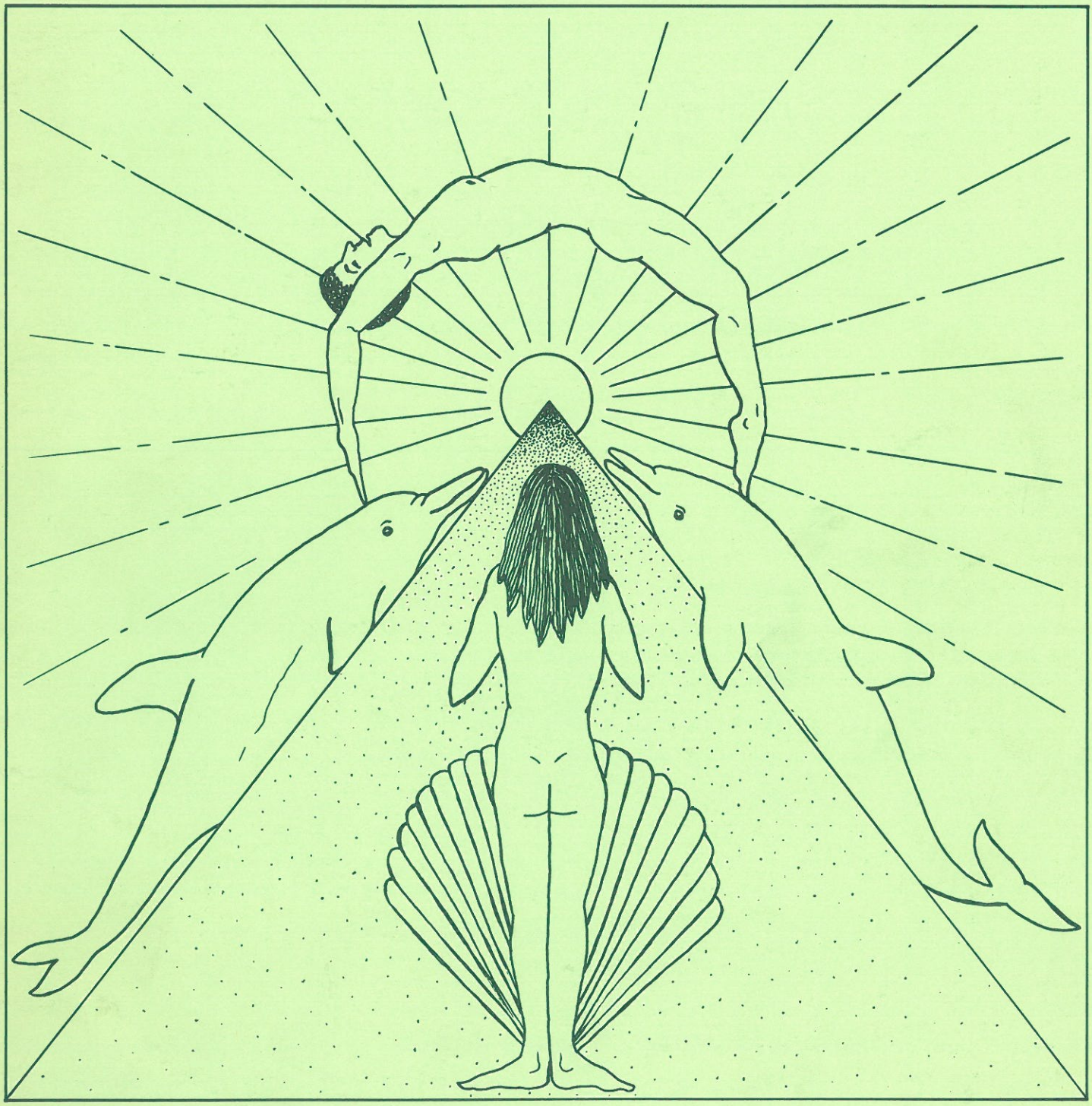
RAPPORTER

Journal of Human Performance Technologies



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THE CAMP NLP EXPERIENCE©

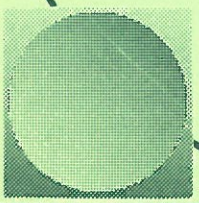
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OUR PURPOSE AND PHILOSOPHY IS:

- *to provide the best and most valuable information available in the sciences of human change to our readers*

by offering information from various fields of human behavior — including NLP, hypnosis, channeling, interspecies communication and healing therapies — in order to provide many different models and strategies for interacting with clients, students, friends and fellow humans, thus establishing greater rapport than now experienced.

- *to be instrumental in the reinstitution of personal freedom*

by offering tools whose use empowers anyone to become a master of their own destiny.

- *to stimulate and expand minds*

by presenting techniques that effect controversy, stretching, change and enlightenment.

- *to be a bridge of rapport connecting the many different approaches to the pursuance of success, abundance, peace and joy*

In the preface to the "Natural Cooking" column in our "Acorn" issue, we stated, "We honor and respect that different strokes apply to different folks." This is a cornerstone of our philosophy. We respect different approaches and are excited that there is more than one road to enlightenment. As we continue to investigate and present other-than-familiar beliefs and truths in order to increase our/your capability for communication and change, we will look at results as our criteria for success.

Perhaps, by moving from judgment of how others choose to express to acceptance of — perhaps even delight in — differences, we can move beyond our present situations, beliefs and concepts to reestablish rapport throughout the planet.

Peace, the *RAPPORTER*

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FEATURED GROUP



EASTERN NLP INSTITUTE

A Rapp with JOSEPH YEAGER and LINDA SOMMER

The programs and staff at the Eastern NLP Institute are unsurpassed in quality and results. Sommer and Yeager are exceptionally effective and have my strongest personal endorsement.

— Richard Bandler

Rapporter: Joe, Linda has told us that you have almost 30 years of business experience. How could someone as youthful as you appear to be garner that much experience?

Joe: Well, I've been working since I was eight years old; my first job was working in coal mines.

Rapporter: That's a tough position for that age.

Joe: Well, I didn't know that—I thought it was a lot of fun and adventurous!

Rapporter: What makes Eastern NLP Institute unique?

Joe: I believe it's the way the organization is set up: We tend to do almost anything in the human resources area—the difference is we tend to take the perspective of the person at the top because we have this holistic grasp that breaks down into how we manage the whole system for them. We offer corporate consulting, which is anything from seminars to executive coaching to reorganization, product planning, strategic planning and manpower planning. My perspective on it is that the easiest way to think about an organization is that it's made up of people, finance and technology and we focus on the people and, to a lesser degree, on the technology; we have people on staff who handle the financial area. We service most of the really well-known Fortune 100 companies, like Time-Life, Insurance North America and Mercedes-Benz. We have a real good stable of clients and we tend to keep them over the years.

My own personal favorite activity is coaching senior corporate executives. What we offer them, literally, is peak performance for themselves, their team, their organizational planning. That's just one product area, the corporate world.

We get called on a lot for sales training. You name it, we do it—training designs, training the trainers. Probably the most common problem we're called in on is people who are having a lot of conflict within senior management ranks. It seems that conflict resolution on an individual basis is something we're real good at. We find that executives are either too aggressive for the position they're in, or they're too mild mannered for the position they're in. In either case, they find they can't lead their troops properly. I would say that if there is a symptom, it's usually that people stay away from the boss in droves—are afraid of him—or they don't have any respect for him because he's too wimpy. Those are the two issues that are probably behind most of the issues that bring us in. Sometimes we get involved with mergers and acquisitions where we're trying to match up different cultural styles and in doing that we have to be able to profile people, be able to predict performance, personality interaction, handle the turf and territorial issues, the differences in cultural systems between the merging organizations and things like that. We tend to be pretty good at that sort of stuff.

In the sales training we offer, it's not at all unusual after two or three days of training with us to double or even quadruple a salesman's rate of closes. We get a lot of requests for sales training as a result of that.

We have a lot of different variations on sales training. It's interesting that in the corporate world we find that one of the things that they need is to have a certain amount of routine and predictability in business so that things work well and there's a harmony in the system. Nailing that down, giving them the techniques for doing that, seems to be one of the things they look for the most. They want to make things predictable and understandable. As a result, we often don't get into the more exotic areas of NLP. In sales training and interpersonal skills, we offer more the garden variety techniques. Things like advanced modeling are less often the case, because first off, business still doesn't know that we can do that sort of thing and when we get into it, we tend to approach it more often—because of their needs—from a personal or humanistic point of view. For instance, we've been approached by some organizations that want us to help them "crash-proof" pilots because we know how people crash airplanes. The biggest area is human error. We know the technique for chaining in a response so that a person automatically goes to the appropriate response rather than the panic response and we've had people ask us to set up programs designed so they could build it into their simulator training. I have a real problem with how most catastrophe prevention, like crashing airplanes or Three Mile Island or things like that, are done. The general approach is to take an actuarial approach where they figure up a series of statistical probabilities that a certain sequence of events is so astronomically remote to happen that they feel very safe. Well, Three Mile Island is a pretty good example of how actuarial prediction doesn't work! If you know how a person's strategy operates under various situations, like stress, and you can anticipate that and train a person to have a conditioned response, so to speak—to do the proper thing rather than getting confused—then you don't have to worry about actuarial prediction—the person will perform as required rather than out of some panic state or some statistical procedure that says, "this probably can't happen." When a company goes down the drain and they hear, "well, statistically this shouldn't have happened," it's still out of business! We find that with NLP technology, you can be very much in control of these events rather than just rely on

FOCUS ON PEOPLE

probability. That's an advantage that NLP has that no other psychology or behavioral science has, at least to my knowledge. So we can get very much into human factors design, but that's a sometimes issue with us, depending upon the client. We have the capability, but for the most part, I'd say business tends to call upon the relatively basic skills of NLP. They're looking for things like pacing and leading, personal rapport and internal events inside the person so things like submodalities and strategies are very much in demand. I consider them to be the basics of NLP rather than the leading edge of technology.

Rapporter: We've heard you say that you like to keep it simple. Where does that philosophy come from?

Joe: Well, people's responses are all keyed from a very few basic things, like in psychology you have the fight/flight reaction and if you study people's behavior, no matter how sophisticated and complicated you make a description of why someone does what they do, it still boils down to they're approaching an issue they have to deal with or they're running away from it. That's biological. And if you figure that when we were running around out in the African plains a million years ago, minding our own business, out looking for lunch and we ran across a sabre-tooth tiger instead of a deer, well, we got a fear response. If we did find lunch, we got an approach response. Biologically, we're wired that way, so you figure that everything keys off these basic physiological response patterns. The way I look at it is, it makes things very simple. When you're dealing with a client, they're either afraid of something or they're trying to tackle something they don't know how to deal with. It makes life very simple if you keep the model simple. If you get overly complicated, you lose your grasp of the issue and you don't do your client any service.

Linda: Let me give you an example: a businessperson had an issue—he was a consultant—and was chunking down into teeny pieces trying to find out what the problem was and never broke it down into Yeager's model of "how to, want to, chance to." And here was a man whose boss told him that he wasn't getting along with his subordinates and the man was very upset because he was a devoted employee and they tried breaking down, figuring he must need a change history reframe and all it was was a how-to issue. He didn't know how to get along with them. So all he needed was rapport skills! He didn't need a fix. He was missing information. He wanted to, he certainly had the opportunity to, he didn't know how to get rapport. So instead of it being an issue, all it was was he needed to learn how to get rapport. It was that simple. After he learned rapport skills he had no problem, he was fine. Not only that, he totally changed his reputation. Usually, when people learn basic rapport skills they come back and say to us, "You're not going to believe this, but everybody I know has changed!" And, basically, once you learn how, it becomes so simple and so logical that very often you don't even remember how it used to be. It's as if your natural state comes out more easily and more readily and whatever was unnatural seems to disappear. Chunking up, we've found, makes work a lot easier because you don't presuppose there is a problem. You presuppose you're missing information or there's . . . how do you describe it, Joe?

Joe: Motivation or whatever: there's no chance to do it. That "want to, how to, chance to" thing is such a super-simple model and it covers all the bases. There's nothing that you can't figure in those terms and it tells you exactly what your next moves are going to be. One of the things you want to be able to do is predict your own behavior as well as your client's behavior, so you have to have a system that really dopes things out and reflects itself in three-dimensional reality.

Linda: If you do that first, it makes it really easy. We were working with an executive who had a very messy desk and they hired us to get him organized. In breaking it down into "want to, how to, chance to," we knew the man knew how to keep his desk organized and he certainly had the opportunity. What we found out is that he loves his job and, because in the corporate world upper mobility is very important, he kept his desk messy because they'd walk in, say, "Oh, you've got more than you can handle," and they'd leave. He was afraid that if he had his desk organized, they would give him more work and more work meant moving up and he didn't want to be promoted. He finally had arrived at where he wanted to be and so it was an issue of "want to." Teaching him NLP technique wouldn't have done it, since he didn't want to; he loved where he was. So breaking it down into those three categories very often will give you a direction of which NLP approach you're going to take. It gives you direction on where's the issue, really. Is it a "how to"? You need to teach them something. Is it a "want to"? Do you have to work with the motivation to have them want to? Or, do they have the opportunity to?

We also have a great staff; all are experts in Ericksonian hypnosis as well as NLP.

Joe: We have a lot of associates who want to be affiliated with us because they recognize that they are connected with what they consider to be the best. That's our attitude toward everything we do. We want to be the best and set an example. That approach has worked for us.

Linda: Also, we practice what we preach! In other words, we don't think of NLP as something separate.

Joe: It's not something we quit doing at five o'clock! It's a way of thinking. Like Buddhism, it's just a way, not a religion. Well, for us, NLP is a science that you can use day-to-day because it's partly a linguistic science, it's partly a psychological science and you just integrate it into your being. It's just common sense that when you find something that works with everybody all the time, why not use it all the time? Not just on your clients. You use it on your kids, on each other and it works. It keeps things very upbeat and very positive.

Linda: We also think that what makes us unique is that, first of all, we have a very successful seminar business, however, we're not dependent on the seminar business and what we really work at creating—we have very high-caliber people who come to our training, we have people who are successful who want more success. One of the differences in our approach in terms of the seminar business is that we're known for teaching people how to take responsibility for themselves. Our comeback rate is because people want more—not because they need us, but because they know they get high-quality training.

Joe: For instance, one of the things we've done in training people in clinical skills is that teaching the technique is not enough, because in a clinical area, the person is the delivery system. If that delivery system is defective in some way—for instance, the person can't get out of their own way or they keep imposing their values on the client or they can't handle certain kinds of clients because it reminds them of their own bad experiences—our attitude is that person isn't ready to deliver that skill. So we had to clean up the delivery mechanism and in most of our training designs oriented that way what we try to do is build in a combination of self-development as well as skill acquisition and we interlink those so you really can't tell them apart.

Linda: We push skill, not certification. You can't cram for NLP—it's a state of being. You're either doing it or you're not. We don't have a pass-fail thing. We have a passing-when and people have case studies that they have to hand in and they're monitored all along and they have a final case study which represents their culmination of them saying, "look, I'm ready."

KEEP THE MODEL SIMPLE

HOW TO, WANT TO, CHANCE TO

If they're not ready at that point, then they're given six months or they come back later saying, "now I'm ready."

Joe: My big test is, would I let that person work on me? If the answer is no, they're not ready!

Linda: The other question is, would you refer somebody to them? If the answer is no, then what do they need? And what they get from us is thorough evaluation. They get one-on-one evaluation of their skills before the end of the program and then they're told what it is they're missing and what they need to do. Then they have the opportunity to learn that. Also, a lot of people go through personal evolution and that's great! It's just not a reason to give a person a certificate. If you've gone through an incredible personal change, you get our hearty congratulations and then, when you've memorized the steps and you can demonstrate that, great, then you get your piece of paper. Most people are very satisfied because, number one, they know that when they have their certification, they've earned it; number two, they know that they know it. And everybody's comfortable when they don't have it. They make the decision, they set their outcome. Certification isn't the issue, it's get what you came for, get what it is you need. So certification is not the big deal—it's not what you're here for—you're here to get this newest technology, to be on the leading edge. We find that all the business people we get want personal growth as well as to be more effective on their jobs. We find that they maintain a very good balance.

In terms of personal evolution, we have personal seminars like Choice Point and one of the focuses that is real different in certain respects is that we teach people—when people are in groups they get into group energy and very often x-amount of weeks later, they're zapped. It's as if, somehow, it disappeared. The focus in Choice Point is to have it come from inside so it's coming from yourself and then what happens is your energy builds so much that you go into overflow. Then, if someone happens to be next to you, they experience your overflow and they go into overflow. People tap into the extra—you can never get zapped because it's something that's self-created, it's not created by the group, it's created individually.

Joe: One of the ways that I think we've developed a unique market niche is that there has traditionally been the self-development market out there in the world—the "yes, I can school," where you read all these inspirational books that psyche you up, but they don't give you the skill to actually improve your performance. They tell you to have the right attitude, but they don't give you the how-to. We've got the how-to for the self-development part and then we give them the how-to for actually applying it to the environment they want to tackle. So what we've done is combine the self-development market with the skills market for people who want to know how to turn the nuts and the bolts and make things happen at the same time that they, themselves, grow. That combination of self-development and just plain technological skills we've somehow managed to integrate. A lot of people come to us for only the self-development part and get the skills as a bonus; some come for the skills and get the self-development as a bonus; some come for both and get it all.

Linda: We also know that the psychologists and psychiatrists that we get are businesspeople as well. So it's irrelevant what you do for a living. If you're a parent, then you're an educator, you're a psychologist; if you run a home, then you're a business-person. If you're a psychologist working with businesspeople, it's understanding their models so that you help them in their model of the world, rather than sitting and making judgments from your model of the world. So everybody is all of those things, so everyone of those models ends up being useful. That's basically different types of reframing in order to understand how you utilize it in different applications.

