The Bumper Bundle Book Of Modelling

NLP Modelling Made Simple

Fran Burgess

This book should be a foundation text for everyone.

Robert Dilts
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The Introduction
The Foreword

A User’s Guide to Connecting to the Spirit of NLP: Modeling

The *Bumper Bundle Book of Modeling* is certainly aptly named, and it is more than an assembled collection of knowledge related to the mastery and artistry of modeling.

It is a modeling project done with love, curiosity and the desire to make a contribution. Fran spent fifteen years as a modeller herself in order to bring this book to the community, so she knows about the relationship of the *Hero’s Journey* and a big modeling project.

Modeling is the spirit of NLP; its life force so to speak. It is through the ongoing desire to re-create structures of the success factors in human experience that brings freshness to the field of Neuro Linguistic Programming. This book is a kind of ‘unified field’ of knowledge that pertains to modeling. It brings together the various strategies used by the successful modellers in the field; it defines the patterns that connect all the different strategies.

I believe that this book can bring us back to the roots of the NLP of Alfred Korzybski and the presupposition that ‘the map is not the territory’. Not just because Fran has respectfully brought so many different maps of modeling together, but she has successfully shown how they fit into a mosaic of thinking, feeling and doing that is captured in the activity of modeling. Bringing together these different mental maps demonstrates how holding multi-perspectives is at the core of wisdom, genius, humor and effective symbolic thinking. This was what Korzybski was pointing us toward – another way of thinking. Sadly in the NLP community, people often forget this particular presupposition and form fixed schools of thought, defining some to be orthodox and some heretical, depending on one’s particular fixed point. So at least in the form of this beautiful book, wholeness is brought through the acknowledgement of both diversity and connectedness.

NLP is now in its third description or generation. The developments over the 35 plus years have yielded many useful tools, processes and technology. The applications vary from leadership, education, creativity, health, law and more. Organizations have come and gone, materials have been updated and some material has fallen out of favor. Many, many books have been written applying NLP to one or another area of life. There have been many who desired only the technology of NLP and those who continue to express their knowledge through Gandhi’s words: ‘being the change they want to see in the world.’ In between their two points are the amazing strategies of the modelers in NLP and the natural modelers of the world.
There are certain books in any field, I suppose, that give a deeper understanding, or they give a fuller vision or description, or perhaps a more accessible form of knowledge. I feel that this is one of those special books in the field NLP. However, this book does all of the above. This is the book for anyone who loves NLP and loves the activity of modeling.

This book is a reflection of Fran’s passion and gift for modeling and a guide forward toward the roots of NLP and multiple descriptions. Here’s to Fran, and others who continue to support the building of bridges between the diverse ideas inside and outside of NLP.

Thank you Fran, for this extraordinary offering. It is joy to walk the NLP Modeling path with you.

Judith Delozier
Santa Cruz, January 2014
The Preframe

Origins

In 1998, in a hotel on Primrose Hill, London, at his workshop on Patterns, John Grinder declared:

If we do not produce more modellers and models, NLP will become a footnote in history of the late 20th and early 21st century.

That was my Call to Action, and fifteen years later this book is the result. On that day, I decided that learning about modelling, growing modellers and learning how to teach modelling, would be my contribution to the field of NLP. This would be my payback for the fantastic changes NLP had enabled in my life.

From that day, my husband Derek Jackson and I invited the world’s best modellers to The Northern School of NLP, so that not only could they teach our students but us as well. Robert Dilts, David Gordon, Judith Delozier, Steve Gilligan, John McWhirter, Shelle Rose Charvet, James Lawley and Penny Tompkins all stalk the pages of this book, their energies, wisdom and spirit contributing to the experiences I have had and the conclusions I have come to. Starting back then, with next to no knowledge, skills or understanding, I was a willing apprentice.

