

NLP Modeling Profile

Gina Mollicone

NLP Master Trainer • Creator of Greatness U

Engineering-trained, philosophically grounded NLP Master Trainer. Trained directly by Tad James. Created the Greatness U 6-in-1 certification program. Has trained tens of thousands on six continents since 1998.

12 beliefs • 6 values • 6 strategies • 8 identity statements • 24 tasks

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Beliefs

“Greatness resides within us, waiting to be revealed”

Foundational belief. Greatness isn't created or achieved — it's uncovered by removing what hides it. The basis of all her work.

“You are more energy than matter — this is not a metaphor”

Quantum-spiritual framework. Breakthroughs happen when you recognize your energetic nature. Integrates physics with transformation.

“How you do anything is how you do everything”

Patterns are universal. How someone handles small things predicts how they handle big ones. Used in screening and calibration.

“Any change is possible but not all changes are plausible”

Meaningful transformation requires both burning desire AND willingness to invest effort. Screens for both before taking clients.

“Client self-reporting is worse than mind reading”

People are unreliable narrators of their own experience. Sensory acuity and calibration are more accurate than asking someone how they feel.

“If you can always be reframing — always — no matter what...”

Constant reframing as a way of life, not a technique you pull out in sessions. The mark of mastery.

“100% desire + coachability = success every single time”

The two non-negotiable screening criteria. Without both, the Breakthrough won't hold.

“NLP is the process of turning nominalizations back into processes”

Core teaching principle. Abstract concepts (love, success, confidence) are frozen processes — denominalizing them makes them actionable.

“The map is not the territory”

NLP presupposition she teaches first. Your perception of reality is not reality itself — this gap is where all transformation happens.

“Remove what prevents, then bring new reality into existence”

Two-phase change model. First clear the blocks (Origin Shift / Breakthrough), then create the future (The Architect). Her entire methodology in one sentence.

“The person with the most flexibility controls the system”

Law of Requisite Variety. Used in rapport teaching — the more flexible communicator shapes the interaction.

“Investing in human development yields the highest business returns”

Why she works with entrepreneurs and leaders. Personal transformation is the most leveraged business investment.

Values Hierarchy

1. Greatness / Excellence

Everything centers on “revealing greatness.” Company name, sign-off, methodology — all point here.

2. Transformation / Change

The Breakthrough Process is her signature offering. Change — real, verifiable, permanent change — is the product.

3. Mastery

Holds the highest possible certification in every modality she teaches. NLP Master Trainer, Master Hypnosis Trainer, Master TLT Trainer.

4. Action / Implementation

“Ready, Fire, Aim.” Newton’s law of inertia — overcome inertia with action first, then course-correct. Prioritizes movement over perfection.

5. Connection / Rapport

Described as “gifted in rapport, connection and language.” Teaches rapport as the foundation of all influence and change work.

6. Service / Impact

Has trained tens of thousands on six continents since 1998. Builds trainers who train others — multiplicative impact.

Strategies

Systems Thinking (Engineering Applied to Humans)

BASc in Engineering — she treats human performance as a system with inputs, processes, and outputs. Everything becomes a replicable process.

Modality Aggregation

Combines NLP + TLT + Hypnosis + HeartMath + Huna + Quantum Physics into one unified framework (6-in-1). Not a specialist — an integrator.

Two-Phase Change Model

Phase 1: Remove what prevents access to greatness (clearing). Phase 2: Bring new reality into existence (creating). Origin Shift → The Architect.

Denominalization

Turn abstract nouns back into processes. “Confidence” becomes “the process of confidencing.” Makes the intangible tangible and actionable.

4-MAT Teaching System

All presentations follow: WHY (35%) → WHAT (22%) → HOW (18%) → WHAT IF (25%). Addresses all learning styles in optimal order.

Dual Screening for Clients

Two criteria, both required: burning desire for change + coachability. If either is missing, she won’t proceed.

Physiology & Presence

Powerful, grounded presence

Described by clients as having an energy that “cuts to the core of your reality.” Authentic and direct without being aggressive.

Conversational, flowing teaching style

Story-based delivery. Uses nested loops and hypnotic patterns naturally in training — not as technique but as default communication style.

Real-time calibration

Constantly reading the room. Demonstrates sensory acuity live — adjusts pacing, content, and approach based on what she observes in the audience.

Performance Triad

When unresourceful, adjust one of three: focus, emotions, or physiology. Teaches and demonstrates this as a rapid state change tool.

Language Patterns

“Reveal greatness”

Signature phrase and email sign-off. Not “create” or “achieve” — greatness is already there, it just needs to be revealed.

Presuppositions and embedded commands

Uses in Prime Concerns statements and daily conversation. “When you make this change...” presupposes the change is happening.

Denominalization as teaching tool

“What’s the process of that?” Turns every abstract noun into a verb/process. Forces specificity and actionability.

Quantum linguistic patterns

Maximum negation layers: “I don’t want you to not...” Multi-layered negatives that bypass conscious resistance. Master-level linguistic technology.

Direct, no-hedging communication

Clean, clear language. Says what she means without softening or qualifying. Models congruence in communication.

Identity Statements

I am a Master Trainer — I train the trainers who train the world

I am an engineer of human performance — I make the intangible systematic

I am gifted in rapport, connection, and language

I am someone who cuts to the core of your reality

I am a student first, master second — always learning

I am the creator of Greatness U — my system multiplies through others

I am both scientist and spirit — I bridge logic and intuition

I am action — Ready, Fire, Aim

Tasking

DAILY PRACTICES

- Practice denominalization: take one abstract concept and turn it into a process with steps
- Calibrate one person — observe skin color, tonus, breathing, lip size, eyes. One component focus per day.
- Reframe one situation — practice constant reframing as a way of life, not a technique
- Performance Triad check: adjust focus, emotions, or physiology when state drops
- Practice “reveal greatness” lens — in every interaction, look for what’s already great in the person

WEEKLY PRACTICES

- Study one NLP presupposition deeply — find examples of it operating in your life
- Practice rapport in one conversation using all three channels (physiology, vocal, representational system)
- Build one metaphor using the lateral chunk method — chunk up to pattern, chunk down to different example
- Review your values hierarchy — where is there incongruence between stated values and lived behavior?

ONE-TIME ACTIONS

- Read “The Secret of Successful Failing” — study her BE-DO-HAVE framework
- Read “Think or Sink” — map her feedback loop model (input → process → output)
- Watch all Greatness U demo videos — study how Gina demonstrates techniques live
- Complete the Greatness U 6-in-1 certification program
- Write your own “reveal greatness” statement — what’s your version of this lens?
- Attend a live Trainer’s Training — observe her calibration and pacing in person