

## media release

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### Top 10 NLP Tips for Tough Times

#### **Neuro-Linguistic Programming offers practical hope for a difficult economy**

Toronto – 03 April 2009 – Would it be useful to have a tool kit that allows you to stay sane, hopeful and productive as the economy (and our collective mood) plunges? Neuro-linguistic programming (NLP) offers a model for managing change and maintaining a level head even in difficult times. Here are the top ten NLP tips for dealing with the economic downturn:

1. You've made it through tough times before. Notice what you learned that will help you today.
2. Pay more precise attention to your circumstances: notice how much information becomes available when you concentrate on what you are seeing, hearing and feeling.
3. Some people are doing well even now. Focus on them and find out how you can replicate their results in your own life and work.
4. Focus on what you want, not what you don't want. If you look for trouble, it's all you will see.
5. Get moving. It's hard to be stuck in a rut when you're taking a brisk walk in the park.
6. Notice someone who is having a good day. Walk the way that person walks; breathe the way that person breathes; talk the way that person talks. Notice what changes in you.
7. Tell a scar story. We all carry scars: they remind us how to survive times like these. Tell someone about one of your scars. Listen to the story they tell you in return.
8. Think of a day when things were going really well. Remember it in vivid detail as if it were happening now. Let it create your mood for the day.
9. Connect with hopeful people. Hope is contagious so let yourself catch some.
10. Ask yourself: what one thing can I control today that will make my life just a little bit better?

NLP is a well-known set of techniques for influencing change and improving communication. It's used widely by athletes, therapists and business people in the UK, the USA and Australia. The CANLP conference is the longest running in the world.

**From April 24 to 26, 2009 NLP experts from across Canada will gather at the Valhalla Inn, Toronto, for the 20th Annual Conference of the Canadian Association of Neuro-linguistic Programming (NLP). Full details and registration forms for the conference are available online at [www.canlp.ca](http://www.canlp.ca). The conference offers one day and three day pricing for groups and individuals. Preregistration is required and may be arranged online or by telephone to 1-888-572-0240.**

CANLP is a national association dedicated to the promotion and development of the worldwide practice of NLP. CANLP Members are individual NLP professionals including those interested in NLP and CANLP Institute Members who provide NLP certification programs in compliance to the CANLP Guidelines for Certification and or other programs that use NLP applications.