic coaching - language works wonders. Paderborn: Junfermann

Dierks, Marie-Luise et al. (2015 revised). Essay in the book: wingwave - wie der Flügelschlag eines Schmetterlings (formerly EMDR im Coaching). Paderborn: Junfermann

Kißler, Johanna et al. (2007). Buzzwords - early cortical responses to emotional words during reading. Psychological Science, 18(06): 475-80

Spitzer, Manfred (2007). God gene and grandmother neuron. Stories of brain research and society. Stuttgart: Schattauer