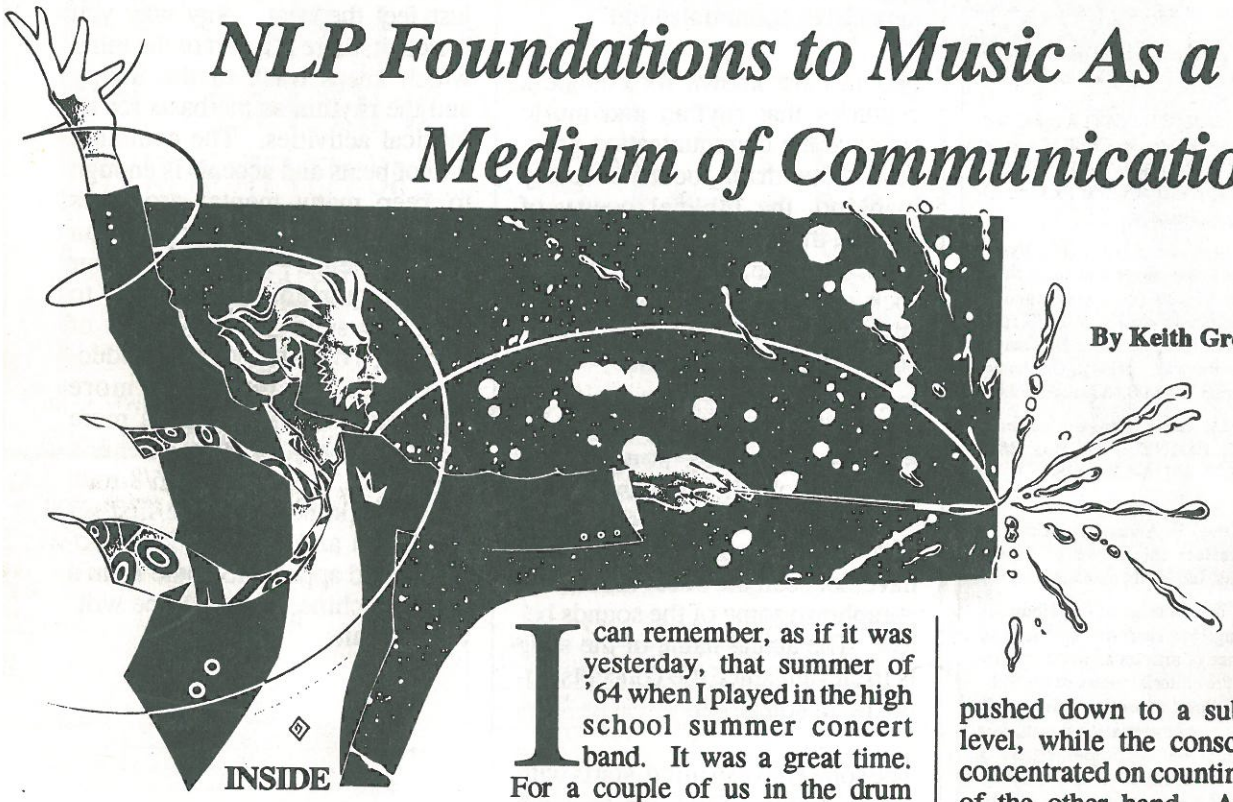
Anchor Point

Vol.5, No 10 (October 1991) The International Journal for Effective NLP Communicators $5.00

NLP Foundations to Music As a Medium of Communication



By Keith Greiner, MBA

INSIDE

NLP Foundations to Music..... Page 1

How to Have a Successful NLP Practice..... Page 6

Book Review: Sales: The Mind's Side ..... Page 9

The Physical Act of Thinking.... Page 12

Book Review: The Power of Business Rapport Page 16

Time to Restructure NLP..... Page 20

More On Modeling..... Page 23

Kids & NLP ..... Page 26

Coming Events..... Page 29

I can remember, as if it was yesterday, that summer of '64 when I played in the high school summer concert band. It was a great time. For a couple of us in the drum section, the challenge became one of intellect and skill. Which one of us would be the first to play a three on four poly rhythm? To us, that was a rhythm consisting of three beats on the left hand played at the same time we played four beats on the right hand. Mentally, it was something like trying to pat your head while rubbing your stomach. Try it sometime. It can be a real challenge.

We found that the only way to accomplish this skill was to first practice one hand's motion so much that its action could be pushed down to a subconscious level, while the conscious mind concentrated on counting the beats of the other hand. Another approach was to take a meta position, and listen to the overall rhythm of the entire set of sounds. In any case, the slightest distraction, a voice, or another band member counting along side us made the process impossible to achieve.

That was a long time ago, before I knew anything of the fascinating mental processes modeled by NLP. But now, after discovering how language, rhythm, and visual processes work together in the mind, I

Next Page ⇒

ANCHOR POINT is an international monthly journal presenting recent developments and practical applications of NLP and related technologies.

Publisher: Michael L. Phillips
Editor at Large Gary Smith

Contributing Columnists-
Book Reviews: Sandy LaForge
Curmudgeon at Large: Donald Powell
Critic at Large: Pat Wagner
Open for Business: Lucy Freedman
Lisa Marshall
Smart Stuff: Diane Famiano-Lutzinger
Snaphots: Steven Watson
Unlocking Pandora's Box: Lyle D. Chubb

Production Coordinator: Diane Phillips
Office Manager Elsie Somerville

Anchor Point (ISSN-0895-366X) is published monthly, 12 times per year by Cahill Mountain Press, Inc., 6671 Hillside Way, Parker, CO 80134. 2nd Class postage paid at Parker, CO and additional locations.

Subscription rates are: $37.00 (U.S.)/year for U.S. and its Possessions, Canadian Subscriptions add $10.00 (U.S.) per annum, Foreign Subscriptions add $20.00 (U.S.) per annum; payment must be made by charge card or by check drawn against a U.S bank. Single issue price is $5.00 / $7.00 *Foreign*.

POSTMASTER: Send change of address to ANCHOR POINT, P.O. Box 286, Franktown, CO 80116-0286 USA.

Articles published in Anchor Point do not necessarily reflect the views of Cahill Mountain Press, Inc. or its management.

Anchor Point invites original contributions and advertising, but reserves the right to deny acceptance of articles and/or advertising, based on the editorial views of the Publisher. Anchor Point assumes no responsibility for unsolicited materials. All materials submitted must be accompanied by a stamped, self-addressed envelop if they are to be returned. **All correspondence should be addressed to Editor, Anchor Point, P.O. Box 286, Franktown, CO 80116-0286 USA.**

Copyright © 1991 by Cahill Mountain Press, Inc. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form without the prior written consent of Cahill Mountain Press, Inc.

This publication is intended as a general guide. It covers what can be highly technical and complex subjects and is sold as is, without warranty of any kind either expressed or implied respecting the contents of this publication. Cahill Mountain Press, Inc. shall not be liable to the purchaser or any other person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this publication.

found that there is a modern day application which brings together communication in today's culture through music, with that experience of 27 years ago.

The application is an explanation of why music can be such a powerful communication device. This article will talk about some of the aspects of NLP and music, with an application to today's music and persuasive communication.

People have known for countless centuries that rhythm and music enhance the communication process. The drum beats of early mankind, the biblical poetry of psalms, the Gregorian chants, classical, baroque, and now modern rock, are all foundations to the telling of stories and the communication of ideas.

As of this writing, there is a popular, pleasant rock song which utilizes a poly rhythm base to construct a musical message which is pleasant and powerful. Since I have not seen the sheet music, I'll paraphrase some of the sounds below. The actual name of the song is irrelevant since the concepts apply to all songs.

The song I have in mind, starts with a 6/8 rhythm. First, we hear the sound of a cymbal beat counting out all six beats of a 6/8 measure.



Each six notes represent a bar, and there are 84 bars per minute. That means there are 504 beats per minute. Each third note is accented.

A musician playing this kind of 6/8 beat may count it two ways. One alternative is to count, "123 456." The second is to count only the accented beats, "1 2." A third approach used by experienced musicians is to not count at all, they just feel the beat. Any way you look at it, there is a part of the mind which keeps track of the timing and the rhythm as the basis for all musical activities. The combination of beats and accents is enough to keep many mental processes busy whether you're the musician or the listener. Either way, your mind experiences the need to somehow store and keep track of the song's rhythm. But the producers of this song added more complexities which require more mental energy on the listener's part. First, they added a 6/8 rock beat superimposed on the first set of rhythm and accents. This second sound appears to come from a drum machine, and could be written like this:



Now that the mind is filled with its attempts to perceive and keep track of these sounds, the listener's toes are dancing along with the song while the songwriter added a yet another level of activity -- a true

Richard Bandler & Rex Steven Sikes Present:

IDHEA

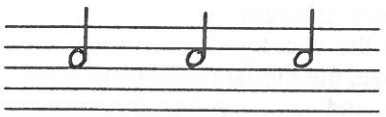
Institute Design Human Engineering America

DESIGN HUMAN ENGINEERING™
NLP™ CERTIFICATION
BY REX STEVEN SIKES, SOUGHT AFTER INTERNATIONAL TRAINER, LECTURER, & AUTHOR. LICENSED BY THE SOCIETY OF NLP™ TO TRAIN THE LATEST GROUND-BREAKING SCIENCE TECHNOLOGY DEVELOPED BY RICHARD BANDLER

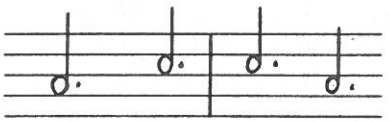
IDHEA
on the cutting edge of neuroscience

Call or Write TODAY to be on the IDHEA mailing list
1121 East Clarke, Suite A, Milwaukee WI 53212 414-224-6623

poly rhythm which could be written like this:



Subconsciously, the process may indeed be much like my experience with the poly rhythm. But wait. There's more. The producers now add melody and a collection of chords. In some cases, there may be many melodies taking place in the musical lines.



With the melody, of course, comes the verbal message.

Counted as 1 - 2	1	2	1	2
Counted as 123456	123	456	123	456
Text	"Ev	'ry	Heart	is"

Of course, the words, include their own sophisticated set of surface and deep structure messages, using analog, embedded, and interspersed words, changes in inflection or accent all combine to create a host of possible messages.

Finally, there's the possibility that the listener is also driving down a busy freeway with two children in the back seat insisting, "Are we there yet?"

By adding up all the items listed above, we can realize that if the listener's mind is attempting to keep track of all these components on either a conscious or subconscious level, then we have definitely achieved the rule of 7 ±2 discussed in Bandler and Grinder's book *TransFormations* on page 80. At this point, the senses are "overloaded." We've achieved a possible altered state level, and it's the unconscious mind's challenge to sort things out and determine if it wants to accept the words, or one

Next Page ⇒

Access your true personal genius



with **PhotoReading** at 25,000 words/minute, 18 **Paraliminal Tapes**, **EasyLearn** languages, and the new **Personal Celebration** tapes.

Call us for a free and exciting catalog of our tapes and seminars. We publish the best of NLP and accelerated learning. Mention *Anchor Point* and get a free tape!

Learning Strategies Corporation • 800-735-TAPE • 612-475-2250

900 East Wayzata Boulevard, Wayzata, Minnesota 55391

"The tapes are meticulously produced on top-of-the-line digital equipment, are enjoyable and musically alive, and unlike most slick corporate offerings, they have heart." Megabrain Report.

of the many other messages being received.

The mix of so many messages can become a fascinating study. Since each rhythm brings its own deep structure meaning. If it is combined with deep structures meanings communicated by melodies, our minds go through a transderivational search process attempting to compare the incoming stimulus to something we might have heard in the past. If something is found, perhaps from a previous hearing of this song, or perhaps from a previous hearing of a similar song, new meanings can be brought to the surface. The possibilities for multiple messages are enormous.

"The Safest way to double your money is to fold it over once and put it in your pocket."

