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# NLP REVOLUTION

A MONTHLY SOE MAGAZINE

वकिरिया, समृद्धि, परबिहणा  
Transformation, Excellence, Growth

# TOP 5

MIRACLES THIS MONTH

## PURPOSEFUL THINKING *vs* POSITIVE THINKING

NLP BLISS - SPREADING JOY

STAR OF THE MONTH  
SPECIAL FEATURE

AN ORIGINAL IS  
AN ORIGINAL



## A TRANSFORMATIONAL JOURNEY

At the heart of every moment that leads to a revolution, there are connecting strings of stories that tie people from different walks of life together. Stories of heroes, stories of love, compassion and a need. And it is from these stories, communities build up to support each other. Stories form the blood and nerve of strong professional communities. Shakespeare shaped thinking of mankind for centuries with meaningful fables. And in SOE, this is what drives us. Stories we hear from people like you. And in this magazine, we have attempted to bring some of this together, so that it can rejuvenate you as much as it rejuvenates us, and be a source of inspiration, knowledge, love and shared wisdom.

We intend to bring to you, learning, applications, success stories from the fraternity we are all a part of so fondly. We also thank you for your support in growing, building and nurturing a better society as we continue to sow excellence together.

*Warm regards,*  
**Antano & Harini**



## A MESSAGE FROM THE EDITOR

Earlier this week, my sister asked me to help her get over something. And I instantly agreed. I knew Collapse Anchor would do the trick. In this pattern, it is important to elicit the powerful unresourceful emotion, anger in this case, and even more powerful resourceful emotion, calmness. But to my dismay, during the patterning, I realised that the un-resourceful emotion was more intense than the resourceful emotion. Without giving it more deeper thought, I tried and experimented with her visual and auditory sub-modalities simultaneously, fusing with the collapse anchor. And to my delight, it worked! Now, when she thinks of those disturbing images, her unconscious automatically plays with her driver sub-modalities and she starts laughing.

That particular moment captured my heart. Those magical few seconds when I saw a smile spread to the corner of her lips, the sparkle in her eyes and the joy that she was experiencing, I was smiling too. I knew then that it was a “moment of magic” for me to treasure. When I look back today and think of all the things that have made me smile, I realised it was not always about me but also others around me, especially my family.

And, that is the theme for the August issue of NLP Revolution, “Moments of magic”. How lovely is that moment when you see a father quit smoking for his little princess? How amazing is it for a husband to see his wife regain her sense of independence through driving? How much joy does a mother feel when she sees her daughter, afflicted with a rare syndrome, physically stable? How heart warming is it for a mother to reconnect with her kids again? Happy tears, smiles and laughs are what we have captured this month.

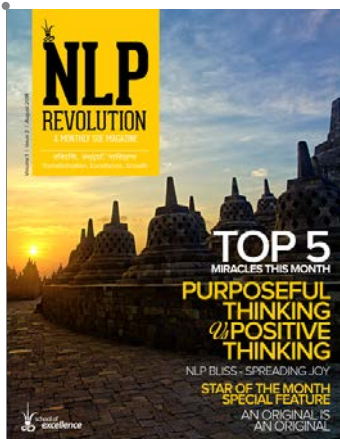
I believe that these moments are always happening around us. What I wonder is how amazing would life be if we could be the one to bring and spread these smiles. I am curious to know, what are the different things we could do every day, using NLP which will brighten our day and the days of our loved ones? How can we create more such magical moments? End of the day, that joy is what we all live for, isn't it?

***Remember, the magic never ends...***

***Ranjani Krishnan***







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# PURPOSEFUL THINKING VS POSITIVE THINKING

-Antano Solar John

Do share with us how you use purposeful thinking in your life.  
Write to us at [stories@soexcellence.com](mailto:stories@soexcellence.com)

Most of my friends think I am in the business of "Positive Thinking" and nothing can be further from the truth. For one, I truly believe in the power of holistic thinking – "The good, the bad and the ugly". And secondly, I use whatever is necessary to induce transformation, including STRONG AND USEFUL NEGATIVE THOUGHTS.

I remember working with an alcoholic who failed to convince me that he really wanted to change. So, I had to slide in the picture of him lying on the road, abandoned by everyone including his wife, and someone spitting on the road, on him, not knowing that there was a human being on the ground. And what if the person who spat on him was his own son? Not surprisingly, he had such a disgusted response to that narration, and I leveraged it fully to help him overcome alcohol, with the use of some very fine programming! What could have anyone accomplished with the negative impact of giving him positive suggestions at that moment, like your Life Will be Perfect?

The difference I am sharing with you is the difference between the questions 'Is it useful' and 'Is it positive'.

Now, there are various situations where I use positive thinking. But why would I limit myself to a container of 'positive thinking'? During my workshop, I ask people to consider what they really want. And I ask what if, at this moment, your dreams come true. What will you do with all this success? Now, I use such thinking to build powerful emotions and attach it to their everyday activities. It builds in a mechanism where they go motivated every day, to build inspiration. I am not against positive thinking, in fact I love it. What I am against is limiting oneself to it!

