The VAK

November - December, 1982 Volume 1, Number 4

Literary Review
By Bruce Dillman

One evening a few years back I was in a liquor store in Lincoln, Nebraska, with Sammye Henry selecting a bottle of wine. The clerk mentioned something about a manuscript, and Sammye, also a writer, asked what kind. The clerk said that he was editor of The Journal of Transpersonal Psychology. During the ensuing discussion of psychology, philosophy and religion he also revealed that he had written a book.

He looked rather young and innocent to be an author and editor, but I was reassured to learn that his advanced degree was not in psychology, but biochemistry.

Sammye eyed him suspiciously. "Oh," she asked, "What was the title?" The Spectrum of Consciousness.

She looked again...tall, skinny...maybe 28...clerk in a liquor store? (part time) "Probably a counter-culture pamphlet." she thought.

As soon as possible I got to the library and found there was an actual book by this man, The Spectrum of Consciousness. 374 pages, including 20 pages of bibliography. Some pamphlet!

The book is remarkable in many ways. The stated thesis is that "consciousness is...apparently composed of many levels; that each major school of psychology, psychotherapy and religion is addressing a different level." The book then procedes to describe the different levels of the spectrum of consciousness and tell how those schools fit into it. Sammye's response to the introduction was, "A map of maps. Just what I'd been hoping for."

To me the most remarkable thing about Wilber is that he accomplishes what he set out to do and with clarity and humor. The chapter "Integrating the Shadow" alone is worth the price of the book.

Since that encounter Ken Wilber has published three more books, moved to Boston to edit ReVision Journal and been acclaimed, as they say, by Huson Smith, Roger Walsh, Rollo May, Genie Laborde, Sammye Henry and many others.

Recommended reading are The Atman Project, and Up From Eden.

What does this have to do with NLP? If NLP is the study of subjective experience, Wilber tells you where a lot of subjective experience comes from and where it could be going. He puts a new frame around one of my favorite sayings, "ontogeny recapitulates phylogeny."

Sammye Henry, or I, or somebody else might come up with a concise integration of Wilber's work and NLP. Wilber plans to discuss NLP in his next psychology book.

Meanwhile, figure it out for yourself as you enjoy the workings of the brilliant mind of Ken Wilber.

Ken Wilber, The Spectrum of Consciousness. Quest, 1977.

----, No Boundary. Center Publications, 1979.

----, The Atman Project. Quest, 1980

----, Up from Eden: A Transpersonal View of Human Evolution. Doubleday, 1981.

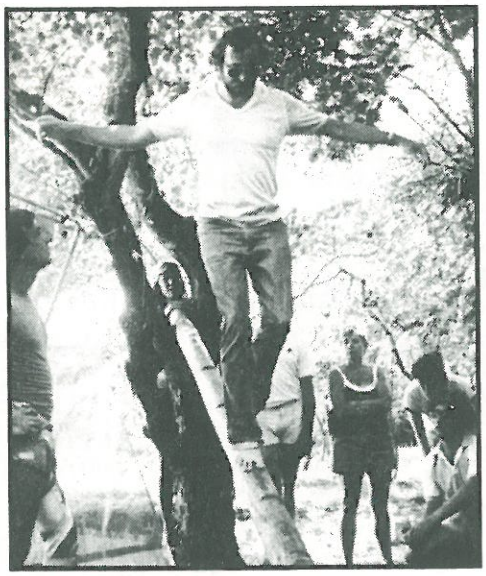
----, A Sociable God: A Brief Introduction to a Transcendental Sociology. McGraw-Hill, 1982 (in press).

----, Eye to Eye: Quest for the New Paradigm. Doubleday/Anchor, 1982 (in pres).

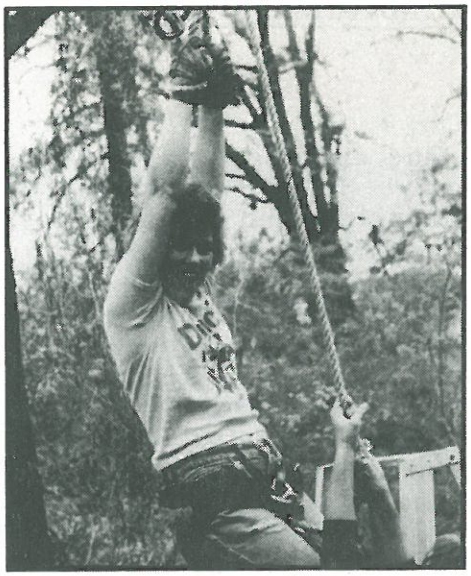
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THE CHALLENGE OF EXCELLENCE
"The NLP Training that Develops Excellence through Playing"

By: Dr. Scout Lee Gunn

The wind always blows in Oklahoma! It certainly was on the evening of June 2nd, 1982. The first week in June always brings a little rain to the rolling green north country of the Sooner state, but nothing like the downpours that characterized this particular week. To the 45 people gathered at the Broken Spoke Ranch in Oklahoma, it didn't seem to matter. They had already endured several unexpected thunder storms and one evening of tornado-like winds that uprooted most of their tents and sent one workshop participant wind-surfing her tent across Miracle Pond at 3:00 in the morning. There were four more days of training left and already this group was much "tighter" than most. They had to be! They had all accepted "The Challenge of Excellence" and had come together to expolore and share their finest qualities with each other.

