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Monday, 28 April 2014

Neuro-Linguistic Programming
Research Data Base [Roos T, 2002. | Id:311]

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Roos T: Mental Coaching-Utilizing Neuro-Linguistic Programming for Better Quality of Work Life, Job Performance, and Lasting Behavioral Change. Trafford Publishing, Victoria, Canada, 2002.

Abstract: The book addresses a serious contemporary problem, namely how to achieve higher productivity without sacrificing the quality of work life or private life. It also describes how this problem can be solved by utilizing Neuro-Linguistic Programming interventions. The doctoral thesis, which this book is based on, proves that lasting positive changes can be induced in a short period of time, and that a significant increase in work life quality has a profound influence on productivity. The book contains descriptions of the research, the processes utilized, and the results achieved in an easy to read format. - The book is based on Trygve Roos' doctoral thesis. His research studied a unique application of brief individual interventions in the field of managing organizational behavior. The NLP interventions utilized were compatible with the latest findings in the field of brain research, focusing on managing unconscious, intrinsic thought processes and changing limiting beliefs. The research shows that the utilized interventions had a significant influence on the participating employees' behavior, performance and quality of life not only in an organizational context. The study indicates that without interventions, learning transfer in training, aiming at behavioral changes is remarkably low compared to training in combination with personal interventions. The interventions focused on solving both job-related and private problems, influencing the behavior, performance and life quality of the research subjects. The intervention techniques proved extremely effective, inducing permanent change in the majority of the cases. When compared to other methods, for instance in the case of cessation of smoking, the techniques used resulted in a success rate of 75%, when other methods at best reached a 36% success rate. The difference in time spent in each case was also significant, the utilized processes required one single session, lasting an average of 1.5 hours, while most other processes needed an average of 10 one-hour sessions. The study also shows that the prevailing theory in managing organizational behavior is behaviorism, which is based on application of animal psychology. Conventional systems for managing organizational behavior are based on reinforcement, antecedents, consequences, rewards and punishment. To some extent are often also other frames of reference applied, but individual interventions have not been utilized. The workforce today is facing ever increasing demands for higher productivity, usually at the severe cost of decreasing quality of work life and private life. Inhibited by limiting beliefs, decreasing motivation and the burden of past negative experiences, many employees have a hard time coping, even with their normal, daily challenges. Motivational speakers come and go, people are "high" for a week or so, but then they dive back into despair.

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