I wish to propose a radical frame instead! What if, you can use the power of positive thinking as well as negative thinking to get what you want? What if you can let purpose lead your thinking, purpose of the heart or purpose of the mind or both instead of shallow filters labeled positive' or 'negative'.

## Positive Purpose of Negative Thoughts

What people call 'Negative Thoughts' have a strong purpose most times. The purpose could be to:

1. Be careful

2. Consider the cons as well
3. Be prepared for Challenging situations

Why would anyone alienate such an ally? It is because they don't understand the purpose of such thoughts!

According to me, one of the best discoveries of Neuro Linguistic Programming is appreciation that every thought and every action may have a useful intention. And, there is a time and place where that can be really useful and powerful.

So, most times, when people complain about negative thoughts, the problem is not the thought itself but the timing, frequency and intensity of such thoughts.

## How to Program your Negative Thoughts?

Well, what if you can make a deal with yourself? Such that what you call 'negative' thoughts don't hound you and instead, start becoming your ally in the most useful way. Following is an exercise that may work for you:

Do this just before you sleep:

1. Stop all your thinking and Go into a Deep Meditative State of Mind
2. Ask yourself – what is the intention of these thoughts. Don't try to answer it. Just ask the question and let go.
3. Something will emerge to you consciously, like a memory, a symbol, a song, just something.
4. Leverage that something as a lead and explore the useful intention of these thoughts.
5. Once you feel like you know what the intention is. Thank yourself for both trying to take care of it and also for becoming aware of it now.
6. Give such thoughts a new respectful name other than Negative Thinking. For example: 'protective thoughts'.
7. Continue to stay in the meditative state and make a deal. Decide when you want such thoughts and allocate a time for it. For example: when you are driving or when you are taking shower or when you are watching TV, etc.
8. Sleep
9. When you get the thoughts again at the decided time, encourage them and explore further.

There is something that amazes me about some musicians, dancers and artists. They can take what most people call noise and turn it into rhythm, melody and artwork like a singer singing to the drops of a rain or a dancer dancing to the rhythm of the soft blowing wind on the sea shore.



- Harini Ramachandran

# AN ORIGINAL IS AN ORIGINAL

I read recently, a Facebook post from one of my designers who launched her very own designer label in the market, a really anguished expression of how every other designer is copying her styles! And true to her feelings, as I went through some of the competitors she mentioned, it looked deceptively similar. Yet, there was 'something' missing in those 'competitors' work...

One line of thought goes – "Why reinvent the wheel when someone has figured it all out?" and there's another line of thought that goes – "Do your own thing. Create your own stuff. Be great at your art."

Which one is right?  
Another home baker who runs baking classes for her living, painstakingly expressed how her neighbour wanted all her recipes and persisted rather uncouthly because she didn't want to 'pay' and attend her classes.

Giving away your Recipe or putting it out on the website doesn't make you lose your signature. You know how two people can have the

exact same recipe when one turns out to taste like a piece of heaven whilst the other tastes like it's not even worth it!

The art is not in the recipe. It lies in the artist's hands. Those hands are special. The states of mind. The wisdom. The intuition. The love. The passion. The skill. The real stuff.

When you look out to hire teachers, vendors – find out really how their skills are, what their values are.... Because the ones with comprised values will show in their work, their words, no matter how much they try to mask it.

Finesse. Depth. Artistry. May the obsession for the 'Real' stuff catch on you now even more... As you continue to grow in your life... uP in a variety of different ways!

May the pearls of Excellence find you, wherever you go!





**SHRADHA MUDALIAR**  
uPwithNLP Practitioner – Voice & Accent Trainer  
5 goals accomplished in 6 months!

Yes, Shradha has set a new high. She has given a new definition to the term success coaching with SOE. Her most important goal was to be a corporate trainer and she has accomplished it this month. She has worked against all odds, moved to Pune, landed her dream job with an IT Giant and achieved all her other goals in just 6 months! For someone who was married at a very young age, being independent she felt was what would define her identity.

She is the epitome of determination, hard work and commitment.

### Her uPwithNLP journey...

Shradha knew she had the skills and resources to achieve anything she set her heart on and yet, there was something holding her back. This constant search for something better pushed her to crave for appreciation from others which only lead to her feeling devalued and demotivated. She had quite some emotional baggage that she wanted to get rid of.

When she enrolled for uPwithNLP back in February, she was very hesitant, insecure and not sure if this was the right thing for her then. And though she intuitively felt right, she didn't know what it meant till after meeting us. As she walked into the venue on the first day, she instantly felt like she was home. This feeling amplified after seeing Antano and Harini for the first time. And thus began her uPwithNLP journey....

### Her moments of magic...

Shradha felt that she was strict with her kids and instead wanted to be more of a friend, someone her children could trust and speak their hearts out. After dutifully finishing the exercises given to her, she roped her children and husband in to play a game of Monopoly and they ended playing from 11am to 8pm. That day made a qualitative difference in their lives. Since then, she makes sure she finds time to spend at least an hour with her children every day. It has improved the quality of their relationship multi fold and her children feel comfortable discussing anything with her now, thus accomplishing her first goal of wanting to be a "go-to" mom.

