TYPES OF (RE)FRAMING EVENTS AND THE SLEIGHT OF MOUTH TECHNIQUE IN THE BUSINESS NLP PROCESS

Cristina Mihaela ZAMFIR
"Ovidius" University of Constanța

Abstract. This paper discusses different types of linguistic frames used in effective business communication. Firstly, it aims to highlight the role of our mental 'template' through which we filter our perceptions of the outside world, frame or reframe a situation or problem to make our real life experiences richly varied. The study attempts to demonstrate how the powerful set of verbal frames works well for conversational belief change. Secondly, at a neurological level, the advantage of putting an event in a different frame helps us change our attitudes, and correctly identify the hopedfor result of any meeting, negotiating or problem-solving situation. By making the Sleight of Mouth reframes explicit I aim to provide insight into the modelling of people's language patterns as well as draw attention to the power of influencing beliefs through a variety of interpretations. The outcome is to show how the magic of words and language gives us flexibility in creating a more favourable business context and seeing the possible gain of our actions and decisions.

Keywords: frame, Sleight of Mouth, business communication, beliefs, outcome, NLP, flexibility