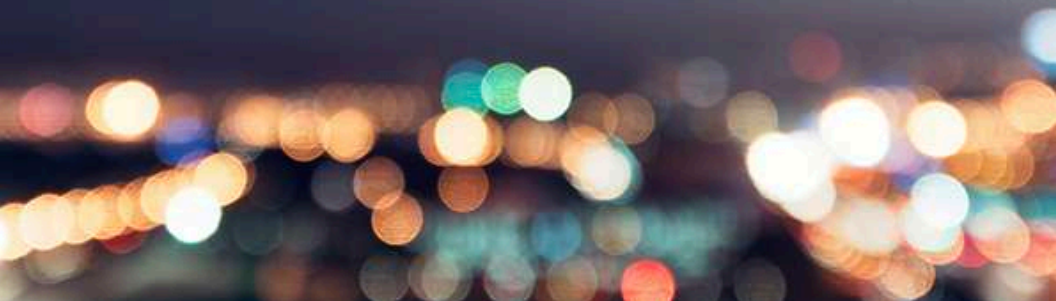


Ashvin Deshpande



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LINGUISTIC  
PROGRAMMING:  
SIMPLIFIED**

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**I am a very passionate Trainer with “YOU” at the laser-beam focus of all my Training Programs. What matters most for me is YOU achieving the Goals you have set for yourself. I invite you to come on-board, share your extraordinary BIG HAIRY AUDACIOUS GOALS with me and I am going to Help you access each and every aspect of your Hidden Potential & achieve what may seem impossible for others around you!**

# PROLOGUE

Hi, its a pleasure to note your interest in NLP. We are sure you have either researched on the web, read an outstanding book / blog or have just heard this term from one of your friends / colleagues.

My experience tells me that there are a lot of people who are very excited to Learn NLP. Some of them even want to take it up as a Career. But all they are waiting for is someone who they can Trust, who can teach/train them the REAL NLP and help them Unlock the Hidden Potential of themselves as well as the people around them and overcome any situation like a Winner!

It's true, as we are standing in the Present, looking at the Future, there may be a lot of challenges we would have to overcome in LIFE. Therefore 'CHANGING' ourselves in the future would never be as important as it is TODAY!

While you set yourself on this Journey of "Change", I can promise you that NLP will steadily take you from GENERATING AWARENESS to WHOLENESS in Life.

# GENERATE UNLIMITED POWER WITHIN YOURSELF

Putting all my experience & expertise in the field of NLP to work, I will be sharing the most amazing Secrets of the Subconscious Mind

**W**e know that the majority of the people who want to learn NLP are very curious to know “What is NLP?” and “How NLP works” and you are correct, we are here to help!

Before you read any further, I want you to know, we are not going to tell you just the full form of NLP or explain this term exactly how others on the web are doing. We have tried of level best to simplify this science as much as possible and make each reader realise that NLP is not just a one-time-learning Science but a Lifestyle to follow!

Well, let me break it down for you! “Neuro” stands for “the way we think”. “Linguistic” is the in-depth study of Language. Correct, we are not talking about the Literal or the Grammatical use of language here but the in-depth study of how we utilise Language to communicate with ourselves as well as others. “Programming”, just as it is

popularly used, stands for the set Behavioural Patterns that we reflect in different situations.

Now, let me just give you a simple synonym for "Neuro Linguistic Programming" - Thought-Language-Behaviour

Does that sound simple? Yes it does! But trust me, deep down at the subconscious level, it's not as simple as just using these 3 words. If I tell you that NLP is the study of reprogramming your entire life, I am speaking the truth. Are you curious to know how? Let's see".

The basic principle that we all need to KNOW is that we are all Human beings and we are made up two every important things:

1. The Hardware (Brain)
2. The Software (Mind)

The brain does not work on the principles of Autonomy, which means that the Brain doesn't have a Brain of its own. It is an executive to a Managing Director. Now who is this managing director? It's YOU!

Now, scientifically proven about a century ago and mentioned in the ancient scriptures since Thousands of years, the Mind is divided into 2 parts:

1. The Conscious Mind
2. The Subconscious Mind (Unconscious in NLP terms)

96 to 98 percent of our entire lifetime, we operate at an unconscious (or subconscious) level. Which means that we are consciously doing things only 2 to 4% of the time. So, as we discussed earlier, our Hardware is in the hands of an operating system which is running autonomously, completely on its own for almost 98% of the time. NLP is basically an in-depth study of this 96-98% part of our lives. Without our notice, automatically, involuntarily - how are we Generating our Thoughts, Generating our Language and Generating our Behaviour? Have you ever thought about it?

When I first understood this fact, I was very curious to know and I am sure you are too, so your next question, as I can guess, would be, "Ashvin, if what you said is true, then who is responsible for the life that I am living? Is it my Conscious Mind or my Unconscious mind?" Here's the answer, both!

