

FOR IMMEDIATE RELEASE

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ANLP implements CPD to improve standards and ethics among NLP practitioners

ANLP, the independent industry association formed to represent the Neuro-Linguistic Programming (NLP) profession is to overhaul its member's CPD system with a new online "e-assessment" system. The introduction of CPD highlights the industry's recognition of past criticisms with a proactive move to regulate practitioners, improve professional standards and support ethical practice.

NLP has received mixed reviews by industry and academia for being a "dubious pseudoscience" with no independent scientific verifications of effectiveness, and for having no requirement for practitioners to undertake specific professional qualifications.

In order to implement their CPD and e-assessment system procedures, ANLP will be working with Axia Interactive Media, specialists in e-learning, CPD and e-assessment systems, whose existing customers include the Council for Administration, LearnDirect, the Royal College of Nursing, Institute for Archaeology and the Society for Radiographers. Axia's technology also streamlines the assessment procedure for NVQ qualifications.

Currently the ANLP has 2000 members, and intends to make participation in its CPD programme a requirement of some of the memberships, in particular for higher level practitioner categories including: Accredited Practitioners, Accredited Master Practitioners and Trainers. Using Axia's Internet based system; practitioners will be given a confidential username and password, and will be able to manage their own CPD programme, submitting evidence as required. Unlike many CPD assessment systems, Axia's technology, NOW.net, supports rich media, which will allow NLP practitioners to submit actual workshops as independent evidence of best practice, in addition to more traditional evidence such as event certificates and personal declarations.

Member and Advisor to ANLP, Lisa Wake, said, "I am delighted that ANLP have taken this step of putting in place processes that ensure a monitoring of CPD."

It is important that members do undertake regular CPD and continue to develop their own learning. CPD provides an excellent opportunity to share best practice, meet others in the field, expand your knowledge base and ensure that you remain up to date with developments in the field of NLP. Reflective practitioners in many other fields already continue their learning via CPD and I see this as providing further evidence of ANLP's commitment to developing measurable standards in the field of NLP'.

Commenting for ANLP, Karen Moxom, Managing Director said *"NLP is extremely powerful and flexible and it is unfortunate that it does not enjoy the reputation it deserves. But this is common of many professions today, hence the focus by professional bodies on implementing CPD and ethical standards. As the leading promoter of NLP Practitioners and Trainers, we aim to change this mixed perception and by implementing CPD we will both improve standards and provide greater reassurance of practitioner abilities to the marketplace."*

"As a company we have set out to deliver the best solution possible for organisations looking to automate their CPD and e-assessment procedures. Typically professional bodies have very limited resources and yet are required to serve an ever-growing member base. We enable them to offer their members a level of competency assessment that they would otherwise be unable to provide using a manual system", says Chris Peat OBE, Director of Business Strategy at Axia Interactive Media.



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About ANLP

At ANLP International we promote what we believe in, which is the positive power and flexibility of NLP. We bridge the gap between the public and NLP Professionals, and frequently hold the number one spot on the Google rankings. We provide a safe environment in which new and established practitioners alike can explore theories and techniques, communicate with other, like-minded people, find business support and promote their work through one collective website, www.anlp.org. Today, ANLP International is the leading promoter of NLP Practitioners and Trainers, having an impact on all sectors of society.

About Axia Interactive Media

Axia Interactive Media specialise in providing e-learning and online CPD assessment systems to enable both public and private sector organisations to achieve best practice. The company has developed a single technology platform, Now.Net, which can be used for the following applications: provision of e-learning (information and guidance services), online CPD administration with e-portfolio facilities and online assessment. Now.Net is the online assessment system supporting the administration and assessment of Care NVQs in the UK.

Axia was formed in 1997 and has customers around the world including Italy, Canada and South Africa. The company is committed to enabling both developed and developing countries to improve the standards of professionals working across all sectors of industry through the provision of cost effective yet highly rigorous skills and capability assessments. For more information on Axia please visit www.axiainteractive.net

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