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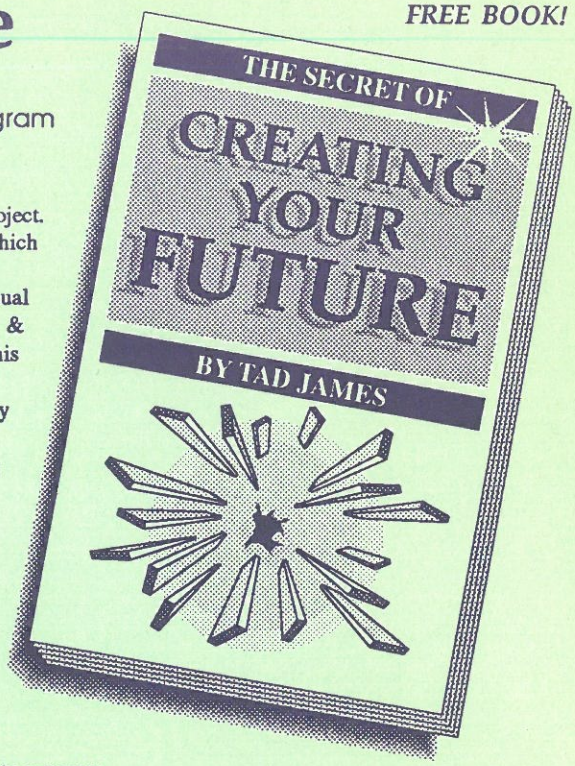
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HARVESTIME ISSUE | OCTOBER 1989 | #26

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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, traditional and Ericksonian hypnosis and healing therapies — in order to provide many different models and strategies for interacting with clients, students, friends and relatives
- *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 our first issue (aptly named ACORN), 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 other than familiar beliefs and truths in order to increase y/our capability for communication and change, we will look at results ("what works") as our criteria for success.

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

Peace, RAPPORTER

Opinions, comments, letters, drawings and other materials are invited for consideration. Submissions must be signed and names will be withheld upon request. If return of materials or a personal reply is desired, include a self-addressed, stamped envelope.

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BEHAVIORAL MODELING



WYATT WOODSMALL
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Advanced Behavioral
Modeling, Inc.

STRATEGIES
Part VII — Learning Strategies

SOME IMPORTANT DEFINITIONS AND DISTINCTIONS

As is so often the case in Advanced Behavioral Modeling[SM] and neuro linguistic programming, the correct chunking of a phenomenon is critical to reaching mastery and understanding. The failure to chunk appropriately and to make necessary distinctions is the primary source of confusion and misdirection. This was never as true as in the area of "learning strategies."

According to the unabridged second edition of *The Random House Dictionary of the English Language*, the word "learn" can serve as both a transitive and an intransitive verb. As a transitive verb, its relevant meanings are: 1) to acquire knowledge of or skill in by study, instruction or experience, 2) to become informed of or acquainted with; ascertain, 3) to memorize, 4) to gain (a habit, mannerism, etc.) by experience, exposure to example, or the like; acquire. The relevant intransitive meanings are: 1) to acquire knowledge or skill, and 2) to become informed (of).

This article will focus on formal learning. This involves the acquisition of knowledge or skill by study or instruction. Learning also occurs informally through experience at both the conscious and unconscious levels. This article will confine itself to the process of conscious formal learning.

The above definitions mask some important distinctions. First is the distinction between "knowledge of" and "skill in." We will refer to this as the difference between "know of" and "know how." "Knowledge of" can be communicated in some digital form (usually auditorially of visually) while "skill in" is demonstrated by the ability to perform a certain activity. "Know of" may be further divided into "know what (where, when, who)" and "know why."

The question "why?" can be a request for one of two types of information. "Why?" can request a reason or motive for something as in "Why did you do it?" or it can request an explanation about something as in "Why does it work?" One response calls for a reason in the form of a value or criteria and the other response calls for an explanation or theory which consists of a series of beliefs about the way the world is. One response ultimately comes from the conative or emotional level and the other from the cognitive or intellectual level.

It is also common to differentiate between learning and knowing. Learning is a process of acquiring knowledge. The fact that a person is learning something implies that they don't already know it. If they already know it, then they are not learning something but are reinforcing what they already know.

It is also important to distinguish between "knowing" and "understanding." "Knowing" in this sense is the ability to parrot or repeat back digital information. Understanding can be defined both subjectively and objectively. Subjectively, understanding is a feeling. This feeling occurs when the individual is able to relate the data in question to their previous knowledge base in a way that is meaningful to them. Objectively, understanding is a measure of competence to solve a class of problems in a given area.

One may have a subjective feeling of understanding without the objective competence to utilize that understanding. In this case the individual errs on the side of confidence without competence. On the other hand, it is possible also to have the objective competence without the subjective feeling that one understands. In this case, one has competence without the self-confidence necessary to appropriately utilize it.

Objective understanding goes beyond mere knowing and is the ability to answer questions about and relate and apply knowledge. In the former case of rote learning, the knowledge is isolated from context and, in the latter case, it is related to context. The goal of education is usually conceived as the transference of understanding and not just the repetition of information.

Although the dictionary lists "to memorize" as one of the definitions of "learn" the two are not synonymous. Memorization is a process for encoding and retaining data. "Learning" is a more inclusive term. Memorization may be one way or method of learning, but it is not the only way. As indicated by the definition, learning also occurs through experience or exposure to example.

Memorization usually refers to the ability to recall digital information. "Recall" or the ability to output a fact without a prompt is distinguished from "recognition" or the ability to identify a fact when reminded or given a clue.

Memorization is a three part activity. It consists of: 1) encoding or registration which is the process of becoming aware of new facts and making an active effort to transfer them to long-term memory, 2) retention or the process of storing facts in long-term memory, and 3) recall or the ability to access or remember facts when necessary or desirable.

The knowledge process involves more than just memorizing information. It involves the ability to organize information, the ability to reason about the information which involves thinking and judging, the ability to utilize the information, the ability to apply the information which involves doing and problem solving and the ability to communicate or output information in a written or spoken form.

FORGETTING

Forgetting is a much more common process than remembering. In fact, everyone forgets most of what they are exposed to. On the average, after only one month, people forget 98% or more of the totality of the facts and ideas they have experienced.

There have been many studies done on the rate of forgetting and the results are fairly consistent. The Ebbinghaus and Spitzer experiments indicate that even when one is trying to

KNOWLEDGE OF

SKILL IN

remember they forget about half after a half hour and about two thirds after the first day. After this initial loss the rate of forgetting slows down, but then there's not much left to forget.

Since forgetting is so massive, the only antidote is over-learning. The more one over-learns, the more one will remember. One can combat forgetting only if they learn the material well in the first place. One must encode the material thoroughly when they learn it in the first place and then rehearse and reinforce what they want to remember. There are techniques to assist in the over-learning process which will be addressed below.

If forgetting is so massive, then what causes it? It is not caused by time, but it happens as time passes. Forgetting is caused by interference. All of one's thoughts, ideas, dreams and emotions have a way of interfering with their ability to recall any specific fact. It is this interference that causes forgetting. The more one knows, the more potential interference they have.

There are four kinds of interference: 1) *Retroactive* interference occurs when new learning interferes with the recall of old learning. 2) *Proactive* interference occurs when old knowledge interferes with the recall of new learning. 3) *Interactive* interference occurs when older and newer learning interfere with the recall of intermediate learning. 4) *Reactive* interference occurs when a negative attitude interferes with the recall of learning.

MEMORY

To understand learning, it is first necessary to understand the dynamics of memory. Actually, there are two memories: short term and long term. Short-term memory is the temporary storage system that retains words and pictures long enough to convert words into meanings and to begin the transfer to long-term memory. Short-term digital memory retains the words at the beginning of a sentence long enough to make sense of the whole sentence. Short-term memory is similar to random access memory (RAM) in a computer. Short-term memory for visual is about 1/10 of a second and for auditory is about 15 seconds.

Long-term memory is the mind/body's permanent storage system. It stores meaning and is similar to read only memory (ROM) in a computer. Long-term memory can last a lifetime.

For memory to occur, three processes are necessary. First, information must be perceived through the senses (i.e., the basic representational systems). Perception only occurs if the individual is aware and in up time. In down time or transderivational search (TDS) one can remember one's fantasies and day dreams since these were the locus of awareness, but one will not remember the details of what was happening in the external world. Forgetting should not be confused with the process of pseudo-forgetting, which is the inability to recall information that was never perceived in the first place. One cannot forget something unless it is at least in short-term memory to start with.

The second condition for memory to occur is that perceptions must be held in short-term memory long enough to be interpreted by the mind/body. Short-term memory has a very limited capacity and holds material only long enough for the mind/body to gain the sense of the sentence or paragraph.

The third and final condition for memory to occur is that the data must be transferred to long-term memory. For this to occur the data must either be rehearsed or it must be highly interesting or relevant. Unless this occurs the data is forgotten.

Memory is improved by strong encodings, powerful as-

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sociations and rehearsal. All information that enters short-term memory which is not interesting or rehearsed is immediately forgotten and no longer available to conscious access. Once information is transferred to long-term memory it will be retained for a time period determined by its uniqueness, interest and/or relevancy.

