

Volume 1 | Issue 1 | July 2014



# NLP

## REVOLUTION

A MONTHLY SOE MAGAZINE

वकिरयिा, समृद्धिपरबिरहणा  
Transformation, Excellence, Growth

**NLP BLISS  
ACTUALLY BLISSFUL**

STAR OF THE MONTH  
SPECIAL FEATURE

# TOP 5

**MIRACLES THIS MONTH**

DO THE FOUNDERS OF  
NLP USE NLP IN THEIR LIVES?

# SUSTAINED EXCELLENCE



## 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



Thousands of candles can be lighted from a single candle, and the life of the candle will not be shortened. Happiness never decreases by being shared.”

-BUDDHA

To say that I am excited to write to you for the first time would be an understatement. We, at SCHOOL OF EXCELLENCE (SOE), have undertaken this journey to continue and touch more than two million lives in the next two years. New businesses, new stories, more challenges, newer strategies – we are a flurry of activity.

We take immense pride in presenting our first magazine, “NLP REVOLUTION”. Our motto at SOE is विक्रिया, समृद्धि, परबिर्हणा- which stands for Transformation, Excellence and Growth, in Sanskrit. It is symbolic of everything we continue to strive for.

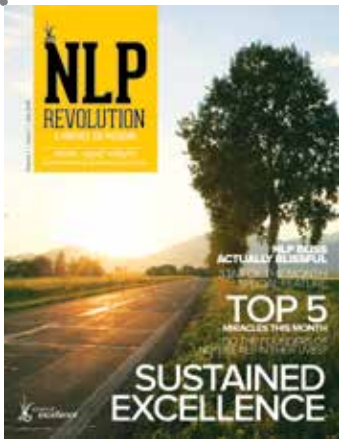
When I first started writing as a child, it would just be a reflection of all my thoughts and feelings. With time, I realized I loved telling people my stories, my experiences, and most importantly, stories that amuse and inspire me. And that, precisely, is why I am writing to you today.

In the few months I have been associated with SOE, I have seen and heard stories that bring smiles and happy tears, stories of people reaching greater heights, stories of transformation. When we first came up with the idea of a magazine, the vision was clear. We wanted to reach out to our alumni, encouraging them to continue the brilliant work they are already doing, and reach out to others, the ones who are waiting for miracles to happen.

That brings us to the basic Pre-supposition of NLP - *‘Every individual has all the resources necessary to get the life they want’. What if this is brought to the awareness of every individual? How wonderful would life be for all? Think of all the brilliant things, people around us would accomplish. And more importantly, what if you are the one to bring about this transformation? This is our shared dream.*

*Remember, the magic never ends...*





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# DO THE FOUNDERS OF NLP USE NLP IN THEIR LIFE

-Antano Solar John

This is one of the most favorite questions that I, often, get from people who do a quick research on 'NLP'.  
The quick answer - **Yes, Absolutely!**

Here are 10 Ways in which the Founders use NLP most effectively

**1. Spread NLP** – Think about various wonderful things around you that does not have the recognition it deserves. How many of them become a Billion Dollar global industry with recognition in every field? The founders used NLP to spread NLP. It is not easy. And no other 'field' has made such growth in awareness in just 30 years.

**2. Stay Healthy** – John Grinder is over 70 Years. He can climb mountains, still does trekking actively, rides horses and can read without a reading glass. Now, that is Excellence, I would assume. Given all the serious health conditions Richard Bandler went through including diabetes and a Brain Stroke that resulted in partial paralysis where doctors said he can never walk again – he is still rocking and walking well.

**3. Learn Fast** – John practices and teaches how to learn a new language in 3 days, in a way that it leads to Native Diction. At his age, he still learns new and a variety of different stuff with precision. I cannot quantify learning. But if you have any exposure to either of them, the vast amount of depth and knowledge is astonishing. In fact, they used NLP to learn the behavior of excellent sales people. Most 'top' influence program in the World have bits of their learning ingrained in the training.

**4. Changing Habits** - I leave this for your own research. There is plenty of evidence out there which demonstrate Richard changing a lot of his dangerous habits.

**5. Being Trend Setters** – It was not easy. They had potential legal issues. Possible Financial struggles too. They were saying something the whole continent seemed to oppose. The

thinking was radical. And yet, they made it happen.

**6. Being Alive** – How many people continue to develop their 'inner' self and contribute to the World in their 70's. John and Richard are remarkable examples of people who are continuing to get smarter and better with their contributions, when for most people growing old would mean reducing what they do.

**7. Happy Family** –The little I know is that John enjoys his time with his grand children and children, and has enough time, health and attention for each of them.

**8. Empowering Successors** – At least in India we have so many examples of super geniuses with amazing knowledge and wisdom that disappears when the 'Guru' dies. The disciples may know fractions of something, but they may not be able to even remotely get the same results. John and Richard have both empowered enough individuals to carry their lineage amongst a millions who try to.

**9. Business** - In the 1970's, even before NLP was as famous as it is today, 150 students paid \$1,000 each for a ten-day workshop. That is quite some business acumen there. According to court documentation, Bandler made more than \$800,000 in 1980 from workshop and book sales.