I was very fortunate to have had lots of learners to test my learning, and those who travelled onwards onto NLP Trainer’s training could plot the stages of my thinking. Progressive Master Practitioners benefited from my increased coherence, as well as my improved methods of teaching the mysteries of modelling. But most of all, the fantastic group of learners who became part of our Explorer’s Club did much to help me bring my thoughts together into a series of simple frameworks.

There were some great breakthrough moments. Without being fully aware of my background churn of confusion, my modeller’s system was continuously filtering for patterns relating to my quest. Newspaper articles, talks on the radio, events in training, and chance conversations could turn an everyday event into a moment of epiphany. So obvious the insight, there would be a moment when I would suspect everyone knew this, and what had taken me so long?

Just as I was initially overwhelmed by the enormity and naivety of the task I had set myself, I also reluctantly accept that the NLP world at large seems to have a limited appetite for the concept and rigours of modelling; being more content to work with the techniques and apply the known skills. Though the optimist within me suspects that there are many adherents out there, operating below the radar, who don’t consider what they do to be modelling. I do believe ultimately, that when the appeal
of standalone skills and techniques wane, the art of modelling will always remain a relevant attribute and will always provide an essential contribution.

I smile wryly when I think that my life’s work – well the last fifteen years of it – has been devoted to something so apparently esoteric that possibly a fraction of those within our global NLP community may be interested to find out what I have come up with! But this could be the very justification for the pursuit. Make the modelling process easier, accessible and relevant, and many more people will naturally be able to become identified with it, and involved. Show how all the NLP skills and knowledge can dance together to unfold powerful information, and NLP will rise in credibility and prominence.

I fully believe that this book can raise the level of a practitioner’s NLP tradecraft to a level of practice where he or she will have the confidence to decide the many differences they want to make. As my knowledge became integrated, I realised that what I am offering here is a comprehensive coverage not just of an advanced NLP syllabus, but a joined up way of thinking about NLP. Hopefully I have made NLP and modelling both interchangeable, as well as simple and obvious.

The Process

What you won’t find here is a well-documented investigation of materials already published – not least because there is not very much published on NLP modelling. Whilst several of the modellers featured have written up their own modelling methodologies, they tend to focus on how to deliver these methodologies, rather than focus at a meta level on the process of modelling itself.

What you will find here are the conclusions arising from the overview I have gained. The bulk of the material is gleaned through personal exposure to key players, and from direct experience of their workshops, reference to their handouts, my notes, and videoed performance. I have also had occasion to consult their writings and YouTube materials. I am also extremely grateful for the conversations I’ve had over email with many of my mentors, who have been able to correct my thinking, offer suggestions and above all give support. The integration and meta level of understanding have come through testing my understanding on myself, with our learners and my clients; and through the continuous thinking, referring, comparing, generalising, tussling, and occasional despairing and recovery from overwhelm.

Possibly because this is not an academic pursuit, the content is easier to read – but that might be my non-academic bias coming out! Given that NLP is a practical endeavour, I am comfortable that I have taken a practical approach. That’s not to say that I have shied away from accommodating the technology, or the theory – far from it. I believe it is essential that all professional NLP practitioners should have at their fingertips a complete grasp of the technical language, constructions and principles that govern our modality. How else can we hope for creativity, inspiration, and
pioneering applications? And how else will we be able to clearly teach subsequent generations?

I also believe that this practice needs to be well grounded in the thinking that holds its own in the world of academia and medicine. This way we can keep standards high and resist the advances of dilution and dumbing down of training and thinking, to ensure the longevity and authority of our modality.

I also hope I have presented my understandings in a style that you’ll find readable and stimulating, sufficiently light of touch to keep you motivated, but with enough gravitas to make the reading rewarding.

For consistency, I have referred to exemplar and modeller. Depending on context, exemplar could mean customer, student, learner as well as holder of the desired behaviour. Similarly, modeller could refer to the practitioner, therapist, trainer, coach, teacher or consultant. And where appropriate I have adopted a he/she approach, without being too cumbersome.

