

PARIS September 2017

DIAGNOSIS AND NLP, A SOCIAL SPACE FOR  
THE REORGANIZATION OF IDENTITY



A man in a dark suit and tie stands on the right side of the stage, holding a stack of papers and gesturing with his left hand. The background is a large projection screen displaying the text and images described above.

# ANLP CONFERENCE, LONDON. May 2019



# TUCUMAN, ARGENTINA. September



Entrenamiento Intensivo de Coaching & PNL con Bruce Grimley



RUGELY, UK. November,  
2019



# Welcome to the 7C's of COURAGE





- Clarity
- Confidence/Congruence
- Capability
- Creativity/Courage
- Commitment
- Climate
- Communication

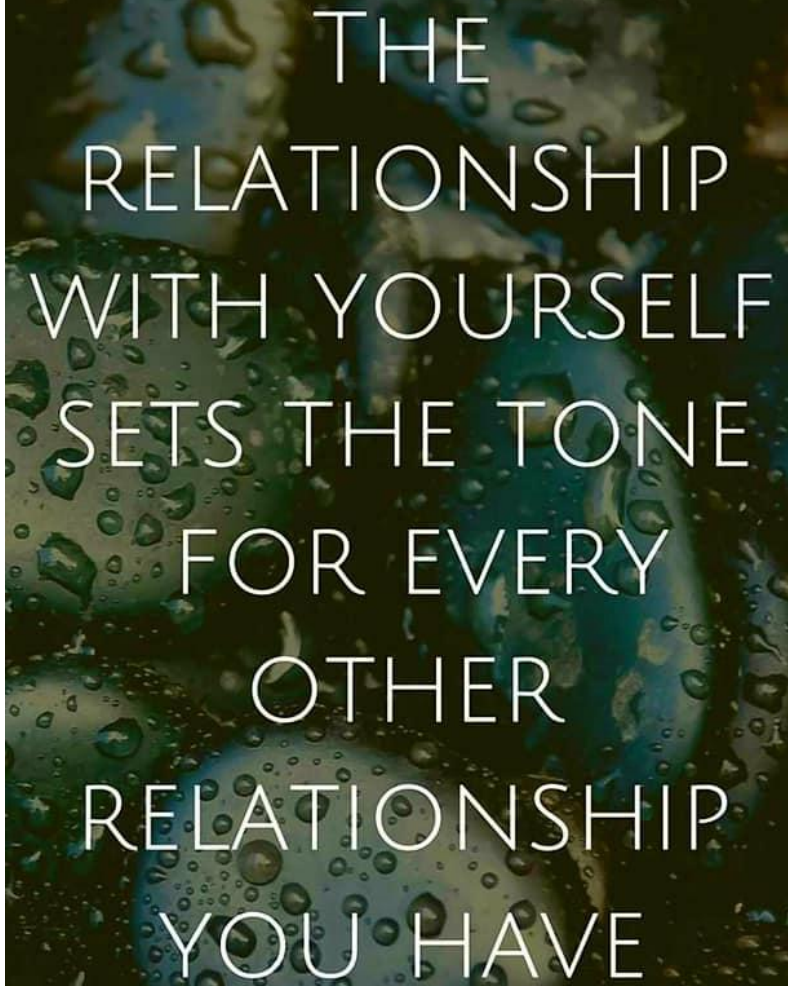
*Sexy Variables. Rapport Journal. Summer 2002.*



- Context of you and:
- People very close to you
- Work colleagues
- Interpersonal skills
- Career
- Money
- Health
- Relaxation