Shradha was a fit person but still wanted to lose those extra 5 kgs

that she felt would make a difference to her. And, she did it in just a month and a half! She says, "I now magically find time for exercises and regulate my food automatically. I feel like I have all the time on earth for every little thing I want to do." And thus, she accomplished her goal of staying fit.

After uPwithNLP, Shradha started delivering brilliant trainings and was invited for more such trainings. This eventually led to her goal of wanting a fat bank balance.

Shradha's dream job was to be a Corporate Trainer. She had two specific IT Giants in mind with whom she was passionate to work. First shock came to her when one of her dream companies got in touch with her for her dream job. She was over the moon. Unfortunately, the job had erratic work timings. What's amusing is Shradha had the courage to refuse the job in light of her first goal. Without losing heart, she focused on the next round of exercises for the other IT giant. A week back, she got a surprise call from a consultant who mentioned they were looking for a Corporate Trainer. She was put through an entire week of assessments and trainings. She did stumble in between and did not receive good feedback. But being the determined lady she is, she went back home only to play the Peak Performance game and reframing. The final day of her assessment, she received brilliant feedback and was officially taken onboard. It turns out that this Consultant was hiring for her dream company and she was officially in and thus accomplishing her most important goal.

Her family was in the middle of relocating from Hyderabad to Pune and she was not looking forward to going back there. Pune was a negative anchor for her and she was worried about how she would cope. However, after using Meta model questions to break filters and other patterning to remove the negative emotion attached to it, she boldly went ahead. Today, she manages her life beautifully, dividing time between family and friends, and most importantly, landed her dream job, all of it Pune. She says, "I chose Pune and I am really proud of it. I have much broader view of life now."

After uPwithNLP, her entire outlook has changed. She says, "I call my unconscious "Euphoria". I constantly talk to myself because I know I am my best judge. I never feel alone now and I enjoy that space. Also, there are times that something negative starts to seep in. But I know how to move myself to the neutral zone and that keeps me going."

**Her biggest take away** is "There is something special about me. And, that's me!"

Her energy, the happiness that she spreads and her joy is very contagious. Being on a call with her for 45 minutes, I felt inspired to do more with my life. And, that was the moment of magic.

Want to be featured as the Star of the Month?  
Send in your star story to [stories@soexcellence.com](mailto:stories@soexcellence.com)



# TOP 5 MIRACLES THIS MONTH

*Miracles are never small or big. They are ones that create and sustain that moment of magic.*

*Here is our pick for such miraculous moments that brought instant joy for all of us.*

## 1 HYPERTHYROIDISM NO MORE FATIGUE!

Vireetha, a fitness expert, noticed that despite her thyroid levels being under control, she felt extremely tired most days. This impacted her work-life balance; she was frustrated as she was unable to meet deadlines at work. And, she had gotten into the habit of procrastination.

A session of Reframing did the magic. Today, she easily spends 14 hrs a day at work and still manages to find time for herself and her family. The quality of her work has improved drastically as she focuses better and lives life stress free.

## 2 ENTREPRENEUR GETS RID OF FEAR OF PLANES LANDING!

Deepak's job involved travelling 20 days a month and this experience was not something he would look forward to. Much before the plane lands, he would remember a particular accident he witnessed years back and that would cause palpitation and nervousness.

One intervention of Fast Phobia cure was Deepak's miracle moment. He focuses his attention on other important things during travel and that has improved the effectiveness with which he tackles client situations right after a blissful journey. Most importantly, this has ensured that Deepak rockets faster towards his professional goals.

## 3 COMMON COLD — NOT SO COMMON ANYMORE!

Hemang, a Corporate Professional, suffered from frequent cold attacks; sometimes as frequent as twice a week. Allopathy, Homeopathy or Ayurveda were only means of temporary relief. He had difficulty concentrating and this impacted his productivity at work.

Reframing was the perfect intervention for Hemang. Today, 3 weeks later, the frequency and intensity of cold has reduced much. He is extremely focused and gets work done in half the time. This has also

helped him magically find more time for himself and his family; thereby enriching the quality of his relationships. He feels fit and his overall lifestyle has improved.

## 4 SNACKING — NOW THE HEALTHY WAY!

Meena (name changed), a dynamic young woman, was hooked on to the habit of snacking. She had the constant need to munch on junk while working. This was leading to weight gain and she was feeling guilty about it. It also was impacting her confidence. The swish pattern, with a very compelling outcome picture, was the magic. Later that day, during tea breaks, she restricted her junk intake. Right from the next day, Meena did not feel the urge to snack anymore and if she did feel hunger pangs, she only reached for healthy food to eat like fruits and nuts. She feels lighter and fit already, and is motivated to exercise every day.

## 5 DRY COUGH VANISHES!

Rukmani, an enterprising trainer, suffered from dry cough. Her job required that her communication be at its best for effective training delivery. This dry cough was limiting her success and was also a source of irritation.

A session of Reframing was Rukmani's magic moment. That very evening, right after the intervention, Rukmani's dry cough magically disappeared. Since then, her trainings are more successful; she has her peak states on demand and is feeling much more happy and relieved.

If you have worked on any interesting cases,  
do write to us at [stories@soexcellence.com](mailto:stories@soexcellence.com)



# MOMENTS

# OF

# MAGIC

*Written and Edited by  
Ranjani Krishnan*

Nothing gives us more joy than seeing our near and dear ones proud of something they have accomplished. Here is our pick for such moments that made all of us smile.