-Frank McKinney Hubbard

What is a deep structure of a rhythm or melody? You can easily experience a rhythm deep structure if you simply recall the rhythm of a marching band's drum section as it plays in a parade without the melody. If you've had that experience, you may recall an instance where you saw and heard such a circumstance, perhaps as a child on the Fourth of July, or on Memorial Day, or perhaps a view of the Rose Bowl Parade to name a few.

As for the impact of a deep structure of melody, consider the recollections which come to mind when you hear the introductory notes to the song, "Abraham, Martin and John." You may recall where you were when you heard the news about Martin Luther King or John Kennedy. By connecting these experiences with their own personal meanings to the listener, a host of possible feelings and emotions may be recalled and relived.

With so many stacked messages and deep structures going on in typical music, there are a number of opportunities for one of those messages to be incongruous with the others. Consider for example, some songs where the rhythm and melody are positive and upbeat, but the words are negative. An example might be a country song which says, "I'm so lonely since you left," while the rhythm and melody are up tempo and bright. A perceptive country DJ once told me he felt that technique was part of the "magic" of country music. Whether you agree or not, the listener to an incongruous song has a choice. Which message should merit his or her response? The answer may be dependent on the specific background and representational system used by the listener.

Now, consider the situation where the songwriter/producers add a video message to the song. With the video come messages of body language and other images which the director includes to add even more levels and modes of communication. Now, there are even more possibilities for incongruity.

I enjoy analyzing videos in which, like the country songs mentioned above, the digital message is positive and up beat, but the singer appears to be internal, depressed, or perhaps serious in body language and mannerism. Recently, I saw an advertisement which featured a spokeswoman who used very positive words, but shook her head in a negative manner throughout the message. Again, the viewer was given the choice. Should she or he believe the words and agree that the product is the "best" on the market? or Should she or he believe the body language which suggested the product is not as good as the words suggest? The dual messages simultaneously

stated very clearly say, "buy this product," and "don't buy this product," at the same time.

Product focus groups I have conducted suggest that viewers are very perceptive in cases such as this. Although the customers may not be able to pinpoint just why they don't trust the spokesperson, they may simply be responding to a perceived incongruity in the message. Verbally, they might say, "I don't like that spokesperson," or "he is not believable," when subconsciously, they are responding to an incongruous set of multiple mode messages.

On the other hand, if an advertiser or storyteller carefully creates multiple mode messages including rhythm, melody, body language, surface structure, and deep structure, which are all congruous with one another, the message can be extremely powerful.

In that light, it's no wonder that rhythm and music "together" are such a powerful medium. It's no wonder advertisers use them. It's no wonder that virtually every church includes music as an important ministerial function. It's no wonder many of us enjoy listening to those good old songs from the 50's, 60's, and 70's.

This analysis can be just the beginning. Virtually all music has a message, and music is everywhere in our society, whether it's a popular song, an advertisement or in church music. I suggest the next time you hear a familiar song, that you mentally stand back, take a meta position, and listen to the many messages you are receiving. Ask yourself, "what messages are coming through? ... are they congruent? ... are they messages your conscious and unconscious minds really want to receive?" Your answers may be exciting and revealing.

Keith Greiner has an MBA from the University of Missouri. He has been involved in marketing and market research for 25 years.

Effective habits of successful people are LEARNED!

POWER UP!

A 30-day self-propelling workbook program for change

Changing negative attitudes to positive beliefs and non-resourceful habits to empowering behaviors can raise your life potential!

NLP Counselors! Check out Power Up! for your clients. It supports the changes you work hard to attain. They will love you for recommending this book to them!
—I. Gatley, Ph.D.

$24.95

Order NOW
1-800-283-9075

By
J. Drue (Jerry) Isaacs

NLP WORKS
INTERNATIONAL, INC.
P.O. Box 64547
Tucson, Arizona 85728

MasterCard/Visa accepted.
Free Resource Guide of trainings and other products available

HOW TO HAVE A MORE SUCCESSFUL NLP PRACTICE

By Pat Wagner

About 11 years ago, a successful venture capitalist stayed at our house. He was in town to evaluate businesses, and I had the privilege of accompanying him during several interviews. We also spent one interesting evening together with a large business plan spread out on the living room floor; under his guidance, I learned that effectively evaluating a plan had much to do with commonsense and skepticism. And I began to uncover a very useful way to analyze businesses by asking myself the same questions a venture capitalist would ask: would I put money into this organization?

I also learned that the business abilities of the entrepreneur were of more importance in predicting whether or not a business was likely to succeed than the superiority of the product. This point of view was reinforced during the several years I worked with an excellent nonprofit organization called the Rocky Mountain Inventors Congress. This educational corporation focuses on workshops and seminars for inventors. I discovered that less than 10% of inventions ever reach the marketplace, and that the usefulness of the new product had no bearing on its potential success. The skills of the entrepreneur made the difference.

In a series of articles, I would like to share what I know about those skills, and how in particular they apply to the NLP practitioner struggling to make his or her own business work.

The Model

Most business consultants have pet theories about what it takes to run a successful business; my model is based on many years of reviewing business plans and working with effective management consultants of all kinds. I have tried to apply this model to many types of businesses, including those fledgling entrepreneurs who were attempting to earn their living from their skill at rolfing, massage therapy, TA, hypnosis, and, yes, NLP. It has helped me understand and improve my own business, and provided a handle for explaining quickly what were the strengths and flaws in my clients' enterprises It is based on a very "NLP-ish" set of ideas, primary of which is:

People get what they want from life, even if it is not what they think they wanted or requested.

The key is to understand the prime motivations behind one's being in business and to use the information to either change the business to suit the motivations, change the motivations, or find other ways to meet one's needs so that those motivations will not interfere in the business. By the way, I believe that before you can apply these to your clients, you need to understand how they apply to yourself.

The Prime Question

The core question I ask clients is pretty basic: **Why do you want to go into business for yourself?** Answer this question in 25 words or less; keep it simple. Write down your answer before you read the next paragraph.

OK. What did you write down?

Did you say that you wanted to sell your new, improved version of NLP to the world? That you wanted to prove that NLP can solve everyone's problems instantly? That you wanted a forum to present your ideas and demonstrate your competence and expertise to the world? That you were excited by your own professional experiences with NLP and looked forward to

spreading the word? Let's call you the **ARTIST**: the person who is primarily going into business to create a better widget and promote a better technology.

Did you mostly talk about other people in your description? Do you feel that you can help people inside and outside your company? That you wanted to build a team and be part of a group that made a difference? That you wanted to make up for your own bad experiences in previous jobs where management did not care, and that the way you treated people was going to be the primary focus defining your business Let's call you the **HEALER**: the person who is primarily going into business to create better relationships and promote better ways of treating people.

Did you mostly write down about how much freedom having your business would give you? Are you looking for a career change to give you more time with your family or to change your lifestyle completely? Do you have several sources of income, and is this business going to be another way to spend time before you try something new? Do you have a inheritance or pension fund you are going to use as a stepping stone to something else? Let's call you the **EXPLORER**: the person who is primarily going into business to try something new and to find a better lifestyle.

All of these reasons have one thing in common: none of them are about making money. And guess what? The people who go into business primarily for these reasons will find that their ability to grow a successful business is hampered severely. **Making a certain level of income and creating a business that creates profits and values for its shareholders** must be part of the prime motivation for running a business. If not, the entrepreneur will get what she or he wanted...

The **ARTIST** will create superior products. This does not guarantee anyone will buy them.

The **HEALER** will build terrific personal growth opportunities for employees. This does not guarantee that these same employees will be productive or that the company will ever be profitable.

The **EXPLORER** will learn a lot about different businesses and will spend more time at home. This does not guarantee that the businesses will survive and prosper.

Next Page ⇒

MASTERS IN MODELING

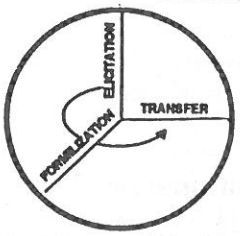
9TH ANNUAL TEN DAY INTENSIVE RESIDENTIAL

TAMPA, FLORIDA
DECEMBER 6 TO
DECEMBER 15, 1991

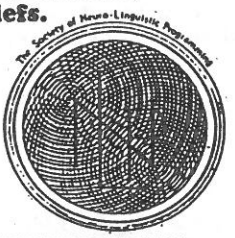
The uniqueness of this program is based upon the format of combining NLP and Systems Theory. Each level of modeling; elicitation, formalization of data and the transfer of the formalized information is combined in a vigorous format of lecture, demonstration and experiential exercises from 9 a.m. to 9 p.m.

You Will Learn How To:

- **Shift from macro to micro patterns of NLP including submodalities, modalities, sorting styles, strategies, metaphors, physiology, values and beliefs.**



- **Do a step by step elicitation of individual patterns.**
- **Formalize these patterns into a structure on a modeling spread sheet.**
- **Transfer the knowledge that is elicited to other individuals, in written, computer form or training.**



THIS TRAINING IS APPROVED BY:
THE SOCIETY OF
NEURO-LINGUISTIC PROGRAMMING

Participants will do this modeling process with a team of expert presenters, videos of leading presenters and peer group experts from all over the world.
Southern Institute has presented this program and its applications at International NLP V, VI, Singer Inc., Digital Equipment Corporation , American Express and National Automotive Certification.
$2300.00 Includes course, handbook, room (double occupancy) and 2 meals.

For information contact:
Southern Institute of NLP
Box 529 Indian Rocks Beach, FL 34635
(800) 633-4891 / (813) 596-4891

If you wrote down that you want to make real money and create profits for your company, congratulations; you are a REALBUSINESSPERSON: the person who can afford to make better projects, treat employees and customers well, and explore new opportunities because there is money in the bank to pay for these wonderful ideas.

My next article will take a look at the implications of the **ARTIST, HEALER, EXPLORER,** and **REALBUSINESSPERSON,** and what kinds of pitfalls and advantages there are to each approach. Most importantly, how does each kind of entrepreneur make crucial decisions concerning his or her business.

P.S. In case you are wondering, I identified myself as a predominant ARTIST-EXPLORER hybrid years ago, (with a good dose of HEALER, of course, but too little of the REALBUSINESSPERSON). Once I understood my motivations, I was able to figure out how to become more of a REALBUSINESSPERSON and increase my income and effectiveness.

Pat Wagner and her partner Leif Smith own Pattern Research, an information systems design company in Denver, Colorado. She is a columnist and contributing editor for *The Bloomsbury Review*. She is also a trainer and speaker and has conducted workshops in communication theory and practice.

Reach beyond yourself....

....into a new cross-disciplinary career
designed to expand physical intelligence

The Institute for Movement Studies

under the direction of Frank Wildman, Ph.D.
presents

THE MISSING INGREDIENT IN MOST PEOPLE'S EDUCATION

The Feldenkrais® Professional Training Program Oregon, 1992

This exciting training program provides a truly comprehensive approach to human movement sciences. The participant will undergo extensive practical training in both aspects of the **Feldenkrais Method: Awareness Through Movement®** and **Functional Integration®**.

Awareness Through Movement Lessons are designed for verbally directed movement explorations in a group setting. **Functional Integration** is a hands-on form of tactile, kinesthetic communication. Both are based on the evolutionary design of the human nervous system.

As a Feldenkrais practitioner you will practice and apply skills that uniquely coordinate all disciplines that touch human learning and ability.

The Institute for Movement Studies is dedicated to producing inspiring and innovative programs and directs several highly acclaimed Feldenkrais Professional Training Programs internationally.

For an application and additional information please call:
1-800-729-6548
721 The Alameda, Berkeley, CA 94707

BOOK REVIEW:

SALES: THE MIND'S SIDE (WHAT THEY NEVER TAUGHT YOU IN SALES TRAINING)
By James E. Robertson. Metamorphous Press, Portland, Oregon, 1990
212 pgs. (paperback), $12.95

Another title for this book could have been *The Inner Game of Selling*. Mr. Robertson is obviously influenced by that particular genre of "performance training" and it works to his advantage. The activity sport in this volume is golf; that is, most of his sports examples are taken from the world of golf. One of them, "Deedee Lasker's Story," would make an interesting format in itself for a sales training.

