

The Queen of LAB Profile®

By Alison B Matthews

Very few people in the NLP world have not heard of Shelle Rose Charvet. Shelle is the international expert on influencing and persuasion, and is known worldwide for her bestselling book *Words that Change Minds: Mastering the Language of Influence*.

Shelle is often called 'The Queen of LAB Profile®' and will concur that if you want to know how to influence someone you firstly need to know how they think and what motivates them. If you say the right thing in the wrong way, you have lost your chance to make your point, and may even lose your chance of building rapport.

In May, I had the privilege of training as a Practitioner of the LAB Profile® with Shelle, though the NLP School. Alongside learning from this engaging, funny and knowledgeable trainer, I had the pleasure of interviewing her for Rapport, so that you, too, can share her genuine enthusiasm for the subject and hear about the new NLP book she is editing with Michael Hall.

QUESTION: What is LAB Profile®?

ANSWER: The LAB Profile® was originally developed by Rodger Bailey, based on Leslie Cameron-Bandler's work with the NLP meta-programs. The meta-programs are a series of patterns that describe how people filter their experience. Go way back in NLP and look at some of the origins, such as Noam Chomsky's work on deletions, distortions and generalisations. He identified the three processes by which we create our model of the world; the reality we live in, as opposed to the real reality. The meta-programs come from that and the LAB Profile® is a selection of those patterns.

The LAB Profile® is short for Language and Behaviour Profile. What makes it different to the traditional meta-programs is that Rodger developed a different methodology. He categorised a certain number of patterns into two types – 'Motivation Traits' which I call 'Motivation Triggers' and 'Working Traits' which I explain as 'Internal Processing Patterns'. He developed questions, so that whatever a person answered, they revealed their pattern one way or another. He also developed 'Influencing Language', so that if you know what motivates a person or group, you can use the appropriate language to get them interested etc. The LAB Profile® is a tool to help people understand, predict and motivate people.

Q: How is it used?

A: I first learned it in the early 1980s and at that time it was used as a recruitment profile, in people management or, at a basic level, in sales. Since then the number of people using it and the number of different uses that have been developed has been extraordinary.

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I have taught market researchers to incorporate it to understand the sequences that people go through to make a decision. Psychologists use it to understand fundamental things about how people behave in different contexts. It's used for team building. Coaches use it – I developed a coaching methodology with the LAB Profile® called 'Conversational Coaching™'.

Three profiling tools have spawned from the LAB Profile®, each providing an in-depth profile. They are iWAM, Identity-Compass and Mind-Sonar. And now there are Masters Degrees and PhD thesis.

Q: Can individuals use it for personal development?

A: For your own personal development, I think it is great to know what your profile is in certain significant contexts. One of the things that distinguishes the LAB Profile® from other profiling techniques is that the patterns you discover are context-related. That means your patterns in your work may be very different than the things that motivate you in your personal life or your hobbies, etc.

It's not a personality profile, it's a behaviour profile which means at some levels we are not finding out about your fundamental identity but what motivates your behaviour at different times.

Q: Can you do your own profile?

A: You could but that's like trying to do make-up in a mirror without your glasses on, which has always been a bit of a challenge for me! You could, but it's not ideal.

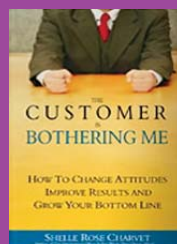
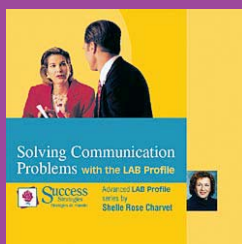
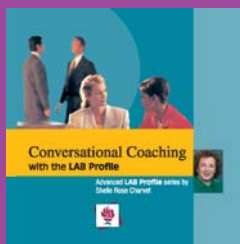
Q: How did you come to NLP and the LAB Profile®?

A: I encountered NLP when I was working as a Communication Trainer in France in 1983. I knew someone who had been trained in California by John Grinder and was running introductory NLP workshops. My boss, Pierre, and I loved this stuff and attended the second practitioner training ever delivered in France by Josiane de St. Paul and Alain Cayroll and that started for me what's been a lifelong love affair with NLP.

