Anchor Point

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Welcome to Anchor Point

Sometimes it seems as if life moves faster than fast. True, the planet still revolves at the same rate it did during the age of the Great Pharaohs. Perhaps it is only our ideas that are spinning faster than ever before. Now we are able to raise our pyramids from the original idea to grand finale much quicker. With NLP we now have the tools. The possibilities are tremendous; and yet with so much going on today, keeping tuned into who is doing what is difficult.

Anchor Point will save you research time and keep you informed. It will help you discover how others are using new techniques they have found to build better "pyramids." NLP is powerful; it is also dynamic, continually being expanded by individuals like you. Individuals who agree with Ambrose Bierce's saying, "Contentment is the ***smother*** of invention."

The *point* of Anchor Point is to further NLP as a vital and legitimate tool. Anchor Point is also unaffiliated - free to bring you all the flavors of in the ice cream store and not just someone's personal favorite. True, some ideas are tastier than others. The criteria for their inclusion in Anchor Point will be the merits of the flavor, not who is scooping it up. Just as The Map is not the Territory, Personalities are not the Idea. "An idea isn't responsible for the people who believe in it."-Don Seldes.

Anchor Point is a purposeful mix. Yes, there are some things that are not "pure NLP." However, they will be related. We invite you to consider them as hors d'oeuvres to whet your flexibility appetite.

We invite you to explore facts and techniques with us **every month**. If you learn a new twist on something, if you are entertained by a metaphor, or if you are inspired to develop a new technique, we want to hear from you. Your ideas are important to us. If you tell a friend about us, even better.

Somebody out there is using NLP to build just the kind of pyramid you have been wondering about. Stay tuned, we'll find them. If you find them first, please drop us a line so we can share it with others.

The Publisher

It is not enough to have a good mind. The main thing is to use it well.

-Rene Descartes

INSIDE

- The Phantom Anchor
- Overcoming Allergies
- Business & Therapeutic Metaphors
- Marketing with Criteria Words

INTRODUCING THE PHANTOM ANCHOR

By Gary B. Smith

One of the most basic, most effective, and still most amazing (to me) techniques of NLP is anchoring. I have been fascinated with it from my first introduction six years ago and use it regularly in various forms and combinations to cause or support major shifts in the realities of my clients. While much of the current interest in NLP circles is focused on submodalities, sleight-of-mouth, and other seminal areas, my attention continues to be drawn back to one of the simplest, yet most effective tools in my ever-deepening bag of tricks.

The following pattern was created during a very brief period when I was working with several cases of child abuse, adult children of alcoholics, and sexual molestation. As you may know, these clients have often been deeply traumatized and there is generally a need for slow, gentle trust building. There is a "guardedness" that must be approached with a great deal of respect and even more attention to ecology than normal. When standard approaches did not give the quality of response I desired in terms of client comfort, speed of change, depth of effectiveness, and measurability of results, I began exploring new possibilities for more powerful, comprehensive interventions.

An Idea is a feat of association.

-Robert Frost

I often use Robert Dilts' "Re-imprinting"[1] pattern to work in such cases but found that the incidents were sometimes so intense that careful, delicate, time-consuming work was necessary to discharge the overwhelming emotional content. Wanting to expedite matters, I took some clues from Robert's work and began to experiment. The result was the Phantom Anchor. It worked surprisingly well to cull out many cumbersome steps and still allowed the client's own unconscious mind to preserve ecology. It tends to have a very comprehensive effect and I now use it routinely in many typical anchoring situations.

The Phantom Anchor pattern is not revolutionary. It is, however, a potent combination of existing technology which I will presume is familiar material to the reader. It is natural to slip into hypnotic tones and language when using it and I have included a few possible suggestions in quotations.

PROCEDURE

[Presumes a female client with an anchor on the arm.]

1. Begin by establishing a strong kinesthetic anchor with the appropriate resource(s) for that situation. (This is often nothing more than a time when the client really felt understood, cared for, and "connected" with another person.) Make sure the anchored state is vivid in all systems.