There is no presumption here of writing a sales manual. Rather, this is a volume that would work in parallel with a sales training or studying the selling process. Anyone who sells — and from my point of view that includes virtually everyone from therapist to parent — can profit from studying the selling process. Why? Because it is actually a form of strategic influencing or persuasion. If you've ever wanted to go to the movies when someone else wanted to go to a football game, you'll understand.

Mr. Robertson has hit on something here I think is very important: customers don't care about how you sell, but they are real concerned with how they buy. A savvy salesperson will pay a lot more attention to the customer because the customer is the key to — usually — a string of sales.

Mr. Robertson's description of the sales process is the conventional one: Attention — Interest — Conviction — Desire — Action. Exactly the same formats are taught by D. Forbes Ley in *The Best Seller*, except Forbes Ley calls the Action step the Close. The interesting thing in Mr. Robertson's book is his shift in focus from the salesman to the customer. This is very valuable. It would have helped if Mr. Robertson could have managed a little more consistency in his presentation of this point.

Salespeople need to recognize that it isn't closing which makes the sale, but opening. That is, if you can't **get rapport when you open the door**, you won't make a sale. The entire purpose of any business is, first, to create a customer. Without a customer, you don't have a business.

The "new and different" part (other than the focus on the prospect, that is) of this volume is an assessment device, or classification system, or taxonomy called "DiSC." (I have no idea why the "i" is not in caps.) This stands for Dominance, Influencing, Steadiness, and Compliance. I'm afraid I don't see much difference in this device from the ordinary Driver, Analytical, Expressive and Amiable format which has been used for years. I think this is the "old wine in new bottles" routine.

I've some reservations about these things, since they are all designed to work statistically, which can be enormously helpful; but you will, on any given day, still be faced with an individual prospect. This is the area where statistics aren't worth the powder to blow them to kingdom come.

There are some rough edges in this volume, but I think they're easily overcome. Some of them are in the category of "oops," and some of them are in the category of "nonsense!" Let me give you an example of each.

In a section called "Image Your Way Through a Sale," the future-pace technique is used to visualize and experience the process of a prospect or customer in a future situation. The instructions are for you to notice as much as possible, in as much detail as you can, your prospect's behavior. Then, you are to record your experience from the sales call in the space provided following the exercise. The "oops" here is that Mr. Robertson has you record all your experiences. If he was being true to form and following what he's asking you to do, it would seem to me that the obvious way to evaluate the experience would be **from the customer's point of view**. Flexibility in selling is a facility for rapidly shifting your point of view and to get out of your own experience and into the

Next Page ⇒

Discover the technologies of
METAMORPHOUS PRESS

Books
Manuals
Workbooks
Videos
Software
Multi-media Sets

Cassette Series:
paraliminal tapes™
Multi-Evocational
Turning Point
One To Grow On
EasyLearn Languages

TOLL FREE
1-800-937-7771
(503) 228-4972 or FAX 503-223-9117

Our Promptness Guarantee assures fast service: your order processed the next business day after receipt or we pay the shipping

Metamorphous Press
PO Box 10616
Portland, OR
97210

experience of your customer. **Stand in the other fellow's shoes if you want to know what will work.**

In another section of the book, Mr. Robertson asks us to visualize getting a decision in our favor. He asks us to use the affirmations "Getting a decision in my favor happens, it is not something I do" and "Success happens, it is not something I do." **Nonsense!** It's nonsense because it's just not true. Favorable decisions and success experiences are, for all practical purposes, strictly procedures. If you follow the procedures and do it until it works, remembering to change what doesn't work and to notice what does work, you cannot fail.

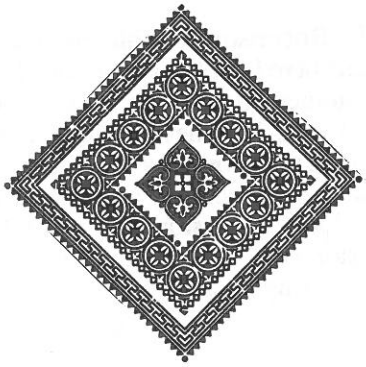
Actually, you can't fail until you quit trying. Success never happens without preparation, work, and dedication to the principles and procedures which thousands of other people have toiled to master. Success is absolutely something you do, because success is an experience, and an abstraction cannot have an experience.

So, the best things about this book are its attention to a different point of view (and since I keep repeating that I believe NLP to be a form of attention, this fits right in with my prejudices for alternatives); and its attention to the "performance" side of the sport of selling. The down side is that the book is sometimes inconsistent in its presentation of its major themes. On the whole, if you're looking for an adjunct to shift your attention or to give you another sandbox to play in, this is worth a visit.

I'd like to take a moment here to thank all the folks who've called in the last few months. I appreciate it very much. The article about the vestibular system seems to have created some ongoing interest. (I hope the phone call from New Zealand didn't take food off the table; it was quite a chat!)

Next, I'll tackle the interesting subject of manipulation. Get out your private dictionaries for that one, folks!

Reviewer Donald Powell, M.A. may be reached at the Sceptre Research Group, 964 Tourmaline Street, San Diego, CA 92109 Phone (619) 270-5376.



NEW YORK TRAINING INSTITUTE FOR NLP

Est.1979

!Learn Practical Tools to Increase and Enhance Positive Self-Esteem!

ANNÉ LINDEN, M.A.

BOUNDARIES & SELF-ESTEEM TRAINING

***a SYNTHESIS of* NLP, *the* BOUNDARIES MODEL™ *& the* ENNEAGRAM**

includes:

THE BOUNDARIES PROCESS™, UNI-POLAR THINKING, THE FAIR WITNESS POSITION, the SELF-ESTEEM PROCESS, IDENTITY & SELF-CONCEPT MODEL, BELIEF CHAINS

JAN 24-26, FEB 1 & 2, FEB 29 & MAR 1

(take as a complete series or separate weekends)

• • ● • •

WINTER GET AWAY *IN THE* CARIBBEAN

SELF-ESTEEM TRAINING

FEB 8 - 15

• • ● • •

ROBERT DILTS

BELIEFS & YOUR HEALTH

MARCH 27 - 29

For More Information Write or Call:

155 PRINCE STREET, NY, NY 10012

(212) 473-2852

The Physical Act of Thinking

By Frank Wildman, Ph.D.

"The body reflects the attitudes of the mind. Improve the function of the body and you must improve the state of the mind....What I'm after isn't flexible bodies, but flexible brains. . .to restore each person to his human dignity."

- Moshe Feldenkrais

We usually think of mental events as having little connection to bone, blood, lymph and muscle, as though the mind belonged to a more ethereal domain. Yet the flow of our blood and the flow of our thoughts are intimately connected.

The mind works very much like a muscle. In order to think, or even to focus your attention, muscular contractions take place in your eye pupils, the muscles that move your eyes, your tongue, and face. In thought, the setting of your head and neck and even the way you breathe changes as you begin to concentrate.

Without this muscular cooperation, we would not be able to think. We recognize when people are "lost in thought" by how they arrange their bodies. Two people who have lived together for a long time can often know what their partner is thinking by reading nonverbal body cues. When we have an inner dialogue, our tongue moves. When we concentrate, we fix our entire posture. We always embody our most private thoughts.

Some people do this in very obvious ways; the body hunched over, breath held, face scrunched up, tongue bitten or pushed up into the palate, in order to think "hard." An example of this is August Rodin's statue, "The Thinker."

A contrasting mode of focusing attention is the Buddha who sits balanced and serene presumably with easy and rhythmic breath. These contrasts represent extremes that we see everywhere around us. Some people get tired of thinking because it feels like hard, confusing work, much like an awkward person learning a new dance step, while for others the process is efficient and without strain.

After exercising, many people feel more clear headed and are able to read, write, and think for longer periods of time. You may have discovered you feel better and can concentrate better after relieving your "thinking body" with a walk or a swim. However, just because we have temporarily relieved our muscles of stress does not mean that we have significantly improved the way we use our body when we think (e.g., our muscular efficiency, precision, and coordination). Inevitably, stiff, old habits of thinking creep back into the "thinking muscles" of our eyes, mouth, face, neck, and chest.

If you exercise poorly with a low level of body awareness, you will need a lot of strength, stamina, and practice to excel at dance or sports. Because of this inefficient use of the body, most people reach a certain level of skill in a sport and never go beyond it. Their first impulse is to work harder rather than smarter. We do the same thing with our mind when our thinking is confused, slow, or stiff.

Imagine a form of exercise that would improve both mental and physical abilities. It would be a way of learning to use your body with such intelligence that you would become a more efficient swimmer, tennis player, or walker, as well as a more efficient thinker.

WHAT IS THE FELDENKRAIS METHOD

How could a method of movement education improve the entire psycho-physical self? By going to the basis of what is unique about human learning and human ability. Moshe Feldenkrais, the renowned Israeli physicist, movement educator, and philosopher, spent nearly 50 years developing a method using neuromuscular education to increase the awareness of the whole self.

The Feldenkrais Method uses two ingenious approaches that improve peoples' ability to learn and to function better physically and mentally:

One approach, called **Awareness Through Movement**, consists of verbally directed lessons that explore developmental methods evolving from simple (sucking, speaking, rolling, crawling) to highly complex activities. In the lessons, the student recreates the

childhood experience of learning to organize and control all the body's movements - from the muscles we use to jump to the muscles we use to think, including those activities that relate oneself to the environment and to other people (e.g., the ability to stand securely, to orient the body properly, and to use the arms, mouth, breath, and chest for free emotional expression).

Awareness Through Movement develops those procedures that are most basic to the thought process by creating conditions that guide students to: a) Improve their ability to appreciate sensory differences; b) Learn to analyze activities as complex and diverse as jumping and running, or sitting still; and c) Learn to reassemble and synthesize small components of movement into larger, broader actions. The capacity to make these distinctions is fundamental to perceptual ability and to the entire thinking process. Many people see, hear, and feel very little and don't realize it until they do Awareness Through Movement lessons. These lessons liberate one from unconscious, habitual, neuromuscular rigidities that affect breathing, speaking and posture, and decrease perceptual and thinking capacities.

For individuals desiring more individual attention, Feldenkrais created a hands-on technique called **Functional Integration**. A practitioner of the method promotes changes in the client's body by touching or moving the client in ways that hint at new patterns of bodily organization. The client can then translate this into new abilities. This applies to anyone from a stroke victim, who needs to regain the ability to walk to a child with a neurological disorder or an Olympic athlete who wants to increase efficiency and avoid recurring injuries. Feldenkrais practitioners are able to analyze the pattern of strain and bodily misuse that can lead to repetitive stress injuries.

Another major application of Functional Integration is to diagnose subtle holding patterns in the muscles which reveal some of the most fundamental things about that person's experience. Diminishing these holding patterns and allowing more freedom to move leads to positive changes in personality, behavior, and feeling.

FELDENKRAIS AND PSYCHO-IMMUNOLOGY

Beyond physical rehabilitation, or education, the Feldenkrais Method has direct application to a whole new field called **psycho-immunology**. One of the most important realizations of the last few years has been the possibility of discussing the relationship between our posture, behavior, immune system, and the inner workings of our mind.

