

BOOK REVIEW

ABOUT THE BOOK

Campbell, J.H. (2010). *7 Steps to Transform Your Life Using NLP, Coaching & Hypnosis*. (paper back), Advance Quest Publications, Malaysia. ISBN: 13: 978-967-0610-01-6, 213 pages, Price, 8.9\$.

REVIEWED BY

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BACKGROUND INFORMATION ABOUT THE BOOK AND ITS AUTHOR

Joyce, H. Campbell, is a Hypnotherapist, a Master Practitioner of NLP, a Master Coach an MBTI practitioner and a trainer of NLP, Hypnotherapy and Coaching. She now trains people to be Hypnotherapists, NLP practitioners and Coaches and she continues to extend her services to the private and corporate clients. A Master Coach still passionate about what she does and her book “*7 Steps to Transform Your Life Using NLP, Coaching & Hypnosis*” brings some powerful psychological and coaching tools that she uses with her clients to a wider audience. This book is a real action oriented book and one which really does have the impact to help make significant changes in one’s life. The book inspires the reader to change their lives by following 7 simple steps. As an expert in the field, she has given great attention to detail, is thorough, kind and polite and is very passionate about what she does. She is very much considerate about her client’s requests and makes sure that they have happiness with everything throughout the project interaction phase. Her specialties include as an accredited trainer in NLP, Hypnotherapy, Coaching, Corporate Coaching, Team Development, MBTI Profiling, Small business development and also as an author.

SUMMARY OF THE BOOK

“*7 Steps to Transform Your Life Using NLP, Coaching & Hypnosis*” is an innovative, genuine guide on practical application of NLP, Coaching and

hypnosis, which the author had used in her own life more than two decades. The book consists of the following sections. A brief outline of each section of the book can be detailed as follows.

Commit

This section of the book tells us about the commitment that is required in taking the actions which are necessary for change. It explores why one must want to learn to coach oneself and outlines the methods used. The end of this section is added with three major exercises like to expand one's comfort zone being at the cost and dealing with little gremlins that reflect what might be holding someone back.

Develop Your Support System

In this section the author explains the importance of support for a successful change. Major two components explain in this section include the importance of learning strategies and being able to work creatively with other people. It is expected by the author in this section that one will have a chance to develop his or her inner cheerleader, if one pulls together a Board of Advices and identifies what you he/she needs in terms of real life support. This section of the book also provides wonderful exercises like changing the sound track, being good to yourself and your board of advices.

Clearing the Grounding

Preparing our self toward the change process carefully is an inevitable aspect when you grow yourself. This section of the book works on resolving the past hurts and at the same time assisting one to find amazing resources by learning from the past whether it was taught or not. By the end of the section, the author incorporates many exercises for clearing the past like by tidying up unconscious mind, appreciating your inner child, rewarding your memories, sorting out your stories, the mind body connection, do you really believe that, becoming aligned, putting your beliefs in your memory storage system, that bind you, which supports one to install powerful new believers.

The Here and Now

This section of the book focuses on being real and authentic to become a good planner. A clear cut understanding of the past events, consciousness of self in the present and to be a good planner in the present for making people realistic in their decision making process. By the end of this section, one will be able to change how he or she views the world so that they can get the same. This knowledge makes the people clear about one's values and life purpose and have tools for helping one to prioritize for building better relationship. The author further provides a lot of exercises like making a successful board, compulsion versus choice, wheel of life, how satisfied are you, what is a success, your value hierarchy, your life purpose, moving to solution focused thinking it's good to talk, defining your priorities, healing meditation, two minute meditations, and what is your end goal.

Creating a Fabulous Future

Actually, this section of the book is detailing about where we can begin to be the creator of our own future. Here we meet with many choices based on our keen observation of our past and the probabilities in the future. The objective behind this section of the book is to fix realistic and inspiring goal to one self. As usual the author has incorporated many exercises to learn how to create a fabulous future by exploring: A. What are my habits B. What would you do C. Getting to goals, happy buttons, D. Switch that goal, E. Drawing your road map, and F. Exploring the future.

Take Action

Human tendency that supports strongly against the nature of human tendency for procrastination, the author envisages the importance of concrete timely action that support an individual's successful change. Explaining this concept this section stresses the importance of, consistent action, again and again, even when one doesn't really feel like it. The author tries to give importance to individual learning towards powerful action planning tools. Further, this section provides one exercise in action planning to make the learning much easier.

Keep Moving

In this particular section of the book the author envisages importance of the sustenance of consciousness that has been raised during the programming process which never allows being lower for effective transformation. In this last chapter author summarizes an exercises of what have I learnt by answering the learning component of each chapter and the changes initiated so far to achieve the benefit out of neuro linguistic programming.

EVALUATION OF THE BOOK

NLP searches the association among 'how one thinks' (Neuro), 'how one communicates' both verbally and non verbally (linguistic) and 'our patterns of behavior and emotion, (programs). The objective of getting awareness about NLP is to refine our observations and listening ability that enables one to detect patterns in individuals behavior and language, so that one can reply to the subtext of their communication. NLP will empower one to communicate more efficiently, devoid of all distractions. It enables one to acquire the skill that one wants to apply in conversations and interactions.

The book is very much reader friendly, easy to understand and integrate and useful to make one learn how to effectively train and prepare oneself to attain the quality of life that one expects. NLP supports on a journey of self discovery through effective introspection. It permits to produce one's own learning through attentiveness by following the several steps trained. One will benefit from the achievement of models of quality of human behavior. This will support an individual to get a better understanding of him/her and equip one to develop professionally and personally.

CONCLUSION

NLP language patterns when used in various communication environments will further develop better outcomes by leading to better encouragement and understanding. If one aspires to have more picks about his/her behavior and feelings to further improve their communication and interaction and to develop new capabilities in his/her thinking, then NLP can offer better learning opportunities for achieving that. It generates long lasting life skills. This book of Joyce H Campbell, provides 'laid out in seven steps', start from 'commit' to 'action' induce better awareness to apply NLP in effective understanding, communication and decision making towards appropriate action. The seven steps include hundred percent committed in making the changes you want to build, the perfect support team around you, learn from the past, and let it go, once and for ever, appreciate the joy of living authentically in the present, create the fabulous future you have been dreaming about, keep moving forward by, taking consistent action and stay on track for the rest of your life. The book packs a lot of relevant facts on the role of NLP in effective and efficient communication and action. This book supports one to cut off the old ways of thinking and holds the budding for a new you.