## 1. INSPIRED TO QUIT SMOKING AFTER BIRTH OF DAUGHTER

Nirav, a young entrepreneur, started smoking at a very young age. What initially started as fun soon became an addiction. It overpowered him so much that he could not work without having a cigarette every half hour. Though his family was not appreciative of this habit, he felt there was nothing he could do. However, realization dawned on him after the birth of his daughter.

Today, after a session of Reframing, Nirav has completely gotten rid of this habit. His life has changed for good. His relationships have improved; he has more time for himself and his family. He has started saving money otherwise spent on cigarettes. He feels healthier and fit, and is motivated to work out every day.

What touched our hearts was to see his beautiful daughter and wife at uPwithNLP; the positive energy and the overflowing joy in the family. And more importantly, the pride that Nirav felt holding his daughter, after successfully quitting smoking.

Those happy smiles are what we strive for at SOE.

## 2. GOT OVER FEAR OF DRIVING AFTER SO MANY YEARS

Charu is an example of the quintessential Indian women, one who

loves driving and feels a sense of liberation doing so. However, Charu had an excessive fear of driving such that it made her tremble and feel dazed. She suffered from palpitations and felt like she didn't know driving at all. The image of a near miss highway truck accident years back haunted her the minute she stepped into the driver's seat.

After the Fast Phobia cure, Charu borrowed a friend's car and drove a short distance. She experienced no tremors, palpitations or confusion. A sense of freedom, liberation and confidence that made her glow was overwhelming for all of us.

## 3. ANGER COLLAPSES, BUSINESS ROCKETS

Vivek (name changed), a dynamic entrepreneur with big dreams, felt that his anger issues were limiting his success. On the professional front, this impacted his interactions with his clients. He would feel dejected if things didn't materialise and cause him to throw temper tantrums which he would feel guilty about later.

A session of Collapse Anchor did the magic on him. Today, Vivek is a more calm and composed person. His meetings are very successful and he handles difficult clients with ease. Earlier, he was a very fast communicator such that the communication would not always elicit the desired response. Now, his communication is very clear and the magic is clearly visible in the smiles he wears on himself every single day, no matter what happens.

How many such lovely moments have you experienced?  
Tell us now at [stories@soexcellence.com](mailto:stories@soexcellence.com)

# NLP BLISS

NLP Bliss is a Transformation Centre, first of its kind in the world

NLP Bliss Practitioners are a few selected uPwithNLP Practitioners, personally handpicked and intensively coached by the NLP wizards, Antano and Harini, themselves. They are trained to deliver transformations in single one-on-one sessions with clients.

Our BLISS Practitioners, across different cities, continue to excel and deliver results in a single session. The following is our pick for the most interesting and successful interventions this month.



*Transformation Centres – As we strive to reach 1 million people and achieve 1 million transformations in the next two years, we would love for you to join us as a NLP Bliss Practitioner and help us achieve our goal. Interested? Write to us at [stories@soexcellence.com](mailto:stories@soexcellence.com) and we will get back to you.*

*Get over Bad memories? Better performance? Stress free life? Discover true potential? - Take an NLP Bliss session and experience the difference. Contact us at 1800- 3000-2909 to know more.*

Intervention 1 – Prader – Willi Syndrome

## NLP BLISS PRACTITIONER Giridhar Gopal, Bangalore

Wondering what this Syndrome is? Prader-Willi syndrome is a



complex genetic condition that affects many parts of the body. This condition is characterized by weak muscle tone, poor growth, delayed development, insatiable appetite which leads to chronic overeating and obesity, high cholesterol, diabetes and other issues. There is no known cure for this and stem cell research is in progress in many countries.

Princess (name changed), a lovable 10 year old girl, suffers from this syndrome. When Giridhar first met her 4 months

back, she weighed 105kg and was suffering with high levels of cholesterol, and diabetes type 2. To add to this, the child was under a lot of pain due to medications and extreme measures

undertaken for weight loss. Though her weight had dropped from 114kgs to 100kgs, she still gained 5kgs back in 2 months. The child was in a critical shape back then.

After an intense intervention, supported by follow-up a fortnight later, there has been a significant improvement in Princess' life. She has lost 2 kgs and has not gained weight in the last four months; earlier, her weight gain averaged 1.5 kgs a month. Also, her cholesterol and sugar levels have plummeted and are under control now. The doctors had planned to increase her medicine dosage by 4 times but after the intervention, they have all agreed that the current dosage with Giridhar's intervention would help this child.

And, this is just the beginning! Giridhar now intends working with Princess to aid weight loss. Princess fondly addresses him as "my best uncle". This happiness cannot be described in words.

We are so proud of you, Giridhar. Hats off to you!

Such magic that can make someone's life is what we all strive for, isn't it?

## Intervention 2 – Emotional Conflicts at the workplace

### NLP BLISS PRACTITIONER– Dr Gowri Ramachandran, Chennai



Reema (name changed), single mother, working with a reputed Industrial association was facing severe emotional conflicts at work. She was labelled arrogant with no regard for her superiors.