*Sailing the 7 Cs of Courage. AC Bulletin Summer 2005.*

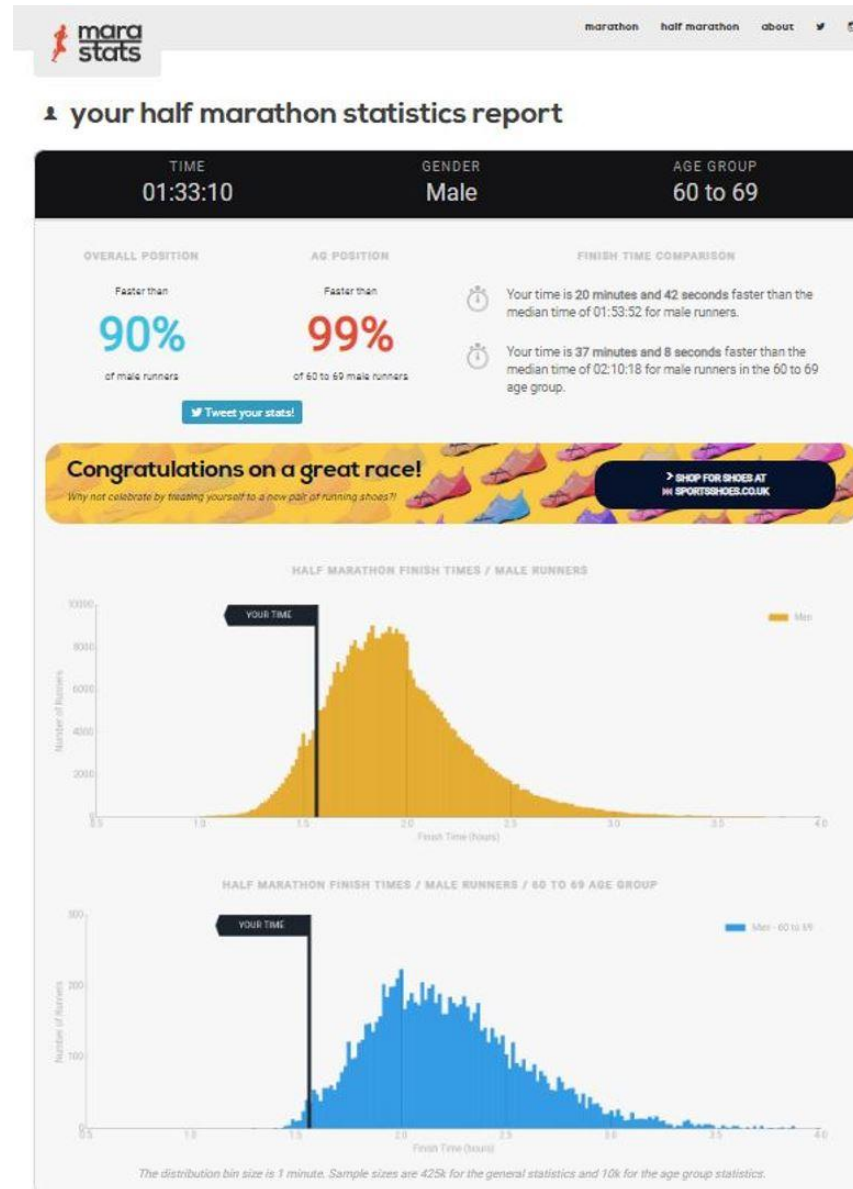
## A key 7C's Presupposition



THE  
RELATIONSHIP  
WITH YOURSELF  
SETS THE TONE  
FOR EVERY  
OTHER  
RELATIONSHIP  
YOU HAVE

JANE TRAVIS com

# Farnborough half marathon 26<sup>th</sup> January 2020



## 20M V65 Men 2020 to 3:00:00

Rank	Chip	Gun	PB	Name
1	2:33:09	2:33:17	2:33:09	PB Bruce Grimley
2	2:38:02	2:38:05	2:38:02	PB Richard Grant
3	2:38:25	2:38:46		Chris Sardo
4	2:40:26	2:40:30	2:40:26	PB Smail Khennas
5	2:41:23	2:41:37	2:27:54	Philip Ide
6	2:42:28	2:42:36	2:34:04	John Archer
7	2:42:38	2:42:52	2:38:56	Malc Gonnella
8	2:42:58		2:15:05	Colin Moody
9	2:45:57	c	1:58:45	Godfrey Rhimes
10	2:47:18	2:47:35	2:29:54	Christopher Woolgar
11	2:48:28	2:48:31	2:38:48	Tim Newton
12	2:51:25	c	2:13:41	Jim Brown
13	2:52:47	2:52:58	2:34:53	William Sigsworth
14	2:55:11		2:37:00	John Hargreaves
15	2:56:35	2:57:04	2:56:35	PB John Hall
16	2:58:17	2:58:49	2:57:19	Christopher Stapleton
17	2:58:36	2:58:36	2:58:36	PB Robert Lewis
18	2:58:40	2:59:23	2:58:40	PB Stephen Briggs
19	2:58:56	3:00:46		Christopher Biela
20	2:59:28	2:59:43	2:46:07	Malcolm Bradley
	2:42:42	2:42:49	2:34:35	Maurice O'Connell