**10. Being a Good Human** - I have my sincere gratitude for both of them, for both teaching me and developing this wonderful field. My moments with Richard are rare and precious. What I have learned from John is priceless and most adorable. It has been two years since John started coaching me and guiding me on NLP.

"Understood and you are welcome – there are only two ways to adequately say Thanks! To me: play it forward - this is a simple phrase that proposes that you do for someone else something like what I did for you go beyond the patterning that I have succeeded in modeling/designing to new patterning" – **Dr.**



- Harini Ramachandran

# SUSTAINED EXCELLENCE

Excellence, to me, is not a one-off awesome performance. Excellence stands only *when Excellence sustains*.

Have you noticed how there are so many celebrities who make it big one moment and fall down or just easily ebb away into thin air in such a short period of time? So much so, that their work is perhaps even forgotten...

There are others that are rock steady and continue to grow, grow and grow even more - intellectually, artistically with more wisdom taking people along with them all the way and showing the way....

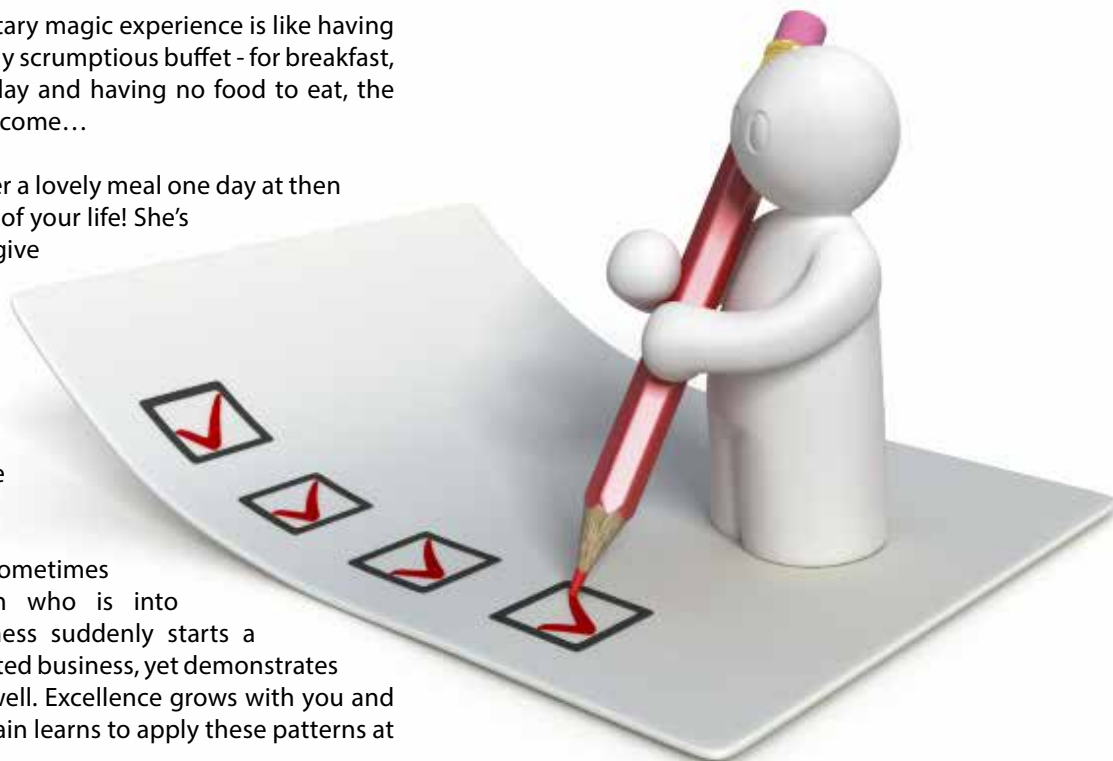
Losing oneself in a momentary magic experience is like having an over-dose of an extremely scrumptious buffet - for breakfast, lunch & dinner all in one day and having no food to eat, the next day and many days to come...

You can't woo your lady over a lovely meal one day at then not care for her for the rest of your life! She's certainly not going to forgive you every day, thinking of that one romantic time that you had! Sustained Excellence is one that is nurtured, cared for, loved and fed continuously... in a way that it grows onto take delightful forms...

It's not surprising that sometimes a successful businessman who is into a particular kind of business suddenly starts a completely different unrelated business, yet demonstrates excellence in that field as well. Excellence grows with you and is a part of you - and the brain learns to apply these patterns at all levels...

*Real Success* is one that sustains over time. That *stands the test of time*. Growing even through all the twists & bends and standing out each time with exciting surprises.

Success is when that *spark of passion, vision, dreams, sown several years* ago takes delightful forms of varying magnitudes, each having an impact of its own - small or big. Success is when Artistry becomes the very epistemology of life! When *Sustained Excellence is on auto-pilot* in your life, you know you are breathing Meaningful, Long-standing



# STAR OF THE MONTH GAYATHRI APTEKAR



An uPwithNLP Practitioner, NLP Healer, uPwithNLP Master Practitioner, passionate Blogger, Book reviewer, Bibliophile, Author, Music Lover, Photographer, Kathak Dancer, a foodie who loves cooking, a curious and fun-loving soul who believes in the power of Dreams! She is a Relationship and Parenting coach, who helps couples, single parents and children to Re-design and live their life with even more passion, through her NLP skills and life experiences.