Thus, memory is a three-way activity. It involves registration or encoding, retention and recall. There is a direct correlation between the amount of time spent learning and the amount learned, but the way that the time is spent and the way that the information is presented are critical also. In fact, they are the keys to learning more in less time. There are techniques to assist each of these activities.

❐

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Continues in our next issue with "Registration or Encoding Strategies."

Wyatt Woodsmall, PhD, *Certified NLP Master Trainer and Master Modeler and Founder and Chairman of Advanced Behavioral Modeling, Inc. and Director of the National Training Institute for NLP, has pioneered in applications of modeling in the governmental and private sectors. Richard Bandler, co-creator of NLP, has described him as "a walking encyclopedia of NLP," and as "one of the few people in NLP today who are actually doing modeling and extending the limits of its application." Doctor Woodsmall is co-author of* Time Line Therapy and The Basis of Personality *and is currently working on books on human typological analysis, advanced behavioral modeling, negotiations, training, and NLP and personal growth. He will be conducting The First NLP Business Certification Training Dec. 2-10, 1989 in the Washington, DC area and a residential Modeling/Master Practitoner Certification program February 24-March 11, 1990. He can be reached at Advanced Behavioral Modeling, Inc., at 801 South 20th Street, Arlington, VA 22202, 703-979-3835.*

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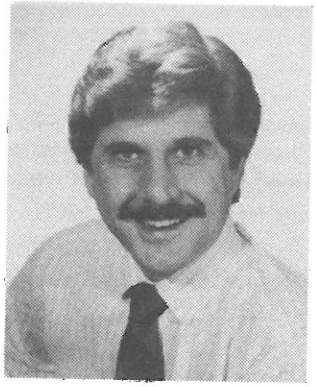
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SPECIAL FEATURE



TAD JAMES
Founder and Chairman
ProfitAbility Group

THE SECRET OF CREATING YOUR FUTURE
Part V — Take Action

Time Line is the major component of Programming Your Future, but it's not the only thing you need to do. Of course, you must take action. In fact that is the second step. You may want to write it down." So Milon wrote:

Second Step — Take Action

"Seems simple enough," Milon thought.

"Too many people don't take action," the Wizard said. "There are essentially two tendencies. The Active tendency, and the Reflective tendency. People who are of the Active tendency are fairly active. They are the doers of the world. They will and do make things happen. They are proactive. They are the people who shape the world — the entrepreneurs, the movers and shakers — the go-getters in this world. They go out and do it, they make things happen. They create, they take initiative, and they act. While they are more likely to make mistakes, they are also more likely to do something, anything. You can tell that I like people of the Active tendency," the Wizard said.

"A Reflective person will not act until forced to react. Rather than being active, these people tend to study more than act. They let things take their course instead of making things happen. They prefer to study the world — the scholars in their ivory towers. A person of the Reflective tendency is a passive type of person, they often will sit back and study things because they're not ready to jump right in until they have had a chance to fully analyze it. Often they will not act until forced. They do not get things done. Stay away from them. Reflective persons will often do detailed studies, evaluate the consequences fully, and react only when forced, saying, 'We don't want to do anything rash!' Often, bureaucracies get caught in a reactive mode — avoiding mistakes. Things just seem to happen. Rather than being the cause, they are at the effect of events."

"Of course," the Wizard continued, "people tend to exhibit both traits. But which are you? Be sure that you are prepared to take action. Not just study it. When starting a project, Milon, make sure that you are surrounding yourself with Active people. You can find out by asking them a question: 'When you come into a situation, do you usually act quickly after sizing it up or do you do a detailed study of all the consequences, and then act?' This question has to do with predicting how much energy a person will put into pursuing their life's goals. In addition, it will predict how quickly a person will act. Size up the people you work with. Work with Active people and you will grow. Stay away from Reflective people. They will slow you down. Decide what you want, create your future using Time Line, and take action, Milon."

As he read the words he had written in his notebook, Milon heard the voice of the Wizard in his left ear, "Milon the possession of knowledge, unless expressed in action, is like the hoarding of precious metals — a vain and foolish thing. The universe demands that knowledge be used. Knowledge must be used. This is the Law of Use. There is an ancient saying, the basis of which is in use today as, 'use it or lose it.' Milon, you are on the right track, continue."

And the Wizard was gone.

Milon continued staring out the window. Contemplating what he had learned. Understanding more.

More next issue. See you then.

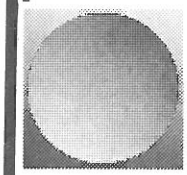
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Tad James *has a Master's Degree in Communication, and a PhD in Ericksonian Hypnosis. He is a Certified NLP Master Trainer by The Society of NLP, and a Fellow with the National Association of NLP. Tad is the Founder and Chairman of ProfitAbility Group, Inc., a successful international consulting and training firm. Tad is currently teaching NLP Certification trainings in a number of cities in the U.S., Canada, and Europe. He is co-author, along with Wyatt Woodsmall, of the book* Timeline Therapy and The Basis of Personality. *He offers a complete line of self-study programs in NLP in audio and video formats; as well as Programming Your Future™, a packaged audio and video tape program for making your future your own. More information is available by calling 808-521-0057.*

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By looking at your scores, you should be able to identify a clue to your favorite mode of processing data (the highest numbered category). Your next step should be to develop your vocabulary so that you become comfortable using words in the column with the lowest number. A master communicator can converse equally well in any mode and is balanced in all channels.

Most people have a primary channel and a secondary channel. Are you now beginning to understand your dominant channel?

Very important note: Most people, under stress, resort to only their primary channel. Identify and list the primary processing modes of the people close to you, so that you are prepared to communicate and understand them in case of an emergency.

Let's look at a conversation between two people who process data in different modes or channels:

John Salesperson: "I want you to LOOK at this quote. You will SEE how this will save you money."

Judith Buyerperson: "Yes, I FEEL that you have TOUCHED on some SOLID points. Yet, it seems to have LOOSE ends that need to be TIED up."

John Salesperson: "That's because you don't SEE the whole PICTURE. From your point of VIEW, I know it LOOKS a bit SKETCHY, but if you will just let me DEMONSTRATE what my company can do for you, I know that you can FOCUS in on the savings."

Judith Buyerperson: "But John, the FOUNDATION of our company has been BUILT on cash FLOW. I FEEL that I should HOLD off on the order. There is no rush. When you get your proposal SET, get back in TOUCH with me."

John Salesperson is:

( ) Visual

( ) Auditory

( ) Kinesthetic

Judith Buyerperson is:

( ) Visual

( ) Auditory

( ) Kinesthetic

Will John get the order?

( ) Yes

( ) No

Who could benefit most from improved communication?

( ) John

( ) Judith

( ) Both

Will John get the order? Not likely. It's almost as if these two people were speaking different languages. For all the good it will do, one could be speaking Chinese and the other German.

Who could benefit most from improved communication?

Both.

The buyer's job is to help the company grow, by buying the most cost-effective product. By speaking the language of the salesperson, Judith can get the most complete information, and make the best decision.

The salesperson's very livelihood depends on communication. These principles could mean the difference between success and failure.

How do you communicate with people? Have you ever heard or said, "I don't understand what you mean?" Take time to identify each person's mode of processing data, and practice that mode to improve your communication.

For a better understanding of the use of VAK, let's pretend....

1. Pretend that you are a real estate salesperson: Real estate people will often say that the house a client describes they want is not necessarily the house they buy. The master communicator in real estate will first discover how a person processes their data, or how they make their buying decision. Then, the agent will select a house with special features to match their inner needs.

What are some of the features you, the salesperson, will want to point out:

For a visual person?

1.

2.

3.

For an auditory person?

1.

2.

3.

For a kinesthetic person?

1.

2.

3.

4.

2. You are going on a date. This is your first date with this individual, and you want to make a good impression. You know how this person processes data.

What types of entertainment will this person enjoy the most?

For a visual person?

1.

2.

3.

For an auditory person?

1.

2.

3.

For a kinesthetic person?

1.

2.

3.

3. It's your anniversary, and you want to plan a special gift. What will you buy your loved one?

For a visual person?

1.

2.

3.

For an auditory person?

1.

2.

3.

For a kinesthetic person?

1.

2.

3.

In what other ways can you think to use these techniques?

Summary of Master Secrets For Improved Communication — Phase One

You can learn to take physical matching to the degree of a master communicator by studying and matching:

A. Body Posture
   1. Sitting or standing
   2. Position of arms, hands, legs, and feet
   3. Position of head

B. Gesture
   1. Hand movements
   2. Arm movements
   3. Head movements
   4. Body movements

C. Breathing
   1. Fast or slow
   2. Upper, middle, or lower chest

D. Voice
   1. Tempo — fast or slow
   2. Tonality — high or low

E. Facial Mannerisms
   1. Eye blinking
   2. Expressions
   a. smile: mouth opened or closed
   b. scowl or frown

Once this rapport has been established, you may take the lead to change the mood of the person.

