

“FREEDOM FROM STRESS & PRESSURE” THROUGH NEURO-LINGUISTIC PROGRAMMING

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Abstract

This study explores participants' perspectives on stress, coping mechanisms, and the rhetorical strategies of motivational speakers in shaping thought patterns from an NLP perspective. Using rapport-building techniques as the theoretical framework, the study employed a qualitative research approach with semi-structured interviews to analyze participants' viewpoints. A quasi-experimental design with pre-test and post-test phases was adopted. In the pre-test, participants recorded responses to an interview questionnaire. Subsequently, an intervention was introduced, in which participants watched Sandeep Maheshwari's motivational speech on stress management. Post-test responses were then collected, and thematic analysis was conducted to compare pre- and post-intervention findings. The results revealed that motivational speakers employ various NLP techniques, such as mirroring, meta-modelling, and rapport-building, to influence their audience. Participants identified stressors such as procrastination, peer pressure, lack of motivation, and domestic challenges. Post-intervention, participants reported shifts in perspectives, including reduced expectations and avoiding comparisons. The study concludes that motivational speeches can facilitate cognitive reframing and mindset changes. However, it is limited to a single motivational speech. Future research could compare multiple speakers' strategies and their impact on audiences from an NLP perspective.

Key Words: NLP, motivational speaker, motivational speeches, stress management, rapport building, thinking, behavior

1. INTRODUCTION

Neuro-linguistic programming (NLP) is a psychological approach that explains the influence of language and thought on behavior. As per Bandler (2020), the concept of neuro-linguistic programming was proposed in 1970 by Richard Bandler, a linguist and John Grinder, a mathematician. John Grinder and Richard Bandler analyzed the differences between successful people and how people use language to encourage themselves and others. They hypothesized that replicating these patterns could help others achieve similar results. This led to the development of techniques focused on improving communication, fostering personal change, and overcoming limitations (Rustan, 2022). NLP is a combination of three words “Neuro”, “Linguistic”, and “Programming”. “Neuro” refers to the human nervous system which includes all the five senses such as (sight, sound, smell, taste and touch) and through these senses, people perceive information from the outside world. “Linguistics” refers to verbal and non-verbal cues through which one can communicate the message effectively. “Programming” is a process through which one can internally code and represent experiences (Drigas et al., 2022). Abdivarmazan and Sylabkhor (2016) mentioned that NLP is one of the effective strategies for controlling phobias and beliefs by altering thinking patterns. Moreover, Zaharia et al. (2015) supported the idea that NLP is one of the best therapeutic tools for treating mental health such as depression, anxiety, fear and phobias. In NLP, NLP practitioners use different techniques such as reprogramming the thinking pattern, mirroring, and meta-modelling to overcome the challenges in verbal and non-verbal communication and build confidence (Esterbrook, 2006).

NLP plays a vital role in making communication better and it provides new ways for thinking from multiple perspectives. Siddiqui (2018) stated that NLP practitioners use different techniques for altering the thought process such as they create rapport-building techniques through which people can connect with other people naturally. Warner (2020) mentioned that rapport building is one of the effective techniques in which people actively listen to other people, and stay non-judgmental to enhance the trust level. Meta-modelling is another technique in which the practitioners ask about the beliefs of people and how they see reality. By asking different questions, they can filter the thought process of other people. However, Carlsson et al. (2016) argued that NLP is a time-consuming process and it requires a lot of time to alter the thought process. Siddiqui (2018) suggested that when the thinking processes are altered through NLP techniques, this helps to improve future life. NLP techniques are used in various fields of life such as business people use them for gaining business success. Common people gain motivation from NLP techniques and can change their ready-made beliefs. Additionally, motivational speakers play a vital role in motivating people about life-changing events (Jaffe, 2015). Moreover, motivational speakers grab the attention of the audience by using effective communication strategies. Motivational speakers are also using NLP techniques to make people motivated about life and change their perceptions about life. In today's world, many people are facing stress such as academically, professionally and personally (Maajida et al., 2018). Most of the time, people face traumatic events, and they start to think negatively which affects their whole life. Sometimes they are not able to stop thinking about what happened in the past. Anxiety, stress, and depression are all the results of this. As per Powell and Enright (2015), stress can disrupt the entire life of people, their job area, health, relationships, and even the enjoyment of everyday life. However, the research shows that motivational speakers play a vital role in manipulating the thought patterns of people through motivational speeches (Conver, 2020). Novakovic and Teodosijevic (2017) exemplified that motivational speakers use different NLP techniques to motivate people and try to change the way people see things. NLP techniques are used by motivational speakers to motivate people to see challenges as opportunities. The past literature is less explored in terms of motivational speakers from an NLP perspective. The main purpose of the current study is to look into motivational speeches from the perspective of NLP that manipulates the thinking process. The current study aims to explore the manipulation of thoughts through the rhetoric of motivational speakers from the perspective of NLP.

1.1 Research Objectives

- i. To analyze the NLP strategies employed in the selected motivational video to influence and manipulate the thought processes of individuals.
- ii. To explore the cognitive and emotional changes in participants' thought patterns before and after exposure to an NLP-based motivational speech.

