# Role of Neuro Linguistic Programming Towards Attaining Excellence in Imparting Knowledge in the Education Field

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**ABSTRACT** *Neuro linguistic programming is eventually gaining its relevance in different areas of Business world. Increasing level of work stress, cross cultural dimensions, attitude towards work & life, corporate communication are some of the major attributes of a person's life in this modern era. Though NLP has achieved considerable popularity as an approach to communication, learning and personality development in the different sectors. However, its successful execution & acceptance is still questionable in the education field. Professors/Lecturers in this era face number of challenges in dealing with students with a different mindset. The endeavor of the article is to investigate the relevance of NLP in the education sector in transferring knowledge to the college students filled with high expectations. The study also analyzes various factors that affect the impact or effectiveness of teaching sessions on to the students by the faculties. The research in order to achieve the objectives has adopted both primary & secondary data for analysis.*

**Introduction:** Human brain works in two states – consciously & unconsciously. Our five senses are, to a large extent, responsible the way we live our lives. Through these senses we receive the outside information consciously .But certainly, there are many more forces that helps us in receiving information unconsciously. Neuro Linguistic Programming helps us in identifying those forces that work unconsciously & mental structures that control them. NLP to a large extent works towards improving communication – with oneself & with others. Communication can not only be verbal but non-verbal also. It is rightly said that maximum of our communication takes place non verbally. Our behavior exhibit more than what we mean or say verbally to others. Though we are unaware of moment to moment intentions, each behavior has some intention behind it. Thus, though unconsciously, we may end up affecting somebody's feelings & life too . This applies to us all in personal & professional lives. NLP is predicated on the notion that consciousness is bifurcated into a conscious component and an unconscious component. The concept therefore, has its relevance in different phases of life of an individual.NLP has already proved its vitality in improving & maintaining inter & intra personal relationships. There has been little done in analyzing the teacher-learner relationship in the education field. The teacher- learner relationship is a cybernetic loop, a dynamic process in which meaning is constructed through reciprocal feedback; not a transmission of information from one individual to another, separate, individual (Tosey ,Mathison, 2003) The effectiveness of the teaching highly depends upon the understandability of the students which can be judged by their positive/negative or no response at all.  Research into teaching effectiveness indicates that students rate as important 'hygiene factors' such as the teacher's 'knowledge of the subject' as well as less tangible qualities including 'ability to communicate' and 'student–teacher rapport' (Brown Nigel, 2004). This accounts for continuous efforts from the mentors to upgrade their communication & interpersonal skills in addition to the knowledge about the subject matter.. The education market in the current scenario in India is growing rapidly with many new colleges, management institutes coming up. At the same time, students have started becoming choosy about selecting the college for further studies. There are different amenities in general they look for like Gymnasium, canteen , industrial visit/s , various inter-intra collegiate competitions , placements & faculties at a large to name a few. This shows that the interest of the students is now moving from sincerely attending session to a fun loving education that includes games, class room activities, role plays along with normal sessions via PPTs .Moreover they feel monotonous if the session is not interactive & they are not given freedom to express their views. Professors are now accepted as regulators & not dictators by the colleges. They, therefore, require making sincere efforts to interact as much as they can with the students in order to understand their expectations On the other hand, another aspect that has to be focused upon is that the understandability of the students attending the same session differs to a large extent. Some students respond the faculty positively & vice versa (Brown Nigel, 2004).There can be various factors that affect the understandability of the students. Some can be identified as internal & external factors. Internal factors may include stress level, family/friends conflicts, relationship factors, challenge to exists in the unknown city ,time line pressures , fear to face competition ,shyness etc. External factors, on the other hand consist of influence of friends for not being punctual, distraction in the class, lack of proper communication from both the sides to name a few.

Effective Communication, therefore, is of utmost importance so as to identify these factors & minimize the monotony of students resulting in increasing interest in learning.

The focus of the study revolves around identifying various factors that influence teaching effectiveness- directly & indirectly, thereby affecting communication between teacher & student .Beck (2005) identifies "twelve potential sources of evidence of teaching effectiveness."Some of these are: Student ratings, Peer reviews, Self-reviews, Videos of practice, Interviews with student, Alumni, employer and administrator ratings. The study also aims in recognizing the vivacity of NLP in reducing the impact of the factors thus,

improving communication.

