The background features several thick, abstract lines in red and black. One red line starts from the top left and extends horizontally to the right. Another red line starts from the left edge and extends horizontally across the middle. A black line starts from the bottom left and extends horizontally across the middle. There are also several diagonal lines in red and black that create a sense of depth and movement.

anchoring

**toby** & **kate**  
**mccartney**

NLP TRAINING FOR PEOPLE IN BUSINESS

# anchoring

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An anchor is a stimulus that creates a response in either you or in another person. When an individual is at the peak of an experience, during an intense, emotional state, and if a specific stimulus is applied, a neurological link is established between the emotional state and the stimulus. It is always fully associated. Anchoring can occur naturally or be set up intentionally and can assist in gaining access to past states and linking the past state to the present and the future.

In 1902, Dr. Edwin B. Twitmyer submitted a paper to the American Medical Association called “Stimulus Response”. It outlined the hammer-to-knee-reflex. The American Medical Association was not very interested. In 1904, Ivan P. Pavlov, a Russian, read Dr. Twitmyer’s paper. In 1936, after years of research with dogs, he submitted a paper to the Russian Medical Society called “Conditioned Reflexes”, and he got the credit for discovering stimulus-response. In his research, he anchored the sound of a tuning fork to when the dogs were hungry and would salivate. Anchoring is fundamentally the process of stimulus-response. There are many kinds of anchors. Some are useful and some are not. Here are a few examples:

Alarm Clock Advertising Jingles  
Someone Touching You Old Songs (Music)  
Tastes and Smells Stop Light

Many behavioural psychologists believe we operate our lives totally with conditioned reflexes. Many also believe that learning is setting up new anchors and responding to them.

Under certain circumstances an anchor will last forever, particularly if the experience was highly emotionally-charged. The key is to be able to anchor a state in any person at any time in any modality.

## SEVEN STEPS TO ANCHORING

- 1. Preframe** Get into rapport with the client.  
Get permission to touch client.  
Decide on location of kinaesthetic anchor.
- 2. Recall** Have the client recall a past vivid experience. The best states to anchor are those that occur naturally and that are vivid and highly associated states. Can you remember a time when you were totally (state)? Can you remember a specific time?  
Many people remember a number of experiences. Get the client to remember one specific time.  
As you go back to that time now, step into your body and see what you saw, hear what you heard, and really feel the feelings of what you felt, as you remember a time when you were totally (state). NB Get into the state yourself!
- 3. Associate** Make sure the client fully associates into the state.
- 4. Anchor** Provide a specific stimulus at the peak of the experience. As the person goes into state, you can see the state occurring. The moment you see the state occurring you apply the anchor, and release the anchor when you see the state waning.

# anchoring

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## 5. Change

### State

Change the current state with a pattern interrupt/break state. Talk about something completely unrelated. This distracts the conscious and unconscious minds by initiating new and different internal representations. Eg How's the weather? That's a nice watch. Make sure there is a definite break state before testing.

## 6. Repeat

Repeat steps 2, 3, 4 & 5 as necessary.

## 7. Test

Fire the anchor to test. Test the anchor by touching the same place and watching the client's response.

## FIVE KEYS TO ANCHORING

### 1. INTENSITY of the experience.

An anchor should be applied when the client is fully associated in an intense state. The more intense the experience, the better the anchor will stick. You use your sensory acuity and calibration skills to notice when the client is going into a specific state.

### 2. TIMING of the anchor.

When you see the beginning of the state, apply the anchor. When you see the state reach its peak, let it go. This can vary typically from five to fifteen seconds. (See "Application of an Anchor.") This is the basis of precision anchoring.

### 3. UNIQUENESS of the stimulus.

A handshake, although it is an anchor, may be too common. The anchor must be in a unique location that will not be accidentally or inadvertently touched.