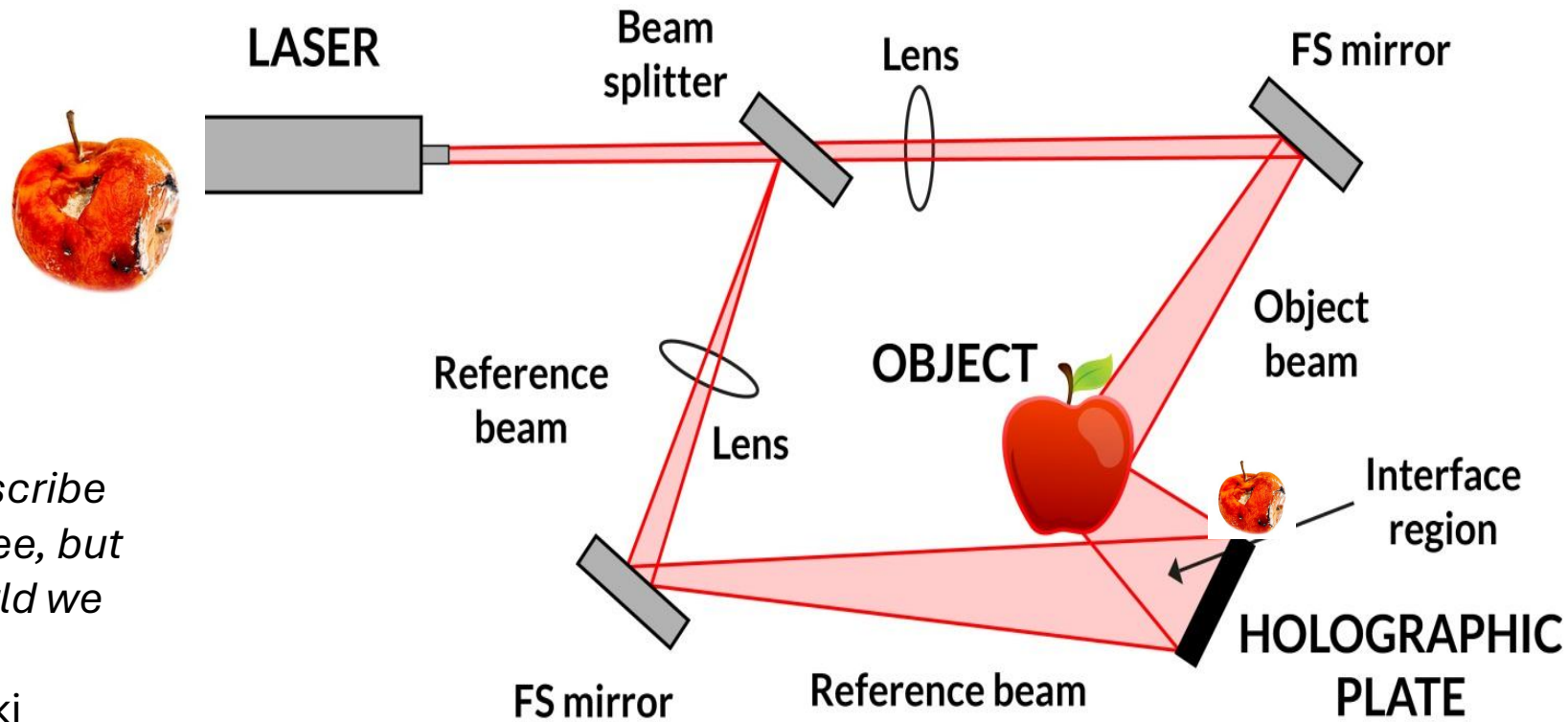
## Mar V65 Men 2020 to 4:05:00

Rank	Chip	Gun	PB	Name
1	3:28:20	c	3:14:34	Mike Pocock
2	3:29:24	c	3:29:24	PB Bruce Grimley
3	3:33:36	3:35:30	2:52:05	Walter Hill
4	3:35:24	3:35:29	2:39:36	Godfrey Rhimes
5	3:46:15	c	3:31:58	John Archer
6	3:47:56	c		David Lewis
7	3:50:21	a 3:50:37	3:01:45	Steve Goodwin
8	3:53:31	3:57:07	3:14:08	Gerry Smith
9	3:55:12	c		Jeremy Butler
10	3:56:57	3:57:15	3:56:57	PB Paul Evison
11	3:57:30	3:57:35	3:48:07	Nigel Arthur
12	3:57:37	c	3:45:44	Guido Tapia

