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ORIGINAL RESEARCH

PROPOSAL FOR NEURAL-LINGUISTIC PROGRAMMING (N.L.P.) IN THE ADMINISTRATIVE DEVELOPMENT OF LEADERSHIP SPORTS

Khalil Samira Assistant Professor,

Department of Management, Faculty of Physical Education Zagazig University, Egypt

Email: dr.samirakhalil@yahoo.com

Abstract

Neural-linguistic programming is an organised method to know the human self construction and dealing with it in fixed means and styles so as to decisively affect the processes of perception, thinking, imaging, ideas, feeling and also in behavior, skills and the human body and mental performance (1)

Neural-linguistic programming has a private nature because it is a group of mechanisms and practical techniques far from likeness, so it enters in the circle of application and employment of the human abilities and possibilities. (9)

Al Fiky (2001) points out that neural linguistic programming created the favourable environment to help individuals to get rid of their diseased fears and controlling in their negative reactions and thus improving communication with themselves and with others. He shows it took its way into the human life fields because its ways and strategies are used in the sectors of health, education, marketing and administration(2).

The modern administration embarks on the human element that represents the most valuable elements of administration and is the most effective on the productivity and with the increasing the effect of the human element in the efficacy of the administrative organizations, the need increased to consider the management of the human resources as an independent function of administrative functions that concerns the human element and on whose efficiency, abilities, experience and zeal for work, the administration efficacy depends.

Keywords: neural-linguistic programming, leadership, sport

Introduction:

Neural-linguistic programming is an organised method to know the human self construction and dealing with it in fixed means and styles so as to decisively affect the processes of perception, thinking, imaging, ideas, feeling and also in behavior, skills and the human body and mental performance(1)

The neural-linguistic programming has a private nature because it is a group of mechanisms and practical techniques far from likeness, so it enters in the circle of application and employment of the human abilities and possibilities. (9)

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Modern administration embarks on the human element that represents the most valuable elements of administration and the most effective on the productivity and with the increasing the effect of the human element in the efficacy of the administrative organizations, the need increased to consider the management of the human resources as an independent function of administrative functions that concerns the human element and on whose efficiency, abilities, experience and zeal for work, the administration efficacy depends. (6)

The administration of human resources is not limited only on employing individuals, promotion and providing services but it aims at raising the efficacy of the human element, developing ones energies and increasing contributions through teaching, increasing ones perceptions and training them because the comprehensive quality starts and ends by training. The personal quality and the quality in work are based on investing and directing behaviors, skills and values that the individual were taught with time passing.

The problem of the study:

The human resources gain interest and advanced primacy in the work programs in the sport organizations on head of them are National Council of Sports and the Olympic Academy for preparing leaders for these organisations seeks to set and execute the administrative developing programs required for developing the labourers performance because of the important role that is done by these programs in preparing and strengthening the labors in the sport field, so the researcher decided to shed light on these programs and submit them to scientific study.

The researcher saw that all the programs are limited to the administration skills in Egypt in their advanced form but no one of these programs dealt with the psychological aspect and the mental training for the sport leaders that can help them to increase their psychological pressures and negative experiences then giving the chance of a renewed energy for supremacy and success.

The importance of the study and the need for it:

This study is important because neural linguistic programming is a very modern science. This study is the first in the field of sport administration because the researcher saw through her readings and researching in this field that it is able to benefit from the theory of the neural linguistic programming in preparing a program for administrative development for sport leaders and because it is a theory which aims to raise the individual efficacy and supporting their abilities to reach the human supremacy. If these factors are a vital requirement for the professional success, they represent a demanding necessity for the sport leaders who deal with individuals and events marked by reaction and extensive pressure.

Purposes of the study:

The study aims at:

- 1- Understanding the administrative developing programs that are introduced by some sport organisations and administrations.
- 2- Preparing a new proposal for neural-linguistic programming in administrative development, leadership sports.

Procedures:

Methodology of the study:

The researcher used the analytical descriptive methodology for its suitability of the nature of the research.

- The sample of the study:

- 1- The specialised scientific references in the field of the neural-linguistic programming and human development.
- 2- Experts in the field of (the neural linguistic programming – human development – sport administration – psychological health – sport psychology).
- 3- Sport leaders from the sport and youth administration in Sharkya Government.