Home Practice

Sit in a comfortable chair, take three deep breaths and exhale slowly and imagine different people (subjects) and mentally observe them. Match their physical communication symbols by making a mental movie: first match their body posture (1, 2, 3, & 4); then their gestures (1, 2, & 3); then breathing (1 & 2); voice (1 & 2); then their facial mannerisms (1 & 2). Imagine the numerous possibilities at different levels (this can take several sessions). Imaging at your relaxed level of mind internalizes the data and greatly speeds the successful use of these Techniques.

Now practice with the members of your family — Match, Pace and Lead — and notice how they process data (Visual, Auditory, Kinesthetic).

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Continues in our next issue.

Answers to "Check Yourself" Quiz in our last issue: 1. good, K; 2. bright, V; 3. look/see, V; 4. hard, K; 5. hear/sound, A; 6. get off my back, K; 7. hard, K; 8. dark, V.

Dr. Tag Powell and Judith L. Powell *have taught thousands of people The Silva Method during the past 11 years. In addition to their extensive background developing and teaching The Silva Master Mind Seminar, they are both Certified Master Practitioners by the Society for Neuro-Linguistic Programming. Tag is Director of The Silva Method for the Southeastern United States and is currently teaching with Judi in Tampa, Florida. Judi is one of the top Silva Lecturers in the United States and is producer of a line of top-selling audio cassette tapes, which you can find in better bookstores. Dr. Tag and Judith L. Powell are co-authors of the how-to, self-improvement book,* The Silva Method of Mind Mastery.

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NLP IN SALES



W. SCOTT PHILLIPS
Partner
The Harbinger Group

WE HAVE NOTHING TO FEAR ... BUT FEAR ITSELF!

Several years ago I met what I considered to be the ultimate salesman. He was articulate, attractive and a hard worker. He had a special quality that made people immediately like and respect him — in a nutshell, he was a winner.

I was confident Eric would dominate the sales contests and would earn monster commission checks. I figured I had better get to know him better because I expected the company to put him on the corporate fast-track and he would someday be my boss. So we became friends. After about 30 days, the sales manager announced that Eric would be handling a major account. It meant he was guaranteed a fat commission check with very little work. The announcement shocked no one. He was viewed by everyone as the selling savior who would help the company survive. Hopefully he could stop the downward spiral we were experiencing in the marketplace.

After another 60 days, the sales manager came to me and asked if I knew anything about several accounts that Eric was working. I told him I knew nothing about them, but I was confident he was doing a fine job. Two months later Eric was fired. It seems that in five months he never worked any new accounts and seldom called the ones he already had. Management tried to get him to make the calls, but Eric would only do so when his boss was looking over his shoulder.

Eric had tremendous potential, but he was deathly afraid of making customer contact by phone. So much for the ultimate salesman. Phobias and fears are a common reason many people seek help from NLP. Whether you have a fear of a high places or open spaces, phobias or near phobias are counterproductive behaviors that can greatly limit your life. They can also limit your sales. If you experience feelings of panic at the thought of making cold calls or trying to close a deal, then you are limiting your success in sales.

It has been my experience that many salespeople appear to be fine on the surface, but when you examine their actions in more detail you discover a whole range of selling behaviors they never use. Telephone prospecting, face-to-face canvassing and trial closes cause many salespeople to experience feelings not unlike phobic attacks. Behaviors like these are usually labeled "call reluctance." Unfortunately, putting a label on the problem does little to solve it.

Logically, we all know prospecting, canvassing and closing are part of the job, but somehow we tend to avoid them with a passion. It is amazing how adept some salespeople are at avoiding things that scare them. Your selling success can be greatly limited by restricting the behaviors you are willing to use. People with the worst fears are often the same ones who brag about not having to do those things to be successful. I realize that some jobs don't require cold calls and if that is the case, then not doing them is perfectly acceptable.

It's up to you to determine whether you are avoiding certain selling activities because they are unnecessary or because they are just too stressful. If there are some activities you should be doing, but you are currently avoiding, help is available. At The Harbinger Group, we teach a V-K Disassociation technique that has proven very effective for overcoming call reluctance as well as other fears. It has been adapted from a technique originally shown to us by Rodger Bailey. The following eight-step process is extremely easy to follow, and the results are immediate. In our courses, we distribute a handout and then have the students walk each other through the steps. After going through the process with an assistant and helping a few others, students usually find they no longer need assistance and can complete the steps on their own. I suggest you start with a partner until you are comfortable with the process.

Step 1 — Choose a scene from the past

First, have your partner remember a time when they were attached or associating into a particular experience. The event or experience should be a time when they would rather have been unattached (such as a phobic-like response).

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Step 2 — Play out the scene

Next, your partner will make an imaginary stage on a desk top or table in which they will play out the scene. They should be watching the scene in their mind, but don't let them tell you about it.

Step 3 — Notice their response to the scene

Watch your partner play through the scene in their mind. Make note of their responses to the scene, such as increased breathing rate, eyes up or down, etc. Write down what you see.

Step 4 — Develop an emotion meter

While your partner is playing through their scene, have them demonstrate their current level of discomfort by raising their hand. As the unpleasant feelings increase, their hand should go up. If they have no emotion, then their hand should be at their side.

Step 5 — Test emotion level from a different perspective

Now, have your partner move to another place in the room where they cannot see their imaginary theater stage, but they can see themselves watching the stage. As they watch themselves watching the scene, use the emotion meter (raising hand) to test the comfort level of the person watching the scene (their "former" self).

Step 6 — Continue to test emotions

Your partner should move to a new location where they are only able to see their last position and not the positions before or the stage. Test the emotion level again. Continue to move and test emotions until there is very little response on the emotion meter.

Step 7 — Go back to Step 2

Have your partner replay the scene just like they did at first. Notice their responses. If they still display their initial, intense responses, take them back to Steps 5 and 6 and have them move again. *Note:* There may be a problem if they can still see the stage in Step 5.

Step 8 — Secure the future

Finally, ask your partner to think of a situation which might occur in the next few weeks that is similar to the scene they imagined. As they imagine these future situations, watch their responses. If they exhibit those intense responses you noticed in Step 3, go back to Step 5. Then ask them to think of a situation six months from now, one year from now, two years and five years.

This process transfers the kinesthetic internal phobic response into a kinesthetic arm moving/walking response. Similar techniques using anchoring are very effective, but they require another person to help with the transfer. Rodger's method works very effectively even if you are alone. By applying this technique, you no longer need to limit your range of selling behaviors. You can calm your fear of cold calling, making presentations, asking your boss for a raise or interviewing for a new job! You can break through your fears and begin reaching for higher goals.

Good Luck and Good Selling!

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W. Scott Phillips *is a partner of The Harbinger Group, a sales training organization. Prior to joining the firm, he worked in the optical scanner industry and was consistently in the top five in a field of over 1200 sales professionals. He is co-author of the new self-study program* Connecting: Sales Rapport Thru NLP *and is co-authoring the upcoming book* Firepower: The Ultimate Arsenal for the Sales Professional. *Contact him at P.O. Box 493, Coppell, TX 75019, 214-506-9682.*

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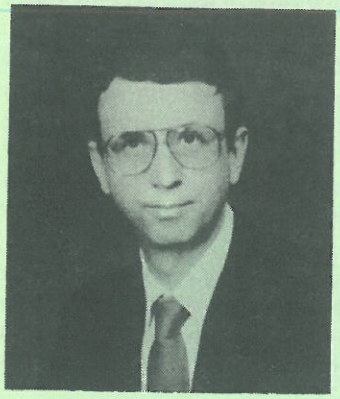
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SPECIAL FEATURE



RENE PFALZGRAF
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Lifeline Therapy™
GENERATING GENERATIVE CHANGE
Part I — Utilizing Resourceless States
(Continued)

In my last article, we began to look at how to utilize resourceless states to produce far-reaching changes for our clients. Before we go on to learn additional ways of dealing with resourceless states, let's recap what was covered in the last article:

1. Resourceless states are the gateway to core events that have limited the client.

2. When core events are reprogrammed, the related beliefs and values will also change.

3. Change Personal History can be used at a variety of "whens" to bring about change for a given event.

4. The more pathways through an event, the more resources can be created for the person.

5. Care should be taken in the ellicition of Time, Belief and Value Lines (structures) because it is possible to temporarily install a structure other than the one the person actually uses.

Another technique that can be used to bring about substantial change is Re-Imprinting. (This technique was originally developed by Robert Dilts.) Re-Imprinting is a more complete form of Change Personal History which allows for more pervasive change by including *all* the participants in the event.

In events such as abuse — whether it is sexual, physical or psychological abuse — there is a perpetrator as well as the receiver. Certain beliefs that are formed have to do with the way others have treated the client. Since Change Personal History does not address this, the other people remain the same and the conclusions about how others interact with the client and how others interact with others remains the same.

The implications of this are more far reaching than just the initial belief structures because these other people will serve as role models for the client. In essence, each of the people involved in core events is a model for the person (client) in the event. The client will, at times, switch referential index and move through the event from the position of one of the other people present in the core event when the client finds themself in a similar situation to the core event.

There are two choices of the way that the person (client) will model in these situations. The first is they will react in much the same way as the other person in their past reacted to them, even though the other person's reactions were unacceptable to the "Younger you" at the time. The second is that they will create a polarity response and respond in the opposite way that the person reacted to them in the original event.