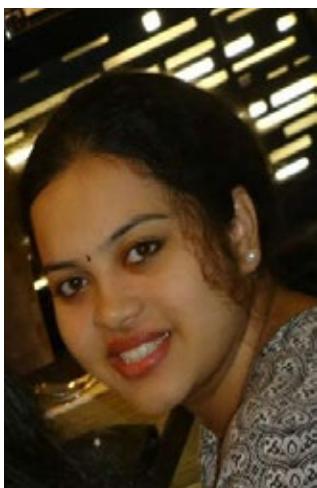
She had conflicts with her immediate boss such that even a single phone would instil fear and anxiety in her, and would make her unproductive for the rest of the day. This also reflected in her interaction with her subordinates eventually leading to sleepless nights and severe knee pain. She

was on the verge of quitting her job.

Dr. Gowri started with the Collapse Anchor to address the unresolved anger. She then used the reframing pattern with lots of metaphors and anchors to help with the insomnia, fear and anxiety. Right after the session, Reema felt completely relaxed. She took two days off from work, got as much sleep as possible, feeling fresh and happy.

One week later, Reema was better equipped to deal with the conflicts at work. She felt no fear or anxiety. Her relationships with her subordinates had improved and now, she is more productive at work. Her knee pain has reduced drastically and surprisingly, her menopause issues have also been addressed.

The special bond she shares with her son has been strengthened making it the perfect moment of magic!



## Intervention 3 – Physical abuse

### NLP BLISS PRACTITIONER Preethi Sankkari, Chennai

Rama (name changed), a teenager, faced abuse and harassment at school because of his dark complexion. His classmates would beat him up and humiliate him in front of others. His parents, unaware of

the extent to which this boy was being traumatised, asked him to ignore what others said. Eventually, the boy became a recluse; he stopped talking to everyone around him, friends and family.

Observing the criticality of the situation, Preethi worked with him using Reframing and Collapse Anchor Patterns with Metaphors and embedded commands. Soon after he woke up from his deep altered state, he spoke to Preethi for over 2 hrs, letting out all his emotions. He also spoke to his sister who had accompanied him for the Bliss session.

Today, Rama has changed schools and is doing well now. He has made new friends and his grades in school have improved. He bonds well with his family and is proud of who he is; his identity. He looks straight into your eye while talking, the confidence and courage clearly visible in him.

The smile and pride with which he carries himself is today is heart-warming and is an inspiration for us at SOE.

## Intervention 4 – OVERWEIGHT

### NLP BLISS PRACTITIONER Shwetta Kakkar, Pune



Rishi (name changed) a homeopathy doctor, was suffering from consistent weight gain. He noticed that every time he went for a party or function, he would gain over a kg. It made him irritable and frustrated for the next few days. It impacted his productivity at work and his self confidence also took a hit.

Shwetta identified the need for Reframing and the Sanctuary pattern to protect him from unresourceful states he might be picking up from people around

him. Since then, Rishi has not been gaining any weight and his weight has stabilised. His productivity has improved too.

Today, he is also motivated to go the gym and work out. He also plans on taking a second intervention to aid weight loss process. He feels nicer about himself and is all set to achieve his life's goals.

Phobias? Health issues? Bad memories? Better performance? - Take an NLP Bliss session and experience the difference. Contact us at 1800- 3000-2909 to know more.





# FOOD FOR THOUGHT

“

“The goal is to be as fully human as we possibly can be....  
when we are in touch with our personal power, we are in  
touch with our Divinity.”

–Virginia Satir

”

Virginia Satir (1916-1988) was a pioneer in family systems therapy and an inspiration to generations of family therapists. She was one of three amazing therapists modelled by John Grinder and Richard Bandler to create NLP. Richard Bandler met Virginia during the time he was editing transcripts of Fritz Perls – Inspiration for the Meta Model. He recorded a workshop she was doing and implicitly modelled her.

Later with John Grinder, he explicitly modelled her methods recording these in “The structure of magic volumes 1 and 2”, and “Changing with Families”. NLP Techniques based her work include matching Representational Systems, NLP Reframing, the importance and observation of nonverbal aspects of communication, and parts negotiation.

Virginia came from a farming family with an alcoholic father. When she was six, she became very observant of human interactions when she developed deafness for two years following mastoiditis. She noticed that people appeared to communicate in very different ways from each other and decided then that she was going to be a detective of adults when she grew up. Unable to hear what they were saying, she learned to detect when they were blaming, placating, doing “super reasonable” (or computer), or

distracting. Once she was an adult, she developed these defensive Communication Stances that she then recognized as defending low self-esteem.

She taught people how to communicate congruently (sincerely but with consideration for the other’s feelings); in other words, to be the same on the outside as they were on the inside and to be fully in touch with their whole Self. When congruent, one can freely express one’s own thoughts, feelings and opinions, and also acknowledge the thoughts, feelings and opinions of the other, and acknowledge the context of the relationship. She also taught that being congruent would raise self-esteem.

As she said, “The family is a microcosm. By knowing how to heal the family, I know how to heal the world.”

How congruent are we during our communication and how considerate are we for the other person’s feelings? If both of these were to happen, how would that make a difference to the quality of our relationships? How soon are you going to start improving the quality of your communication using all the language patterns you know well?





