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Abstract: Richard Bandler, computer scientist and John Grinder, psychologist and linguist, along with Anthony Robbins, set the foundation for NLP, a set of effective methods and techniques to improve interpersonal communication and personal development. The NLP provides a set of methods and techniques for developing communication capabilities by going through some stages, including developing our observation and perceptual capabilities, and the ability to present our messages according to what we already know about our interlocutor(s). The article aims to present a series of NLP applications in social intervention, and in philosophical and / or social counseling practices for personal development.

Keywords: social work, neurolinguistic programming, Sensory Channels.

Introduction

Richard Bandler, computer scientist and John Grinder, psychologist and linguist, along with Anthony Robbins, set up NLP, a set of effective methods and techniques to improve interpersonal communication and personal development. These two researchers began to study the structure of what they called "excellence in interpersonal communication" (Bandler & Grinder, 1975; 1979). The article aims to present a series of NLP applications in social intervention, and in philosophical and / or social counseling practices for personal development.

Neurolinguistic programming

The NLP provides a set of methods and techniques for developing communication capabilities (Stuart et al., 2012), through several stages, including developing our observation capabilities, perceptual capabilities, and the ability to present our messages according to the information we already have about our interlocutor(s) (Panisora et al., 2016).

The term NLP brings together three terms (Sandu, 2012):

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- The term "neuro" refers to our sensory perceptions that determine the inner state, both in the neurological and in the figurative sense, referring to our affective feelings.

- The term "linguistic" refers to the means of human communication, aimed at both verbal and non-verbal communication, reflected in our external manifestations.

- The term "programming" refers to our ability to produce and apply various behavioral programs in accordance with our cerebral organization.

About SUBMODALITIES and working with them

Submodalities (Suciu, 2015; NLP Comprehensive., Dotz, Hoobyar & Sanders, 2013) are particular perceptual qualities that can be determined by each of the five primary sensory modalities. Each of the representation systems (modes) perceives a series of qualities of the experience itself (Kirenskaya, Novototsky-Vlasov & Chistyakov, 2011). The visual system or visual mode can perceive qualities such as color, brilliance, shape. We can hear the volume, the tempo. Kinesthetically, we can perceive temperature, pressure, texture and so on.

Visual: suggestion - choose a visual element that makes you special pleasure (for example, a tree with flowers, a poppy wheat field, a dear person).

Clarifying the image - watch as clearly as possible on the screen of consciousness (mental screen) the chosen image with as much detail as possible. Fill the image so that it is as clear as possible. Imagine having a potentiometer that allows you to adjust the image's intensity, clarity, color, and size.

Expansion - Take the chosen image and see how it extends across the field of consciousness. The whole field of consciousness perceives it as being occupied by the pleasant image chosen. Be aware of the sounds that come to your mind when your favorite picture occupies your mental brain, what sensations and inner dialogue you have.

Intensity - keep the pleasant picture chosen and press the potentiometer again to increase the intensity of the colors until they become pleasantly bright. Recheck the tactile sensation, what sounds are coming to your mind and what inner dialogue you have.

Contraction - watch how the image you choose becomes smaller and smaller until it appears as a point in the center of the screen. Recheck the tactile sensation, what sounds are coming to your mind and what inner dialogue you have.

Movement - Watch the point you obtained on the mental screen to the left, left up, then up right, then right down, then left to the left, then left

to the center of the mental screen, and finally to the right on the middle line. Continue to watch the shining point as it moves faster on the left-most mental screen, right through the three top registers (top, middle, and bottom) corresponding to the main sensory channels (auditory, visual, kinesthetic).

SYNTHESISY - The Game of Senses

Transformation - Re-enlarge the bright spot so you can revert it to an image. Now turn the image as you wish. For example, if you chose a tree with flowers, watch how the leaves grow, then the fruits, then how the fruits are picked and as the seasons pass, the leaves are yellowing and falling, the branches are filled with snow, which melts and leaves place for the new buds, flowers, foliage, and again to the fruits. Grab a fruit that you taste with pleasure.

Feel what it tastes like, feel as the flavor intensifies and how along with the main taste, you also feel other pleasant flavors, feel the fragrance of the fruit and the delicate touch of the winding through the branches of the tree. Listen to the chirping of the birds in the whole orchard and expand the field of consciousness so that you embrace the whole orchard with you, with every tree, the grass that grows among the trees, the fruits. Make your field of consciousness perceive them as a unique sensation of ever-fainting existence, less clear, and at the same time expand your mental consciousness so that in your sensation you embrace the whole planet, then grow up at the level of the entire solar system of the galaxy, and then become smaller and smaller until you feel of the size of an atom.

AMPLIFICATION OF POSITIVE QUALITIES

Please each choose a quality that you want to be amplified. As an example, we will choose *courage*. Please identify a visual symbol for courage. A picture that, in your mind, is perfectly associated with the state of courage. Now see how that picture fills the entire mental screen, allowing you to associate with it, to feel that it belongs to you fully. When you feel that the image has the dimensions, the glow and the highest shape you consider to be the fullness of the courageous state, make a symbolic gesture, such as a touch of your little finger, gesture that whenever you do it again, will bring to mind the state of courage.

THERAPY FOR PHOBIAS

Please choose a situation that you feel repelled or afraid of. Such as fear of dogs, small spaces, snakes, etc.

Imagine that you are in a cinema where they are just playing a movie with the situation you feel repelled or afraid of. Let the film run for a few moments to associate with the feeling of repulsion or fear. Now watch how the image on the screen is becoming foggier, and the object of the unwanted situation becomes smaller and smaller, until it disappears from the screen, being replaced by a pleasant object that is getting bigger and bigger, more intense until it occupies the entire screen. Report the change of mental status and inner dialogue.

SWISH PATTERN

Please view an undesirable situation you were in. Keep track of the image until it is in the form of a tennis ball, so that the whole unwanted situation coincides with that ball, which you throw as far away as you can, freeing yourself from the unwanted situation.

Instead of conclusions

The Neuro-Linguistic Programming techniques prove to be very efficient in the process of personal development, as well as applications in social intervention.

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