The one week **Challenge of Excellence** had begun as a question: "I wonder what would happen if a group of professional communicators camped together for a week and they 'played' the entire time? I had already spent 12 years of my life researching adult "playfulness" as a profoundly important behavior. As an NLP trainer, play researcher, and public speaker I had often created **gaming** situations as experiential components of the learning experience. However, the concept of learning advanced NLP skills and leadership through a full week of fun was new to me. The invitation read: "You are invited to a week long party at the Broken Spoke Ranch..."

At first it seemed a bit bazarre that 45 professional people would want to tent camp on a ranch in Oklahoma -- business executives, sales managers, accountants, physicians, teachers, psychologists, personnel managers, and counselors. The outcomes of this training, however, -- and several subsequest trainings -- totally warrant this level of interest. How often does one have the opportunity to "tap" their own excellence over and over again; to study the 'structure' of their excellence; to discover step-by-step strategies for repeating their excellence, and; to expand the boundaries of their personal abilities to communicate, problem-solve, make decisions, create, motivate, and lead others? And to be able to do all these things while having FUN...pure, challenging FUN?

Bob, a corporate Vice-President, sat alone on a log surrounding a tribal camp fire. Another thunder storm had just passed through and the horses just up the hill had settled down and returned to their lazy summer grazing. The rain brought a refreshing coolness to the otherwise warm wind. The tall cottonwood trees swayed and cheered their love of moisture and the on-coming dusk. Bob was contemplating his role in the evenings activities. Earlier in the afternoon he had been asked to serve as the Chief of a warring clan of Indians who would be moving across unfamiliar territory in an effort to arrive at their winter camp ground before the snow flew. Bob only knew that he would lead one of the clans. The clans had not yet been named and only he and one other Chief had been briefed on the "gaming strategy". They were sworn to "silence" about the evenings activity. The game was "Oklahoma Indian Coup", and it was to be played at night! Bob and the other Chief were allowed to explore the "unfamiliar territory" that afternoon. They alone knew where the cliffs, rocks, ponds, ravines, trees, and prairies lay on the rolling mile long, mile wide stretch of land. Bob felt both nervous and excited. He had never before attempted to "sneek" through the woods undetected at night, much less with the responsibility of getting 23 others through with him. He didn't yet know that the leaders of the training had collected several children and a few oldsters to join the evening "Coup" game. The illusion needed to be as real as possible in order to insure that each participant had full opportunity to challenge themselves. Having "old people and children" as part of the clans was important.

The only instructions that the other participants had were to "meet around the tribal campfire **just before dark.**" Time as we usually know it had lost its significance with this group. For several days the participants had been asked to "pay attention to their senses". Their developing skills in sensory awareness would pay off this night. Their first task would be to detect the color of division between the two worlds of day and night". They had all passed through that time zone countless times in their lives, but tonight quiet restlessness passed the camp as each participant payed particular attention to coming darkness. For the unexpecting observer, it would be impossible to pick out any physicians, executives, or counselors. Jeans, sweatshirts, and tennis shoes were the only appropriate dress, though the addition of rolled head bands gave the illusion that something very exciting was about to happen.

Bob's head was spinning. "I know sorta what the land looks like in the day time. Will I recognize the landmarkers tonight? Can I effectively communicate to my clan what to expect out there? Who is my clan? How can I plan a strategy without knowing who is on my side? Should I try to offer a plan or develop one with the group? How much time will I have?" Doris, the other clan leader, strolled by the pond thinking much the same thoughts. The trainers had disappeared after the afternoon calibration session. A curious mystery filled the air as the trainees began slowly gathering around the campfire.

As the last light of day disappeared, a drum beat began and a warrior/trainer appeared. Around a warm, inviting fire the group sat curiously, anxiously, listening to the "heartbeat" played on Indian drums. The rain storm earlier seemed to intensify the energy.

The head trainers sat waiting in the lodge of the ranch. Their signal to join the festivities was the soft chanting now being lead by a young trainer. Though all the participants were well accustomed to the "gaming" illusions created throught the training, the experience of SURVIVAL TESTING seemed very real. A reverent anticipation lingered around the campfire, while 45 trainees awaited instructions. A loud, quickened drum beat signaled the arrival of the two head trainers. A gasp of surprise welcomed them as they decended the hill in full Indian head dress and colorful war paint. Chief Michael stepped to the East of the circle and offered a traditional thanks to the Spirit of the East where the sun rises. He stepped to face North expressing gratitude for the cold that seasonally comes to bring moisture and increased energy, and then to the West where the sun sets and where introspection and personal growth is nurtured. Finally, the Chief faced south and expressed thanks for feelings, light, and gentle breezes. The group then sat highly attentive as they heard the metaphor of Chief Plenty Coups -- or Aleek-chea-ahoosh, meaning "Many Achievements". A chief of the Crow Nation, Plenty Coups had received a vision as a boy that was destined to make him a great leader among him people. The goup listened intently as they heard how the early Native Americans loved "games" and "competition", as opposed to killing. "Counting Coups" or "touching" enemy with a coup stick or bare-handed was considered an act of bravery and allowed a young brave to receive a "man name" and become a warrior eligible for marriage. Through metaphor and simple instructions the trainees began to imagine themselves as clan members beginning a trek across unfamiliar and sometimes hostile territory to their winter camps. They were to begin their journey with only half enough rations to make it through the winter moons, which meant that they would need to perform mock raids on enemy clans to secure enough rations to survive. By seeking out and "couping" (touching) a member of the opposing clan, they would collect rations, thus increasing the rations of their own clan. Their task was complex. They must cross the mile square area to the other side without getting "couped" and all the while attempting to "coup" enemy Indians to gather rations for the whole clan. They were to be guided to the sanctuary of safety by the distant cry of a coyote for one clan and a panther for the other. Each clan member was to assume an equal cooperative role for assisting within their clan (scout, warrior, tipi bearer, etc.).

