RAPPORTER

Journal of Human Performance Technologies



SYNERGY² | JUNE 1990 | #33

Ancient Lost Secrets On Human Consciousness Revealed

There was a period in history when this lost knowledge was common and shared by many. A time when mental & physical disorders were quite rare.



- Learn why this powerful knowledge was concealed, and how it was recently re-discovered.
- Discover how research in NLP, Time Line Therapy and neural physics has provided tools and techniques which have made it possible to effectively share this knowledge with others.
- Learn specific tools & exercises to allow you to incorporate this knowledge into your daily life now.

A significant breakthrough in human potential. This may be the ultimate training for spiritual growth at this time.

You are invited to come to Hawaii and participate in the

First Huna Intensive: "The Lost Secrets of Ancient Hawaiian Huna"

with Tad James, MS, PhD

-- DATE & TIMES: --
November 10 - 17, 1990 • 1 PM - 8PM daily
-- LOCATION: --
Keauhou Beach Hotel, Kona, Hawaii
Room: $55 per day, single/double. Roommates available.
-- INVESTMENT: --
$1250 paid in full by October 20th. ($1450 regular)
$250 deposit required to enroll and guarantee position.
Size limitation: 60 participants.
THIS EVENT WILL BE SOLD OUT. Enroll early.

Opportunities for preparation or more information about the Huna Intensive in November:

"The Lost Secrets of Ancient Hawaiian Huna" with Tad James, MS, PhD, Certified Master NLP Trainer is available on five 90-minute audio cassettes...
(To be released July 1990) Pre-publication price... $80.00

The Secret of Creating Your Future
by Tad James, 128 pages, paperback... $11.45
(Book or tape orders: Canada add $2, other countries add $6)

Subjects to be covered include:



- *The Unconscious Mind*
- *The Conscious Mind*
- *The Higher Self*
- *Clearing Your Time Line*
- *Ho'o ponopono*
  - *Clearing Your Relationships*
- *Ancient Hawaiian Chants*
- *Mysteries & Magic of Ancient Hawaii*
- *Your Connection to the Earth, Water, Air & Fire*
- *Spiritual Clearing Techniques*
- *Emotional Clearing Techniques*
- *Huna Meditation Techniques*
  - *To Center and connect*
- *Breathing Techniques to Increase Your Energy*
- *Mana- The Energy of Healing*
- *Ancient Initiation Rites & Ceremony*
- *Huna Temple Healing*
- *Learn to Affect the World Around You*
- *Making Your Own Link with your Higher Self*
- *Accessing the Cosmic Computer*

Also available is ***"The Lost Secrets of Ancient Hawaiian Huna"***, a special one day presentation on Monday following the weekend workshop entitled "The Secret of Creating Your Future." Space is still available in:

Dallas, TX	Sept. 15 & 16, 17
Chicago, IL	Sept. 22 & 23, 24
Atlanta, GA	Oct. 13 & 14, 15
Cleveland, OH	Oct. 20 & 21, 22
Anaheim, CA	Dec. 8 & 9, 10

Weekend: $145 paid three weeks in advance. ($175 reg.)
All three days: $210 paid three weeks in advance. ($260)

Call or write for exact location, times and enrollment information. We invite you to join us.

"The trumpets have sounded, and there are those who simply know that they have to be there."

Free catalog available. To enroll, ask questions or to receive free brochures, call Richard Roop in Hawaii at
(800) 657-7870 or (808) 521-0057.
Send enrollments, orders or requests to:



Advanced Neuro Dynamics
1001 Bishop Street, #702
Honolulu, HI 96813

To submit, subscribe or just communicate: write

RAPPORTER

740 E. MINGUS AVE, #2013 / COTTONWOOD, AZ 86326
or TELEPHONE 602-634-7646

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.

Opinions expressed in the RAPPORTER are those of the writers and advertisers and not necessarily those of the publishers.

We assume all rights in letters or other communications with the RAPPORTER as unconditionally assigned for publication and copyright purposes are subject to our unrestricted right to edit and comment editorially.

