

# 'An NLP Award does not fall from the sky' – Rita Aleluia on receiving the 2019 NLP Award for Education



By Andy Coote

**A**t the NLP Awards, held at the Park Inn, Heathrow on Saturday 18<sup>th</sup> May, 2019, the Award for NLP in Education went to Rita Aleluia. ANLP partner charity Mind BLMK chose Rita from the shortlist and said,

'This finalist plays a pivotal role in building awareness widely of NLP principles and processes. Through their contributions to both parents and teachers, they have helped individuals become more self-aware, caring and effective educators of children.'

Rita, from Portugal, is an NLP trainer, generative coach and consultant, communication specialist (TV journalist for 16 years) and author who is bringing NLP principles and processes to parenting and education. 'I'm a mother of two girls, my gurus. My oldest girl has the label of 'special needs' herself, and I'm learning from her how to spread inclusion, equal value and dignity in our world. This nomination – the NLP Education Award – is very important to validate this work, which spreads the impact of NLP on education and enables us to leverage this challenging paradigm shift work in today's education in Portugal and in the world.'

Rita has applied NLP to create the NLP Generative Parenting and Conscious Systems programme, which helps parents and teachers to become more self-aware and to utilise that to become more compassionate and effective educators of children. Rita has made an innovative integration of NLP with several other methods that is both powerful and simple to use. She is a professional member of IAGC in Generative Coaching and Generative Consulting and is ANLP International Ambassador for Portugal.

Her book *Mothers of the World* draws upon her multicultural experience and skill as a journalist. Within the book, she presents interviews with mothers of different cultures, her own experience educating her daughters, and shares the NLP tools she has found most effective for parenting and education. The nomination form stated, 'Rita's book, talks, articles and TV presence are changing, step by step, the educational paradigm. I truly believe she deserves this nomination by everything (awareness, inclusion, equal dignity) she is bringing to our society, and her humility and compassion to lead change in this field.'

Rita is the only certified coach in Conscious Leadership and Resilience with Success Factor Modeling (SFM™), trained by the Dilts Strategy Group, in Portugal.



'Because I feel and see that the work I do is generative, and has changed my life – personal, family and professional – and is changing the lives of so many families and businesses, I decided to get certified in Generative Coaching (Robert Dilts, Stephen Gilligan Ph.D., Institute Repère, Paris/USA).'

In 2017, in Bali, she began co-creating (with 20 master trainers and NLP trainers from around the world) 4th Generation NLP alongside Robert Dilts, sponsored by Judith DeLozier and Stephen Gilligan.

Judith DeLozier says of Rita, 'One of the most important learnings and teachings we can do as NLP practitioners is for parenting; more educated moms and dads creates a healthier family and a healthy family creates a healthier community. When a person is highly committed to this result, understanding and expressing the deep commitment and love as a mother, then I will support her with all my heart.'

'Rita has written a beautiful book on mothering; she shares her amazing skills and challenges with other mothers around the world through Facebook and Twitter, giving many people access to the knowledge, people who couldn't perhaps afford to do training. She is a lifelong learner moving to develop herself so that she can invite more potential out of others. She has a beautiful presence and commitment to making a difference in dealing with the challenges of being a mother. She impacts the people around her in a way that allows love and sharing to flow so freely. She is making a contribution to the NLP field and to the world.'

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▶ Rita began her career in the media. Her background is in Communication Sciences with a major in Journalism. 'I know from experience that the media is the fastest way to transform the world we live in. I believe that conscious journalism reflects the heart of communities and prevents totalitarianism. I like to keep this romantic view because journalism has always been my practice,' she says on her website.

'I spent most of my time in television, first at CNL (Lisbon news channel) as a reporter, then at RTP (Hora Viva) as a journalist and editor. At the same time, I was collaborating with Bolsa.PT, a digital news platform for economics and financial markets (with responsibility for summarising financial markets for Radio Renaissance). I was also a TVScience reporter and anchor (always fascinated by the quantum area and neuroscience).

'Why did I walk away? To pursue an even greater purpose, discover me and learn to be a mother!'

In March 2018, Rita was elected one of the ten most inspiring Portuguese women, by the Regional Government of Madeira, for her contribution to education. In addition, she was invited to be a resident coach in a programme on TV in Portugal (RTP M) and consultant at the oldest daily newspaper of the autonomous region of Madeira (DN M). In 2010 she had a programme on the main news radio station (TSF M), called 'Being a child'. She speaks in schools and at conferences for parents, teachers and educators.

In 2018, she founded Conscious Systems®, an innovative approach combined with NLP, SFM and generative coaching. She refers to it as 'the missing bridge between the various families we have created in life. Conscious Systems® explores and develops the strategies of conscious leadership, authentic and congruent communication; the communication that creates connection – internal and external – and enables success in various systems.'

On her website, Rita responded to her Award and recognition with gratitude:

'We were both (Judith DeLozier and I) hugging and laughing, with our eyes watery with emotion and happiness, like two schoolgirls. Until a man with a firm but tender voice comes close and looks at us in the eyes, points his finger at me and says, "This award is yours! Acknowledge yourself!" Soon, I had tears running down my face, in a mixture of joy and the certainty that this man, Stephen Gilligan, was absolutely right. An NLP Award does not fall from the sky.'

She goes on to say that no one wins an NLP Award by a sleight of hand, or just for the sake of it, or for having a beautiful smile. 'This is a responsible award, whose attribution recognises the conscious contribution, either individual or collective, within the field of NLP, with strict evaluation criteria. Awards and rewards are not what I believe should be in the dictionary of life. But I believe in recognition. And this award is exactly that. It recognises that I, Rita Aleluia, am a NLP professional who is helping to create an inclusive world, through NLP and generative parenting, an alternative route to an urgent new paradigm in education. It recognises that unconditional love is the cradle of humanity, that authenticity and congruence are godmothers. It recognises that girls and boys, men and women are biologically different but equal in emotions, desires, needs and opinions. That we are all part of something greater, that we are all one, that we are all responsible. That connection must be recognised, and the myth of perfection must be let go.

## A healthy family creates a healthier community

'This NLP Award is about human rights! It recognises that we are all different and have equal value. It also recognises, for the first time, that Portugal has something to say worldwide and to contribute to neurolinguistic programming.'

Her final paragraph is worth repeating here in full, to show the scope of support she acknowledges. NLP is about collaboration and that is crucial to Rita.

'Thank you to my daughters, my guru girls, who teach me what it is to love unconditionally; to my husband and partner, my accomplice for all times; to my parents, mentors, to you, who trust in this work, who accept to do different and create a better world. Without your trust and faith, none of this would be possible. Thanks to José Figueira with whom I started walking the path of NLP, to NLP U, where I learned about a systemic and generative NLP, to Robert and to Stephen for their contribution with generative coaching. Thanks to ANLP for having the courage to recognise merit in professionals from all over the world and to contribute a lot to honouring this noble profession. Thanks to life for allowing me to live my dreams and to be an example. Trust that everything is always right, everything is always well.'

Rita offers her love and gratitude, which is reciprocated by those in the world of NLP who have the pleasure of meeting and working with her. She is certainly an inspiration and deserving of her Award. ■