Joe: One of the things I've found out over the years that we've been doing this is that we traditionally get a lot of psychologists and social workers in the audience and I've found, for the most part, it's a whole lot easier to teach an English major NLP than it is to teach a psychologist or a social worker because the psychologists and social workers all have a theory that they're working off of and they're not taught to test their theory to see if it really works. They force-fit the client into their theory and regardless of what the client comes in with, they have to fit the theory or they don't have the procedures to work with. Where, with an English major, they're taught communication skills, word choice, organization or information, sequencing of a presentation to a person and an English major is doing basic NLP whether they know it or not, they're just not trained to apply it in a persuasive way to actually make a change. Psychologists are taught to make a change and have no tools, English majors have the tools and aren't taught to make a change! I try to bring those together and it works really well.

Linda: We have a lot of different avenues. For instance, we work with a lot of actors who do commercials and soap operas. We work with them for a lot of things, from going on interviews to going into a role without having the kinesthetics. A lot of actors go into a role and get all depressed and take it home with them, so we're teaching them how to become totally immersed in the role and turn it on and off.

We're also developing a lot of new things and moving into a lot of new fields.

Joe: We're working with Robert Dilts on a lot of his computer applications, like his GSR devices. I think computers are probably going to loom larger and larger as we go through things. Robert and I are working on something called the psychological spreadsheet and what that amounts to is that over the years I've learned various approaches and procedures



GET IT ALL

to cause massive change in a large organization. For instance, you can imagine the resistance a billion dollar conglomerate that wants to install office automation equipment gets from the average secretary or boss because their routines are changed. I've developed ways to approach that so that everyone welcomes the change and I've documented this in some minor publications. While I was in Germany a couple of years ago, some officers came to something we were teaching in NLP and one of them said, "Are you Joe Yeager? *The* Joe Yeager? Did you write an article about organizational change? Well, I just came from a conference with IBM and they're giving out that article as the 'cat's whiskers' on how to cause organizational change." What Robert and I are doing is capturing these protocols and systems of implementing large-scale change and we're going to put it onto a computer disk. The rationale is very much like the regular spreadsheets where you crunch your numbers and do your budgets—this is, literally, how to get your idea through a large-scale system and get it implemented. The problem is not coming up with good ideas, it's getting them sold and into the system. So, all this stuff I've figured out how to do we're going to be documenting in to an interactive computer disk so a manager can sit down, profile his boss, profile all the different people, and he'll be able to tell exactly how to approach them. It's like getting a bill through Congress—all the horse-trading you have to do, all the incentives you have to present to get people to want to do it and basically get everybody on the same wavelength, saying, "We really want this change." There are specific things you do to make that happen and it's real easy once you understand the map of that territory. So, we're going to map it out for everybody else.

Linda: What I've been doing is taking a lot of the NLP techniques and translating them so that the general public who knows nothing about NLP can get a personal piece of change work. If I was doing it individually, it might be more specific. However, I've done the research and over a thousand, minimum, changes before I developed something for the general public. The point is to apply NLP techniques that create change and make it available for people at a reasonable price, so instead of going to a therapist for a session, they can get a very significant piece of change. So I've been working on translating a lot of NLP techniques into something a consumer can buy, have change, and not have to learn anything about "mumbo-jumbo." A lot of people buy the tapes as gifts for other people.

Joe: My last name, Yeager, translated from the German means woodsman or guide. The way I look at what we do is we guide people through their own territory and once they've learned how to go through, they can do it on their own. We make it easy for them by showing them where to step, where to turn and after one experience, they know. We really do find that we don't have to build a lot of stuff in people, we just elicit from them and they do have the analog structures for everything they need. If they need content, it's a how-to issue and we fill that in. So, once they have the skill, they're on their own. We keep getting the successful person who wants more success rather than somenoe who has never really made it. That tends to characterize, I think, the population we mostly work with. Most of the people are roughly thirty to fifty years old and have been working for a while. I would say that 80 percent or better of our population is in the $50,000 and up salary range. We get a lot of company presidents, lawyers, psychiatrists and folks like that who say, "What I'm doing is working, but there's got to be a better way. I want to make my life easier. I want my skills to be smoother." A lot of people think it's a lot of hard work and it's not because once you know how to do something—and we make that part easy, learning how—one of the little reframes I do with people who say, "Gee, I have to change and it'll be hard work," is hand them a piece of paper and have them sign their name. And when they do, I say, "Well, is that easy?" "Sure." "That's because you know how to do it, right?" "Yeah." "Well, you already know how to do what you're talking about, you just don't know when." All of a sudden, "Well, that was easy. There was no change at all." They don't think there was any change at all and all of a sudden their performance improves. So we try to make everything as simple as we can on delivery so it's as natural for them to do as signing their names.

A BETTER, EASIER WAY

Linda: We also get a lot of families—mother, father, children. We usually start children at the age of fifteen. We also have a scholarship program for teenagers. We find that NLP for teenagers is super-duper exciting! They're at a stage when they don't want to use their parents as role models. They want to become independent and they don't know how, they don't know where and they don't know what to do. That's where the NLP skills give them a guideline and when we do well-formed outcomes and ecology, they learn how to monitor themselves. Teenagers grow very, very quickly. We usually take up to four teenagers on scholarship at a time and they work—they do the videotaping, they do the cleanups—they work their way through. It's a scholarship program, yet they're totally responsible. We find that they take everything so seriously in terms of knowing that they're getting something very valuable that they work their buns off. We do it for the summer program as well as for the ten-month training. We give away about fifty percent of our work—the difference is, we choose how we want to give it away.

Joe: Like Viet Nam vets—if we get someone who has Post Traumatic Stress Syndrome, we'll fix that for free. That's been a policy of ours for years. Sometimes somebody will be referred to us who is on welfare and all they need is one little thing to get their whole act together and then they're off welfare and on their own, so we'll do that.

Linda: We had one lady who came from an abused home and she really had no money and we couldn't stand that she was in that position, so we worked with her for free. I think we really live what we preach.

Rapporter: You've given us a pretty good overview of Eastern Institute. Now, let's discover what's unique about each of you. Joe?

Joe: Well, I was a double English major and psych major in undergrad school and then I did clinical for my masters and clinical and business for the doctorate, so it's a real funny combination of backgrounds. I did masters and doctorate combined in three years while working full time as an officer at an airline. I averaged about two hours sleep a night for three years, but I did it all—handled a merger and some other stuff all at the same time.

Rapporter: Quite a stretch!

Joe: It was fun! You feel so alive when you're working like that.

Rapporter: So that's your method, having fun?

Joe: If it's no fun, it's not worth doing!

Linda: He always goes for win-win and there's never a confrontation.

Joe: I've got to get a plug in here for Mom. Mom taught me NLP before I was ten years old. Bandler and Grinder came along to give me some words to understand what I was doing, because in a lot of ways, NLP is just basic, effective communication. It's more than that, obviously. It's a science and out of all the systems that I'm certified in—ten or twelve—NLP is the only system that works universally. And that's one of my criteria: it has to work everywhere, on anybody at anytime. My

GO FOR WIN-WIN

mother taught me that kind of stuff: how to be courteous, which is, basically, pacing the other person; how to lead them by getting them to think things they hadn't thought before, so I have to give her credit—Mom came before John and Richard! She'll be glad to hear this!

Linda: I've been on television a few times for NLP and I always take every opportunity to teach somebody something. So, it's finding perspectives that work. When I first went on as Linda Sommer, it was like, "Well, who wants to see Linda Sommer?" They wanted the information I had. Then I went on as Linda Sommer, the trainer. Then, when I made up my mind that my attitude was I was just going to play, I had a ball, and so did they. In terms of personal evolution, you're doing that in the business world as well, you just don't call it that, because it's not what they want. Is it what happens as a result? Of course it is! If you teach people how to be better at what they do, how to be in charge, ecology and integrity and all those things, they are getting it. You don't need to be in a beads and sandals atmosphere to get personal evolution. It's a matter of calling it what's appropriate within the frame that somebody else is in.

Joe: Like I think the New Age people are in the right direction but they often confuse themselves with a lot of vague, fuzzy nominalizations and then they don't have any way to deliver the goods. They've their heart in the right place, but they don't have the tools.

Rapporter: Joe, why don't you tell us what's unique about Linda.

Joe: One of the things that strikes me is she does two things exceptionally well. These are Freud's old criteria. Freud's idea was that if someone really had their act together, they could do two things: they knew how to love and they knew how to work. Linda knows how to do both exceptionally well. Within her family, within her audience, people just sense the love in her and respond to that. And I've never seen anybody work as hard as she does. I probably come in a close second! She's easily one of the three or four brightest people I've ever met. When I met her she was a school teacher in an East New York ghetto who used to get involved walking her kids on field trips in the middle of gun battles and things like that, so you have a notion of what kind of neighborhood it was. She went from that to coach of senior corporate executives in the Fortune 100 within a space of about eight months, so that gives you a clue as to how quick she catches on. That kind of makes me smile!

In the family she's just great. We have a couple of adopted Korean kids and she's Mom and I'm Dad, they can't tell the difference and we're very pleased about that. They've grown up—they're not bank robbers! One of our attitudes was that if they're going to go into robbing banks and they hand a note through the grille to the teller it'll say, "Give me the money, *please.*" We've at least got their minds in the right place so they'll at least be courteous about it! We're looking at maybe adopting a couple more kids at this point. Her attitude is very much like a mom and a teacher and a psychologist and a consultant and an executive and a speaker and a lecturer—she's all those now.

So my two angles on Linda are love and work. And if you search around and talk to people, they're usually stuck in one of those two areas. They don't know how to love or how to work or they're doing one right and one wrong or they just kind of flop around trying to figure out how to make it work. We find that if you just angle in on those two issues, I think you get your core act together and you get your family act together. That covers all the bases that I care about. I think that's an approach that she and I both share.

Linda: Something that Yeager does that is always amazing is that people always feel that whoever they are is perfectly wonderful. For example, we've been doing a lot of work in the medical field lately. We seem to get a lot of doctors that are on burnout or making a fortune but because of the laws are losing everything. These people fly in from all over the world to spend three days with Yeager and by the end of one day—after what they thought was depression of 15-years duration—they're sitting there and laughing. We get suicidal people who come in and they're at the end of their rope and they're sure they're not going to live until the end of the next day—after two hours with him, there's laughter. He has a way of making people love who they are so it's really not a problem, they're just looking at it funny. There isn't anybody who knows more about it—like he said, he's certified in 14 or 15 different forms of therapy. He's totally accepting of wherever somebody is. He's very spiritual but he never talks about that because it just is. He can't relate to people who study being spiritual, because for him it's a way of thinking, a way of life. He's a chameleon—anything that anybody wants to see, in a lot of ways. He's the best! And he brings out the best in people. You will never, ever catch Joseph in an agrument. Joseph always goes for win-win. People always walk away feeling great from being around him, but not understanding what he did.

Joe: That's Mom again. She taught me when I was real young that everybody has their own story and that everybody is doing the absolute best they know how right now and if they knew how to do it any differently, they would. So, you have to figure out how do they get to that spot where they're unhappy or where what they're doing doesn't work for them and you listen to their story and they'll tell you how they got there and then you give them something—tools or advice or whatever—and you get them off that stuck spot and all of a sudden they're happy. So she taught me, basically, patience. So instead of trying to impose your values on everybody else, or get them to be like you, it's not a question of do unto others, it's an issue of live and let live—everybody's got their own angle and their own issues to work. And I don't look at them as problems, I just look at them as issues, because if you define them as problems then something's wrong—right-wrong frame is not my favorite place to be. So the way I look at it is they just have an issue they want to resolve. If you define it as an issue, it's just something to resolve. Problems have to be solved and that sounds heavy and it's negative. I don't like to frame things in a negative even in a most general way. For instance, if you go around labeling people—let's say you call someone lazy—well, it's impossible to be alive and not be motivated. I mean, look at the substance of reality: animals are motivated, human beings are motivated. The question is, what are they motivated to do? If you call them a name, it basically means they're motivated to do something other than what you think they ought to do. I don't take the presupposition that I know what people want to do or what's good for them because they have their own background, their own cultural evolution, their own specifics of their own personal history, so what they're doing makes sense to them even if it doesn't make sense to me. I first ask, "What would you like in addition to what you've already got?" Rather than, "What's wrong with what you've got?" "Wrong" implies you have to re-engineer the whole person. "In addition to" means you're just adding a little tool here, a little technique there so the whole frame around it is very different.

My family is from Virginia and I'm old enough to remember when we were still doing sharecropping. My very first job was driving a mule as a sharecropper when I was about five. That was in the forties and, believe it or not, a neighbor down the road from us literally still had a slave. And every once in a while the slave would run away and he'd come to our farm because we would treat him nice—we'd feed him and put him up. When

the guy down the road would get his nerve up, he'd come and steal this fellow, Charlie, back. And he used to call him a lazy, good-for-nothing whatever. He might have thought Charlie was lazy, but to me, Charlie was motivated to not do self-damaging things in this guy's service so he'd run away. That's not lazy to me, that's motivated to avoid pain and go for something that feels a lot better. So if you look at motivation that way, a person is always motivated and if they're lying under an apple tree taking it easy in the shade and not out chopping cotton, it seems to me that the person isn't lazy, he's motivated for the good life! The way I look at it is, motivation is a question of perspective. If a person isn't motivated to do what you want them to do, then you have to find the incentive to make them want to. My attitude is, find out what would turn the person on and offer them that as an incentive and if you can't offer them that, then go find someone else or change what you want to do. It's more of an attitude, sort of a philosophy. It's nothing different from what you would get in Sunday School or Hebrew School—try and put yourself in the other guy's shoes.

Linda: I think we live what we do because it works and it's easier. We really never argue . . .

Joe: I don't believe in confrontation because if you confront, you're arguing and you can't win an argument so why waste your time? Figure out where you want to go and then engineer it to work that way. That's more like an attitude than anything else. I think Richard Bandler would call that the attitude of NLP: make it work, make it win. Don't just sit around and argue and waste your time.

Linda: Choosing an attitude is something we have a choice on. It's like a person who has a car accident can say, "Oh, no, my husband's gonna kill me," or they can say, "Thank God I'm still alive!" It's all attitude and you have choice—you can pick the perspective you want to be in. That's something that regardless of what life does you still have options. I think what Joe and I do is teach people to look for the part that works instead of for the parts that don't work and how do you make things work better. Joe's angle is really different from mine; we sort completely differently. I see things in human nature and people that he doesn't sort for and he sees things in the structure of how things work that I'm not as good at but between us . . .

Joe: One way to look at it is she's a very loving person who became a scientist; I'm a scientist who became a very loving person!

Linda: One of the things that Joe and I are real interested in is being on the leading edge, coming up with new things, new discoveries. We really promote our people and we push them to be great. People who love to grow love hanging out at the Institute and doing work because everybody gets to be a star. We like being with people that go for quality because it's a place we enjoy being.

Joe: Richard Bandler has noted that a lot of people work on the shortage model—there's not enough customers to go around, there's not enough money to go around—and our attitude is that if you do really good work making money is a byproduct of doing what you're good at. Our approach is let's go do what we really like to do and have fun doing it. This brings good results for our clients and the byproduct of that is our bank account increases and makes us smile and makes the taxman smile, too! The essence of it is we don't have that shortage mentality because there's so many things out there that need to be solved or fixed or worked on or whatever way you want to look at it that we'll never run out of work. It's a question of how good we are at finding people or letting them know that we're here and can do something for them.

MAKE IT WORK, MAKE IT WIN

I don't sell NLP. People don't want NLP, they want to feel good, they want to perform, they want to have better relationships, they want to have kids who grow up healthy and happy, so they're after the results, not the means. NLP isn't the issue, it's the results that people want. NLP happens to be the best set of tools on the planet to get people the results they want. Our general approach is that we're behavioral scientists who are good at helping people perform. We help people get what they want! One of the things that makes me like NLP so much is that it's universal, it applies to everything and everybody regardless of context. So we can always make a contribution to any situation we're in. No matter what the situation, political, social, business, we can always add something and I feel good about having the tools to do that.

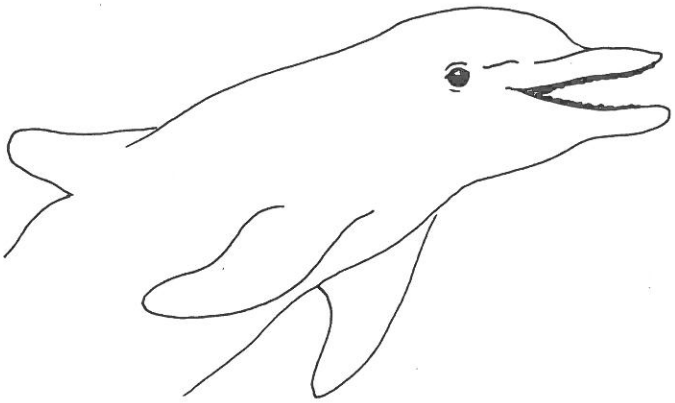
The magic of NLP is that it's a behavioral science that deals with behavior not with statistics. NLP has made such a major breakthrough and it's taken almost a whole generation for the establishment universities to figure out what a major breakthrough this is. One of my intentions is to not let NLP become a footnote in the history of psychology. NLP is the preeminent force in psychology. A lot of people haven't figured that out yet.

Linda: You see, we feel honored and privileged to do what we do. We never take it for granted. We have a great deal of respect for people and human nature and the abilities of people. We give a lot of credit. What we see in people is their power and we teach them how to use their power for their benefit.