1.2 Research Questions

- i. What kind of NLP strategies are used in the selected motivational video to manipulate the thought process of people?
- ii. What kind of cognitive and emotional changes occurred in the participants' thought patterns before and after exposure to an NLP-based motivational speech?

1.3 Significance of the Study

This research is significant because it is based on psychoanalysis. The psychoanalytical theory helps people to better understand the unconscious forces that trigger them to behave and think the way they do (Garland, 2018). Moreover, this study can encourage people to think outside of the box. Those people who are having society-made beliefs can change their thought processes. Moreover, by using various NLP techniques, people can heal their traumas

and can live their life in better ways. The current study explores various NLP techniques that are used by motivational speakers through which they make their communication effective. Femi (2014) mentioned that communication skills play a vital role in effectively transferring a message. Additionally, this study is not only helpful for people who are going through stress in everyday life but it will also enhance their imagination by making a strong connection between implicit and explicit cognitive states. Moreover, by listening to effective motivational speakers who use NLP techniques, one can change the thinking perspective. This study is important because it emphasizes mindfulness practices that encourage people to be more creative. Moreover, the main purpose of the research is to become aware of the current feelings, ideas and images.

2. LITERATURE REVIEW

This section is based on work and contributions made by researchers to analyze the importance of motivation in stressful situations. Moreover, the role of Neuro-linguistic programming has been analyzed to enhance motivation and manipulation of thoughts. Furthermore, the challenges that motivational speakers face and the strategies they use to motivate people are also discussed. At the end of this section, the literature gap is identified.

2.1 Role of Motivation in Stressful Situations

Stress is a kind of change which causes psychological, physical or emotional pain. According to Baqutayan (2015), stress is a kind of intense feeling of pain and fear and it has a negative impact on every walk of life. In the modern era, people experience different situations which lead them toward stressful situations. Romeo (2017) revealed that stress can affect the human nervous system which leads to structural changes in different parts of the brain. In stressful situations, the mental images are disturbed too. On the other hand, Epel et al. (2018) argued that stress is a normal part of life and it can motivate someone to react effectively in different situations. However, if someone is unable to cope with stressful situations, it can lead to severe distractions in life. Stress increases with time and it remains for a long time which can create a negative impact on life. There are many factors such as peer pressure, tragic incidents, family background, and lack of a job can create stress and anxiety. If one is unable to control these factors, it will make them feel isolated and can lead to more aggressive behavior. Ali et al. (2016) mentioned that motivation plays a vital role in stress management. Those people who are highly motivated can easily overcome stressful situations. Motivation allows people to change their thinking patterns, behavior and feelings (Reeve, 2018). However, as per Songbatumis (2017), people who are facing some kind of stress have low motivation to do something and hence, they fail to overcome the challenges.

The study by Foss and Foss (2019) revealed that motivational speakers through their communication can persuade people about life-changing situations. Altikriti (2016) mentioned that speech is power and one can persuade and convert the feelings of other people about a stressful situation. Through language, people can communicate ideas and interact with people. Moreover, Mills (2000) exemplified that communication is a two-way process and it is only effective when both the speakers and listener are coordinating with one another. When the listener will be having a great effect, then communication will be considered to be more effective. This idea is supported by Petty et al. (2009), who stated that communication effectiveness depends mostly on how much the speaker is persuaded. Persuasion is a strategy in which the speaker tries to convince people to change their particular behavior. By using persuasive words, motivational speakers can convince and motivate people to change their beliefs, attitudes and behavior (Perloff, 1993). There are various theories about persuasion have been proposed in history. According to Demirdogen (2010), the pioneer theory of persuasion is based on Aristotle's Art of Rhetoric which is based on three strategies. The

strategies of this theory are based on ethos, pathos and logos. Later on, numerous theories of persuasion were proposed which included the Elaboration Likelihood Model, Cognitive Dissonance Theory, and Social Judgement Theory (Teng et al., 2015). All these theories play a vital role in persuading people about attitude change and behavior.

The literature above shows that those people who are in a stressful situation, think negatively which impacts their whole life. Stress is dominant in their life and they are unable to overcome the challenges. The literature shows that motivational speakers play a substantial role in changing the thought patterns of people. By selecting the most convenient words in their motivational speeches, motivational speakers can manipulate their thought patterns and persuade people about changing attitudes, beliefs and ideas. So, motivational speeches are playing an emerging role in convincing and motivating people that need to be explored extensively.

2.2 Role of NLP in Enhancing Motivation

Sometimes, motivational speaker uses NLP strategies to enhance the motivation level of their audience. In the initial stages, NLP was used as a therapeutic tool to treat phobias such as depression, anxiety, and brain disorders. With time, the trends in NLP are changing and now it is used as a tool to influence the mind of people. According to Hedayat et al. (2020), numerous strategies such as NLP Modelling, Swish Pattern, Mirroring, and Rapport Building are used by NLP practitioners to influence the changes in mind patterns.