Both of the possibilities result in very little behavioral flexibility on the part of the client. Without changing the other people in the event, the old, unacceptable role models will still be in place. In addition, the basis for a model of the world in which the world and others are seen as dangerous and threatening is more likely to be present; therefore, survival-based core beliefs will dominate the system.

The result of this will be emotional over-reaction to situations, paranoia and the sense of being a survivor. Keep in mind that being a survivor presupposes a Holocaust. And if you think about it, everyone who is walking around at the present moment has also survived, so it is just you and the rest of the world who are survivors.

The presuppositions out of which a person acts perpetuate themselves. Since almost all of a person's communication is at other-than-conscious levels, it is well within the realm of possibility that a person can facilitate reinforcing others' actions to support one's own presuppositions. By altering the core events, the presuppositions are altered and, by result, one's experience of the world and the world itself are also altered.

At this point you may be wondering how to do this and so it is time to begin. As with Change Personal History, you will want to anchor and transderivational search a particular emotional response to its earliest occurrance.

Once this is done, the next thing that you will do is find out how many people in addition to the client were involved and, secondarily, if there was someone who the client wanted to be there who was not there. Once this is done, the next thing to do is to rank the people in order of importance.

You will now begin with the person of the least importance and ask the client what resources that person needed in order for that situation to turn out in a totally acceptable way for the "Younger you." You will continue to access the resource states and anchor them until the client has reached a point where the person in the event has all the resources they need.

The next step is to send those resources to that person and then watch the situation (dissociated) with that person now having all of the resources. If the situation now looks **totally satisfactory** , have the client step into that person with all of the resources that they gave to that person and go through that situation as the other person. If this is satisfactory, have the client put the person back the way that they were and move on to the next person.

You will repeat this for all of the people who were present. The last person that you will do is the client's "Younger you." After doing this, you can then have the client come forward through the Time Line, altering each related subsequent event until they have returned to the present and moved into the future, not only changing each and every event, but also brightening them.

It is important to remember to put each of the other people back the way that they were in the beginning. Some people wonder why it is important to put the people back the way they were because, after all, after you change them, they are different and much more acceptable. The problem with leaving them changed is that there are learnings that will be missing if you do. As an example, imagine for a moment a situation in which the "Younger you" of the client and three other people were involved. We can number the other people in order of importance, one to three, with three being the least important and we can refer to the client's position in the situation as C.

In this case, there are four perspectives from which the situation can be changed. If any one of the others or the client had had additional resources, the situation would have turned out satisfactorily for the "Younger you" of the client. So, one of the learnings from this technique is that it allows the client to experience being able to change the situation from each one of the perspectives.

In addition to this, it should be kept in mind that people inadvertently model the people that were involved with them in highly emotionally charged events. Therefore, if the client were to be in a situation that is similar to the original event, but the client now occupies a position of one of the other three peple, the client would tend to either act very similarly or, in a polarity response in place of, the way the person in that position in the original situation acted.

In essence, then, the client would either be moving toward the original behavior of the person or would be avoiding the original behavior, almost at all costs. This, then, gives insight into how it is possible for someone who has promised themselves, consciously, that they will never act as their parents did with their own children, only to act exactly like them in certain circumstances, as well as when they refuse to act as their parents did in certain circumstances even when they want to respond in that way. These types of responses are not either/or as if the client has a choice between one of the two polarities, but are experienced as one of the responses exclusively without the choice of the other.

This is a model which is extremely limited in behavioral flexibility. Even if the client had access to the choice between the two extremes or polarities — which they don't — they would be using two behaviors which would be over-reactions to most similar events. By using Re-Imprinting, you will be creating a spectrum of potential responses which will allow the client to have the behavioral flexibility needed to respond appropriately to a wide range of similar events.

Returning to the example, if we add resources to person three, the event will change and the client will learn how to utilize those resources from that person's perspective. If you let number three retain these resources, no resources would be needed by number two or number one because the situation is now satisfactory. When you put number three back the way s/he was and then add resources to number two, the client can now experience another way in which the situation can be transformed into one that is satisfactory for the client's "Younger you." The same is true when adding resources to number one and it is also important to have the client be able to experience changing the event from the original position.

In this last position, which is the same as doing Change Personal History, the client learns how to have more resources in that particular type of unsuitable situation. The advantage of first reprogramming all of the other positions in the original event is that this acts as an emotional reframe for the client so that the event is no longer as traumatic as it was originally when you finally arrive at the C position and begin to add resources to the "Younger you."

This is an extremely powerful pattern and, in my own experience, it produces ever-expanding change for thirty to ninety days after the original session. It is also good to keep in mind that the initial changes may be somewhat disconcerting for the client because they have a whole new set of responses which may take some time to integrate in. This is particularly true of people who have had extremely traumatic events in their past. By changing those events in this way, you are rearranging beliefs and values — not only those that you think of consciously, but also those encoded at other-than-conscious levels. The client will be quite different and they might want to know that being different will mean that they will change from the way they "are" to some other way.

The applications of this technique in cases of sexual assault, accidents, Post Traumatic Stress Syndrome and others is obvious. By keeping your work content free and allowing the client to choose the resources for each of the people involved, it is possible to allow the person to make changes that are both respectful and powerful without installing your own limitations in the client.

This article and my previous article covered some of the ways to generate generative change from the bottom up. In my next article, I will begin to cover some of the ways in which you can generate generative change from the top down.

❐

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Rene Pfalzgraf *is the Founder of NLP Arizona, Ltd. and has been certified as a Trainer by the Society of NLP. He has a bachelors degree in Psychology, a masters degree in Business and is presently working on a doctorate. He has been providing NLP trainings in Arizona for the past three years, including introductory seminars, practitioner trainings, master practitioner trainings and business training. He also has been involved with developing many new personal-change techniques and is presently working on several books relating NLP to business and to personal change. He may be contacted by writing NLP Arizona, Ltd., P.O. Box 39539, Phoenix, AZ 85069 or by calling 602-433-2280.*

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NLP IN BUSINESS

HOT BUTTONS

By Kenrick E. Cleveland

When I started my first sales job, lots of emphasis was placed on discussing hot buttons. These were the magical somethings that, if you, as a salesperson, could just find what they were in your prospect, the sale was virtually assured. All of the sales people I worked with yearned to find their prospects' hot buttons because of the reputed power of influence they would give the sales person to sell the prospect. Unfortunately, no one, back then, could define satisfactorily for me what they were or how they worked or why they were so powerful. Basically, all that was said was that they were strong needs that the prospect wanted fulfilled but that they usually would not come out in the open with and tell you. In other words, if you could actually figure them out, you were, in essence, lucky!

So the question I asked for years, and one you may be asking yourself right now is: Do hot buttons really exist in some quantifiable way and how do you systematically go about eliciting them and, once you have them, how do you use them? The answer is YES, they exist and can easily be elicited and used once you know the secret of how to do it.

Hot Buttons Are Criteria

If you were to ask me what the single most important skill is, that if you mastered it, would single-handedly account for more sales than any other skill, I would tell you, without a doubt, CRITERIA. In this article, I will give you my system for eliciting and using this powerful tool.

First of all, let's define criteria. Criteria can be defined in several ways. The general dictionary definition is: The code of conduct or behavior governing an individual or a group. For our purposes, we can be a bit more specific. We could consider criteria as being that which governs a person to take action in any given circumstance. It is, basically, what a person wants; however, we really use the term to mean what a person really wants at a very high level.

In the sales process, most people know enough to do some form of attempting to discover what a prospect wants and what would cause him or her to make a buying decision. Generally, sales people consider this to be in the realm of qualifying their prospect. It certainly does fit this category and it is necessary from an ethical position to ensure that what the client wants, you can deliver. Criteria, however, provides much more than simply qualifying your client. It gives you some of the most important information you could ever hope for in the form of actual tools that will allow you to close more sales than you ever dreamed possible before.

In the sales process as I teach it, criteria elicitation comes very early in the presentation. It's almost always done within the first ten minutes and, therefore, within ten minutes you will know the major information necessary to make the sale. In next month's RAPPORTER, I will give you my method for going through the sales process, which will help you to dramatically boost your sales.

On now to how to do this. Criteria can be easily elicited by asking one simple question, and that is: "What's important about (here fill in the context)?"

By asking this question early in the sales interview, you determine if the prospect's wants and needs are in line with what you can deliver. Once you determine that they are, you now are in a position to gain extremely useful information. Here's what I do. I use a process that looks like this:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Now, the first thing that you do is to ask the question:

"What's important about (fill in the context)." The answers that you get you write in the blanks that go from 1 to 6.

So, let's say that you sell water conditioning systems. After establishing rapport with your client, you ask:

"What's important to you about having your water conditioned?"

They answer:

1. Taste _____
2. Smell _____
3. Impurities removed _____
4. Health _____
5. _____
6. _____

and you write their answers in like so.