Think about following this simple process:

1. Analyse what is the Current Structure of your Unconscious Mind
2. For you to achieve the Results & Growth that you want, what should be the Structure of your Unconscious Mind?

These two questions when answered systematically covering each sphere of life, you will have the BLUEPRINT to SELF MASTERY in your hands. After this is done, only one question remains: "How to Reach from (A) my Current state to (B) my Desired State?"

**The answer is NLP.**



# ANALYSING THE UNCONSCIOUS MIND

Let us analyse what your unconscious mind is made of? It is made of 4 E(s):

1. **Environment** (The family, society, geographical area, state / county, Country, etc where you have been brought up)
2. **Education** (Your Academic Education + Lessons that Life has given you)
3. **Experiences** (The various roads you have walked on in life, the responses you have got for your actions)
4. **Experiments** (The instances when you took the road less travelled and your ways of innovation, trying things nobody around you has)

These 4 E(s) are the bricks in the wall your Unconscious Mind is made of.

***The result of these 4 E(s) is:***

1. ***Your Current Thought process***
2. ***Your Current Language (or Self Talk)***
3. ***Your Current Behaviour***

Yes, the majority of the cases we have come across or perhaps the founders of NLP have come across have a BIG gap between the Current State and the Desired state.

Limiting thoughts, limiting Language Patterns, Lack of motivation to Breakthrough the shackles, Laziness, Procrastination, Limiting Habits, ahhhh....there can be so many ways we limit ourselves we don't even know!

***Let me give you an example:***

A short yet interesting story. A baby elephant called "Simba" is tied to a pole in a zoo. What would a baby animal want to do the most in this situation? It wanted to set itself free from that chain. However it tried, it was unable to break the strong chain. It kept trying for days, all in vain. Over a period of several years, the baby elephant had now grown into Huge, strong, hefty elephant who, if walked in the jungle, might have been the most dominating one there. The strange thing to notice was that this BIG & Strong

elephant kept itself tied into that chain and never set itself free. How much energy would that animal need to break through the shackles right? But it never did. You know why? Yes, Unconscious Conditioning!



NLP provides you tools to Create a Blueprint, a precise map of your Unconscious Mind in the Present State. That means, NLP brings you to AWARENESS. NLP helps you Create the Blueprint or the precise structure of how your Unconscious Mind should be to achieve your Desired outcomes in Life? NLP is all about taking charge, all about diving deep into understanding yourself, destroying the chains holding you back and getting the right breakthroughs. These Breakthroughs are quick & permanent.

# REPROGRAMMING YOUR UNCONSCIOUS MIND

Once we have the architecture or the Algorithm ready, how long is it going to take to Reprogram? If you are going to reprogram the traditional way, the answer is 21 days for each habit and a lifetime for creating a NEW YOU!

On the other hand, if you are going to use the highly researched and proven methodologies prescribed in NLP, it is going to take you not more than 30 minutes to install a Brand new Program for yourself! Yes, 30 minutes for a Brand New Thought Processing Pattern or a Brand new Language Pattern or a Brand New Behavioural Pattern. And Ashvin, "how much time will I take to learn all these NLP Techniques so that I can start reprogramming myself independently?", the answer is 5 days!

5 days alongside Ashvin, and your work is done. Remember, NLP is not a "Do to" process. It is a "Do with" process. Ashvin does not do NLP to you, rather, Ashvin and you work together to Generate the Desired Outcomes. 25 years into the field now, millions of Breakthroughs facilitated, Lakhs &

Lakhs of Outcomes achieved, Thousands of people reprogramming themselves independently year after year and 100s of Audios/Videos/Books Published, Ashvin stands firm on his feet while he boasts about the amazing SUCCESS RATIO he has generated through NLP.

I have always emphasised a lot that the real Happiness only comes when you are Successful in all spheres of life. Personal & Professional spheres? Nah, that's not it. Let's make it simple for you. Remember, **2P - 2F - 2S**

1. **Personal & Professional**
2. **Family & Finance**
3. **Social & Spiritual**

If you want to Generate the life you have been dreaming of all this while, if you want to live Happy, contented, satisfied, then this is the KEY - Striking the right Balance in all 6 spheres of life. Precisely generating and maintaining 100% congruence. Again, NLP will give you a set of tools (Set methodologies) to achieve this Perfect Balance in all spheres of life.

Another major question I face almost daily, "Ashvin, I am not sure why am I doing all that I am doing? I am unable to figure out Who I really am? What is the Purpose of my life?" People come to me with great confusion! And that's alright! **"Confusion is the first step to Self Discovery!"**.