Tools of data collection:

Through the referential survey that the researcher performed in the scientific references and the training programs, they saw that analysing documents and the personal interview are the best scientific tools to collect data for the research to achieve its aim.

The researcher used the following tools to collect the scientific materials:

A- The personal interview with experts and specialised.

B- The researcher analysed the following documents:

- The programs of the Olympic Academy for preparing leaders.

- The programs of the Academy preparing leaders-the Nation Sport Council.

- The program of the Public Administration for developing the Sport leaders-the National Sport Council.
- The programs of the public administration of the sport psychology – the National Sport Council.
- C- Maiden proposal for the neural-linguistic programming for administrative development leadership sports was prepared.

The researched followed the coming steps to prepare the proposal program.

- 1- Deciding the aims of the program.
- 2- Deciding the purposes of the program.
- 3- Deciding the bases of the program.
- 4- Deciding the content of the program.
- 5- Deciding the methods of training.
- 6- Deciding the performers of the training process.
- 7- Deciding the used methods in training.
- 8- Methods of evaluation.

The proposed program:

The researcher turned to the scientific researches and references that dealt with setting the administrative development program. The researched though that there are several steps that must be followed on setting these programs.

1- Analysing the requirements of the sport leaders:

The human development is developing of the creative abilities of individuals generally and on the light of the goal of the research, the human development aims at promoting the behavioural aspects and the skills of communication and the human relationships in the field of the sport administration and they are unavailable skills in the present programs.

2- Analyzing the content of the administration development programs

The researcher analysed the content of the administrative development program that is provided by the organs the administrative development in the sport field. The results of the analysis showed that these programs are many but are based on the classic administration theory with letting the modern administrative methods and theories that contribute in promoting the behavioral aspects, communication skills, human relationships and the applicable skills that are required for the stages and the fields of the administrative work in the sport field.

3- Preparing the first form of the program:

The researcher counted the bases and content of the neural-linguistic programming theory and formulating them in main axes that are (bases of neural linguistic programming-communication with self-communication with others).

4- Exposing the program in its final form to (4) experts in the field of human development and neural linguistic programming so as to be sure that the content of the program and it formulation conform to the frame of the scientific methodology of the neural linguistic programming theory.

5- After asserting of the program suitability from the technical aspect, the researcher met some experts to discuss the two questionnaire forms in their first form and on the light of the notices of the experts, the researcher performed the following modifications:

- Six phrases were omitted from the introductory views form of the sport leaders, so the number of phrases became (14).
- An introduction was added in the form of the program that shows:
 - a- The aim of the program.
 - b- The experts are the subjects of the main sample.
 - c- Adding sub-axes that come of the main axes because of its big size. Appendix (1)
 - d- Setting the scientific references that researcher used in collecting and preparing axes and content of the proposed program.
 - e- The detailed exposition of the practical trainings reported in the program, so the program took its second form.
 - f- The time program of the proposed training program was decided where it includes (6) days in the rate of (5) hours a day.
 - g- A unit of the proposed program is applied on the beneficiaries (sport leaders) to know their views about the program.

The main studies:

The researcher applied the proposed program form in its final form on the main sample whose number is (8) experts in the field of (sport administration-psychological health – sport psychology) and she got the aid of

an expert in neural linguistic programming so as to apply units from of the program on (22) persons from the sport leaders in the administration of youth and sport in Sharkya Governorate. Varied methods of training were used in this unit. Then, the form of evaluating of the program was applied on the subjects of the sample (sport leaders).

Statistical Analyses:

- Coefficients for calculating the validity of the questionnaires (the proposed program-the form of evaluating the program).
- Kronback-alpha coefficient to calculate the reliability of the questionnaires.
- Frequencies, relative importance and relative weight.