### 4. REPLICABILITY of the stimulus.

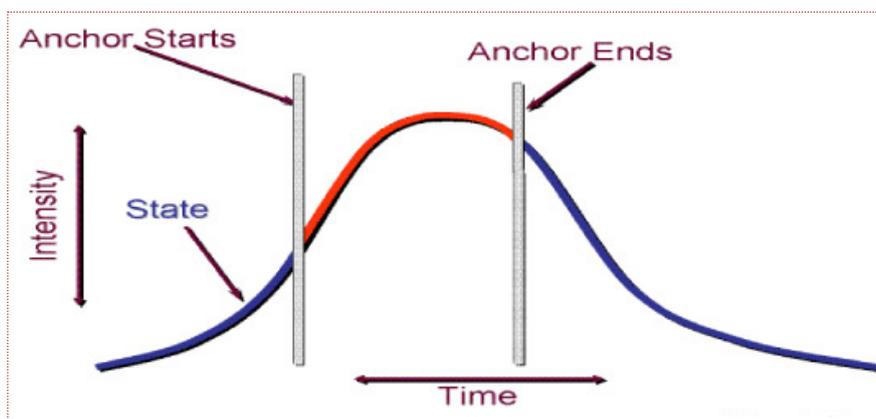
The anchor has to be repeated and reinforced in the same way from time to time. If you keep adding, or stacking, anchors, it becomes even more powerful.

### 5. NUMBER of times.

Repetition of the stimulus, the number of times the stimulus is applied. The more often, the more powerful will be the anchor.

## ITURN

This mnemonic was created by Tad James.



# states for stacking anchors

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Anchors can be stacked to increase their intensity. To stack anchors, elicit several instances of states and anchor them in the same place. The state chosen for a particular stacked anchor can be the same or different. When stacking states, choose complementary states. If the client wants an 'upbeat' anchor and a 'chill-out' anchor, it is probably best to stack two different sets of anchors.

To anchor a specific, powerful state, stack many examples of the powerful state. To set up a resource anchor, stack examples of various states that support each other. Some powerful resource states are as follows:

Confident	Peaceful	Courageous
Enthusiastic	Motivated	Excited
Powerful	Focused	Blissful
Empowered	Successful	Energetic
Centred	Relaxed	Loved
Joyous	Healthy	Humour

To help, just remember:

A time when you felt totally powerful.

A time when you felt totally loved.

A time when you really felt you could have whatever you wanted, a time when you could have it.

A time when you felt really energetic, when you had a ton of energy.

A time when you fell down laughing.

A time when you felt totally confident.

# state elicitation script

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Can you remember a time when you were totally/extremely X'd ?

Can you remember a specific time?

As you go back to that time now (pause), go right back to that time, float down into you body and see what you saw, hear what you heard, notice what you noticed and really feel the feelings of being totally/extremely X'd.

## STACKING ANCHORS SUMMARY

1. Rapport/Resourceful states/Outcome.
  2. Recall experiences of desired positive states.
  3. Associate the client.
  4. Anchor first state.
  5. Break state.
  6. Repeat Steps #4 and #5 until all states stacked.
  7. Final Test.
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# personal resource anchor

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A Personal Resource Anchor is an anchor that clients will establish for themselves with your guidance. It can be used in any situation where the client wants a boost of energy, confidence, motivation, or any other powerful state of being. Personal Power is being in control of your own state through the use of your resource anchor.

1. Rapport/Resourceful states/Outcome.
2. Decide on a positive, powerful state for the client (see 'states for stacking anchors' – page 8.5 as a guide). Clarify the specific outcome and the specific state that will have the greatest effect in supporting the achievement of the outcome.
3. Set the frame and determine where you will touch the client for the anchor. In a moment we're going to do some anchoring which uses stimulus response to integrate some new neurological choices for you. Where do you want to physically anchor this new state? Is it all right to touch you there?
4. Get yourself into the specific state you are eliciting.
5. Follow the State Elicitation Script and make sure the client is in a fully associated, intense, congruent state.
6. Anchor the positive state. When the experience is really strong, anchor it by touching the client. (You may want to guide the client by telling them precisely when to touch the anchor spot so the client can do it for themselves in the future.) Intensify that state by holding the anchor down through the peak of the experience.
7. Use a pattern interrupt/break state (Clear the Screen) and repeat steps #4, #5 and #6 as necessary (3 or 4 times).
8. Test the anchor.