ANNUAL SUBSCRIPTION RATES (10 Issues)
Published every 5 weeks year round

	U.S.A	OTHER
USA & POSSESSIONS, 3rd Class	$35	N/A
USA & POSSESSIONS, 1st Class	$50	N/A
CANADA & MEXICO (Sent Air Mail)	N/A	$50
ALL OTHERS, Surface Mail	N/A	$50
ALL OTHERS, Air Mail	N/A	$75
CURRENT ISSUE	$ 4	$ 6

SYNERGY² JUNE 1990 #33

Behavioral Modeling 2
SPELLING STRATEGIES
By Wyatt Woodsmall, PhD

Special Feature 6
ONE-STEP 6-STEP REFRAME™
And the Therapeutic Use of Double Binds
By Rene Pfalzgraf

NLP in Education 9
HOW TO USE NLP MORE EFFECTIVELY IN EDUCATION — Part I
By Eric Jensen

Reviews 10
THE SEAT OF THE SOUL
by Gary Zukav
Reviewed by Nancy Beplat

NLP in Business 11
PATTERNS OF SOCIAL INFLUENCE — Part II
By Kenrick E. Cleveland

NLP & Law 15
PROFESSIONAL MAPS
By Gordon Gamm, JD

International NLP 17
THE LEARNING EXPERIENCE
By Marvin Oka

Special Feature 21
LINGUISTIC PARTS INTEGRATOR
By Tad James, PhD

Special Feature 22
THE EMOTIONAL TONE SCALE — Part V
By Edward E. Morler, PhD

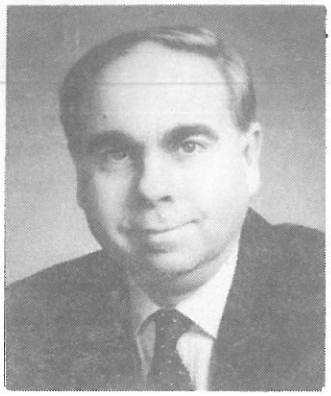
Events Listing 24

Resource Guide 24

World Healing Meditation . . . . . **Inside Back Cover**

PUBLISHED BY RAPPORTER PUBLISHING CO.
Pamela Lieberman, Editor
CONTRIBUTORS
Nancy Beplat **W. Scott Phillips**
Kenrick E. Cleveland **Tag and Judith Powell**
Tad James **James A. Takacs**
Rene Pfalzgraf **Wyatt Woodsmall**
COVER ART Courtesy Powell Productions

BEHAVIORAL MODELING



WYATT WOODSMALL
Chairman
Advanced Behavioral
Modeling, Inc.

SPELLING STRATEGIES

Spelling has become the classic example of a strategy in NLP literature. This is unfortunate for several reasons. Spelling is a simple case where many of the variables are reduced to one or zero. This leads to difficulties when one attempts to generalize from spelling to other kinds of strategies. A spelling strategy occurs in a relatively short period of time (several seconds) and involves only one or at most two operations. Most strategies are more complex. Also spelling is a straight forward memory operation. It does not involve any construct or any external access (except the trigger). Spelling basically reduces to the ability to recall a picture. It is this ability that is critical. In most strategies the order and sequence of operations is critical. In spelling this order reduces to one basic operation. Spelling strategies are important, but the reader should not be misled into thinking that all strategies are so simple.

People that are good spellers and who win the national spelling bees all have the ability to remember what a familiar word looks like. They all have the ability to spell using visual remembered, and they also have a well developed feeling of familiarity which serves as a test. If you ask them to spell a word, they look up, see it, feel that it looks familiar and read it off. You know they are reading it, because if you ask them to read it backwards, they can read it backwards just as fast as they can read it forward. People who are good spellers all have the ability to see the word, assess a feeling of familiarity and then they just read it off.

If you want to teach someone to spell, it does no good to make them write out the words they misspelled while feeling bad the whole time they are doing so. This is not going to develop their ability to spell. Instead teach them to visualize the word and to remember what the word looks like. Then help them develop a feeling of familiarity for words that are correctly spelled. A similar strategy is also very important in learning and doing mathematics.

ELEMENTS OF A GOOD SPELLING STRATEGY

People who win the National Spelling Bees consistently have the same spelling strategy. This has several elements. They are motivated to be good spellers. They read a lot, and when they encounter a new word they learn how to both spell and pronounce it. (It may be a problem in a spelling bee if one is asked to spell a word that one is familiar with but pronounces sufficiently differently that one thinks that it is a different word.) Good spellers also only read material that has correct spellings.

