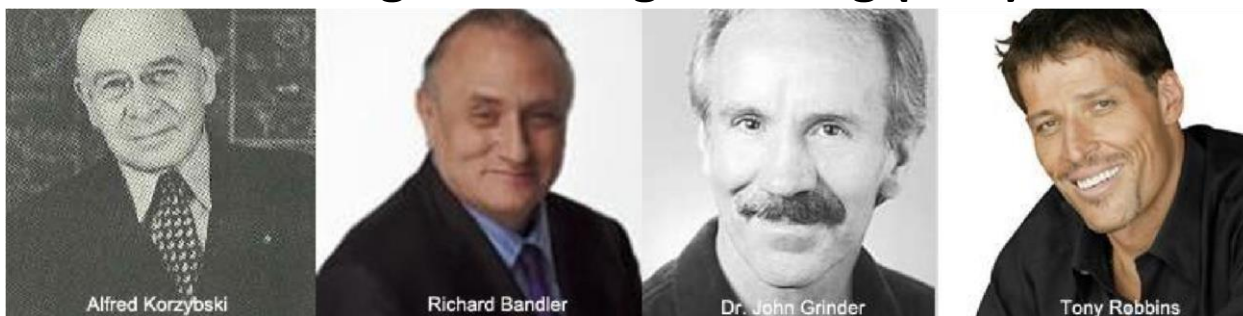




Helping Women Breakthrough The Barriers That Weigh Them Down!

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Neuro-Associative Conditioning (NAC) & Neuro-Linguistic Programming (NLP)



Neuro-Associative Conditioning or NAC is a science developed by Anthony Robbins, author of "Unlimited Power", "Awaken the Giant Within" and the "Personal Power" series, from the foundations of **Neuro-Linguistic Programming** or NLP which was developed by Richard Bandler, author best seller "Time for Change" among others and Dr. John Grinder.

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This system was based upon Korzybski's work stating that a person's experience is not reality but a representation of reality.

NLP is also based upon the primary psychology and language strategies utilized by Dr. Milton Erickson to shift internal representations and, therefore, the experience and behavior of patients.

The science of **Neuro-Associative Conditioning** is a system that – according to Tony Robbins - can create changes in human emotions and behavior based upon the premise that there are two determining reasons for human behavior:

- (1) the need to avoid pain and/or
- (2) the desire to gain pleasure.

In order for the brain to efficiently evaluate how to rapidly accomplish these two tasks, we must create neuro-associations (physical and psychological associations within the nervous system) that are used to instantly determine the meaning (whether painful or pleasurable) of situations, people, things, sounds, emotions, etc.

According to this theory, these neuro-associations determine our representations of reality and are, therefore, the directing force of all human behavior.

3 Steps to Lasting Change: (1) **Leverage** If you can't, you MUST! (2) **Interrupt the Pattern** (3) **Create Empowering Alternative**

