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# NLP Therapy of Sex and Relationship Problems

## *Introduction*

Even well-trained sex therapists are finding the successful treatment of sexual dysfunctions more challenging than was originally believed. Initial reports in the field of sex therapy (Masters and Johnson, 1970) suggested an extremely high success rate. But relatively recent effectiveness studies and surveys of certified sex therapists in the USA (DeAmicis et al., 1984; Kilmann et al., 1986) have documented lower success rates than were originally reported. Therefore, many sex therapists call now for the development of more effective protocols to be used in sex and relationship therapy. NLP holds a major promise in this respect (Al Rubaie, 1997).

This article details some of the techniques and procedures that NLP practitioners and sex therapists can use in resolving sexual dysfunctions and improving the general relationship between couples. It also spells out some of the theoretical constructs underpinning relevant NLP techniques and practices.

Cameron-Bandler (1985) has used NLP for many years in working with troubled couples, as well as couples and individuals suffering from sexual dysfunctions. As a result of her experience and background she has developed therapeutic techniques and models for improving communication, releasing anger, and correcting relationship and sexual problems. Cameron-Bandler considers the NLP models she has developed as blueprints for moving from unwanted to wanted experience. These models fulfil four conditions:

- 1 They work to achieve the results they are designed for.
- 2 They are easy to learn and reproduce, since they are detailed in a step-by-step fashion.
- 3 They are elegant because they use the minimum steps necessary for change.