## CONTENTS

Foreword iii
Acknowledgment ..... $v$
Preface vii
CHAPTER 1 THINKING ABOUT THINKING WITH NLP: 1
A general treatment of how amazing NLP really is.
CHAPTER 2 THE ROLE OF THE CONSULTANT'S EGO: ..... 13This deals with keeping yourself out of the dialogand dealing with the clients issues instead of yourown.
CHAPTER 3 ON BEING RELATIVELY ILLOGICAL: ..... 23A look at the logic in people's illogical nature andthe linguistic Meta Model patterns that are theroots of illogical logic.
CHAPTER 4 SALES JOB: ..... 43On the incongruity of sending conflicting ormixed messages via body language and verballanguage and on the idea that all interactions arepurposefully directed toward influencing others.
CHAPTER 5 QUESTION POWER: ..... 55
How to think about using questions as a major tool.
CHAPTER 6 THOUGHTS ON A REFRAME: ..... 69How to manage interpersonal competition andcooperation in clients with sports metaphors.
CHAPTER 7 ON MIND READING: HOW NOT TO DO IT: ..... 89
An illustration of a common limitation in everyday thinking.
CHAPTER 8 HOW A CONSULTING PRACTICE SURVIVES?: 95
On staying even with change and the competition.
CHAPTER 9 CHARACTER STUDIES: MODELING YOURCLIENTS: 107Sorting principles in the diagnostic process.
CHAPTER 10 GOALS: ALMOST EVERYTHING YOU WANTED TO KNOW: ..... 119This is a treatment of the idea of goals as amental phenomenon and how to use goals in yourwork.
CHAPTER 11 WHAT??!! ME WORRY? ..... 131
On worrying about NLP skills and self confidence.
CHAPTER 12 IDENTIFYING PATTERNS IN CLIENTS: ..... 139You tend to find the things you look for and onceyou have labeled or named an idea you tend tofind it.
CHAPTER 13 ON BUILDING ELEGANT CHAINS IN METAPHORS: 163
The mechanisms of smooth story-telling.
CHAPTER 14 TRUTH OR FACTION: ..... 171On thinking about the value of the little "whitelie."
CHAPTER 15 THE RESEARCHER'S GUIDE TO NLP: ..... 179
The NLP model of cause and effect in the context of the Stimulus-Response Model.
CHAPTER 16 GLOSSARY: 203A working glossary of NLP terms.

