

Applications of Clean

by Judy Rees, July 2007

This list records some of the applications of Clean we've heard about. If you're using Clean for something different, please let us know!

Coaching

Examples:

- Executive coaching: various corporates, NHS managers in London and elsewhere, head teachers etc
- Sports Coaches to: British Dragon Boat racing team, rally drivers
- Weight loss coaching - 1600 Weight Watchers group leaders in the UK now have a Clean Language tool for coaching those who are losing weight
- Life purpose/direction
- Getting a book written
- Career development ...and a huge range of other coaching contexts

Modelling

Self

Model own skills to make them more accessible to self or transfer to others

Personal development

Examples:

- Disaffected youngsters learning to model themselves
- Work Directions - prepare long-term unemployed people for work
- Stress management for executives

Others

Modelling others for skills acquisition or to enhance understanding

Examples:

- Modelling exemplars of confidence, public speaking, creativity, assertiveness
- Study of doctors who relate well to their patients
- Skills needs analysis of Clinical Program Directors in pharmaceutical industry
- Yale University Child Development Study – modelling text of a questionnaire

Groups and teams

Joint metaphors

Visioning

Community/Group Facilitation

Couples work

Examples:

- Tel Aviv University Prof of Social Sciences - therapeutic and with families
- Social workers working with trans-racial adoption - parents and children
- Communities in post-conflict situations: Northern Ireland, Bosnia, Serbia
- Team metaphor for a group of project managers in public sector consultancy
- Group vision/mission and action plan for spiritual community of 80 people
- Pulling together a new team after health service reorganisation

Therapy

Examples:

- Victims of torture and trauma
- Anger management
- Resolving relationship issues
- People with suicidal thoughts
- Eating disorders

Creativity

Branding

Creative writing/painting/music-making

Examples:

- “For you, this product is like... what?”

Communication

Conflict resolution

Family relationships

Rapport enhancement

Dealing with difficult people

Examples:

- Police South Yorkshire Police - Interviewing vulnerable witnesses
- Handling complaints in local NHS trust

Teaching

Examples:

- Open University MBA: Practical Thinking 10-module programme
- Training opera students to reach high notes
- Modelling excellent classroom skills
- Movement/sound/metaphor to children

Health

Examples:

- Pilates
- Physical symptoms
- Speech and language therapy
- Nurses working with MS patients

Meditation / Spiritual

Examples:

- Enhance meditative/spiritual states
- Spiritual direction
- Discover metaphors for deity
- Respectful dialogue with other faiths

Government/Politics

Examples:

- Researching public reaction to a regeneration project in former mining communities
- Team development in National Audit Office