While the Beatles were taking the music world by storm in the last 60s, John Grinder and Richard Bandler were setting the Therapy world spinning with their revelations that the structure of excellence could be coded and reproduced. Where the Beatles are now considered 'retro' NLP continues to develop and find new areas in which to make a difference. Today it is used extensively in working with children and families, sport and of course the business world. Whilst we are probably all familiar with its use in management training, perhaps its use in Qualitative Research is less well-known.