



A brief account on; Anchoring

What is an Anchor?!

An Anchor is an unconscious trigger that can be applied to produce a positive state of mind and to change your behaviour. It is a stimulus that creates a response in you or another person.

What is Anchoring?

Anchoring is the study and application of a simple concept 'memory' and how, through neuro-associative connections, an environmental, physical or mental trigger can stimulate a separate emotional or physical response.

Why?

Anchors can be set up deliberately to give you choice and emotional freedom so that you can function at your best in any situation, especially those where in the past you have felt negative or un-resourceful. The technique is based on the NLP presupposition that people have all the resources that they need to make the changes they want. It is just a case of getting hold of the resources when you want them. They work by creating an association between an emotion and an external trigger. The response can be 'conditioned' or 'automatic'.

When will I use it!?

- Well when you want to be able to feel at your best when you want to; for an interview for example, or non-professionally; for a date

- To be able to help others feel at their best when they want to- eg; for a presentation or important meeting.
- Against anything that potentially could make you feel less resourceful than desire, or that you don't feel you have enough resources for.

1 of the theories & history behind Anchoring

Pavlov's Dogs

Ivan Pavlov was a Russian physiologist who is famous for his numerous studies on classical conditioning. Using dogs as subjects, Pavlov paired a conditioned stimulus (food) that normally elicited a conditioned response (salivation) with an unconditioned stimulus (bell ringing). Eventually, the unconditioned stimulus became associated with the conditioned response. Pavlov further conducted research on classical conditioning.

And in conclusion

One of the things about anchoring is that when people are about to do something that is particularly unpleasant or they are not looking forward to it they get in a right state. With anchoring you get into THE RIGHT state

For further information on this technique or to book your place on the next course contact us today

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