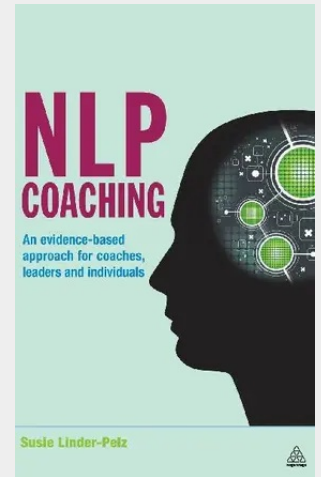


NLP Coaching

NLP (Neuro-Linguistic Programming) is believed by many to be a powerful set of tools for facilitating change and enhancing performance. Yet, despite the success stories and proliferation of courses, there is still much skepticism about the validity and effectiveness of NLP. In **NLP Coaching** Susie Linder-Pelz brings, for the first time, an evidence-based perspective to this coaching methodology. She explains how and where NLP coaching is used, examines its links to established principles and practices, and questions aspects of NLP where the empirical evidence is missing. She reviews recent developments in NLP-based coaching practice and proposes a specific research agenda that will move NLP coaching towards an evidence-based approach. **NLP Coaching** provides numerous case studies and real-life examples which show how NLP assists personal, professional, team, leadership and organizational development. The book includes contributions from leaders in the field: Andrew Bryant, Michelle Duval, Joseph O'Connor, Paul Tosey and Lisa Wake.

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