I have been challenged for my occasional departure into modal operators of certainty and necessity, and a smattering of universal quantifiers, which are counter to the map not being the territory. I hold my hands up. My defence is that this is my book and my take. Of course it comes from within my map. It has taken me long enough to believe that I have a right to my opinion – though rest assured I am prepared to hold it lightly. So I offer it to you freely, and you can savour it or reject it, as you will. I would relish feedback and good argument to amend and mature my thinking.

I am pleased with the range of original ideas that I am contributing to the field of modelling. Within these pages you will find new frameworks, models, methodologies, and interventions all of which I hope serve to simplify the whole field of modelling and expand awareness and thinking, and take the field that bit further forward. A full listing of these models and frameworks is found in the Appendix.

It is not a decorative filly of a book – not like the fabulous NLP Cookbook. It is a working carthorse – a textbook with diagrams. It is long enough, without taking up more space with lots of indulgent pictures and cartoons or other such distractions that you can find elsewhere. If you need a visual distraction, look round the room, out the window, or at the face of a future client or customer who is bowled over by your elegant skills and competence.

Ebooks are in effect one long webpage, giving rise to unavoidable ‘mothers and orphans’: a heading on one page and the body of text on another; or the bulk of the text is on one page with a single word trailing onto the next. This downside which is well outweighed by its pocket sized convenience. Another great feature is that the diagrams, which initially look too small to read can be enlarged by clicking on them.
The bibliography is not extensive. My strength is not in research but in making sense of my experiences. In the section on modelling methodologies, for example, I have been happy to explore to some degree the modeller’s own published materials, but on the whole I have drawn from my first-hand experiences. There was no point going into great detail – that is the role of the respective developer. Instead, I want to serve as a signpost giving direction to further specialist training and development. I’m the Red Bus tour guide, and you can choose when to get off and where to explore further.

The Overall Framework

This is a textbook for all trained practitioners, a source of learning as well as a source of reference. I hope that the invaluable band of Master Trainers, who are training the next generation of NLP Trainers, find what I have to offer useful. I like to think you will find many gems here, and much that will confirm and provide resolution to your own experiences.

Part 1 – The Nature of a Modeller

In this chapter I explore the nature, mindset, attributes, and characteristics of what makes a modeller. I draw up a composite description of the Identity of an NLP Modeller. Starting with John Grinder’s description, from Whispering in the Wind 2001, of himself and Richard Bandler, I then cover a wide range of explorers and learners, followed by a model of the collective attributes of modelling experts.

Knowing what is required of a modeller, I offer a developmental model giving you an overview of how a NLP modeller can grow and mature from being beginner in the earliest days of their training to an expert, who has instant access to their technologies and expertise. Then there is a brief description of how these modellers could be operating in business, education, therapy and coaching, before inviting you to consider your own Call to Action and your own direction for your modelling endeavours.

Part 2 – The Principles of Modelling

No study is complete without consideration being given to the underpinning thinking which drives any endeavour. So for the field of modelling it is important to understand the philosophy behind our actions. Without this we are unable to make congruent decisions and might be tempted to stray into less rigorous areas of application. We are certainly unable to justify our performance in the wider field of academia. From first principles I spell out the thinking to explain why we as NLPers do what we do, and how we do it and what it delivers as a result. Here I offer in layman’s terms, a light overview of Post-Modernism, Constructivism, and our underpinning rationale.
Then I touch on the emergent field of Neuroscience, which has been the missing link for many. We are gaining more and more evidence on how the brain works, how it influences personality, and how it responds to particular inputs. I have only selected accounts of published material that serve to explain the neurological mechanics behind our brilliance.

Finally I cover the range of great minds within cybernetics, therapy and philosophy that were operating in the mid ‘70s, who collectively established a relational field of influence, significantly infecting the direction of Bandler and Grinder’s exploration. Out of this collection of thinkers emerged our NLP Presuppositions, the beliefs on which our whole approach is based.