2. Have the client dissociate at the beginning of the scene before anything significant has happened.

3. While you hold the anchor--suggest that the Self in the scene can also feel your invisible touch (thus *Phantom*) in the same spot "at some unconscious level." Use hypnotic language and tonalities to reinforce that the Self is receiving useful information through the anchor "into the very core of her being" and will continue to sense your invisible touch "at some unconscious level as she goes through the same circumstances you did." (Give her enough time to integrate the experience.)

4. While you hold the anchor--if there are others involved in the situation, suggest that they each feel your invisible touch on their arm as well. Again, use your hypnotic skills to enrich the process.

5. While you hold the anchor--have her take her time and let the scene unfold with each player continuing to feel the phantom touch "at some unconscious level."

6. Let go of the anchor--"How was that? What did you notice this time?" (Check for ecology.)

7. No anchor (optional)--have her go through the scene a few more times, associating each time into a different player. Have her feel the invisible touch as she plays each person. (This will reveal any need for additional resources.)

8. Test the results vigorously.

CONCLUSIONS

I have found that almost any strong resource state makes a noticeable difference with this pattern but the most profound changes happen when you have an anchor or stack of anchors with the theme of being "truly connected with someone else." The underlying principle that seems to make the Phantom Anchor so effective is that it "connects" the people in the scenario with a common experience and common resources. When this connection is present, everyone in the scene automatically reacts more appropriately to each other and the client's own system will generally supply any other resources that are required for closure.

I have been using variations on the Phantom Anchor for close to a year with great success. I believe you will find that it makes a noticeable difference in any pattern that calls for your client to dissociate (Phobia, Change History, Re-imprint, Pseudo-Orientation In Time, etc.). I have even used it to speed up the standard Visual Squash pattern by having each of the "Parts" feel my invisible touch in the same spot as the client. Just as I have developed this pattern from the work of others, I invite you, the reader, to take it and be adventurous. I have several variations that I have developed which I would be pleased to discuss. I would also like to hear about your own discoveries in exploring these possibilities. Please feel free to call me at (303) 433-1477.

1 "Re-imprinting" is a variation of the standard Change History Pattern in which each person in the remembered problem situation is given the resources they would have needed. It was developed by Robert Dilts.

GARY B. SMITH has a degree in Experimental Psychology from the University of Georgia, is a Master Practitioner of Neuro-Linguistic Programming, and is certified in the techniques and perspectives of Erickson hypnosis and Edu-Kinesthetics. Gary works privately as a psychotherapist and "people tuner." He is a director of the Outcome Development Group which provides communications training, management consulting, and counselling services to businesses and produces seminars for the general public.

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The Advisory

Do you have an NLP problem that has your flexibility tied in knots? Or maybe, an intense curiosity about how NLP is used in Tibet? The Advisory column is about questions. **Don't be shy**, we probably don't have the answer either ... but we know folks who do. Everybody is an **expert at something**, and our experts are happy to show their stuff! If your question is selected, ***you win an answer.***

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From the *Foreword*, by Richard Bandler:

"Most NLP students are content if they master the patterns that have already been developed. One of my greatest pleasures is having someone learn not only the specific patterns that I teach, but the perceptions, attitudes, and thinking processes that create those patterns. Steve and Connirae are among the few who have gone on to use NLP modeling techniques to develop useful new patterns, and this is evident in this book. Chapter 8, A Strategy for Responding to Criticism, demonstrates their ability to model an essential skill — openness to feedback — and distill it into a clean and elegant syntax.

"This book is an excellent sequel to my book Using Your Brain, *which the Andreas' created from audiotapes of my seminars, and it is my pleasure to recommend this book to anyone who wants to further explore how to change your mind."*

—Richard Bandler

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The Allergy Technique

Building upon an NLP Allergy Technique pioneered by Robert Dilts, Tim Hallbom and Suzi Smith of Western States Training / NLP of Utah have had great success helping individuals suffering from food and environmental allergy problems.