# physiology of excellence

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**Desired Outcome:** To be able to discover, elicit the patterns of, and utilise excellent behaviour in themselves and others.

**Theory:**

The basis of NLP is the process of Modelling, which has three elements:

1. Belief & Values Systems
2. Physiology
3. Strategies

The theory is that, "Anything you can do, I can elicit and also do." Through the process of Modelling, you can find and model excellent behaviour and install it in someone else. In successful people we often observe that they are generally in control of their state no matter what the external circumstances, and that they have a most excellent way of staying in a positive and up state.

# anchoring for personal excellence

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## Ring of Power:

Aim: To anchor a number of positive powerful states to an imagined circle on the floor, so that you can access them at will:

1. Imagine a Ring of Power in front of you as a circle about 2 feet in diameter.
2. Now remember a time when you were totally motivated and when you are totally motivated, then step into the ring. (See 'State Elicitation Script')
3. When the state begins to subside then step out of the ring.
4. Add additional desired states in the same way.
5. When finished adding all the states, step into the Ring of Power and test.
6. Imagine this Ring shrinking so that it fits neatly on your finger, and so that you can take it off and step into it whenever and wherever you need to.

# circle of excellence

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1. Work with a partner. Allocate roles A, the Practitioner, and B, the Client.
2. B identifies a situation coming up which they are nervous or anxious about or simply not looking forward to!
3. As B associates into this experience, A asks what personal resources B would need in this situation in order to deal with it successfully. Aim for a list of 3 (4 is acceptable, but stop after 4) and write them down in B's exact words.
4. For each of the resources required A directs B to remember a time in the past (in any situation) where they had this resource. See what you saw, hear what you heard, notice what you noticed and feel what you felt. As B fully accesses this state, B steps into the circle. B then steps back out of the circle when the state wanes.
5. After anchoring each of the required resources in the circle, A then takes B back into the circle, this time imagining the future situation that was the original problem. If any further resources are required, repeat Step #3 until a really positive state is available to B, as B thinks about their future.

# collapse anchors

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Collapse Anchors is another technique which gives your client new neurological choices. The time when you collapse anchors is when your client repetitively goes into a state that they wish they didn't go into and don't seem to know how to get out of it. Every time my Mother asks me what I'm doing I feel like acting like a rebellious teenager!

Ask the client to come up with between one and three positive, powerful states they would like to experience instead. Stack the anchor a number of times in the same location to increase its power – a knuckle is good for this.

Can you remember a time when you were totally (state) ? Once you have a really powerful anchor stacked, then you ask the client only one time to recall the negative state. Can you remember the last time your Mother asked you what you were doing and you acted like a rebellious teenager? You then anchor that experience in a different location (eg an adjacent knuckle). Anchor the negative experience only one time.

You now have both a positive and a negative anchor set up in two different locations. The positive anchor should be powerful since you anchored it many times, and the negative anchor fairly weak since you only anchored it once. The way you collapse the negative anchor is that you fire both anchors at the same time. While firing off both anchors, you watch the integration take place. Once you notice that the client's visible experience becomes steady, take your hand off the negative anchor and hold the positive for about five more seconds. This technique doesn't necessarily take away the feeling of being annoyed and wanting to behave like a teenager whenever Mum asks what you're doing, but it does link the positive feelings with the one of annoyance and gives the client new choices of behaviour. This technique is good for collapsing any "Away From" anchors with a "Towards" anchor. It does not work well with beliefs.

## COLLAPSE ANCHORS PROCESS

Collapse Anchors is another technique which gives your client new neurological choices. The time when you collapse anchors is when your client repetitively goes into a state that they wish they didn't go into and don't seem to know how to get out of it.

