

NLP is making a difference...  
and the difference is

# YOU

 **NLP**  
**AWARDS**  
13th MAY 2022  
[www.nlpawards.com](http://www.nlpawards.com)

**The NLP Awards  
Ceremony is taking  
place virtually on  
Friday 13th May  
from 19:00 (BST)**

*in support of*

 **Mind BLMK**

Hosted by



# About the NLP Awards



**The International NLP Awards is an annual ceremony to celebrate NLP making a difference in society. Winners chosen from the finalists in each award category will be announced during the NLP International Conference over Saturday and Sunday extended lunch breaks.**

These awards bring together NLP leaders and professionals across the globe for a unique opportunity to celebrate the NLP industry and the positive difference being made by our community.

Do tune in to the awards ceremonies to give these worthy finalists your support and hear more about the fantastic work they are doing in the community and beyond.

# NLP AWARDS

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## How do the NLP Awards work?

Each year, we invite the community to submit nominations for different award categories. Nominations for 2023 are already open and you can submit your nominations here: [www.nlpawards.com/nominations](http://www.nlpawards.com/nominations)

## How are the finalists chosen?

The finalists are selected by an independent panel who read through each nomination and supporting evidence. The panel make their decisions based on what they collectively feel demonstrates the use of NLP in making a marked difference in the specified category.

## How are the winners chosen?

Team members from the chosen charity, Mind BLMK, form an independent panel to review each finalist's nomination, supporting evidence and finalist interviews. The panel make their decisions based on who they collectively agree has evidenced the most impact in the relevant area with their work with NLP.

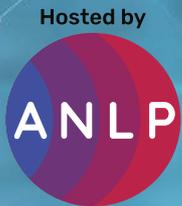
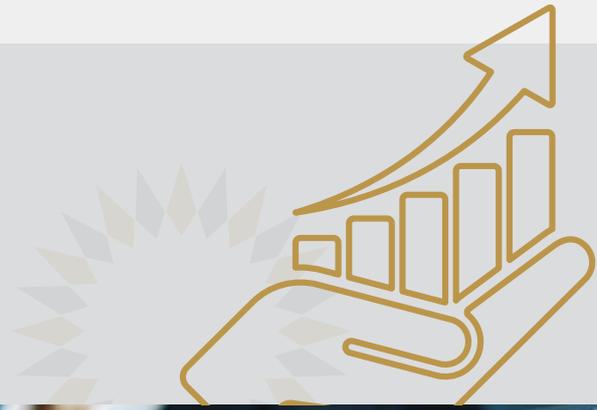
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## Category: Business

### NLP Business finalists

An individual/organisation that has made a difference in private sector business to employees, companies or within the business sector generally.



#### Cherry Africa

As a coach and speaker in south-east Asia, Cherry uses NLP approaches to find and nurture excellence in people and in teams. Her track record is impressive, and her energy is powerful. A great example of what can be done using NLP.



#### Lynn McKeown

Lynn is based in Derry, Northern Ireland, where she uses her skills in HR, leadership, business operations and NLP in combination to help businesses to grow and thrive. An excellent ambassador for NLP in Business.



#### Shaline Manhertz and Kristianah Fasunloye

Shaline and Kristianah bring their backgrounds in corporate communications to their PR business, using their NLP coaching skills with business and public sector organisations to improve their communication with stakeholders.



## Category: Education

### NLP in Education and Research finalists

An individual/organisation that has made a difference to pupils/students, teaching and support staff within the education sector through NLP. This category also includes any individual/organisation that has made a difference in NLP research.



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#### Educar-Nos-Transforma

'Bullying Tickles Me' is an innovative, affordable approach to a widespread problem in schools and families. This approach has extended beyond Mexico, where it originated, to international schools. NLP and neurosemantics are at the heart of the programme, which shows, once again, how NLP principles and practice can make important changes.



#### Dr Suzanne Henwood

Suzanne has been a presence in NLP for many years, with her focus on research and publications providing a research base for NLP. Her work with radiographers to improve their interpersonal skills and with mBraining alongside the founder, the late Grant Soosalu, have both pushed the boundaries of NLP in therapeutic and professional contexts.



#### Zoe Carroll

Working with students at a college in the south of England, Zoe prepared students to perform better in exams and to understand their aspirations longer term. The college noticed students reminding each other of the techniques during revision. Here there is potential for a wider application.



## Category: Pandemic

### Extraordinary Contribution During Global Pandemic finalists

An individual/organisation that has made an outstanding and extraordinary contribution during the global pandemic.



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#### Jessica and Nick Reed-Robbins

Jessica and Nick shared their time and NLP expertise to deliver a multi-channel support programme during the pandemic. Their nomination says: "Jess and Nick's passion for NLP shone through and has been the light that we all needed, without some even realising they did."