* * *

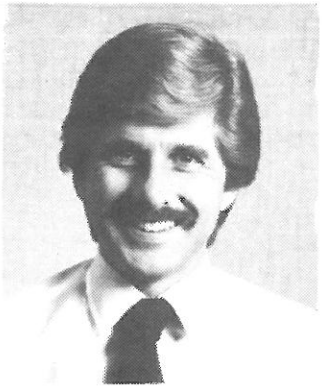
Joseph Yeager, Ph.D. *is a management consultant, practicing psychologist, and head of several organizations involved in maximizing human performance. He is well known for producing methods of rapid behavior change at the individual and organizational levels in the context of business. He has served as a consultant to numerous Fortune 100 companies such as Charter Medical, Mercedes Benz, J. Walter Thompson USA, Time, Inc. and Merrill Lynch. In addition, he is Chairman of the Eastern NLP Institute and The Bandler Group. He is listed in Who's Who and in Who's Who in Frontier Science and Technology. He is the author of scores of published articles in management, consulting and behavioral science as well as several books. He is a Certified Trainer of Neuro-Linguistic Programming.*

Linda Sommer, M.S., *is an organizational consultant to Fortune 100 companies in the area of human resources. She specializes in communications and developing individual performance as well as the design of exceptionally impactful behavior change programs for management development and training. Her clients include Mercedes Benz, Insurance Company of North America, the United States Army and Time, Inc. as well as leading actors, actresses and celebrities. She is President of the Eastern NLP Institute and a Principal in The Bandler Group. She is one of the most innovative, widely recognized and followed experts in this new and powerful technology for communication and rapid behavioral change. She has made many TV and radio guest appearances and is in demand as a dynamic speaker.* ■



NLP: THE PREEMINENT FORCE

NLP IN BUSINESS



TAD JAMES

Founder and Chairman of PROFITABILITY CONSULTING

Last month, Tad was working against a deadline to complete his present book, Timeline and the Basis of Personality, *which is scheduled to be released in March and so did not submit his column.*

* * *

USING STORIES AND HYPNOTIC LANGUAGE PATTERNS IN SALES AND CONSULTING

This issue's column is about using stories and hypnotic language patterns in consulting and selling. Master storytellers have fascinated us throughout the ages; their stories have had an almost hypnotic effect on us as they weave their tales. Anything you can do in hypnosis can also be done outside of hypnosis with almost as much effect using stories and the effect will be more if you use hypnotic language patterns. A metaphor or story will attract the unconscious mind and assist your business client in changing his internal representations. While metaphors have been more than adequately covered in NLP practitioner training, metaphors that are useful in a business setting are still needed.

You can use hypnotic patterns in consulting and selling by simply setting up a frame around the story which is two or three levels deep and then telling the story. Just explain in advance why you're doing what you're doing, in a way designed to soften your real intent. For example, you might say, "As we sit here talking about your business, (1) I'm reminded of a time long ago, (2) when I had a conversation with a friend who just told me, (3) . . . . " Then, in the process of telling the story, just embed all the changes your client needs (using embedded commands).

Here then are some examples, and let me tell you where this first story came from: Recently I watched a speaker do a masterful job of actually future pacing everyone in the audience into taking a whole series of trainings offered by the speaker's company. He said, "When I met John Grinder. . . . " (By the way did you notice that I've set the story inside the kind of a frame like the one described above?) And here's the story:

The speaker said that when he met John Grinder he was so impressed with the knowledge of NLP he went to John Grinder and said, "I'm going to do whatever it takes to learn this. I'm going to do anything. I'll study with you. I'll spend as much time with you as I need to." John said, "You don't have to do that. All you have to do is take my six-month course," and the speaker said, "I can't wait. I want it now." So John said, "Well, it begins with a four-day course, so you can start by taking the four-day course and you can wait six months." The speaker continues, "I can't wait six months. I will pay you whatever it takes for me to have this information. I've got to have it. It doesn't matter what the cost is, I want it now." So John said, "Okay, just start with the four-day course, and then you can study with me, I'll consult you as much as you need to be consulted."

What has the speaker done here? He has future paced the audience into a four-day training, and future trainings. In the process of consulting clients and selling, you can use the same format—telling a story that allows the client to decide how important and how much he wants your training or consulting.

Here's another one, also a true story that a client told me about a year ago when he had been a client for three or four months. It had taken me a long time to enroll him as one of our clients, I think four, five, or six months. The client said, "Tad, I don't know why I waited so long, because I'm so happy now. As a matter of fact, I wish I had signed up the first time I saw you. By waiting, I cost myself thousands of dollars that I would have saved if I had hired you sooner." Simple, and short, and very effective. By putting the statement in quotes, the prospective client's unconscious mind can hear the story without conscious rejection.

This story is actually my own personal story. I owned a radio station in Honolulu from 1975 to 1980. And after about two years of running in the red, we were in trouble. I had no idea where to go, who to see, or what to do. And as I was sitting one day in the radio station losing tens of thousands of dollars each month, I said, "I need to do something, and I need to do something now. We can't wait any longer. There is no more time." So I decided to go to a business consultant. Before I went to the business consultant there was a lot of resistance. Everybody in the radio station was telling me, "don't go." You see, I was afraid to go to the consultant because I *should* know how to make the station profitable. I was afraid that if I went to a consultant, the station wouldn't need me. Why would they need me if they had a consultant? I went anyway. I met with the business consultant, and said, "I haven't any money to hire you. I have absolutely no money, because I am overdrawn at the bank." He said, "So it's all paper anyway, right?" I agreed, and he said, "Write me the check now because we're going to turn your business around." He said, "If you know how to do it without me go ahead and do it: if you don't, you had better become a client now." So I hired him. Thirty days later we were profitable.

I have a very good friend who is also a consultant, and he says that there are four essential ingredients necessary for success in the '80s. The first is to know what you want, to have a goal or outcome clearly defined. The second is to have systems in place, to know if what you're doing is working. The third is that if what you're doing isn't working, you need to be willing to change now, and find out what to do. The fourth is that if you don't know what to do, find someone who can help you.

Those three stories contain numerous possibilities for embedded commands and all sorts of future pacing statements to assist your potential client to enter into the consulting relationship. I believe that stories are useful when you have discovered that your client has a need. That is, if your prospective client has a real need and can benefit from your service or products, then a metaphor can help. If there is no real need, then leave. I am opposed to any kind of manipulation or coercion in the selling process. With that caveat, here's another story:

A former president of a firm that had just been through a hostile take-over told me, "As we were negotiating the sale of our company, one of the last things I did was make a list of the ten things I would have done differently. And a number of the

DO WHATEVER IT TAKES

FOUR INGREDIENTS FOR SUCCESS

things I would have done differently centered around a number of common themes.

"One was that I would have acted more decisively in changing people who weren't performing, either giving them a different job or getting them into a different company. The second major theme was that I would have sought outside consulting help, if I had to do it over. I would have gotten someone who I know could help. And the reason I didn't was a fear at first that my boss would say if you don't know how to do it yourself why are you here, why are we keeping you. I didn't even consider that there was someone who could help because I thought that a consultant had to have specific knowledge about our business before they could understand what our problems were.

"Of course, now, I can see areas where a consultant could have come in and made a big difference in our sales and in our profitability. And I know I could have done it easily, even without approval from my boss. It didn't even occur to me that I could have had an initial exploratory session with just me and the consultant."

One final story: "I had a business that I was beginning to get in trouble. It wasn't the first that I had that was in trouble, so I was beginning to be aware of the signs of when a business is in trouble. For example, I was having trouble paying bills on time and I found myself with few meetings and much busy work rather than meaningful work and I found myself taking too much time to get small tasks done because I didn't have anything else to do.

"I realized there were some things I didn't know about that were important, and decided I would hire a consultant to be my consultant. The first thing he told me was that if you have enough sense to hire me, which is a good thing to do because you know that you're not doing what you should do and you're wise enough and big enough to admit it. He said people that are successful are always wise enough to learn what they don't know. And always people that are successful have enough self-confidence to get help when they need it. So the relationship started out very positively because I felt very good that I had the foresight and the strength and the self-confidence to say that I could use some help in these areas, especially marketing and promotion and sales.

"The first thing the consultant did was to meet with the sales team that I had. After we had a meeting with our sales team he said, 'I'm sorry, but none of these people are salespeople.' I said, 'Yes, but they're my good friends.' He said, 'That's nice, they should stay your good friends, but they're not salesmen and if you keep them as salesmen you're just not going to be able to conduct your business the way you know you should.'

"So I said, 'I'll think about it,' and proceeded to disregard the advice. I had a sales manager at the time who was a good friend. The next thing the consultant told me to do was get rid of him, because he wasn't producing results. I said, 'Well I'll think about it. Maybe later.'

"The final thing that happened was in the area of marketing. The consultant wanted me to do a certain kind of marketing and I didn't want to do it. I said, 'Well, I don't know, I'm not really comfortable with that but I'll think about it.' As I just thought about all these things my business proceeded to go right down the tubes. It wasn't a very pleasant experience that I had in that situation. I learned a lot from it. I learned that it's important to listen to people who are experts and to follow through on the commitment, to take the advice once it's there. I started out with all the right motives but I had too much pride to really take the advice and act on it. I wish now that I had taken the advice, and that I had done what was suggested. It would have been a lot less costly."

Metaphors used in business can be just as effective as the metaphors that we use in therapy and can assist your client in making the changes necessary to be successful. The word sell comes from the Norwegian, "selje," meaning "to serve." The basis of selling *is* service. As long as you have determined that the client will be served by your product or service, then assisting him in discovering why he should be a client using one of these techniques is totally appropriate. If the client is not served by the relationship, meaning that you as a salesperson or consultant have not discovered a need or an opportunity, then I believe that you should leave his office without the "sale." I am absolutely concerned that you protect the client's ecology while you use these techniques.

Your challenge is to make the story effective and assist your client to be all that he can be, while making sure that you do not violate the ecology of the client.

* * *

Tad James *has a Master's Degree in Communication from Syracuse University, and is a Ph.D. candidate. He is a Certified NLP Trainer by The Society of NLP. He has trained with most of the major players in NLP including Richard Bandler, Tony Robbins, Robert Dilts and Wyatt Woodsmall. Tad is the Founder and Chairman of Profitability Consulting, Inc., a successful business consulting firm with offices in New York, California and Hawaii. Tad is currently teaching Practitioner and/or Master Practitioner Certifications in Los Angeles, New York City, London, and Honolulu. His book* Timeline and The Basis of Personality *is scheduled to be published by Meta Publications in March. A pre-publication manuscript is available by calling Tad James, 808-521-0057.* ■

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SELLING IS SERVICE

BEHAVIORAL MODELING

Note: As announced in our previous issue, this month's topic was to have been "the results of completed or ongoing modeling projects in the government and private sectors." That manuscript is in limbo at the U.S. Postal Service, never having arrived at our office! We present the following in its place, out of sequence. The column originally scheduled to appear in this issue will appear at a later date.

***

This column will be about modeling. Richard Bandler has said that NLP is an attitude and a methodology that leaves behind a trail of techniques. The methodology is called modeling. It is the process by which NLP was created in the first place. The trail of techniques is what is marketed commercially today as NLP. Modeling is the process by which excellence or expertise is captured and transferred. It is based on the principle that possible in the world and possible for anyone is only a question of how.

There has been a lot of talk in the NLP community in the last several years about modeling, but there have not been very many models generated. Frequently, modeling has been applied to human capabilities with limited results. In NLP classes where modeling has been taught, the subjects modeled have usually been too broad to produce substantive results or students have modeled fellow classmates. When you model mediocrity what you get is mediocrity.

In contrast to most of the rest of the NLP community, about five years ago a small group in the Army began to apply modeling to concrete tasks in a serious way. This original group began at the Army Intelligence and Security Command under the leadership of two-star general Albert Stubblebine. The group consisted of Wyatt Woodsmall, Richard Graves, Robert Klaus, Paul Tyler, John Alexander, Dave Wilson and two anonymous members of the intelligence community. Over the years, this group worked with John Grinder, Tony Robbins and Richard Bandler. This group dissolved several years ago. Woodsmall, Graves and Klaus have continued to do modeling in and out of the government.

This column, which will be written by Wyatt Woodsmall, Ph.D., Richard Graves and Ronald Cruickshank, Ph.D., will present the lessons they have learned over the last five years and are continuing to learn doing modeling in the government and private sectors. Woodsmall and Cruickshank are currently involved in a major modeling project with Polaroid and Graves is currently involved in a major modeling project with the Army. These two projects are the culmination of five years of hard work and are the first two six-figure contracts in the modeling arena.

Woodsmall and Cruickshank, who are partners in Optimax, Inc., call what they do Advanced Behavioral Modeling℠ and Graves, who is employed by BDM, Inc., calls what he does Behavioral Systems Modeling℠. Both these terms are trademarked by Optimax and BDM, respectively.

A major byproduct of modeling (as discussed in the previous column) is training. In order to transfer expertise in an effective and efficient manner it is necessary to utilize the most effective training techniques available. When the authors set out to do modeling it quickly became evident that one of the first things that they needed to model was training itself. What follows is a synthesis of some of the results of this modeling effort. The authors call this model Advanced Learning Technology or ALT. Both are service marks of Optimax, Inc.

ACCELERATED LEARNING

Educational methods have not changed much in the last several thousand years. Universities still rely on lectures, laboratories, papers and exams. Secondary education follows much the same pattern with an emphasis on rote and repetition. In the area of training design the situation is also similar. There has been a recent emphasis, in some circles, on experiential learning, but this is best seen as a reaction against more traditional approaches to instruction. Also, the last decade has seen the advent of computer-aided instruction and interactive video is rapidly establishing a niche in the training area. In general, however, technology is merely being thrown at education and the computer is merely being used as a substitute for the instructor. Its functions are to transfer information and to give feedback on knowledge and procedures. Its advantages are that learning can be self-paced and available wherever there is a student and a computer. The computer is a valuable learning tool and can lead to some increase in efficiency, but so far its uses in education have simply reflected an extension of traditional methods. There has probably been less progress in educational methods in the last two thousand years than in any other area of human endeavor.

Lack of advancement in the field of education might be tolerable if education was highly successful in achieving its goal. The goal of education/training is, or should be, the transmission of excellence from one generation to another, where excellence is defined as superiority in some quality, skill, behavior or attitude. The evidence that education/training is not successful is the lack of excellence in the world. In one area after another we are forced to look to the past—and sometimes the far past—for embodiments of excellence. Excellence should be the only standard, but unfortunately mediocrity is the order of the day. Excellence may be scarce, but it is a commodity we need today more than ever. We live in an age of rapid technological breakthroughs where not only education but reeducation is the order of the day. It has been estimated that in the next several decades people in technical fields will have to be completely retrained three or more times during their working lifetime. In an age of ever-increasing training needs, in an effort to keep pace with rapidly developing technology, we can no longer afford the luxury of slow, inefficient training methods.

One reason that today's educational system has failed to consistently transfer excellence is its preoccupation with content and its virtual disregard of process. The emphasis is on what to learn and the more basic questions of "how to learn" and "why to learn at all" are generally ignored.

There are three fundamental educational variables which create the critical difference in performance between incompetence and mastery. Unfortunately, they are virtually totally ignored in modern educational practice. They are: 1) the strategy or internal mental approach used by the student, 2) the beliefs, values and motivation of the student and 3) the physiology of the student.

Schools are so busy trying to cram as much information as possible into a student's mind in the shortest possible time that they ignore the manifest inefficiency of the process. This is a form of dialectical thinking based on the fallacious assumption that sufficient effort will overcome all obstacles. It is not what is taught in schools that is the problem but the way it is taught. The evidence is that if students are first taught how to learn, are motivated and encouraged to do so and are taught using "correct" methods, then they will master all the content that the educational system wants them to and will in addition master much more. Further, they will keep on learning on their own.

When a child is born it has an innate curiosity to learn. Unfortunately, this curiosity is quickly extinguished by teachers and parents who will not take the time to answer whatever questions the child is asking or who tell the child that what the child is interested in is not important and that the child should focus only on what they want him to learn. The current system of "diseducation" may actually cripple a child for life rather than assist them in learning. If students are not taught how to learn and motivated to do so, they will always be limited in what they can know. Advanced Learning Technology℠ (ALT℠) focuses on how to learn effectively and efficiently and takes the three previously mentioned critical variables into account.

Fortunately, there have been some major breakthroughs in education in the last two decades. In fact, more progress has probably been made in education in the last 20 years than in the

THREE CRITICAL VARIABLES

previous 2000. Unfortunately, these breakthroughs are not widely understood and have had little, if any, effect on our contemporary educational system. These breakthroughs can produce a quantum leap in the human ability to transfer skill and knowledge rapidly and effectively.

Some of the breakthroughs in our understanding of learning will be discussed in future columns when we will talk about Piaget's and Joseph Chilton Pierce's learning stages and learning styles. Here we will focus on recent research on suggestology and accelerated learning, memory, understanding, reading and comprehension.

The father of accelerated learning and creator of the science of suggestology and suggestopedia is the Bulgarian doctor and psychiatrist Georgi Lozanov. He has been studying the link between perception and learning for the last 25 years. His followers have applied his methods with varying degrees of success. Part of the problem has been that Lozanov has primarily provided a set of techniques without any guidance as to how or why they work. What is lacking is the "why" that glues the system together. Lozanov is the first to admit that his system has roots in mysticism in general and raja yoga in particular. When pushed to explain how and why various techniques work, Lozanov and many of his senior students resort to metaphors and transcendental language. This is well and good but has had the unfortunate consequence of creating a mystique which has clouded transmission of the technology. People have applied some of Lozanov's methods unsuccessfully, and the debate rages as to what, if any, of the critical elements have been left out. Some have even suggested that the Communist government of Bulgaria is preventing Lozanov from revealing certain critical elements of his method.