I have a stepwise process for you to follow. A systematic approach you and I can work together on to find the PURPOSE of your Life, Bull's Eye! Don't worry, it's all about Aligning the "Purpose" with your "Identity" & the "Functions" with your "Behaviour". That's my expertise

# ABOUT THE AUTHOR



Before we go ahead with the flow of this interaction, I would first like you to know a few things about me. I am Ashvin Deshpande, Certified International NLP Trainer, an esteemed member of the American Board of NLP, a Certified Coach, Keynote speaker and Author.

I bring with myself a training experience of more than 25 years. As a Top Leadership Coach, Strategist, Educator, Consultant, and successful entrepreneur, I have numerous achievements with me.

I have taken my message to many organisations and individuals from cross-sections of the commercial world, Corporate world, educational institutes, B-schools, Government/Semi-Government Organisations, Network Marketing Companies, Life/General Insurance Companies. More than a million people have experienced transformation through various Learning Initiatives by me over the last two and half decades.

In addition to above, many entrepreneurs, sports personalities, film & drama personalities, singers, professionals like doctors, engineers, company secretaries, cost & management accountants and chartered accountants have approached me for personal coaching and success strategies to be implemented in their lives. I have dedicated myself to inspire people through “self awareness” which leads them in to action, helping them to master their own destiny and command their true potential. My practical approach and strongly rooted beliefs have inspired countless people to re-evaluate their attitudes towards LIFE.

# THE “DIFFERENCE” THAT MAKES THE DIFFERENCE!

Coming back to the main reason of our interaction today, Neuro Linguistic Programming. I am sure by now, you have already got a complete idea about What is Neuro-Linguistic Programming and how it works. Also about who is Ashvin Deshpande. In the process, I would like to bring your attention to a few important concepts of NLP.

The internet is flooded with topics such as “History of NLP”, how this science originated, etc. You might have read a few articles already by the time you have reached here. I don’t want to get into all that because honestly I feel, more than how the science originated, we should be more focused on what changes it's going to make in your life and why it's precisely the way you should lead yourself!

Here’s to that!



I conduct my courses little differently. Actually, way too differently as compared to how these courses are conducted worldwide.

The major difference is that of the Approach. My focus is completely on Utilisation of all the tools of NLP for “Generative” purposes. Others, although not all of them, are focused on the “Remedial” purposes of NLP. Let me explain.

Whenever you come across a situation where a particular process is not working out for you, which means, you are unable to achieve the desired result by following a particular process, you have two options:

1. Analysing all the steps in that process, researching which particular step requires correction, making the particular correction, and testing whether the desired result is achieved or not!
2. Changing the entire process of working towards the desired result.

I am a man of Quick & Permanent Results. So, I prefer working on the second option. I have been utilising all the tools & techniques in NLP to “Generate” new processes of getting things done. Rather than spending time on repairing an old bridge which involves a lot of expense in terms of money, time & energy, I prefer building a new bridge using ultramodern, state-of-the-art inventory. Well, the old bridge

remains, but your Unconscious Mind is programmed to only travel on the newly created Neural Pathway. By doing so, I omit all chances of the old Pattern/habit reappearing and getting the same results as before. If I am not travelling the old path, I am not going to reach where that path leads to right?

That's precisely the reason why I claim that I can help you Create the Results you want from Life in the least amount of time. Quickly & Permanently. I have been doing this for my clients world-over, be it the Multinational conglomerates, Top Leadership Dignitaries, Businessmen wanting to break through their turnover ceilings, or the Corporate Employees wanting to climb the ladder much faster than they ordinarily would.

### **Why Do People around the world Desire to Train with me?**

- Because they are serious about taking LIFE to the next level altogether!
- Because they are dedicated to Create the "Difference" in their life!
- Because they possess the will to attain Great Success in Life!
- Because they Desire to set an example for Generations to follow!
- Because they Desire to make the important people in their life Proud!
- Because they want to Motivate & Inspire people around them!

- Because they want to get the Blueprints to an "Extraordinary" Life?
- Because they want to Unlock their Hidden Potential.
- Because they are dedicated to Living life on their terms.

I am a very passionate Trainer with "YOU" at the laser-beam focus of all my Training Programs. What matters most for me is YOU achieving the Goals you have set for yourself. I invite you to come on-board, share your extraordinary BIG HAIRY AUDACIOUS GOALS with me and I am going to Help you access each and every aspect of your Hidden Potential & achieve what may seem impossible for others around you!

I know you are excited! DON'T WAIT! Pick Up the Phone now & Get in touch with my team. Book Your Orientation Call & Get Started!

# CONTACT DETAILS OF ASHVIN'S TEAM:

All types of Questions, Queries & Extraordinary Aspirations are always welcome! You can easily get in touch with my team at the coordinates enlisted here.

Visit my Extensively educative website:

<https://www.ashvindeshpande.com>

To know more about my Upcoming 5G NLP Experiences:

<https://www.atmabhan.com>

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**With Warm Regards & Best Wishes**

**From Ashvin Deshpande and all Success Engineers at  
Atmabhan Academy LLP**