# 7C's Presuppositions

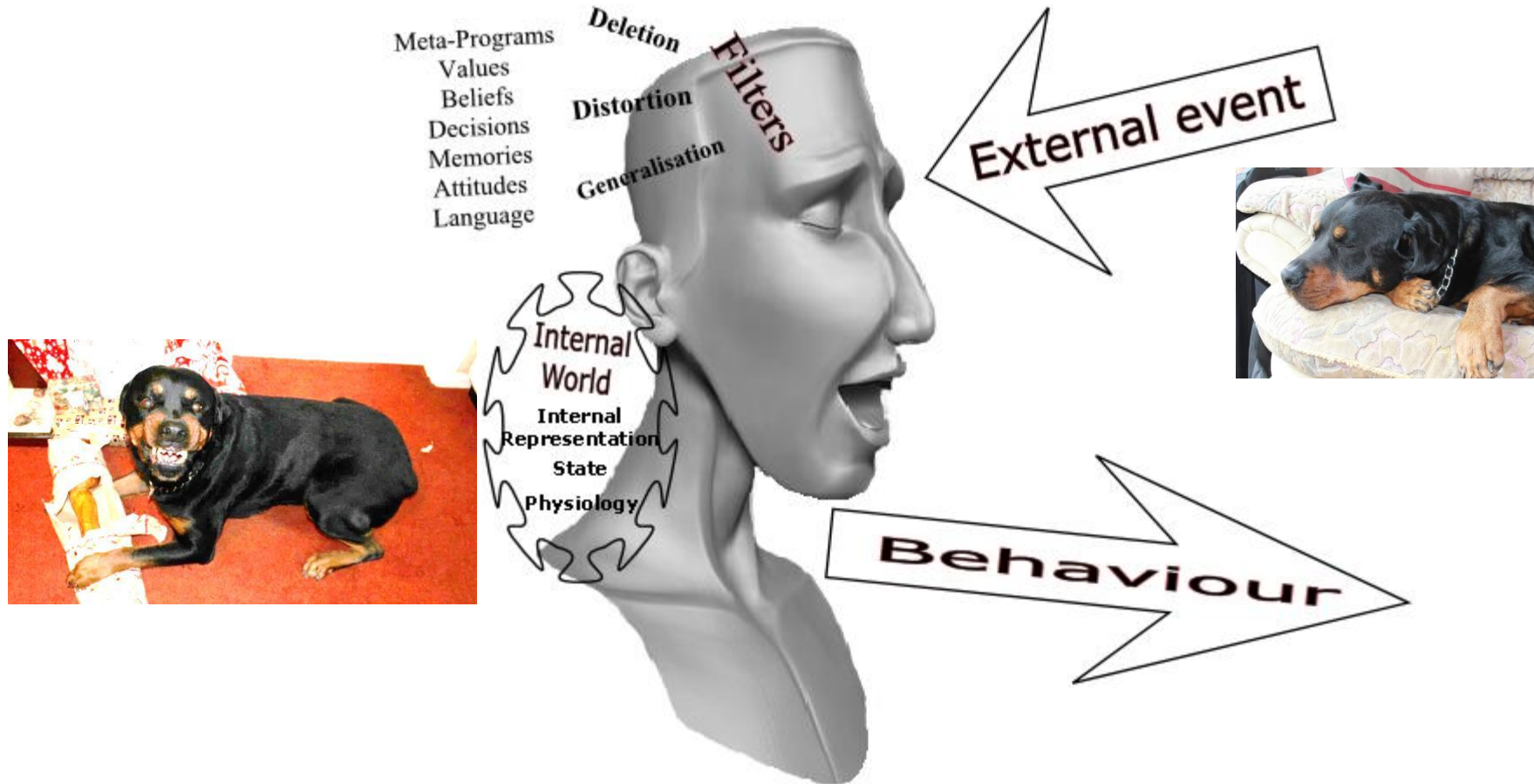
- Outcomes will always have a context
- People are naturally good and by nature seek positive outcomes. (Humanistic psychology, Rogers, Maslow).
- Go with the flow or fix the pipeline. **Fixing the pipeline can be a flow experience.** (Mihaly Csikszentmihalyi)
- <https://youtu.be/Ukg6NOenepg>
- To sail effectively in each context all 7C's must be mastered
- An indicator of mastery in each context is an evidenced experience of flow state and significantly greater numbers of peak, (Ah ha), experiences.
- The majority of work in 7C's coaching will be conducted at an unconscious level. (Watkins & Watkins, 1997)
- Self is always a multiplicity and not a unity.
- Behind personality traits in each context is an antecedent event/s. neurosis / trauma. (See next slide).
- All 8 life contexts are of equal importance
- Ecology is not just about integration at the highest (Hidden Observer, Hilgard) level, as important is context awareness and switching ability.
- You are ALWAYS in charge. (Constructed theory of emotion).
- Everybody has been congruent in some context and at some time.
- Unless you fundamentally change you don't change at all. (Plus ça change, plus c'est la même chose)

# The mini-trauma behind the belief behind the personality



*“We do not describe  
the world we see, but  
we see the world we  
describe”*  
Joseph Jaworski

# All perception is projection



# Constructed theory of emotion.

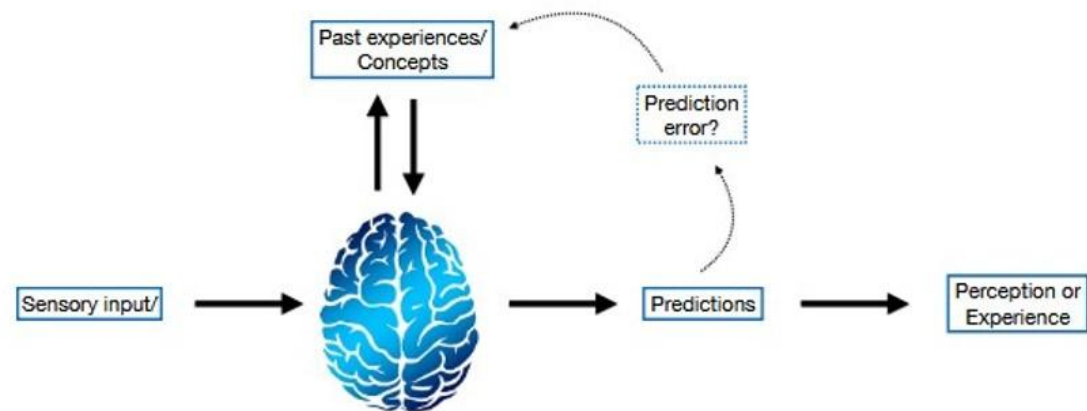
Makes us much more self-responsible.

## APET or ABC?

- **A**ctivating trigger
- **P**attern
- **E**mootional arousal
- **T**hinking (belief)
- **A**ctivating trigger
- **B**elief (thinking)
- **C**onsequence (behavioural and emotional)

*Griffin & Tyrrell, 2000. The APET model*

## How the Brain Constructs Emotion



Theory of Constructed Emotion says that:

*“An emotion is your brain’s creation of what your bodily sensations mean, in relation to what is going on around you in the world”.* **Lisa Feldman Barrett**

Beyond Identity  
- Spirituality  
- Mission/Vision

What is the vision of this person in this context? What is it that they are a part of, which is bigger than them? Who do they know that shares this vision? How do they know such people share this vision? What is this person's purpose here?