Scientists are using NLP techniques in various fields. As per Bashir and Ghani (2012), by using NLP techniques, doctors can talk to their patients, teachers can interact and communicate with students, and politicians can use to influence their subordinates. Nowadays, business people are using NLP strategies to achieve business success. This can be illustrated by the study of Singh and Abraham (2008), which showed that those people who are using NLP strategies are achieving 78% more success in business than people who are not using NLP strategies. The research showed that NLP is also used to change the behaviour and negative attitude of people towards a more positive attitude to achieve success (Shah, 2016). Moreover, in the recent era, NLP techniques are also used to motivate people. Internal motivation plays a vital role in providing spontaneous reactions. Condry and Chambers (2015) argued that internal motivation is more effective than external motivation in which people are internally satisfied to do some tasks. The study by Skinner and Wellborn (2019) suggested that those people who are not internally motivated, are unable to cope with challenging situations. In this study, the main focus is on internal motivation, in which people are somehow distracted from everyday experiences and are not able to perform academic, personal and professional activities effectively.

The study conducted by Sharif and Aziz (2015), in which NLP was used to increase the motivation of high-risk students. The results of the study showed that for those students who were using NLP strategies, their motivational level was seen as high. Moreover, the research showed that NLP is an indirect mode of persuasion. However, Nazim and Yousaf (2021) argued that the direct mode is more effective than the indirect mode of NLP. Moreover, he argued that when the NLP techniques are used for an audience larger than individual level, then there will be no effects. This is not the same in all situations, the research was conducted in the southern region of the United States and it was limited to only undergraduate students. The study showed that in NLP Philosophy, people can not only change their desired thoughts and behavior but they can also change the behavior of other people in their desired direction (Skinner & Croft, 2009). This study showed that NLP is not only limited to the individual level but is also equally important for larger groups. By using NLP modelling, people can improve their presentation skills.

NLP persuasive strategies are also used in the educational sector and various studies have been conducted to analyze productive teacher-student interaction. The study conducted by Torres and Katz (1983) showed that teaching courses do not train teachers in the ways to express knowledge, the teachers should focus on ways to express their ideas. To influence the mind of the students, the teachers used the favorite predicates of students. These predicates were based on three representations that are visual, auditory and kinesthetic. They suggested that to promote effective learning and better communication, the teachers should use matched predicates. Additionally, the impact of NLP was also analyzed through the teaching-learning environment, and it was concluded that effective communication is directly related to NLP and enhances the students learning (Bashir & Ghani, 2012).

Lashkarian and Sayadin (2015) conducted a study to analyze the impact of NLP techniques on EFL learners' motivation and teacher success in teaching English as a foreign language. This research was based on an experiment and the students were divided into two groups i.e. experimental group and the controlled group. The experimental group was taught by using NLP strategies whereas the control group was taught by using traditional strategies. The results of the study revealed that student learning and motivation were enhanced through NLP strategies. The above studies showed that NLP is used in various fields and by using different NLP strategies, people can enhance their motivational levels. Therefore, it is important to analyze the effects of motivational speeches from an NLP perspective to enhance the thought patterns of people.

2.3 Persuasion Strategies Used by Motivational Speakers

To manipulate the thought patterns of people, motivational speakers in motivational speeches use different persuasion strategies to convince people. To achieve the persuasion goal, both verbal and non-verbal communication are used as effective strategies. To explore the effects of non-verbal cues to enhance persuasion level, the Regulatory fit theory was used. The population was divided into two groups. One group was motivated by using non-verbal cues whereas for the other group verbal cues were used for communication. The two videos were provided to participants and after that, the questionnaire was given to them to analyze the effectiveness of verbal and non-verbal cues. The results of the study showed that the effectiveness of the message increased with the participant's experience of feeling right. Moreover, the effectiveness of the message was only based on the delivery of the message rather than the content (Cesario & Higgins, 2008). Moreover, motivational speakers are using rapport-building techniques to persuade their audience.

According to Amini (2015), rapport building is a kind of non-verbal communication which involves mirroring and matching gestures with the listener. Rapport building is one of the effective strategies to build trust between listener and speaker. Many research studies have been conducted in the past to analyze the strategies used by motivational speakers to enhance the thought pattern of people. The study by Hejase (2015) revealed that by using different strategies such as rapport building, meta-modelling, and mirroring techniques, motivational speakers can change the beliefs of people and can manipulate their thought patterns of people. The current study is significant because this study helps analyze the NLP strategies used by motivational speakers in manipulating the thought patterns of people.

The above literature showed that NLP is quite helpful for manipulating the thought patterns of people. There are different studies conducted to analyze the impact of NLP on motivation. Nazim and Yousaf (2021) explored political speeches from an NLP perspective and this study aimed to explore the strategies used by American and Pakistani leading politicians during their election campaigns. The outcome of the study showed that American Politicians were using NLP strategies more effectively than Pakistani Politicians.

However, previous research has not looked for or provided any empirical evidence to evaluate the effectiveness of NLP strategies in mitigating stress through motivational videos. The current research is the first of its kind and not only identifies the NLP strategies in motivational video but also see its immediate effect in an empirical way.

3. METHODOLOGY

To accomplish the research objectives, the researchers conducted an empirical study and used a qualitative research approach to analyze the speech of Sandeep Maheshwari and the responses of the participants. The qualitative method more effectively analyses the deep understanding of the views of the participants. The main purpose of analyzing the selected motivational speech was to focus on "what" and "how" the NLP patterns were used by motivational speakers to motivate people. Moreover, the theoretical framework and the details of the data collection techniques are given below.