Recent research reveals that how we see the world and talk to ourselves about our problems significantly affects our entire body and particularly our brain chemistry. Many oriental and holistic health practitioners have worked with this knowledge for a long time, but only recently is western medical science catching on to the fact that a person can greatly contribute to his own healing process by how he uses this valuable healing tool called the mind. We carry inside ourselves a personal pharmacy consisting of complex combinations of beliefs, symptoms, perceptions, hormones, neuro-transmitters, social

Next Page ⇒

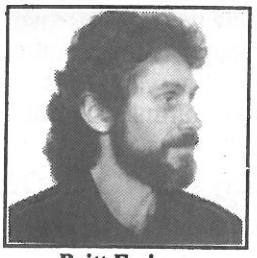
NLP INSTITUTE OF CALIFORNIA

Announces:

Performance States Training

"God Talks To Bungee Jumpers"

"This dynamic and empowering training is for those who wish to dare to go beyond their existing behavioral limitations, who have an appreciation for mainstream success and a penchant for wild adventure."



Britt Ewing

Britt developed Performance States Training. This program is successfully used by Olympic, Commonwealth, and professional athletes.

Program Outcomes

Develop techniques for:
- Effective peak performance
- Effective chaining resources
- Effective sensory awareness
- Setting up contextual markers
- Tools for personal editing

Nov. 15, 16, & 17
Cost • $275
$245 pre-paid by Oct. 15
In San Francisco



Charles Sheppard

Charles is a certified NLP Trainer who has been integrating NLP skills with *Fortune 500* corporations for eight years.

NLP Institute of California• PO Box 12• Felton, CA 95018 • 800/767/6756

values and intrinsic pain relievers, (like endorphins and enkephalins) to be used at our own discretion.

Students trained in the Feldenkrais Method will have an impact on the future of education, therapy, and health care by changing our view of our relationship to the body, mind, and spirit. The method offers the theoretical and technical tools to connect virtually every discipline now isolated in separate buildings in our universities. Most importantly, it can teach us how to think and how to learn.

HOW TO EXERCISE YOUR THINKING MUSCLES FOR BETTER COMPREHENSION AND READING SPEED

Everyone knows that in order to read, we must have full control of the eye muscles. Equally as important is how we use our tongue and our breathing. Read a section of this article very slowly, word by word. Can you feel your tongue move? When we read, our tongue makes subtle movements called subvocalizations as we silently speak what we read. If you put your tongue out between your teeth and read slowly, you'll feel it move more easily. The farther you stretch your tongue out, and the slower you read the easier it is to feel it move. Some peoples' tongue movements are so slow, that they have trouble reading quickly and comprehending what they read. Simply by speeding up these subvocalizations, we can read faster almost immediately. I have taught children to double and even triple their reading speed by playing a game of talking as fast as they could and then reading. Try reading while talking to yourself very quickly and you'll discover you can read much faster. Slow, sloppy subvocalizations also make for poor comprehension.

You might notice that when you read and subvocalize faster, you want to breathe differently and alter your posture. Reading slowly tends to cause our back muscles to go slack and cause us to slump, which further slows us down. The next time you want to read faster, rather than thinking of it as entirely mental, realize you can improve by using your back, breath, mouth and tongue as well as your eyes. Involve all of your thinking muscles.

USING AWARENESS FOR EASIER WALKING OR RUNNING

THE SMART WAY TO ENDURANCE AND SPEED.

Stand with your legs a comfortable distance apart. Shift your weight onto your left leg just enough so you can easily lift your right heel from the floor by slightly bending your right knee. Then set the heel down and press it into the floor as you straighten your knee while lifting the ball of your foot and toes off the floor. Rock back and forth lightly and easily from the heel to the ball of your foot like this. Notice how you use your left leg while you rock across the right. Please look forward, preferably out a window. Now rock a few times with the weight more towards the outside of your right foot, then across the inside, or arch, of your foot. Then rock the weight across wherever you feel the middle of your foot to be.

Stand symmetrically for a moment and notice the difference in the way your two legs bear weight. Walk around and notice the difference in how they move. Does your right leg feel lighter, easier to move? Is your left leg more solid and stable? Imagine how useful even this short and simple lesson in awareness would be for a runner, both to increase speed and take the stress off an injured leg. Repeat these movements on the other side. Later, before going for a walk or run, spend a couple of minutes repeating this on one or both legs.

Dr. Frank Wildman is the Director of the Institute for Movement Studies in Berkeley, California. He studied with Dr. Feldenkrais for 10 years and completed the first Feldenkrais Practitioner Training Program in the United States in 1977. Dr. Wildman's main areas of study include psychology, health education, dance, and theatre arts. The Institute presents specialized seminars in the Feldenkrais Method for various audiences as well as conducting several Feldenkrais Professional Training Programs worldwide. Dr. Wildman is the author of the Intelligent Body audiocassette program and has authored numerous publications. For further information call the Institute for Movement Studies at (800) 729-6548 or (415) 524-6558.

Note: Anchor Point Products carries Dr. Wildman's products. See page 17.



IDHEA
INSTITUTE DESIGN HUMAN ENGINEERING AMERICA

NLP™ MASTER PRACTITIONER CERTIFICATION '91

REX STEVEN SIKES
& WILL MACDONALD

Are you being ripped off in NLP™ training? You are when you don't receive legitimate certification through the Society of NLP™. You are when your current trainers have not learned the most recent developments In neuroscience from Richard Bandler. You are when those trainers are living in the past, teaching history, and have not taken the time to update their skills.

Why invest your time and money in trainers who do not invest in themselves?

Don't be a part of the dark ages! Step into the future with Rex Steven Sikes' Master Practitioner Certification '91 for those who haven't received legitimate certification by Richard Bandler and the Society of NLP™.

Rex Steven Sikes, international trainer and lecturer, constantly updates his skills. Rex has worked intimately with Richard Bandler for the past 3 years and is licensed and certified by the Society of NLP™ to train NLP™ and Design Human Engineering(DHE™). In 1991 alone, Rex has trained for Richard Bandler in the:

February	NLP™ Practitioner & DHE™ Certification programs in San Diego
June	NLP™ MASTER Practitioner & DHE™ Certification in Australia
August	NLP™ Trainers Training & DHE™ Certification programs in San Diego

Will MacDonald, international trainer, lecturer and author of "INSIDER'S GUIDE TO SUBMODALITIES", will be your guest trainer. Will has worked extensively with Richard Bandler for the past 10 years.

Whether you want to get your 1st Master Practitioner Certification or you were already certified elsewhere (?), this is your opportunity to finally get on the cutting edge, to finally get quality training from Rex & Will, and TO LEARN THE VERY LATEST TECHNOLOGY FROM NLP™ Genius Richard Bandler. CERTIFICATION through the Society of NLP™.

Certification Training Begins November 9, 1991
CALL NOW FOR DETAILS AND DISCOUNTS

IDHEA 1121 EAST CLARKE STREET SUITE A MILWAUKEE, WI 53212 414-224-6623

IDHEA
... ON THE CUTTING EDGE OF NEUROSCIENCE

BOOK REVIEW:

The Power of Business Rapport
By Michael Brooks. Harper Collins Publisher, New York, NY, 1991
207 pgs., $19.95 (Hardback)

NLP has much to offer the business world. The theme of this book is how to develop rapport in a business setting. Brooks covers the nature of rapport, the three representational systems, mirroring, and eye accessing cues. He describes how to observe and use the client's buying and decision strategies based on observing representational systems. Brooks also introduces some language patterns. The last chapter covers anchors.

This books is really Brooks' previous book, *Instant Rapport*, reissued and dressed up in language to pace the business person's concerns. The content is essentially the same except for two areas. In the representation system chapters, he adds suggestions on how to deal with the V, K or A boss, secretary, and client. Brooks also adds a chapter on the use of hypnotic language patterns.

While the content is ok and the writing style clear, I found myself continually annoyed by Brooks' attitude.

Brooks is selling **POWER**. He presents himself as the holder of secret information that was very difficult to get, and he's such a good guy that he's written this book to save the rest of us the trouble of having to "struggle through journals, through cross-references, through largely unknown and rare monographs." (p. 9)

I disagree with his assertion that NLP was kept "couched in such secrecy." (p. 10) Probably Brooks did have difficulty finding books and workshops, but I question his strategy of complaining. The possibility of "learning secrets" will attract readers with certain meta programs and will motivate this person to buy the book and learn the skills. As I have studied NLP since 1979 through many workshops and books and used it in my private practice and business consulting, I cannot agree with his statement that he makes in 1991: "When I undertook the writing of this book, I did so with the knowledge that this particular technology had never been successfully explained before. That's why you've probably never heard of it. Certainly its applications to business have remained a closely guarded secret." (p. 15)

With all the frustration Brooks had in obtaining the "secrets" of NLP, he apparently wants to continue the secrecy, as he did not include a bibliography so that the reader just learning about NLP could do his or her own research. Nor did he list any organizations other than his own.

There are some incongruent areas that Brooks or his editor should have caught. His own use of representational systems in writing the book could be more clear. For example, the statements, "For the 55 percent of us in business whose primary representational system is visual..." (p. 31) and "I'm auditory. Practically everything I do is based upon how something sounds." (p. 49) are contradictory. Yet Brooks writes the book using language that is 90% kinesthetic.

While Brooks says that he is an NLP trainer, I was unable to confirm that he is certified by any NLP group.

I cannot recommend this book. If you want a beginner business book, then look at *Influencing With Integrity*. You'll get more content without an underlying current of superiority.

Sandy LaForge is an NLP practitioner in private practice in Boulder, Colorado. She can be reached at 2705 Vassar Drive, Boulder, CO 80303. Phone: (303) 494-2643.



Books

Advanced Techniques in NLP/ Boas & Brooks	____	@	$10.00	____
Applications of NLP / Robert Dilts	____	@	22.00	____
Basic Techniques, Book I/ Marvell-Mell	____	@	12.95	____
Basic Techniques, Book II/ Clifford Wright	____	@	10.95	____
Beliefs: Pathways to Health/ Dilts, Smith & Hallbom	____	@	12.95	____ NEW!
Beyond Selling/ Reese and Bagley	____	@	19.95	____
Changing Belief Systems/ Dilts	____	@	22.00	____
Change Your Mind and Keep the Change/ Andreas'	____	@	8.50	____
Classroom Magic/ Lloyd'	____	@	14.95	____
The Elusive Obvious/ Moshe Feldenkrais	____	@	20.00	____ *
Emotional Hostage/ Cameron Bandler	____	@	11.95	____
The Emprint Method:/ Cameron-Bandler, Gordon, Lebeau	____	@	11.95	____
Fine Tune Your Brain/ Laborde	____	@	13.95	____
Frogs Into Princes/ Bandler & Grinder	____	@	7.50	____
Get the Results You Want/ Kostere & Malatesta	____	@	13.95	____
Golf: The Mind Game/ MacKenzie & Denlinger	____	@	8.95	____ NEW***
Green Light Selling/ Aspromonte & Austin	____	@	14.95	____
Hassle-Free Home Work/ Clark & Clark	____	@	8.95	____
Heart of the Mind/ Andreas & Andreas	____	@	9.50	____
Influencing with Integrity/ G.LaBorde	____	@	12.95	____ *
Insider's Guide to Submodalities/ Bandler & MacDonald	____	@	12.95	____
Know How/ Leslie Cameron Bandler	____	@	11.95	____
Leaves Before the Wind/Bretto, DeLozier, Grinder, & Topel	____	@	19.95	____ NEW
Magic in Action/ Richard Bandler	____	@	14.95	____ *
Magic of NLP Demystified/ Lewis & Pucelik	____	@	9.95	____
Magic of Rapport/ Jerry Richardson	____	@	12.95	____
Making the Message Clear/ James Eicher	____	@	14.95	____
The Master Moves/ Moshe Feldenkrais	____	@	14.95	____
Neuro-Linguistic Programming/ Dilts, et al.	____	@	24.00	____ *
Not Pulling Strings/ Joseph O'Conner	____	@	9.95	____
Patterns of Hyp. Tech. of Milton Erickson- Vol. I/ Bandler & Grinder	____	@	14.95	____ *
Patterns of Hyp. Tech. of Milton Erickson- Vol. II/ Bandler & Grinder	____	@	17.95	____ *
Phoenix - Therapeutic Patterns of Milton Erickson/ Gordon, Myers-Anderson	____	@	14.00	____ *
Practical Magic/ Stephen R. Lankton	____	@	12.95	____ *
Programmers Pocket Summary/ Reese and Densky	____	@	13.00	____
Provocative Therapy/ Farrelly & Brandsma	____	@	12.95	____ *
Reframing/ Bandler & Grinder	____	@	8.50	____
Righting The Educational Conveyor Belt/ M.Grinder	____	@	17.95	____
Roots of Neuro-Linguistic Programming/ Robert Dilts	____	@	22.00	____
Sales: The Mind's Side/ Robertson	____	@	12.95	____ NEW***
Solutions/ Leslie Cameron-Bandler	____	@	11.95	____
The Structure of Magic - Vol. I/ Bandler and Grinder	____	@	12.95	____ *
The Structure of Magic - Vol. II/ Bandler and Grinder	____	@	12.95	____ *
Therapeutic Metaphors/ David Gordon	____	@	12.95	____ *
Thinking, Changing,Rearranging/Jill Anderson	____	@	7.50	____
Tools for Dreamers/ Robert Dilts	____	@	24.95	____ JUST OUT
TRANCEformations/ Grinder & Bandler	____	@	8.50	____
Using Your Brain for a Change/ Richard Bandler	____	@	7.50	____
Unlimited Selling Power/ Moine & Lloyd	____	@	12.95	____ *
Your Balancing Act/ Carolyn Taylor	____	@	12.95	____