Because of its unique perspective gained from synthesizing elements from a variety of disciplines, Advanced Learning Technology℠ is able to provide a framework in which it is evident both how and why Lozanov's methods achieve the results which they do. Further, and of equal significance ABM/ALT℠ is able to provide alternative, and in many cases more effective, methods to the ones that Lozanov has pioneered. The result is an advance over Lozanov in both speed and efficiency.

What follows is a list of some of the insights and principles of Advanced Learning Technology℠ which have been incorporated into Advanced Behavioral Modeling℠ training. These have their origin in the latest developments in suggestology, neuro-linguistics, Ericksonian hypnosis and contemporary research into short- and long-term memory, recognition, recall, learning, comprehension and understanding. (The way that Advanced Behavioral Modeling℠ synthesizes these insights and principles into its training is, of course, proprietary.)

The latest research on short- and long-term memory indicates variations in retention dependent on the modality of the encoding. For information to be retained it must be rehearsed and transferred from short-term to long-term memory. Short-term visual memory is refreshed about every tenth of a second. Short-term auditory memory holds the content of what can be subvocalized in about 15 seconds. Transfer from perception to long-term memory involves five processes. These are registration, encoding, rehearsal, retention and recall. For information to be retained it must be rehearsed. There are a variety of factors that affect a person's ability to remember a specific experience. Some of the most important are: rehearsal, strong encodings, interference, primacy, recency, outstanding elements, specificity, physical environment, involvement, interest, reinforcement, organization, multiple sensory, principles, context, interruptions, breaks, sleep, physiology, commitment, review, anchors.

FIVE-PROCESS TRANSFER

Certain guidance as to how to aid memory results from taking the above factors into account. This guidance includes the following suggestions for improving the memory of specific information: repetition is useless without involvement, chunk the information appropriately, provide meaning and context, motivate first, create supportive self image, encode in all representation systems, focused, relaxed attention for encoding, use interactive internal visualization, associate to the experience, use mnemonics, use memory pegs, use accessing cues, use submodalities.

The main factors effecting learning in the educational/training context are: the classroom environment, the student, the teacher/trainer, the course material and the course design. Critical factors affecting the learning environment include: the size, shape and arrangement of the learning space, the lighting, the colors, the climate, the temperature, the humidity, the air quality, odors, peripheral stimuli, noise, acoustics, music, video and auditory equipment and the functionality and comfort of the furnishings. Students should be motivated, awake, alert, relaxed, joyful, curious, enthusiastic and in a resourceful physiology. They should be involved and motivated and believe that learning is easy and fun and that it can occur rapidly and effortlessly. Students should be trained in learning skills. This includes knowledge of encoding and rehearsal strategies as well as training in how to construct mental maps. They should also be taught how to focus and direct awareness and attention, how to deal with interruptions and distractions and how to develop a supportive internal dialogue.

Teacher/trainers should be totally positive in their approach and should be congruent embodiments of what they teach. They should be enthusiastic, entertaining, competent, sensitive, warm and caring. Their voice, expressions and gestures must be coordinated with the content they are teaching. They should use all of the representational systems in their instruction. It is imperative that they continually embed positive suggestions into their presentation to the effect that learning is easy, fun and can occur rapidly and effortlessly. A teacher/trainer should be able to interact with all types of students, provide appropriate feedback and make timely appropriate interventions to support each student's learning process. The teacher/trainer must be able to detect and collapse negative anchors around learning and to install positive supportive anchors in their place. They must be masters of the art of framing and reframing. Teachers must be aware of both the perceptible and imperceptible planes of communication and be able to communicate equally effectively on both the conscious and unconscious levels. Finally, teacher/trainers must continually calibrate the students that they are instructing and be able to vary their behavior in an appropriate and timely fashion so as to achieve their educational goals. Training material must be professional in appearance, chunked at the appropriate level of difficulty and sequenced in the proper order. It must be integrated into the program in such a way that it contributes to the accomplishment of the overall education objectives.

Training design is the string that connects all of the other elements together. Critical factors that must be considered in training design are chunking, sequencing, conscious and unconscious elements, success cycles, future pacing, beliefs and values, positive suggestions, learning styles, learning strategies, balance between general and specific and concrete and abstract elements, use of breaks and interruptions, use of recency, primacy and outstanding element effects, review and reinforcement schedules, active-passive balance, fun and play, feedback, response potential, use of music, use of training materials and use of peripheral stimuli. Also it is important in training design

LEARNING IS EASY AND FUN!

to teach to all of the different learning styles and to answer the questions "what," "why," "how," and "what if." It is also important to incorporate the major elements of influence into the training design. These are reciprocation, consistency and commitment, social proof, likability, authority and scarcity.

In addition to the skillful orchestration of the aforementioned elements, Advanced Learning Technology℠ incorporates certain general principles into its training. Some of these principles and guidelines are:

Untapped Potential

The brain has enormous potential and reserve capacities. The more it is used, the more associations it makes and the easier it is for it to remember and learn. The brain learns rapidly and learns best in a sensory-rich, complex and stimulating environment. Further, the two hemispheres of the brain process information in different ways. Fully involving both halves of the brain serves to increase brain power. Also, the conscious and unconscious parts of the mind learn in different ways and respond to different forms of communication. In any area a sign of mastery is usually the development of "unconscious competence." To achieve this level of performance the unconscious mind must be trained either directly or indirectly. The unconscious mind does not compute negation, so one must be careful in training to avoid the use of negative suggestions and negative embedded commands.

To be continued in our next issue.

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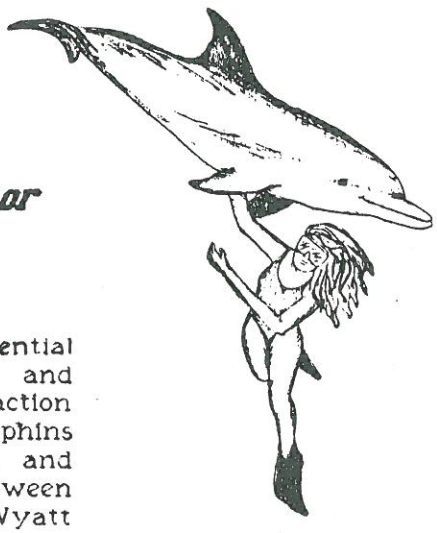
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Wyatt Woodsmall, Ph.D., *certified NLP Master Trainer and Master Modeler, and a partner in Optimax, Inc., has pioneered in applications of modeling in the governmental and private sectors. Richard Bandler, co-creator of NLP, has described him as "one of the few people in NLP today who are actually doing modeling and extending the limits of its application." Doctor Woodsmall is currently involved in a major modeling project with Polaroid, working on a book on modeling called* The Science of Advanced Behavioral Modeling *and will be conducting the Third Annual Trainers Certification training in Orange County, California June 11 to 26, 1988. He can be reached care of Optimax at 801 South 20th Street, Arlington, VA 22202 or at 703-979-3835.*

Dick Graves *is a certified NLP Trainer. He pioneered in applications of modeling in government and in the commercial sector. He is the creator of Behavioral Systems Modeling (BSM)℠. He is currently the program manager for a major modeling project in the government intelligence community. Dick is the first person employed full time by a Fortune 500 company, BDM Inc., to market and conduct modeling projects and NLP-related trainings. Dick has conducted numerous model-based training programs that focus on negotiations, interrogation, counter-intelligence and basic and advanced communication skills for better government and commercial clients. He can be reached at BDM, Inc., 7915 Jones Branch Drive, McLean, VA 22102 or at 703-848-7179.*

Ronald Cruickshank, Ph.D. *is a leading NLP business consultant, trainer and modeler. He is a partner in Optimax Inc. and is currently involved in a major modeling project with Polaroid. Ron is currently interviewing 100 top chief executive officers and presidents around the country for a book on their business and personal strategies and beliefs. Ron himself is a former C.E.O. of Record Bar, which under his dynamic leadership grew to be the second largest record and tape distributor in the country. Having successfully met this challenge, Ron moved on several years ago to business consulting, training and modeling and conducts quarterly NLP business trainings in Durham, North Carolina, Las Vegas, Nevada and Detroit, Michigan. You can reach him care of Optimax at First Union National Bank, Suite 501, 301 West Main Street, Durham, NC 27701 or at 919-688-5712.* ■

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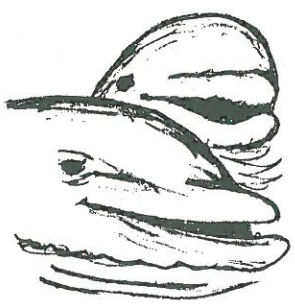


The Dolphin Experience

An Advanced Human Communication Metaphor

May 19-23, 1988
Key Largo, Florida

Explore and share the world of dolphins in a truly experiential workshop. Participants will expand their awareness and understanding of nonverbal communication through interaction with these profoundly intelligent creatures. Swims with dolphins will be supplemented by sessions applying NLP modeling and behavioral science to the unique relationship that develops between humans and dolphins when the two interact. Presentors: Wyatt Woodsmall, Ph.D., and Ronald D. Cruickshank, Ph.D.



THE DOLPHIN EXPERIENCE Enrollment Form: Space is limited to 16 participants. Deadline for preregistration is April 15, 1988. Cost of the workshop is $950, plus transportation, accommodations, and meals. To preregister, a $250 deposit is required. Make your check payable to OPTIMAX, Inc., and mail with this form to: OPTIMAX, Inc., 301 W. Main St., Suite 501, Durham, N.C. 27701. (919) 688-5712.

NAME_____
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A DOLPHIN EXPERIENCE
By Ronald D. Cruickshank, Ph.D.

The sun, southern-Florida intense, burned my shoulders and back as my wife Holly and I slid into the water off the low, flat, green outdoor carpeted raft area. I was tingling with excitement at finally being in close proximity with some of God's most unique creatures. Decked out in my finest Speedo and with a mask, snorkel and fins, I began a series of vigorous dives and hopefully graceful moves in the water demonstrating to the seven dolphins within this holding pen that I was comfortable in the water and ready to meet them.

Within minutes I realized the real question was not whether I was ready to meet them, but rather were they ready to meet me. Visibility was marginal, and the sudden appearance of a 1200 pound mammal capable of swimming at 45 miles an hour under water coming directly toward me took some getting used to. It had been explained to us by the Director of the marine mammal research facility, Lloyd Borgus, that the dolphin would "test" by trying a series of moves designed to tease and intimidate; allowing them to establish a baseline of one's reactions to them. It is thought this is a learned trait which supports survival and keeps them from getting kicked, gouged and scratched unnecessarily by nervous guests in their environment.

After ten minutes of such antics, my payoff came when a large male surfaced near me and offered his dorsal fin for me to grab. What a rush of excitement as he dove with me trailing behind! We swam so vigorously through the water my mask came off. As it slipped down around my neck he immediately stopped and as I surfaced he lazily turned and brought his face to within six inches of mine, got eyeball-to-eyeball with me and I swear—he smiled. Finding this immensely funny myself I laughed out loud, and that seemed to seal our relationship. For the next 45 minutes, he would pull on me and rub against me. Eventually we established a great game where he would swim through a large, round, steel hoop only after I would demonstrate. The experience went from interesting to awesome to just plain wonderful over the next two weeks as we developed relationships with both the dolphins and the marvelous people who devote their lives to working with these incredible animals.

As a behavioral scientist, I have been interested in and have followed dolphin research since first being captivated by John Lilly's studies over 20 years ago. It has always seemed to me that we could learn much from an animal that has a brain as fully developed as ours and one-third larger.

My recent experience of spending nine days over a two-week period diving with the dolphins in southern Florida has confirmed both my interest and my long-held idea that an excellent personal growth experience would be to conduct a workshop using the dolphins both as a real source of experiential learning and as a metaphor for advanced human communications. Until spending the time, I really had no idea how powerful this experience would be.

How does one explain developing a relationship with an animal that has been the master of its environment for millions of years, that has the ability to comprehend its surroundings at a significant level, that has developed the capability to size you up with one sonar body sweep, take your base body temperature, determine your emotional stability, aggression level, and swimming capability, and even tell if you are but a few days pregnant? (By the way ladies, if you are, they will segregate you from the other humans in the water and protect you by floating with you and encircling you.)

AWESOME TO WONDERFUL

How does one explain the remarkable and seemingly mystical ability of these dolphins to establish deep levels of rapport with autistic children? The week we arrived at the research facility we were treated to some fascinating insights of the previous week's work with a group of autistic children. A leading researcher and teacher, Mrs. Pat St. John, had spent this time introducing autistic children into the dolphin world. We were especially touched by the head trainer's story of how she had coached a young man named Bobby for over an hour trying unsuccessfully to get him into the water. Finally giving up, she decided to just let him sit on the small raft tethered to the ladder which descends into the holding area. Within a couple of minutes one of the small females beached herself onto the raft and went sliding up on Bobby's lap, proceeding to make faces, noises and squeaks. Shortly thereafter, Bobby slid smiling into the water with his new friend and later that week spoke the first words in his sixteen-year life.

After watching, playing and participating with the dolphins, I don't believe that the answer lies in "mysticism" or interspecies communication. It seems to me there are highly specific non-verbal communications including body movements, eye movements and gestures which continuously elicit responses from the dolphins. (Sound familiar?) In addition, I should point out that Mrs. St. John believes she can communicate with the dolphins using some specific "thought processes" as she describes it. Her work at a non-verbal level has produced consistently better results than talking.

As I shared my insights with the folks at the dolphin facility they were very receptive and added much. As we talked more about it, I told them my ideas about an advanced human communications workshop and was pleasantly surprised when Lloyd, the Director, offered me a chance to conduct a special workshop in the spring for several days of swimming with the dolphins for two-three hours every day. They were willing to close the facility for our exclusive use for five days. The only stipulation was that we limit it to 16 people.

At this point I brought in my friend and business partner, Wyatt Woodsmall; we have developed what I believe will be a true break-through experience in human communication. We have blended a combination of knowledge into this workshop that is truly unique: Wyatt's years of NLP experience in modeling with a strong background in philosophy and mine as a behavioral scientist and Aikidoka for twenty years. We think the combination of insights, along with the dolphins sharing their wisdom, will create a learning experience that will take the participants beyond anything they have experienced before.

In planning this workshop, both Wyatt and I have been concerned that we keep it on the cutting edge without going over the edge of scientific credulity. Just as I was feeling comfortable about this I got a call from a friend of mine asking Holly and me to meet him at Wilmington, North Carolina, a coastal beach town, for a weekend of sailing.

We cruised out of the inlet at Wrightsville Beach and hoisted the sails, turning the bow southeast to cruise for awhile. Holly and I were busy telling our friends, seasoned sailors who last year raced the Bimini Race, about our adventures with the dolphins. We laughingly told them we would "call" the local dolphins to escort us. Well, you guessed it. Within five minutes four huge mature dolphins appeared off our port side and played in our bow wave and frolicked around us for about an hour. Our friend, the Captain, told us this was only the second time this had happened to him in twenty years of near constant weekend ocean sailing off the North Carolina coast.

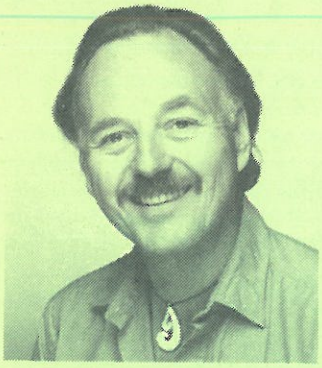
Hmmm! Just when you think you have things figured out . . .

■

BREAKTHROUGH EXPERIENCE

THE CACHUBA CONNECTION

Neville Rowe Channels the Dolphins



NEVILLE ROWE

Psychic Teacher and Channeler

Last year we were invited to attend a demonstration of Neville Rowe channeling, as he puts it, the dolphin energy or consciousness called "Cachuba." Following the demonstration, we had the opportunity to interview Neville at length and enjoyed his refreshing, "no-nonsense" responses to our questions.

Born, raised and educated in New Zealand where he spent the first 26 years of his life, Neville Rowe worked as an engineer first in New Zealand, then in England. It was about twelve years ago, while still working in England, that Neville saw John Lilly being interviewed on a local TV news show about his latest book on dolphins and dolphin communication. Neville bought and read the book, finding the subject "fascinating."

Years later, after moving to the United States and as a result of a series of bizarre "coincidences," Neville found himself in the company of Thomas Jacobson channeling "Dr. Peebles," who told Neville that he, himself, was a channel. Neville's response was "Who? What? No way am I going to do this kind of crazy stuff! But the thought was planted in my mind. A few months later I started attending classes taught by Thomas in order to explore my potential. I just thought I'd go and see what was going on and I ended up channeling—not knowing what I'd gotten myself in for!"

Our interview with Neville inspired us to contact the American Cetacean Society for a scientific perspective on the subject of human-dolphin telepathic communication. It was during this interview that the subject of conducting an experiment under the auspices of the Society examining the possibility of interspecies communication was discussed and parameters defined.

As a result of our meeting with the Society, we again contacted Neville Rowe, outlining the parameters of the experiment and requesting his participation. As we explained to Neville, the experiment would consist of Neville contacting the dolphin consciousness, asking dolphins to appear in the ocean off San Pedro, California at a designated location and time and then to carry out certain predetermined telepathically communicated activities (such as circling the boat x-number of times, etc.) in sequence. If the dolphins did appear and perform, it would conclusively prove human-to-dolphin communication. This test has yet to be enacted. Neville wants to practice first with the dolphins at the sea park in San Diego.

After Neville agreed to participate in this joint venture, we thought it might be interesting to find out what the dolphins had to say. We arranged another meeting with Neville Rowe, this time to interview the dolphins!

