



# Reframing: Neuro-linguistic Programming and The Transformation of Meaning

*Richard Bandler, John Grinder*

In this book 'reframing' develops a channel to the unconscious, which becomes "the part of the person forcing him to do the behaviour he consciously wants to change, or prevents him from doing the behaviour he consciously wants to be able to do." Though over 35 years later Bandler has stated reframing is not something he usually does any more (hard to believe I know) - provocatively advocating re-blaming as the better way (!) - one could argue if modern-day NLP coaching is going to succeed as a manifestation of generative change, rather than follow an extended series of ah-ah moments, then there might be a reason for the primacy of the presupposition - 'the ability to change the process by which we experience reality is often more valuable than changing the content of our experience of reality.' Though reframing may appear at first an NLP term it was referenced eight years earlier by Watzlawick et al (an influence on Grinder) who defined the 'gentle art' as "changing viewpoints in relation to which a situation is experienced and to place it in another frame which fits the 'facts' of the same concrete situation equally well or even better, and thereby changing its entire meaning."