



Frequently Asked Questions.

Isn't NLP a pseudo-science?

When NLP is properly practiced it does not claim to be a science, therefore it cannot be a pseudo-science. The Co-Founders of NLP went out of their way in early NLP texts to distance themselves from the science of psychology. The relationship between psychology and NLP has been comprehensively discussed in the peer reviewed literature and most recently by myself with Professor Katherine Dormandy in the philosophy of science literature. If you are academically minded and would like to read the free access paper you can do so [here](#). Both of my books on NLP and Psychology engage with this topic too, (Grimley, 2013. & Grimley 2020). An interesting comment from Professor Kanning supports this stance when he says:

“Neuro-linguistic programming (NLP) is one of the approaches that many laypeople associate with psychology, but which plays no role in traditional psychology studies. If you believe the self-portrayal of NLP, it is not only a successful psychotherapy method, but also a collection of techniques that provide valuable services in many fields of counselling (such as family or conflict mediation) as well as in business (for example in sales talks, leadership, coaching or personnel selection) (Kanning, 2019).

Further support comes from the scientific study of anomalistics:

“And we also know that it would be, not simply futile, but actually foolish, to try studying under laboratory conditions most of these interesting traits or capacities—for example, courage, sensuality, immaturity, charisma, naiveté, snobbishness, callousness, gregariousness, greed, manipulateness, generosity, the ability to manage a retail store, the ability to compose music, or the ability to make people feel comfortable enough to reveal matters of great intimacy. We also know that most human abilities are situation-sensitive, including even seemingly elementary capacities. For example, our capacity to digest food, sleep, relax, function sexually, increase adrenalin flow, produce endorphins, and ward off infections will vary, (sometimes dramatically), from one context to another. (Braude, p.6. 2019)

As you are a licensed and chartered psychologist why do you practice NLP?

If you go to get your car fixed, you do not ask your mechanic if he has a PhD in mechanical engineering do you? The same principle is at work here. When Bruce practices NLP he does not do so as a scientific psychologist. He adopts an ascientific attitude, (Dormandy & Grimley, 2024), to this work in a similar way to a car mechanic being more interested in getting the car safely and legally back on the road in a timely way and having that car working effectively than understanding the theoretical nuances.



Will I be an NLP practitioner after my courses with you?

Different NLP associations have different criterion concerning what constitutes an NLP practitioner. When I did my NLP practitioner back in 1995 I had to attend 40 days of training, including 10 personal NLP counselling sessions, written tests, supervised assessment on live clients, and on top of this we had to do 40 hours of independent home study. The I.N. ask for 18 days and 130 hours in order to accredit as an NLP practitioner. The ANLP however regard NLP practitioner level as being available after at least 50 hours of good quality face to face training has been successfully delivered. Thus people who have completed **both** the I.N. Communication module **and** the I.N. Technician module, (80 hours), and apply for "Professional membership" of the ANLP can expect to be accepted. This is due to a collaborative venture between "four of the most successful International NLP Associations in the world" ([ANLP, 2024](#)), called the [Talking Circle of \(NLP\) Associations, \(TCA\)](#).

Do you provide a guarantee with your courses and your coaching work?

Yes, I guarantee I will work to the highest ethical and professional standards to ensure you can practice NLP safely, effectively ethically and professionally. I guarantee to also help you understand the psychology behind the NLP principles if this is something which is of interest to you. (Not every car mechanic wishes to get tangled up in theoretical matters).

Is 7Cs an NLP model?

7Cs is a **psychology model**, based upon the peer reviewed psychological literature. In this sense it is **not** an NLP model. However many of the ideas within 7Cs, such as multiple levels of control, parts within our psyche, the importance of goal setting, systems theory, modelling as a form of learning, ...and I could go on, are integral parts of the general NLP model concerning the study of the structure of subjective experience. **It is for this reason** if any customer who has passed both of his / her NLP training courses with me, and subsequently wishes to come to me for one to one work, so as to more effectively implement what they have learned in their NLP courses, either for themselves, or for their professional work with individual or organisational clients I offer a 25% discount on the first block of 6 sessions.

References:

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International Association of NLP Institutes (IN)

Dr. Bruce Grimley

has successfully met the high requirements of the IN,
is committed to the high ethical standards and quality guidelines of the IN,
has the right to issue IN sealed certificates and is hereby awarded the title:

"NLP Master Trainer, IN"

Your participants with an IN sealed certificate are granted free membership at the IN.
This appointment document is valid for 2024.

Licence Number:
2017-IN-C62

Special Honor:
IN & ICI Ambassador of United Kingdom

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