

# Persuasion Tips

## Changing Meta Programs

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After teaching the power of Meta Programs I began to ponder how to change Meta Programs and the possible reasons why that be of benefit in persuasion.

### The Benefit of Flexible Meta Programs

Because one of the chief benefits of NLP is to increase flexibility of response, being able to respond to a situation using only one way (Meta Program) can limit ones choices and ability to enjoy life.

The goal of this Tips report is not to completely switch any persons Meta Program but to give them (or yourself) much great choice in how they/you perceive and respond to everyday situations.

As a general rule of persuasion you must use a persons existing Meta Program to persuade them to your outcome. This process it less of a persuasion process than it is an exercise is personal development and flexibility. As a further benefit, if you wish to have a meaningful conversation or relationship with others who have different Meta Programs; you need to respect their model of the world, be flexible and speak to them in their language. Thus by applying this technique to yourself you will better understand others Meta Programs.

### Meta Programs An Overview

(For more detailed information on Meta Programs you're encouraged to invest in "Persuasion Using NLP Meta Programs" at [www.power-persuasion.com](http://www.power-persuasion.com) .)

Meta Programs are basic information filters that we use which define how we perceive the world. Some experts have listed as many as 60 different Meta Programs but for the sake of this paper I will deal with only a few.

It's important to point out that ones existing Meta Programs are not "wrong". Meta Programs exist because they give the individual what they want most in that context at that time. Meta Programs will also tend to change over time with more information and as situations change.

### Towards/Away Meta Program

**Toward/Away** is an example of a Meta Program. When asked "What's important to you about a car?" a "Towards" person will answer with what it can give them: speed, status, the opportunity to impress other, etc. An "Away" person will respond by what a car will keep them from "it won't break down, not expensive, I don't want to spend huge amounts on gas, etc.

You will note the same when asking "What's important in relationships?"

**Towards:** Fun, Connection, Love, Affinity, etc

**Away:** Not an alcoholic, doesn't yell, doesn't "play games", no drama, etc.

## Changing a Meta Program

The process to changing a Meta Program is done by "going a level up" and framing the change using the predominant existing Meta Program.

Example:

Increase Flexibility of Response by changing **Towards** to **Away**:

If your existing Meta Program in one context is **Towards** consider what you will **gain** in being flexible enough to also see the discomforts and annoyances you'll be avoiding using an **Away** Meta Program.

Example

Increase Flexibility of response by changing **Away** to **Towards**

If your existing Meta Program in one context is **Away** consider the how much **freedom from pain, worry, annoyance** you would have by taking on a **Towards** Meta Program.

## Internal/External Meta Program

People who are chiefly **Internal** in one context will assess something as being "good" through internal standards/beliefs and "gut feelings". Saying, "I just know it's good." or "It makes me feel good."

People who are chiefly **External** will have a list of criteria as a reference for what is "good", saying "It has this and this qualities." or perhaps mentioning that other people value it.

## Changing Internal/External Meta Program

To change from **Internal** to **External** consider how it would "**just feel good**" or "**just know**" that you could examine outside criteria to objectively make a thorough assessment of things.

To change from **External** to **Internal** consider how by **examining the facts** you would have greater freedom, joy, (fill in the appropriate value) by just knowing inside something is right.

## Procedural/Options Meta Program

In this Meta Program when asked "Why did you choose something?" A person who respond **Procedural** will tell a story of a process that led them to their final choice. By contrast a person who responds by way of **Options** will respond using a list of criteria and choices based on that criteria that led them to that choice.

**Procedural:** "I chose that bike because I saw my friend riding one just like it. I took it for a ride and it felt nice and when I got home I looked in the phone book for a bicycle dealer and right there on the first page of the phone book I saw that same bike. So That's the one I wanted."

**Options:** "I chose that bike because I wanted one with that type of suspension and gel seat for comfort and it also had to be a different color than my brothers."

## Changing Procedural/Options Meta Program

To change from **Procedural** to **Options** choose a context and create a process within that context in which you begin to examine exactly what you value most in detail and why you want it.

To change from **Options** to **Procedural** choose a context and list what is important about being able to look at decision making as an evolutionary process.

### **Further Exercises in Flexibility**

#### **Exercise #1**

**Step 1** In what contexts would you be chiefly using a **Away** Meta Program

**Step 2** How could you change that to a **Towards** Meta Program

**Step 3** ...and vis versa?

#### **Exercise #2**

As you begin to better understand Meta Programs and determine how you respond in various context create a response that is different than your preexisting Meta Program.

For more information on  
NLP, Meta Programs and Persuasion  
go to [www.power-persuasion.com](http://www.power-persuasion.com)