

Interview with Michael Grinder „Power of Influence” - NLP Path to Non-verbal Communication

Michael you are the brother of Dr. John Grinder, of the co-founder of NLP. On 7th to 9th November you are doing a training in Bad Aibling - “Power of Influence - NLP Path to Non-verbal Communication”. Share with us your background so we can recognize the value that you will bring to this training. When were you trained in NLP?

I was introduced to what my brother John was inventing when it was called “Meta-Magic” – eventually it was called Neuro Linguistic Programming. When John created his own company called GDA (Grinder-DeLozier and Associates) – I was one of his and Judith’s original international trainers.

What were you professionally doing at the time you started training in NLP?

When I started presenting for John I was a high school teacher. I had been trained by the famous psychologist Carl Rogers in how to create an atmosphere just really unconditional acceptance of other human beings.

What were your first impressions of NLP?

Well, I was actually **totally** impressed by NLP. I couldn’t believe that they had studied famous people and figured out why they were effective. Initially NLP was a psychological model and it was designed just for one-on-one communication.

How did you use the NLP model?

Being a teacher I didn’t have much of an opportunity to work one-on-one with students and most teachers are actually shy from the psychological models.

So, what did you do to adapt NLP to your professional setting?

NLP taught me how to see and hear patterns of communication - and for that I am eternally grateful. I used the sensory acuity skills from NLP to notice what worked in a group setting.

I am sure people trained in NLP will be looking forward to your November program to experience your impression of the differences between one-on-one communication and group dynamics. Can you give us a taste?

There are basically 8 differences between one-on-one communication and Group Dynamics. Here are some of those differences:

	One-on-one	Group Dynamics
Intelligence:	intrapersonal	interpersonal
Focus:	internal (change people from the from inside-out: attitudes values, perception)	external (change people from the outside-in: competencies, behaviors)
See:	where you look	where you are not looking
Priority:	the individual	the group as a whole

In a one-on-one situation you are using what’s called your intrapersonal intelligence. It’s your intuition, being in touch with yourself, what does your gut reaction indicate. When you are in a group setting, you have to be more outside yourself, you have to have a different set of skills, they are called the interpersonal skills. And let’s watch into group dynamics. The second major area that we’ll mention in the training is “Where is your focus?”. Your focus when you work on one-on-one is to be in touch with yourself. You want to help them being in touch of themselves. You want to change people from the inside-out by adjusting your attitudes and values and perception, they actually change their external behaviors. When you are working with a group setting you tend to do the opposite, you are externally focused. You try to change people from the outside-in by changing their competences, their behaviors, their skills. The third area then is helpful to consider the difference between one-on-one and a group setting is “Where do you look?”. When you are talking to one other person you look where you see and you see where you look. When you are working with a group you can’t look at everyone simultaneously in the eyes, so you have to be able to see where you are not looking as well as where you are looking. And the last big difference that we are going to cover is your priority. When you are working one-on-one your concern is for that person, but when you are working in a group the group comes first and the individuals come second.

Which model is better, the traditional NLP model of changing people from “Inside-out” or your behavioral model of changing people from the “Outside-in”?

We all know that models are multiple descriptions of the same reality. Robert Dilts has done a terrific job of clarifying that the “Inside-out” model is so much more powerful than the “outside-in” model. While the models are not mutually exclusive, the real pertinent question is “When to use each model?”.

I am sure in the training you will go into more detail on when to use each model - can you give us an axiom of when to use each model?

While the psychological model of changing people from the inside-out is more powerful, the behavioral model of changing people from the outside-in is more acceptable. So when someone voluntarily comes to you, use the powerful psychological model because your relationship is voluntary. Counselors and psychologists fit this category. But for a lot of us we are at work with people and your relationship with other people is involuntarily. Use the acceptable behavioral model in those situations.

Besides sorting out the differences between one-on-one communication and group dynamics you are also known for your emphasis on the non-verbal aspects of communication. How will the participants be profiting from your discoveries in non-verbal communication?

Well, I think the title of our program in November says a lot....

We are talking about the “Power of Influence” and if you want to be influential, you are going to find that it’s based on what are you doing non-verbally.

Over 80% of our communication is non-verbal and we are going to delve into when to make eye contact and when not to, and the effect of having eye contact and not having eye contact has on others.

And when to use the flat credible voice that curls down at the end and when to use more the approachable rhythmic voice pattern that curls up at the end. When and how to use gestures and the effect that has, and how to use different locations for marking off concepts. And most important, how to breathe low to convey competence and confidence and whatever you are communicating.

Any final comment?

The German NLP community has committed itself to be life-long learners. What we're going to cover will complement what we are already doing. We will actually cover the "HOW" which is nonverbals of the "WHAT" the verbal level what they are doing. And if I may say, the German community of NLP people have embraced NLP differently than any other nationality that I know. They have taken the heart and really looked at the structure behind communication apart from the language you are using. We are going to add to how to be effective with your structure of language by adding the nonverbals of communication. I am looking forward to visiting with my colleagues in the NLP community in Germany.