Bob sat anxiously awaiting the division of the clans and the naming of clan members. With the instructions now given, a Crier stood and the clans were divided: Bob Russell, "Chief Bear Heart" -- Chief of the One Heart Clan. Clan members: Jane Norris, "Woman Warrior", Brian Martin, "Dolphin Dancer",...With the division of the clans completed, strategizing and doning war paint began. "who among the clan members would carry the rations?" "Who would insure the safe travel of the children and old across the territory?" "Who would offer themselves as decoys?" "What signal would alert other clan members to danger?"

Within 40 minutes the individual clan chiefs signaled readiness and the clans were lead throught the darkness across acres of pasture into the gaming territory. The clans divided and a signal to begin play sounded when both clans were in position at opposite ends of the "play field".

Hours passed before the torch at the center of the moonlite territory signaled the ending of the "Coup Game". The night had been alive with silence, laced with mock animal cries, war whoops, and frequent muffled laughter. Professionals from New York, San Diego, Denver, Vancouver, Atlanta, Dallas, Houston, Los Angeles, etc. found themselves totally absorbed by the fantasy of being an Indian camouflaging themselves in the night, moving from tree to tree in the shadow, and crawling Indian style on their bellies. Participants "saw" in the night better than they remembered ever "seeing", and their "hearing" included the ability to distinguish sounds usually undetected. Both individual and group strategies paid off for those who arrived safely and uncouped at the opposite end of the gaming field. For those who were couped, strategies were revised in route in a second and third attempt to travel undetected. Celebration, laughing, and cheering followed the "players" back to the the ranch house and continued into the early hours of the morning as each excitedly related their experience on the gaming field.

For this group of trainees, "competing" against each other in opposing clans presented an opportunity to demonstrate their agility and quickness of mind within a "friendly" environment. For the participants, their experience of viewing their opponent as a "friend who played hard to demand excellence of each other" was quite different than the typical stressful competition of their work lives. Before introducing "competition" as a variable of training, the leaders had insured that the group as a whole were supportive of each other within a powerful "cooperative frame". Prior to this particular event, the trainees had danced together, and shared experiences in classes together, and mastered the elements of an adventure ropes course. The group learned that competition can be energizing and healthy if experienced INSIDE the larger frame of COOPERATION.

Unlike most professional training programs that begin (and often end) with talk about skill development and problem resolution, these trainees were **living the questions:** "How do I motivate myself?" "How do I make decisions?" "Am I an effective group leader?" "Am I an effective group member?" "How do I solve problems?" Additionally, they were "living the questions" within the context of VERY REAL ILLUSIONS versus typical role-playing exercises. Their entire bodies were absorbed in learning, deciding, motivating, problem-solving, and creating. And the experience was geniuenly FUN!

For these trainees, Indian Coup, Hunter-Hunted, Scavenger Hunts, Grab Bag Drama, Adventure Challenge Courses, Lake Games, and Mock Reunions became powerful contexts within which they discovered the meaning of flexibility, sensory awareness, identifying and achieving outcomes, pattern interruptions, imbedded commands, metaphors for change, pacing, mirroring, collapsed realities, reframes, future pacing, strategies, and all the other forms of communication critical for their personal and lives. Tent camping, early morning pond swims, outdoor showers, and long introspective hikes through the surrounding woods and pastures provided opportunities to increase their own flexibility and integrate learning. For these trainees, the **EXCELLENCE PRINCIPLE™** of NLP alive, full-blown, simple, fun, and directly applicable to their lives. The calibration session the following morning accessed all the fun, challenge, and excitement of the previous evening as each participant "danced" their trek. By the end of the week, NLP had been reframed to mean "Nothing Like Playing"! (Excerpt from the forthcoming NLP book, The Challenge of Excellence. Watch next time for "The Play Frame").

Letters to the Editor

Dear Vak

During the course of the month when John Frisco and I traveled back and forth from Indianapolis to become certified in NLP, we entertained ourselves as we drove by developing a humerous isomorphic rendition of NLP: Neuro-Linguini Comosellama. It just so happened that the participants requested that we present our skit on the day of behavioral testing. Leslie and Robert were present, and the skit was also recorded. Several people back in Santa Cruz heard the tape, and Richard Bandler requested that we make a presentation at the Third International Conference.

Our presentation at the conference was video-taped, and the audio-tape is available for purchase from NOT LTD.

Anyway, given this brief historical sketch, we have enclosed a brief article on Neuro-Linguini for **The VAK** We hope that you will find it suitable for publication.

Thank you for your time and consideration.

Isomorphically yours,

Fred P. Gallo, Jr.

NEURO-LINGUINI COMOSELLAMA (NLC™)

By Fred Gallo and John Frisco

When we attended the Third International Conference on NLP in Dallas, each of us was thirsty for new knowledge and skills to a least temporarily quench our search until the following year. At the conference we noted various applications of our revolutionary technology. Pragmagraphics was fine and so was Slight of Mind, and we even learned to snarl a little while we learned.

However, to our way of thinking, the most dynamic and evolving experience came at the final moments of the conference, after most of the participants had already gone. These were the moments when Luigi and Pasquale mounted the stage to bless us remaining True Believers with a brief primer on Neuro-Linguini, perhaps the most impactful consciousness-raising technology to date.