Books By or About Virginia Satir:

Meditations of Virginia Satir/ Anne & John Banmen	____	@	9.95	____
The New Peoplemaking/ Virginia Satir	____	@	15.95	____ ****
The Satir Model/ Satir, Banmen,Gerber & Gormori	____	@	22.95	____
Virginia Satir: The Patterns of Her Magic/ Steve Andreas	____	@	12.95	____ NEW***

Video Tapes (For VHS-PAL format, add an additional $25.00 Per Tape Ordered)

Aligning Perceptual Positions (82 min.)	____	@	$75.00	____ NEW***
Changing Beliefs (104 min)	____	@	85.00	____
Eliminating Allergies (55 min)	____	@	50.00	____
Eliminating Compulsions (38 min)	____	@	50.00	____ NEW***
Future-Pacing:Programming Yourself to Remember (79 min.)	____	@	65.00	____
Home Study Guide (109 min. & 160 pg study manual)	____	@	95.00	____
Making Core Change (83 min)	____	@	65.00	____ *
Six-Step Reframing (70 min)	____	@	65.00	____
Parental Timeline Reimprinting (43 min)	____	@	50.00	____

Resolving Grief (57 min)	____ @	50.00	_____	
Resolving Shame (32 min)	____ @	50.00	_____	
Shifting the Importance of Criteria (31 min)	____ @	50.00	_____	
Strategy for Responding to Criticism (40 min)	____ @	50.00	_____	
The "Last Straw" Threshold Pattern (60 min)	____ @	50.00	_____	
The Swish Pattern: Changing Emotions (71 min)	____ @	65.00	_____	
The Fast Phobia/Trauma Method (42 min)	____ @	50.00	_____	

Virginia Satir Videos

Family Relations (67 min.)	____ @	$85.00	_____	**NEW*****
Endings and Beginnings (58 min.)	____ @	85.00	_____	**NEW*****
Forgiving Parents (72 min.)	____ @	85.00	_____	**NEW*****
Self-Worth (66 min.)	____ @	85.00	_____	**NEW*****
Empowering Communication (115 min.)	____ @	85.00	_____	**NEW*****
Divorced Parents and Children	____ @	85.00	_____	**NEW*****
Blended Families (49 min.)	____ @	85.00	_____	**NEW*****
Entire Set of 7 Satir Videos	____ @	560.00	_____	**NEW*****

Cassette Tapes

Isle of Pleasure:Path to Sexual Fulfillment (6-Tape Set) (HETERO orientation. will be shipped unless you otherwise specify Lesbian)	____ @	$89.95	_____	**NEW*****
NLP: The New Technology of Achievement (6-Tape Set)	____ @	59.95	_____	**BRAND NEW ****
The 'Decision Destroyer'(75 min & seminar handout)	____ @	16.00	_____	**NEW*****
Using Your Brain-for a Change (80 min)	____ @	9.95	_____	
Willie & His Friends: A Manual for Creating Stories (2-tape Set + Book) **To Build a Child's Self-Esteem**	____ @	35.00	_____	

Sub total (Colorado Residents please add 4.2% sales tax) _____

LESS 10% DISCOUNT (**SUBSCRIBERS ONLY!!!**) _____

ADD POSTAGE AND HANDLING:

USA	$3.00 For First Item plus $1.00 for each additional item	_____
CANADA	$4.00 For First Item plus $1.50 for each additional item	_____
OTHER COUNTRIES	$8.00 For Each item	_____

TOTAL ENCLOSED _____

Payment/ ____CK ____MO ____**VISA/MasterCard**

Name:_____ **VISA/MC No.**_____

Business Name: _____ Expiration Date_____(Must be included)

Address: _____

City: _____State_____ Zip_____ Phone: _____

Country (if not USA): _____

***** All orders must be paid in advance in U.S. Currency and paid with a designated charge card, postal money order, or with funds drawn against a U.S. bank. There will be no exceptions. Products paid for via personal checks will be shipped when check clears.**

MAIL TO: **ANCHOR POINT PRODUCTS**
P.O. Box 286
Franktown, CO 80116-0286 USA

FOR CREDIT CARD ORDERS ONLY: CALL (303) 841-8701 24 HOURS A DAY
OR FAX .. ...fill out this page (neatly) and FAX YOUR ORDER (303) 841-8705

MARSHALL UNIVERSITY RESEARCH CORPORATION

PRESENTS FOUR UNIQUE VIDEOS UTILIZING NLP

BEYOND SELLING: HOW TO MAXIMIZE YOUR PERSONAL INFLUENCE

Edward J. Reese, author of Beyond Selling and Trainer of NLP and Robert F. Coates, V.P. of Success Sciences.
"Beyond Selling" provides the tangible skills and strategies that will enable you to maximize your influence in all of your relationships, both personal and professional. The concepts presented by Edward J. Reese and Robert Coates will make an immediate difference in your ability to influence people positively. The video and accompanying instructional guide is divided into modules that focus on specific skills: pacing and leading, gathering high quality information, using sorting styles, and how to tailor your presentations.
The design of the program combines live vinnettes from actual sales situations with a comfortable flow of instruction and skill practice.

SORTING STYLES: UNDERSTANDING AND BUILDING RELATIONSHIPS

Maryann Reese, author of "Walk What your Talk" and "Mega-teaching." President, NLP International and Director of Southern Institute of NLP.
A four module tape with instructional guide is designed for those interested in patterns of behavior for assimilating information to improve your skills for working with interpersonal relationships.
" Maryann Reese has her material so well organized that her presentation flowed with grace. She gives excellent real-life examples from her own widely diverse background and also solicited the audience's relevant questions and comments. The audience participation actually added to the believability and content to the presentation....." Anchor Point, 1990.

METAPHORS

Frances K. Wiggins, M.A., Certified Society Trainer of NLP.
This four module video tape with accompanying instructional guide provides viewers with specific skills to use metaphor more consciously in all frames of reference. Content includes techniques to attract and sustain attention; introduce, illustrate or clarify concepts; bypass resistance and intellectualization; insure cooperation and increase motivation and model an effective way of communicating

USE OF NLP WITH TRAUMAS AND PHOBIAS

Introduction by Richard Bandler, Co-Founder of NLP.
Edward Reese, A.C.S.W., Certified Trainer of NLP, Diplomate in Clinical Social Work. Over the past twenty years Ed Reese has specialized in the treatment of phobia and trauma. Ed Reese utilizes humor in a step by step method of working with both trauma and phobia. He demonstrates a systematic visual/kinesthetic disassociation. The tape includes a follow up interview with the client. An instructional guide is also included.

$149.00 Beyond Selling: How to Maximize Your Personal Influence
$149.00 Sorting Styles: Building Better Relationship/Team Building
$149.00 Metaphors
$125.00 Use of NLP With Phobia and Trauma
VHS American System only *Visa/MC accepted*

Mail payment to Southern Institute of NLP
P.O. Box 529
or call Indian Rocks Beach, FL 34635
800-633-4891

Is It Time to Restructure NLP?

By Rodger C. Bailey

Neuro-Linguistic Programming is the term that Richard Bandler and John Grinder decided to use to talk about the material they were developing. They came up with that name in 1977. I know that was when they developed the name because in December of 1977, I attended my first seminar (of what we now know of as NLP - back then, it was called the Structure of Magic) where Richard and Leslie Cameron announced the name with great introductory fanfair.

Over the last 14 years, I have watched the field of NLP grow. It is now an exciting field of study (and for some of us a profession and a way of life). Many countries have national and international associations devoted to NLP.

I have been instrumental in developing the area within NLP called meta-programs. I refer to it as the Language And Behavior (LAB) Profile. It has many business applications. For many years, I have been frustrated that there are so few other NLP seminars targeted toward business. Many business people attend NLP Practitioner Training, but there seems to be little development of the technology in that field.

In the last few years, much of my consulting has gone beyond the meta-program material (for hiring, marketing, and sales). I have begun to work with companies which need to restructure because the marketplace has evolved or because the company had evolved (instead of planned growth). Let me explain what I mean by this.

When sales are dropping, proven market segments disappear, or competitors have dramatic increases in sales, then the problem is that the marketplace has evolved. This means that the marketing decisions made in the past are still in force, but the marketplace has changed and those decisions now decrease sales. An example of this situation was the opportunity for Federal Express to jump into the 'Overnight' business, leaving the US Postal Service (USPS) and United Parcel Service (UPS)in the dust. Both USPS and UPS had to redesign the way they do business just to compete for that 'Overnight' market segment (UPS has done a better job at responding than has the USPS).

When sales flatten and profits are dropping (costs are increasing, but sales do not increase to cover those costs), operational units within a company are fighting each other, or fighting their customers, then the problem is that the company evolved. This means that there was no clear plan for establishing the 'how we do things here,' it just happened. A business example of this is the IBM. It has evolved into a giant with profits dropping and sales flattened. It also has its executives fighting its employees. Another example is the US Federal Government which has its Departments fighting each other and fighting its 'customers,' and our federal deficit is as far from 'profits' as one can get.

In both cases (marketplace shift & unplanned growth), there is a need for restructuring so that the new organization is designed and streamlined for the marketplace. This means that fundamental decisions need to be re-decided and plans need to be put in place instead of the evolved chaos which had been the operating norm.

If we think of NLP as if it were a company, we can see all these symptoms at work. We have competitors making millions in market segments we have been unable to penetrate. We have flattened sales and lower profits. We have fighting among ourselves. We need to restructure.

When Richard and John started developing this material, they were modelers. They were developing a modeling technology that could be used to 'describe' excellence. The first area of interest to them was excellence in communication. They started with an assumption

that if a person changed as a result of a received communication, the person who sent that communication was demonstrating excellence in communication.

So, they began by modeling Fritz Perlz, Virginia Satir, and Milton Erickson. They created models which described the excellence these people demonstrated in their communication. They developed many sets of models from that early investigation.

At this point, Richard and John (along with many others) had made significant inroads into two areas: a) They were developing their modeling technology, and, b) They were developing a library of models.

It is important to note that these first models are psychotheraputic in nature. They were models which described the interactions occurring in psychotheraputic contexts at the moment that change occurred for the client. This does not generalize out to describe people in business, medicine, education, sports, etc... They are models from the psychotheraputic context; they are models about personal change.

Richard and John then discovered an interesting aspect of offering products and services in any marketplace. There seemed to be no market for what they wanted to sell. They were unsuccessful selling modeling technology or techniques.