3.1 Theoretical Framework

According to Naim (2017), Neuro-linguistic programming is one of the practical approaches that is widely used in developing personality. It also focuses on how the individual brain connects with the surrounding world and how this connection affects the person's behavior. The human's connection with the external world is based on five senses i.e. sense, smell, taste, touch and hearing. In NLP, 'neuro' refers to the idea that individual behavior is because of the neurological processes that are happening in the brain. In NLP, these connections are known as mental representations. For translating mental images, linguistics plays a vital role. Through language, people can translate their ideas and thought patterns and by using the codification technique in the brain people can organize and present their ideas and experiences. Bandler (1982) used various NLP strategies such as mirroring, Rapport building, and meta-modelling and analyzed how these NLP strategies are used in making communication effective. The present research used the rapport-building technique as a theoretical framework to analyze how motivational speakers use rapport-building techniques to persuade their audience. Rapport building is one of the primary NLP strategies to enhance connection and make communication effective. As per Vallano et al. (2015), rapport building means making and developing a connection with the audience and these connections can be based on physical or emotional responses. In physical association, the speaker uses the mirroring technique to match the gestures with the listener. On the other hand, emotional association is based on the selection of words to grab the attention of the audience. This information is based on the mental representation that is already saved in the human brain.

In NLP, mental representations are based on the five senses through which people perceive information from the external world. Mehdi et al. (2022) mentioned that NLP is based on five mental representations that are auditory, visual, olfactory, gustatory and kinesthetic. The three mental representation systems such as auditory, visual and kinesthetic are widely used mental representations through which people can make the connection between their experiences with the external world. Another mental representation is also added which is known as an auditory digital system (Jackendoff, 2019). It is a kind of self-talk, through which people use to communicate their inner thoughts, understandings, and experiences with themselves. In NLP, people use different representational approaches to express their experiences. The mental representations vary from person to person; some people prefer visual images as better for their understanding. Some people prefer the auditory system and perceive things effectively. In the present study, the researcher has opted rapport building technique as a theoretical framework through which motivational speakers not only make a friendly connection with the audience but also gain the trust of the audience. In the

motivational video that was shown to participants, the motivational speaker used the rapport-building technique.

3.2 Population of Data and Sampling Technique

The current research is quasi-experimental in which pre-testing and post-testing techniques were applied. The convenient sampling technique was opted for selecting the sample because, through convenient sampling, the researcher can easily collect the data from participants that are easily accessible. A total of 25 students from the M. Phil Linguistics department at Air University Islamabad were selected as a sample for this study.

3.3 Data Collection & Analysis Procedure

After selecting the participants, the semi-structured interview technique was applied. In the semi-structured interview technique, the pre-written open-ended questionnaires were given to participants, and the response was collected in written form. The pre-testing technique was applied before the intervention strategy and the viewpoints of people about their ongoing stressful situation were collected and analyzed to see what people were thinking about stressful situations and how they coped up with stress. Before the post-testing technique, the intervention strategy was applied, and the participants were shown a video *“Freedom from Stress and Pressure”* by Sandeep. The duration of this video was 14 minutes. The reason for selecting this particular motivational video was that it had a large number of views as compared to other motivational videos related to stress management. Moreover, the speech was taken from the YouTube channel of Sandeep Maheshwari. The motivational video related to stress management was analyzed manually from the perspective of the NLP model. In the data analysis part, the analysis of the video was carried out to identify the strategies used by Sandeep in his motivational video. In this video, different NLP strategies were used such as discovering your true value, progressive relaxation technique and eye accessing cue technique. Moreover, after the intervention strategy, the participants were asked to write down their responses on the same day. Table 1 illustrates the stages of the study in detail.

Table 1

Methodology of Intervention

Research Procedure	Instruments	NLP techniques
Pre-intervention Data Collection	Semi-structured open-ended survey questionnaire	-----
Intervention	Motivational video <i>“Freedom from Stress and Pressure”</i>	Meta-modeling, Rapport Building, reframing, NLP Swish, progressive relaxation technique
Post-intervention Data Collection	The semi-structured open-ended survey questionnaire	Rapport building, reframing, NLP wish, progressive relaxation technique

While conducting the pretest and post-test, the ethical considerations were strictly followed. During the pre and post-test, the participant's identity was kept anonymous, and the collected data was only used for research purposes.

4. ANALYSIS AND DISCUSSION

Following the procedure outlined in Table 1, the data collected from participants in written form was analyzed, with the results categorized into two stages: pre-intervention and post-intervention. Upon reviewing the participants' responses from both stages, specific codes were identified. Thematic analysis is an effective method for generating codes and themes from data, facilitating a comprehensive and in-depth examination of the findings (Vaismoradi

et al., 2016). Therefore, the codes derived from the data were analyzed and interpreted to generate overarching themes that guided the subsequent analysis.

