

## Chunking for Criteria

Before you begin to coach or persuade someone, an NLP performance coach will work with you to elicit your Decision Making Criteria .

So what does this mean in practice?

Imagine you are about to attend a training course to improve your communication skills. You may wish to start by ensuring that you are making the right decision for yourself and your organisation. To discover the purpose or intention of attending the course for you, “chunk up” and ask yourself “what will attending this course do for me and my organisation?” For example you may answer “I will be a better communicator”. To continue your evaluation you can “chunk laterally” and ask “who will I be like after I have been on the course?” Finally you can “chunk down” and ask: What specifically will I do differently? When specifically will I speak more persuasively? How specifically will I use my new questioning skills? Where specifically will I use my new negotiation skills? Who specifically will benefit from my newly discovered motivation skills? This enables you to know the criteria by which you will evaluate your success in attending the course. If you can answer all these questions positively then you know that you have made the right decision and you have the criteria to persuade whoever you need to persuade and attend the course