Luigi and Pasquale demonstrated their now internationally famous **Reblaming™** with an aire of elegance which can only be manifested by dedicated scientist-practitioners such as themselves. We received an enlightening glimpse of **Degenerative Change™** technology in all its wonder. Techniques such as **Peppering™, Changa Da Pasta™, Tell Em A Story™, and Stratagene™** , did amazing thing to our **Gustatory Accessing a Cues™.** All these patterns were tantalizingly introduced (See their forthcoming books for further details).

Although the highlights of this truly historic event/presentation can be studied in detail by purchasing their audiotape from NOT LTD, we are sure that Luigi and Pasquale have significantly evolved beyond that presentation, even as these very words go to print. Such is the case with the 'greats' of our time. But even at Luigi and Pasquale maintain the humility of genuine explorers and discoverers/inventers. We observe this in the final words of their presentation:

Pasquale: Luigi! Why don't you tell em how we come up a with all dis stuff.

Luigi: Sure, Pasquale! Many people, all over dis here county ask a us how we coma up with all dis great a stuff. It's a simple! We just a make it up. You see. Neuro-Linguini is a bunch a bull-a-shit. But it-a-works!

The Ideal Business Training Defined

Training executives and experts from Silicon Valley defined an ideal training program during a panel discussion at Grinder, Delozier and Associates' second **Challenge to Excel** seminar in Palo Alto, California, September 17.

Included on the panel were a training specialist from **Apple Computers**, Personnel Manager from **ASK Computers**, Manager of Corporate Training of **Atari**, Manager of Human Resources from **EDS Nuclear** and Manager of Personnel Development from **Hewlett-Packard.**

Responding to questions from Genie Laborde, the panel members described the worst training they ever attended, the best, and the ideal they haven't found yet. The consensus was that the ideal training is based on specific outcomes, is tailored to the needs of the people being trained, is interactive, and is measurable.

"Involvement" is a word that kept coming up--trainers involved with the trainees, trainees involved with the program.

Panelists, replying to a question from John Grinder, said they would welcome novel approaches to training and they would use them only after careful scrutiny.

Of all the corporate training directors and other people invited to participate in the discussion, 90% said they knew something about NLP and would like to know more about it.

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". . . she has been working with me for many years; she has mastered this work and I rely on her as on myself." Moshe Feldenkrais

November 5 - 6, 1982 in New York, N.Y. or November 12 - 13, 1982 in Washington, D.C.
Each Fee: $175.00
Make checks payable or for further information call:
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Special VAK Publications

The VAK is sponsoring two publications which will benefit all of us. One is a promotional issue of **The VAK**, the other is an NLP monograph series. The following will describe the two publication efforts, why they are being done, and how each of you can benefit.

Promotional Issue of The VAK

to be Published: January, 1983

Here is an opportunity for **The VAK** to be used to help the field of neurolinguistic programming enter a new market. The market to be penetrated is that of 'training and education.'

The technology of NLP is well suited for enhancing educational efforts. NLP has defined the communication channels and internal processes used to gather and 'understand' information. It has also defined effective methods to transfer skills. For Trainers, Educators, Educational Program Developers, Educational Administrators, and Educational Counselors this technology will be able to model those effective techniques already in use. It will also be able to point to new, effective, economical methods of insuring effective information and skill transfer.

This promotional issue will be sent to several different populations in the target market. One hundred thousand (100,000) pieces will be mailed. For business trainers, the American Society for Training and Development (ASTD) mailing list will be used. This is 25 to 30 thousand business and industry trainers who are used to spending money (annual national dues are $100, annual chapter dues are $20-$35, and monthly meetings are $15-$20). Other mailing lists of similar quality will be used to reach school counselors, school administrators, and teachers.

This issue will contain articles which tell the NLP story. The reader will be told about the development of NLP, some technical aspects of this technology, and some successes that NLP has attained in training and education. There will also be advertisements from NLP institutes and training and consulting firms which specialize in NLP.

A **Directory** of NLP practitioners, trainers, and Institutes will be inserted in this promotional issue. Each of you will be allowed to represent your area of technical specialization, your name, address, and telephone number. Additional comments will be allowed up to a total of 75 words for each entry. These **Directory** entries are to be descriptive of who you are and what you do.

The cost of an entry in this **Directory** (being represented in 100,000 pieces of mail; inserted in the promotional issue of **The VAK**) will be $75.00. That is less than a tenth of a cent per piece. Assuming a conservative minimum response of only one in ten thousand (0.01 %), the cost per response is only $7.50.

The **advertisements** will be full-page and half-page displays which provide the browser with **visual impact**. Advertisers will be able to provide information about schedules for 1983 Spring and Summer events. Full-page advertisers will receive a free listing in the **Directory** and will also be featured in a half-page article in that promotional issue. Any advertiser will get one hundred extra copies of this issue for their promotional packets.

This promotional issue will be between 20 and 40 pages. The number of pages is related to the number of advertisers. The cost of a full page ad is $3000.00. That puts the cost per piece at three cents ($.03). Assuming a conservative minimum response rate of two in a thousand (0.2 %), the cost per response is $15.00. Half page ads will be $1650.00 and will also get the **Directory** entry and a quarter-page article.