Hallbom, recently heard an immunologist say that desensitization cannot be used to eliminate food allergies. This normally leaves the allergic individual essentially three options, avoidance, medicine, or suffering. However, Smith and Hallbom have been very successful helping clients overcome allergies to food, cats, sensitivities to metals and other environmental deterrents. Most allergy reversals are immediate. Out of 32 case studies made by NLP of Utah, all but 3 have been successful.

The model for this procedure was originated by Robert Dilts as an adaptation of the phobia procedure. At the time, Dilts was told by an immunologist that "allergies are like a phobia with the immune system." Dilts immediately made the correlation to NLP and went to work on the application. Smith and Hallbom have since modified the model into a number of variations.

PROFILE OF AN ALLERGY

Allergies can cause fatigue, irritability, anxiety, depression, or an inability to concentrate. Additional symptomatic indicators of allergies are hives, nasal congestion, or a sore throat. All are common to an allergic response.

Allergies occur when the immune system mistakes a substance like dust or wheat for an enemy antigen. The body feels threatened and begins to produce an overabundance of antibodies. The antibodies then attach to certain areas of the body (nose, skin, ears, stomach, etc.) and an allergic reaction springs into motion.[1] According to Hallbom, the allergy al-

most acts as an enemy virus, where the immune cells actually eject healthy cells with chemicals that explode them. An uncomfortable example of this in action is a runny nose.

The Allergy Technique in effect rewires the organism to refocus the body's functioning. This changes the brain's process of responding to the stimuli (enemy antigen) which in turn changes the body's reaction. In this manner, the brain is being used to more actively control the body.

CASE HISTORIES

Sarah T. of Ohio, an individual with severe dairy allergies, worked with Hallbom. While attending an NLP Comprehensive seminar, she volunteered to be the subject of a demonstration. Dairy products had previously caused the symptoms of sore throat, sinus congestion, stomach pains, and the appearance of boils within a few days. After her experience with Hallbom and Smith, she reported that all symptoms subsided within 2 weeks. During that time, she ingested at least one dairy product every day.

Jocelin K. of Johannesburg, South Africa had a 10 year history of suffering ill effects that would appear after ingesting rice, dairy, or soy products in her diet. Symptoms centered mainly in the facial area where her lips would itch and swell and a severe reaction would cause her eye sockets to swell overnight. After working with Smith & Hallbom, the brown rice allergy was controlled. Other culprits such as dairy products had varying degrees of effectiveness. Jocelin continues to use the Allergy Technique on her own, as she identifies new substances that she is sensitive to.

Another subject experienced immediate results. Ellen D., a psychologist in Kansas has said "I could feel my insides straightening out. My body was no longer like a maze, everything just suddenly knew how to work." Ellen was medically diagnosed as having an allergy to yeasts and flours. Before working with NLP of Utah she had previously experienced itching, tingling lip sensations followed the next day by exhaustion, confusion, bladder problems and tightness in her chest.

Just as important as having ideas is getting rid of them.

-Francis Crick

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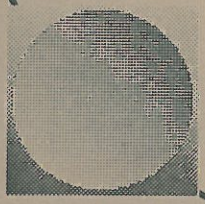
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THE TECHNIQUE

Here is one variation that Suzi Smith and Tim Hallbom have adapted effectively in their studies:

1. Calibrate the client. Establish what is it like when you have the reaction, and what is it like without the reaction.
   - "Say you were allergic to cotton, what is it like when you wear cotton?"
2. Find the appropriate resource.
   - "What is *similar* to the cotton (substance that you are allergic to) that does not create a reaction when you are exposed to it?"
   - "Find a comparable substance similar to your allergy but one that does not cause a problem for you (i.e., say wool)."
3. Create an associated response to the item that does not create a reaction (wool). Hold that anchor.
   - Suggest that their immune system knows how to respond appropriately. It is important for ecology to do this. Since allergies are an overreaction on the part of the immune system, make sure the subject is responding properly to the hypnotic language so they do not suppress the proper functioning of their immune system.
4. While still holding the resource anchor, have the client dissociate; seeing themselves at a distance with their immune system functioning comfortably without a reaction. Then have the client imagine reintroducing the allergy

Continued on Page 8

The Metaphor

In the Pacific Northwest there is a special rain forest. It is cooler here than in other rain forests, and much quieter. Walking through mists into the forest you can almost feel the silence pressing against you. The air has been scrubbed fresh by this morning's forest rain. You breathe in its sweetness deeply. This crisp, green world holds the cycle of life. Activity surrounds you, but even if you look closely, it might elude you. Forest life is subtle. The shrieking of city noises are only a memory far away.