**Background study:**
'What we see & hear is what we think about. What we think about is what we feel .What we feel about influences our reactions .Reactions become habits & it is our habits that determine our destiny' Bob Gass

*Concept of NLP*:
NLP stands for Neuro-Linguistic Programming**,** a name that encompasses the three most influential components involved in producing human experience: *neurology, language* and *programming*. The term which gradually gained universal popularity was initially used as a tool for effective communication by counselors (Einspruch & Forman, 1985; Gumm, Walker, & Day, 1982; Sharply, 1984; Tosey & Mathison, 2003; Tosey, Mathison, & Michelli, 2005) Neuro-Linguistic programmes work in all context as in professional lives as in personal lives, in managing interpersonal or intrapersonal relationships .Though, the term "Neuro Linguistic" was first used by Alfred Korzybski in 1941 (Dilts & De Lozier 2000), the concept was first recognized by an information scientist Richard Bandler and a linguist, John Grinder (John Grinder, 1970) They defined NLP as "The study of the structure of subjective experience". They observed that employees going through similar training & experience perform in a different manner. Therefore, to know the unknown they worked towards duplicating human behavior & competence further modeling human behavior. They perceived that the brain could learn healthy patterns and behaviors and this would bring some positive changes in humans. As a result they came up with a concept known as "NLP", Neuro-linguistic Programming. This concept was further enhanced by various researchers with the objective to prove its significance in various areas like psychology, countering phobias, training, communication, learning and personal development. Neuro-Linguistic Programming was developed, drawing its inspiration from the computer programs, so as to change the perception of the human brain to a more successful behavior. We get information from our five senses which are formally known as the "representational system "in NLP (Deepak Kulkarni, 2010).The right & effective usage of these five senses makes the communication process more effective & puts the learner at ease.

It is actually a study of *'personal excellence'*. The acceptance of NLP in one's life gives a positive attitude towards learning, curiosity & respect in unique ways of being in the world. As described by Sue Knight "NLP is a process of modeling the conscious & unconscious patterns that are unique to each of us in such a way that we are continuously moving toward higher potential .Most of the things we do are in an unconscious mind.NLP teaches the ability to understand one's thinking process & also makes aware that why does a person think in a particular manner. Although, at first unapproachable, considering the individual component of the term it goes a long way towards describing what it means (Alder, Harry, Feb. 1997)

*'Neuro*' relates to the mind or brain ,the central nervous system ,& in particular the senses with which we feel ,see, hear, taste,& smell .Through these we communicate with the outside world ,but we also 'communicate 'with our inner selves through memory & imagination

*'Linguistic'* refers to language – both verbal & non-verbal –as an important element in thinking as well as communication

*'Programming'* is associated with our behavior & how we run our behavior, including habits & unconscious behavior

NLP includes the way we think & speak & further enhance our performance towards attaining Organizational & personal goals .Organizations consists of five factors of production, out of which "people" is considered to be one of the most significant factor to deal with. Therefore, there is a constant need to understand human brain. The performance of any Organization completely depends upon the attitude its people have towards work & lives. A research in the Education field points that negative or positive acceptance of the knowledge by the student depends upon the language & behavior of the teacher as perceived by the student. "NLP suggests that a central pillar of performance excellence is behavioral flexibility – the ability to modify your behavior in response to feedback in order to get what you want (Barbara P. Gibson). It defines NLP as a framework for understanding how individuals construct subjective experience and tools to rebuild subjective experience when needed. Yero (2001) believes that NLP is going to find a new way to education, "a shift of focus". She claims that most of the NLP principles are effectively used for psychology, health and business, and on the contrary applications to education are very few.NLP, however, has its greatest relevance in the Education field where there is a constant need to communicate effectively. Where NLP as a form of modeling can open new horizons for language teachers in order to improve the quality of their teaching. Its successful application to all the faculties has been ignored. Using NLP helps teachers to think about their behavior and be aware of what they are doing and saying in the classroom and then try to be more effective. In essence, based on NLP, teaching is a process of creating states which are conducive to learning, facilitating learners' exploration of their internal representations, which can lead to the desired goal. Legall and Dondon (2006) mentioned the problem of student's behavior evolution and offered NLP as an instrument to motivate students and enrich the quality of teacher learner relationships. Teaching quality is commonly assessed using student feedback questionnaires (Zhongqi, 2000), the trustworthiness of which is questionable as feedback is subjective & most of the times biased.

**NLP Modeling**
NLP was originally portrayed as a method which was formally known as "modeling" (Bandler & Grinder 1975 p.6). Modeling has been used to identify the cognitive strategies that lie behind everyday capabilities such as motivating one, negotiating, spelling (Dilts, Bandler, & DeLozier 1980). NLP modeling therefore aims to identify what is distinctive about the strategies of exemplars in a given skill, including internal cognitive as well as behavioral elements, such that other people can learn to perform the same skill. It is the process of adopting the behaviors, language, strategies and beliefs of another person or exemplar in order to 'build a model of what they do. As Bandler and Grinder state "the function of NLP modeling is to arrive at descriptions."[· Modeling is not confined to therapy, but can be, and is, applied to a broad range of human learning. NLP, with the help of modeling, NLP is interested in how people construct their experiences through cognitive processes, rather than in seeking causal explanations in the past for why they experience the world as they do, or in the contents of a particular experience.