When asked to spell a word a good speller may repeat it externally for verification that they heard it correctly. The good speller next remembers what the word looks like. Spelling is a memory sport. One may also remember what the word sounds like. This involves memorizing tape loops for each word. This is also a good strategy but is slower than the visual strategy, since one has to play back the entire tape loop. One could also remember what a word feels like, but feelings are far too slow and imprecise for remembering essentially digital information. So the best spellers remember a picture of the correct spelling.

Good spellers when asked to spell a word will either move their eyes to visual remembered or defocus rapidly. They can spell the word backwards rapidly if asked to do so. This is a good test that they are actually seeing the word. An auditory person will not be able to do this rapidly.

Once the good speller sees an image of the correct spelling it either looks right or feels familiar. The speller will either look up and access visually, or look down and access kinesthetically. This may be accompanied by a gesture or a shift in breathing. The feeling of familiarity increases with the number of times that the speller has seen the word. Good spellers may actually experience discomfort (negative feelings) when they encounter misspelled words. How good a speller a person is depends on what and how much they read. How good a speller they are also depends as previously emphasized on their only reading correctly spelled words. Professional proof readers quickly run their eyes over the page and the misspellings either jump out or they have a bad feeling and then check to see what causes it.

If the good speller is able to see a word but does not get the feeling of familiarity then one of several things may occur. If there is no feeling of familiarity associated with the picture of a word, then the good speller may do a visual construct of several variations on the spelling to see if one of them has an associated feeling of familiarity.

If no visual image of the word exist then the speller may realize that they are unfamiliar with the word. They may or may not have a secondary strategy for words for which no memory image exists. They may fall back on a phonetic strategy which only works about two thirds of the time. (In a spelling bee words are usually selected precisely because they can't be spelled phonetically.) The other alternative is guessing which sometimes works.

ELICITING SPELLING STRATEGIES

To elicit a spelling strategy (or any other strategy) first put yourself in an optimally resourceful state. Make sure that you are in up time and that you have a resourceful physiology. Sort by the person you are working with. Establish rapport and set the frame for the elicitation. Check to see if they are normally or reversed wired. A good way to do this is to ask them to remember a friends face and see which way their eyes go up. The side the eyes go up on should be visual remembered. If they visualize by defocusing straight ahead, then you will have to ask more difficult questions to see if they have normal or reverse accessing ques. Comparison questions often force visual accessing.

Have the person relax and make sure that they are comfortable. Tell them that you are going to ask them to spell several words and that when you give them the word, they should spell it to themselves and nod when they have it or realize that they don't know it. Then have them spell it out loud. Watch their eye movements and for shifts in breathing. Remember that people have a large amount of data in immediate recall which does not require physiological shifts to access. Use difficult words that they will not be able to access directly.

Observe their pattern for several words. Make sure that you have elicited all of the structural elements. If you are not sure that you have all of the pieces, then start at the beginning. The first functional element will be the trigger. This will be you asking them to spell the word. The next functional element will be the operation. Ask them "When I ask you to spell the word

'...,' what is the first thing that you do on the inside? Observe their eye movements, gestures, breathing, tonality and predicates. Some people will first repeat the word back to themselves. The operation step will involve accessing some spelling of the word. For most people this will involve remembering what the word looks like, constructing what the word should look like, sounding the word out phonetically, remembering a tape loop of the word, or remembering a feeling associated with the word.

Once they have generated a spelling of the word the next functional element is the test. This will be a comparison between the generated representation of the word and some innate representation of what the word should look, sound or feel like. To get the test backtrack and go on. "So first you.... Then what do you do next?" Make sure that they follow you behaviorally with each step and that you get a step(s) that has to do with how to spell the word.

The fourth functional element of the strategy is the decision point. This will determine whether they have a match or not with respect to the comparison test between the generated spelling and their stored internal representation of correct spelling. If the test is a match then they will spell the word. If the test is not a match, then they will know that they do not know how to spell the word. At this point they will either generate more representations of the word to check against the standard, switch to an alternative strategy, or give up.

