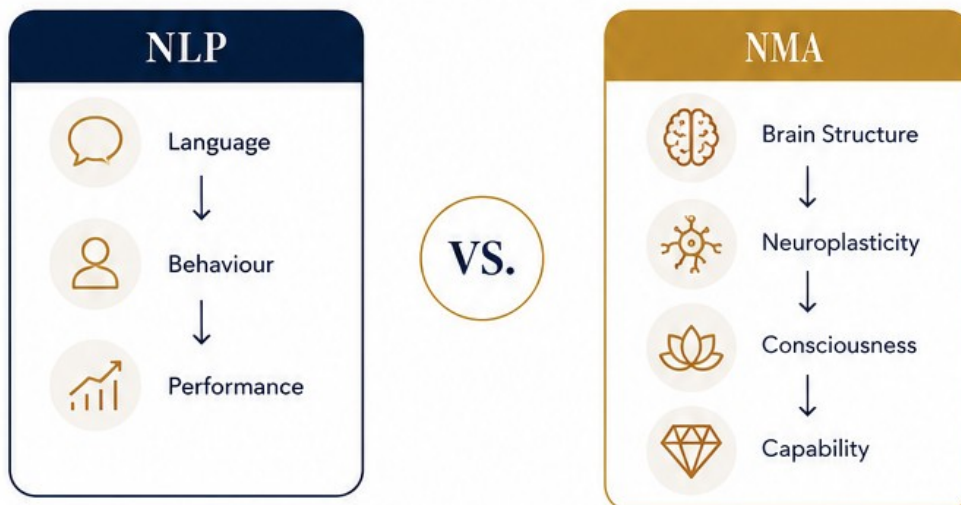


NMA vs. NLP

FROM BEHAVIOURAL CHANGE TO BRAIN DEVELOPMENT

Both NLP and NMA seek to help people grow, but they were developed in very different eras to solve very different challenges. Whilst NLP revolutionised personal development in the 1970s, NMA was created to prepare humanity for the age of artificial intelligence and artificial consciousness.

DIMENSION	NLP	NMA
 Developed	1970s	2020s
 Designed for	Industrial & Information Age	AI & Exponential Age
 Primary Focus	Behaviour & Communication	Brain Development & Consciousness
 Works on	Existing patterns	Neuroplastic brain structure
 Goal	Improve performance	Expand human capability
 Relationship with AI	Uses AI as a tool	Prepares humans to partner with AI
 Identity	Works within existing identity	Expands awareness beyond limitation



WHY THE DIFFERENCE MATTERS

NLP emerged at a time when improving communication, influencing behaviour and enhancing performance were the primary challenges facing individuals and organisations.

Today, artificial intelligence is rapidly surpassing humans in process-driven tasks. Success is becoming less dependent on what we know, and increasingly dependent on our capacity to adapt, create, think critically and expand our awareness.

NMA was developed to address that challenge by focusing on the brain's lifelong ability to change through neuroplasticity, rather than simply improving existing patterns of thought and behaviour.

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NLP is a software layer intervention.
NMA is a hardware layer intervention.
You cannot run 64-bit programs
on a 16-bit computer.

— KERN FROST



NLP helps people use their existing mind more effectively. NMA seeks to expand what the mind itself is capable of becoming.

EXPLORE THE NMA PROGRAMME →