Results Table(1)

Significant differences and the relative importance of the responses of the sport leadership In the content of the NLP n=18

Program Sub-themes	Agree		To what end		Disagree		Relative weight	The relative import.	K2	Significant
	Rep.	Per.	Rep.	Per.	Rep.	Per.				
1	16	88.89	2	11.11	0	0.00	52	96.3	25.3	Fun.
2	18	100.00	0	0.00	0	0.00	54	100.00	36.0	Fun.
3	17	94.44	1	5.56	0	0.00	53	98.1	30.3	Fun.
4	18	100.00	0	0.00	0	0.00	54	100.00	36.0	Fun.
1	17	94.44	1	5.56	0	0.00	53	98.1	30.3	Fun.
2	17	94.44	1	5.56	0	0.00	53	98.1	30.3	Fun.
3	15	83.33	1	5.56	2	11.11	49	90.7	20.3	Fun.
4	16	88.89	1	5.65	1	5.56	51	94.4	25.0	Fun.
5	15	83.33	1	5.56	2	11.11	49	90.7	20.3	Fun.
6	18	100.00	0	0.00	0	0.00	54	100.00	36.0	Fun.
7	17	94.44	0	0.00	1	5.56	52	96.3	30.3	Fun.
8	16	88.89	2	11.11	0	0.00	52	96.3	25.3	Fun.
1	18	100.00	0	0.00	0	0.00	54	100.00	36.0	Fun.
2	15	83.33	1	5.56	2	11.11	49	90.7	20.3	Fun.
3	18	100.00	0	0.00	0	0.00	54	100.00	36.0	Fun.
4	17	94.44	1	5.56	0	0.00	53	98.1	30.3	Fun.
5	16	88.89	1	5.65	1	5.56	51	94.4	25.0	Fun.
6	16	88.89	2	11.11	0	0.00	52	96.3	25.3	Fun.
7	18	100.00	0	0.00	0	0.00	54	100.00	36.0	Fun.
8	18	100.00	0	0.00	0	0.00	54	100.00	36.0	Fun.
9	15	83.33	1	5.56	2	11.11	49	90.7	20.3	Fun.
10	15	83.33	1	5.56	2	11.11	49	90.7	20.3	Fun.
11	17	94.44	0	0.00	1	5.56	52	96.3	30.3	Fun.

The value of K2 0.05 = 5.99



The above table shows significant differences and the relative importance of responses to members of the research sample (s) in the content of the NLP, where it came from the value of the Ka-2 function in the abstract level 0.05, and increase the relative importance of all vocabulary through a questionnaire that the proposed program.

Table(2)

The significance of differences and the relative importance of the responses of the sport leaders about the Evaluation and program of neural-linguistic programming. n=23

Id	Agree		To what end		Disagree		Relative weight	The relative import.	K2	Significant
	Rep.	Per.	Rep.	Per.	Rep.	Per.				
1	17	73.91	4	17.39	2	8.70	61	88.4	17.3	Fun.
2	18	78.26	3	13.04	2	8.70	62	89.9	21.0	Fun.
3	16	69.57	5	21.74	2	8.70	60	87.0	14.2	Fun.
4	18	78.26	4	17.39	1	4.35	63	91.3	21.5	Fun.
5	19	82.61	1	4.35	3	13.04	62	89.9	25.4	Fun.
6	17	73.91	4	17.39	2	8.70	61	88.4	17.3	Fun.
7	21	91.30	2	8.70	0	0.00	67	97.1	35.0	Fun.
8-	19	82.61	3	13.04	1	4.35	64	92.8	25.4	Fun.
9	17	73.91	5	21.74	1	4.35	62	89.9	18.1	Fun.
10	16	69.57	7	30.43	0	0.00	62	89.9	16.8	Fun.
11	18	78.26	1	4.35	4	17.39	60	87.0	21.5	Fun.
12	19	82.61	3	13.04	1	4.35	64	92.8	25.4	Fun.
13	18	78.26	5	21.74	0	0.00	64	92.8	22.5	Fun.
14	20	86.96	2	8.70	1	4.35	65	94.2	29.8	Fun.

The value of K2 0.05 = 5.99

It is shown from the previous tables the significance of differences and the relative importance of the responses of the sport leaders about the content and program of neural- Linguistic programming. The value of (2.k- significant) came at the level of 00.05 and the increasing of the relative importance of all the items through this questionnaire.

Results:

The researcher went through the programs of the national council of sports in the public administration for development of sport leaders, the public administration of the sport psychology, the Academy of preparing leaders the Olympic Academy for preparing leaders (administrations and organization interested in developing the sport leaders). The results showed that the programs provided by this organisation go on the traditional frame of the administration program. And the public administration of sport psychology will provide some training course for the sport organisations that includes coaches- referees- administrators) for achieving the administration strategy and going to the second stage after achieving the most benefits in the first stage after achieving the most benefits in the first stage.