**Part 3 – The Methodologies of Modelling**

We now approach the powerhouse of modelling – the formal approaches designed to reveal inner structure. This is the first of two chapters looking at depth into HOW we go about finding out about HOW someone does what they do. In my travels I have found that How? is the question least asked, though the one we modellers need to be asking all the time. We have been weaned on Why? and What? but it seems that few have an instinctive muscle that asks How?

First of all I consider the nature of a Modelling Methodology and its requirements. Then I bring you a unique framework that integrates thirteen methodologies classified under one roof. Instead of focussing on the usual differences between them, I’ve shown how they are all connected and so give a coherence and legitimacy to each. Then I provide a developed description for each – all thirteen of them.

This compilation is a first! Previously you would have had to go directly to the work and writings of the respective developer. And most practitioners know of only one or two methodologies. So here is your chance not only to sample thirteen but also gain an understanding of how each works, how you can use them, and how they contribute overall to the field.

**Part 4 – The Skills of Modelling**

Continuing the focus on the HOW behind NLP, it is now the turn of modelling skills. The methodologies would be nothing without an advanced set of skills. Much of what is taught in Practitioner and Master Practitioner doesn’t equip a practitioner to become a skilled modeller, which is why many understandably find modelling difficult. The hidden skills of modelling are not generally recognised or understood. Many of the modellers themselves are naturally talented and possibly underestimate their instinctive skills of systemic thinking, pattern detecting and classifying.

One of my outcomes was to fill in the gaps and enable learners to acquire conscious competence in these areas. Many of the skills required coding and a means of
accessing them. So the sixteen skills I include, required either throughout the modelling process or at certain stages, hopefully give you a shortcut to acquiring them.

The sister publication The Bumper Bundle Companion Workbook offers you nearly one hundred exercises to flex and strengthen your modelling muscle.

**Part 5 – The Results of Modelling**

Change can happen the moment a modeller begins to model. However interventions can have many different guises. This chapter looks at the range of interventions, in addition to apply a modelling methodology, that the modeller can choose from, with plenty of practical and tested examples of modelling working across the areas of business, training, therapy and coaching. Only some of these interventions will result in the production of a model.

For many however, the end point is the production of a model, which often explains why modellers drop by the wayside, or don’t appreciate that they are modelling. I provide a classification of models that are present, and then focus on the area of constructed models. This is a neglected area in most teaching of modelling and answers the question ‘what do you do with all the data you’ve got?’ I am delighted to offer you some very practical pointers to model construction so that the process becomes really easy.

Finally I offer a detailed account of the Inside Out Process which I have devised which is a process that ultimately provides a technique designed around a model which has been constructed from the exemplar’s own data – all in about 45 minutes.

**Part 6 – The Formal Acquisition Process**

The end is in sight! At last we arrive at the point where the whole modelling endeavour is formalised into final acquisition by a third party. Formal acquisition is the point where others who were not part of the modelling process to date, now experience its benefits in the form of a structured intervention. This is the realm of technique productions.

This Part starts off with the model for Technique Construction and the components required – so simple that anyone can now turn a model into a magical experience. Whilst not seeking to turn you into trainers, I take you through the wide range of Delivery Methods available so you have a choice about the sort of experience you create. Then I include full coverage of our unique Neurological and Linguistic Frames that are the building blocks of NLP. Selecting from submodalities, perceptual positions, metaphors etc., and then Meta Model patterns, reframing, and sensory predicates for example, provide your technique with NLP’s special engineering.

Once the design is established, the final stage in the whole process is the writing up
– the production of written instructions. All that work encapsulated on an standard-size sheet of paper!

Appendices

Here you will find the whole process wrapped up in a case study, taking you explicitly through the modelling experience, gathering information, coding, model construction, technique design and production of written instructions.

This is then followed by a short Bibliography and details of The Bumper Bundle’s Companion Workbook that provides you with loads of exercises to test your understanding of the material contained within these covers.

Outcomes

Having read the framework of this book, some elements may appeal to you more than others. It is all a question of your preferred chunk size, sorting traits, thinking style, current need-to-knows and future requirements; plus a benchmark for what you already know; and a ready source of reference.