But there was a big market for selling the library of models they had developed. People wanted to buy the psychotheraputic models. At this time, the successful NLP seminars were ones which taught how to do psychotheraputic interventions. So, they made some decisions about their marketplace.



In the late seventies, NLP institutes began forming with Richard, John, Leslie, Judith Delozier, and others forming the backbone of the training staffs. As the curriculum for study in NLP was formed, (what we now see as) a dilemma was introduced. The modeling technologies and the psychotheraputic models were mashed together into a single, undifferentiated curriculum. People did not learn that Strategy Elicitation is a modeling technology and that V-K Disassociation is a psychotheraputic model (developed by applying a modeling technology called NLP).

In other words, when we have been teaching and learning NLP, it is not clear whether the topic being covered is really NLP (the modeling technology) or simply some of the models developed as a result of applying NLP to some other field of study.

So what? Well, it presents several problems:

a) Psychotheraputic models apply only where there is a 'contract' for change. Many business (health, education, etc. . .) oriented people learn NLP in hopes of improving their personal and professional lives. Often their NLP Trainer will tell them, "It's obvious how this technique applies to business (health, education, etc. . .)." Well, for the person who spends half their waking hours in that field, it is not obvious how it applies. And if it was a psychotheraputic model, it may not have a place in the business (or health, education, etc. . .) arena. I think we have been trying to mash the psychotheraputic models into contexts where they don't fit

Next Page ⇒



NLP Practitioner and Master Practitioner Certification Training

New York City
Starts October 26, 1991
Weekend and Weekday Formats

Zürich, Switzerland
Starts January 9, 1992
Weeklong Format

NLP Introductory Workshops/ Hypnosis Training
Couples Workshops/ Individual and Couple Consultations

Trainers: Steven Leeds and Rachel Hott

In New York:
Advanced Communication Training, Inc.
31 Washington Square West
Penthouse B
New York, N.Y. 10011
212-529-9227
(FAX) 201-509-9599

In Switzerland:
Contact Marcel Wyler
Scheuermatt 551 a
CH-3123 Belp
031-819-38-46
032-22-13-20 (FAX)

(but, it seems that we have effectively modeled 'mashing').

b) Modeling technologies apply in any human field. So, our best application seems to be to train NLP modelers who search for excellence in (for instance) business settings (remember that the majority of people employed in the USA work in small business and government - not big business - so, please develop business models for the everyday worker). Using the Associations (and their Special Interest Sections) as a base, create sets of proven models which apply to that area. Only when we have a base or catalog of business models (for instance) can we begin to look at how these models are similar to and different from the psychotherapeutic models.

c) There appears to be a market for a modeling technology now (but not if it looks like a psychotherapy). Since the late seventies, when the NLP modeling technology was mashed together with the psychotheraputic models, there have been astounding improvements in artificial intelligence and robotics. But, these fields have plateaued in their own development because they lack a good human performance modeling technology (Recently, NLP was blasted by an investigative team looking into human performance modeling, because NLP has gotten confused with its resulting psychotheraputic models and the investigating team could not recognize the modeling technology).

So, where does all this lead us? If we want to revitalize NLP as a field; if we want to improve our acceptance in its various potential marketplaces; if we want to re-position ourselves for the upcoming changes in future markets, we need to do the following:

1) Restructure the NLP curriculum. This means change the kinds of things taught, change the way we teach them, and change the names we have associated with achievement of skill. Clarify what is modeling technology and what is therapeutic intervention. Establish a Modeling curriculum separate from a psychotheraputic models curriculum. As appropriate models are developed in other fields, establish the curriculum for teaching those models to the appropriate marketplaces. Now, a Practitioner of NLP learns some modeling technology and some psychotheraputic models. The name Practitioner does not clarify of what they are a practitioner. Establish new labels which clarifies 'Modeler' or 'User of Psychotheraputic Models' or 'User of Business Models' etc.
. . .

2) Ask Special Interest Sections to develop and catalog models. Now that we have a clearer understanding of what is this technology called NLP and what are the models developed by NLP, ask the Special Interest Sections to begin the process of cataloging these models and ask them to accept responsibility for cross contextual evaluation of newly developed models. This means establishing where or when a model developed within one context works within another context.

Rodger Bailey is a business consultant who developed the LAB Profile for identifying metaprograms. You can reach him at The Language & Behavior Institute, PO Box 276, West Park, NY 12493.

OPEN FOR BUSINESS:

More on Modeling

By Lisa Marshall

One of the interesting things about writing this sort of column is the amount you get to learn in the process. The July article on modeling brought responses from several people, filing in some of the holes. For instance, the Southern Institute of NLP regularly runs "Masters in Modeling" trainings rather than other sorts of Master Practitioner trainings. They've done business modeling projects with clients like Digital, GE and American Express that we'll describe in a future column.

And there is at least one book on modeling available. It has the zingy title *Modeling Simulation Methodology: Knowledge Systems Paradigm*, and costs a mere $135.00 (available from North Holland Publisher, Inc). It's a collection of articles by Reese, Orchard and Tausner. (Copies of the Reese article, *On the Foundations of Knowledge Engineering* can probably be gotten by contacting The Southern Institute)

I've decided to do a couple more columns on modeling, with the goal of sharing what people have found out about HOW to do it. This

Next Page ⇒

NLP WORKS
INTERNATIONAL, INC.
P.O. Box 64547
Tucson, Arizona 85728

Opening Doors to the 21st Century...

Jerry Isaacs, Lead Trainer & Judy Durbin, Co-Trainer



*Practitioner, Master and Trainer Certification Trainings

*Identity Matrix/ Personality Restructuring Trainings

*Books, Tapes, Videos

Trainings Begin Soon!

8-month Practitioner Training
Tucson—9/20/91
Phoenix—10/4/91
4-segment Practitioner Training
Tucson—11/29/91
8-month Master Training
Tucson—11/11/91

Fast Track Basics of NLP
6 Three-hour evenings
to find out about NLP NOW
Phoenix—8/27/91
Tucson—8/29/91

Experience Our Uniqueness...Discover Your Own!

Call for a free Resource Guide
1-800-283-9075
or 602-325-9698

The Aligned Self

The leading-edge workshop for transforming identity and building personal congruence.

Developed & Taught by
Connirae Andreas, Ph.D.

January 17-20, 1992
Boulder, Colorado

This is your personal invitation to attend this unique, life-transforming seminar.

For NLP Master Practitioners, this seminar includes new ground-breaking material assisting us in transforming our 'Inner Self.'

This Training Features:

- **Aligning Perceptual Positions**
- **The Five Core Outcomes**
- **Parental Timeline Alignment**
- **Identity Alignment**

"Many thanks for a wonderful, powerful seminar! Without any question it was for me the best NLP seminar I've ever attended."
—John Sward, Ph.D. and NLP Master Practitioner, Wichita, Kansas

Tuition: $450, $400 if $100 deposit is postmarked by December 20, 1991.

The Aligned Self is included in NLP Comprehensive's NLP Master Practitioner Program.

Call: 1-800-233-1657 • Fax: 1-800-845-9275
Space Very Limited!



NLP Comprehensive
2897 Valmont Road, Boulder, Colorado 80301

month, we'll look at Wyatt Woodsmall, one NLPer who's been thinking about modeling for a long time. Currently President of IANLP, Woodsmall has focused a number of his modeling efforts on modeling physical skills. He worked with the military to model top marksmen (both pistol and rifle, as well as stinger gunnery) and Hovercraft operators and then trained others to achieve similar results. He's now working with the U.S. Olympic Diving team in preparation for the 1992 Olympics. (He's also done work with Polaroid on redesigning their instant cameras after watching how top photographers used them, and modeled leadership skills, negotiation skills and sales skills.)

Woodsmall's belief (as he wrote in the March/April 1990 issue of *Rapporter*) is that "genius is based on a number of factors. Among them are:

- a set of beliefs that support superior performance;
- a set of values that motivate one to expend the time, energy and resources required to acquire expertise;
- a set of perceptual filters and sorting patterns that enable one to acquire the necessary data from one's environment;
- the ability to make highly refined discriminations about that environment in one or more representational systems;
- an optimal strategy or sequence of representational system accesses;
- a means of decomposing tasks , and a set of heuristics for focusing choices."

"Real progress in modeling," he comments, "requires attention to the heuristics - the practical knowledge and experience that these experts have developed .

That's what narrows the decision choices. In other words, content matters! It's his contention that it's unproductive, if not downright dangerous, to try to model some generic concept of excellence, or a universal skill such as leadership because top performance is always a function of the high performer's heuristic knowledge. I suspect, that it's also contextual as well — look at most " heroes" and how, magnificent in one context, they rarely manage to function above the average level in most others.

In any case, Woodsmall and his partner, Richard Graves, have followed this process in their work:

1) With the client organization, select the experts to be modeled;
2) Interview and observe those "high performers" to determine their beliefs, values, physiology, practical experience-based knowledge, strategies and overt behaviors.

3) Synthesize and organize the information they've gained about the experts' behavior and states, and the test the components for completion and order.

4) Design a training that transfers these skills and states effectively and efficiently. Test the training, correct and then hand off to In-house trainers for ongoing use, monitoring to assure quality control.

What Woodsmall calls the "extraction" process — the elicitation of values, beliefs, meta programs and strategies those high performers to use to achieve specific results — has both a vertical and a horizontal dimension. The horizontal dimension is the elicitation of the expert's TOTE model — how they actually process data. The vertical dimension is the submodalities that delineate to each of those key aspects listed above.

"What's critical," says Woodsmall "is attention to detail. You can't just model at the macro level and get powerful results — the micro level is the key." For example, once they have identified the high performer, they spend a lot of time in "task decomposition," taking it apart to the smallest possible level. And then they follow up with detailed elicitation around each element. They'll ask the experts to repeat the action, paying careful attention to their internal states, and provide data on the experience. Then do it again, trying to block out one representational system to see if it makes a difference in the result.

Interesting things get discovered this way. For example, they've realized that elite U.S. divers have very different strategies than those on the Soviet or Chinese teams. Because the Soviet and Chinese teams select and train their divers from age 6 on. The emphasis is on sameness, doing the same perfect dive over and over again. In the States, where divers "self-select" and there's not standardized coaching program, Olympic level divers learn to continuously adjust to perfect their dives. As one diver said:

"I'm a real perfectionist. But that is the Irony. In order to do it perfectly, I have to let go of perfection a little. For instance, in diving, there's a sweet spot on the board, right at the end. I can't always hit it perfectly. Sometimes, I'm a little back from it. Sometimes, I'm a little over. But the judges can't tell that. I have to deal with whatever takeoff I have been given. I can't leave my mind on the board. I have to stay in the present. I have to be relaxed enough to clue into the memory tape and how to do it. That's why I train so hard - not just to do it right, but to do it right from all the wrong places."

In other words, recreating the physiological experience of expert divers by itself won't get you Olympic divers. Woodsmall notes: "It was their ability to notice near imperceptible differences and make incredibly refined distinctions and adjustments that made them what they were. No amount of copying their physiology will ever produce the results that they did, because the physiology alone without the accompanying internal process is inadequate. Many divers can get to the right place. The secret is to do it "from all of the wrong places, and that takes more than physiology. It takes the ability to adjust continuously."

And HOW do they do that? The details are proprietary but Woodsmall reports that strategies for time distortion, making mid-dive corrections, motivating themselves and dealing with stress are all part of the top divers' repertoires.

Again, all the power is at the micro level — it isn't what the divers do, but how they do it that gives them the edge.