In this ancient forest there are trees more than 800 years old. The tallest rise up to spread their branches to the sun forming a canopy of green over the forest. Occasionally, a Pacific storm may topple some of the tall pillars that stretch the farthest, to be the highest. Then, for awhile, the forest may seem vulnerable from the gap that is torn in its protection above. But the forest adjusts. However slowly. Some day, the great fallen tree will be replaced by one of the smaller ones that it had suppressed in its tall shadow.

If you gazed deeply you could see past the mass of woodland green to where the details of forest life are busily unfolding. These are the forest walls. Here communities of plants and animals live out their entire lives. Their neighborhoods are scattered somewhere among the various levels between the ground below your feet and the ceiling above. This flurry of tangled leaves is actually a delicate harmony. Each species here is mysteriously interwoven with the others it encounters. Each depending on the life and death of another.

Only patches of sun warm the crowded forest floor. Thickets of huckleberry occupy the ground's open spaces while deer fern and dwarf dogwood prefer to share the shade with the mosses. All around you see a maze of fallen trees. Once proud giants who lost their battle to the elements. Still, the life process is not over for these fallen trunks. Dying is only the next step of living; as insects and bacteria take their nourishment from the tree speeding its decay. Larger animals will also prey on the lesser creatures that are attracted to the rotting log. Eventually, time and the elements will break the tree down. Its solidness taken away, the spongy wood crumbles into the dark moist soil.

Unaware and unconcerned about the future, chattering birds fly around above the tall trees and shatter the sun-toasted seed cones for food. In the process of the bird's feast, scores of seeds fall and get spread about the forest floor below. Seeds landing upon the decaying fallen logs are the luckiest. Their chances improve dramatically over the seeds that land on the ground or in the bog; the decaying logs provide nutrients and water, critical for a seedlings survival. The seeds are nursed by the felled tree.

Over time, the seedlings burrow deeply into the log. As they grow bigger, the saplings spread their roots around the sides of their nurse log and into the ground. With the passing of years, the once great log will fade into the forest floor and the roots of the saplings will form an arch where it had been. The giant tree finally returns the last of what it has borrowed from the forest. And the saplings reach greedily for the sun.

Someday, when you walk into the rain forest, you might see several trees growing in a line. You might think it strange to see order, in what appears to be chaos. Then you might remember how trees sometimes grow from a common trunk. In the forest, where everything contributes.

THE BUSINESS TOOLKIT

STRIKING IT RICH WITH CRITERIA WORDS

Understanding the method for discovering and using criteria words can be one of your most valuable NLP tools in business situations. This method can be your direct route to your customers **buy** button. It is also a powerful rapport building skill that can be used in many non-sales situations. Whatever your application, it will definitely get you YES responses.

Criteria words are an integral part of an individual's decision strategy. These words are an important contribution to the standard, rule, or test on which judgment is based. Criteria words are a perceptual filter for the person using them. They are symbols or the "map " through which we hallucinate "how the world *really* is." It is through this filter that we decide when to buy, sell, and who to vote for.

Each individual has a unique set of words that are meaningful to them. They are portable; going with us to the grocery store, to work, and following us home at night. They are part of our operating metaphor. When we hear our criteria words, we tune in and pay attention. Hearing our words, signals the perception that something is going on which matches our unique set of needs/values. Advertisers capitalize on this by packing as many universal criteria words into 30 seconds as possible.