#### Lynn McKeown, Michael Dunlop and Leanne McCafferty

Michael, Lynn and Leanne collaborated with The Northern Ireland Social Care Council (NISCC), which is the regulatory body for social care in Northern Ireland, recognising that the delivery of social care in a pandemic needed additional skills and resources. Lynn has also been nominated for her work through Power of Choice with chief executives in Northern Ireland, enabling them to make good choices in a difficult environment.



#### Nick Fragkias

Nick is nominated for his 'Mind Antivirus' programme, which was developed and delivered as a free resource to coaches in the pandemic. He "created a voluntary action to support, online, people that needed mental support and empowerment during the first days of the quarantine. This action created empowerment both to the people and us, the volunteers – the coaches."



## Category: Healthcare

### NLP in Healthcare finalists

An individual/organisation that has made a difference to patients, clinical or non-clinical staff within the healthcare sector through NLP. This includes, for example, hospitals, NHS trusts, care homes, GP practices, dental surgeries, psychotherapy and complementary therapies.



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#### Adelaide Goodeve

From Chronic Fatigue Syndrome, Adelaide has become a resource for athletes looking to improve performance. The Ultimate Athlete Mindset Summit has been a successful approach for elite athletes. As one participant commented: "Never before have I pushed myself to such an epic level in a race."



#### Dr Phil Parker

Phil has worked with the NHS and healthcare professionals globally, looking at ways to support them in the important work they do, to find solutions for their patients and increase recognition and professionalism for NLP through published research. Alongside this, the Lightning Process, now 22 years old, based on NLP and still developing, has been instrumental in transforming the lives of individuals.



#### Ronia Fraser

Ronia has developed programmes for recovery from narcissistic abuse based on her own recovery. "Her NLP skills shine through in her programme, in her modelling, her communication, the techniques and the reframing that is vital for recovery to happen."



## Category: Public Service and Community

### NLP in Public Service and Community finalists

An individual/organisation that has made a difference within public service through NLP. This includes emergency, armed or volunteer services, local authorities, charities, community groups or other public sectors.



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#### Frank Pucelik

Frank, part of the Meta group in the origins of NLP and a Vietnam vet, has been consistent in his desire to support those for whom service has been traumatic. In the 70s, he did this in the USA. In the 2000s, he is still working with soldiers in Ukraine, especially those involved in the Crimean actions. This is work he finances and is passionate about.



#### Veterans at Ease

Through the charity Veterans at Ease, Garreth Murrell and his team help ex-servicemen with PTSD and similar traumas to find value and ease in the community. "NLP runs through the veins of everyone at Veterans at Ease and this can be seen on a daily basis when visiting a site." Veterans at Ease was the first military charity in the UK to be awarded the Queen's Award in 2016.



#### Naomi Bareket

Naomi was nominated for her work with Tova Africa, helping to break the cycle of poverty amongst the youths and indigent women in Nigeria and beyond. "She is a consummate professional who has used her knowledge of Neuro Linguistic Programming and financial resources to give support and assistance to the Tova African vision. Naomi has consistently given the needed push to see indigent African youth and women empowered."



# Get Involved!

With the generous support of attendees of the 2019 NLP International Conference and the guests at the 2019 NLP Awards, ANLP was able to raise over £6,000 to support the incredible work of local charity Mind BLMK, who provide positive mental health and wellbeing services.



## That was then. This is now...

### Here are four things you can do for 2022:

- 1.** Attend the live event – 19:00 (BST) Friday 13th May! For 2022, we are asking for £10 for every person who attends the live virtual event. All donations go to Mind BLMK. Tickets are on sale on the NLP Awards website [www.nlpawards.com/store](http://www.nlpawards.com/store). Each £10 ticket also gets free entry into the NLP Awards Prize Draw... See the amazing prizes on the website.
- 2.** Bid on the items in the silent auction! One hour, 1-2-1 coaching sessions with either Robert Dilts, Ian McDermott, Judith Lowe or Judith Delozier are up for grabs! Get bidding now! [www.32auctions.com/121NLPcoaching](http://www.32auctions.com/121NLPcoaching)
- 3.** Invite your friends and have a party! The event will be streamed live on Zoom. Fill the room with friends for your very own gala event... and we hope you donate for everyone who's there. (We're dressing up in our finest evening wear to make it a special evening... We hope you do too!)
- 4.** Donate direct to Mind BLMK! If you're unable to attend, please donate direct. They really need your support. With the pandemic and the subsequent move to the virtual platform for both Conference and Awards, we ask you to donate direct to Mind BLMK on their Just Giving page: [www.justgiving.com/blmind](http://www.justgiving.com/blmind)

Finally, a word from Mind Ambassador, Anna Williamson: Author, TV presenter, radio host and NLP Master Practitioner:

*"If there is anything you can possibly do to help donate and support, we would be enormously grateful on behalf of everybody at Mind. You can go to the Mind BLMK JustGiving page where you can leave your donation ... Thank you, thank you, thank you for everything you give and everything you're doing to help..."*

