

# Passion in Action

## Creating effective social change with NLP

by Eve Menezes Cunningham

**D**o you ever get tired of hearing about how society is going downhill? How businesses are all out for themselves? How it's all doom and gloom?

According to the organisers of Passion in Action, "Record numbers of people in Britain are giving up their spare time to volunteer to help others and, acting locally, to build a more just and peaceful world. Businesses are seeking to integrate successful business practice with a concern for social, environmental and ethical issues."

The hosts of Passion in Action, Judith Lowe and Judy DeLozier, use their extensive experience to help people (whether they're in business, the public sector or an individual) with social projects. They use NLP to teach people "people focused" and "values based" skills.

Judith Lowe has used NLP in business and the public sector for twenty years. She is the Managing Director of PPD Learning Ltd. And her passion is using NLP to make a contribution to the world.

Judy DeLozier was a member of John Grinder and Richard Bandler's original group of students. Since 1975, she's been training people around the globe using NLP. She has co-written several books with Grinder, Bandler and Robert Dilts.

Her background in Congolese dance and ballet inspired her to use dance and



movement as an NLP tool. Using dance, she created, with Dilts, Somatic Syntax. She also developed the Dancing S.C.O.R.E. technique.

### Using NLP to make a contribution to the world

Rapport Publisher, Karen Moxom, loved the event. She remembers one of the participants asking Judith and Judy about

their desired outcome for the weekend.

Judy said, "To support you all" and Karen was particularly taken by "Judy's elegant response, enriched by an equally elegant arm movement, which I have managed to anchor over the last three days. Judith and Judy have given us, over the last three days so much more than 'support'. As far as I'm concerned, they certainly met their outcome. They reminded us, on numerous occasions that we are 'so much more than that'."

Enduring backache after a house move meant that Karen had been panicking at the prospect of sitting down for so long. She says "I wasn't sure I could 'do' sitting. To say I was completely mesmerised by Judy and Judith is an understatement. To be honest, I could have sat there for days listening to their words of wisdom, stories and Judy's jokes.

"What was so refreshing about this event was that the participants came from all walks of life and all corners of the world.

Our commonality was our passion for wanting to make a difference and doing something positive for our 'community' ... community being a very loose term.

This 'bigger picture' commonality would carry us through the weekend and beyond. We soon realised that this was a beginning. A starting point where we had permission to



## Who sings your song?

This is a Timeline exercise to help you identify all the support you've ever had and utilise it now. Walking your timeline (if you don't have the physical space, use a piece of paper and a couple of fingers) and identify all the people in your life who have really supported you. The people who have sung your song and been there for you. Associate into each supportive moment. How does it make you feel? Bring that person forward along your timeline. Repeat this for every single person who's ever supported you. Now you've gathered a whole team of sponsors from throughout your life. You can draw on this support in reaching your big, hairy audacious goal.

share our dreams and support each other. On a practical level, this was a great opportunity to share our skills and offer practical help and advice to our colleagues, model success, empower each other and develop a team of sponsors and allies."

Early on in the weekend, the outcome of "generative collaboration" was set by pointing out that if Judith gave Judy £1 and Judy gave Judith £1, both would have £1. But by sharing an idea each, both would walk away with two ideas. Karen says this approach "formed the basis of the whole weekend."

Another Passion in Action participant, Ritva Karlstrom found it hard to limit her praise as so many things "are special about Passion in Action." Ritva says that magic was "created by all positive thoughts and good intentions." She felt that there was "a joint, sincere wish to support and encourage each and everyone to move forward in their own ways of wanting and trying to contribute and make this world a better place."

"I came out with glowing inspiration, increased curiosity and openness." She felt

that her desire to make a difference was reinforced. Ritva found the NLP tools helpful as they'll allow her "to put my dreams into action, but in sync with my

delivered every topic with passion, assurance, humour and seamless personal integration. Not once did they talk over each other and yet they were able to finish each other's sentences,

stepping in and out of the frame, ensuring every important message was really understood by the captivated audience. I felt I was experiencing a ballet."

Karen also loved the diversity of the participants. People who knew nothing about NLP mixed with people at all levels up to Master Trainer. There were also community workers, councillors and counsellors. They had travelled to Covent Garden from as far a field as India, Poland, Italy, Sweden and Peckham! Karen says, "How empowering to discover that when needs and wants are listed, everyone in the room had something to offer and everyone else wanted it – that's synergy!

Connections were made over the weekend and practical, helpful, supportive links were forged. Reservations and hesitations were removed and big hairy goals were verbalised and fixed into place as being possible." ●

## What's your big, hairy, audacious goal?

Karen says that they experienced a really empowering Robert Dilts, logical levels exercise. They did it in groups with each level personified by a participant. Each person had to state their "big, hairy, audacious goal". Then 'Environment' asked the person going through the exercise questions about how their environment could both challenge them and support them. By looking at the way each logical level (environment, behaviour, capabilities, beliefs and values, identity and vision) would impact on their goal, they were able to discover blocks (and support) and create solid action plans, too.

To work alone on this, state your own big goal. Say it aloud even though no one can hear you. Then work through each level, looking at the things that are supporting you and limiting you and holding you back.

Make notes and when you've worked through each level, turn your notes into an action plan. Now you can move ahead knowing you're congruent and able to achieve your goal.

calling." As a result of the event, Ritva feels that she'll be better able to trust her heart "when it guides me to seize that opportunity to make a difference, no matter how small or grand."

When Karen looks back at the event, she's "impressed by Judy and Judith's amazing presentation skills and their effortless teamwork." She says they created a "metaphorical dance as they elegantly

To book your place for September's Passion in Action, please visit [www.ppdlearning.co.uk/training/seminars/nlp-creating-social-change](http://www.ppdlearning.co.uk/training/seminars/nlp-creating-social-change)