Another way of benefiting from this promotional issue will be to write one of the feature articles about NLP. Articles should 800 to 1600 words long. The content should be about NLP history, NLP technology, or successes of NLP in the area of education and training. Authors of articles accepted for this issue will be identified with that article and be given an entry in the **Directory.**

Anyone interested in any of these options should respond quickly. The layout work for the promotional issue will begin in mid-December. The mailing of this issue will be done in mid-January. Dated advertisements should be for events after mid-March.

NLP Monograph Series

On-Going Publication

Education or training consists of two major components: knowledge (or information) transfer and skill transfer. In some NLP seminars the trainer wants only skill transfer to occur. In other training situations both skill and knowledge (information) transfer are desired.

The Monograph Series will be a method of augmenting much of the NLP skills training process. These monographs will transfer knowledge (information). The benefits from such a series touch many areas.

New students will have some academic material to study that will be more up-to-date than books can be. Books have such a long development and publishing cycle that the information and techniques being presented are often obsolete when finally purchased and read. These monographs will have a short production cycle and will be timely. They can be revised and re-published in a few weeks time.

NLP Trainers will have more time for skill transfer. A lot of time in workshops is spent in providing information. The real benefit of a workshop is **that the trainer is there.** The trainer cannot supervise exercises from written material. Trainers need contact with students to supervise exercises designed for skill transfer. When information has been provided in a monograph series, trainers will be able to assign particular monographs as preparatory reading. The trainer can spend the workshop time supervising attendees in the skill transfer exercises.

These monographs will provide an increase in the base of NLP academic literature and therefore aid in the increase of academic (and business) acceptance of NLP. Monographs which address specific topics can be useful in providing credibility in both educational and contracting situations.

Authors will have an opportunity to publish technical NLP material with ease and speed. Because of the limited size of 4 to 6 pages, the individual monographs will be easy to produce, publish, update, and re-publish. **The VAK** will be able to standardize the text processing facilities used for a variety of topics and therefore decrease the publishing costs. **The VAK** will provide text processing, advertising, and distribution facilities and halve the profits with the author.

This will be an ongoing publication effort. Simplified distribution and up-to-date monographs will allow each training situation to be easily tailored to increase the effectiveness of that training. Changes in NLP technology will be reflected in these timely publications.

These monographs will be 3 to 5 thousand words long. They will be printed using typeface and paper similar to **The VAK.** They will have a cover of heavy paper and be punched for easy insertion in a three-ring binder.

The single-copy price for each monograph will be $4.50. For each monograph title, if ordered in lots of 50 or more, the price will be $2.00 each. Postage is included in each of the above situations.

The VAK is accepting text for review. Acceptance is based simply on the subjective opinion of members of the Editorial Board. If you wish help in developing an idea or topic, please contact me. **RCB**

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Reflections on Visiting a Hypnosis Workshop
By Susan Swift

When I received notice of the New York Training Institute's hynosis workshop in Provincetown, I was excited and a bit dissappointed. Excited, because it sounded like such a wonderful opportunity and dissappointed because I knew I couldn't afford the time or money to go. I wanted a chance to see old NLP friends and to rekindle my enthusiasm. Through the suggestions and hospitality of some of these friends I managed to visit for a few days. **Hurray** - a visit to Cape Cod and a chance to check in on the latest in NLP and to spend time with friends.

I liked the way Frank and Anne had managed to find a way of combining their love for Cape Cod and NLP into a smashing week and a half with John and Judith in spectacular surroundings. Anne and Frank have a special ability to combine and make use of a variety of resources without getting caught up in "either-or dilemmas". I was delighted to be able to see them again.

Operating a workshop for 80+ people for 12 days often results in administrative nightmares. When I arrived, there were the usual stories from dealing with unexpected and inevitable snags to John and Judith's stories about Greece.

Both John and Judith told me how they were speaking Greek like natives within six weeks. John found he needed to add the traditional Greek mustache to present himself authentically. He told me that with his pacing skills he could make gross mistakes in his speech because his nonverbal mannerisms were consistent with native speakers. Judith's account was especially refreshing and playful; she had never spoken a second language before and delighted in telling the people she met that no she is not Greek, no she hadn't lived there several years - that in fact she is an American who had been there for only six weeks.

When I saw John, he greeted me like a colleague, He explained how he been structuring the week and how it was going. I realized that I was not there for the magician to "fix" me. What a pleasant change from when we were certified in Santa Cruz back in '79.

I realized that during that certification training, everything was NLP and NLP training. I never knew **who** would be doing **what** with me, and I began to see that "it" is happening all around us. The "it" being NLP, communication, and/or life. Dropping in on a workshop reconnects me with that learning situation intellectually and emotionally.

In California I got consistent reinforcement of the training. For instance, workshop participants were sent out into the community with tasks to accomplish with local residents. This created a bridge between the workshop and the "real world" - practical future pacing.

I got this again in Provincetown. The most powerful and personal example for me occured on my first morning. John chartered a boat to take particpants on a whale watch. He not only spoke about being aware of our surroundings, he showed us how. There we were, using our senses and building resources. It was powerful for me since I was raised not far from Provincetown and was able to reconnect with some younger part of myself that I hadn't seen or heard from in years (Thank you John).

The Provincetown workshop was a success. I heard of people who cured each other of smoking and one who found he could communicate in sign language while in trance. Even those who began the week relatively naive were producing results in a few days. The exercises were structured so everyone would succeed. For example, one exercise to insure success had those, who were previously successful at inducing altered states, play the role of subject for the less successful and to come out of trance to coach the operator whenever needed. With that kind of coaching eveyone was able to successfully induce altered states.