Now, you use what I call the Criteria Tree and you go about getting more valuable answers than what you have just been given, answers that would qualify as hot buttons. You take the answer that they marked off (said with the most amount of emphasis) the strongest when they answered your original criteria question and start with it by asking the exact same question only putting in their answer where you originally put in the context. Let's say for sake of convenience that they marked off "Taste" the strongest. You would then say, "What's important about having good tasting water?" You would fill in that information to the right of taste. You then take that answer and ask the same question about that and keep filling in your form to the right.

Generally, you want to go about three questions past the original answers you get when you first ask the criteria question. So in the above example, we originally got the answers of taste, smell, impurities removed and health. I would take each one of these and ask for three levels of information or so about each one. Be aware that you don't need to process more than about four or five lines of information. To do so might risk seeming very nosy to your client.

Here's a complete demonstration of how this would work using the above example.

Salesperson: "What's important about having your water conditioned?"

Prospect: "Well, it would taste better, it sure would smell better, it would be cleaner because the impurities would be removed and it would effect my overall health positively."

(If for any reason you feel that your prospect would not give you an honest answer to your question of "What's important about having your water conditioned?" or if you think you may get an answer like "I don't know what's important about it — that's what you're here to tell me," then

you may want to ask the question in a slightly different way such as, "What's important about learning what impact conditioning your water will have on your family to you?" This switches the emphasis to learning which is a bit less direct.)

Salesperson: "I agree with you. Those are important reasons indeed. Let me ask you a few questions about what you said, may I?"

Prospect: "Sure."

Salesperson: "What's important about having your water taste good?"

Prospect: "Well, it would make it more appealing to drink."

Salesperson: "OK, let me ask then, what's important about it being more appealing to drink?"

Prospect: "Then I'd drink more of it and my health would improve."

Salesperson: "That's an important reason for sure. Out of curiosity, what's important about improving your health?"

Prospect: "There are a few conditions I really need to clear up that have been concerning me of late."

BINGO!

That's it! You have now got some serious information that will powerfully assist you in making this sale.

You would now follow this process for each of the additional answers you originally got that you believe would be useful to understand and write them down from left to right just as you were shown.

When it's time to make your presentation, what information do you present? Only the information that speaks directly to your customer's criteria that you elicited and none other!!! This assists you in eliminating the "shotgun" approach to presentations and makes sure that what you present will be of interest to the client — but there's even more. Look at the list of words that you have elicited from your prospect that are on the far right of the page. These words are your prospect's Hot Buttons! As you present, find ways to creatively repeat two or three of these words regularly and you will be amazed at the response you will get.

In next month's article, I will detail the ways in which you can use the hot buttons you elicited by teaching you how to fill their criteria or leverage their criteria — two incredibly useful techniques. I will also explain what the purpose of the last little line is that you saw on the example and how to list there the code that will allow you to organize that entire line of criteria into an even more useful tool. Until then, enjoy using criteria to increase the predictability of closing more sales. In fact, have you considered what your own criteria is for increasing your profitability through using techniques such as this? If so, have you placed these criteria into your future, coupled with these techniques in a compelling way to insure your future success?

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❐

Kenrick E. Cleveland *is a certified NLP Trainer through the Society of NLP and founder of Anchoring, a sales training and consulting firm. He is the author of* Mastering Sales/Influence, *a home study course, as well as an upcoming book on influence. He can be reached by writing Anchoring, 23704-5 El Toro Road, Suite 408, El Toro, CA 92630 or by phoning 714-472-3732.*

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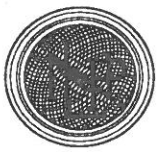
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BOOK REVIEW



NANCY BEPLAT
Partner
Key Concepts

The Secret of Creating Your Future
by Tad James, PhD

Tad James' newest book, *The Secret of Creating Your Future,* released this September, is a story of self-change. It is written for people who have not necessarily had any NLP or "Time Line" training and is meant for *personal* change. Anyone wishing to do change work with others is advised to attend the appropriate trainings.

In this story of change, the author uses the character "Milon" as the student and "The Wizard" as the teacher. We learn about the process from Milon's viewpoint. By following the story of Milon's study with The Wizard, one is led through the appropriate steps for creating a personal "best future."

The book is divided into ten chapters. The reader learns the appropriate language patterns and steps of the process through Milon's examples. Many of the chapters have specific steps for Milon (the reader) to carry out. As an example, Chapter Two explores Milon's steps for values clarification in the areas of career, relationships, health and fitness, personal growth and spirituality. After Milon has completed these steps, he sets goals which follow well-formedness conditions. Next, he takes steps to clean up any past history which might conflict with his new goals. Finally, Milon goes through a process of checking and adjusting his beliefs so that they support his new goals.

A number of chapters contain presuppositions which are appropriate to hold in order to have optimal results in getting one's outcome. For example, in Chapter Eight, "The Nature of Prosperity," the following beliefs are given:

> The universe is abundant
> The universe wants me to prosper
> All prosperity begins with an idea in mind
> Money is an abstraction
> Money has no intelligence of its own
> Money demands attention on money (p. 102)

In the story, each of these presuppositions is explained to Milon. For example, The Wizard explains that since ideas come before business endeavors, prosperity also begins in the mind. Working harder or longer hours does not necessarily produce more money. Increasing one's prosperity means changing the way one thinks about it. Believing that one is and will be prosperous and believing that the world is a place of abundance rather than one of scarcity makes a tremendous difference in realizing one's outcomes. (pp. 95-96)

The book is quick and easy to read. The author's use of the story form gives continuity to the separate parts of the process. During my reading, I used the information as a quick review, noticing whether I had all the components in place in my own mind. Besides its use as a personal-change method, I think this book will be a useful preview for students who plan to attend a "Time Line Resolution" or "Creating Your Future" training. ❐

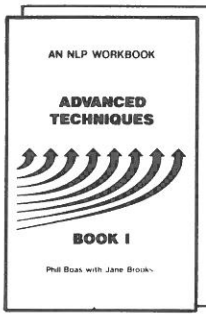


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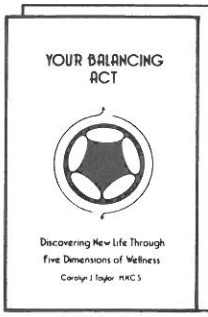


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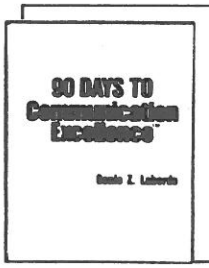
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WYATT WOODSMALL
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OPTIMUM PHYSIOLOGY GENERATION PROCESS

In order to reach the higher levels of awareness, you have to be able to relax. As you learn to relax, you become able to focus. As you become able to focus, then you are able to become aware of the sensations in your body. Awareness of the sensations in your body imbibes you with the sense of presence. As long as you are aware of the sensations in your body or as long as you are aware of the breath there will be a part of you that is here and now.

There are times when we feel we are alert, present, in balance, feeling totally comfortable and totally energized. The following exercise will help you get into this optimal state. Once you get in that state of optimal physiology, then you'll do a "self-anchor." An anchor is a way of attaching physiological stimulus to an external state to allow you to get back to that state. Once you get into your position of optimal physiology, press your thumbnail on one of your knuckles and hold it there for about 15 seconds. Get out of state. Relax. Go back into state, anchor again in the same place. Get out of state. Now, "fire" the anchor by pressing your thumbnail on the "anchored" knuckle and see if that takes you back into state.

The spiritual work we're doing requires a lot of energy. We waste tremendous amounts of energy due to tension that we carry around in our bodies. We need to learn to consiously relax. Hatha yoga is a way of learning to become aware of the difference between relaxation and tension in the body. The idea of putting yourself in the Hatha yoga positions is that, in order to get into those positions, you've got to learn to relax, otherwise there's no way you can make it into those positions. You have to relax into them and you learn the difference between a relaxed muscle and a tense muscle. Once you learn to do that, then you learn to simply let go of all that tension. A lot of us carry around tension continually, which becomes chronic tension. You'll see people walking around frozen and stiff with all that chronic tension in their bodies. What happens is that the muscles send a message to the brain to relax. The brain overrides the signal to relax and after a while the threshold gets to a point where there's nothing the brain can send that will get through and chronic tension develops. Chronic tension saps you of energy and strength and is one of the greatest problems in our society. It's one of the critical problems in the workplace; it's one of the greatest causes of early death and one of the greatest causes of illness and absenteeism in the work force. Your Optimal Physiological State should be one that is appropriately relaxed. You should never carry any more tension in your body than is necessary to perform whatever activity you're in. Part of yoga is a process of consciously getting in touch with tension and letting go. Conscious relaxation is always more powerful than unconscious relaxation. You learn conscious relaxation by consciously going through every part of your body and slowly relaxing each part. The yogis have an exercise they call The Funeral Procession in which they go through their body relaxing every part of their body until they are so relaxed they can hardly even breathe.

Sensation and breath are two critical things. One of the things we strive for is what is called a "sense of presence." In order to have a sense of presence, one must be present here rather than somewhere else. Part of being present is being in touch with your body. The yogis and the Sufis use two techniques — most mystic schools use one or two techniques — to maintain a sense of presence. Both of these techniques are ways of splitting the tension. The technique that the yogis tend to use is breath awareness. They are simply aware of their breath. They have a part of them that is responsible for maintaining awareness of every breath they take. Since breath is the key to the body and key to emotions, the part of them that is aware of their breathing is continually aware of any changes in the breathing, therefore, continually aware of any changes in their emotional state and any changes in their mental state. This is an excellent way of keeping tabs on what's going on.

