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Joseph O'Connor

The Myth of the Well-Formed Outcome

CHECKING NLP RESOURCES on the Internet a few weeks ago, I idly steered my virtual surfboard towards the NLP University site at www.nlpu.com. Here I found a very interesting account of the NLP Millennium Project in Santa Cruz last July. The project brought together about a hundred NLP alumni and trainers from all over the world and one of the topics discussed was NLP values.

The participants were asked:

'Why am I personally involved in NLP?'

'Why is NLP important?'

'What is NLP's contribution to the world?'

Small groups discussed and selected core values; these were then distributed to all the participants who chose those they felt most significant and ranked them in order of importance.

Here on the website (www.nlpu.com/Values.html) were their answers, put into a hierarchy of values.

Interesting. What value would come top? What would this fairly substantial straw poll show?

I scrolled quickly down the page to look at Numero Uno, the top value of the list.

This was what I saw:

'**Usefulness:** To be pragmatic and goal oriented. To seek to make a difference. To focus on practical applications. To use all available resources to reach a goal. To think and act with the end in mind. To meet needs in a goal-oriented and testable way. To chunk down into practical and testable steps.'

Looking down the list, I found that creativity weighed in at number five (after integrity, respect and ecology), love at six, freedom and choice