Another thing that John did was to give people inadequate information and send them off to do a task with directions to use their perceptions. This consistently demonstrated the importance of using sensory awareness. It is perhaps the most

valueable lesson of NLP. Judith repeated the lesson for me by dragging me off to play a computer game and then leaving me there to learn or do whatever I would.

John and Judith are both masters at framing tasks so we are **allowed to learn what we need to learn and are not limited by what is taught.** I had a college professor who would call that "teaching people how to think." It's not an easy task because most people seem to have learned to let others do the thinking. I learned this first hand by observing the amount of resistance I have to discovering thinking for myself. The skill that John and Judith display is their ability to step out and let us each be our own teacher/learner. No clones wanted here.

It seems to me that the ultimate caring is to allow and aid people in discovering and learning for themselves. Not only to tell us that we have the resources we need, but to treat us as if we do. A true master provides this opportunity. I learned a lot about seeing my surroundings on this visit. I'm sure others learned valueable lessons too.

As I was having lunch with my friend Rodger, he summed it up succinctly when he commented that the context of NLP is that everything is a metaphore. My trip to Provincetown was full of whales, video games and dancing; metaphors that reminded me that I have the ability to use just about anything as a lesson. That's the reason I went to the Cape - a bit of rejuvenation. Thanks to all my new and old friends for providing this opportunity for me.

Susan Swift MS has been a student of NLP for more than four years. She has been certified as a Master Practitioner and works as a psychotherapist, business consultant, and trainer. She can be reached at (914)831-9144.

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How to Handle the Manipulation Question
By Bruce Dillman

In the previous issue of The VAK, I explained how to answer the difficult question, "What is NLP™?" If you ignored my advice and actually told someone what NLP™ is (if possible), some well-meaning person is apt to inquire, "But isn't that manipulation?"

Where do you go from there? Well, after telling yourself, "Bruce was righ as usual. I'll do what he says from now on," your best move is to get the ball back in the questioner's court as soon as possible with well-thought-out responses like these.

"What isn't?"

"Who cares?"

"How are you trying to manipulate me with that question?"

"Do you smell smoke?"

"Is it true you have herpes?"

It is possible, however, that sometime you might want to engage in amicable interaction with this person in which case you will want to preserve some vestige of rapport. This calls for different tactics.

For the ultimate in pragmatic approaches to the questions of manipulation and NLP™ refer to New Realities, Vol IV, #4, an article called "Playing with Power and Matches" by me and Genie Laborde, Doctor of Philosophy. This is important, because, just as a Doctor of Medicine uses the science of medicine to cure what ails you, so a Doctor of Philosophy uses the science of philosophy to alleviate your ailments. (Try your Meta Model Violation Summons on that.)

Publication of that article had far-reaching consequences--for me. I became an official filosofer. Now I can wax filosophical (not so shiny as Turtle Wax, but slicker) at the drop of a hat. What was that? Oh, one just dropped. Here goes.

In case you're interested in candor, the answer to this issue's question is yes. NLP™ is manipulative. It is just as manipulative as television, religion, politics, therapy, marriage, hammers, wrenches and screwdrivers, every one of which requires a manipulator to be effective.

On the other hand, the answer is no. NLP™ is not manipulative--no more so than television, religion, politics, therapy, marriage, hammers, wrenches or screwdrivers.

Now the reason the question is so tricky is that many people are morally opposed to manipulation, and they wouldn't think of doing it. So they do it unconsciously with clear conscience.

A lawyer once told Genie Laborde that he knows he manipulates, and he doesn't want to be consciously aware of doing it. Then he can claim he's not responsible. He compared it to involuntary and voluntary manslaughter. You notice he has already admitted guilt and is pleading ignorance which, you may recall, is no excuse. A better analogy in this case is negligence, and he is liable for damages.

What do the Neuro-Linguistic Philospfers have to say about the subject?

Erickson: "In fact, life is one big manipulation."

Watzlawick: "one cannot not influence."

Rosen: "Every communication must evoke responses and is, therefore, a manipulation. So you might as well manipulate effectively, relevantly, and constructively."

Bandler: "Our technology makes explicit the NLP skills and the impact of these skills. Once this knowledge is brought into consciousness we have, for the first time, the opportunity to be ethical."

Grinder: "To not learn it, is to run the risk of violating your own ethics."

Manipulation is just a word, and it means whatever the user thinks it does, and if you use everything I've given you on your questioner, you should have manipulated an altered state for both of you. That's the time to quote from my pre-philsopher days: "If you don't like manipulation, don't manipulate."

Article Reviews
By Connirae and Steve Andreas

To Trust, Perchance to Buy, by Donald J. Moine, Psychology Today, August, 1982.

This very well-written and interesting article discusses how outstanding salespeople use the same language patterns identified by Bandler and Grinder in the work of Milton Erickson. The author compared the speech of top sellers with that of average sellers, and found more "pacing and leading" statements, embedded commands, and metaphors with top sellers. Since the article plays on the reader's concern with being placed under the spell of an alluring hypnotist/sales-person, it is apt to raise ethical questions in the reader's mind. The author gives minimal credit to Bandler and Grinder for identifying Milton Erickson's language patterns, but fails to credit their identifying and teaching the use of those same patterns in other fields, including sales. The author is presented as the one who first noticed the parallel between good sales and good hypnosis, and who noticed the use of metaphor as a communication device.

NLP: A Science for Increasing 'Beneficial Choices', Brain/Mind Bulletin, June 21, 1982, Vol. 7, #11.