We trust you will enjoy the following excerpts from these interviews.

INTERSPECIES COMMUNICATION

The Process of Channeling

Do you hear what's coming through when you're channeling the dolphin energies?

Yes. I'm totally there. I'm conscious of what's going on. And certainly conscious of what's happening in the physical body. It's sort of hard to describe. It's like being in a room listening to someone using your voice. It's kind of schizophrenic: you hear yourself talk, then sometimes you think it's you and it isn't. It's a weird sensation until you get used to it. From the beginning, I decided I would always be conscious when I channeled, specifically, as a growth process for me, because I'm learning to be conscious twenty-four hours a day as part of the ultimate movement into totality of being where you are conscious of everything. After all, why do you want to be unconscious? You're unconscious while you are asleep, but you're learning to be conscious. It's much better to be conscious while you sleep than unconscious. So wanting to be unconscious while I'm channeling is like wanting to be unconscious while I'm asleep. Being conscious or unconscious has nothing to do with how good a channel is.

Others who channel have said that you could "leave" totally—be a clear channel.

You can, but your subconscious is still there. Soli has said, and I think the dolphins mentioned today, that there has to be enough of the subconscious mind of you there in order to transmit to everybody out there that this is what your body looks like. Because you are not there. You have transmitted to me a telepathic thought, "my body looks this way, sounds this way, tastes and smells this way," and I pick up that thought or vibration telepathically which my subconscious mind interprets into what I see and hear. This applies to everything. There is a consensus of agreement among us right now that this table is solid. We all have this telepathic consensus—this collective unconscious agreement—that this table is solid. And it isn't. It's as easy to put your hand through the table as through the vapor. We don't believe we can, so we don't. So our physical bodies are a projection of ourselves by the subconscious. If the subconscious mind would suddenly disappear altogether, the body would be invisible.

Does the part that does the projection have to filter or interfere with the information that's coming through?

I would say yes, absolutely, partly because the subconscious is being used as a translation device. Many of these entities that are coming through the different channels have never spoken English; the English language as we understand it today didn't exist when they were alive. They spoke whatever language they happened to speak when they were alive. Even if they spoke English 300 years ago, it would be very different from the English of today. And Soli, for example, has never been on earth at all—never had a human life. The more I channel Soli, the more it sounds like my own voice. When people question that I just ask, "What kind of accent do you expect somebody who's never been on the Earth to have?" Whatever you want, we'll give you! People get hung up on this personality business, the theatrics of channeling. And a lot of this is simply theatrics. It's a way of presenting information to get people to listen to it. They're not going to sit and listen to *me* talking, they're going to sit and listen to somebody who's got news, either the Higher Self, the Universal Consciousness or whatever you want to call it—it works! It's a presentation, it's an interaction with the body of the channel and the subconscious mind of the channel. When the dolphins are channeling, when Soli is channeling, they send the vibrations through me and my subconscious translates that

COLLECTIVE UNCONSCIOUS AGREEMENT

vibration into words that people can understand. I'm a transformer of energy. That's what a channel is. The words don't come through, the vibrations come through and the subconscious mind has to be used to translate those vibrations. You'll find the more channels you go to, the more you will find the entity that they bring through has a personality similar to the channel's own personality. You'll find the entities use the same phraseology, the same words, the same English constructions that the channel uses. So during the chanelling process *filtering always* takes place. I can feel the energies. Like the dolphins today, when somebody asked about noise pollution I could feel the dolphins searching around in my brain for concepts that I didn't have. They couldn't bring through things that they wanted to talk about because they couldn't find the words. This happens a great deal.

Dr. Peebles has been coming through many different channels. He says that he can't exercise a sense of humor if his channel doesn't have a sense of humor. So he's funnier with one channel than he is with another. And if one channel has a particular thought form in his mind, an absolutely fixed, dogmatic belief and Dr. Peebles wants to say something else, he can't, he can't get through. It's like having to break open the concrete with a jackhammer to get the concept through. The mind resists. The neurological pathways aren't open to let the concept come through. And that's why entities like channels to be well read and well versed in information and understanding. I've often found myself directed to find a book or pick up a book that's given to me and I'll read it and, lo and behold, within two or three weeks I'll be using the information in counseling sessions. It's almost as if I'd been directed to expand my vocabulary in order to channel these concepts.

The Dolphins Speak

Rapporter: We would like to set up an experiment to prove beyond reasonable doubt that direct communication does take place between mankind and the dolphins. I was wondering if you had any suggestions as to how we could bring that about.

Dolphin: You will never prove anything beyond a reasonable doubt, for the intellect of man will always come up with unreasonable doubts that that individual believes to be reasonable. One person's reasonable doubt is another person's unreasonable doubt. Understand that you are never going to prove anything to anybody. It cannot be done, for the intellect is wonderful at finding ways of doubting everything that occurs, everything that it experiences, trying to analyze it beyond what its experience has been. Having said that, we are quite amenable to playing your games, to satisfy the intellects of some who need their intellects satisfied. We recognize the value of that for those who wish to play that game. We are playing it in other ways.

Many of your scientists are trying to find the language within our sound systems. We do not speak, of course, through sound. The sounds that you hear us, as dolphins, make is not a language at all. It is a communication, yes, but not a language in the sense that you understand language. We do not need language. We communicate telepathically one to the other. There is a oneness among dolphins that you do not understand. You have understood it and you have been dolphin. Many of you have recollections of it. One of the reasons why many of you feel so drawn to be with dolphins, feel so nostalgic, so sad when you are around us is you remember the delights of being in dolphin form. One of the major delights is being totally open with all around you—simply knowing each other without having to speak. Experience of one is very much the experience of all in dolphin form. So it is with human form, too, but you've closed yourselves off from the delights of that experience because you feel that you are in competition with everything around you. We do communicate telepathically one with the other. We do not have language. Our sounds are used as a holographic sonar system underwater. We can see very clearly with sound and we do use that sound pattern to communicate what we are seeing to another individual. It is not language as you understand it, but because scientists are busy trying to decipher our sounds into a language, we are inventing—have invented, in some cases—languages with sounds that your scientists can decipher and believe that they have discovered a language within these very primitive beasts within the ocean!

Not all scientists think we are primitive, some of them do begin to understand what they are dealing with. Many still do think that dolphin form and whale form is but a very primitive animal within the sea and cannot possibly be as intelligent as man. It is the intellectual arrogance of mankind to think that just because it has developed technology and uses tools and thinks in a certain way that it is more evolved and more advanced than other life forms, but that's a conceit that we allow humans. Again, it's not a judgment. We must repeat: we've been human, you've been dolphin. It's simply one of the experiences available on the earth plane and as an aspect of that communication, yes, we are quite amenable to bringing forth an understanding of that telepathic communication. It is, after all, what you are listening to right here and now. We are communicating to this individual [Neville Rowe] telepathically. At this moment it is not a consciousness for him, it is a telepathic communication through him. What that means is that the communication comes through the subconscious mind of the channel, is spoken in English words for you to hear. It is not something that at this moment is communicated directly into his consciousness, although this is possible, it can be done—he knows it and we know it. It is simply a matter of practice; having him becoming comfortable enough with the possibility and the technique to allow it to happen and as you were discussing earlier, that is the suggestion you make, that the individual practice and then you can set up an experiment wherever you like. Preferably where dolphins are but there are those—understand, my friend, that within dolphinkind there are those individuals whose function it is to communicate as we are communicating today, telepathically, within meditation, bringing feelings and understandings to humankind and others. There are those whose function it is to interact physically with humankind. By no means are all of dolphinkind prepared to do that. It is a function of some individuals to do that and it is simply a matter of, in meditation and communication, letting them know that you need or want them to be in a certain place at a certain time and if they can be they will be there. If it is not impossible. It's a matter of the intent: knowing the time and place you want to be doing this, set your intent and allow yourselves to experience our vibration. Within your sea parks in San Diego and other such places there are those individuals within that area who can communicate telepathically, but not all are prepared to do so with human beings. You must understand that just because a dolphin form has volunteered to be within their area and all dolphins within such places are, of course, volunteers. You could not have caught us otherwise. Those individuals who are there are not necessarily able or ready to communicate telepathically with humankind. They are there physically, yes, and they understand your vibration and your thought form, that does not mean that they necessarily are going to cooperate in communicating back. Some are. It would be necessary to find those that are and eliminate those that are not. In other words, you would find that those who had a reasonable or even unreasonable doubt would have ample

REMEMBER THE DELIGHTS

BRING FORTH UNDERSTANDING

opportunity to have those doubts satisfied with some dolphins, if not with others.

Understand about doubt, when you doubt something, you will always, always, draw to yourself proof of your own doubt. Always. It does not matter what the individual doubts, it does not matter with what they are dealing, the mere fact that they are doubting means they are creating that energy, it means that's how they view their world. Therefore, what they see around them will be a reflection of their own belief systems. They will find ample evidence in everything around to simply confirm what they already think because what they see around—that so-called evidence—is not objective evidence. There is no such thing as objective evidence. All evidence is subjective because you interpret everything around you according to what you believe and those who are skeptical will interpret what they see from the skeptic's point of view and will remain skeptical. Do not be too concerned about trying to convince everybody. You will not do it and you will find yourselves caught up into intellectual doubts. It's most important to go beyond the whole idea of proof and doubt. It is only feeding the intellect and its desire to control. To some extent you can play the game as long as you have fun with it and do not get too caught up in it.

Rapporter: Why are the dolphins the first species to communicate telepathically with humans?

Dolphin: Dolphin form is infinitely more intelligent than other lifeforms within your planet. It is not that this is better, it is simply that the lifeform of dolphins as you and we and all other entities as God set up—you must remember, you and we and all other things together, consciously, as an entity of God, as an aspect of God, have created this world. It is as though you and we as children set up a playground and decided what we wanted to play with—blocks, slides, sandbox and swings. All right, let's create these things. Now, who's going to play with what? That's how it is on Earth. We all, as God, created this Earth and then we decided amongst ourselves who wanted to play with what and when. Now I want to play as a dolphin, next time I'll want to play as a monkey, next time as a spot of dust in the sunlight, next time I'll play as a forest. You, right now, you want to play as a human being, next time you might play as an off-planet being on another solar system somewhere billions of years away in the universe. It is a game and you can play anything you wish. Do not get caught up in the genetics of the form, as you do so readily. You so much are concerned about the physical form of the things you deal with, not recognizing they are only projections of your own mind. In that sense, dolphinform is simply a form that happened to be one that we, as God, created somewhat more intelligent than some other form. It does not make it better. Simply the form that is currently incarnated that communicates with humans. All other life forms are communicating with you all the time. Your pets and your animals around you are amazed at you human beings! They understand your every thought, your every feeling. They are amazed that you cannot understand them. It is not that they are more or less intelligent, it is that human beings are so caught up into your intelligence, into your intellect, that you will not allow yourselves to feel the vibrations around yourselves, which is what it takes to communicate with other species, for animals feel. They feel your vibration, they understand you, that can communicate to you. You can, if you will, listen to them in your own mind. You can receive their telepathic communication. You can talk to your plants—you can hear them. You can talk to anything within the world and hear it if you will listen to the vibration within. The vibration comes into your subconscious mind as a vibration and it sounds like your own speech, just as right now we, as dolphin, are communicating through the channel. We do not speak English, of course we do not speak English! We do not use language in the way that you do. We are sending vibration into this channel. That vibration is being interpreted into language by the subconscious mind of the channel. It is, therefore, his speech patterns, vocabulary, his phraseology, so it will be when you listen to your animals. When the animal communicates to you, you will hear it in your mind and then you will say, what a silly thing to imagine! I'm just imagining that. It couldn't possibly be true! But it is. If you would but learn to trust, you'd be able to converse quite freely with your animals. All species can communicate. Most species do. Humanity is the odd man out in not allowing itself to listen internally to all the vibrations that are around it.

ALL EVIDENCE IS SUBJECTIVE

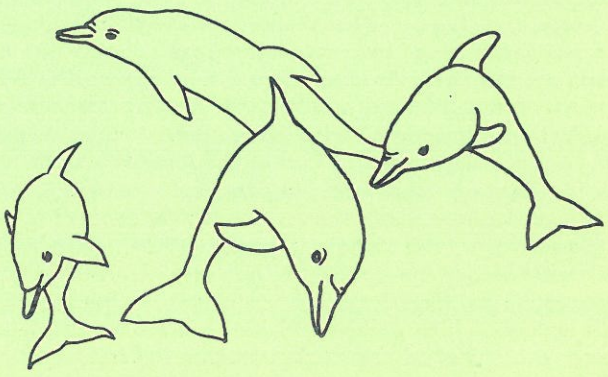
Dolphin form is one form that you, as spirit, that we, as spirit, can choose to incarnate into to have fun. It's a form to come into when you simply want the joy of physicality without a lot of the difficulties with the intellect of being human. To play, to enjoy, experience and still to remember your spiritual being. You have that connection to your spiritual beingness. It's not better or worse. We must emphasize again and again—it's not better or worse, it's just different. Your intellects are so busy trying to find the whys and the wherefores and the hows and the whens of everything you cannot escape the armor of intellectual, logical thinking and allow yourselves to expand into the understanding that goes far beyond intellect and logic.

So many involved in what you call metaphysics and new age thinking are just that—they are thinking, they think they know many things intellectually but it is only intellectual information and is so much baggage until you take it into practice, believe in it and use it and turn your spiritual principles into your life and begin to live them. That is the next step. You have learned so much information, the next and crucial step is to take that information down from the intellectual and put it into practice in your lives and recognize the truth of it. To recognize that you do have these primordial instincts, these feelings, but understand that that is all they are and you will not react because of them.

It has been our great delight to communicate with others through you at this time. It is our great pleasure to be able to share this time and this space with you. We, Cachuba, have spoken.

* * *

Neville Rowe, ME, CH, *is a graduate Electrical Engineer who has been involved in the spiritual growth movement for over 15 years. An experienced channel and one of the nation's top psychic teachers, Neville Rowe regularly channels Soli and the dolphins and has been featured in numerous magazine and newspaper articles nationwide, most recently in the December 7, 1987* TIME *magazine cover story, "New Age Harmonies." Neville can be contacted at 7985 Santa Monica Blvd., #109/223, West Hollywood, CA 90046 or at 213-650-4973.* ■



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NLP IN HEALTH



CHRISTOPHER ROGERS, D.C.

MEDICAL EDITOR

ROSES FOR RICHARD!

I'd noticed her, of course—dark haired, tiny and wrapped up for Minnesota winter despite the mellow, comfy, Fall-like weather outside. She was of that perfect point of maturing women reach when their skin will finally let their faces show wisdom, enhancing their beauty.

I never expected to be affected by that wisdom, and, besides, all the supporters were looking good—dressed for success—high-heeled pumps and business suits reign in the courtroom, even in Santa Cruz for Richard Bandler's trial on charges of first-degree murder.

Ten days had passed since I arrived here to attend the trial and support Richard in the twilight of his fifteen-month ordeal. Twelve of Richard Bandler's peers were deciding his fate.

The pews behind the defendant's table had encouraged backache in an exotic chorus of NLPers and friends during the eleven weeks of the trial and as I had watched the proceedings and read the newspaper accounts, I was ashamed of my past as a journalist.

Only the reporter for the local *Santa Cruz Sentinel* was objective and tried to report the trial, others delighted in creating lurid reports of the day's proceedings that bore no resemblance to the actual activities in the court that I saw first hand.

In his summation, Richard's attorney, M. Gerald Schwartzbach, said that although Bandler had acted inappropriately in associating with the drug culture that spawned the trial, that is no crime. He said further that the elaborate testimony of ballistics experts and criminalists clearly substantiated Richard's innocence of murder.

The prosecution based their case on the testimony of the only other person in the room when the murder occurred: confessed drug dealer/user and convicted felon James Marino, the victim's estranged lover, who so overtly perjured himself on the stand that even the prosecutor was forced to dance around it in his summation.

Of course, Marino was in good company: the police officer at the prosecution's table had to admit under oath that he had suppressed evidence unfavorable to the prosecution. It was interesting to determine the lying strategy from another prosecution witness's eye movements and then have it validated when his perjury was proven and documented.

Following the trial, one of the court personnel told me she expected the not guilty verdict, "It couldn't have gone any other way," but was surprised that after all the complex expert testimony and prolonged proceedings the jury had made a decision so quickly—Richard was unanimously declared innocent after just four hours of deliberation. A remarkably quick verdict.

The decision came so quickly that Richard's own mother, who sat bravely in court from the first day, had been assured now was the time to go visit friends and rest and was not in court for the verdict. She found out when she drove across a small bridge and encountered one of Richard's friends jumping up and down and shouting the news in celebration.

The press duly noted the Runyonesque cast of characters involved in the case and missed the rainbow of support—a commando who flew in from the East Coast twice in ten days, the gentle business lady who had only taken one course from Richard and had promised Werner Erhardt to take no more NLP for the six months of her advanced forum training with Erhardt but had seen the caring in Richard and drove three hours to support him almost every day, the beautifully dressed red-head with an all encompassing smile, a screenwriter/lawyer, an emergency room physician who came to sit all day in the courtroom after 36 hours straight at the hospital, NLP celebrities from all over the country, writers from *Playboy* who reacted like Richard's innocence ruined their story and the big bear of a GENTLEman who came nearly every session to be sure that seats were saved so that the people sitting behind Richard were always the people who stood behind Richard. He handed out mints and told shy jokes to support the supporters.

Early in the trial it was observed that the policeman who was later shown to suppress evidence had taken to moving in his squeaky chair to distract from pro-Bandler testimony. Our seating monitor was kind enough to WD40 the chair that night—and watched in amusement the next morning when the policeman went to his chair, tested for squeak, and proceeded to switch chairs for the loudest one he could find. That night all the chairs were fixed.

