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Clients Bring with them What they Need

RECENTLY a client came to me for help regarding his work as a financial trader. He'd only been trading about a year, and had done OK until a series of losses had negatively influenced his confidence and trading behaviour.

He came to me because of my reputation for helping athletes with confidence and emotional state management, and a friend had recommended my *Champion Thoughts* book to him. In my initial rapport building I identified that he was a keen surfer – obviously very kinaesthetic – and he wanted to be a successful trader because of the financial independence and lifestyle it allowed him. (I live on the Sunshine Coast in Queensland – a premier surfing location in Australia – so I know a little about surfing and surfers, which helped our rapport.)

He also indicated that he had some difficulties in social situations and wanted to be able to engage in conversations freely with people he met socially. He brought along some graphs of his trading activities, which I knew very little about; I looked at them and thought to myself how they looked very much like waves going up and down.

His specific outcome was to see his trading signal, pick up the phone and put the order in for his trade – as he had done with success in the past. At present, he was seeing his signal, but then a lot of negative internal dialogue would start up, causing feelings of doubt and hesitation, and he would not make the call. (Traders have a signal on their computer screens which lets them know that it's time to act; – for long term success it's important to stick to your system and follow it.)

When I began to tease out the problem state with meta model challenges and submodality distinctions (for I thought initially to work with a belief change process, or perhaps a swish), he got very uncomfortable and I could see and feel I was losing rapport with him – confirmation of his problems with social interaction. So I got up and went around to his side of the desk and asked him to get up and we'd take a