In his article, Woodsmall makes some important remarks that I'd like to close with:

"Modeling does not mean that anyone can master any skill as some trainers seem to indicate. It one does not already have the requisite perceptual filters, enabling beliefs, supporting values, representational system facility, strategy sequence and strategic approach, then it may take years to develop them. Pre-selection always buys more than training. Pre-selection plus modeling is the key to increased individual and organizational effectiveness...NLP has an obsession with magic and brevity. Students are too often attracted to simplistic shortcuts that lead nowhere. The development of expertise requires time and energy. With modeling, the time can be reduced but not eliminated entirely. Contrary to popular opinion, there are no magic pills for excellence."

AMEN!

Lisa J. Marshall is Vice President of Syntax Communications where her speciality is improving effectiveness in technical enivorments. She is on NANLP's Ethics Committee and also co-chairs the Managing in Technology Special Interest Group of the DC Chapter of ASTD. Address mail to Syntax, 1365 Hamilton ST.NW, Washington, DC 20011. Phone (202) 829-0795.



Smart Stuff-

KIDS and NLP

by Diane Famiano Lutzinger, M.A. and Rose Franzen

Kids make great NLP "Practitioners!" Being in touch and aware of their internal processes allows them to recognize representations and change easily. They can be very creative in their application of the change processes and often their accurate observations keep us on our toes, reminding us not to take ourselves so seriously.

A CASE OF THOUGHT BALLS

I'd like to illustrate a case in point. A colleague (Louise Weldon of Atlanta, Georgia) worked with one young boy who was diagnosed A.D.D. (Attention Deficit Disorder). As she was gathering information, Louise asked "Johnny" what happened inside his head right before he felt like daydreaming. His quick response was "thought balls!" He described random thoughts that "bounced through" his head, distracting him from the lesson the teacher was giving. Stifling a giggle, Louise met him at his model of the world and asked, "What else happens when they bounce through?" "They tell me to do things, like 'sit still' or make suggestions like 'Wouldn't it be nicer outside' or just complain, 'I'm confused!'"

Even though his "thought balls" were essentially auditory, he did report some images like his parents being angry because he failed a spelling test or Not getting his work done in class. (How could he--he was too busy with his "thought balls!") As a hypnotherapist trained in NLP, Louise decided to set up some relaxation and concentration anchors he could use, because these thoughts would also make him nervous. She asked if he knew what it meant to be relaxed (yes) and had he ever felt relaxed (yes). She began to give suggestions that he could "be there now" and "feel what you felt then now." He said he couldn't do that. Being resourceful, Louise asked if he could "pretend to be there." With the very VOICE OF AUTHORITY, Johnny looked at Louise like she must be simple and said, "Of course! It's all pretend in your head, anyway!!" Yes, Art Linkletter, kids do say the "darnedest things."

Another NLP associate, Rose Franzen, is the mother of three lovely girls. Throughout her Practitioner and Master Practitioner training, Rose has applied NLP with her children and she says they have taught her quite a bit. She reports on her 8-year-old daughter, Sara, who is blessed with a vivid imagination.

Until recently, Sara thought that nightmares were called "night miras" (mirrors), which, come to think of it, is probably a more accurate reflection of our dream experiences. She also was amusing with her perception of the concept of right brain/left brain. "Oh," she said, "you mean one side is kind of tired and quiet and the other side says, 'Let's party'." This wonderful imagination usually serves her well, but sometimes can create problems. One such time was about 2 years ago when she was visiting a friend, and much to Mom's dismay, Sara was shown a horror movie. For about a year afterwards, she would not be in a room alone, would not go downstairs and eat breakfast unless someone else was there and frequently panicked at bedtime, crying with fear that "Freddie" (the scary character in the movie) would "get" her.

During spring break we were watching a "magic" show at a theme park when suddenly in the grand finale, running down the aisle, big as life, was "Freddie" himself! Sara screamed and literally rolled up into a ball. She was taken outside and finally calmed down to enjoy the remainder of the day. That evening in the condo, one of her sisters merely mentioned the name "Freddie" and Sara freaked out again. She came flying into the bedroom, landed on the bed, curled up in a ball and started screaming. Rose says, "At this point, I said to myself, O.K. Franzen...you know enough of this stuff (NLP), do something."

Rose writes, "I began by attempting to have her dissociate by projecting Freddie's picture onto a distant screen. It took me about 15 seconds to figure out that wasn't going to work. So I asked myself, *What does she relate to?* Babies, of course! I began this approach by telling her:

Now, imagine Freddie..., and at the mention of the name (a major negative anchor), she screamed again. I then said Imagine **him** shrinking down, getting smaller and smaller, until he is tiny like a little baby. Now put a cute baby

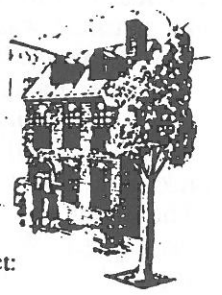
N L P
CERTIFICATION TRAINING

LEVEL I: Basic, 48 hours; Fee $750.
Nov. 1 - 3 and Nov. 22 - 24, 1991

LEVEL II: Practitioner Certification, 72 hours; Fee $1,125.
Dec. 13 - 15, 1991; Jan. 24 - 26, 1992; Feb. 21 - 23, 1992

MASTER PRACTITIONER TRAINING:
90 hours; Fee $1,500.
July 10 - 13, August 7 - 10, September 18 - 21, 1992

SPECIAL EVENTS:
Robert Dilts, February 7 - 9, 1992



Trainers:
Donald I. Davis, M.D., F.A.P.A.
Susan L.R. Davis, M.S.S., L.C.S.W.

To register or request information contact:
NLP RESOURCE CENTER
c/o The Family Therapy Institute of Alexandria
220 S. Washington Street, Alexandria, VA 22314
(703) 549-6000 (Visa/MC accepted)

face on him. She began to relax and smile. And put a pacifier in his mouth. She liked that.

Continuing with submodalities, I told her to hear him talking like Donald Duck--real fast, then in reverse. As she began to giggle, I had her make **two** fists (I wasn't taking any chances. I wanted this anchored well.) Next I asked her to release her fists and slowly let him grow, still with the baby face, until he began to looked scary again. She did (I could tell by her face!). Then I had her make the fists again and run through the visually and auditorially changed version quickly. When she began to giggle again, we grew Freddie up a little more, and a little more until he was fully grown. We used the fist anchors for each **growth spurt**.

When we finished, Sara hopped off the bed and ran into the next room to play with her sisters. They even freely mentioned Freddie's name and Sara had no response. One time later that day I saw her sitting in the car with her two tight little fists in her lap. That was it! Since then, we have had none of the previous symptoms, even though she has since seen the video image of Freddie. We had experienced this traumatic behavior for a year, and got rid of it in 3 minutes! Boy, did I learn a lesson.

ANCHORING STATES

More recently, Sara was all worked up about the prospect of having to take car trips out of town 3 weekends in a row. She went through a litany of bothersome things about being in the car, but ultimately it was her fear that she would have to visit the ladies room more frequently than the rest of us that was causing the problem. I knew that the more anxious she was about this, the more she would feel **the urge.**

I discovered that Sara had a vivid memory of a situation with her sister that could have **installed** this behavior/fear. Once her sister had a stomach ache and Sara had to urinate. Her sister said, referencing an earlier incident, "We've changed places. Now I get the stomach aches and **you have to urinate a lot.**" Sure enough, that is exactly what happened.

While Sara was going through her agonizing memories, I anchored the state on her arm. I briefly explained how much power our mind has over our bodies and concluded with a real experience metaphor. The story was about the time my father called while I was using a hammer. His closing words to me were, Don't hit your thumb. And, of course, I hit my thumb. Although she smiled a little, she was still reporting that when she thinks of riding in the car she feels a knot in her tummy *right here* and her

chest feels tight. Since she was in an altered state (and embedded commands had worked before), I told her that I had those very same symptoms last weekend and was able to **get rid of those symptoms for good.**

I continued in a calming voice to describe how her body might feel when **those symptoms are gone.** She would feel comfortable and happy, like sunshine was shining inside her. She began to laugh and was still in trance. I anchored the good feelings and collapsed anchors while she was still laughing with wonderment about her new state. (She never even noticed what I was doing.) We've taken the first trip and it was unusually calm. Sara commented when we got home that it **didn't seem that long in the car.** Her change would be described by some as amazing. NLP with kids can be amazing.

SMILING FACES

Rachel my almost-13-year-old, and middle child, gets the prize for most impressive problem solver. She came into my study one day all upset and feeling terrible about herself. I invited her to sit down and play with me. We had our own version of a **parts party.**

I asked her to look inside for the parts of her that were happy and the parts that were not. She decided that they were all "boxes" with happy or sad faces on them. I asked if she could change the sad faces to happy ones. Rachel said some of them were cooperative, but there were some that just would not smile. Finally she decided that she would turn the stubborn faces upside down and then the mouth would naturally turn up! Voila! Happy faces!

She looked happy--a definite change of state from earlier. I asked her to check and make sure all the faces were happy. She said all but the very last one were happy. She didn't know why. When she asked the little fellow, he said it was his job to make sure that there was at least one unhappy box. And he couldn't explain who told him that or why. (We did have positive intention, of a sort, however.) Now, we had a real dilemma. Suddenly, Rachel said, I know! We'll get one of the others to be sad just for a bit and then this one can be happy. Then we'll let the volunteer be happy again because it's O.K. with him if everyone is happy. Then they can all be happy.

That sounded like a great plan until none of the happy faces would volunteer to be sad. Finally, Rachel said, There's one over here that really loves me and said he'd be sad for just a little while, but only because he loves me a lot. So that one turned temporarily sad, the last one turned happy, then the volunteer turned happy and everyone was happy, including Rachel.

A few weeks later, Rachel came into my study again and said, Mommy, let's do boxes. I said, How about anchors? We did the typical negative state and positive state anchors on her knees. Then I collapsed the anchors. She grinned and said to me, You know what happened, don't you? I answered that maybe I did, but why doesn't she tell me. She pointed to the positive anchor and traced a semi-circle up her leg, through her chest and down the other leg and back. She said, The good stuff started here and came all the way around to get rid of the bad stuff and then went back to where it started to be stored up in case I need it again. She was all smiles. What's amazing to me is that we make all this stuff up, and it runs our lives! (Just in case you're wondering, **stuff** is an technical NLP term masquerading as a nominalization to create confusion and induce trance in the reader!)

MERRILY WE META ALONG

My eldest daughter, Dawn, has an uncanny knack for "going meta" with her friends and handling some big (for 15-year-olds) relationship problems. I have seen her act (not react) in various situations in ways that totally disarm argument and conflict. One incident came when Dawn's friend was angry about not having her own way. The friend told Dawn it was **all your fault** and that she was going to tell everyone how horrible Dawn was. Instead of buying into this, Dawn suggested that the problem was the other girls and asked, **What's it gonna get you to do that?** Rather than an ugly scene, the wisdom of this remark shifted the girl's attitude and she did nothing at all. Later, they were **buddies** again, as happens with teenage girls.

One last note. Recently Sara had a friend over and they were talking about a scary dream. They came into the kitchen to *throw the dream in the trash can* (their own invention). Sara's friend came back to warn me after they left the room, *Don't open the trash can for 5 minutes or else Sara's dream will get out.*

Yep! We make it up alright. We are truly creators...of our own lives. And so are our kids. This NLP **stuff** can really help them be in charge of their emotions and choices.

Diane Famiano Lutzinger, M.A. is President and Developer of The Learner's Edge Programs for students and teachers. She is a certified Trainer with 13 years experience in the field. She has been a consultant to business and education and has taught internationally and on television. She may be reached at 12830 Hillcrest - Ste. 111, Dallas, TX 75230 or by phone at (214) 471-1668.