4.1 Pre-Intervention Perspective

The pre-intervention questionnaire was used to let participants first think and then talk about their ongoing stressful situations and to share with us if they were using any coping strategy for managing stress and anxiety or not. The results identified many factors such as procrastination, peer pressure, and personal and domestic issues which were creating stress in the lives of the participants either academically, personally and/or professionally. It was also seen that to cope with stressful situations, the participants were using different self-motivation strategies such as talking with friends, doing exercise and eating good food to relieve the stressful situations; however, these strategies were useful for a temporary time but were not effective to overcome stress for a long time. Table 2 illustrates codes with specific examples.

Table 2

Analysis of Pre-intervention Responses

PRE-INTERVENTION RESPONSES		
THEMES	CODES	EXAMPLES
Procrastination	<ul style="list-style-type: none"> ● <i>Delaying tasks</i> ● <i>Workload</i> ● <i>Mismanagement of time</i> ● <i>Doing excessive work without planning</i> 	<ul style="list-style-type: none"> ❖ <i>I used to delay tasks and it creates stress for me in the end.</i> ❖ <i>When teachers assign more than enough work it creates mental stress.</i> ❖ <i>I always work a lot but do not take care of proper planning and this way it creates mismanagement of time.</i>
Peer Pressure	<ul style="list-style-type: none"> ● <i>High expectations</i> ● <i>Comparing oneself with others</i> ● <i>Hiding one's original identity</i> ● <i>Fear of teachers due to their unfamiliar demands</i> 	<ul style="list-style-type: none"> ❖ <i>When other people start expecting beyond your capabilities it creates pressure and anxiety.</i> ❖ <i>When my parents compare me with others it creates stress for me.</i> ❖ <i>When I hide my identity after failing it makes me feel guilty.</i>
Personal/Domestic issues	<ul style="list-style-type: none"> ● <i>Overthinking</i> ● <i>Family issues</i> ● <i>Financial instability</i> ● <i>Unable to express oneself</i> 	<ul style="list-style-type: none"> ❖ <i>I do overthink due to my issues and they make me more stressed.</i> ❖ <i>I am supposed to support my family in every possible such as financially.</i>
Self-motivation	<ul style="list-style-type: none"> ● <i>Learning new skills</i> ● <i>Completion of small tasks on time</i> ● <i>Smart / hard work</i> ● <i>Multi-tasking</i> 	<ul style="list-style-type: none"> ❖ <i>When I learn new skills it puts me out of stress and gives me satisfaction and motivation to do more.</i> ❖ <i>It always creates feelings of motivation when I do my assigned work on time by doing a hard effort.</i>

Theme 1: Procrastination

Procrastination refers to the act of delaying or postponing tasks and it prevents someone from doing something that he or she wants to do. As per Blichfeldt et al. (2015), procrastination is a kind of barrier that blocks people from making the right decisions, getting up and living the

life that they want to live. Procrastination causes health problems and creates stress in academic life (Shokeen, 2018). From the above table, the data collected from the participants showed that delaying tasks was the major cause of procrastination. The responses of the participants in the pre-test results showed that the workload, mismanagement of time and doing excessive work without planning were also the causes of procrastination. As one of the examples from the response of the participant ", *I used to delay tasks and it creates stress for me at the end.*" The other participant responded, "*I always work a lot but do not take care about proper planning and in this way, it creates mismanagement of time.*" The responses of the participants showed that procrastination in terms of delaying tasks, mismanagement of time and improper planning was creating stress in their lives.

Theme 2: Peer Pressure

It is a kind of pressure when a person does something because he or she wants to be credited, valued or accepted by friends. As per Berndt (2018), peer pressure is directed at people who are part of the same kind of social group. It can be positive or negative according to the group members' actions, thoughts and works. If people are unable to manage peer pressure, their academic careers can be negatively affected (Moldes et al., 2019). It is concluded from the data collected from the participants that peer pressure is a common thing in our society because everyone seems like under peer pressure. The way participants have responded reveals that high expectations of others cannot be executed properly because it is not necessary to have the same thinking and opportunities for everyone. Moreover, comparing oneself with others and hiding one's original identity depicts that a person is not in his/her free hands to move and decide. In addition to that, fear of teachers due to their unfamiliar demands is also one of the influencing factors of peer pressure. Here certain examples are mentioned below from the responses of the participants such as "*When other people start expecting beyond your capabilities it creates pressure and anxiety for you*" and "*When my parents compare me with others it creates stress for me*". So, in this way, peer pressure is the prominent response from the participants who used to face it in their lives. The results showed that the students are facing peer pressure in their academic career which is creating stress in their academic life.

Theme 3: Personal/Domestic issues

As far as domestic and personal issues are concerned, they vary from person to person and family to family but in a broader sense, they come into similar kinds of categories. If the issues are related to personal life, they can be health issues, financial issues, legal issues and so on. On the other hand, domestic issues are a bit broader and involve the presence of more than one person and they can be related to family, relatives, society and communication. According to Buttimer (2015), personal and domestic issues are the actual reasons which distort and distract the order of society and create a distribution of families, communities and societies. As data from the above table suggests, people face stress and anxiety individually and collectively due to various factors such as overthinking and family issues. Overthinking in a way that in today's era of advancement and technology individuals in our society are facing multiple issues due to fewer opportunities to survive. Furthermore, financial instability has grabbed those people who are not in a position to get jobs and other opportunities. Therefore, individuals are not capable of expressing themselves in the desired way. Some examples are quoted here from the responses of the participants as "*I do overthink due to my issues and they make me more stressed*"; "*I am supposed to support my family in every possible such as financially*"; and "*When I come across various issues I cannot express them with others*". These are the instances which justify that personal and domestic issues are the reasons for the stress and anxiety.

