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## **Innovation In Teaching By Applying Neuro Linguistic Programming**

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*Abstract: Neuro Linguistic Programming (NLP) application in teaching and learning session during lectures is among the latest technique to be considered. NLP provides various alternatives in teaching and learning such as delivery and communication method based on basic human senses acceptance namely visual, auditory and kinesthetic. Communication that uses suitable language types and patterns is able to assist in accomplishing the information refinement in human's rational process in order to enhance the understanding rate and focus of learning. NLP application is capable in engaging enthusiasm and facilitates the learning and teaching process just as the information or knowledge has been successfully delivered, observed and understood by the student and consequently aiding an excellent academic achievement. This article discusses in brief the NLP usage to educators for an effective communication purpose and serves as the basis in introducing the advantage of using NLP during teaching and learning session. Furthermore, the article acts as a catalyst in order to attract interest and awareness among the educators in comprehending the NLP concept and its application in education field. Finally, the article aims to provide exposure and as a catalyst in producing a comprehensive NLP model that focuses to the teaching and learning purpose in each IPTA and IPTS especially in Universiti Teknologi MARA.*

**Keywords:** *Neuro Linguistic Programming, Visual, Auditory, Visual, Kinesthetic, Teaching Method*

## INTRODUCTION

Neuro Linguistic Programming (NLP) is a cognitive-behavioural model, operating on the nonconscious level of mind and techniques and language patterns could make certain changes in connections between neurological processes and therefore, restructure individuals' cognition and reform their behaviours (Savarledavar & Kuan, 2017). The title 'NLP' reflects the principle that a person is a whole mind-body system, with consistent, patterned connections between neurological processes ('neuro'), language ('linguistic') and learned behavioural strategies ('programming') (Kotera, 2018; Pintos-López, 2010; Tosey & Mathison, 2010). NLP emphasizes on the existing basic barriers and the functions of the mind system- our body which enables us to develop attitudes relying on what we think, feel, intention towards action, experience and image on the world which exists around us. Something for us to imagine and feel the magic of the question structure "How?" that enables us to listen and view the excitement that will help us to make a change in ourselves with the question structure "What?". Neuro- linguistic programming (NLP) has achieved considerable popularity as an approach to communication, learning and personal development (Tosey & Mathison, 2010).

Neuro in easy comprehension language is the nerves which transports the meaning of the human thinking process which operates through our senses such as seeing, touching, listening, tasting and smelling. Linguistic is something about the communication system and language be it conversation language or body language that we use as codes, instruction and comprehension on something that we acquire from our senses to give meaning and explanation on our experiences. It also describes about the influence on other people around us. Meanwhile, programming is an explanation on behaviour or action and our thinking pattern, about how we manage thoughts, feeling and communication in order to gain our desires and goals to produce something that is expected or not. Generally, NLP seeks the relationship among thinking (mental), speech (linguistics), and behavior patterns (behaviour) (HemmatiMaslakhpak, Farhadi, & Fereidoni, 2016).

History of NLP started on early 1970s in California University, Santa Cruz by two pioneers who are John Grinder, a language lecturer and Richard Bandler, a psychology student with experience and knowledge both in

mathematics and computer science (Craft, 2001; Kotera, 2018; Mat, 2009; Tosey & Mathison, 2010). Both of them initiated interest on how certain people are able to communicate and eventually influence others effectively. They have done research on existing language usage and patterns with expertise by listening and speaking with them. Those who were involved in Grinder and Bandler's research such as Fritz Perls, an expertise in gestalt therapy, Virginia Satir, expertise in family therapy and amendment management and a hypnotherapist, Milton Ericson. Through the Grinder and Bandler's research, the NLP was produced to explain the behaviour determinants, approach and language pattern of the expertise. NLP also introduces the idea that becomes the basis of NLP. Therefore, NLP is also associated as a behaviour modelling or human excellence.

### 1.1 The NLP Main Presuppositions

NLP is a behaviour modelling based on certain main presuppositions as a guideline to achieve the desired objective (Bozoğlan, 2010; Mat, 2009; Pintos-López, 2010). NLP presuppositions are flexible and can be referred or not according to needs. The presuppositions are the beliefs underlying the usage and NLP development. The NLP presuppositions are as follows:

1. Nobody is broken.
2. Every action has positive intention.
3. No failure only feedback.
4. Flexibility is the key to success.
5. Having options is better than not having options.
6. A map is not a territory.
7. People make the best choices available to them.
8. We all have resources we need to succeed.
9. Do not ride on the "dead horse".
10. We can not not to communicate.

### 1.2 NLP Representation

NLP relates words, thoughts and behaviours to purposes and goals (Craft, 2001; Tosey & Mathison, 2010). It focuses on effective communication and proposes as a tool to facilitate the taking of

perspectives on any live set of issues (Craft, 2001). NLP representation discusses about five ways human accepts information from the outside world towards the inner world which consists of our experience, our comprehension, our perception and our memory. What we see, we touch, we listen, we feel and we smell will be converted in a form that can be accepted and kept in our information storage store. The representative system is how we represent the outside world towards ourselves. The system consists of visual which is what we see, auditory which is what we listen, kinesthetic which is what we touch, olfactory which is what we smell and gustatory which is what we taste. Student is communicating primarily through visual, auditory, or kinesthetic means (Helm, 2009).