Current Events

ACCELERATED LEARNING INSTIT. OF NEW ENGLAND
79 Westchester Road - Newton, MA 02158 (617) 964-0160

Nov. 7 Hooking into Your Life Purpose

ADVANCED COMMUNICATION TRAINING, INC.
31 Washington Square West Penthouse B - New York, NY 10011 (212) 529-9227 or (201) 509-9599

Oct. 6-12 NLP & Ericksonian Hypnosis Certification (Morscharch, Switzerland) Contact Peter Gasser 061-301-17-58
Oct. 26 NLP Practitioner Training Begins (NY)
Nov. 2 Master Practitioner Training Begins (NY)

BRAIN GENERATION
Dept. du Chemin International asbl, chee' de Waterloo 1511 dte 11 - 1180 Brussels, Belgium Phone: 011 322-374-78-64

Oct. 12 PhotoReading Begins (Brussels, Belgium)
Oct. 29 PhotoReading Begins (Lyon, France)
Nov. 1 PhotoReading Begins (Aix, France

CENTRE QUEBECOIS DE PROGRAMMATION NEURO LINGUISTIQUE
3826 Saint-Hubert - Montreal, Quebec H2L 4A5 CANADA (514) 281-7553

Oct. 11 Practitioner V
Oct. 25 Basic NLP II
Nov. 8 Practitioner I
Nov. 16 Practitioner VI
Nov. 28 Master Practitioner I

DYNAMIC LEARNING CENTER
P.O. Box 1112 - Ben Lomond, CA 95005 (408) 336-3457

Dec. 5 Professional Pathway Meetings
Dec. 6-8 Tools for Dreamers
Dec. 9-12 Research & Modeling Strategies for NLP Developers

FUTUREPACE, INC.
P.O. Box 1173 - San Rafael, CA 94915 (415) 485-1200

Oct. 10 Imperative Self Analysis Certif. Begins

GEORGIAN BAY NLP CENTRE
P.O. Box 1210 - Meaford, ON N0H 1Y0 Canada (519) 538-1194

Oct. 4 Practitioner Training Begins (Owen Sound)
Oct. 28-29 LAB Profile (Owen Sound)

INSTIT. DESIGN HUMAN ENGINEERING AMERICA
1121 East Clarke, Suite A - Milwaukee, WI 53212 (414) 224-6623

Nov. 9 Master Practitioner Certif. Training Begins

INSTITUTE OF NLP & HYPNOSIS
4313 Medical Parkway - Suite 8 - Austin, TX 78756 (512) 453-5833

Nov. 15-17 6-Day Ericksonian Hypnosis and NLP Training Begins (Jonathan Rice)
Nov. 22 Physical and Sexual Abuse: Generating New Beliefs: Transforming the Trauma (San Antonio, TX)

INTERNATIONAL TEACHING SEMINARS
1 Mulgrave Roase, London NW10 1BS England 071 923 3282

Oct. 17 How to Influence with Integrity
Nov. 20 How to Build a Better Future
Dec. 12- How to Have a Good Time More of the Time

JOHN SEYMOUR ASSOCIATES
17 Boyce Drive - St. Werburghs Bristol Bs2 9XQ England (0272) 557827

Oct. 26-27 Seminar 7
Nov. 2-3 Introductory Seminar
Nov. 9-10 Seminar 4
Nov. 16-17 Seminar 8
Dec. 7-8 Introductory Seminar
Dec. 7-8 Seminar 5

JUST COMMUNICATIONS!
8613 SE 9th Ave. - Portland, OR 97202 (503) 236-8157

Oct. 19 PhotoReading Begins (Seattle, WA)

Current Events

LEAD CONSULTANTS, INC.
P.O. Box 664 - Reynoldsburg, OH 43068 (614) 864-0156

Oct. 28-31	Level1 Training/Basic Skills,
Dec. 2-5	Level4/Adv. Skills & Structures

LEARNING STRATEGIES CORPORATION
900 East Wayzata Blvd., Wayzata, MN 55391
(612) 475-2250

Oct. 11	PhotoReading Inst. Training Begins
Oct. 12	PhotoReading Begins
Nov. 16	PhotoReading Begins

METAFORMATION, INC.
3538 Marlowe Ave.-Montreal,PQ H4A 3L7 CANADA
(514) 486-1282

Oct. 7	What is NLP? Free Introductory Evening
Oct. 27-	16-day Master Practitioner Intensive Residential Begins (Part 1: Guadeloupe Oct. 27-Nov. 3)) (Part 2: Martinique - Feb. 28-Mar. 8) 24-Day Practitioner Training
Nov. 8-10	Mod1 Personal Empowerment (Montreal)
Nov. 15-17	Mod1 Personal Empowerment (Quebec)
Nov. 29	Mod2 Learning to Learn Begins (Montreal)
Dec. 6-8	Mod2 Learning to Learn Begins (Quebec)

METAMORPHOSIS
(303) 245-3235

Oct. 12-13	Milton Model (Glenwood Springs)
Oct. 19-20	Utilizing Trance (Glenwood Springs)
Oct. 23	Basic Hypnosis Begins
Nov. 2-3	Meta-Programs (Glenwood Springs)

THE MIDWEST INSTITUTE OF NLP
702 West Colfax, South Bend, IN 46601 (219) 232-9636 or (800) 235-7210

Oct. 5-6	Two-Day NLP Seminar
Oct. 19	Two-Day NLP Seminar

NEW ENGLAND INSTITUTE FOR NLP
RFD #3-AN, Pratt Corner Road - Amherst, MA 01002
(413) 259-1248

Oct. 26	PhotoReading Begins

NEW YORK TRAINING INSTITUTE FOR NLP
155 Prince Street - New York, NY 10012 (212) 473-2852

Oct. 1	Evolving Your Self Begins
Oct 5-6	Intro To Ericksonian Hypnosis
Oct. 11	Practitioner Training Begins
Oct. 26	PhotoReading Begins
Dec. 7-8	Therapeutic Applications of Ericksonian Hypnosis (Robert Dilts)

NLP COMPREHENSIVE
2897 Valmont Rd. - Boulder, CO 80301 (303) 442-1102

Oct. 18	Practitioner Training Begins
Oct. 25	Master Practitioner Training Begins

NLP INSTITUTE OF CHICAGO, INC.
P.O. Box 25184 - Chicago, IL 60625 (312) 271-9578

Oct. 8	Free Introductory Evening
Oct. 11	A Place in the Universe
Oct. 12-13	The Craft & Art of Therapeutic Metaphor
Oct. 19-20	Introduction to NLP
Oct. 25	Trans-Formations(Intensive Training in Ericksonian Hypnosis and NLP) Begins
Nov. 11	Free Introductory Evening
Nov. 22-24	Prerequisites to Creativity and Genius
Dec. 5	Free Introductory Evening
Dec. 7-8	Conversational Change
Dec. 7-8	Introduction to NLP
Dec. 17	Free Introductory Evening

NLP LEARNING SYSTEMS
4050 W. Park Blvd., Ste. 102 Plano, TX 75093
(214) 596-7841 or (214) 980-6887

Oct. 12	The Sales Game Begins
Oct. 18	NLP in Action Begins
Nov. 7	NLP in Action Begins
Nov. 15	NLP in Action Begins (Irving , TX)
Nov. 15	12-hr. Belief Change Workshop Begins
Nov. 22	Adv. Practitioner Training Begins
Dec. 6	NLP in Action Begins

NLP RESOURCE CENTER
c/o The Family Therapy Inst. of Alexandria
220 S. Washington St. - Alexandria, VA 22314 (703) 549-6000

Nov. 1-3	Level 1 Certification Training Begins
Dec. 13	Level 2 Practitioner Certification Begins

Current Events

NLP ST. LOUIS
P.O. Box 20593 - St. Louis, MO 63139 ,(314) 776-4030

Nov. 16 PhotoReading Begins

NLP TRAINING INST. OF LOS ANGELES
28172 Rey De Copas - Malibu, CA 90265 (213) 457-6006

Oct. 3 Free Introductory Evening
Oct. 9 Free Introductory Evening
Oct. 12-13 Instant Rapport and Personal States of Excellence
Oct. 17 Free Introductory Evening
Oct. 30 Free Introductory Evening
Nov. 1-3 Beyond Co-Dependency: Healing the Trauma
Nov. 10 One-Day NLP Intentensive
Nov. 11 Aligning Perceptual Positions/ Steve Andreas
Nov. 14 Free Introductory Evening
Nov. 28 Free Introductory Evening
Nov. 30 One-Day NLP Intensive

NLP WORKS
2970 N. Swan Rd., Ste 219 - Tucson, AZ 85712
(602) 325-9698

Oct. 4 NLP Practitioner Training Begins (Phoenix)
Nov. 11 NLP Master Practitioner Training Begins (Tucson)
Nov. 29 NLP Practitioner Training Begins (Tucson)

PACE PERSONAL DEVELOPMENT
86 South Hill Park - London NW3 2SN England
01-794 0960

Oct. 4 Free Introductory Evening
Oct. 5 Advanced Coaching Skills
Oct. 19 Autumn Foundation Skills Begins
Nov. 7 Free Introductory Evening
Nov. 13-14 Dealing With Difficult People (Lara Ewing)

SOUTHERN INSTITUTE OF NLP
Box 529 - Indian Rocks Beach, FL 34635 (813) 596-4891 or (800) 633-4891

Dec. 6-15 Masters in Modeling Residential (Tampa, FL)

SPECTRUM/RESOURCE ALLIANCE
938 W. Fifth Street - Winston-Salem, NC 27101 (919) 761-0650 or)919) 967-8444

Oct. 4 NLP Practitioner Training Begins
Oct. 4 NLP Master Practitioner Training Begins

SYNTAX COMMUNICATION MODELING CORP
P.O. Box 2296 - Los Gatos, CA 95031-2296
(408) 395-0952

Oct. 7-8 Beyond Selling

UNIQUE PERCEPTIONS
134 Stephen Drive - Buelph, ON N1H 7R2 CANADA
(416) 275-3991 OR (519) 763-9766

Oct. 3 The Processing of Questions in the Mind and Body (Toronto)

WESTERN STATES TRAINING
1569 E. Waterbury Drive - Salt Lake City, UT 84121
(801) 278-1022

Oct. 4 Free NLP Intro Evening
Oct. 11 Practitioner Training Begins

CONFERENCES
IANLP Mountain States Regional Conference
Oct. 25-27 - Park City, UT
For information: (801) 278-1022

First International Bilingual Congress
March 27-29, 1992 - Buenos Aires, Argentina

For information: Maria C. Penna
Honduras 4899 (1414)
Buenos Aires Argentina
Phone: 54-1-72-2412
Fax: 54-1-803-5784

YES SAVE ME 37% OFF OF THE COVER PRICE! Start my subscription (12 issues) for only $37.00.
US & Canada call Toll Free: 1-(800) 544-6480 [CHARGE CARD ORDERS ONLY].

Name	
Address	
City	
State Zip	
Country	
Phone Number	

One Year Subscription (6 issues a year)		$37.00
Candians	$10.00	
Other Foreign add (1st Class - Air Mail Delivery)	$20.00	
TAX (COLORADO RESIDENTS ONLY)	$1.67	
Total (See note below) ***		

___Check ___ VISA ___ Mastercard

Card Number
Exp. Date

Please make checks Payable to Anchor Point and mail completed form to:

Cahill Mountain Press, Inc.
Anchor Point Dept
P.O. Box 286
Franktown, CO 80116 USA

***** All subscriptions must be paid in advance in U.S. currency and paid with a designated charge card, postal money order, or with funds drawn against a U.S. bank. There will be no exceptions. Price subject to change without notice.**

SECOND CLASS POSTAGE PAID

Cahill Mountain Press, Inc.
Anchor Point Dept.
P.O. Box 286
Franktown, CO 80116-0286 USA

Moving Soon?

Your Anchor Point is delivered to you via 2nd class mail. If you don't send us your new address before you move, HISTORY HAS TAUGHT US THAT THE POST OFFICE WILL PROBABLY NOT FORWARD YOUR ISSUES TO YOU ...
and we won't replace them for free either.

Send us your New Address at Least 6 Weeks BEFORE YOU MOVE!
(including zip code changes)

Please send your old mailing label and new address- to us at the address above.