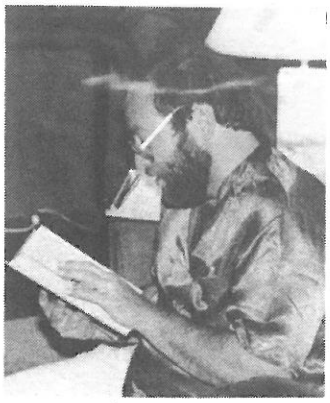
Sufis frequently work with sensations. They are aware of sensations in their body and they make a major effort to develop an awareness of the sensations, which is working towards an awareness of the subtle energy flows. Yoga also moves in that direction, as do a lot of the martial arts. Chinese acupuncture is a way of working those energy flows. There are ways of getting in touch with those energy flows so you are aware of the energy flow in your body. As you become more aware of the energy flows, you can begin to move them out of your body.

❐

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Wyatt Woodsmall, PhD, *is an NLP Master Trainer and Master Modeler. He has pioneered in applications of modeling in government, business, industry and spirituality. He is teaching the special "Beyond Self Awareness" workshop throughout the country. Doctor Woodsmall is currently working on two books,* The Science of Advanced Behavioral Modeling *and* Beyond Self Awareness. *He can be reached at The National Training Institute for NLP, 801 South 20th Street, Arlington, VA 22202 or telephone 703-979-3835.*

SPECIAL FEATURE



JAY C. POLMAR
Consultant

ETERNAL YOUTH — Part III

"We learn from experience that not everything which is incredible is untrue."

— Cardinal de Retz

Concept Number Three

The astronauts have proven the lesson of timelessness. The United States and Russia have both sent astronauts into orbit around the earth at incredible speeds of nearly 18,000 miles per hour. These flights have already proven that there is no beginning or end to time. They have proven Einstein's predictions that anyone travelling at high speed will experience what we call "time" more slowly than the rest of us here on Earth. For instance, astronauts orbiting the earth at 17,500 miles per hour are a few seconds younger than anyone who has remained on earth for the same period of time. So this has proven that space flight not only slows up time, but the process of aging actually has been prevented for this length of time.

The passing of time is different for everyone. We all have our own internal clock mechanism that tells us when to get up, when to eat breakfast, when to eliminate waste, when to go to sleep. The clock's alarm goes off at a different time for everyone. This clock also dictates the aging factor. When you are active, unaware of the passage of time, expanding time into each minute of the now, using the mind properly, in a positive, perhaps somewhat accelerated mode, physical aging can be prevented. For if you live in the now, the cells don't live in the time space warp. Reset your inner longevity clock properly.

"Perhaps Nature is our best assurance of immortality."

— Eleanor Roosevelt

Concept Number Four

The final concept is very special. It deals with our atomic structure. The concept comes from the United States Atomic Energy Commission and it says that atoms never die. Most people have learned in their education that we are all composed of organs, glands and a cellular structure. Looking into research about our bodies you cannot help but find the one key that has mystified man for centuries.

Every part of our bodies has an atomic and cellular structure. We are atomic in nature — we are a nuclear/atomic power plant. Our childhood education indicates that all of the cells in our body completely replace themselves in seven years or less with new cells. The Atomic Energy Commission has released information that says this is not true.

By using special testing devices and injecting certain chemicals (radioactive isotopes) into the body, the Atomic Energy Commission has discovered that all the cells of the body are completely replaced in a matter of days, weeks or months. Therefore, all the old atoms fall off and replace themselves daily, meaning that in less than a year, you have a completely new body! This proves that you do not grow old or age because of the passage of time. It means the complete opposite . . . every day we have a brand new body!

I want you to understand that your brain is a computer and what you think, hear, see, feel or in some other unique way sense, you are using as programming data for your own operation. If you feel you are old or aging, you are sub-consciously programming your own old age. Your cells are a part of your body's consciousness, and are totally under the control of your brain/mind's reaction to your thoughts or feelings.

If you think that you are old, sick, worn out, you'll create old, sick, worn out cells to replace those which die and slough off. If you think that you have some terminal disease and your doctor tells you so, you'll create terminal disease cells to replace those that die.

"Life is short, but ills make it seem long."
(and endless, and not worth living)

— Author Unknown.

However, if you let go of the soap operas in your life and allow yourself to think that you are young, vibrant, healthy, filled with life, with curiosity, with challenge and potential for never-ending happiness, you'll create a life so spectacular that it'll be nearly indescribable — and you'll have a high time just thinking about it.

"The sentimentalist ages far more quickly than the person who loves his work and enjoys new challenges."

— Lily Langtree

With your thoughts you can re-create your body. Think young and act young. Take on a few challenges. Don't worry about what others think about your new aliveness.

"Life has got to be lived — that's all there is to it. At 70, I would say the advantage is that you take life more calmly. You know that 'this too, shall pass.'"

— Eleanor Roosevelt

With your new, more positive thoughts for your own future, you are re-creating the atomic and cellular structure of a strong, healthy, and youthful body. Since our bodies are comprised of atoms and atoms can never die, this proves that we can live forever! Also, an atom is made up of energy and because energy was never created and can never be destroyed, it can never die. According to the basic laws of physics, the nature of the atom is eternal.

You are totally comprised of atoms which vibrate at certain rates. When they do not vibrate at the proper rate, your body is out of balance and your health will leave something

to be desired . . . . this is called disease (dis-ease, lack of ease, stress). To remedy this, you must remove stress from your life or convert it to eustress. Eustress is positive stress energy which can be used in business, in sports and in sex. You may reduce stress through meditation, yoga, TM, Silva Methods, self-hypnosis, rebirthing, conscious breath therapy, aerobic exercise, jazz dance, Feldenkrais, movement therapy, stress release exercises and many hundreds more of New Thought, New Age, archaic and prosaic, methods. These will help you get your body vibrating at the proper rate — the original rate given to it in the beginning of time . . . . when disease was not present. This level of bodily vibration will always lead to improved health of the atomic structure.

Since you are completely comprised of atoms, you can create a state of eternality, youth, health, immortality. It will not be done easily, though; you have some hard work ahead of you. Many of you have been carrying around heavy baggage for a long time. They take form in later years through your negative thoughts about death and dying. All death is suicide and is the result of yourself and your thoughts.

"The dead don't die. They look on and help."
— D.H. Lawrence

This quote by Lawrence may be more helpful than you can imagine. Since the dead don't die, there are two concepts with which you can work. First, those who have moved on are more than willing to assist you in your life's pursuits. Tune in and listen. The second concept is that you'll really have to work to change negative thoughts into positive ones. Positive thoughts that begin in your brain/mind will eventually create healthy bodies. We already know that energy cannot die and that we are made up of energy. But knowing this and really believing it so that it can change our lives are two different things.

You have to make a choice. You must choose to think differently. You must choose life. For a moment, think of yourself as the flowing water of a river. Isn't it true that you can never step into a river at the same place? This is because the river is water. It is constantly flowing and new water is always taking the place of the old.

Think of your body as you read this, but instead of water we have atoms and cells and new, healthy, powerful, dynamic cells taking the place of the older ones that dematerialize. Each time you think of your body, these new young atoms that make you feel stronger, healthier and more alive are coming in! They are replacing the old or sick atoms. New, healthy cells being created every moment. They are vibrating at exactly the perfect rate for perfect health. These new cells are your health bringers riding in on white horses dressed in white robes and surrounded in white Light. They are the new strength within you.

If you carefully think about all these new thoughts, then you will never see yourself the same way again. You will think of your body, your flesh and blood, in quite a different way, and now you must realize that you are not doomed to live to be 60 or 70 . . . .

"Being 70 is not a sin."
— Golda Meir

. . . . or 80 or 90 or even 100 — yet know that you are eternal.

On a psychological note: I suggest that you rise above the situations in life that others call problems and see them as opportunities to grow on and to learn from. For all of life is an education and life's lessons are simply challenges to grow on. If your children have problems, it is their challenges and lessons in life. Guide them to where they can get proper help if they ask for it — and always pray for them. Don't be upset if they don't follow your advice; they have got lessons to learn, too, and they are going to learn them their way. Don't concern yourself if they never ask for advice again. That's their choice. They are entitled to free will and free choice just like you or me.

If you have problems, know that you can solve any challenge in life that you are faced with, no matter what! With the awareness of the purpose of life all problems become opportunities to grow on.

"If you're still alive...there is hope."
— John Lennon

Eliminate stress. Keep your diet as pure and organic as possible. Be at least a semi-veg, or veg-on, my friends. Drink lots of clean, natural, spring water. Take your longevity herbs and keep a healthy well-exercised body. Be stress-free and for God's sake don't push the river. Take it easy, rebuild slowly, and you'll be young again — and soon.

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Continues in our next issue.