The results table (1) can be explained in the light of the responses of the experts (the subjects of the sample of the research) and all the axes of the main program and the sub- axes met much support. The researcher sees that this due to the modernity of the program idea from the parts and form and content and the program idea from the parts of form and content and the program represents and addition in the field of the sport administration. Programmers refers that training on the administration techniques must include teaching the methods of administration- communication- self learning- neural linguistic programming (12)

Ozman(2008) pointed out that the neural linguistic programming represents an important tool in the following years especially in developing individuals and organisations in the various fields.



The results of the program provided to the tip management of business and the distinct leaders in Kuwait showed the approval of the all and they praised the abundant amount of information in the first training program in business administration and the science of neural linguistic programming and thus, there is important necessity of training on neural linguistic programming program in the various institutions,

Badwy(2001) shows the well managed institution is the one which responds to the big changes in todays world and adopts them, and it seeks to change from interesting in the machine to the interesting in man and putting him in the first rank (4)

The results table (2) can be explained in the light of the responses of (the subjects of the sample) which showed that this matter may be due to the field of sport administration which needs essential changes in its programs to go with the age of information and knowing the other and discovering strategies and communicating methods suitable for it.

Because the difference in perception represents one of the most important obstacles of personal communication.

Badwy(2001) shows that this matter is due to the differences in our values and beliefs because of the difference of the social back group of us, so our perception of the world is different and this affects our communications.

Alder (1992) shows that N.L.P. is a philosophy of the new control that explains the behavior. The program provided to the subjects of the sample invented and non- traditional methods to formulate the aims, solving their occupational problems and developing their communication with themselves.

Harry also assures on the necessity of changing the belief, perception, feeling and the way of communication among individuals because they all are methods of improving performance (behavior).

Bradebry(2007) shows that the control of our imaginations and ideas gives us more elasticity and the ability to control and manage ourselves. The results of the study of **Richard(2006)** that N.L.P affects positively the ideas, beliefs and behaviors of the subjects of the sample and that is what the present program assured has been met with the practical applications of programming in the field of sports management approval has been particularly with regard to the secrets to the subconscious and how to transplant positive thoughts in subordinates through leadership informed on the latest findings of the science programming in the management of sports organizations

Generally, the researcher sees that the program represents an addition to the field of verbal and non-verbal communication, and if the verbal communication is a tool for direct communication and knowledge, then the non verbal communication has a big role in making communication but it is unknown because we are not accustomed to it.

The programs of professional development programs point out that the non- verbal communication is a communication occurs without words and there are several approached in this type of which the eyes contact, facial gestures, the body language and voice (11)

Al refaay(2003) assures that the non-verbal communication is about 93% of the total impact of the message .

Talha, H. and Mater, A. (1997) show that the administrator leader of sports in order to lead his subordinates must have the main skilled related to the process of receiving and sending information, feelings and trends. The communication process is not merely conveying information to others but it is the reaction to them and understanding each other of the other attitude and the reflection of this in the form of behavioral patterns that aid in making plans, making decisions and directing efforts towards the required aims (11).

Conclusions

The proposed program is suitable for developing the functional performance of sports leaders.

Recommendations

The national council of sports should adopt the proposed program to be one of its programs presented in:

The public administration for developing sport leaders.

The public administration of the sport psychology.

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Appendix (1)

The content of the program

Main Axes	Sub- Axes
First: the bases of neural linguistic programming	1- Definition of neural linguistic programming 2- The importance of neural linguistic programming theory. 3- The preproposals in neural linguistic programming 4- Keys of achieving goals
Second: self communication	1- The concept of conscious and sub conscious 2- Function of the sub conscious. 3- Methods of benefiting form the energy of sub conscious 4- Laws of sub conscious. 5-Lingistic formalities. 6- Perception. 7- Modeling (representing the human distinction) 8 -The binding.
Third: communication with others	1- The representative systems. 2- eyes language 3- familiarity. 4- communication methods with the body language. 5- Formulating styles. 6- Figurative expressions. 7-Models of communication in the science of N.L.P 8-administration methods 9- Milton Model 10- Mena Model 11- Relaxation and the start of positive hypnosis