

## **14 Common Language Pattern Blunders**

(This article was designed to accompany the 'Language Handbook for Coaches and Change-Facilitators' by Tony Burgess)

Below are fourteen examples of Hypnotic Language Pattern blunders. The kinds that we often hear Coaches, Trainers, Speakers and other Change Facilitators use in their well-intended communications:

1) "I'm not saying that..." (Ending in a concept opposing that which the speaker would wish them to actually experience)

Eg: "I'm not saying that you should be concerned"

2) "I'm not going to..." (Ending in something unhelpful)

Eg: "I am not going to bore you for too long about this topic"

3) "Don't ...." (Ending in a concept opposing that which the speaker would wish them to actually experience)

Eg: "Don't worry about all this just yet"

4) "It's not that..." (Ending in a concept opposing that which the speaker would wish them to actually experience)

Eg: "It's not that there's no point in trying"

5) "I don't want you to think that..." (Ending in a concept opposing that which the speaker would wish them to actually experience)

Eg: "I don't want you to think that you are under any pressure"

6) "You know how it is when..." (Unhelpful concept offered, assuming it to be universal)

Eg: "You know how it is when you are just about to go into an important meeting and you start thinking about all the things that might go wrong"

7) "Before/After/As/Once/When..." (Unhelpful comment)

Eg: "Before we move on to the difficult bit..."

8) "It means..." or "And that means..." or "Which means..." (Ending in something unhelpful)

Eg: "We are a bit late starting, which means we are unlikely to finish on time and this could be all a bit rushed, so please forgive me"

9) "..., isn't it!" (Starting with something unhelpful)

Eg: "Yes it's a nightmare, isn't it!"

10) "You are a..." / "You are someone who is..." (Identity level statement ending in something unhelpful)

Eg "I can tell that you are a bit of a worrier"

11) "I know you think..." (Ending in a concept opposing that which the speaker would wish them to actually experience)

Eg "I know you think this is all a bit boring and unnecessary"

12) "The more X the more Y" (Y being unhelpful)

Eg: "I do understand that the more years that you have been working in this area, the more difficult it is to change. Also, the older we get, the less flexible we are and the harder it is to adapt."

13) "X but..." (X being a helpful concept, with its positive impact negated by 'but')

Eg: "I appreciate your contribution but..."

14) "...and because of that Y" (Y being unhelpful)

Eg: "You are new to the company and because of that it is bound to be a bit of an uphill struggle for you"

These kinds of comments are prevalent amongst Coaches, Trainers, Consultants and Professional Speakers and it takes the professional edge off their otherwise good practices and good intentions. They are inadvertently influencing other people to think in a direction that is counter to their intentions. I imagine that you have already begun to notice such blunders yourself now that you have started to understand the rules of hypnotic language influence.

A potentially useful exercise for you to engage in as part of your ongoing mastery of influential language is as follows:

- a) Come up with alternative, more helpful ways of communicating for each example blunder above
- b) Begin to increasingly notice the hypnotic blunders being made by other Coaches, Trainers, Speakers, Consultants and Change Facilitators and consider better alternative ways that they could have communicated their intended messages.
- c) Ensure that in your own change-work that you are harnessing the power of language to make sure that your communications are aligned with your intentions and you are being as effective as possible.
- d) Consider how each of the language patterns above (that are used unhelpfully in the examples) can be harnessed and used really helpfully in your communications to powerfully promote and strengthen progress for your 'audience'.

Warmth and best wishes

Tony

Tony Burgess  
Director  
Academy of High Achievers Ltd

[www.aha-success.com](http://www.aha-success.com)