Jay C. Polmar, PhD *can be reached at 109 Executive Drive, Suite A-7, New Port Richey, FL 46522.*

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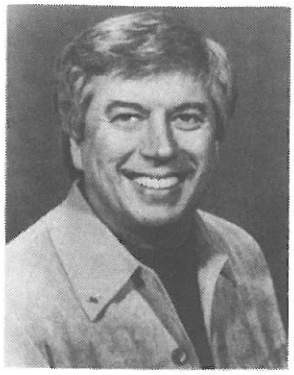
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POTPOURRI



JAMES A. TAKACS
Co-Founder
Sound/Mind Research, Inc.

LEADERSHIP vs SURROGATE PARENTING — Part III

In the previous two parts of this series, we examined some of the principle distinctions that exist between the process of parenting and the function of leadership. Time and space limitations prevented us from really going into detail; we have, however, managed to look at several of the larger pieces.

Now I would like to give you the opportunity to discover to what extent and degree you give and demand parenting — when you really require leadership. You'd be surprised to learn that much of the behaviors you've associated with "compassion," for example, are, in reality, nothing more than self-serving acts which prevent others from contributing — therefore, Parenting!

To reiterate briefly: Parenting — you take responsibility **for**; Leadership — you are responsible **to**. Parenting means you *replace* the ***actor***, as in making a touchdown *for* another player because of some real fault/limitation; Leadership means that you offer the opportunity ***to*** someone to stretch and grow to develop their own personal resources, as in running interference so someone else can make the touchdown.

Every single human being from time immemorial has experienced two basic relationships: you are someone else's child, even if those others are missing — and out of that training, you get to be someone's Parent (even if you are only Parent to yourself). Nature provides for this to ensure the propagation of the species — as astonishing as it may seem — and despite our best efforts, the system seems to work. By and large, each of us has done quite well given the early training received, but can you imagine how well we might do if we had had Parenting to support our individual genius? Just think of where you might be today if you knew what you were doing!!

The true excitement and satisfaction in exploring life comes ***outside*** the basic two. *Adventure* implies *teamwork* or, at the very least, mutual support. Can you imagine climbing El Capitan any other way? Celebration of life comes only *after* you've established solid self-sufficiency — then the space you play in is free from interference and in that space, friends can come together to create true miracles. Every success story I've ever read or heard of cites examples of this over and over again: An idea (vision) shared by several people, action taken to do whatever is necessary to manifest that vision and persistence, persistence, persistence to create the final result. Nothing anywhere about limits, personal considerations, discomfort or any of those thousand-and-one lame excuses that we frequently impose upon our dreams. Pick anyone — Walt Disney, the "Colonel" from Kentucky, Lee Iococca, Ethel Merman ("go home, lady, your voice is too loud!"), Thomas Edison (draw up your own list) — and you'll discover that these people engaged in activities that gave life to their talents and gifts, while refusing to get bogged down in the mechanics of everyday living.

That's the key!

When we are trained to withhold contributing, when we are imbued with our shortcomings, our imagined weaknesses and when we believe, finally, that the world limits us, we then become obsessive about the mechanics of everyday living. Our hours and days are filled with just getting through the day. Our lives are used up just staying alive. With our preoccupation with "whether or not we can make it" we have little, if any, time or space left over for our dreams and aspirations. Our thinking runs like this: "How can I build an empire when I'm tied down with . . ." We then false target our lives with "if only . . ." aimed at the economy, society's injustices, our education or lack of it, our children, our parents, our family history, our heritage. Sometimes we really do get creative and say, "XXX runs in the family." We make *family* our prison instead of our refuge.

The greatest human insanity is to continue doing what doesn't work — hoping that one day it will. We make our past our sentence (convicted/convinced), our family our prison and then we do the very thing that made us miserable to begin with — we repeat the process of looking to someone else to do it for us. That's where we started off in life! We go unconscious to begin all over again.

In the beginning of this article, I told you the bad news — "we all have the wrong parents." So, instead of giving up the Parenting, we go out and look for new parents. This is how the wife eventually becomes "Mommy" and how the man does time as "Daddy."

Excerpts drawn from material used in his "Talented Parenting" and "The Other Side of Love" Seminars.

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To be continued in our next issue.

James A. Takacs *is a Co-Founder of Sound/Mind Research, Inc. He is also a co-developer of Audiotronix™ technology — the use of sound and sound patterns to stimulate change in brain functioning. He is a Certified Master Practitioner and a provisional NLP Trainer specializing in generic applications of NLP. He can be reached at P.O. Box 394, Tarzana, CA 91356, 818-881-1450.*

PARENTING = RESPONSIBLE *FOR*

LEADERSHIP = RESPONSIBLE *TO*

SPECIAL FEATURE

PEACE PILGRIM
1908 - 1981



On her pilgrimage from 1953 to 1981:

"A pilgrimage is a gentle journey of prayer and example. My walking is first of all a prayer for peace. If you give your life as a prayer you intensify the prayer beyond all measure."

Peace Pilgrim walked more than 25,000 miles across this country spreading her message — "This is the way of peace: Overcome evil with good, falsehood with truth, and hatred with love." Carrying in her tunic pockets her only possessions, she vowed, "I shall remain a wanderer until mankind has learned the way of peace, walking until given shelter and fasting until given food." She talked with people on dusty roads and city streets, to church, college, civic groups, on TV and radio, discussing peace within and without.

Her pilgrimage covered the entire peace picture: peace among nations, groups, individuals, and the very important inner peace — because that is where peace begins.

She believed that world peace would come when enough people attain inner peace. Her life and work showed that one person with inner peace can make a significant contribution to world peace.

PEACE PILGRIM
Her Life and Work in Her Own Words
Compiled by some of her friends.

INTRODUCTION

Peace Pilgrim had an impact on people as she walked joyfully across the country that will never be adequately expressed. She awakened and inspired many thousands during her 28-year pilgrimage for peace. Those she touched in a personal way carry very special memories — talking, laughing, walking together; listening to pilgrimage stories over the dinner table or while driving her to a speaking engagement; waving goodbyes as she quickly departed for her next destination.

From 1953 until 1981, this silver-haired woman, with cheerful obedience to her calling, was a server in the world. As she approached each country hamlet or sprawling city she carried to all she met a message of peace expressed so simply: When enough of us find *inner peace,* our institutions will become more peaceful and there will be no more occasion for war.

Following her death in 1981, a number of her friends from throughout the country gathered in Sante Fe, New Mexico, to remember her and share our experiences of her. A small group stayed on to work on the book project, an idea which had been in our hearts individually for some time. We have attempted in this book to present Peace Pilgrim's extraordinary life and teachings in their purest form — her own words. They were assembled from her little booklet, *Steps Toward Inner Peace* (reprinted in RAPPORTER Issues #22-#25), her nineteen *Peace Pilgrim's Progress* newsletters, private conversations, excerpts from her correspondence and talks taped by many individuals over the years. Other valuable resources were the thousands of newspaper articles and other printed material in the Peace Pilgrim Collection of the Swarthmore College Peace Library.

Although the words are her own, this book was not written by her as an autobiography. Some material was transcribed verbatim from tapes, which gives certain passages a spoken rather than a written quality. We wish she had written her own book. People often asked if she would write her own story, and more than once she answered, "I have really written enough material for a book — it's just not in book form."

Putting it into book form has been our job.

Though her basic message never changed, variety of detail and experience color each of her communications. You may find several of her concise statements of principles or aphorisms repeated, but usually in a new context.

The simple yet profound message of Peace Pilgrim's life and words is urgently needed in humankind's search for peace. She has given us renewed hope in the future of this world — hope that enough might gain inner peace to make world peace possible. She has given us an example of a person who lived in inner peace and was filled with a boundless energy that grew rather than diminished with age.

Robert Steele wrote in the Indian journal *Gandhi/Marg:* "Peace Pilgrim speaks with astonishing authority and confidence; she reminds one of the spokesmen of God of biblical times. However, her utterances do not sound like a fanatic or dogmatist. Instead, they sound like a deeply sincere and devoted human being who has been linked to a wise and ineffable vision ..."

Known from coast to coast simply as Peace Pilgrim, it was her wish to stress "the message and not the messenger." She never told details of her life that she considered unimportant, such as her original name, age and birthplace. Since this book is about her pilgrimage in her own words, we have decided not to include these specifics, which can be found elsewhere.

"I never want people to remember me except in connection with peace," she said. To those of us who knew her well and saw her over a number of years, she will always remain the serene, warm-hearted Peace Pilgrim — full of humor, vitality and the joy of living.

Born on a small farm in the East in the early part of this century, she grew from modest roots and, like many people, gradually acquired money and things. When she realized this self-centered life had become meaningless, and worldly goods burdens to her rather than blessings, she walked all one night through the woods until she felt "a complete willingness, without any reservtions, to give my life to God and to service."

She gradually and methodically adopted a life of voluntary simplicity. She began what was to be a fifteen-year period of preparation, not knowing just what it was she was preparing for. She did volunteer work for peace groups and also worked with people who had physical, emotional and mental problems.

During this "preparation period" and in the midst of many spiritual hills and valleys, she found inner peace — and her calling.

