



Language and Behaviour Profiling

The Language and Behaviour Profile (LAB Profile) is a process that identifies what triggers and maintains an individual's motivation by asking specific questions and listening to the language they use in response, to determine the pattern. LAB profiling represents the connections that exist between language patterns and behaviour patterns. This means recognising a series of language patterns, recognising a series of behaviour patterns (on a continuum) and how to use the patterns to predict and to influence. The profile is context dependent so it is important to profile the individual in a chosen context i.e. and individual may have a particular profile in the context of work and a different profile in the context of say holidays.

Once you have determined their profile, a series of patterns, you can then learn to 'speak out of both sides of your mouth' to influence and better communicate with the other person by literally speaking their language.

The LAB profile has its roots in the Linguistic area of Transformational Grammar (Noam Chomsky). Transformational Grammar focuses on how people modify the information they have gathered to be able to communicate the information to others.

When a person has an experience they gather an enormous amount of information and then store that information (somewhere in the body i.e. through the senses). When an individual 'tells' another about their experience they cannot give the person their experience. They can only give an overview of that experience. They pass along only 1 - 2% of that experience.

Transformational Grammar is the study of syntax violations (transformations) that a person must have used to reduce the experience that was presented. There are some patterns to how people precis the information in their mind so that they are able to communicate verbally. LAB takes this information a little further by looking at what it means that a person transforms their experience i.e. when a person uses a particular syntax violation (in a given context) that person has some behaviour patterns (in that context) that are similar to the behaviours of other people who use that same syntax (see example below).

There are 12 traits identified in the LAB profile. Some of which identify how a person triggers and maintains their interest level and conversely what will demotivate them. Others patterns look at how a person treat information, the type of tasks, the environment they need to be most productive and how they go about making decisions.

Words That Change Minds (Shelle Rose Charvet - Success Strategies) is built on the Language and Behaviour Profile created by Rodger Bailey.