

Beating the blues with Nature

AFTER treating itself to a host of techniques, from yoga to aerobics, to music therapy to stress management sessions, the overstressed corporate sector has been offered yet another option to beat the blues — ZENLP.

Zenlp or nuero linguistic programming promises to multiply brain power and overcome personal handicaps through positive suggestions that propel an individual to perform better and achieve professional goals.

Targeting middle and senior level managers in the corporate sector, Zenlp works on three kinds of programming depending on the predominant traits of an individual — visual, audio, or touch, says Anthure Murli Menon, who conducts Zenlp training workshops.

"All of us have one of these mental maps in our subconscious mind. A visual person will be attracted to colour, an auditory person to sound and a kinesthetic person to touch," says Menon.

Zenlp works through visualising techniques and certain auto suggestions including chanting of the *Gayatri Mantra* and selected *shlokas* from the *Bhagvad Gita* and *Vedas*, such as closing your eyes and repeating: 'Divine energy flows through me ... Divine energy flows through me.'

"This is auto suggestion, which would help in overcoming handicaps. Whatever you want, you keep stating in the present tense and repeating it, so that it becomes actualised," says Menon. And managers who have attended such programmes are already feeling the difference.

"The programme gave a lot of stimulus to my mind and the workshop gave a boost to my confidence level," says V Akash, an executive from

same per cent are auditory and the rest are kinesthetics.

Though these ratios vary from country to country, sales representations can be amended, based on these differences.

Knowledge of prospective client behaviour and preferences can also help companies build an atmosphere of mutual trust and understanding.

Describing Zenlp as a 'software for the brain', Menon says, marketing and sales strategies of corporates are going

chures. It is his most natural way of understanding the world. Clients buy faster when communicated with in this mode."

"In the coming days the whole concept of human resource development will go through revolutionary changes as training programmes will emphasise improving emotional intelligence of the workforce," says R S Muktibodh, director sales of Group Pharma.

"It was one of the best workshops I ever attended on human resource management. It was an eye opener and gave a good insight to one more avenue for creating trust and faith," says K D Solanki of Chennai based Shriram Engineering after attending a Zenlp workshop.

"The origins of Zenlp can be traced back to the *Rigveda*. Even the *Charaka Samhita* talks in detail about Zenlp and it has been practiced by *rishis* since Vedic times and several Vedic *shlokas* talk about the 'mind-body connection'," notes Menon.

Besides promising to enhance productivity, Zenlp also leads to a healthy body as practioners of this programme have to follow a strict diet pattern and regular meditation.

Zenlp does not work in consonance with certain types of diet, medicines or practices such as smoking. The diet pattern works best with fruits and vegetables — preferably raw ones. It cannot work with a non-vegetarian diet.

"What you eat also programmes the brain and certain kinds of food interfere with its programming," says Menon.

With Zenlp experts maintaining that the method can increase productivity manifold and corporates stating that



to witness a change as based on an understanding of the clients' traits, which may vary from visuals, auditory to kinesthetics.

"After attending the workshop, I am more comfortable with my prospective clients as Zenlp provided me an insight into understanding the human mind. Now I know the importance of mental maps and their