Identity

Who am I in this context? How is this different from others who share the vision? What metaphor would describe my identity in this context?

Beliefs/Values

What do I believe in this context? What do I believe about myself? What do I believe about my capabilities? Do I value these beliefs and if I do why and for what purpose? What do I believe about other people in this context? What do I believe about this context? What is important to me in this context? Why does this matter to me?

Capability

How does this person uniquely contribute to the vision in this context? How is this different from others who share this vision? How do they play a part in the bigger picture? What are the internal strategies of this person? How do they do what they do? How does this person learn new strategies and capabilities? Does this person have blind spots?

Behaviour

What does this person do in this context? How do they do this? How is their behaviour different / similar from other people? How do they relate to other people in this context? What language do they use in this context? When does the person do these behaviours? How do they know when to do these behaviours and when not to?

Environment

Where does this person do behaviour relevant to this context? How do they dress in this context? Who do they hang out with in this context? Do they dress/eat/inhabit/travel differently in this context compared with other contexts? If the answer is yes what effect does this have on a) other people and b) upon this person?

## Dilts, R. (1990). *Changing Belief Systems with NLP*. Capitola, CA: Meta Publications.

If I kick a stone, the movement of the stone is energised by the act, but if I kick a dog, the behaviour of the dog may indeed be partly conservative – he may travel along a Newtonian trajectory if kicked hard enough, but this is mere physics. What is important is that he may exhibit responses which are energized not by the kick but by his metabolism, he may turn and bite. This I think is what people mean by magic. The realm of phenomena in which we are interested is always characterized by the fact that 'ideas' may influence events. (Bateson, 1972, p. 229)

Bateson, G. (1972). *Steps to an Ecology of Mind*. Chicago, IL and London: University of Chicago Press.

# 7Cs is a pluralist modality

- The psychology of **B**ehaviourism, **C**ognitivism, **P**sychoanalytic theory, **H**umanistic theory, **S**ystems theory, **H**ypnosis, **E**go-state theory, **G**oal setting theory, **C**ognitive-linguistics, etc.
- 7Cs is a research model.
- 7Cs is Action Research.
- It seeks to understand the "what" and "how" of an experience by exploring subjective, conscious experience while setting aside preconceived notions. In this sense it is phenomenological.



**Peter Downhill**  
Bruuuuuuce! The legend. Happy belated birthday 🤪 1

Haha · Reply · 5 d

**Bruce Grimley**  
Thank you Peter, it has been a good day 😊

Like · Reply · 5 d

**Stuart Nunn**  
Peter Downhill Indeed a true legend who started me on my path of helping people 😊

Love · Reply · 5 d

**Bruce Grimley**  
Thank you Stuart 😊👍

Like · Reply · 5 d

**Peter Downhill**  
Stuart I was mainly referring to his ability to run a 3.30 marathon at the age of 82, but I guess helping people has its merits too!