Theme 4: Self-Motivation

The term self-satisfaction weighs much more importance in one's life as compared to its actual appearance. As per Ali et al. (2016), it is a kind of force that moves or compels you to do things or it is the drive you have to work toward your goals, to insert into self-development, and to get one's fulfilment. In this modern era, this term is used by various people who are serving at higher levels, they usually suggest that creates a self-motivational force inside you that will drive you to achieve your goal. As this study is concerned, it talks about the role of self-motivation in reducing stress in life. If you are self-motivated towards your goals and targets you will achieve them. In the above-drawn table, some factors are mentioned which are kind of boosters and they are used by some people to get out of stressful situations such as completion of small tasks on time, smart, hard work and multi-tasking. And they proved this by the examples given by participants in their responses. For instance, "*Self-satisfaction and motivation to do more*". The other participant responded, "*It always creates feelings of motivation when I do my assigned work on time by making hard efforts*". Another comment was "*I try to do multiple things simultaneously because it makes me strong to accept the challenging situation*". In this way, people used to control themselves and get out of these situations which are usually full of anxiety and stress. The responses of the participants showed that there were various strategies used by participants to motivate themselves to do work and get out of stressful situations.

Right after eliciting their responses, the motivational video – "*Freedom from Stress and Pressure*" by Sandeep – was shown to all of them. Following NLP strategies were found in the motivational video (Table 3).

Table 3:
Nature of NLP Strategies

Sr. No.	NLP Strategy	Illustrative Examples
1.	Rapport Building	<ol style="list-style-type: none"> 1. Initially, the speaker tries to create fun by having a water bottle in his hands and everyone from the crowd is looking at his face someone from the crowd asks if it is water then in reply he says, it is an alcoholic beverage (laughs) how that much energy can be gained from the water he says this is not something else only water (a big laugh). (0-30sec) 2. One light has one switch, similarly if you are like the light you have so many switches, every relative has your switch and if someone puts your hand on any of your switches your mood gets on and off. When you feel sad, you watch my videos and you say, sir, do something for us so that we will enjoy ourselves a lot and feel like some fireworks...(Laughs+ big applause). (55 sec-1:34) 3. One thing is clear it is not outside, because what will I watch when I am sad, who is better than me? (laugh+ head noded from both sides) (1:50-2:00) 4. There is no difference between me, you and anybody in this world. (2:41--2:48) 5. The things I am going to tell you are not pep talk. I am talking to you at a very deep level, try to understand. (03:15-03:32) 6. Put yourself in place of me, if I have any expectations from you, then you should understand what I am speaking to you (laugh)... Then...(11:48-12:27)
2.	Meta-modelling	<ol style="list-style-type: none"> 1. How many of you want to listen to today's topic? (Everyone raises their hands) (44 sec-53 sec) 2. Do you understand what a pep talk is? Pep talk is when someone says that he is sad and you say that everything will be fine and you are facing the same thing you are in trouble. Yes, it's a pep talk when someone dies and you say it's ok everything will be fine and when you are asked the same question are you prepared for dying? Then you will say No, no....(laughs) (02:54-03:15) 3. At your thought level, you are getting smaller day by day (03:33-03:38) 4. From where this positive constructive energy comes inside us?(04:15-04:22) 5. The third point is why do we feel sad? Have you ever thought about this? (pause) When we do comparisons, it creates pressure. Those who are having pressure, are always depressed. (07:54-08:07) 6. When you think that if you are in that position then what will happen? When you think, if someone will move forward then what will happen? All these things create pressure. It will decrease your energy level. (08:35-08:55) 7. When you say you are a topper then what happens? Whether the pressure be created only on that person who is at the bottom level or it will also be created on the person who is at the top? (Laugh from both sides) (09:10-09:22)

3.	NLP Swish	<ol style="list-style-type: none"> 1. <i>If we understand the source then it will be easy to differentiate the switches. The one is in the hands of people and it can be on and off at any time. This is the one way of living life. The second source is just like fun having no switch and there is no way to switch off that switch. I will tell you very interesting things, whether you will understand or not but should try to understand at least. You don't need to like the sun, you all are the sun. (02:10-02:41)</i> 2. <i>Arrange your expenses according to your budget. You should have having bigger picture in your mind that your expenses should be lower than your budget. Then it will be easy to live your life. (07:40-07:52)</i> 3. <i>The first step is if you want to move forward in your life then do not try to compare yourself with anybody. (09:23-09:30)</i>
4.	Progressive Relaxation technique	<ol style="list-style-type: none"> 1. <i>Try to understand the real source of energy in a calm state of mind. (1:41-1:50)</i> 2. <i>The positive energy comes when our mind is fully relaxed and when the mind is only focusing on one thing not so many things. (04:23-04:34)</i> 3. <i>You will understand all these things when you will observe your brain in a very calm state. (09:05-09:10)</i>
5.	Reframing/ Discovering Your True Values	<ol style="list-style-type: none"> 1. <i>You have to choose the occupation according to your personality so that you may be financially independent. (06:25-06:42)</i> 2. <i>You have to identify your own potential if you want to step forward. Do not try to be like any other person you have to be like yourself. (09:30-09:35)</i> 3. <i>So, the best way to live life without pressure is that think that the world in any way is perfect. Nothing needs to be changed. (11:22-11:40)</i> 4. <i>Try to move away from any kind of comparison. Don't try to satisfy your ego but try to focus on your own and do your best. In this race winning is not important, moving out of the race is more important. So, try to move away from this race. The last thing is, to try to make your expectations low from people. This is the formula for living life without any pressure "Never let others control your life." (12:40-14:30)</i>
6.	Mirroring	<ol style="list-style-type: none"> 1. <i>Laugh and pause.</i> 2. <i>Seeking positive responses, head nodding from both sides.</i> 3. <i>No conflicting arguments.</i>

