



# ANLP Code of Ethics

## Ethical Standards and Professional Practice Guide

All members of ANLP International shall:

- 1 Respect the dignity and worth of every human being, and their right to self-determination.
- 2 Strive to act with integrity, independence and impartiality, avoiding conflicts of interests and acting in accordance with the ANLP principles/presuppositions of NLP which appear overleaf.
- 3 Represent themselves, their qualifications, experience and membership of professional bodies honestly, and also (to the best of their knowledge) the skills, qualifications and experience of any third party to whom they refer any of their clients.
- 4 Recognise their scope of practice and only practise NLP within the limits of their competency and to their highest possible standards.
- 5 Strive to act within an ecological framework to ensure the safety of their client at all times.
- 6 Represent NLP interventions as an option and at no time as a certain solution for any given problem.
- 7 Act as ambassadors for NLP, so that it is presented as a professional and effective approach which can help people and organisations; avoiding bringing NLP into disrepute.
- 8 Act as ambassadors for ANLP, to promote its purposes and activities to a wider audience; avoiding bringing ANLP into disrepute.
- 9 Respect legitimate needs and requirements for confidentiality.
- 10 Respect the variety of different styles of NLP and complementary professions.
- 11 Promote fellow Members' interests and avoid soliciting other Members' clients away from them.
- 12 Ensure that clients' expectations, and the basis on which they will be met, are understood by both parties and that contractual arrangements are not changed without appropriate discussion.
- 13 Act within the law and not encourage, assist, or collude with others engaged in unlawful conduct.
- 14 Declare to ANLP any criminal conviction (except motor conviction resulting in points on licence), any professional complaint against them or any other matter which may affect their ANLP membership, good conduct or practice in any way.
- 15 Members (above Associate level) have an ongoing requirement to update their skills and knowledge, through Mentorship and/or pursuing recognised CPD requirements.

ANLP recommends that no member works with people under the age of 18 or vulnerable adult, unless they are specifically qualified to do so, and have appropriate clearance with national vetting procedures in their country(ies) of practice.

Disclaimer: The Code does not assume that individual Members possess particular levels of skill in any specific area; it is important, therefore, that users of Members' services do satisfy themselves that the person they are working with is appropriately skilled.

ANLP International will deal with any infringements of the Code of Ethics through its Complaints and Disciplinary Procedure.



## **Some of the Principles/Presuppositions of NLP**

The principles which form the foundation of NLP have been modelled from key people who consistently produced superb results, as well as from systems theory and natural laws.

As well as a set of powerful skills, NLP is a philosophy and an attitude that is useful when your goal is excellence in whatever you do. We invite you to discover what happens in your life if you simply 'act as if' the following statements are true...

### **Have respect for the other person's model of the world.**

We are all unique and experience the world in different ways. Everyone is individual and has their own special way of being.

### **The map is not the territory.**

People respond to their 'map' of reality, not to reality itself. How people make sense of the world around them is through their senses and from their own personal experience; this means that each individual's perception of an event is different.

### **Mind and body form a linked system.**

Your mental attitude affects your body and your health and, in turn, how you behave.

### **If what you are doing isn't working, do something else.**

Flexibility is the key to success.

### **Choice is better than no choice.**

Having options can provide more opportunities for achieving results.

### **We are always communicating.**

Even when we remain silent, we are communicating. Non-verbal communication can account for a large proportion of a message.

### **The meaning of your communication is the response you get.**

While your intention may be clear to you, it is the other person's interpretation and response that reflects your effectiveness. NLP teaches you the skills and flexibility to ensure that the message you send equals the message they receive.

### **There is no failure, only feedback.**

What seemed like failure can be thought of as success that just stopped too soon. With this understanding, we can stop blaming ourselves and others, find solutions and improve the quality of what we do.

### **Behind every behaviour there is a positive intention.**

When we understand that other people have some positive intention in what they say and do (*however annoying and negative it may seem to us*), it can be easier to stop getting angry and start to move forward.

### **Anything can be accomplished if the task is broken down into small enough steps.**

Achievement becomes easier if activities are manageable; NLP can help you learn how to analyse what needs to be done and find ways to be both efficient and effective.