**Phases to Modeling**
Modeling in NLP is a systematic process where the practi-

tioner helps the person to achieve an outcome by studying how someone else goes about it. This process requires different stages:-

### i. Observing the Model

This is actually stepping oneself into another's shoes .In other words; it involves fully imagining yourself in someone else's reality by using what NLP calls a second position shift. This is done by observing "what" a person does and by asking relevant question about "how" & "why" he behaves in a particular manner.

### ii. Find the difference that makes the difference

The practitioner here takes all the elements of model's behavior & systematically takes out each element in order to find which set is essential & vice versa .When all the relevant bits of behavior are accompanied, practitioner sets & sequence the model.

### iii. Design a method to teach the skill

Once all the relevant elements are in place, the practitioner according to the sequence design the method to teach the skill in order to solve the issue person is facing.

### Objective of the study:

- To gain insight about the concept of Neuro Linguistic Programming
- To analyze the impact of various factors influencing teaching effectiveness
- To assess the significance of NLP as a tool in bringing excellence in knowledge sharing with the students
- To study the acceptance of NLP implementation as a faculty development programme

### Research Methodology:

The author has adopted more of a phenomenological approach, focusing on qualitative and interpretive stance more than statistical and quantitative measures. The research is focusing on utilizing the understandings of the field of Neuro-Linguistic Programming (NLP) to help shape the reform of the higher education system in an effort to develop students we need to meet the demands of this knowledge economy. Bandler (2008) states that NLP is the study of the structure of subjectivity, so a qualitative approach is more suited for this paper.

The study aims at assessing the key factors influencing the teaching effectiveness & NLP as critical tool in improving overall effectiveness of transferring knowledge. The research done was based on the data collected through the use of Questionnaire in an uncontrolled environment from different Colleges in the western suburbs of Mumbai. Observation & own practical experience also form a major part to collect enough information in order to gain an in-depth insight about the subject area. Secondary sources consist of books, journal, online publications, and websites to name few. The findings with the help of the collected data were further used to suggest necessary implementation of NLP as an effective tool for imparting knowledge to the students successfully. A sample of 70 from different colleges from western suburbs of Mumbai was utilized on the basis of Simple Random Sampling technique for data collection so as to give equal chance to each respondent to get selected in the population studied.

Questionnaire: - Both structure & unstructured format is used. Type of questions was a combination of dichotomous, multiple choice questions & open ended questions as per the convenience of the researcher in order to gain

clarity about the responses of the participants

### Results & Discussion

The study primarily was carried out to gain an in-depth understanding of NLP & its implementation in the education field. In order to carry out this process, a Questionnaire was formulated taking into consideration questions related to teaching domain, interpersonal relations & NLP with the objective to get an overall view of the respondent/s understanding. Pilot study was also carried out to study the perception one has about the questions. Respondents were interviewed to ascertain general factors that affect teaching effectiveness which were further lowered down to some specific factors necessary to carry out the study.

From the findings of the study , it was revealed that effective communication between a faculty & students depends upon each of their understanding & the acceptance level towards each other for the knowledge sharing to take place .It was observed that 77 % of the faculties share detail material, PPTs & refer them books that satisfies the students to a large extent. Faculties, however, also face a number of challenges while interacting with students among which communication & presentation skills, confidence level, work place conflicts, enthusiasm of students, health, and lack of preparation, quick referencing to examples for support & Motivation were in focus. It was also found that interpersonal relationship with students were most developed where faculties was well connected with them via extending help, mentoring & guiding them & listening them. Faculties revealed that understanding students' opinion & encouraging them to talk can get them a cognitive connection with the faculty. It was further revealed that majority of the faculties & students appreciate cordial but professional relations with each other. NLP, though has gained much popularity, it was observed in the whole research work that its application in the real life is still questionable.92 % of the respondents feel that the application of NLP as one of the faculty development programme can enhance teacher-students relationship & minimize the dissatisfaction from either sides.

### Limitations of the study

- The research was restricted only in a particular area of Mumbai
- Large no. of sample may bring difference in the results obtained
- There is a possibility of biased responses

**Scope for future research** The author made an attempt to analyze the significance of the practical appliance of NLP & how far the faculties accept this as one of the best method to improve & make knowledge transfer effective. The research, however, leaves the productivity aspect untouched that can be further explored. Productivity of faculty/s can be further tested with respect to the practical application of NLP as one of the faculty Development Programme.

**Conclusion** NLP has not stayed static as a concept, or set of methodologies, and has been constantly evolving since the early Publication. It has its relevance in different areas of life. The areas that has been affected by NLP are; education, training, counseling, business, health, therapy, personal change. However, the idea of conducting the research is to add reliability & urging to the idea of incorporating NLP as one of the faculty development programme thereby, developing faculties in a manner so as to achieve maximum output of knowledge transfer.NLP offers a more

detailed approach to goal setting than other frameworks with which business and management students and faculties may already be familiar. The successful and effective application of NLP will pave a way towards good interpersonal relations.

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