After the trial, a twenty-year veteran of the courtroom press said he had never seen such a powerful show of support for a defendant—friendly and good humored, but resolute and sure.

After the embraces and a quick interview with the press in which Richard, like a bashful little boy reunited with his toy box, said "The system works," Bandler drove off to a quiet evening at home and the rest of us gathered at a seaside restaurant to celebrate and share the glow of our bonding.

As we ate, the tiny, bundled-up lady from court leaned over and told me: "Since the birth of my son twelve years ago I've never experienced such pure joy and love as we have had joined together for Richard . . . the great, great joy for someone else—a person outside of our own family. What happened for me when they declared him 'not guilty' was a glow . . . a full-body glow that makes me feel connected in a way I have never experienced before.

"I feel connected in the common struggle for someone else's good with this group of people I have never met before. A sense of caring and commitment. That this is the way it is meant to be human.

"Going into labor with a child is an act of total love and giving—I think I felt a lot of mother love for Richard throughout the whole trial. Watching him go through hardship I was the one who received by giving.

"And now that it is over, a sense of completion just like making love. How do you explain something like that? It's just too good."

Whether at the trial or not, those of us who shared our faith in Richard share a special time and unity in the history of NLP when we all had the opportunity to feel an extra pride that what we do is model humans.

SUBSTANTIATED INNOCENCE

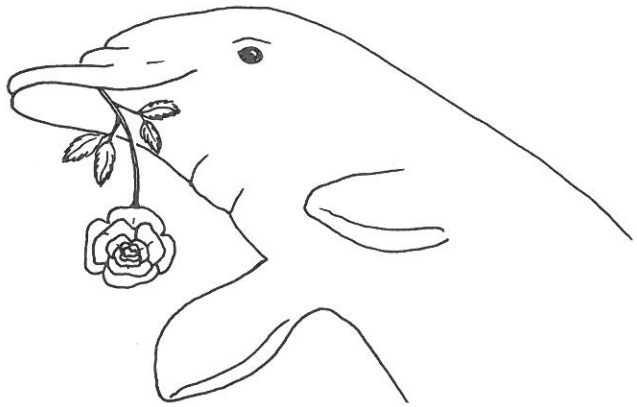
RECEIVE BY GIVING

How can we reframe the struggles of our loved ones and our clients into such positive experiences?

The morning after his acquittal, when he left his home to go to San Francisco for a press conference, Richard Bandler found eleven-dozen long stemmed roses scattered over his doorway, front yard and car.

* * *

Christopher J. Rogers D.C. *practices chiropractic in North Hollywood, California and is a provisional trainer in NLP. He would like to remind our readers that the trial has put a tremendous financial burden on Richard Bandler and donations are still being accepted by:*
THE RICHARD BANDLER DEFENSE FUND, POB 1571, Aptos, California 95001. ■



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CREATING COMPELLING FUTURES WITH HOSPITALIZED ADOLESCENTS

By Robert Musikantow, Ph.D.

In my work with hospitalized adolescents, one thing I notice is that they can often act in a consistent manner that results in consequences to them that are negative and self-destructive. In the past, it was difficult to understand their behavior and frustrating when attempting to intervene.

The new work of Leslie Cameron-Bandler, David Gordon and Michael Lebeau (see *Know How* and the *Emprint Method*) has greatly expanded my understanding of the structure of such states and, most importantly, has offered specific interventions which have expanded my ability to be positively impactful.

The specific technique which I will be discussing in this article is the technique of creating compelling futures. A compelling future is defined as an imagined future that impacts you forcefully enough to motivate and influence you in the present. As Cameron-Bandler states in *Know How*, "Compelling futures can influence your behavior in ways that serve you well. Having a compelling future of likely consequences protects you from the results of reckless or foolish behavior . . . compelling futures also spur you to behave Now in ways that are likely to lead to greater rewards and fulfillment down the road."

Let me illustrate the use of this technique with an example from my practice. Bill, a 14-year-old male with various conduct problems had been hospitalized on a locked unit in a psychiatric hospital. His regular psychologist was on vacation, so I agreed to see him for a two-week period.

While talking to him, he stated that he wanted to get a pass but he had been unable to earn the proper amount of points necessary. He was feeling angry and frustrated at this lack of ability. I told him that I could help him and to build motivation told him to think about whether or not he wanted help and that when I came back the next day he should tell me of his decision.

The next day he was ready to work. I began building a compelling future by having him assess where he was two weeks ago. I then asked him to tell me how this behavior had contributed to the creation of his present as a way to build Past → Present cause and effect relationships. I kept him on track by having him focus on what he did rather than what others did to him.

It was now time to focus on the future. Together, we created two futures: where he wanted to be in two weeks and where he didn't want to be in two weeks. I made sure both images were rich in sensory detail. After instructing him to look at the future he wanted, I asked him how he could make that happen, making sure that he focused on behavior that was in his control. We called these behaviors "Things Worth Doing." I then had him examine what behaviors would lead to his undesired future and we called these "Things Worth Avoiding Doing."

I taught him to assess his ongoing behavior in terms of what future it was taking him to and to future-pace desired behaviors. A week later, he asked me in an amazed tone of voice what magic I had done with him! For the first time in his two month hospital stay he earned enough points to earn a pass.

* * *

Robert Musikantow, Ph.D. *is a clinical psychologist in private practice. He has been involved in the studies and practice of NLP for the past nine years, having worked with Richard Bandler, John Grinder, Robert Dilts, and Leslie Cameron-Bandler. In his doctoral dissertation, he utilized the Meta-Model as a starting point for the development of a formal theory of change in psychotherapy.* ■

HOW TO MAKE IT HAPPEN

BOOK REVIEW



GREGORY GIBSON

President
NEURO CONCEPTS INSTITUTE

Megateaching and Learning

This past summer I had the pleasure of meeting two wonderful people at the Annual Trainers' Training in San Francisco. These two wonderful people are Ed and Maryann Reese, and they have been around the technology of NLP since the early, early days.

Megateaching and Learning: Neuro Linguistic Programming Applied to Education is a book by Ed and Maryann Reese and their co-authors C. Van Nagel and Robert Siudzinski. Simply put, the authors apply the technology of NLP to the field of Education.

The beginning of each chapter contains an overview and/or a purpose statement which many "global" chunkers will find extremely refreshing (for those people who need to have the larger picture first). Each chapter then presents its concepts in a very clear and concise manner with exercises that also facilitate an experiential learning process; you see, it's nice to learn how to do it, too!

In summary, *Megateaching* is an excellent book not only to read and keep on your bookshelf as a handy reference, but as a book to use. Each chapter presents important concepts to the field and process of education. Just imagine what education would be like if *all* (yes *all*) educators were required to read and use the techniques presented in such an excellent book! Then, in the words of Richard Bandler, Co-Developer of NLP: "The application of NLP techniques and strategies to education provides a fresh and innovative approach to teaching and learning. As such, it will revolutionize the way you think about teaching and learning . . . this piece of work is by far one of the most outstanding contributions to the field of education in the last decade."

Buy it!

* * *

Greg Gibson *is President of Neuro Concepts Institute, an Orange County California company that provides training and consultation both on a group and individual basis. Neuro Concepts Institute is currently conducting a Master Practitioner training in Southern California with Master Trainer, Tad James, M.S. Plans are in the works for a highly specialized "Timeline Certification Training" this Spring conducted by Tad James. Further information can be obtained by calling 714-458-7676 or by writing to: Neuro Concepts Institute, 25822 Evergreen Road, Laguna Hills, CA 92653.* ■

LEARN HOW TO DO IT

MIND CHOW

THE CLASSICS

by Richard Bandler and John Grinder

Frogs into Princes
The Structure of Magic I and II
Trance-Formations: Neuro-Linguistic Programming and the Structure of Hypnosis
Reframing: Neuro-Linguistic Programming and the Transformation of Meaning
Patterns of the Hypnotic Techniques of Milton H. Erickson, M.D., I and II

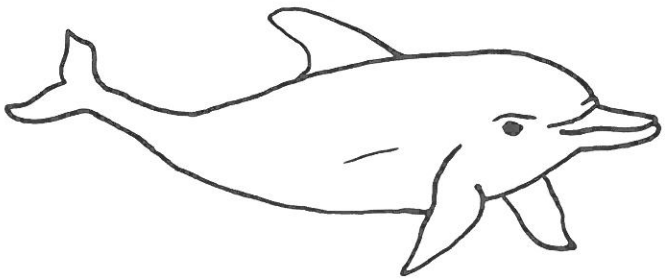
by Richard Bandler

*Magic in Action**
*Using Your Brain — for a CHANGE**

NEW TITLES

Solutions, Leslie Cameron-Bandler*
Uncommon Therapy, Jay Haley*
Therapeutic Trances, Stephen Gilligan*
The Emotional Hostage, Leslie Cameron-Bandler Lebeau*
The Basis of Personality, Tad James*
You Mind Can Drive You Crazy, James A. Takacs
My Voice Will Go With You, Milton H. Erickson, M.D.*
Practical Magic: A Translation of Basic Neuro-Linguistic Programming into Clinical Psychotherapy, Stephen R. Lankton*
The Answer Within: A Clinical Framework of Ericksonian Hypnotherapy, Stephen R. Lankton and Carol H. Lankton*
The Psychobiology of Mind-Body Healing, Ernest Rossi, Ph.D.*
Megateaching and Learning: Neuro-Linguistic Programming Applied to Education, Ed and Maryann Reese, C. Van Nagel and Robert Siudzinski.*

*Reviewed by Greg Gibson for the *RAPPORTER*. ■



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INSTANT REPLAY

LIVING METAPHORS

When I was getting my Practitioner training from Grinder, Delozier and Associates, trainer Lara Amber Ewing recommended watching the TV evangelists to observe their virtually overwhelming use of powerful communications patterns. Susan Marcus, another GDA trainer, encouraged us to watch interview shows such as "Face the Nation" to practice recognizing eye accessing cues with the sound off and predicates with the sound on.

The shark attacks in "Jaws" and the shower stabbing in "Psycho" are often referred to by trainers to illustrate the effective creation of mental states by cutting between associated and dissociated points of view.

There was an article in *TV Guide* a few years ago in which a psychologist described his use of network TV shows to teach his patients new models of behavior.

He would ask them who they identified with in their favorite shows and who they wished they could be like. Sometimes he would recommend specific shows and characters for them to observe, especially when characters were facing similar situations, such as divorce or the loss of a loved one.

Essentially, he had the downtrodden think "How would J.R. in 'Dallas' handle this situation?" and found the increased emphasis on social issues in network TV very useful in his practice.

In many ways this is similar to the common hypnotic use of a mental TV set and cartoons in inductions for children and is an obvious use of metaphor, but there is a very real problem in that few of us are privy to the outcomes and whims of the "creative teams" that generate storylines. *TV Guide* tells us the basic plot, but not the resolution.

What happens when the star behind the character being modeled demands a hike in salary and a bigger dressing room and is killed off in a car crash during the final show of the season?

Obviously, traditional therapists can address the issue in their next session of prolonged therapy, but brief therapists do not usually have or want this once a week or daily ritual.

One effective option is using videos. Countless feature films are readily available for inexpensive rental and remain the same this week when you rent them and tomorrow when you have a client do so.

This column will pan the full spectrum of NLP in audio/video and software . . . tools, applications and revelations.

Richard Bandler likes to have a TV set with full satellite/cable capacity for input. Currently one of his favorite commercials is the fast food spot where a man is shown eating breakfast at one of the restaurant tables each day of the week in succession wearing a different disguise: one day, bearded; the next, clean shaven, etc. They close with the idea that you should: "Eat at blankburger. It will change the way you look—at breakfast."

Bandler likes the way the tag simultaneously closes four separate loops nested in the body of the commercial. BAM. Powerful stuff. When he told me about it, it expanded my conception of this whole column for the *RAPPORTER*.

Initially, when our stalwart editor Pam and I discussed the project we were reflecting on how many times during a seminar we had wished we could press the instant replay button and review what the trainer had just said or done.

We decided it would be useful to have a cohesive series of reviews of the usually expensive audio/video NLP training materials available to help you in your purchase selections and delegation of valuable review time.

Books get more expensive every time I put down my glasses, and most of us have taken pause before purchasing one volume or another in our NLP growth. When I look at the expensive shelves in my own NLP library, I wish there had been a book review column like Greg Gibson's when I was buying everything I could get my hands on, often sight unseen, by mail order.

The courses . . . now there's a fascinating NLP study project. Chart the decision strategy to pay $300-$1000 for three or four fascinating days during which the instructor proudly informs you that "nothing I am about to tell you is true" and "you already know and use everything I am going to teach you."

And sometimes the best thing at the course is the other students and what you learn sharing with them.

So how do you decide to spring for a few hundred dollars to get videotapes of NLP trainings which they usually will not let you see until you pay and which do not even have the backup value of fellow students to rap with during breaks?

RAPPORTER to the rescue—this column will review a variety of NLP videos, audio tapes, computer software and perhaps even courses to aid you in making effective buying decisions.

The intention of the column is not to tell you what to buy, but to give you a consistent point of reference.

When I reviewed movies professionally for newspapers and radio in Canada I soon learned that the value of a reviewer was not as a guru. People have a variety of opinions on things creative and, if each of five friends told you about a different movie they saw last weekend, there is no valid way to compare opinions, but if one informed friend saw five different films the consistency of the friend's viewpoint gives you useful data.

Ever hear someone say, "I always go to the films Ebert is thumbs down on because he's always wrong?" Ebert is a great reviewer for that person.

If there is something you would like to see reviewed, or if you have a product you would like to have get the exposure of review, please get in touch. My goal is to provide a constructive buying guide that enhances your learning, rather than a slash and burn reviewer's playground.

We are also anxious to get your impressions of materials you have seen and your constructive criticism of them. Perhaps you see a need for a specific learning tool or perspective and by sharing that need through this column can provoke the creation of it elsewhere in the NLP community.

SHARE your applications and discoveries from your own multi-level awareness of the media and the arts as well as NLP studies.

We are constantly bombarded with effective communication and sometimes devastating or amusing miscommunication, which influences everyone, but may only be observed or appreciated by a few. When you are in that few—SHARE.

Is there a show, commercial, work that you find yourself using or referring to with clients or in other communication? A subconscious message, technique or faux pas we would all benefit from being fascinated by or reminded of? SHARE.

In this positive vein I would like to comment on two VHS studies of Richard Bandler teaching entitled "Using Your Brain For A Change" ($125 for two cassettes) and "The Art of Flirtation" ($75.00—single cassette) from NLP Products and Promotions, POB 1756, Aptos, California, 95001, (408) 684-1536.

What makes these exceptional is the quality obtained by producer Paul Dopper's use of professional three-quarter-inch equipment and professional crews to produce first-class masters that permit quality editing of two San Diego weekend seminars

LOOK & LISTEN

MAKE EFFECTIVE BUYING DECISIONS

into a shorter time frame.

Viewers who are involved in platform work themselves can get additional benefit from observing the presentation skills demonstrated.

As one of the participants at The Flirting Seminar when it was being taped, I was particularly struck by three things which have carried over into the video:

One—It was one of the most effective and concise introductions to the basics of NLP I have seen and includes several of Bandler's classic teaching routines.

Two—New Orleans NLP instructor Anne Teachworth, in co-training The Flirting Seminar with Bandler, exquisitely demonstrated how the person who is not talking on stage can subtly use non-verbal methods to support and strengthen the other presenter and focus audience attention on them.

This perspective and awareness that she was often creating and reinforcing rapport with one individual after another in the audience to keep their focus and state centered for their best learning experience provides yet another level of repeat viewing.

Teachworth, who is also well established in the Gestalt community, is a very special personality and during years of teaching courses for singles independently developed much of the specialized material presented here for the first time.

Keep in mind that as Bandler says, "Flirting is not about sex, it is about getting what you want."

Three—Teachworth exudes a lovely, teasing Southern Belle charm which is without parallel in the NLP instructor lineup and uniquely suited to this presentation. It is probably due to her skills as an enchantress and producer Donner's influence that in this program we get a one-of-a-kind opportunity to see the often disheveled Bandler nattily outfitted in a tuxedo. He cleans up real nice.

These courses are entertaining, lively and informative. They are the logical answer to the perennial "What should I give someone to introduce them to NLP?"

The traditional response is the book *Frogs Into Princes*, but in my opinion and by observation of dozens of recipients, it is laborious reading for many readers, especially if they have none of the practical orientation these films provide. Bandler's own book *Using Your Brain—For A Change*, while the liveliest introduction in print, still suffers from being in print in a society where department stores are closing their book departments because only five percent of the population buys books.

Through these tapes even the tyro NLPer can SHARE WITH FRIENDS the real live performance excitement of what NLP can do with production values that enhance the content, which has been lacking in many earlier NLP releases.

These two videos also include a first in NLP training tapes. Donner has edited in short video metaphors, such as a runner winning a race, to illustrate the kind of visualizations appropriate to doing exercises given in the tapes.

Although the inserts were somewhat weak and distracting to me personally and may seem simplistic to sophisticated NLPers, they represent a bold step in using the potential of video technology for NLP training tapes.

Christopher Rogers

* * *

Christopher Rogers *is an NLP Master Practitioner, having received his Practitioner Certification through GDA and advanced Training, including Trainers Training and Modeling, with Richard Bandler, Robert Dilts and others.* ■

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YOU ARE THE LINK TO THE FUTURE

Part 3

By James A. Takacs

The ultimate human folly is to keep doing what doesn't work. That's what we've been looking into here, what clearly doesn't work. Like AVOIDANCE, our third inner obstacle. Given that that is true, then why do we keep doing it? Simple: We are comfort freaks. In this society, our Number One priority is COMFORT and if anything even remotely promises discomfort, we cringe inwardly and begin to AVOID it. Of course, that which promises discomfort becomes very uncomfortable indeed and anything now that reminds us of that, is also to be avoided. We use AVOIDANCE to literally create on-going, automatic, unconscious get-away-from anchors. Soon we are gulping aspirins in an attempt to avoid the pain of encountering almost anything.