Some examples of broad based criteria words are: peace, openness, unique, bright, airy, strong, beautiful, intelligent. These are all feeling-

Human beings are members of the only species that possesses the capability to interfere with its own growth.

- Fritz Perls

type words, abstract concepts for which no two people will have the same definition.

PROCEDURE

To discover an individual's criteria words, you only need to ask the right questions. This also helps build rapport. The type of questions being asked while gathering information also demonstrates you are interested in their opinions.

Talk to your subject about something they are interested in; preferably a common interest or their favorite hobby (you will get the highest quality words in these areas). Use the following types of questions to help you dig out the criteria words.

- What do you like about it?
- What does that get for you? or
- What will that get for you?

You keep asking questions until you get a highly nominalized piece of data. Pay attention to the delivery and sequence of words noting the order in which they are given to you. Once you find the criteria words, then your job is to figure out how to deliver them.

It is very important that you fire the EXACT words or phrases back to the subject. If you change the criteria word, you will change the meaning that is being understood by the individual. You will not get the same effective result. If *flexible* is the criteria word, *flexibility* will not elicit the same powerful response in your subject.

EXAMPLE:

Question: What do you like about your job?

Answer: "I have the freedom to participate in a positive group environment with intelligent people who care about me. I enjoy the unstructured atmosphere and the flexible work schedule."

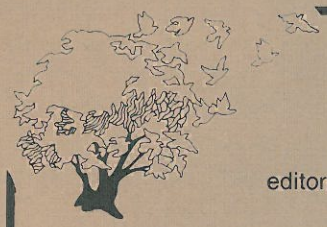
The criteria words from this segment are: *freedom, positive, care, unstructured, flexible, enjoy, and participate.*

By using these criteria words on your subject you can elicit a profound rapport. You could say: "I appreciate you allowing me the *freedom* to *participate* in these company discussions. I am *positive* we can come up with a *flexible* solution you will *enjoy*..."

Amazingly, the criteria words do not even have to make sense. The words may sound like nonsense ... TO YOU. However, your subject will "happily" translate it into what is meaningful to them. By using their criteria words in the appropriate context, you show them (unconsciously) that you have some of the same standards they do ... you are literally speaking their language. Therefore, do it elegantly and honor their words. You are building rapport, not parroting.

How you use criteria words depends on your style. Perhaps you may use them to propose your solution to a problem using the "Bosses" criteria

Continued on Page 8



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ALLERGY - From Page 4

substance (cotton) (Dissociated, still holding the resource anchor).

5. Then have client imagine that they are exposed to the substance they are allergic to, while you are holding the resource anchor the *whole time*. Continue holding the anchor and begin to use hypnotic language metaphor about re-educating your immune system on how to now properly/appropriately respond to the problem substance as a neutral substance.

6. Test your results.

CAVEATS

In the NLP of Utah studies, there were two situations that are more difficult to work with:

- If the client has a chemical imbalance that is not an actual allergy. For instance, a patient has a sugar imbalance. They may think they have an allergy to sugar, but in reality they have a physical problem that does not involve the immune system.

- When the client claims to have hay fever or "something in the air" that is definitely bothering them. Because the symptom is so generalized, it is difficult to determine an appropriate corresponding resource state. Treatment then becomes a hit or miss situation depending on the quality of information you are able to gather and luck. Knowledge of a specific substance causing the allergic reaction is most important for an effective application.

CLOSING COMMENTS

Smith and Hallbom have also used this pattern successfully to mitigate other problems; stress reduction and the alleviation of physical pain from bodily injuries. While they would like to emphasize that this is *not* a medical treatment, it appears that NLP can facilitate a change within a shorter response time for some individuals.

Smith and Hallbom will publish their findings in the near future. You may contact them for further information by writing Western States Training/NLP of Utah, P.O. Box 21506, Salt Lake City, UT 84121 or by calling (801) 278-1022.

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CRITERIA - From Page 6

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This is one of the categories of Meta-Programs, an area of NLP that has been taught extensively by Leslie Cameron-Bandler LaBeau.