Remember that some bad spellers don't have steps to spell a word. Ask them "So how do you know how to spell ...?" "When you see, hear, or feel that, then how do you know that it is right?" Get only as much detail as you need and make sure that you get all the functional pieces.

What the trigger is to spell a word

What representational system they generate alternatives in

How they test these alternatives

How they know if the test is a match or not

Remember that bad spellers are made and not born. They are not learning disabled but teacher disabled.

COMMON PROBLEMS WITH SPELLING STRATEGIES

People become teacher disabled in many ways. Common problems with spelling occur at each or the functional steps of the strategy. The first step is the trigger. When asked to spell a word which they don't know how to spell many people begin with a bad feeling which may be overwhelming to them. They often have negative anchors connected with learning and school in general and with spelling in particular. It will be necessary to elicit and collapse these negative anchors. The next step is to get the person in a resourceful state.

If a person does not know how to spell a word, they need to be motivated to ask someone who does know how to spell it or look it up in a dictionary if they can. (Asking someone who does not know how to spell a word to look it up in the dictionary is almost always a mistake. If one does not know how to spell a word, they may never find it in the dictionary, and if they do it may take a long time to search through a number of possibilities. The dictionary after all is a list of correctly spelled words which is of little help to someone who does not know the correct spelling. The easiest and fastest way to find out how to spell a word is to ask someone who knows how to spell it.) Once a person does find out how to spell a word, then they should commit it to memory.

The most common set of problems in learning to spell have to do with the operation step. It is a good idea to have the person repeat the word back as the first step of the operation to verify that they heard it correctly. As indicated previously, the best spellers remember a picture (VR) of what the word looks like. Other people may try to construct (VC) what the word should look like. This leads to many creative spellings which unfortunately are wrong. Spelling is not a creative activity but a memory exercise.

Another approach to spelling is phonics. This involves sounding the word out by decomposing it into syllables and spelling each syllable like it sounds (ATC). Unfortunately English is not a phonetic language and only about 65% of the words in English are spelled like they sound. Whoever invented phonics must have had an ironical sense of humor since you can't even spell "phonics" phonetically. Even in a phonic language this strategy is slower that simply remembering what the word looks like, since it requires that the spelling be generated every time by decomposing the word.

Another approach to spelling is auditory tonal remembered (ATR). This involves remembering a tape loop of how the word is spelled. This is a good way to spell but is memory intensive. There are also auditorial digital (AD) rules in spelling. The classic example is "'i' before 'e' except after 'c' except when sounded as 'a' as in 'neighbor' and 'weigh'." These rules assist in recall.

There are some other bizarre spelling operations but most people will use one of the ones mentioned.

The third functional element of the strategy is the test. This is a critical and often overlooked aspect of correct spelling. One may remember all sorts of spellings. The question is how does the person know which of the options is correct. The word will either look familiar (i.e., right), sound familiar, or feel familiar. If the word is represented visually or auditorially, then it may look or sound familiar or a synesthesia may occur so that it feels familiar.

The experience of familiarity (however it is represented) is enhanced by only encountering correctly spelled words. This is why teachers are often poor spellers. They see some words spelled incorrectly as often as spelled correctly and after awhile the incorrect spellings become familiar.

These are the common problems with spelling strategies. Sometimes people try to create the word while looking in visual remembered. In this case tell them to look up at your hand (held in their visual remembered) and wait until they can see the word the way that they have seen it before. Tell them that they should allow the word to pop up and not create it.

Another problem may arise when a person keeps returning to their old ineffective strategy rather than using the new one. In this case rehearse the strategy further. Also reframe any persistent voice that gets in the way. It may even be necessary to create a part responsible for spelling.

INSTALLATION OF A GOOD SPELLING STRATEGY

To install a spelling strategy in someone who has a poor one follow this procedure. It may be necessary to shortcut the old ineffective strategy by anchoring the new strategy to contexts where spelling is necessary.

First ask the person if they have any objections to being a good speller. If they do, then reframe the part in question that objects. Usually there is no part that stops a person from spelling. The problem is usually that they just don't know how. As with most things lack of ability is due either to lack of motivation, lack of skill or know how, or lack of opportunity. If the person can spell when they have to, then they have a motivation problem. If they can't spell when they have to, then they have a knowledge problem. They may have a good strategy but have not had the opportunity to read and expand their vocabulary. In this case what they need is opportunity and practice.

