



THE ACTION  
FACTORY  
PODCAST

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# Neurolinguistic programming in residential youth work.

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# PEER PRESSURE

Peer pressure is huge in both us and our young clients. Studies have shown that most people will follow the crowd in decisions that are clearly wrong. Peer pressure can be positive and negative. As residential youth workers we must nurture the good and discourage the bad. Could NLP offer some tools to do this?

# 01

## Mediating Peer Pressure as it happens

In many instances we are watching the peer pressure happen live and have opportunities to intervene.

NLP suggests that we anchor positive states in the clients. This needs a certain amount of work prior to the intervention.

Adapting the technique.

Asking the client to explain their actions? They will more readily see the holes in the argument when they have to say the words out loud.

We should by now be aware how as humans we will weaken our own arguments when asked to explain them to others.

# 02

## Ongoing Negative Peer Pressure

Often the peer pressure is ongoing and takes effect over a period of time. This might need a different approach.

NLP might suggest: Reframing  
Through Language Patterns

Adapting the technique

Use language patterns to gently reframe the negative peer pressure into a less appealing option. Use appealing and empowering language in our conversations. such as: “These decisions are all yours, you are X age and I know your a very positive person, you decide, you decide, don’t you agree?”

# 03

## Fostering Positive Peer Influence

Not all peer pressure is bad. Instead we might want to encourage peer pressure in our group. This is powerful if the influence and standards originate within the group themselves. We can encourage this by allowing the group to determine their own standards.

A bond of togetherness in an institution and shared choices encourages positive group behaviour and has a massive effect on accepted standards.