4.2 Post-intervention Perspective

After making participants watch the video related to stress management, they were asked to share in writing how effective did they find the motivational video in helping them manage stress and anxiety, and did the video influence their thought process or alter their perspectives or not. They were also asked to share how did the video influence them to cope with their current stress situations. The results showed how people changed their viewpoints and thoughts about stressful situations. Table 4 below shows that there was a positive change seen in the responses of the participants. Although the speaker used multiple NLP strategies like meta-modeling, rapport building, NLP Swish and progressive relaxation technique, the participants seem to get influenced by rapport building, reframing, progressive relaxation technique.

Theme 1: Avoid Comparison with Others

This is the most toxic thing in our society which triggers many factors to cause stress in the lives of the people. According to Updegraff and Taylor (2021), if the comparison of one person with other people is stopped in our society, then our society can be called toxic-free because these are the actual roots which enhance toxicity in the minds of the people. If a person starts comparing oneself with his/herself then he/she would be in the actual race to excel in a dynamic environment (Moore et al., 2017). In our society, people train their children to compare with other children such as cousins, relatives or neighbors. This is a natural phenomenon or drawback of our society that parents teach their children that they are here to get good marks from the relative's son, and they will have to earn more, they are supposed to live a better life than others etc. So, in this way, children adopt those strategies and exploit their lives in the worst way. According to the above data here are some factors which justify this claim in this way: *"Balance in expenses and income of own rather comparing with others"*, *"Acceptance of one's own-self"*, *"Stop following others"* and *"Make your own principles in life"*. The responses of the participants showed that people changed their views after watching the video. These are the aspects which make this claim more solid by providing some examples which are mentioned here as *"I learned from the video that it is necessary to create a balanced approach in managing income with expenses in one's own life"*. One of the respondents said, *"It is better to accept yourself with existing resources rather than becoming greedy"*. The participant after watching the video, realized their value as one of the responses was *"When you stop following others and make principles for you it creates a life of roses for you"*. It is clear from the above examples and arguments that creating comparisons with others makes things more complicated and harmful for individuals and the participants were ready to accept their actual selves without being compared with others.

Theme 2: Fewer Expectations from Others

It is obvious from the factual data that the more you expect from others, the more hurting the more stressful, and the more painful it becomes. It is the rule of thumb in our society that "expectations always hurt". According to Ronnie and Philip (2021), life gets much easier and stress-free when you start with less expectations from others. As far as expectations from others are concerned, people never understand that particular situation through which one is already going, because it is natural that the one who is facing an actual situation can feel the pain of that situation. The researchers collected the responses from the participants and showed very interesting results. The data which is collected from the participants is molded in the above-mentioned table which suggests that creates a ray of hope from the inside out because everyone is the driver of one's life and do not let people be the reason for your happiness and create your

inner peace. It means the less you expect from others, the more peaceful your life becomes. The students were changing their viewpoints on different situations initially in academic life they were facing challenges because they were expecting a lot from people but after watching the video, they realized that they should not much rely on others and have fewer expectations from others. There are certain examples which are given by participants to make this argument solid to convey the actual sense of the message *“Initiative is always taken from oneself and it opens the doors of happiness for you and it gives a sense of less expectations from others”*; *“If you handle your life in your own way you can always be the one among the winners”*; *“In this way, stress goes out of your sphere when you make yourself the reason for happiness”*. These responses suggest that stress comes in life when a person depends on others or expects from others.

Theme 3: Positive Attitude

It is a state of mind that directs and expects favorable results or in other words, it is a character of being positive: a positivity that accepts the world as it is. If you are positive about different things, you are quite confident and hopeful and care about positive aspects of a situation rather than the bad ones. As far as the response of participants is concerned, their way of expressing things has changed after watching motivational videos. It can be said that motivational videos pose their influence on the participants by stating various factors as this video has manipulated the thoughts of the participants. It is clear from their responses, which are illustrated here that it brings a positive change in life, makes one economically stable and also creates a sense of trust in one's abilities. Moreover, it further guides that always have faith that it could have been worse. Here are further responses from the participants *“Life gets easier and better by bringing a positive change.”* Some participants responded, *“If you are in a stable position in terms of economy you would become the helping hand of others.”* One of the responses was that *“the most important thing is to believe in yourself that you can do it.”* These are the responses of the participants when they shared after watching that particular motivational video. It showed that the viewpoints of the students changed after watching the video.