Explain to the person that this new strategy is for the context of spelling and that it will not work in certain other contexts. Also tell them that the new strategy will not instantly make them an expert speller, but that it will result in rapid improvement. Once they develop the strategy they will still need to practice.

Assist the person in getting into a state of up time and

excellence. Make sure that they (and you) are in a resourceful physiology. Establish rapport with them and set the appropriate frames. Next check to see if they are normal or reverse wired. To do this ask them if they can remember a good friend and see which way their eyes go up.

Next install the strategy by rehearsal. Tell them that you are going to give them a word to spell and that as soon as you say the word they should repeat it back to you and then look up and see the word. It may help them to place your hand in their visual remembered. It may also be helpful for them to shift their breathing to the upper chest and to set in an upright and erect posture.

Physiology is important in accessing. It is amazing the number of students who have been teacher disabled by well meaning but uninformed teachers who have told them to keep their eyes on their papers and not on the ceiling. Often teachers say "What are you looking up there for. The answer is not on the ceiling. Keep your eyes on your paper." Of course the answer is on the ceiling, and one must be allowed to access appropriately to gather information.

Tell the person that you are installing the spelling strategy in that as soon as they look up (or at your hand) they should allow an image of the word to appear. It may be necessary to adjust the distance of your hand. It may also be helpful to use the metaphor of a camera and to tell the person that their brain is like a camera and that they should simply take a snapshot of the whole word in their mind's eye. As soon as the image appears, then have them look down into their kinesthetic and get a positive feeling of familiarity. This process may be facilitated by shifting their breathing to their abdomen. It may be necessary to have them first think of something else that they are already confident and familiar with and to anchor the feeling of familiarity to this.

If they draw a blank when you ask them to spell the word, then write the word out on a three by five card and hold it in their visual remembered. Then have them close their eyes and see it internally as a memory image. Have them open and close their eyes until they can see it.

Hold the word up for a short period of time. If the word is held up for too long some people will try to describe it rather than see it. Have them visualize the word on something that they can remember easily.

In teaching people to use the strategy begin with short and simple words and build up slowly. Gradually increase the number of letters and the complexity of the words. When people first begin to visualize they may only be able to hold three or four letters in sharp focus. In this case they will need to break the word up into chunks and visualize the chunks in sequence. It may also be possible to assist them by having them adjust the other visual sub- modalities to see if this changes the clarity of the picture. Placing the letters on a familiar background may also help. Also, have them spell the words backwards. This will demonstrate to them and you that they see the word.

Spelling is easiest for people who are visual detailed. People who visualize contextually will be able to remember pictures but will have difficulty remembering details. For them to learn to spell they need to remember the letters in very large sizes where the details are not critical. For people who are detailed visualizer it will be helpful to make the letters small enough so that they can see the whole word in detail. Thus the submodalities of distance and size becomes critical. It is important to first determine if the person sees and remembers detailed or contextually. Then it is necessary to adjust the size and distance of the image to what works best for the individual.

It may also be helpful with highly kinesthetic spellers to have them trace the letters out in the air. This may facilitate their

Advanced Behavioral Modeling, Inc.

Presents

A MODELING CERTIFICATION TRAINING PROGRAM

& Master Practitioner Training Certification Program

This intensive training will include all phases of the ABM™ modeling process:

Selection of Experts

Model Extraction

Model Synthesis

Model Design

Training Design

Training Implementation

July 7 - July 22, 1990 • Washington, DC Metropolitan Area • Investment: $2500

Trainers: Wyatt Woodsmall &Richard Graves • A deposit of $300 by June 9 reserves a training space, the remainder due upon registration • Make checks payable to Advanced Behavioral Modeling, Inc. and send to 801 South 20th Street, Arlington, VA 22202. For further information call 703-979-3835 or 703-250-4836

Advanced Behavioral Modeling™ is the process of capturing, explicating, replicating and transferring expertise. The power of NLP comes from modeling experts in a particular profession, capturing their expertise and transferring their skills and abilities to others through a comprehensive training program. Modeling is the methodology which generated the trail of techniques that is marketed commercially as NLP. The NLP community has focused on the trail of techniques and overlooked the more complex process through which these techniques were initially generated. Advanced Behavioral Modeling's techniques provide explicit and systematic tools for gathering information, identifying & extracting behavioral components and building individual and organizational models.