The prescription for AVOIDANCE is very much like the one for DENIAL. Tell the truth about what's there for you and now add to that the following: Seek out the things you used to avoid and stay with them until the discomfort disappears. You can accomplish this by using any and all good-feeling anchors while you're engaged in any particular activity. It's basic, I know—but effective.

If you can't stand blood, go get a volunteer job in a hospital or blood bank; if pretty girls make you self-conscious, then go where there are lots of them and hang out there for a while; if you are uncomfortable making phone calls, then volunteer some time each week working for some charity over the phone; if you're shy, go out on a stage somewhere and take up acting or modeling. Convert each barrier you encounter within yourself and turn it into a personal resource. Take everything you've trained your brain to use to hold you back and transform it into a powerful generator to create a background of happiness and satisfaction for every day of your life. Have your brain work for you instead of you working for it.

At this point, a word surfaces which usually interferes with the full acceptance of turning obstacles into personal resources: RISK. Risk is a fear word—and fear as a context for living is certain to reduce you to a powerless pygmy. Risk-taking has often chilled the brightest prospects so that we openly yearn for more and more of a sure thing when planning our futures. A dear old friend of mine was offered the opportunity, way back in 1946, to purchase a block of stock in a new company just being formed and his total outlay was to be $750.00—a dollar per share. He was told that there was a risk involved, as with all investments—and that did it. He backed away and put his money in a nice, safe bank account at 5% per annum. Someone else picked up on the opportunity, of course. Within five years, the company went public, his stock split, and soon our intrepid investor held over 25,000 shares which continued to appreciate. Today, this other man is a millionaire—just on his Polaroid stock alone—and has been living the good life since he turned 40. My friend, on the other hand, still mutters about his "lost" opportunity. His theme song is, "If I'd only known." Everyone knows someone who passed up a golden opportunity simply because it involved a "risk" and those people eventually trade in their "scares" for "bitterness" and then finally to "resignation." WAITING for a sure thing is foolish indeed since none of us ever gets a guarantee whether something will work out for us or not. Everyone takes a chance just by getting up in the morning, and those who succeed greatly take great chances.

CONFRONT FEAR / TAKE CHANCES

What's needed is for each of us to RAISE the level at which we take chances in the Game of Life. Fritz says that if you're not breathless from time to time, you've not climbed a mountain. That may be hokey, but it's also true. We need to stick our necks out—the old "tushy" on the line—and commit to greater and greater chances so that we can raise our level of power to be equal to each challenge. That's how human beings are designed to grow. We need to create a context that will provide for an ever-expanding set of challenges that will leave you ever-more powerful with each set of challenges successfully met. "SUCCESSFULLY MET" does not refer to some pre-conceived notion of success—it refers to an expanded ability, regardless of how something comes out. It is not coincidence that every early, powerful industrialist in the 20th century went bankrupt at least once in his climb up the ladder of power and fortune.

Challenge yourself on a daily basis. As you meet each challenge you'll grow stronger and more powerful. You'll be able to handle more and more in your physical space and you'll stimulate your brain to produce more and more choices and resources for you in your internal space. With more power, more opportunities will show up to match your increasing abilities. You'll never get bored and you'll never be unfulfilled once you begin to use increased chance-taking as a personal transformational tool.

The final obstacle which we create to keep ourselves stuck and unfulfilled is best expressed by the word NEED. There is much confusion about this term, especially after years of psycho-babble emanating from the subjective imaginations of people struggling to fulfill someone else's needs. There are, then, some basic misunderstandings about the true nature of NEEDS.

First of all, there are only five (5) basic human NEEDS:

1. AIR
2. SUSTENANCE (food/water/touch)
3. SUNLIGHT/WARMTH
4. REST/COMFORT
5. SHELTER/COVER

All else is an appetite, or an urge, or a drive toward goals.

As you look at this list, you'll see that NEEDS are necessary for survival and the continuation of the organism. They (needs) are not social or higher brain function drives; they are lower brain drives for the maintenance of the life form. They are meant to insure the continuation of the species. Where we have erred dreadfully is that we have deviated from the basic nature of needs and attempted to make them into instruments of social governing. Hence all the psycho-babble.

The characteristics of a NEED are as follows:

1. NEEDS are inside jobs; that is, the organism has to fulfill it for itself. No one can breathe for you, and someone else eating lunch does nothing for your health and vitality. You must sleep for yourself, and you must avoid freezing or getting burned. All these NEEDS are self-served and are maintained semi-automatically by the brain. The brain will send you a signal whenever you have failed to service a need. You are empowered to handle your own needs, but no one else's.

2. NEEDS are insatiable. They are never more than momentarily satisfied. You eat breakfast. You ate yesterday, and you will eat tomorrow. You cannot eat breakfast once and for all. Nor can you sleep, or rest, or stay comfortable once and for all. NEEDS must be attended to moment by moment, day by day, month by month, for your entire life. You never get enough. You will never have enough.

3. You will protect a NEED above all else. The NEED always comes first, no matter what. Survival of the organism is the

TO GROW, CHALLENGE YOURSELF

main issue; therefore, nothing can take precedence over that function. To test this out, all you need do is give up your NEED for air. Become hungry enough, and you'll challenge even your most beloved spouse for a scrap of food. NEEDS are lower-brain, and they are powerful, automatic factors in our scheme of things.

4. NEED literally means LACK. What you NEED, you LACK—and that lack triggers a need. NEEDS are many times more powerful than wants. Wants are usually temporary—and are satisfiable. NEEDS are permanent and as such can never be satisfied. Remember, NEED triggers lack—no matter what your senses tell you.

5. NEEDS reverse energy flows. Despite the fact that they are self-fulfilling, the individual must take in, or in-flow, in order to complete the energy cycle. So what you don't have, and can't have, you can't share with others. If you "need" love, you have set up an insatiable cycle of in-flowing that will eventually exhaust the person from whom you "need" that love.

So, my recommendations are: Be selective in what you say you need. Stay with the five basics and you will not get into emotional trouble. Elevate a want, a desire, an appetite to a NEED and you will be inviting disaster.

You do *not* NEED money to live—you are alive and will continue to be so with or without money. You can use money to pay your bills and that is a different issue, altogether. Your brain is literal and it will obey your commands when you make money a survival issue.

You do not NEED love. Sorry about that. I hate to go against all those romanticists, poets, songwriters, and novelists, but the truth is LOVE exists as a function of itself, and like happiness, it is not something to achieve—it is something to come from. It is outside of time, and like the Sun, its existence is not dependent on an object to shine upon. The Earth is the recipient of the Sun's rays (the Earth needs the Sun) but the Sun will shine no matter what the Earth does. That is the nature of love. When you elevate Love to a survival issue, you change it to something else—fear! And fear is a reactive behavior which will produce the exact result it was originally designed to prevent.

You don't need sex, friends, approval, companionship, support, affection, or any of the hundreds of other things that we've been taught to seek out in others. They're fun, pleasurable, desirable, certainly worthy of having, but as a NEED, they are disasters.

This completes the promise I made to you earlier—the four elements to watch for: WAITing, DENIAL, AVOIDANCE, and NEED. By creating new contexts for these, and by making the distinctions necessary, you can literally free yourself of all the self-imposed tyrannies you've collected over the years, and you can Tell the Truth about who you are to anyone, anytime. Truth-telling is almost an extinct form of communication. Perhaps now is the time for its reintroduction. There's much to be done, and no shortage of people to do it with, so let's begin, NOW.

* * *

James A. Takacs, *founder of Psychonetix, is a leading educator/lecturer/author, and has been an expert in human resource development for over 25 years after overcoming seemingly impossible odds in his personal life. He is a trained linguistic and language specialist with an extensive background in behavioral sciences and self-hypnosis and degrees from Yale University, UCLA, Ohio Christian University and Sophia University in Tokyo, as well as intensive research and study into mind conditioning and counter-brainwashing techniques gained in service with the United States Air Force.* ■

BEGIN NOW

TABLE TALK

Richard Bandler Chats with Ed and Maryann Reese

If you were to tell the community of NLP what you would like to see done with this technology, what would that be?

Richard: I would like to see them do more.

Ed: I was going to put words in your mouth and say I would like to see people *use* it.

Richard: Especially much more outside the field of psychotherapy. I am much more impressed with things people are doing in the field of education, especially, and in the business world because NLP is directly related to productivity. You can't get anymore related to productivity! A lot of people have focused on excellence and true excellence is always going to be directly related to productivity and profitability. The ways that people like Paul Donner are using it are, to me, much more impressive because they are going to affect people on a much more basic level: income. Basic job training skills—being good at soldering and arc welding and things like that—which will produce income for people strikes me as a lot more valuable than just going around curing a few phobias.

Maryann: I agree. In the field of education, for example, we know what makes the motivated kid and it's not being done in the early ages. When it's easy.

Ed: Well, I like your global picture.

Richard: The other thing that I like is there are people—Richard Diehl, for example—who are getting people to be nicer to each other. That's the other thing that I like: couples with each other with NLP.

Why would people want to do something like that?

Richard: Nowadays to stay alive! Monogamy is going to become a very "in" thing these days.

Maryann: "The relationship."

Ed: One of the things I am looking at is the whole area of knowledge transfer with this AIDS thing, which I've mentioned before. The techniques that you have developed, Richard, to be able to elicit data are going to be crucial to the world's survival.

Richard: That is one of the reasons I am doing the modeling seminar. Take a look at the military: they get people who are the best at all kinds of things and in terms of knowledge transfer, they have been really using them. I see a real tremendous need to train a lot of people to become modeling technicians in order to get the skills right down—starting at ground level with flirting and working your way right up to business people who take interviews and especially people who negotiate. Some of the top negotiators and some of the top sales people should be modeled. This isn't the kind of modeling that doesn't need to go down once—this needs to go down lots and lots of times. I see a tremendous need for that. Certainly ours is not a field that has nothing left to do in it. There isn't a field that doesn't have a need for NLP in terms of creative development and technology. I would like to get models of the people who are coming up with the new superconductors and start applying it to other areas. These people are some real geniuses. As I look back, and I am one of those people who look back . . .

Maryann: You mean you have a timeline?

Richard: Yes.

Ed: I think about sitting with you ten or twelve years ago and saying, "Isn't this the same way that Bob Goulding is doing phobias?" and having you say to me seven times, "Yes, Ed, but it's *different*." ■

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WYATT WOODSMALL, Ph.D.

Founder
NATIONAL TRAINING INSTITUTE OF NLP

KARMA AND TIMELINE

What is karma?

Let's talk about karma a little bit. Have you ever heard of karma? Karma is the residue of our past that mechanically patterns and determines our behavior in the present. Ram Dass says, "be here now." That sounds really good. But the trouble is that in order to be here now you can't be somewhere else. That's the Catch-22. You are somewhere else as long as you have this thing called karma to take you there.

What is karma? Karma is simply identification with past experience. For example, whenever you are ready to do something and you suddenly remember: "Oh, my God. The last time I did that I screwed up. I am probably going to screw up again," that is karma. Or you remember all of a sudden when you see somebody: "Oh, my God. It was my wife's birthday. I forgot to get her a birthday card." That is karma. Or you are driving down the road and all of a sudden you remember something that happened when you were nine years old where you were totally embarrassed by something you did. Well, that's what karma is.

KARMA CLEANING

You see, in order to have freedom you have to be rid of karma. One of those things that man thinks he can do that he really can't is to be able to choose. Most of the time it is karma that does the choosing for you. Karma is not just from past lives. The real karma is from all the experiences you have had in this life. Karma grabs you and ties you into the past, so that whenever you go to operate in a situation you are operating out of past experiences.

How do you normally deal with karmic memories? What frequently happens is that you remember some event from the past and then tense up and try to justify, explain or excuse yourself. This simply reinforces the event. The memory goes back to the unconscious and continues to fester and boil there until events cause it to pop back up again. There is a lot of stuff down there in the unconscious. I mean a *lot* of stuff. Every now and then it is good to check in on it and see exactly what is going on there. That is another function that meditation serves. If in meditation you just sit and pay attention to what comes up, you will find out what is going on in the unconscious. There is another type of meditation which is equally as important as sitting meditation. It is called meditation in action or "mindfulness." It involves maintaining simple awareness or a witness consciousness while you are performing your normal day-to-day activities. In other words, while you walk down the street, start paying attention to what your internal dialogue is saying and to what the pictures are in your head and to the sensations in your body. Maintain this awareness when you are carrying on a conversation with somebody else or performing any other activity.

Classical techniques

Karma is not an easy thing to get rid of. In fact, the whole Hindu tradition and part of Buddhism revolves around what to do with karma. Karma really has to do with memory management. That's what karma cleaning is about. Now there are certain classical techniques for removing karma. Swami Rama removed his karma in the classic yoga way which involves the ritual of Cave. He was walled up in a very small cave. He stayed there for eleven months. He received a plate of food once a day under a small slit in the bottom of the wall. There was one very small hole at the top of the cave where during the day a point of light came in. He would do certain breathing exercises he had been taught to do. What he did was to go back and systematically relive every moment of his life from the day of his birth. What he did in this process was to simply watch and observe the events of his life with total detachment. He allowed his life to flow before him as if he was watching a movie, and he simply sat and watched it without identifying with it, without judging it, without criticizing it, and without excusing it. He simply watched it. When you watch a memory in a dissociated way, the emotional attachment goes away. We have all learned that. You all have heard of curious things called "phobias." Isn't that how NLP got its reputation? By double kinesthetic dissociation. By watching yourself watching yourself watching a movie. Well, this is the same type of thing. When you simply watch the movie of your life without identifying with it, without getting caught up in it, without excusing it and without justifying it, you then see it the way it was and the emotional connection is broken. Castaneda gives a very interesting description of a similar karma cleaning process in *The Eagle's Gift*. He calls it recapitulation and it is the basis of the art of stalking. Castaneda describes how Florinda's teacher created a stalking crate for her. She sat in this casket-like structure and breathed in a certain way turning her head from right to left. While doing this she systematically went back and remembered or recapitulated all the events in her life. Instead of doing this on the fast track in 11 months as Swami Rama did, she did it for many hours a day for years. Once Florinda completed a perfect recapitulation, she had successfully unhooked from all the feelings of her life. Then she smashed the crate to symbolize that she no longer abided by the limitations of her person.

Change personal history

In NLP we have a technique that is called "change personal history." It is an extremely powerful technique. It is one of my favorite techniques. It is one that sometimes NLP practitioners don't use, and I think that is unfortunate. Change personal history, if done properly, can be a very effective way of cleaning karma. To do a change personal history you first identify some kind of a feeling or a response that is getting in your way. Some examples are recurring feelings of shyness, guilt, shame, or fear. First elicit and anchor the feeling. Then using the anchor, go back through the person's personal history and find a series of events that relate to that particular experience. Try to get one that goes back to the time before the subject was six years old. Once you have identified a series of these events, then assist the subject in identifying and anchoring a series of resources that if they had had them then, would have allowed them to deal with the event in a positive way. Stack anchors for these resources. Now have the subject go back and simply watch the movie of the original event without identifying with it and without attempting to explain, justify or excuse it. That's a tricky thing to do and you may have to assist the person. Once that is done, go back and add in the resources and play the movie again. If you do change personal histories around all the non-supportive patterns in people's lives, you will begin to make some rather dramatic changes in them.

DETACHED AWARENESS

Timeline therapy

One of the things I have been creating with one of my senior students and colleagues in Hawaii, Tad James, is a process called "timeline therapy." I think that this is going to be the next quantum breakthrough in NLP. I really think it is going to be as powerful as submodalities and when you combine the two, then watch out! Timeline therapy is a very rapid way of doing memory management and of going back and getting rid of or cleaning out your karma. We begin by having you locate your timeline. Timelines usually run either front to back or side to side. Once you locate your timeline then float up above it. This usually trances a person. As you look down on your timeline and as you look back along it, you will find that it's probably not all the same color. There are probably some black sections on it. So why don't you take a light and go back along the timeline and take all those black parts and lighten them up. Another thing you can do is drop the black parts of your timeline. Remember when you were a kid and played with a Slinky? You could shake it and a big wave would go running down it. You can have that wave shake all the black spots out of your timeline. Just drop them right out. Let them just drop right off the timeline. If you want, you can send them all to the Sun. Adjust your timeline so that it is all bright white light. We can use the timeline as a rapid way of doing change personal histories. Go back along your timeline to one of the times when you experienced a problem. Then float down on your timeline to that point and go through the change personal history process. One key to using the timeline is that almost all emotions are time dependent. The idea of the temporal character of emotions was discovered by Husserl and Heidiger and has been part of the European phenomenological and existential discussion over the last fifty years. The technique I use is to have one travel on the timeline to the point before or after the event. All emotions are time dependent. For example, guilt is a past emotion. It is ontologically impossible to experience guilt about the future. Anxiety is a future emotion. It is ontologically impossible to experience anxiety about the past. Boredom is the problem of the here and now. Meaninglessness is the problem of the thinker who is atemporal. Do you feel guilty about something? Go back along your timeline to the point ten minutes before that happened. If you go back to the point ten minutes before that happened on your timeline, you can't feel guilty about it. And you won't, because guilt is always something in the past and not in the future. Do you feel anxious about something? Go out along your timeline in the future to ten minutes after it has happened and then look back. Do you feel anxious? Anxiety is gone. Thus to clean karma go back along your timeline and brighten it up. Next place yourself in positions on the timeline either before or after events that trouble you. Next relive the events watching them as through the eye of a camera. Do not try to explain, excuse or justify them. Just observe them. Next relive them with additional resources if necessary. Finally let them go. As your karma dissolves away, you will for the first time be able to direct your life on the course you want it to take. Let all your compulsions and all your karma pass away. Let it dissolve away. Who knows how you may end up.