1. Rapport/Resourceful states/Outcome.
2. Set the frame.
3. Decide on which negative state is to be collapsed.
4. Decide on which positive states / resources are needed.
5. Anchor the positive states several times i.e. stack. (Remember, get into the specific positive state you're eliciting). Make sure that the person is in a fully associated, intense, congruent state.
6. Break state and test.
7. Anchor the negative state, only once.
8. Break state and test.
9. Fire both anchors at the same time until they peak and the integration is complete.
10. Release the negative anchor.
11. Hold the positive anchor for 5 seconds and then release.

# chaining anchors

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Collapsing anchors works well when you are working with small changes between the present state and the desired state. When a client has a significant difference between their present state and the desired state, or too much of a transition for a two-step process, or the anchor will not fire through because the present state is a 'stuck' state, Chaining Anchors can be an effective technique. This technique is a sequential process of moving to a significantly different state. It chains states from the present state by "leading up" to the desired state through several intermediate states. Each state builds on the one before until the final desired state is reached.

The method for chaining the intermediate anchors together with the present state and the desired state is to set up all the states in the chain and then chain them together, one right after the other.

In selecting the intermediate states, you want to ensure that there is movement from the preceding state to the next state. "What would it take to get you off of (state) ?" Or, "What would it take to get you off of (state) to (next state)?"

Some examples of present state and desired state are as follows. Can you select some appropriate intermediate states?

Procrastination	to	Motivation
Confusion	to	Understanding
Panic	to	Feeling Competent
Stuck, No Options	to	Going For It
Not Knowing	to	Resourceful
Overwhelmed	to	Totally In Control
Not knowing what	to	say to Being talkative
Hesitation	to	Totally Going for it

## CHAIN DESIGN

The keys in chain design are as follows:

1. Choose two widely separate steps, involving a "stuck," present state and a desired state. 'How would you like to feel instead'
2. No more than five steps (ideally four).
3. The first intermediate step is probably an "away from," to take the person out of the stuck state.
4. The next intermediate step should take the client "towards" the end state.
5. The states should have movement. (eg Satisfaction, Understanding has no movement)
6. The states should be sufficiently strong to move the client onto the next state
7. Steps not too far apart.
8. Should be ecological, (no strongly negative emotions such as anger, sadness, fear/ panic, guilt, resentment, jealousy)
9. Then states should be self-initiated and available NOW. (eg 'waiting for feedback' is neither self-initiated nor available now.
10. Should not be the strategy currently run.
11. Try the chain on yourself – would it/could it work?

# chaining anchors process

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1. Rapport/Resourceful states/Outcome.
2. Identify the undesirable Present State.
3. Decide on the positive/resourceful Desired End State.
4. Set the frame by explaining the process and what the client can expect. Get permission to touch.
5. Determine the Intermediate States to lead the client to the Desired End State.
6. Design the chain. Elicit the states and determine the order to put them in. (This is the “Art & Science” part of NLP)
7. Elicit and anchor each state separately, beginning with the Present State through to the End State (you may have to stack all of the states (typically 3 times) to get a high enough intensity). Make sure that the client is out of previous state prior to anchoring the next one. Use a break state between anchoring each state. Calibrate each state
8. Test each state as you go.
9. Chain each state together firing #1, and when #1 is at its peak (calibrate) fire #2 and release #1. Then when #2 is at its peak immediately fire #3 and release #2. Then when #3 is at its peak immediately fire #4 and release #3. When #4 (End state) is at its peak, release #4. (This is NOT a collapse because no two states peak at the same time.)
10. Test #1. Fire Present State anchor. Client should end up in final state. Calibrate. Test #2. Now how do you feel about? eg: How do you feel about procrastination?
11. Future Pace. Can you think of a time in the future which if it had happened in the past you would have (eg: Procrastinated) and tell me what happens instead?



Chain anchors to move from one state to another