So know that, whilst there is a connection running through the six Parts, there is no rational requirement to read from beginning to end. You can select specific topics as required, or top up your awareness through dipping in and out. I do hope that the book has a life beyond the first few weeks of your purchase. I do hope it becomes a well-thumbed companion on your own modelling journey.

Specifically I wish that this book:

- Re-awakens the spirit of modelling within you
- Demystifies what is in fact a process natural to all of us
- Serves to recommit and rededicate you to the first principles of NLP
- Renews your admiration and fascination for the tradecraft that NLP brings to the world
- Develops your place within the congruence and authority of our modality
- Provides a different and simplified view on the whole modelling process, from beginning to end
- Gives you new ideas and stretches your awareness of what can be possible in the pursuit of hidden structure
- Generates confidence in your abilities to consciously pursue a modelling approach
• Gives new direction and inspiration for your development, and new areas of application

• Refreshes your enthusiasm to play, explore, test out, expand, discover, and learn.
The 7 + 1 Myths of Modelling

There are unchallenged myths surrounding the process of NLP Modelling, sound bites that get trotted out without the speaker having any real understanding of the whole process. These myths are handed down possibly from trainers who don’t know enough to question them. As a result, this folklore limits the huge potential of modelling, prejudices a needful market, and prolongs the embryonic understanding of the early developers.

In the fascinating learning journey responding to Grinder’s call, I worked towards filling in the gaps and factoring in my own instinctive practices and I have been delighted to discover that modelling is so much more than I was originally led to believe. The more experience and exposure I gained, the more I understood just how misleading the modelling myths actually are.

I don’t know if you have reached the stage in your NLP development where you appreciate just how flexible NLP can be, and how creative you can become as a result. You will certainly have experienced some of the magic of its potential. You may already know that in the right hands, NLP provides a gift to understanding, and a doorway into enlightened communication and behaviour. All because of the process of modelling – finding the structure responsible for behaviour. As you will see, the potential to make a difference is absolutely enormous – possibly infinite.

The following table outlines the range of routes a modeller can take through the modelling process. It covers the wide number of options so much so that the permutations are literally endless. As we go through it, I will offer you up-to-date thinking instead of the myths that you may be running.

And here’s a big thought. Whilst the time may come when the fairly recent constructs of NLP Practitioner and NLP Master Practitioner certifications become obsolete, the concept of NLP modelling will endure and remain constant under whichever promoted label or banner. There will always be a market for NLP modellers. The concept of NLP can’t die out. It is too useful.

The Modelling Route Map

This is the last piece of the jigsaw that emerged for me, and as I see it, this framework encompasses the territory of modelling. I know that is an ambitious statement, so you will have to judge it for yourselves. The summarised explanations that accompany it will hopefully answer many of the questions you may realise you’ve been holding, and hold the doors open for the rest of the book.
Modellers can be operating in as many vocational and personal areas as there are people. Wherever there is a desire to understand, communicate that understanding and possibly disseminate that understanding, there is a place for an NLP modeller to excel.

For the professional purposes of this book, in addition to personal development, I have considered only four major areas of application – Therapy, Coaching, Business Consultancy and Training. These are the four most common vocational areas of those undertaking NLP training and development. However, the creative and imaginative practitioner can come from any walk of life and apply their modelling skills wherever they are operating, for example in the area of parenting, professional caring, marketing and any area requiring communication and understanding.

In the book we spend time exploring the modelling mindset that can operate across the board, from explorers to detectives to sports people, with a particularly interesting handle of what the world would be like if consultants, teachers, trainers, therapists and coaches operated as modellers. And throughout I offer many practical examples and suggestions of how the process of modelling, methodologies and models can be use in these areas.

**End User**

**Myth 1: The purpose of modelling is to produce a model to be installed into a third party.**

The ultimate end user sets the direction of the enquiry, which adds to the options available to the modeller.