CHANGE INVOLVES CHANGE

Becoming "not me"

I am sometimes asked if this doesn't change your personality. There is a funny thing about change. This is one of the things I try to tell my students.

When you say that your personality will change, you are absolutely correct. Change involves change. What does it mean to change? I was working with one of my friends. I told her what her problem was and what she needed to do to solve it. I said: "All you have to do is this, this and this." She said: "I can't do that." I said: "Why not?" She said: "Because it wouldn't be me." I said: "That is an extremely astute comment and the core of the problem. That, in fact, is the exact nature of your problem. If you are going to change, you have to cease to be 'me' and become something else. You can't change if you are going to remain 'me.' You have to become 'not me.' That's what change is all about."

There is a second thing about change which you should know. When you take somebody that is "me" and turn them into "not me," part of this has to do with them and part has to do with all their acquaintances. I have news for you: A lot of your friends have a vested interest in you staying exactly the way you are. In fact, they have invested a lot of time in making you that way. They have control over you the way you are. They are not going to be too happy about you suddenly becoming "not me." "Not me" is somebody else. They are going to have to invest more time figuring out how to control the "not me." When you do therapy, always remember that people's friends and family have a vested interest in their staying "me" and not in their becoming "not me." This is always a consideration. If you change, all your friends will have a vested interest in reversing the process. They are going to do their damndest to get you back in a box and get you back to being "me." They don't want you to be "not me." Consider it. Personalities can change radically. They may change so radically that society decided to lock them up in a mental institution, because they don't know what has been happening to good old "me."

Getting there

One of the things you want to do is get rid of the things that are in the way of your getting where you want to go. But where you want to go is an interesting thing. Where you want to go now is usually where you wanted to go at some other time in the past. At some point in your life you decided you wanted to go somewhere, and then you invested a lot of time and energy and resources in getting there. Frequently what happens is that you spend a lot of time going there. Later on in your life you may actually get there and then wonder where you are and why you spent all that time getting there. One of the things that I invite you to do is continually reevaluate where it is you want to go. Make sure that it is where you want to go now. Also realize that if you change, you will probably also change where you want to go.

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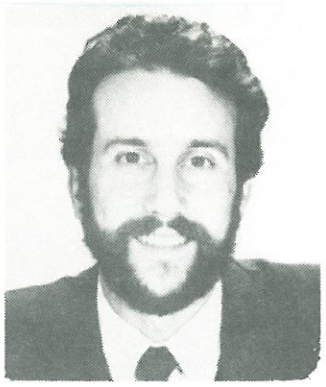
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BRIGHTEN IT UP

GO WHERE YOU WANT TO

SPIRITUAL PSYCHOLOGY



RICHARD GREENE

Founder of
MIND EXPANSION
INSTITUTE

WHO AM I?
The Essence of "Spiritual Psychology"

Continued from Crossroads Issue.

"I AM"ness, Stress Reduction & Balance

Stress falls away like water off a duck's back when we get this. "Why am I so stressed at my job?" she asks. "Why do I live at the brink of burn-out even though I love my work?" he asks. The answer is that we are not our roles, our jobs, our work. We are. If (like some people) our whole life *is* our role, our job, our work, there is no room for the other colors of who we ARE. Wear orange 365 days a year and see how complete that feels. BE orange all year and then wonder why you even wonder why you're about to burn out!

We seem to need the nourishment of the other colors, the other parts of who we ARE to feel whole, to feel in balance, centered, together. Stress and burn-out are the SYMPTOMS of that being's divorce from their wholeness. From who they ARE. When you stray too long or too far from the source, the essence, the fuel runs out! No matter how well or successfully you've done your special color/role/job.

Symptoms of the Disease of Separation from the "I AM"ness

We all shake our heads in bewilderment as we see rich, famous, powerful people at the absolute pinnacle of their field, basking in all the rewards society has to offer as they, one after another, complain about their unhappiness, their pains and run this way and that to find a happiness, somewhere. There is a sickness in this. Clearly a sickness of the soul, fed and multiplied by the pandemic programming of our Western societies. And it is a cruel set of circumstances indeed. Society promises all, society delivers "all" and yet "all" is not enough. And if "all" is everything there IS, and that is not enough, eternities of unhappiness are the only possibility for the future. Escape to alternative realities of complete Hedonism, Consumerism, cocaine, alcohol or other drugs becomes a ridiculously logical choice. When that doesn't work, suicide, either directly or through the slower processes of physical and mental self-destruction. There is simply no more energy left and, ecologically, the organism cannibalistically turns back onto itself, desperately trying to sustain itself. Picture a beautiful full flame gasping for itself, deprived of the sustenance it needs, flickering, sputtering, grasping . . . and then, with one last burst of brilliance, burning out. A spectacularly literal image for the stress/"Burn-Out" process we see occurring in our friends and ourselves.

What, then, is the prescription, the Rx for this pandemic path of "Burn-out"? The answer to this is also the answer to the question of why the "New Age"? Why bother with this grab-bag of seemingly bizarre and un-tested approaches to life?

The Long Term Rx for Stress & Burn-Out

What "Spiritual Psychology" posits is that nothing can really be fixed, by NLP, traditional psychotherapy, or otherwise, in the long run for an individual unless and until Wholeness is achieved. Therapy must begin by looking to re-establish for the client the parts, or colors, that have been denied or ignored. This, I believe, is the essential long term Rx. A return to Wholeness and connection to all that one is connected to. Balance on sub-conscious, conscious and super-conscious levels, between the Mind-Body and Spirit.

For most left-brained, conventionally educated individuals in Western society, the major component that has been left out is the spiritual aspect to our being. The "Where did I come from?" "What am I here for?" "Who am I?" questions. The parts of ourselves that yearn for a connection to something outside of/larger than/more significant than our bodies and the 70-100 years we spend on this tiny rock in the cosmos. Asking these questions will begin to open this long-neglected part of ourselves and re-establish the umbilical cord to our spiritual self, providing the connection and the "juice" to nurture, nourish and heal the symptoms of the Mind-Body-Spirit split.

Pragmatism and Isness-ism
Or, Can "Isness" Pay for Groceries?

So, we return to the original question: Who Am I?

What I am Not, at least, then, is my color in this life, my role. Perhaps, then, the spiritual teachers are right. That I Am That I Am. That You Are That You Are. That we are all and nothing. That we all simply ARE.

But can we live our lives in this physical plane from an ARE-ness, an AMness or an ISness? We still need to buy groceries. Our society, so far, anyway, has not seen fit to reward ISness with material rewards . . . or has it?

The day to day-ness of "ISness" is nothing more than being who you are. Not what you are, a doctor, or a lawyer or an Indian Chief. Who you are. That's it, the Pure White Light. The essence beneath the what you are and who you think you are.

Being who you are looks like an alignment of MIND-BODY-SPIRIT. In Aikido and the Martial Arts, "**Being Centered**." In NLP, "**Congruency**." In my paradigm, "**The 100% Phenomenon**." A place where the Pure White Light shines out of every pore. Can you ever remember being in this state? If you can, you will probably remember that whatever you did you enjoyed and did well. Very well.

In other words, the role that you ARE destined to play is that of being Who You Are. Once that role is handled, it doesn't matter WHAT you do. You will do it so well, so centered, so congruently, from that masterful place of the 100% that you will receive the financial and other acknowledgements.

Creating the State of "Isness" with NLP

So, what we learn from NLP is that you can create this state of "Who You Are"/"ISness"/"I AMness" just like any other state 1) from the outside-in or 2) from the inside-out. Start with the mind and the body will reflect it; with the body, and the mind will reflect it. Start with V, and A and K will adjust their representations; with A, and V and K or with K and A and V will adjust.

***

Richard Greene *is an attorney, former law professor, Master NLP Professional and Trainer, founder and Executive Director of The Mind Expansion Institute and author of* Mental Aerobics: A Challenge Book for the Expanding Mind. *In pursuit of his own ISness he now directs his energies into his Los Angeles radio program, "The Whole Life Radio Network," mental conditioning consultations with professional sports teams and athletes, international seminars on "Spiritual NLP," stress management and sports psychology and is completing his next books,* The 100% Phenomenon *and* The 52 Week Vacation Plan: Expanding The Reality Box for the Burning Out Worker. *Having just returned from a workshop tour in Austria and Germany and always searching for where his energies next want to go, we, at least, are glad he has externalized some of it in the direction of this column.*

You can contact Richard through The Mind Expansion Institute, 4500 Petit Avenue, Encino, CA 91436, 818-501-5559. ■

EVENT CALENDAR

April 5, New Orleans
Introduction to NLP, *Sid Jacobson;* contact SCI/NLP, 504-895-3665

April 7-10, Clearwater, Florida
10 Day Ericksonian Hypnosis Certification, 3rd weekend; *Ed Reese and Bill O'Hanlon;* contact Southern Institute of NLP 813-596-4891

April 8-10, Denver
Finding Unconscious Solutions: A Workshop on Hypnotic Techniques, *David Calof;* contact Al Wadleigh, Genesis II, 303-499-8134

April 8-10, Pasadena
Communication Workshop with Audiotronics, *James A. Takacs;* contact JATA, 818-881-1450

April 8-11, Washington, D.C.
Master Practitioner Certification Training, *Connirae or Steve Andreas or Lara Ewing;* contact NLP of Colorado, 303-442-1102 *or* Family Therapy Institute of Alexandria, 703-549-6000

April 9, Stamford, Connecticut
Dealing with Past Trauma, *Karen V. Bading;* contact NYTI, 212-473-2852

April 9 & 10, New Brunswick, New Jersey
Advanced Hypnosis; contact Eastern NLP Institute, 215-860-0911

April 9 & 10, Location T.B.A.
Hypnosis and Beliefs, *Richard Bandler;* contact SCI/NLP, 504-895-3665

April 14-18, Location T.B.A.
Unified Field Theory & Trainer Training, *Robert Dilts & Todd Epstein;* contact Dynamic Learning Center, 408-336-3457

April 15 & 16, Tulsa
Ericksonian Brief Therapy, *Bill O'Hanlon;* contact Reese Price, 918-254-8022

April 16, Los Angeles area
Introduction to NLP—an overview of the NLP technology, *Peggi Bongiovanni;* contact SCC/NLP, 213-833-4234

April 16 & 17, New Orleans
Power Writing/NLP & Self Hypnosis, *Dixie Hickman & Sid Jacobson;* contact SCI/NLP, 504-895-3665

April 16 & 17, Soho, New York
Tasking for Directive Change (for Therapists and Counselors), *Stephen Goldstone;* contact NYTI, 212-473-2852

April 22-24, Chicago
5th Annual National Association of NLP Conference; contact NANLP, 317-636-6059

April 22-24 (Program begins), Long Beach, Mississippi
NLP Practitioner Program, *Sid Jacobson & visiting staff;* contact SCI/NLP, 504-895-3665

April 22-24, Soho, New York
NLP Selling Techniques, *Mark Shaw;* contact NYTI, 212-473-2852

April 27, Skokie, Illinois
Brief Treatment, *Bill O'Hanlon & Richard Fisch;* contact AAP, 312-675-2140

April 29-May 1, Soho, New York
Introduction to Hypnosis (Ericksonian Hypnotherapy), *Steven Goldstone & David Fitelson;* contact NYTI, 212-473-2852

April 30-May 1, Dallas/Ft. Worth
Ericksonian Treatment of Psychosomatic Problems, *Bill O'Hanlon;* contact Beryl Bock, 817-335-4763

April 30, Worldwide
World Healing Meditation

ONGOING EVENTS

Second Sunday of the Month, San Diego
NLP Network of San Diego, 6-9 p.m.; contact Andy Hangarter, 619-560-1610

Every Monday, Hermosa Beach/South Bay, California
NLP Study Group, 7:30 p.m.; contact Dan Schaefer, 213-376-0073

Monday nights, Soho, New York
Men's Group, 7:30-9:30 pm, *Perla Knie;* contact NYTI, 212-473-2852

Alternate Tuesdays, Soho, New York
Personal Change Group, 10 am-1 pm, *Anne Linden;* contact NYTI, 212-473-2852

Every Wednesday, San Pedro, California
Wednesday Night Study Group; contact Southern California Center for NLP, 213-833-4234

Every Wednesday, Soho, New York
Personal Change Group, 7:30-9:30 pm, *Karen V. Bading;* contact NYTI, 212-473-2852

Every Other Wednesday, San Pedro, California
Afternoon University Classes; contact Southern California Center for NLP, 213-883-4234

Every Thursday, New York City
NLP Training and Career Counseling, *Barbara Johnson or Roye Fraser;* contact N.L.P. America, 212-772-3188

Two Weekends a Month, Dallas
NLP Certification Program, *Barbara Johnson and Roye Fraser;* contact N.L.P. America, 212-772-3188

Two Weekends a Month, New York City
NLP Certification Program, *Barbara Johnson and Roye Fraser;* contact N.L.P. America, 212-772-3188

Ongoing Dates, San Francisco Bay Area
Imperative Self Day, *Leslie Cameron-Bandler;* contact FuturePace, 415-485-1200

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WORLD HEALING MEDITATION

In the beginning
In the beginning *God.*
In the beginning God created the heaven and the earth.
And God said Let there be light: and there was light.

Now is the time of the *new* beginning.
I am a co-creator with God, and it is a new Heaven
that comes,
as the Good Will of God is expressed on Earth through me.
It is the Kingdom of Light, Love, Peace and Understanding.
And I am doing my part to reveal its Reality.

I begin with me.
I am a living Soul and the Spirit of God dwells in me, as me.
I and the Father are one, and all that the Father has is mine.
In Truth, I am the Christ of God.

What is true of me is true of everyone,
for God is all and all is God.
I see only the Spirit of God in every Soul.
And to every man, woman and child on Earth I say:
I love you, for you are me. You are my Holy Self.

I now open my heart,
and let the pure essence of Unconditional Love pour out.
I see it as a Golden Light radiating from the center of
my being,
and I feel its Divine Vibration in and through me, above
and below me.

I am one with the Light.
I am filled with the Light.
I am illumined by the Light.
I am the Light of the world.

With purpose of mind, I send forth the Light.
I let the radiance go before me to join the other Lights.
I know this is happening all over the world at this moment.
I see the merging Lights.
There is now one Light. We are the Light of the world.

The one Light of Love, Peace and Understanding is moving.
It flows across the face of the Earth,
touching and illuminating every soul in the shadow of
the illusion.
And where there was darkness, there is now the Light
of Reality.

And the Radiance grows, permeating, saturating every
form of life.
There is only the vibration of one Perfect Life now.
All the kingdoms of the Earth respond,
and the Planet is alive with Light and Love.

There is total Oneness,
and in this Oneness we speak the Word.
Let the sense of separation be dissolved.
Let mankind be returned to Godkind.

Let peace come forth in every mind.
Let Love flow forth from every heart.
Let forgiveness reign in every soul.
Let understanding be the common bond.

And now from the Light of the world,
the One Presence and Power of the Universe responds.
The Activity of God is healing and harmonizing
Planet Earth.
Omnipotence is made manifest.

I am seeing the salvation of the planet before my very eyes,
as all false beliefs and error patterns are dissolved.
The sense of separation is no more; the healing has
taken place,
and the world is restored to sanity.

This is the beginning of Peace on Earth and Good Will
toward all,
as Love flows forth from every heart,
forgiveness reigns in every soul,
and all hearts and minds are one in perfect understanding.

It is done. And it is so.

The Rapporter wishes to thank the Quartus Foundation for generously providing us with information about The Planetary Commission. For more information and up-dates on the effect of the ongoing World Healing Meditation, contact the Quartus Foundation, P. O. Box 27230, Austin, Texas 78755-1230, (512) 335-8346. Beautiful color 11 x 17 World Healing Meditation posters can be ordered from them at a cost of only four for $1.00.

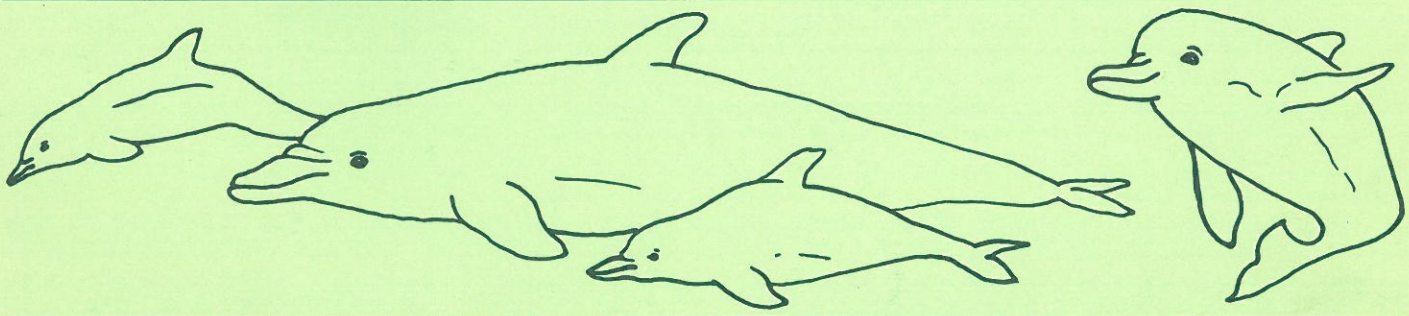
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