The Students will model selected experts drawn from various professions.

overlapping to the visual system. With auditory spellers they should say the word as they picture it. For many people visual is their least used representational system and it will be almost impossible for them to access it directly. In working with these people it will be necessary to overlap from the representational system which they have the most facility with.

A general rule of learning is to design a task that presupposes the ability that you want to install. In the case of spelling write words out using different colors. Then play a game where the person quickly looks at the word and then answers questions about what letter color a letter is or what letters are written in what color.

In installing spelling strategies some other important considerations are in order. For a spelling strategy to be useful it needs to generalize to other contexts such as creative writing and reading, and it needs to be utilized outside of the classroom. Often NLP practitioners promulgate miracle cures that ignore real world problems. This was pointed out in great detail by Dr. Lloyd Flaro in his insightful articles in issues 31 and 32 of the RAPPORTER on "Teaching Learning Disabled Students The Spelling Strategy: Some Important Modifications." (Dr. Flaro, incidentally, is an educational psychologist in Edmonton, Alberta and by far the most knowledgeable expert in the NLP community on learning disabilities. His book, *Mending Broken Children*, is must reading for anyone interested in NLP and education.)

As anyone who has actually tried to install the spelling strategy in a large group of people knows and as Dr. Flaro points out a large number of people (up to 40%) can't bring internal images into conscious awareness. When they close their eyes all that they report seeing is blackness. This may be due to a variety of causes including a desire to avoid recalling previous traumatic experiences. This blockage may require the use of a trauma procedure such as Time Line TherapySM and education in a method for associating pleasant feelings with pictures.

Another problem that often arises in children and adults is an inability to move their eyes easily and effortlessly to certain quadrants. People who work with dyslexia and other learning disabilities are well aware of this problem. To overcome this problem eye tracking exercises are necessary to train the eye muscles to easily and effortlessly track to the different quadrants. Some times the eyes are able to reach a quadrant but do so in a jerky fashion which interferes with the ability to recall the information.

THE MYTH OF STRATEGIES

It is often said in NLP that all that is necessary to transfer expertise is the installation of the proper strategy. Spelling is usually used as the example. According to the myth all that is necessary to become a good speller is to follow the right strategy which involves remembering what a familiar word looks like. If only learning was in fact so easy!

Expertise in spelling, as in anything else, is based on several factors. These include: 1) A set of beliefs that support superior performance. 2) A set of values that motivate one to expend the time, energy and resources required to acquire expertise. 3) A set of perceptual filters and sorting patterns that enable one to acquire the necessary data from ones environment. 4) The ability to make highly refined discriminations about that environment in one or more representational systems. 5) An optimal strategy or sequence of representational system accesses. 6) A means of decomposing tasks and a set of heuristics for focusing choices.

To become a good speller one must have a combination of motivation, skill and opportunity. A proper strategy is part of the skill aspect. This involves two things. One must first be able to follow the strategy. i.e. remember a detailed picture of what the word looks like and access a feeling of familiarity. Second, however, one must be able to remember detailed visual images and have a well developed feeling called "familiarity." This is the "catch 22." Most people can't remember detailed visual images so the strategy becomes worthless. In order to perform the strategy one must first learn to do detailed visualizations. This is a non-trivial ability which may take many years to develop. To become an expert speller one must first learn to visualize. Teaching a child (or an adult) the spelling strategy is a waste of time if they can't visualize. A child is in a better position than an adult in that they can learn to visualize more readily. However, this may still take several years. An adult who can't visualize will not be able to develop this ability readily or easily. They have spent their entire life developing what basic representational abilities that they do have. To develop new representational abilities requires long hard work through a repetition of small efforts and is constantly hampered by the basic human tendency to use the representational abilities that are already developed. The situation is like learning to write left handed. It can be done but not without great effort, and one will always instinctively use their right hand.