I came across Rodger Bailey's work in 1984 when I was going on my Master Practitioner.

Institut Repère in Paris had been looking at it and I was on the team that translated it into French.







→ **Q: Did you meet Rodger?**

A: When I left Europe and went home to Canada I met him in person and I've been working with the LAB Profile® ever since. I think he's done a brilliant job putting it together and my contribution has been developing advance applications for different professions and communication challenges.

Q: How have you developed it from the original context?

A: I left it mainly in the original form and I've changed a few things. For example, when we are trying to find out whether or not someone is moving toward a goal or away from the things they don't want (those patterns are called 'Toward' and 'Away From'). The original question was 'What would your Criteria do for you?' or 'What would having that do for you?' I discovered that statistically, this didn't elicit the expected amount of Away From, it only elicited Towards. I changed the question to 'Why is (your Criterion) important to you in (Context)?' I did some other tweaking as well.

Q: What training courses do you run?

A: I teach the LAB Profile® Practitioner around the world for NLP Institutes and once a year we conduct the Consultant Trainer Certification program. Twice a year now, because I do it once in Japan but you have to speak Japanese to come on that one! I do this program in different countries and a lot of NLP Practitioners and Trainers attend. I also work in corporate environments with the LAB Profile® and NLP to solve large communication challenges. One of things we use the LAB Profile® for is as part of my training people in high stakes negotiations or high stakes presentations. A lot is riding on these activities and making sure you get your message across and accepted is vital.

Q: Tell me about your collaboration with Michael Hall on your new book?

A: Michael Hall and I thought that it would be great

to put together a book where different innovators and contributors to NLP got a chance to talk about their innovations. We've called it Innovations in NLP. The world seems to be in a pretty big mess on a lot of fronts and those of us who adore NLP believe that NLP has solutions to many problems. We have a number of contributors from around the world addressing some personal and global challenges with innovative models or applications of NLP.

For example, Richard Bolstad who has been using his Resolve Model to help people in crisis situations. He has offered this process to help people affected by the tsunami in Japan and the war in Bosnia. He has trained non-NLP people in those protocols. Two Japanese doctors and a trainer use NLP in cancer treatment. Their chapter is extremely moving about their goal to take people to a better place than before they were sick, not

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merely to get them back to normal. Charles Faulkner's contribution is an article on the modelling project he did on Market Wizards (people who have made a fortune in the stock market), and Lucas Derks on his Social Panorama. Wonderful, wonderful chapters. Penny Tompkins and James Lawley present their newest work on Clean Language – which is quite a departure from what they were doing.

Each chapter has practical applications that you can go out and try for yourself. Ian McDermott, John McWhirter and Robert Dilts have also contributed chapters to this project. There are so many people to mention. This is the first time there has been a collaboration of this kind in the NLP Community and I am very excited to be a part of it.

Crown House is publishing it and we're hoping to have a launch party at the 2011 NLP Conference in London. All the proceeds of the book are going to The NLP Research and Recognition Committee.

Q: What else are you working on now?

A: I'm very excited about this. My partner and I have created a new company and have jumped into the software business. The first line of products consists of sophisticated iPhone apps, the first one to hit the market in September 2011 is called the HusbandMotivator. The goal is to provide really useful help in communication and be irresistibly fun to use! We would love for the NLP community to check it out. And more software will be coming out next year! ■

To find out more about Shelle and her trainings go to www.LABProfileCertification.com. Information on her new software company can be found at www.weongozi.com. Shelle will be speaking at the NLP Conference in London on Saturday, 19 November 2011 - www.nlpconference.co.uk – where her new book with Michael Hall will be launched.

Alison Matthews is a Certified Trainer of NLP, an NLP Coach and a LAB Profile® Practitioner. Through her company, Sensability, she offers creative and innovative training and coaching solutions, drawing on her background in media, NLP and using Actors in Business; www.sensabilityuk.co.uk and www.isense.org.uk.