Gayatri's story is one of inspiration to all of us at SOE. After uPwithNLP, Gayatri made the bold decision to quit her job and pursue her dream of becoming an author. Combined with Success Coaching, Gayatri has successfully written and published her first book, "Crumpled Voices". All this in less than a year! Her courage, her focus, her vision and her final plunge to accomplish what she had her heart set on is commendable. She also has her second and third book on her way!

So, what is Gayatri Aptekar's story?

Gayatri was introduced to the magical world of NLP, by Train the Trainer faculty in her previous organization. 'Neuro Linguistic Programming', this term made her curious enough to explore this field. After three days of research, she decided to go ahead with uPwithNLP course with School of Excellence, the reason being, the word Heal.

Though Gayatri had learned to accept herself and let go of her past, she still carried lot of emotional baggage, guilt and limiting beliefs. She knew that they hampered her growth and from her research, she found that uPwithNLP will help her let go of all these, easily and instantly! Then began the journey of self exploration, with uPwithNLP Practitioners course in July 2013. Those six days she experienced a different high, which cannot be described in words. Transformations began from Day 2 and by the end of the 6th day; she knew she had to enrol for Super Masters.

In those six days, she got over limiting beliefs, bad memories, phobia of riding a scooter and allergies. She also learned how to amplify her good feelings, how to switch emotional states on demand and how to get into highly peak performance states, immediately! All this was pure magic and she just went with the flow. She also understood the

importance of asking, right questions, to get the right answers and using language patterns to influence neurology. During and after the course, she noticed many subtle changes in herself. Her voice tonality had changed, her writing became more creative, her eating habits had become healthy and overall she found a strange freedom.

How has she been transforming lives of people around her?

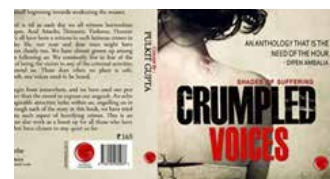
She used the Alphabet game to accelerate the creativity in one of my office colleague's life. She also used Collapse Anchor to build in resourceful states in many of her friends and helped her sister get rid of a bad memory. With each positive result, her confidence grew and with each friend, she learnt something new.

Her first official client was a 53 year old lady, who was in depression for over a year. She was under medication, but she wanted to get over depression as soon as possible. She says, "When I visited her, I had no idea what I would be doing with her, as she was a stranger. All these months, I was working with my friends and office colleagues, whom I knew very well. I trusted the installations done by my masters, Antano and Harini and went ahead with the blessings of my coach, Priyadarshini." The session went very smoothly and her client was able to sleep that night, without her sleeping pills.

She then helped two more clients to build self-esteem and decide the right career path. She also worked on her Dad, to bring Diabetes under control. She has worked with children who don't eat food, don't study and also those who watch excessive TV. Recently, she worked with five SSC students, three days before their exam. She used Alphabet Game and a mix of patterns to help them sail through the exams, efficiently. She says, "I was super happy when all five of them passed with flying colours and one girl who was too scared of Maths, scored 80 marks. She called me personally and thanked me for helping her."

Gayatri gained new confidence and this showed in her writings as well. This July 2014, it will be one year since she finished her Practitioners and she says, "I am feeling super happy that I have achieved two of my goals, fully and one goal, partially. My dream of becoming a published author finally came true and a short-story written by me is a part of an Anthology called, 'Crumpled Voices'. And as Antano always says, this is just the beginning!"

She says, "I am curious student of NLP, who loves exploring the umpteen opportunities, which lie within me and ahead of me. Each day, each experience and each client polishes my skill even more. I am ever grateful to two of the finest transformers in the world, Antano and Harini."



Want to be featured as the Star of the Month?  
Send your success story to [stories@soexcellence.com](mailto:stories@soexcellence.com)  
and if selected, you win 5000 reward points!



# TOP 5 MIRACLES THIS MONTH

Funny addictions? Unique habits? Life altering moments? Check this out! As we work our magic across cities, demographics being no bar, the following is our pick for the top 5 miracles this month.

## 1 BAD MEMORIES

Rachael (name changed), a young shy girl, was subject to some traumatic experiences during her college days which resulted in distrust in men and a depleting social life. During the course of uPwithNLP session, she confessed the same to Antano, requesting his help. Within a single session that included "Reframing", "Fast Phobia Cure" and "Reimprinting", she got rid of her trauma and has begun a wonderful journey. She has started dancing again and has gone on to make new friends. She laughs and says, "The only thing I remember now when I look back into the past is blue fairies. Thank you Antano and

says "I am the centre of attention at any meeting or gathering for all the right reasons and not the Velcro. I am also more focused for better things in life."