# TIMELINE CASE STUDY

## NANDA KISHORE, uPwithNLP Practitioner and Entrepreneur

*Our alumni have accomplished great things that they thought were impossible at some point of time. uPwithNLP did the magic for them. Below is a case study of one of our alumni, Nanda Kishore, whose life has transformed in every aspect.*

Revenue double, Pro-guitarist, married the love of his life, all of it in just 6 months – Nanda Kishore joined us at uPwithNLP in July of 2013, at Bangalore. In just 6 months, his life has taken a turn for the best. Here's a little tête-à-tête with this young genius as we peek into his Professional life, passion and his beautiful story.

**SOE:** Nanda Kishore, it's good to catch uP with you after so long! We hear that your entire life is now on a new uPswing! Tell us a little about all the success you are basking in, now!

**NK:** Well, there are 3 things that matter to me the most - Business, my music and of course my own personal life. I've wanted to get married to my girlfriend for a long time and now, I finally am! A long battle of several years won in just 2 minutes the NLP way! My Business has more than doubled! We went all the way from 1 crore to 2.5 crores this year and I'm all set to take off on my journey as a Pro-guitarist as well! Life's good!

**SOE:** Wow! That's a LOT! Congratulations on your achievements on each of these fronts. What was your life like, before you came for uPwithNLP?

**NK:** Everyday, after working 10am - 6pm, I'd still come back home with a nagging feeling of 'something is not done yet, need to take care of it' and I didn't know what it was. I carried this feeling every day and that limited me from doing other things with all my heart. And in Music, I had sort of reached a 'comfort zone' and I was struggling to break out of it and get to the next level. My guitar skills reached a plateau and I couldn't get out of it. Personally, I had some strained relationships. And with some others, I would just not even want to deal with them. So I kept away. Even in Business, I may have lost out on opportunities because I believed that some people carry a 'negative' aura around them.

**SOE:** You mentioned that you had some strained relationships with certain people earlier. How did they smoothen out after uPwithNLP?

**NK:** My entire perspective of looking at people changed. I used to believe that people walked around with either a 'positive' aura or a 'negative' aura. And at just the thought/sight of certain people, I'd keep away. All these visual anchors were shattered after uPwithNLP and I suddenly began to approach people and look at them differently. This, I believe, has helped me in a way that people open up to me more now! And, a lot of new opportunities have opened up since this shift and right now, things are just on an auto-pilot in business and we expect to grow by 200 times in the next financial year!"

**SOE:** How did you break out of your comfort zone in Music? What are your plans going forward?

**NK:** I had a real time experience of NLP modeling at uPwithNLP; where you get into a powerful state of mind that just allows you to pick up skills from geniuses. At uPwithNLP, I modeled Harini Ramachandran (Singer Megha) and went through a profound experience as she got into her zone and sang... I heard so many people around me who have had no experience in music who in that session were able to sing complex stuff

along with Harini. That along with everything else in the 6 days, did some magic such that when I started to play the guitar again, it felt different. Obsessively, compulsively, I modelled the best guitarists in the world, practiced for hours feeling completely time-distorted and people tell me how I sound so insanely awesome now! I can feel the leap in myself and I'm looking out now for a full time manager to manage my portfolio, bookings and shows. I'm also releasing a few original compositions of mine, soon.

**SOE:** We also hear you have married the love of your life and you have an NLP story to share in this regard which I'm sure our readers are very curious to know! How did you make it happen?

**NK:** Well, let's just say I had been trying to convince people for a long time now and nothing worked. And this long struggle came to an end, after I had a moment with Antano again where he opened up some possibilities. All I know is it then took a 2-minute NLP technique to get a convincing 'nod' from all involved! I'm still amused by how easy it was! Having said that, I must also say that it's not about the technique. I owe it to that holistic shift that Antano & Harini have brought about in me which is truly irreplaceable!

**SOE:** What is your opinion about NLP learning from books or 1 day courses?

**NK:** Having been there myself, nothing can replace a Real Expert Installation. And after all the research I have done, I know that there are a lot of NLP Trainings happening around the world. But what matters is not, knowing or being able to do the NLP techniques. You can watch YouTube videos and there is plenty of material online as well. But that won't get you the transformation that leap in your life that you want. It's all about Unconscious Patterning, where it becomes a part of you, a way of your life. With conviction I claim that Antano & Harini know how to make Excellence Installations happen. They've done it for me, for thousands of others and now I'm only curious to see what's next as I explore further.

**SOE:** What do you believe is your greatest takeaway from uPwithNLP?

**NK:** I had earlier read about NLP, I'd learned NLP even but I couldn't use it to get the results I want. I knew the concepts at a Conscious level. I knew that you can model belief systems, syntax and physiology, and get the skills of geniuses. At uPwithNLP, the greatest shift that happened was that my conscious understanding turned into Unconscious Competency. Now, all of this feels like breathing! You don't think about it, yet you do it all the time!

The entire 6 days felt like a breeze and I didn't know what was happening. But now when I look back, it's Unconscious Patterning in action all the way. I don't take efforts to do what I do. I just set an intention and the results just happen. Kudos to Antano & Harini, for installing such powerful systems in me.