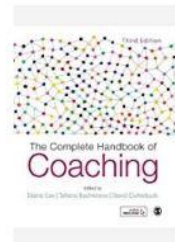
Haha · Reply · 5 d



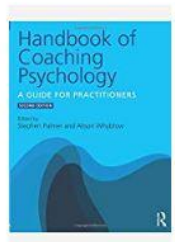
**Bruce Grimley**

✓ Following

Follow to get new release updates and improved recommendations



Paperback  
£28.43



Paperback  
£35.99



Paperback  
£19.19



Paperback  
£26.99



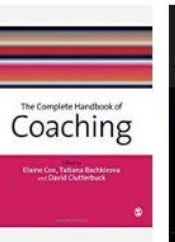
Paperback  
£26.73



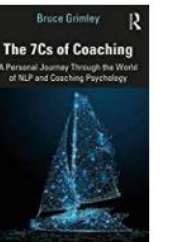
Paperback  
£20.00



Paperback  
£37.99



Paperback  
£17.48

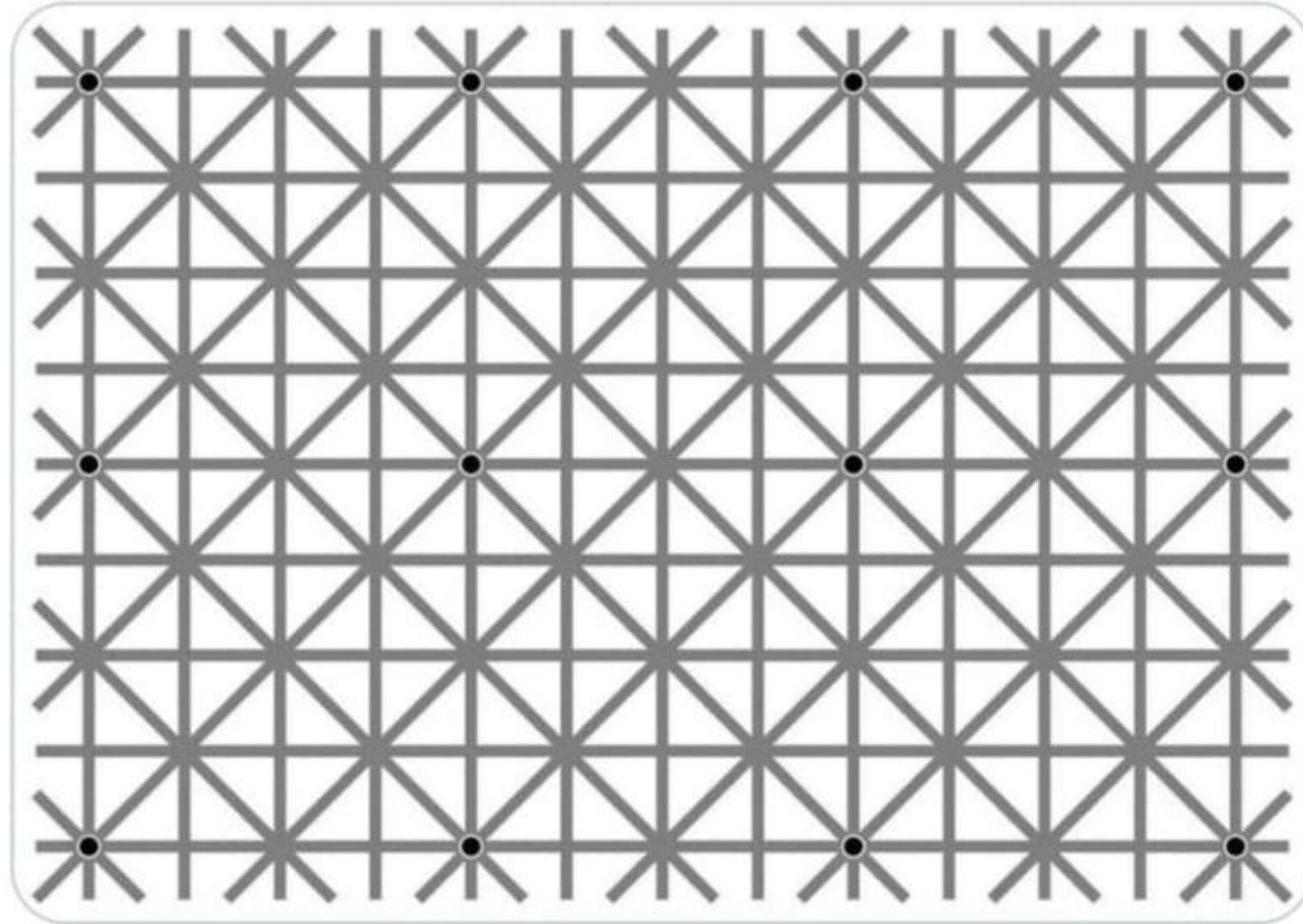


Paperback  
£24.99

Multi-tasking leads to divided attention = anxiety = stress.

“when expectation exceeds perceived capability in an area of importance”

Grimley, B. (2005). Sailing the 7 Cs of Courage. *AC Bulletin*, Summer.



# Towards a Definition of Hypnosis

## Wagstaff 1998

Wagstaff, G. (1998). The semantics and physiology of hypnosis as an altered state: Towards a definition of hypnosis. *Contemporary Hypnosis*, 15(3), 149–165. London: Whurr.

- Motivation.....Commitment.
- Relaxation.....Capability. (perception of capability)
- Imagination....Creativity
- Absorption.....Confidence / Congruence. (In flow)
- Expectancies..Clarity. (Goal setting, Well Formed Outcome)
- Attitudes.....Commitment. (Often lacking)
- Beliefs.....Confidence / Congruence. (Often negative of limiting).
- Concentration.....Commitment. (Often focus is interrupted by intrusive thinking)
- Suggestibility.....Creativity. (Many clients are too rigid and only see their limiting map).
- Placebo effects....Communication. (Rapport is a key facilitator of good outcomes).
- Selective attention.....Climate. (people can ignore other contexts. Good prioritization).
- Stress reaction.....Confidence. (Confident people believe deeply their system will cope).
- Role enactment.....Creativity.
- Compliance with instruction.....Confidence / Capability. (Confident people know the limit of their expertise and will readily comply and try new things when instructed).

## 7 Process Cs in the 7Cs model

Grimley, B (2020). *7C's coaching. A personal journey through the world of NLP and Coaching Psychology*. London: Routledge.