## 4 SOFT TOYS

Sheela (name changed), a shy school girl, would freeze at the sight of soft toys. She would refuse to enter toy stores, birthday parties or even a relatives' house. She was taunted at school for this fear. A session of "Fast Phobia cure" worked wonders for the girl. The sight of soft toys does not disturb her anymore. The magic has also spread to other areas of her life. She is now confident and has started to make new friends. She sleeps well in the night, alone, and is not scared of the dark anymore.

## 5 STAGE FEAR

Varun (name changed), a successful Homeopathy Doctor, has never been up on stage. Despite being a subject matter expert with other varied interests, the fear of public speaking would limit him to a shell. A 20 minute Collapse Anchor did the miracle. Right after the morning session, Varun walked up to the stage and spoke about his life, his dreams and ambitions. He said, "The doors to my success have finally opened." More interestingly, the subsequent day after "Modeling" Harini sing, Varun walked up to the stage and started singing along with Harini. It brought a smile to all our faces. Varun has promised to invite us for his conferences in the near future.

## 2 TALKING TO WOMEN

George (name changed), a charming and inquisitive guy, would always freeze in the company of women. Being educated in boys' school and college, the company of women, known and unknown, would make him flee. After a session of "Anchoring" and "Fast Phobia Cure", George is now more confident and can talk to women at ease. What's more interesting is how other aspects of his life have changed as well. He is now going to write his CPA exams in the US and has also landed a job in

## 3 VELCRO ADDICTION

Gowthami, an enthusiastic and chirpy young girl, was obsessed with Velcro, be it bags or shoes. She could tug at it for hours together, that at times, it was socially inappropriate. She was rebuked by her mother and her friends to stop the "annoying" habit, but she felt it was beyond her. One session of "Swish" pattern did the magic. Now, she doesn't have the "urge" to play with it even at the sight of it. The magic doesn't end there. She

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



WHAT'S

YOUR

STORY?

Written and Edited by  
*Ranjani Krishnan*

## Geetha Sudha

Ever wondered what it would feel like to quit your job and follow your passion?

This is the story of a successful woman and her bold decisions – How can you use the learning from uPwithNLP to quit your job and explore your passion

Being an IT professional for over 20 years, managing around 2000 people, Geetha, made a bold move and quit her job last November. Unhappy with her current job and the constant thought that this was not her life's dream, made her anxious. Her main focus was to explore new areas for herself, do something that would excite her. She joined us at the uPwithNLP Chennai batch. When we first met her, Geetha had some anxiety issues, both in her personal and professional lives. Despite being a subject matter expert in her field, crowds made her nervous and she lacked the confidence to communicate with them effectively. Her career break and confusion on "what next" depleted her confidence levels more.

When asked how her 6 days with us was, her magic words were "awesome" and "excellent". She says, "This course has given me a different perspective to life". She has more clarity of thoughts, so much so that she has decided to pursue a career in Recruitment and Coaching. She says uPwithNLP has given her a sense of independence and the courage to make her own choices. Challenging situations are piece of cake now; she keeps her cool and does not get anxious.

What amuses us the most is her new found love for music. After  
[www.soexcellence.com](http://www.soexcellence.com)

a brilliant 45 minutes of modelling Harini sing, Geetha relived the wonderful moments from her past when music made her calm. Now, she picks up a song of her choice and micro muscle mirrors the art and the artist, everyday. Singing helps her stay calm and focused. She says she owes this to Harini.

## Charles Diraviam

My life is awesome! But could it be any more awesome? My answer – Yes, Definitely!

This is the story of a young man who wanted more from his already awesome life, in the process also discovering his potential to make lasting relationships.

Charles, IT Consultant for a leading bank in Australia, felt "life was awesome" already. Yet, it was not enough. He felt that there were certain aspects of his life he should improve. He had difficulty communicating with people, such that sometimes he would stammer. This eventually resulted in inability to sustain relationships, long term. Charles also wanted to be more versatile. He tried his hand at singing and chess. Though he was good, he felt he wasn't good enough to master the skill. Even professionally, the challenges were similar. He wanted to be able to set his priorities straight and focus on one skill at a time, to perfect it completely. He felt he was "unchangeable".

We asked him how his 6 days of uPwithNLP were and he said it was a roller-coaster ride. The initial days were really hard; he had a tough time getting a hold on what was happening. However, the third day came across as a sweet surprise. Unusual for him, he trusted his partner and went into a deep altered state. After 45 minutes of a reframing intervention, Charles was overwhelmed. He was completely relaxed and empty at mind and heart. For a person who was constantly dissecting and analyzing everything, this experience was a real shocker. The subsequent day, he was enthusiastic, looking forward to more such interesting experiences. It did not disappoint him. After the Peak Performance game, he felt it changed "everything" for him. He did not stammer anymore and he was glad to know that he could adapt to situations, when necessary, with ease.

Today, Charles is on the path to becoming the dynamic guy he is. He is calm and composed at work and can drift into know-nothing states with ease. His communication with friends and colleagues has improved leaps and bounds. He says, "I can now instantly build a rapport with people around me. It's great to know that I can give and get positive responses from people." He believes that this opens up a new world of possibilities and is brimming with confidence.

His personal take away - "I believe I can change and that makes me feel really good about myself".