Her pilgrimage for peace began on the morning of January 1, 1953. She vowed "to remain a wanderer until mankind has learned the way of peace." Peace Pilgrim walked alone and penniless and with no organizational backing. She walked "as a prayer" and as a chance to inspire others to pray and work for peace. She wore navy blue shirt and slacks, and a short tunic with pockets all around the bottom in which she carried her only worldly possessions: a comb, a folding toothbrush, a ballpoint pen, copies of her message and her current correspondence.

After walking 25,000 miles, which took until 1964, she stopped counting miles and speaking became her first priority, although she continued to walk daily. Her increasing speaking schedule made it necessary for her to begin to accept rides often.

Peace Pilgrim talked with thousands of people throughout the McCarthy era, the Korean war, the Vietnam war and since. She met with people on city streets and dusty roads, in ghettos, suburbs, deserts and truckstops. She was interviewed by all national radio and TV networks, as well as on hundreds of local stations across the country. Newspaper reporters in countless towns and cities, large and small, wrote about her. She would seek them out, if they didn't find her first, to let people hear about her message. She talked to university classes in psychology, political science, philosophy and sociology, to high school assemblies, civic clubs, and spoke from the pulpits of a variety of churches.

As the years went by, her contagious zest, ready wit and simple wisdom widened her appeal, and audiences responded more and more frequently with warm and spontaneous laughter and thoughtful questions.

And all of these years when many of us were increasingly afraid to go out on our streets, she walked through "dangerous" parts of cities and slept beside the road, on benches and in bus stations, when no bed was offered. Through the years, strangers became friends, inviting her into their homes and arranging speaking engagements, often a year or more in advance.

Peace Pilgrim believed we had entered a crisis period in human history, "walking the brink between a nuclear war of annihilation and a golden age of peace." And always she encouraged people to seek the real source of peace within, and to use the ways of peace in their relations with others.

At the time of her death, Peace Pilgrim was crossing the country for the seventh time. She had walked through all fifty states, and had also visited the ten provinces in Canada and parts of Mexico. In 1976, a man flew her to Alaska and Hawaii to meet his children, walk, speak in churches, and talk with the media. In 1979 and 1980, she returned to those states, taking with her small groups of people who wished to learn more about her lifestyle. She had plans for return trips to Alaska and Hawaii in 1984 and was giving thought to inviting others to join her on "inspirational tours" through several states in the years that were to come.

She made was she liked to call "the glorious transition to a freer life" on July 7, 1981 near Knox, Indiana. She died instantly in a head-on collision as she was being driven to a speaking engagement. Her many friends throughout the country were stunned. Somehow, we never imagined Peace Pilgrim would be called to leave this earth so soon. Yet, one friend wrote, "I feel sure the immediacy of the transition, with no cessation of her activity until it occurred, was as she would have wished it."

In her last newspaper interview, she spoke of being in radiant health. She was planning her itinerary beyond the current pilgrimage route and had speaking engagements through 1984. Ted Hayes of WKVI radio in Knox in an interview with her taped on July 6, remarked, "You seem to be a most happy woman." She replied, "I certainly *am* a happy person. How could one know God and not be joyous?"

Messages from friends who hear of her passing continue to be received at the little Cologne, New Jersey post office from which her mail was always forwarded. The letters are touching: "My Dear Peace, I have just now heard of your death from this earthly body ... if this is not so, please write back." Another wrote, "I know you are one with God ... I see you in the Universe ..."

An editor who had interviewed her in the 1960s and became a good friend wrote, "... cycles of prayer go on in my heart, telling her of my appreciation of her teaching and impact and influence on my life, wishing her well on her journey ..."

A friend in Massachusetts wrote, "It was a great shock, to say the least, as well as a great loss for our little planet! My heart is full at this time for I, like thousands of other people, loved Peace so much! But at the same time, I feel her presence will always be among us through her beautiful teachings and the life she exemplified ..."

Many have written hoping that a book would be put together to help spread her special message of peace and love. A few others have said that they are thinking of writing articles or longer works about her. We hope this book will be a valuable resource for these and future writers, as well as an inspiration and encouragement to those who never had the good fortune to meet her.

One who captured her spirit wrote, "The seeds of peace have been scattered well. It is the duty of all who were touched by her to begin the harvest."

It is our hope that her words and spirit will continue to inspire. And we join with you in a circle of love, with all others who knew her and were touched by her . . . .

Free of earth, as free as air,
Now you can travel everywhere.

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The Friends of Peace Pilgrim *wish to continue the spirit of offering her message without charge. Unpaid volunteer workers and many small donations make continued distribution possible. In addition to the book,* Peace Pilgrim, Her Life and Work in Her Own Words, *they have other Peace Pilgrim materials, including audio and videotapes, pictures, postcards, and copies of the* Steps *booklet in Spanish. For a current list write to: Friends of Peace Pilgrim, 43480 Cedar Avenue, Hemet, CA 92344, or call 714-927-7678.*

EVENTS LISTING

OCTOBER

(See August/September Issue
for complete October listings)

October 1989-March 1990, Calgary, Alberta, Canada
5th NLP Practitioner Certification Training (six 3-day weekends), *Gordon A. Sherley;* contact Sherlco Corporation, 403-240-3565

October 14, Washington, DC Metropolitan Area
Introduction to NLP, *Wyatt Woodsmall, PhD;*
contact National Training Institute for NLP, 703-979-3835

October 21 (Programs Begin),
Forrestal Village, Pennsylvania
Practitioner and Master Practitioner 10-Month Certification Training, *Linda Sommer and Joseph Yeager;*
contact Eastern NLP Institute, 215-860-0911

October 27 (Program Begins),
Washington, DC Metropolitan Area
NLP Master Practitioner Certification Training,
Wyatt Woodsmall, PhD;
contact National Training Institute for NLP, 703-979-3835

NOVEMBER

November 1, New York City
Beyond Master Practitioner Training;
contact NY Training Institute for NLP, 212-473-2852

November 1-14, Honolulu, Hawaii
NLP Master Practitioner Certification Training (small group), *Tad James, PhD;* contact ProfitAbility Group, 1-800-NLP-7870, ext. 800.

November 3 (Program Begins),
Washington, DC Metropolitan Area
NLP Practitioner Certification Training,
Wyatt Woodsmall, PhD;
contact National Training Institute for NLP, 703-979-3835

November 3-5 (Program Begins), **Phoenix, Arizona**
NLP Practitioner Training, *Rene Pfalzgraf;*
contact NLP Arizona, Ltd., 602-252-4840

November 3-5, Montreal, Quebec, Canada
Meta Systems and Meta Programs;
contact Metaformation, Inc., 514-486-1282

November 3-5, San Francisco Bay Area
Success in Love, *Metha Singleton;*
contact FuturePace, Inc., 415-485-1200

November 9-12, Rocky Point, Florida
1989 Integration and Re/Certification, *Ed and Maryann Reese;*
contact Southern Institute of NLP, 813-596-4891

November 9-12, Holland
NLP Practitioner Training;
contact NY Training Institute for NLP, 212-473-2852

November 10-12, Honolulu, Hawaii
Time Line Therapy™ Certification, *Tad James, PhD;*
contact ProfitAbility Group, Inc., 1-800-NLP-7870, ext. 800

November 10-12 (Program Begins),
Toronto and Windsor/Detroit
23-Day NLP Practitioner Certification Trainings,
Marilyn Atkinson, Jeff Hatch-Miller, Max Steinbach;
contact NLP Institutes of Canada, 416-977-7810

November 10-12, Winnipeg, Manitoba, Canada
Practitioner 2; contact Metaformation, Inc., 514-486-1282

November 12-14, Honolulu, Hawaii
NLP and Ericksonian Hypnosis Certification, *Tad James, PhD;*
contact ProfitAbility Group, Inc., 1-800-NLP-7870 ext 800

November 14, Toronto, Ontario, Canada
The Science of Effective Selling;
contact NLP Institutes of Canada, 416-977-7810

November 14-18, Brussels
Hypnosis Certification Training;
contact NY Training Institute for NLP, 212-473-2852

November 17-19, Montreal, Quebec, Canada
Practitioner and Master Practitioner Apprentice 2;
contact Metaformation, Inc., 514-486-1282

November 18-19, Atlantic City, New Jersey
NANLP Northeastern (& Southeastern) Regional Conference;
contact Tom Salter, 203-456-5495

November 18-19, New York City
Stress Management;
contact NY Training Institute for NLP, 212-473-2852

November 24-26 (Program Begins), **Vancouver, BC, Canada**
Practitioner 2; contact Metaformation, Inc., 514-486-1282

November 25-26, Toronto, Ontario, Canada
Advanced Master Track Training, Advanced Meta Program Training, *Rodger Bailey;*
contact NLP Institutes of Canada, 416-977-7810

Last Day of the Month, Worldwide
World Healing Meditation; contact Quartus Foundation, 512-537-4689

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~~5-EMERGENCE*~~	18-SOLSTICE
~~6-DAWN*~~	19-WINTERSUN
7-ESSENCE	20-CHRONOS
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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 Commision. For more information and up-dates on the effect of the ongoing World Healing Meditation, contact the Quartus Foundation, P.O. Box 1768, Boerne, TX 78006-6768. 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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