Thus, having the proper strategy does not mean that anyone can master any skill as some trainers seem to indicate. If one does not already have the requisite perceptual filters, enabling beliefs, supporting values, representational system facility, strategy sequence, and strategic approach, then it may take years to develop them. Pre-selection always buys more than training. It may be possible to train anyone to do anything, but it may take several lifetimes to do so. In the real world it is much more efficient to pre-select trainees with already developed perceptual filters and representational system facility. Pre-selection plus modeling is the key to increased individual and organizational effectiveness. With modeling it is possible to dramatically reduce training times and increase overall effectiveness levels, but this does not mean that one can somehow magically learn to do anything. NLP has an obsession with magic and brevity. Students are too often attracted to simplistic shortcuts that lead no-where. The development of expertise requires time and energy. With modeling the time can be reduced but not eliminated entirely. Contrary to popular opinion there are no magic pills for excellence.

❐

© 1990 WYATT WOODSMALL, PhD

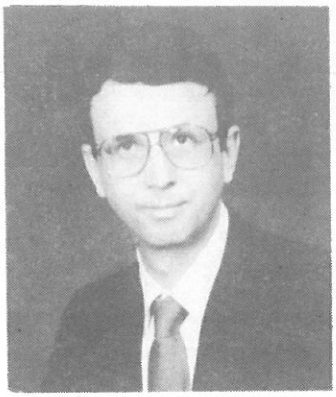
Wyatt Woodsmall, PhD, *Certified NLP Master Trainer and Master Modeler and Founder and Chairman of Advanced Behavioral Modeling, Inc. and Director of the National Training Institute for NLP, has pioneered in applications of modeling in the governmental and private sectors. Richard Bandler, co-creator 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 June 23-July 1 in the Washington, DC area and a Modeling/Master Practitoner Certification program July 7-22, and the 5th Annual Trainers Training August 11-26, 1990. He can be reached at Advanced Behavioral Modeling, Inc., 801 South 20th Street, Arlington, VA 22202, 703-979-3835 or FAX 703-979-4530.*

COMING IN JULY . . . .

A FREE GIFT FOR RAPPORTER SUBSCRIBERS!

Courtesy of the Intergroup for Planetary Oneness, you'll be receiving the July 1990 issue of *Meditation Magazine*, ABSOLUTELY FREE, which includes an interview with Wyatt Woodsmall and . . . I don't want to spoil the fun you'll have discovering the other NLP-related "goodies" you'll find, but I will give you a few clues: check out the Reviews and Events sections and inside back cover . . . .

SPECIAL FEATURE



RENE PFALZGRAF
Founder
NLP Arizona, Ltd.

ONE-STEP 6-STEP REFRAME™
And the Therapeutic Use of Double Binds

In this article you will learn how to utilize double binds and a specific set of instructions to accomplish all of the steps of a 6-Step Reframe in one step, and that is why I named this technique the One-Step 6-Step Reframe™. Since it is useful from time to time to be able to do extremely brief interventions while ensuring the ecology of the change work, it will be necessary to turn the majority of the work over to the unconscious with implicit instructions to check for ecological concerns.

The 6-Step Reframe is one of the most universally effective change techniques that has come from NLP. What sets it apart from most of the other NLP techniques is that it can be used on almost anything or everything with at least some result, and it has built-in checks for ecology. The ecology check is what makes the 6-Step Reframe ideal to use in content-free work with clients.

It is true that anchor collapses or chains can be done quickly and easily or some submodality techniques can be done in a minute or two, but none of these has built-in ecological checks which the client carries out. It is possible to assume that the operator has the necessary sensory acuity to make the needed ecology checks; unfortunately, if the operator is the client, as is the case when working on yourself, this often is not the case.

Secondly, when doing anchoring, submodalities or almost any other technique other than the 6-Step Reframe, the assumption that the operator even cares about ecology can be erroneous. After all, taking the time to make changes which are ecological requires greater thoroughness, is more respectful of a person as a whole, and requires allowing the input of other and possibly opposing points of view. This can, for the person who likes doing sloppy work by slamming in changes and seeing what shakes out after the fact, seem unnecessary.