Tell us your uPwithNLP experience. Write to us at  
[stories@soexcellence.com](mailto:stories@soexcellence.com)

# NLP BLISS

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

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



Transformation Centres– As we strive to reach 1 million paid sessions 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.

Intervention 1 – Kleptomaniac, Chain smoker and Alcoholic

## NLP BLISS PRACTITIONER Giridhar Gopal, Bangalore

Raj (name changed), a 17 year old boy, fell into wrong company and picked up habits like drinking, smoking, lying and stealing. He was on the verge of being kicked out of his college hostel and the parents of other students had decided to file a complaint with the police. Despite numerous discussions between college authorities and guardians, and psychiatric sessions, the boy continued his old ways. The situation was critical when he met our BLISS Practitioner.

The right framing, two sessions of reframing and metaphors, on the same day with a 30 minute interval, transformed his life. On completion of the intervention, our Practitioner gave the boy Rs. 100, and asked him to get specified items from the supermarket worth Rs. 25, in ten minutes. After a good 25 minutes, when Raj returned, he explained that he had been to 3 different stores to find the required items. He also had the statement of expense from every store and the exact change. No stealing or lying!

On returning to college, the boy opened up and disclosed the events and names of all the miscreants who were, in a way, responsible for his state of affairs. The college has, keeping his interest in mind, moved him to a nearby hostel. Raj has not had a single smoke or drink since then. He is stable and doing well in

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

Intervention 2 – Stammering, Fear of Authority and Lack of Confidence

## NLP BLISS PRACTITIONER Parul Diwan, Delhi

Rita (name changed), a 37 year old housewife, had an excessive fear of being yelled at or ridiculed or to even speak her mind, resulting in stammering and lying. She had memories from her childhood where she would see her parents constantly fight; she never opened up her feelings to anyone. Now, after marriage, she saw her husband as an authority figure and therefore, continued the same pattern of hiding in a shell. When asked what she wanted from the session, she said she did not want to stammer anymore and wanted the confidence to convey what she wants, in any context, to anybody.

Our Practitioner, Parul, rightly identified the need for Parts Integration combined with Reframing pattern. Rita was already experiencing a mild altered state as she was narrating her story. Parul took this opportunity to direct and extend that altered state into a deep peaceful state. During Reframing, her Unconscious had indicated that there was no useful intention for stammering and for lack of confidence. The Practitioner then requested Rita's Unconscious to make the necessary changes and followed up with Future Pacing.

Right after the intervention, Rita felt such calmness that she said she has never experienced before. The memories from her childhood which were disturbing her earlier, did not affect her now. And, her stammering had reduced after the intervention, though her Unconscious had asked for 21 days. Rita is now the



# FOOD FOR THOUGHT



Allow yourself to see what you don't allow yourself to see."  
-Milton H Erikson

**D**r Milton Erickson was both a psychiatrist and psychologist. He was the founding president of the American Society of Clinical Hypnotherapists. Having been severely paralyzed with polio at 17, he overcame severe difficulties and disabilities. During the time he was bedridden, he developed almost superhuman sensory acuity and observation skills of both verbal and non verbal communication. Given he was also color blind and tone deaf, this narrowing of perception contributed to his amazing success with hypnotherapy.

He taught himself to walk eventually by modeling his baby sister learn the process, as well as recalling the muscle movements of his own body when he was previously mobile. Having been severely paralyzed with polio at 17, he overcame severe difficulties and disabilities. During the time he was bedridden, he developed almost superhuman sensory acuity and observation skills of both verbal and non verbal communication. Given he was also color blind and tone deaf, this narrowing of perception contributed to his amazing success with hypnotherapy.

There are some powerful lessons for all of us in his story. How often do we make our limitations into obstacles rather than using them to our advantage? How often do we stay comfortable in our restrictions and say there is nothing we can do about it?

**'Every individual has all the resources necessary to get the life they want' – NLP Presupposition**

**'NLP is the magic of being ready always to use fully all the opportunities every moment! The Obvious, the Elusive and the Un-Explored.' — Antano Solar John**

**Antano says,** "The question is not, do you have the skills. The question is - are you putting your skills to good, effective and purposeful use? My participants after 6 days of Intense NLP Training ask me, 'How can we take these skills to the next level?' And I tell them, "Now that you have learned a variety of skills and tools, there is just one thing remaining, to Go and live your Life to the Fullest." I call this Road Time. And that is where the learning actually comes from. Getting something done with what you already have is better than practicing in isolation as it also attaches a context, purpose and meaning to the activity. That is what learning at the last minute before an exam makes it so effective. That is why people learn on the job so quickly. During the early days of my training with Dr. John Grinder (co-founder of NLP) on Modeling, I remember writing to him after practicing compulsively obsessively, if I am ready to be a NLP Modeler. And John responded, the only thing that is missing is the Road Time. And I went back and did just that. I gave myself the opportunity to create circumstances where these skills become useful, where these skills become a necessity and fully



**PARTHA PRATIM CHAUDHARY,**  
uPwithNLP Practitioner and Life Coach

# TIMELINE CASE STUDY

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, Partha Pratim Chaudhary, whose life has transformed in every aspect.