### 1.3 The NLP Language of Senses and Predicate

The language of senses according to NLP is the language form often used by someone in conversation in which even the words selection roughly seems different but there is a similarity in its form. In order to view and understand the NLP language of senses, let us listen to the following examples about a story of three customers about a handphone which they have bought. The first customer said “I choose this smart phone because of the attractive shape and colour that can make others feel amazed by the owner”. Meanwhile, the second customer gives the following statement “This smart phone is able to produce a clear sound, when listening to a song from this smart phone as if the sound and voice is coming from the original singer”. Next, the third customer said “Eventhough there is no intention to buy a smart phone but after holding and touching different parts of the smart phone for several times, I will feel the satisfaction buying it”.

We can see and feel that eventhough the three customers were describing about the same smart phone but the senses language usage pattern are different. As we can see, the first customer was describing using visual language pattern compared to the second customer who chooses auditory language and the third customer who uses kinesthetic language. In general, we can identify the language pattern or predicate which is suitable to influence the customers in deciding to buy the smart phone. NLP is a huge resource for how to do things more

effectively (Pintos-López, 2010).

The NLP predicate is referring to suitable or acceptable words in someone's mind based on the senses language used. For example, for visual language, the words or predicates which are able to attract such as imagine, focus, look, observe, perception, scrutinize, survey, vision and others. Meanwhile, the suitable predicate to use for auditory senses language are listen, mention, report, silent, state, articulate, announce, discuss and others. The predicates for kinesthetic senses language are support, touch, flow, active, charge, concrete, firm and others.

#### 1.4 Application of NLP in Teaching

Learning and teaching process is the pulse and determinant of effectiveness of education system in education institutions whether at schools or institutes of higher learning such as universities and colleges. This matter is supported with the education system transformation in Malaysia that utilizes the Technical and Vocational Education and Training or TVET to fulfil the industry demand through The Tenth Malaysia Plan (2011-2015) and The Eleventh Malaysia Plan (2016-2020). Nevertheless, the success of the education transformation in Malaysia through TVET or any system also depends on the technique and method used in teaching especially in making the learning process more efficient and fulfilling the aimed objective. An alternative to teaching and learning is by utilizing the Neuro Linguistic Programming or NLP in teaching. NLP approach gives positive effect in education (Passmore & Rowson, 2019).

From the NLP meaning and concept, it is understood that the NLP usage in education is the right choice as it has been a while since the existence of NLP and is progressing in the western countries. The use and exposure of NLP in Malaysia has not yet widely spread but there has been effort for that purpose especially in IPTA. By using NLP, educators are expected to increase and strengthen the social interactions and communication with the students (HemmatiMaslakpak et al., 2016).

Educators who are lecturers and teachers should face with groups

of student with different absorption style and knowledge acceptance technique. This matter will make the teaching and learning process becoming more challenging, thus forcing the educators to work more efficiently and effectively. Through NLP, educators are exposed and assisted with the teaching communication that can be adapted with every students in the learning class by easy technique which are VAKOG. VAKOG is the abbreviation for visual, auditory, kinesthetic, olfactory and gustatory. The olfactory and gustatory can be categorized in kinesthetic element. Once the student has been determined to primarily belong to the visual, auditory, or kinesthetic communication or learning modality, the lecturer will divide the class into appropriate groups or using the predicate related to the VAKOG (Helm, 2009). The senses language are very suitable in teaching technique. For example, in describing mathematics addition operation “Today I will explain about the mathematic operation where I will write number 5 plus 5 and try to imagine what is the answer.. (surely at this moment the students are imagining the answer to this mathematic question)... Students, try to imagine on your left there are 5 pigeons and there are 5 pigeons on your right as well..imagine you are touching the birds and count loudly until you hear how many are the pigeons now.. (at this moment the students will use all their senses in learning and solving the mathematic question”. Through this example, the learning process is so attractive using the teaching method by applying NLP. The use of NLP can encourage a more diverse and creative approach to learning (Kudliskis, 2014).

## **CONCLUSION**

The use of NLP in teaching helps the educators in translating the potential effectively in a teaching and learning environment. The use of NLP is able to increase the quality and generate the best outcome. NLP is a collection of techniques, patterns, and strategies for assisting effective communication, personal growth and change, and learning (Bozoğlan, 2010). NLP is able to produce attractive learning environment and creative teaching technique. The use of NLP in teaching and learning is part of alternative to seriously consider in Malaysian education system. NLP is able to help educators in supporting the nation education plan such as TVET by preparing an effective communication method. The formation of a comprehensive NLP

modul is hoped to be created in order to support the teaching and learning system in Malaysia.



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