

**WHAT ARE YOUR PEERS SAYING ABOUT PROPAGANDA'?**  
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## UK firms need to plug into their grey matter

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By Anastasia Weiner - Business Correspondent



BRITISH firms are lagging behind their global competitors when it comes to using alternative techniques to improve performance and drive results.

So says Sonia Saxton, founder of Harrogate-based Saxton Partners, which specialises in imengineering - a form of neuro linguistic programming (NLP).

According to Ms Saxton, UK firms should be more open to using the technique, which is popular in both America and Russia and more recently with Team GB for the Beijing Olympics.

"Our athletes have always had the ability, but they did not truly believe they could win. The Americans and the Russians have always been better at dreaming and fulfilling those dreams. Now we have caught them up," she said.

"If an athlete can imagine winning and what it is like to have heard the crowd as they cross the winning line, they get the feeling of what it is like to win. It becomes a reality to them, and their mind shifts its perception of what is possible and enhances their performance."

She added: "If you applied the same winning formula to a business or sales team, for example visualising having gained a sale or winning a contract, you can see how beneficial it would be to your company."

Ms Saxton said that some UK companies do use NLP to boost the performance of teams and individuals, particularly those at more senior levels.

However, she claims that there is definitely an opportunity for more firms to take advantage of its benefits.

"It can have quite remarkable, long-lasting results, as well as improving morale and communications," she added.

Saxton Partners has worked with some of Europe's leading firms including LG Philips, Pfizer and Parker Hannifin.

The entrepreneur originally set up her business after NLP helped the sales team at Royal Sun Alliance beat its sales target by more than 100%.

The company offers a money-back guarantee, which means it only receives the final 30% of its fee if clients have achieved their business target.

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	Tuesday: max: 16C min: 10C
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	Thursday: max: 17C min: 13C