**Counselor to Celebrity Life Coach in just one year** – Partha joined us at uPwithNLP in October of 2012, at Delhi. In less than 12 months, this is how his life has changed drastically for good:

**Before uPwithNLP**, Partha was into Counselling people, which involves listening to their problems, giving affirmations and conscious mind counselling. However, results were not instant; it would take a really long time. Life was okay but he wanted best! Personally, though he loved eggs, he couldn't eat them. He suffered from allergy of eggs.

**During uPwithNLP**, Partha got rid of his egg allergy which he had been suffering with for 25 years

**1 month after uPwithNLP** - He started eating 6 eggs a day, no more allergies! On the professional front, Partha was able to get instant results with his clients using NLP patterns. He was able to successfully change thought processes of people quickly. His clientele grew in leaps and bounds including Youth Presidents, Politicians, Actors from the Film Industry and IPL Cricket players. Partha became the most sought after Life Coach. What's more? He helped IPL Players from the North East with "Performance acceleration" And, they did exceptionally well in the matches in IPL 2013! He took this opportunity and formally started "Relationships counselling" using NLP techniques.

**6 months after uPwithNLP** - Excellence always creates a ripple effect and more so, when children model their parents. True to that, Partha's son started building excellence. His confidence level started shooting uP and he was becoming better at every activity he took up. Partha used this opportunity to help his son get over unwanted habits and has now, sowed seeds of excellence in him, thereby giving the right direction to his life as well.

Partha also helped the Chief Architect of New York City who was afflicted with Osteo-Arthritis; the Architect was dependent on braces to walk. Partha did his magic on him using NLP, such that 2 days after his intervention, the Architect started walking without braces.

**1 year after uPwithNLP** - All of us want excellence for ourselves and for our loved ones. Partha coached his son who was a novice to become a Pro athlete. He has now won over 8 Gold Medals and also 'Best Athlete Award'! What brings more joy to a parent than seeing their children rise and shine?

**Greatest personal Take-away** – Partha says, "More JOY in my Life now! Understanding myself better, more focus, relationship with my wife has only been getting better and better as I understand her even more now.... Career & Finances - absolutely going in the direction where I want... And I understand people better which the secret to every other success is; such a huge leap!"

**Biggest Satisfaction ever** - "I understand people better and helping them get to where they want to, quickly!"

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 SRV's?

“Selectional Restriction Violation” is a Milton Model pattern that attributes emotions to inanimate objects. Example, the flowers were happy. The person’s unconscious mind finds some way to make sense out of statements like this and apply the statement to it.

This command that forms a part of a larger sentence that is marked by subtle change in voice tonality or body language and is picked by the listener’s unconscious.

Below is a small extract of a story Milton told a client who was afflicted with Cancer. He was suffering from excessive pain and was losing weight drastically.

“As I talk and I can do so *comfortably*, I wish that you will *listen to me comfortably* as I talk about a tomato plant. That is an odd thing to talk about. It makes one curious. *Why talk about a tomato plant?* One puts a tomato seed in the ground. One can *feel hope* that it will grow into a tomato plant that *will bring satisfaction* by the fruit it has. The seed soaks up water, *not very much difficulty* in doing that because of the rains that *bring peace and comfort* and the joy of growing to flowers and tomatoes. That little seed, Joe, slowly swells sends out a little rootlet with cilia on it. Now you may not know what cilia are, but cilia are *things that work* to help the tomato seed grow, to push up above the ground as a sprouting plant, and *you can listen to me*, so I will keep on talking and *you can keep on listening, wondering, just wondering what you can really learn.*”

At the end of this story, the client was extremely calm and relaxed, and started eating well. He felt no pain and his weight started improving, He was also able to sleep peacefully in the nights.

# UP SIDE LIFE

**Hundreds of alumni every year and their never ending love and support are what drives us at SOE. Here is our pick for the two most beautiful love notes we received from our alumni this month.**

## 1 Bye fear! Hi Sleep!

Fear gone; worries disappeared; feel stress-free; got out of the limitations that I had set for myself earlier; feel much younger now! Yes, that's the power of NLP. People need help when they can't really handle things themselves. They seek the help of a psychiatrist or some even go on spiritual tour and practise yoga and meditation. And I wanted help too. Before NLP, I was a girl who constantly worried about my future, my age; got depressed often that affected my sleep, work and relationships; frustrated with things and people around; was always tensed and restless; felt pressurised; and cried often thinking of my inability to achieve my goals. I have disturbed sleep patterns because of fear, stress and worry. Sometimes I would keep myself awake till 2 a.m. and 3 a.m., and wake up at 6 a.m. and continue with my daily work. There were times when I used to get up in the middle of the night and wouldn't sleep for an hour or two because I would be thinking "What am I going to do in future?"; "How am I going to achieve my dreams?" and "What would I do if people push me to get married?"; "I am growing old and have not achieved anything yet"; and I would ultimately end up crying. I went to NLP with an open mind thinking that it would bring solutions to all my problems. On the first day of my course I remember someone telling me that I look depressed and I told him "Of course, I am". The next day I seemed to be cheerful and blissful. I didn't know what happened. In fact I began sleeping well from the very next day. Even when I tried to cry I couldn't bring myself to cry. I was just amused at whatever happened in the past and how I reacted to all the incidents that had affected me. I didn't understand most of the concepts and techniques that NLP uses and why and how people use them. It was all bizarre to me. On the final day of the course I was still confused and felt how this is going to change my life, and Antano Solar said that I don't have to worry about anything as everything has been installed in my mind already. I wasn't convinced still. But now I feel totally detached from and unaffected by, whatever is happening around me. All my worries have disappeared and I feel relaxed, energised, strong, young and positive. Above all I am able to sleep well now, which is a great relief to me.