Theme 4: Enthusiasm

According to Bakker and Leiter (2017), the term enthusiasm refers to the feelings of energetic interest in a particular activity and subject and it is a keenness or eagerness to indulge in it. This video has left various positive impacts on the participants, and it is clear from the responses that thoughts are being manipulated in a way that stress can be mitigated by applying those Neuro-Linguistic Programming (NLP) strategies which are suggested by motivational speakers. The way passion and energy are built up in the participants after watching the video can be depicted in this way it creates passion and energy to do something and suggests that avoid creating problems, however, solve already existing ones. Moreover, *“The Sun is inside you”* is the line which shows the passion of the men and how they are quite motivated and energetic to perform well in any situation of stress. Furthermore, it can be concluded from the given response that *“the more passionate you are, the more energy comes out to perform well with zealous.”* And the passion of becoming creative leads to solving problems in a very critical way. It can also be seen in the response of the participant *“It is you and your energetic passion who can shine your life with stars”*.

Table 4
Analysis of Post-intervention Responses

POST-INTERVENTION RESPONSES			
THEMES	CODES	EXAMPLES	NLP Technique
Avoid comparison with others.	<ul style="list-style-type: none"> ● Balance in expenses and income of own rather than comparing with others ● Acceptance of one's self ● Stop following others ● Make your principles in life 	<ul style="list-style-type: none"> ❖ I learned from the video that it is necessary to create a balanced approach to managing income with expenses in one's own life. Thinking about others' income creates more discrimination and tension. ❖ It makes it better to accept yourself with existing resources rather than becoming greedy. ❖ When you stop following others and make principles for yourself it creates a life of roses for you. 	<ul style="list-style-type: none"> ❖ Reframing ❖ Rapport building
Fewer expectations from others	<ul style="list-style-type: none"> ● Create a ray of hope from the inside out ● Everyone is the driver of one's life ● Do not let people be the reason for your happiness ● Create your own inner peace 	<ul style="list-style-type: none"> ❖ The initiative is always taken from oneself and it opens doors of happiness for you. It gives a sense of less expectations from others. ❖ If you handle your life in your own way you can always be one among the winners. ❖ Stress goes out of your sphere when you make yourself the reason for happiness. 	<ul style="list-style-type: none"> ❖ Progressive relaxation technique
Positive attitude	<ul style="list-style-type: none"> ● Bring a positive change in life ● Economic instability ● Trust in one's abilities ● Always have faith that it could have been worse 	<ul style="list-style-type: none"> ❖ Life gets easier and better by bringing positive change. ❖ If you are in a stable position in terms of the economy you would become the helping hand of others. ❖ The most important thing is to believe in yourself and that you can do it. ❖ Always accept that it could have been worse. 	<ul style="list-style-type: none"> ❖ Progressive relaxation technique ❖ NLP Swish
Enthusiasm	<ul style="list-style-type: none"> ● Passion and energy to do something ● Avoid creating problems, and solve already existing ● The Sun is inside you 	<ul style="list-style-type: none"> ❖ The more passionate you are, the more energy comes out to perform well with zealous. ❖ The passion for becoming creative leads to solving problems in a very critical way. ❖ It is you & your energetic passion who can shine your life with stars. 	<ul style="list-style-type: none"> ❖ Progressive relaxation technique

The post-test results showed that there was a change in the attitude and viewpoints of participants after watching the motivational video. The above responses showed that they avoided comparing themselves with others, had fewer expectations from others, they were trying to adopt a positive attitude toward different situations, and they were feeling enthusiastic about doing their work on time. The data showed that by applying strategies of reframing, rapport building, NLP Swish and progressive relaxation techniques, people cannot only change their ready-made beliefs but they can achieve lifetime success in their lives.

5. CONCLUSION

Neuro-linguistic programming is one of the effective strategies to reduce phobias, stress and anxiety and it changes the negative attitude of people towards positive attitude. As per Allen et al. (2015), NLP is one of the effective techniques to enhance cognitive abilities, reduce stress and fear and phobias of people. Ready and Burton (2015) mentioned that NLP can be effective in making communication effective. The qualitative research approach was employed in this study. The quasi-experimental study along with pre-testing and post-testing techniques was applied through semi-structured interviews. In pre-testing, the viewpoints of people about stressful situations were analyzed. Moreover, in the post-test, the responses of the participants were analyzed after involving them in watching a video. The analysis was done based on a comparison between pre-test and post-test results and themes were created. This study proved that the motivational speaker used NLP strategies such as mirroring, meta-modelling and rapport-building in his motivational speech to convince their audience. The study has shown that NLP is one of the effective techniques to enhance the motivation level of people. Moreover, the responses of the students revealed that through motivational speech, people can manipulate their thoughts to some extent, and they can change their mindset toward particular situations. The findings of the study are limited to only one motivational speech of Sandeep Maheshvari related to stress management; in future, the research can be carried out through comparison and contrast between/among the speeches of different motivational speakers from an NLP perspective.

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