In three brief and general pieces, Brain/Mind Bulletin describes the NLP principles of increasing choices and "the meaning of the communication is the response it elicits," and includes the eye movement model.

ANNOUNCING:
Extended Internship Program in San Francisco Bay Area

The NLP Center for Advanced Studies, co-founded by Leslie Cameron-Bandler, Lynne Conwell, and Michael Lebeau is presenting a 25 Day Extended Internship Program in Advanced NLP Training leading towards Master Programmer certification.

This program will include Meta Programming℠, how to elicit and utilize Meta Program™ patterns and Meta Program™ interventions.

Core trainers, Lynne Conwell and Barbara Witney will be the primary presenters and provide a diverse range of presentations as well as experiential learning exercises for the participants. Both Leslie Cameron-Bandler and Michael Lebeau will make special guest appearances in order to offer the group their latest discoveries and to expand on their research.

Because this training program will be at the advanced level, there are criteria for participation.

This training will be Dec 17-21, 1982; Jan 21-25, 1983; Feb 4-8; March 4-8; April 8-12, 1983. For addition information, please call or write:

Lynne Conwell or Barbara Witney
c/o 340 Madrone Ave. Larkspur, Ca. 94939
(415) 924-4477 or (408) 423-4342.

Carpet Cleaning

I have been asked to retract some items that showed up in the last issue of The VAK's NLP Public Seminar Schedule. I have been asked to indicate that "META" items should not have appeared (don't think of green), so forget all references for META in the last issue. Also, I have been asked to clarify that Gilligan does not teach NLP and that his offerings are open to mental health professionals only (not 'public').

Also, the Erickson Foundation is concerned that The VAK had listed an Erickson Conference and they believed that the listing had missrepresented sponsorship, curriculum, and leadership.

You will notice a disclaimer with that Schedule from now on.

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Treshold Patterns

Part 2: Dates: Dec. 3-7, 1982.
Trainers: Robert Dilts
Max Steinbach
Content: Advanced Strategies
Belief Systems
Sleight of Mouth Patterns
Hierarchies of Criteria Utilization
Polya Patterns-Detection & Use

Part 3: Dates: Jan. 14-18, 1983.
Trainers: Christina Hall
Max Steinbach
Content: New Intervention Algorithms
Personal Evolution Strategies
A. Generativity
B. Flexibility
C. Expertise
D. Creativity
Platform Skills
Synesthesia Utilization

Part 4: Testing for Master Practitioner, Practitioner, and Re-Certifying for Master Practitioner and Practitioner.
Dates: Jan. 20-22, 1983.
Cost: $300 (u.s.)

Cost for the complete 15 days is $1,350 (u.s.) or $1,700 (cnd.)
The cost for each individual 5-day part is $540 (u.s.) or $675 (cnd.)

For Information and Registration Contact:

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48 Beveridge Dr. Suite 16
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(416)-444-9442

Public Seminars of NLP Material

Organization **	Seminar Title	Location	Leader	Date	# Days	Notes
G-L-Hill	Communication Excellence	New York	Hill Laborde	82/11/03	3	Business Skills
SCNLP	24-day Credentialing Pgm	Raleigh	Grinder, etc. .	82/11/05	4	1st weknd, 1/month/6 months
Ontario NLP	Advanced NLP Training	Toronto	Bandler,Epstein,Dilt	82/11/06	15	Hall & Steinbach also
Transformation	Being Unlimited	Montreal	Anne Entus	82/11/06	2	Personal Evolution
NLPI	Power & Magic of NLP	Vienna VA	Hupp	82/11/09	2	Intro
NLPI	Access to Excellence	Cedar Hill, WV	Hupp	82/11/12	3	Personal Growth
Family Learning	24 Day Pract Ceryification	Chicago	Grinder-Dilts-Gastor	82/11/12	4	Feldman-Grask 6wekend/6mnth
Transformation	Communicating Excellence	Montreal	Anne Entus	82/11/12	3	4 month pgm/ Education
Family Learning	Practitioner Certification	Chicago	GrinderCasterDilts	82/11/12	4	& Feldman, 7 month program
NLP of Colorado	Intro to NLP	Boulder	S & C Andreas	82/11/13	2	
Excellence U Inc	Challenge of Excellence	Stillwater OK	Gunn	82/11/14	7	Residential Camp
G-L-Hill	Comunication Excellence	Washington	Hill Laborde	82/11/16	3	Business Skills
Barretta	Practitioner Certification	Los Angeles	Grinder Barrettas	82/11/19	4	7 month program
NYINLP	Metaphor	New York City	David Gordon	82/11/19	3	Creation & Utilization
Transformation	Loving Relationships	Montreal	Anne Entus	82/11/20	2	Personal Evolution
NLPI	Get Results	Vienna, VA	Hupp	82/11/20	1	Intro
NLPI	Mastery of NLP, Part I	Vienna, VA	Hupp	82/11/20	1	Supervisory Training
G-L-Hill	Communication Excellence	New York	Hill Laborde	82/12/01	3	Business Skills
Barretta	Advanced Hypnosis Workshop	Los Angeles	Barrettas	82/12/03	3	
Family Learning	Getting Well Again/ Phase 1	Chicago	Steph MathewsSimonto	82/12/04	2	
NLP of Colorado	FamilyTherapy & Negotiation	Boulder	S & C Andreas	82/12/04	4	
NLPI	Mastery of NLP, Part I	Vienna, VA	Staff	82/12/11	2	Supervisory Training
G-L-Hill	Communication Excellence	Boston	Hill Laborde	82/12/14	3	Business Skills
NLPCAS	Extended Internship	SF Bay Area	Conwell & Witney	82/12/17	25	Training each month til Apr
Excellence U Inc	Challenge of Excellence	Ardmore, OK	Scout Lee Gunn	83/01/16	7	Residential Camp
Family Learning	Alcoholism & the Family	Chicago	Sharon Wegscheider	83/02/18	2	
Excellence U Inc	Challenge of Excellence	Ardmore, OK	Scout Lee Gunn	83/02/20	7	Residential Camp
Excellence U Inc	Challenge of Excellence	Ardmore, OK	Scout Lee Gunn	83/03/20	7	Residential Camp