## 2 A Heartfelt note

Dear Antano and Harini,  
My experience at the course was wonderful. I had many new things to learn every single day and the best part was experimenting this learning on others. One week flew away in no time. I made quite a few friends in the process. I must say, Antano and Harini are the two of the most extraordinary people I have ever met in my life. I enjoyed every moment at the course.

I believe everyone will be benefitted by learning NLP and specifically, the student fraternity is the one who need this. If learnt at a young age, it could be mastered very easily and perhaps, they can include this as an add-on course in colleges. It could be a great experience when it's learnt with fellow students.

I now believe that I'm ready to accomplish my goals and achieve my dreams. With such capabilities installed, who wouldn't be ready! I'm really confident on what I'm doing right now and I've started to have the feeling that nothing could stop me.

My life has changed entirely after uPwithNLP. I've started to become a different person. The way I see and perceive things has changed completely. I've started to act wiser in situations and I'm able to handle conflicts well. People say that the way I speak has changed and I'm able to persuade people more easily. I'm also having a great time experimenting what I learnt on my friends and family which, at times, doesn't work because of lack of co-operation and ends up as a laughter riot, probably thinking what I did was funny. I'm trying to prove them wrong. And, I had a lot of fun doing the Milton Model. Presupposition, and cause & effect were the two things I loved

I must thank Antano and Harini for changing me into what I am today. I look forward to attend the Advanced Practitioner Course in September.

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

John Grinder calls this the  
"Mother of all Skills"  
*ATBRIINCOL*

06

The neutral state of mind required  
during an intervention, involves  
manipulation of states  
*EKBRA TTSEA*

02

This American Psychotherapist  
co-authored "Changing with  
Families" in 1976, with Grinder and  
Bandler

07

Value judgments or opinions made  
without a source of assertion (Hint  
– Milton Model Language Pattern)  
*TOSL AVOEEMIFPRT*

03

Ability of the neurology to replicate  
learning in a specific context to  
various other contexts  
*NRAEETOZAGLINI*

08

Each representational system has  
specific distinctions within it that  
makes the difference between two  
states, beliefs etc, and are called  
*UBS-SMAIEDOILT*

04

\_\_\_\_\_ drives everything  
*EYSTTIINN*

09

Statements that imply the occurrence  
of an event due to another factor,  
drawing a direct correlation  
between two things that may not be  
connected

05

This concept originally inspired  
by Gregory Bateson's double  
description, purported that double  
descriptions are better than one  
*LRUAEPCT OITPNIOS*

10

The mechanism of setting up filters to  
protect one states that are associated  
with a certain context  
*NTYRAAUCS*

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



# CORPORATE SOCIAL RESPONSIBILITY

We, at SOE, believe that transformation, excellence and growth should be available to everyone, when they need it. As we continue to make a difference in the lives of people who reach out to us, we have taken the initiative to reach out to the underprivileged, particularly women and children. SOE Foundation Practitioners, directly trained by Antano and Harini, act as change agents and spread excellence.

**Interested to work as a SOE Foundation Practitioner?** Write to us at [support@soexcellence.com](mailto:support@soexcellence.com)

**CSR 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 Defence, Medicine, Education etc. handling challenges that were considered impossible to deal with. CSR is baked into SOE as much as Excellence is. SOE 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 in the month of June. Here is our pick for the two CSR cases this month.**

Dr Gowri Ramachandran (uPwithNLP Practitioner) - Rani (name changed), a 15 year old girl, was a truant. Her father, an auto rickshaw driver and mother, a house maid, were desperate that

she attends school. When our Practitioner first met Rani, she appeared cool and casual. On being probed, she revealed that she was constantly criticized at school for failing all subjects. She said she enjoyed going to school as long as she was allowed to sit in the last row and not questioned. However, she wanted to do well but was unable to do so. Reframing and Collapse Anchor with Metaphors and Embedded Commands did the task for her. She started attending school right from the next day. Few weeks later, we first noticed that the girl had managed to pass all subjects with borderline marks. And from there, the girl slowly improved and is doing well in school now.

Dr Gowri Ramachandran (uPwithNLP Practitioner) - Raja, the son of an Agriculturist, fought his way through and under graduation, despite being raised in a village, few kms outside of Chennai. He successfully managed to finish his CAT Exams and joined MBA. Tamil being his medium of education, Raja had tremendous difficulty communicating in English, though his written English was good. Dr Gowri, also a visiting faculty, met Raja during one of her lectures. She addressed his fear of Public Speaking and Presentation, using the "Swish" pattern. End of the intervention, she invited him to the stage to take a seminar on a topic of his choice. Raja managed to do his presentation with so much more ease and with consistency in English. He also opened up and started interacting with his classmates.