How has your life gone uP in every aspect? Tell us more! Write in your story to [stories@soexcellence.com](mailto:stories@soexcellence.com)



# What are Metaphors?

Metaphors are a powerful way to communicate to someone's unconscious. Milton Erickson used this technique to pace a person's reality, distract their conscious mind by allowing their unconscious to find resources to expand their map of the world.

Almost every transformation can be achieved using Metaphors. For a Metaphor to be effective, all people or elements involved in that person's map of the reality has to be mapped to the Metaphor. Creating a synaesthesia is an effective way to make the Metaphor evoke the desired response.

The art of Metaphors is in the effectiveness of delivery, the moment of magic when it is delivered and allowing the curiosity of the mind to wonder what it really means.

Examples of Metaphors:

1. The below mentioned Metaphor could be used for helping someone learn a new skill well by dropping their preconceived notions during the process of learning the new skill.

Once a university professor visited a Japanese master to know "what wisdom means." The university professor had gone around

trying to gain knowledge about wisdom from different people. When he met the Japanese master, he thought that he was also going to share something similar to what other people already said about wisdom. The Japanese master served Tea to the professor and he kept pouring till the cup started overflowing and the tea was getting wasted. Seeing this, the university professor asked, "Master, why are you wasting the drink?" The master said, "Until the cup is empty, how much ever I pour in it is going to go waste".

2. This Metaphor can be used to tell that growth is generative and as you grow when you look back you will know that all the dots are connected.

As you watch a plant grow, it would start from just a stem and growing leaves as it gets older. It doesn't know what flower it will be, but all the information for the plant is in the seed, so the plant will always know what to do, one leaf at a time.

3. This Metaphor could be used for helping someone stop worrying once a solution is decided or reached. This can also be used to motivate someone to resolve a problem as against holding it unresolved for long.

A psychologist walked around a room while teaching stress management to an audience. As she raised a glass of water, everyone expected they'd be asked the "half empty or half full" question. Instead, with a smile on her face, she inquired: "How heavy is this glass of water?"

Answers called out ranged from 8 oz. to 20 oz. She replied, "The absolute weight doesn't matter. It depends on how long I hold it. If I hold it for a minute, it's not a problem. If I hold it for an hour, I'll have an ache in my arm. If I hold it for a day, my arm will feel numb and paralyzed. In each case, the weight of the glass doesn't change, but the longer I hold it, the heavier it becomes." Remember to put the glass down.

# LOVE WALL

Hundreds of alumni every year and their never ending love  
and support are what drives us at SOE.  
Their beautiful poems, love notes and messages fill our heart  
with so much joy. Here is some love we received this month:

## The Science of NLP

Stood she in a pause,  
Ever at a loss,  
A blast of a bout,  
Of creativity and doubt,  
Took her to the heights,  
Of poems and their might,  
Is it experience?  
Or is it Logic?  
Or is it pure magic?  
Clouded was she in doubts,  
Clothed in her own touts,  
Will she reproduce,  
The magic that is a Science,  
To suit her will and her wont,  
Was the real doubt!

Filters and nominalizations,  
Mind-reads and pre-suppositions,  
SRVs and techniques,  
Of course it is Science,  
The Science of NLP,

There is no doubt,  
No magic, for she has claim,  
To the fame,  
As her own,  
For it is Science,  
That made her a poetess!

Will she or won't she,  
Can she or cannot she,  
Reproduce and reproduce,  
Her skills and her wont,  
Was it for real,  
The Science of NLP,  
She did find out by writing,  
Writing and writing!  
Always and anyways,  
No doubts with touts,  
For NLP is a Science,  
And it is for real!

-Hema

It's time to go  
ch particularly!  
Going back as  
a better Manoj Husband.  
→ Manoj

I came here to  
get rid of my fear of  
failure, but got much more  
Value Additions than I... I am able to  
see the transformation from now on and  
very sure will use it to transform others  
well...  
Shruthi

In 6 days  
I FOUND  
A NEW  
"ME"  
VINOD

There ain't  
enough words to  
express what these six  
days have been like.  
It's been mind-blowing.  
An experience of a lifetime.  
Patience & Haring, you and  
your team simply Rock!  
Bride

Wow!  
Bang  
Introspecting  
Nishu is.  
Happy  
me  
Success  
relationship  
Kathi: Reel  
4 am in it

It's been finest 6 days of my life  
came with no expectations, going back with  
huge learning, confidence & conviction now  
Strongly believe in the power of NLP & what  
difference it can bring to the world.  
Pranay

Excited to tell us how you feel? Write to us at [stories@soexcellence.com](mailto:stories@soexcellence.com)

# UNRAVEL

Continue to uP your NLP skills as you solve this mindboggling puzzle

01

The process of planting a new belief or skill by using the techniques of NLP is called \_\_\_\_\_  
**LLTNNSOATIIA**

06

\_\_\_\_\_ assumes that some condition has to be true to maintain the validity of another part of the statement  
**RPONITOUSEPPSI**

02

All, never, always, every, etc are examples of  
**VRLSEIUAN IIRAQSUNTFE**

07

Words that sound alike but have different meanings and uses in different contexts.  
**OOOACLLHNPIG GYATMBIIU**

