

## Persuasion and Logical Thinking Levels

- Persuasion is often about affecting change. Change in the way that organisations function or behave. Change in the way that individuals think and act. If you are involved in that situation as a consultant, a facilitator or a coach then Neuro-Logical Levels is an invaluable tool for systematically examining and influencing change.
  - Widely used by NLP practitioners and generally attributed to Robert Dilts et al, Logical Thinking Levels as it is also known suggests that there is a natural hierarchy of inter-relating levels of thinking and change.
  - The general rules of this hierarchy are that higher levels of thinking have a determining effect on lower levels, and that any change will have a consequential downward effect. But that changes at lower levels although easier to influence, also have an upwards implication which needs to be addressed.
  - The over-riding aim is to maintain alignment and congruence up and down the hierarchy. In practice it helps not to think in mutually exclusive levels but in stages on a continuum where you constantly think up and down the levels:
- 1. Higher Purpose:** Your mission in life. Why you are here. What special quality you have. What you want to achieve. What you can contribute.
  - 2. Identity:** Relative to your purpose, how you see yourself. What your role is. How you define what you do. What your relationship is to others. Who you need to be to begin to fulfil your purpose.
  - 3. Values:** What you believe to be true in life. Your values that correspond to your beliefs and your mission. The personal rules and habits that will keep you on track.
  - 4. Capabilities:** Your knowledge and skills. Your qualities and attitudes. The capabilities you need to achieve your purpose.
  - 5. Behaviour:** How you actually use your capabilities. How you interact with others. How you feel you should behave consistent with your purpose and environment.
  - 6. Environment:** Where you use your capabilities. When you do it. Who you interact with. The external factors that assist and restrain your effectiveness.

Users occasionally debate the claimed scientific basis of Logical Levels, but in its simplest form it provides an excellent questioning template that “covers the bases” of organisational or personal change.

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