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



The SOE team, being a bunch of young enthusiastic individuals that we are, constantly find ways to uP your entire experience with us. Do check out our new websites – [www.upwithnlp.com](http://www.upwithnlp.com) , [www.nlpbliss.com](http://www.nlpbliss.com)

All guns blazing – We are launching a whole new bouquet of business that include Talent Identification, Photo reading, Kino sight, Touch Healing, Soulful Singing and Native Diction.

True to our motto “Growth”, we have expanded our team from 2 to 25 members in the last two and half years. Not to mention the widespread alumni who are constantly supporting us!

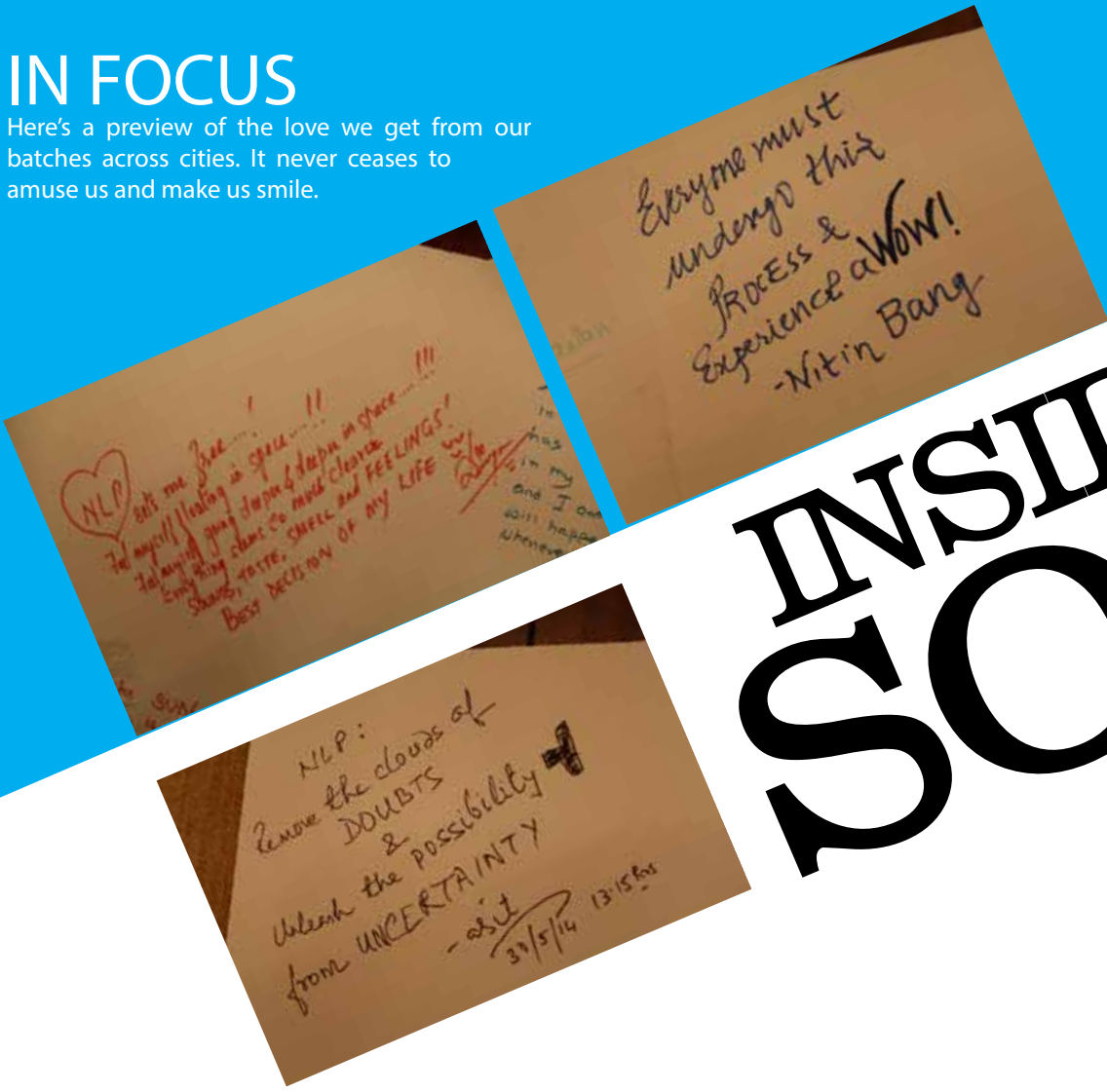
We have quality in-house teams, specializing in different functions, who are constantly building new products and inventing new services.

Check out the article on NLP featuring SOE, published in Deccan Chronicle - <http://epaper.deccanchronicle.com/articledetailpage.aspx?id=592662>

Join us at Delhi for our uPwithNLP Practitioner course, between 18th August and 23rd August

## IN FOCUS

Here's a preview of the love we get from our batches across cities. It never ceases to amuse us and make us smile.



# INSIDE SOE

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