- Clarity
- Climate
- Capability
- Commitment
- Confidence / Congruence
- Communication
- Creativity / Courage

# The Well-Formed Outcome is at the end

## SMACTEPPOMF

- Specific
- Measurable
- Achievable
- Chunk Size
- Time bound
- Ecology
- Positive
- Preserve the Positive
- Ownership
- Motivation
- Future Pace

Clarity

Capability

Climate

Creativity

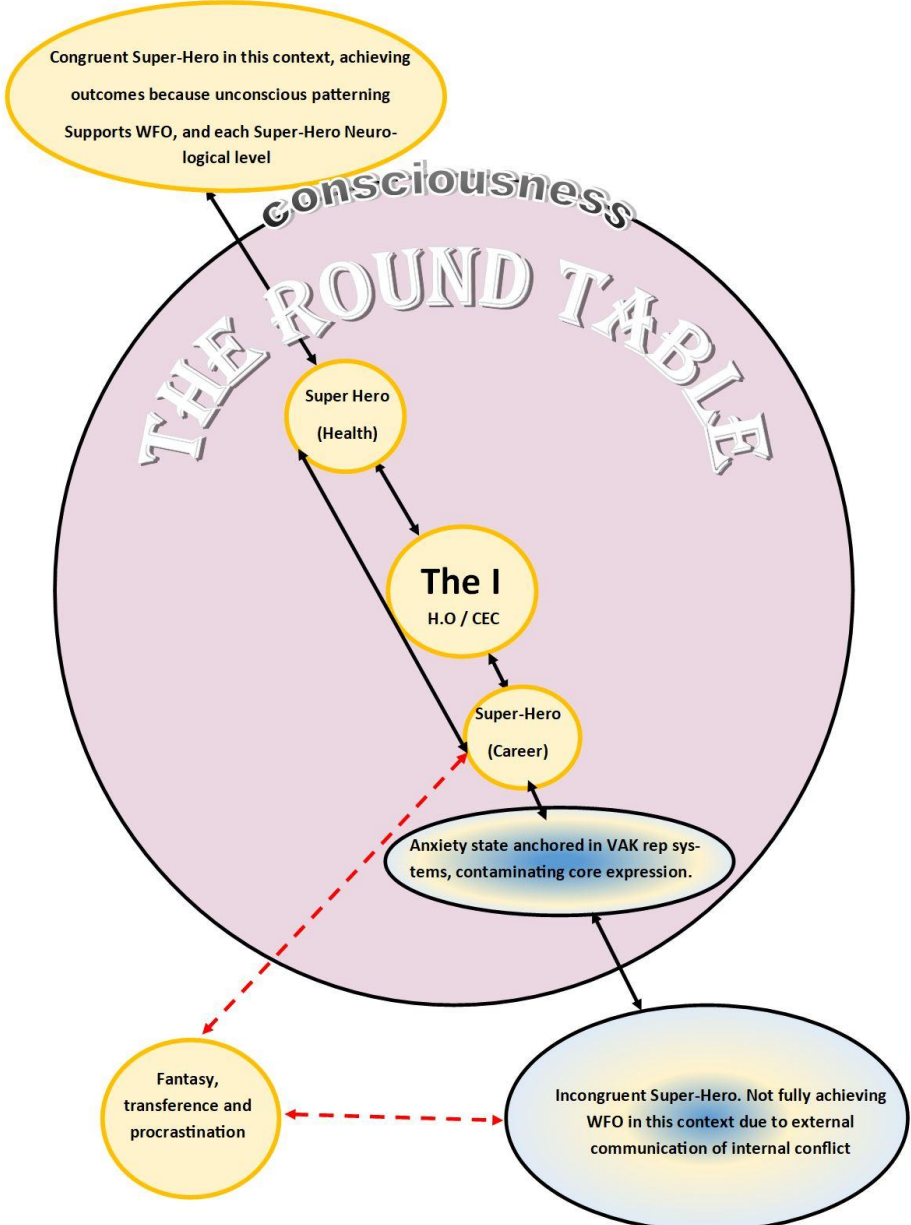
Confidence / Congruence

Commitment

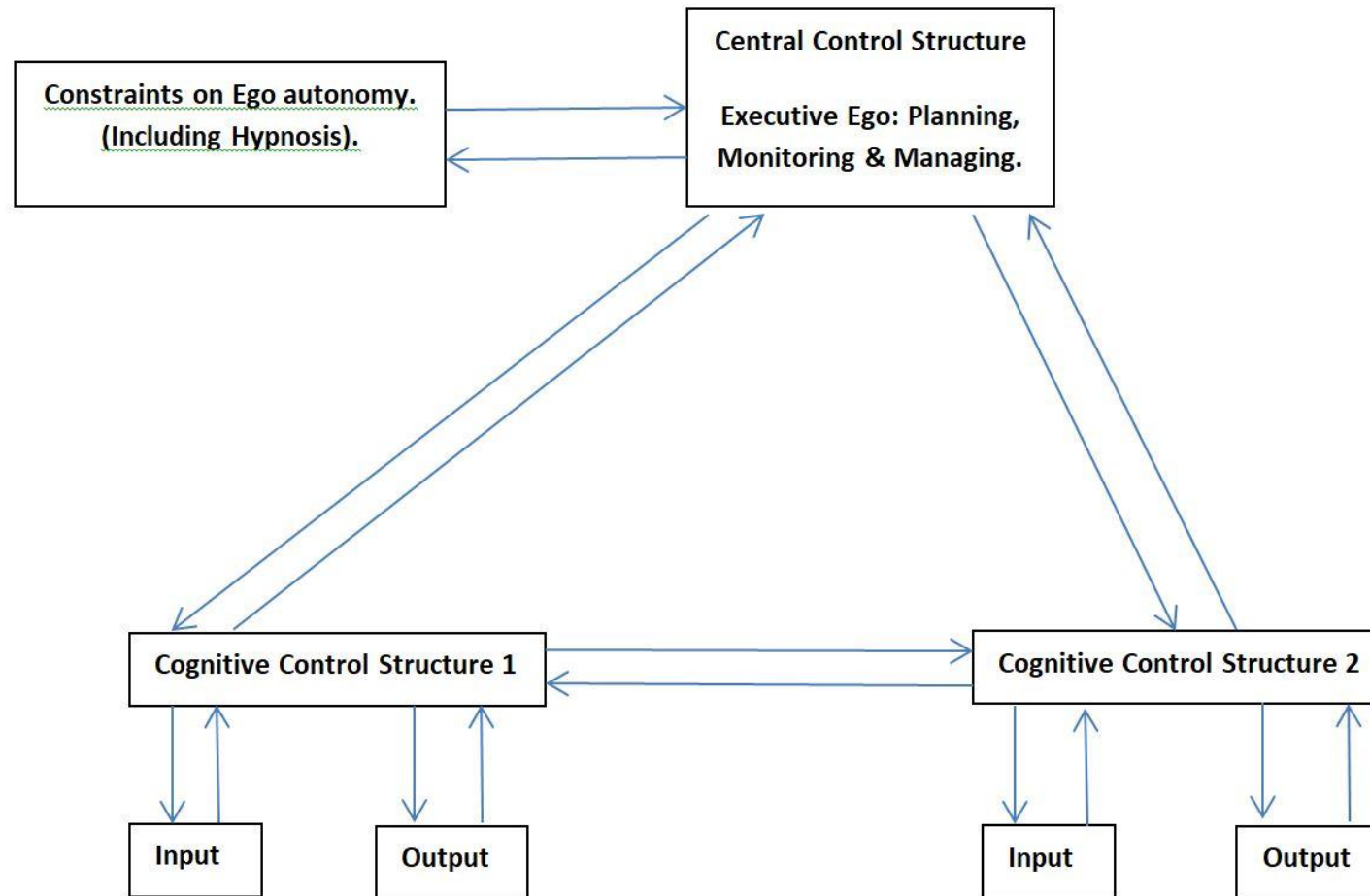
Communication

# The 7C's of Courage (2)

“And the day came when the risk to remain tight in a bud was more painful than the risk it took to blossom.” *Anais Nin*