This Schedule is an unofficial representation of events which people who are interested in neurolinguistic programming may find attractive. The final authority of any listed event is the referenced organization. The VAK accepts no responsibility for the event or the accuracy of the listing.

NLPCAS
NLP Center for Advanced Studies
340 Madrone Avenue
Larkspur, CA 94939
(415)924-2925
CONTACT: Jane Schwickerath

Excellence U Inc
Excellence Unlimited Inc
Rt. 2, Box 174
Stillwater, Oklahoma 74074
(405)372-6550
CONTACT: Scout Lee Gunn

G-L-Hill
Grinder-Laborde-Hill
Suite 7967
One World Trade Center
New York, New York 10048
(212)938-8957
(212)524-7777
CONTACT: Bob Hill

Barretta
Barretta Psychological Corp
929 Barhugh Place
San Pedro, CA 90731
(213)833-4234
CONTACT: Peggi Bongiovanni

Family Learning
Family Learning Center
1513 Miami Street
South Bend, Indiana 46613
(219)232-1405

NYINLP
NY Training Institute of NLP
(212)473-2852
CONTACT: Frank Stass

GrinderDelozier
Grinder, Delozier & Associates
197 Helen Court
Santa Cruz, CA 95065
(408)475-8540
CONTACT: Laura Grinder

NLPI
NLP Institute of Washington
Suite L-2A
380 Maple Avenue, West
Vienna, VA 22180
(703)255-2211

Transformation
Transformation
3538 Marlowe Ave
Montreal, Quebec, Canada H4A 3L7
(514)486-1282

SCNLP
Southeast Center of NLP
4915 Waters Edge Drive Suite 100
Raleigh, NC 27060
(919)851-8688

NLP of Colorado
Left Hand Canyon
Jamestown Star Route
Boulder, CO 80302
(303)442-1102
CONTACT: Connirae or Steve Andreas

Ontario NLP
Ontario NLP Institute
48 Beveridge Dr Suite 16
Don Mills, Ontario, Canada M3A 1P3

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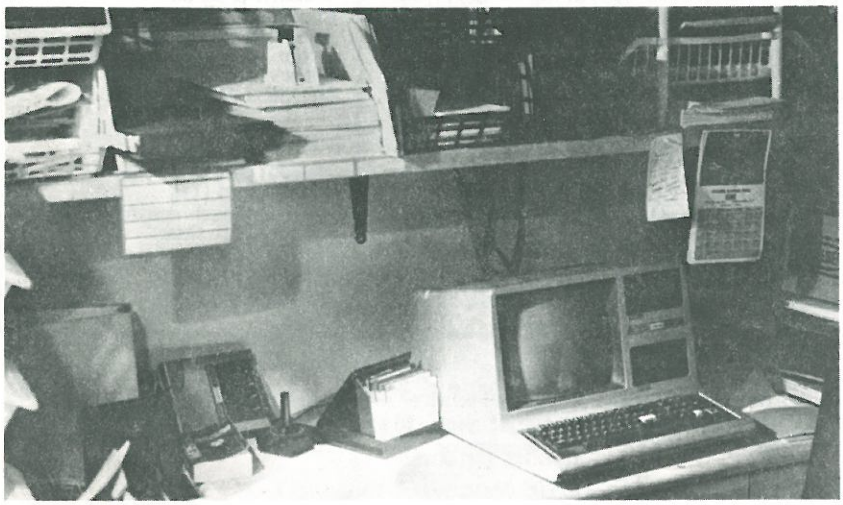
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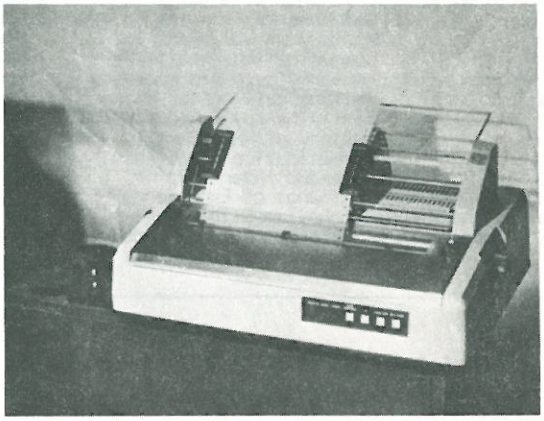
Ramblin' Comments

This job of producing a newsletter is fun. I get to write about subjects I like to write about. I get to use my home computer system and get a great tax break. My biggest problem each time I'm putting together an issue is to come out with a page count that divides evenly by four. I have a couple of pieces that I want to include in this issue but they take up two pages. There is no room available in this issue.

Next issue you can look forward to photos and descriptions of my visits to **New York NLP Training Institute** and **NLP Institute of Washington DC.**

For you visual types, below are some photos of **The VAK** facilities:





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