03

This is the heart of NLP  
**LLMNGDIEO EEEENLCXLC**

08

Way of grouping or categorizing information  
**KHUNNCGI**

04

When you use the same representation system that the other person is using, it is called \_\_\_\_\_  
**GAIPCN**

09

Milton Erickson used this technique to pace a person's experience, distract their unconscious mind and allow them to find solutions  
**OSMPREHAT**

05

\_\_\_\_\_ is a noun that describes an ongoing process, i.e. the noun cannot be experienced through senses  
**ZIIIMATONLNONA**

10

It is a form of utilization of language describing a specific experience or response linked to some outside stimuli which may or may not be necessarily directly connected is  
**EUCAS DAN FETCEF**

## UNRAVEL ANSWERS - JULY ISSUE

- |                         |                        |
|-------------------------|------------------------|
| 1. Calibration          | 6. Break State         |
| 2. Virigina Satir       | 7. Lost Performative   |
| 3. Generalization       | 8. Submodalities       |
| 4. Intensity            | 9. Complex Equivalence |
| 5. Perceptual Positions | 10. Sanctuary          |

Crack the puzzle! Send in your responses to [stories@soexcellence.com](mailto:stories@soexcellence.com) and win SOE gifts!





# SOCIAL WORK

Social Work drive at SOE is spearheaded by Antano and Harini, orchestrated by Swathi Priya and coordinated by every member of the SOE team with full support from our alumni. We have drives conducted in Mumbai, Chennai, Delhi, Hyderabad, Pune and Bangalore every month. We are active in different fields like Defense, Medicine, Education etc. handling challenges that were considered impossible to deal with.

Social Work is baked into SOE as much as Excellence is. We believe at supporting anybody who comes to us because the impact created is a ripple effect. We have had people who join us at uPwithNLP or NLP bliss for starting a new venture or growing their business. This in turn creates more jobs in the market and helps the underprivileged get what they want.

SOE also identifies deserving people and does everything to support them, to give them the life they want. The cases we have worked on include destitute women, Special children, orphaned children, people with acute and chronic health issues, and much more. From Student Scholarships to delivering free sessions, we have over 100 such stories this month. Here is our pick for the two CSR cases this month.

Giridhar Gopal (uPwithNLP Practitioner) – Mohan (name changed) suffered from Kidney failure. The first time his kidneys failed, his wife donated him one. However, recently, his kidneys started to fail again. He was advised to go for dialysis 4 times a week to ensure that there were no complications. Being a very painful process, Mohan started to feel dejected and had lost hope. The family was already in a poor financial state and the expenses for this treatment

only made it worse. Giridhar worked with Mohan using the Reframing and Healer Within patterns. Soon after this, the need for dialysis came down to twice a week. Another round of intervention and the need for dialysis has now come down to once in two weeks. Mohan has started eating well again and does minimum level of exercise as advised by the doctor. It's overwhelming to see him back with a pleasant smile.

Dr. Gowri Ramachandran (uPwithNLP Practitioner) – Radha (name changed) single parent, working as a Lecturer with a reputed college, was facing tremendous mental pressure at her workplace. Being constantly loaded with additional work from her seniors, she hardly had any time for herself, her little son or her old parents. She was pursuing her part time MBA from the same college and so, was unable to quit her job. She was being threatened saying she wouldn't get her degree if she resigns. This was affecting her mental peace, health and sleep. Dr. Gowri worked two sessions with her using Reframing, Collapse Anchor and Peak Performance. Few days after that, Radha boldly quit her job and found another job which was in line with what she wanted with a much higher salary. She managed to convince her previous employers to give her the degree too. She has a brilliant work life balance now. She sleeps well and has started growing in her career. She plans to pursue a higher degree now. Most importantly, the bond she shares with her son and her parents has strengthened.

Do you have more such inspiring stories?  
Write to us at [stories@soexcellence.com](mailto:stories@soexcellence.com)

We, at SOE, recognize that there are people out there who want transformations but are unable to get it mostly due to financial constraints. To help them benefit, we have introduced the concept of Bliss Gift Cards. All you have to do now is buy a Bliss card and gift it to someone who really needs a session, and let us do the magic for them.

We love and appreciate the fact that you refer your friends and family for uPwithNLP to help them get what they want. To make it easier for you, we have launched uPwithNLP cards. Give the card; ask your reference to give us a call on our toll free number or write to us and our co-ordinators will get in touch with them immediately.

To make personal transformations available to all, SOE has taken the initiative to introduce NLP Online Training to bridge physical distances. This training consists of 35 modules including live demonstrations from Antano. Do you know people unable to attend uPwithNLP? Get them to register for our specialized NLP Online Training.

Interested to join uPwithNLP in your city? Check out the dates of training and register now <http://www.upwithnlp.com/calendar/>

# INSIDE SOE

*Follow Us:*



## BRING A FRIEND OFFER

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to register for uPwithNLP  
in the next two weeks  
and WIN 7000 SOE reward points**

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**Support us as a Channel Partner  
and win SOE Reward point and  
other gifts. Interested? Write to us  
at [support@soexcellence.com](mailto:support@soexcellence.com)**

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Feedback? Feel free to write to us  
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