

Online CPD system introduced to rid NLP of its 'dubious' reputation

The Association for Neuro-Linguistic Programming (ANLP) is overhauling its members' continuing professional development (CPD) system in a bid to shake off the technique's reputation as a 'dubious pseudoscience'.

The trade association is introducing a new e-assessment system which will enable its 2,000 members to manage their CPD online and submit workshops as evidence of best practice. Participation in the programme will be compulsory for higher-level practitioner membership categories, such as accredited practitioner, accredited master practitioner and trainer.

The ANLP says it is a 'proactive move to regulate practitioners, improve professional standards and support ethical practice'.

The ANLP is working with e-learning specialist Axia Interactive Media to produce the system.

Karen Moxom, ANLP 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.

'We aim to change this mixed perception [of NLP] and, by implementing CPD,

we will improve standards and provide greater reassurance of practitioner abilities to the marketplace.'

ANLP member Lisa Wake was 'delighted' that CPD would be monitored. 'It's important that members undertake regular CPD and continue to develop their own learning. Reflective practitioners in many other fields already continue their learning via CPD and I see this as further evidence of ANLP's commitment to developing measurable standards in the field of NLP.'

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