# Flow, Hilgard's Hidden Observer



# Common Factors

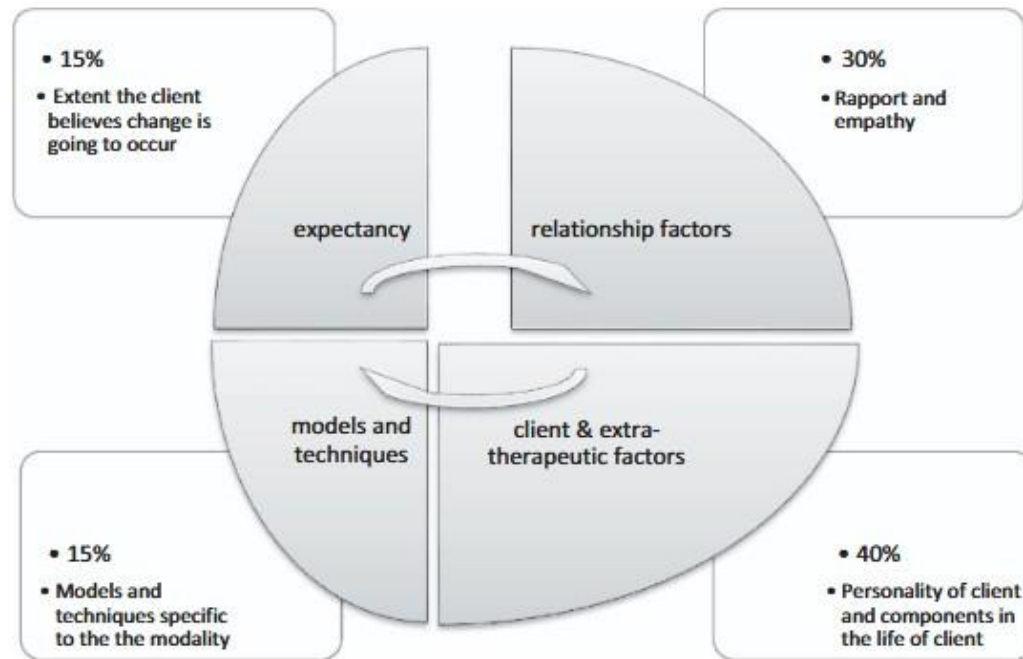


Figure 1.2 Estimated percentages of common factors (adapted from Miller et al., 1997).

- It has gradually been driven home to me that I cannot be of help to this troubled person by means of any intellectual or training procedure. No approach which relies upon knowledge, upon training, upon the acceptance of something that is taught is of any use....the most they can accomplish is some temporary change which soon disappears leaving the individual more than ever convinced of his inadequacy.
- (Rogers, 1961)