

# Determining the Effectiveness of Neuro-Linguistic Programming for Professionals

## Summary, & Major Findings

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### Summary

The purpose of this study was to determine the perceived effectiveness and usefulness of Neuro-Linguistic Programming training. Prior to this study, research was conducted to determine the validity and/or provability of singular NLP techniques. This study was designed to determine the effectiveness, usefulness, and value of NLP as a whole. To achieve this purpose, questionnaires were sent to a sample population selected from Summer and Fall 1996 graduates of the NLP training institute - Advanced Neuro Dynamics.

Based on the results of the study, this researcher determined that the NLP training was perceived to be both useful and effective. This conclusion was drawn because consistently high mean ratings ( $M = 4.03$  or higher) were observed for all Likert-style question items. Also, open-ended question responses indicated an overwhelming positive response to the NLP techniques and training. Not every Neuro-Linguistic Programming technique or intervention received positive response; but as a whole, respondents indicated that the NLP training and methodology was effective, useful, and valuable.

### Discussion of Major Findings

It appears that while the Neuro-Linguistic Programming methodology and techniques may be useful to a wide range of professional occupations, those interested in counseling, medical, or personal pursuits most commonly populate NLP training courses. Responses obtained from managers, sales representatives, and educators in the sample population reveal that NLP training can be a valuable and cost-effective asset to interpersonal communication skills.

The mean response to all five Likert-style question items rated 4.03 or above, with five being the highest possible and most positive response. In general, respondents expressed that the training was useful to themselves as well as others, and a good investment of time and money. Respondents also felt confident in their ability to perform the techniques taught in the training course.

As evidenced by the response to questionnaire item five, as well as responses generated in item eleven "Additional Comments," **the quality of training instruction at Advanced Neuro Dynamics appears to be very high.** The majority of respondents, even those who had completed only one training course,

indicated a high confidence level in their ability to effectively use the NLP techniques taught in the training course(s).

Respondents from all six categorical purposes for attending the training appeared to share the common opinion that the training was useful and effective. While those attending the training for personal, professional counseling or medical purposes were the most heavily represented, questionnaire responses indicated that all professional categories shared positive opinions as to the usefulness and effectiveness of the training.

Based upon the high level of response to questionnaire item nine, indicating which interventions or techniques were most useful, it appears that most, if not all, NLP techniques can be useful when given the opportunity and applied appropriately. Questionnaire item ten, **indicating the least useful techniques and interventions, received relatively few responses.**

Questionnaire item eleven, requesting additional comments regarding the usefulness and/or effectiveness of NLP and the training, received few responses which could be converted into statistical evidence. However, the frequency of responses indicating that NLP training can be as useful or as useless as an individual makes it, is revealing. It is assumed, therefore, by this researcher that those individuals who are interested in NLP enough to pay relatively large sums of money to receive training, feel as if the training is useful because these individuals make it useful. Based upon the high response rate to the questionnaire (76.8 percent), it is also assumed that an individual would not enroll in the training unless they expected the training to be useful and effective. The expectation of receiving useful information precedes and precludes an individual's perception of usefulness.

It is possible, however, that the remaining 23.2 percent of those who did not return the questionnaire do not feel so positively about NLP and the training as those who returned the questionnaire. Perhaps those who did return the questionnaire were influenced to do so *because* they felt positively about NLP and the training received.

**Results of this study seem to indicate that usefulness and effectiveness of Neuro-Linguistic Programming is positively perceived by those who have participated in the training, even in the absence of laboratory research documenting NLP's provability.**

Read full study here: <http://www.nlp.com/report/>