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## **Bandler, Richard**



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### **Introduction**

Richard Bandler is a psychologist, philosopher, and a self-help author who has contributed significantly to the field of neurolinguistics. He is the cofounder of the field of neurolinguistic programming (NLP) and has also helped codevelop other models and techniques, including the metamodel, the Milton model, anchoring, the swish pattern, reframing, the belief change, nesting loops, chaining states, submodality applications, and timelines. Along with his various published books and articles, Bandler continues to contribute to the field through his workshops, seminars, and consulting work.

### **Career**

Bandler attended the University of California (UC), Santa Cruz, where he received his Bachelor of Arts in philosophy and psychology in 1973. Two years later, he earned his Master of Arts in psychology from Lone Mountain College in San Francisco. Earlier in his career, Bandler worked with a number of notable figures including

Virginia Satir, Milton Erickson, and Robert Spitzer. His work in the neurolinguistic field began when he met John Grinder who was a professor at the time when Bandler was a student at UC Santa Cruz. In 1974, Grinder and Bandler started creating a model of the language patterns used by Fritz Perls, Virginia Satir, and Milton Erickson. This model was published in their books *The Structure of Magic, Volumes I & II* (1975a, b) and *Patterns of the Hypnotic Techniques of Milton H. Erickson, Volumes I & II* (1976; 1977). These co-authored books by Grinder and Bandler served as the foundation of the field of neurolinguistic programming.

### **Contributions to Profession**

Bandler has made significant contributions to the field of couple and family therapy through the creation of his models, trainings, and writings, which have all facilitated clinicians' ability to better understand and help people. Specifically, he is best known for codeveloping NLP, which is comprised of models and methods used to understand human communication and behavior in order to elicit change. Two major models that arose from Bandler and Grinder's work with NLP include the metamodel and the Milton model. The metamodel documents language patterns through a series of questions that allow the individual to identify thinking patterns in another person. It responds to the distortions,

generalizations, and deletions in the speaker's language. This can be useful to individuals in various roles, including therapists, who are working to identify their clients' thinking patterns in order to understand, modify, and/or change them. The Milton model is also helpful for therapists, as it can assist in shifting a listener into a more receptive state by using language that guides the clients from detail and content to deeper levels of cognition. NLP is widely used as a technique to elicit behavior change in the mental health field. Bandler continues to train individuals and clinicians in NLP and other self-help techniques that he has developed over the years.

Bandler has over four decades of work that is available to those in the field of psychology as well as the general public. His work includes published books, articles, audios, and videos. He has developed numerous workshops and seminars which include *neurohypnotic repatterning*, *design human engineering*, *persuasion engineering*, *personal enhancement*, *charisma enhancement*, and *hypnosis*. He has also continued to write books to help progress the work of NLP. Bandler's book *How to Take Charge of Your Life* (2014) discusses the importance of self-belief and how to change beliefs, how to control your emotions and negative thinking, and how to create the life you that want in order to create change. In the book, *The Ultimate Introduction to NLP* (2013), readers are given the tools to change their life by overcoming things such as phobias, depression, habits, psychosomatic illnesses, and learning disorders. Bandler's book *Get the Life You Want* (2008) discusses simple NLP exercises the readers can

do to transform their lives. Bandler's work continues to live on through his students and the licensed institutes worldwide.

## Cross-References

- ▶ [Erickson, Milton](#)
- ▶ [Hypnosis in Couple and Family Therapy](#)
- ▶ [Metacommunication in Couple and Family Therapy](#)
- ▶ [Reframing in Couple and Family Therapy](#)
- ▶ [Satir, Virginia](#)

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