

# Accelerate Your Learning

With NLP

“think  
learn?  
succeed”

“Smart training for clever people”

**If you want to be creative, you need to learn how to learn.**

Abraham Maslow’s theory of learning shows you how to generate new ideas. In NLP, his model is known as the Generative Learning model for key points.

Unconscious  
Incompetence

You are not yet aware of what you don’t know

**Example:** you think you’re a great speaker. But you’re boring your audience. To become more creative, learn to seek information about where you are unconsciously incompetent.

Conscious  
Incompetence

You realise that you lack skill or knowledge.

**Example:** you read your feedback forms and realise you came across as dull. Learn to accept the discomfort of being consciously incompetent.

Conscious  
Competence

You learn a new skill and can use it when you concentrate on doing so.

**Example:** you do a presentation skills course and practise in class. This is a great stage to be in. Enjoy it.

Unconscious  
Competence

You use your skill and knowledge automatically

**Example:** after giving many presentations, you can automatically read your audience and change your style to match their needs. Make the most of this stage by teaching your skills to others.

You can use this model in real life by:

- **Actively seeking feedback.** You’ll discover your areas of unconscious incompetence much sooner if you listen to feedback.
- **Learning new skills in small chunks.** This speeds up the process of establishing new habits. These become the foundation of unconscious competence.
- **Reflecting on your strengths.** When you’re good at something, it’s easy to take your skill for granted. But what if you could be even better? Review your skills every six months.
- **Challenge yourself to improve what you already do well.**

**Book an NLP course for your team. [Contact us](#) now.**