When the outcome or end justifies the means, the outcome by presupposition is unecological, because if the system as a whole were allowed choice, the choice would have been a different outcome. Because of this, it is evident that ecological change is preferable and a change technique which builds in the ecological check, like the 6-Step Reframe, is the most desirable way to bring about change.

Unfortunately, the 6-Step Reframe can be cumbersome to apply, especially in the hands of the unpracticed, and that is one of the reasons that led me to develop the One-Step 6-Step Reframe™. Another reason is that I wanted to develop a technique which would simplify working on onself.

The One-Step 6-Step Reframe™ streamlines the 6-Step Reframe into a set of instructions which can be given to a client who is hypnotized or not and which leads the client to accomplish all of the steps of the 6-Step Reframe at an unconscious level automatically. One of the advantages is that it allows a Practitioner to do the work of a 6-Step Reframe in as little as one or two minutes simply, reliably and easily.

Review of the 6-Step Reframe

Before looking at the One-Step 6-Step Reframe™, let us look at the basic concepts of the 6-Step Reframe.

The real first step of the 6-Step Reframe — the step before what is normally considered the first step of the 6-Step Reframe — is establishing the concept of parts. It is very advantageous for the client to accept the metaphor that there is a part of him/her which is responsible for a particular behavior that s/he does and, therefore, there is a part which is responsible for what s/he perceives as a problem.

What is normally considered the first step, which is done after establishing the existence of parts, is to establish communication with the part responsible for the behavior that the client would like to change.

This behavior can take two basic presuppositional forms. The first is the client is doing something which s/he would like to stop doing, e.g., stop smoking, stop overeating, stop being angry, etc. The second is the client is unable to do what s/he wants to do, i.e., there is a part of the client which is preventing the client from doing what s/he wants to do, e.g., the client wants to concentrate but finds that s/he can't, client wants to practice the piano, but doesn't.

Once communication is established with the part, the next step is to establish the POSITIVE INTENT of the part responsible for what the client presently perceives as a "problem" behavior. Once the client has accepted the concept of POSITIVE

Learning Strategies Corporation

Tens of thousands of Paraliminal Tapes sold.

Our double-induction, NLP, whole brain learning tapes, called Paraliminal Tapes, have been selling very well through catalogs, in bookstores, through seminar providers, and by NLP practitioners. Call for a free catalog of our 14 tapes with titles such as the *New Behavior Generator* and *Anxiety-Free*. Find out how you can personally benefit from these remarkable tapes and how your business can profit from offering them to your clients.

Thousands learn to PhotoRead worldwide.

The innovative, accelerated reading program which features the PhotoReading technique of "mentally photographing" the printed page at rates exceeding 25,000 words per minute is offered worldwide and in universities. Call for a free informational tape, a brochure and our international schedule. Ask how you can easily sponsor a PhotoReading class and about our August instructor training program.

Coming in July: French, Spanish & German language tapes!

Call 24 hrs for free information: 1-800-735-TAPE

INTENT, the part has been established as potentially trustable and useful. Without the concept of POSITIVE INTENT, there are "Bad" parts which do "Bad" behaviors and there are "Good" parts which do "Good" behaviors.

Since the concept of "Good" parts and "Bad" parts only leads to greater internal conflict which inhibits lasting effective change, the importance and usefulness of establishing the POSITIVE INTENT of the part, and by presupposition, of all parts, can easily be seen.

After accomplishing this, the next step is to have this part agree in principle to the idea of accepting new ways of behaving which it feels are superior to what it has been doing.

Once this has been accomplished, the next step is to begin generating new behaviors — in this case, three new behaviors. The reason for three new behaviors instead of one or two is that it allows for greater flexibility which will ensure that the change will be successful in a wider variety of contexts.

After doing this, it is necessary to have the part agree to put the new behaviors into practice. This can be on a permanent or trial basis.

And the last step is to check for objections from any other parts. This is the step that supplies the ecology. If there are objections, each objection is dealt with until an acceptable solution is reached.

So, the basic outline of the steps of the 6-Step Reframe are:

1. Establish communication with the part responsible for the behavior to be changed.
2. Establish the POSITIVE INTENT of the part.
3. Get agreement in principle from the part to accept change.
4.. Generate new behaviors.
5. Get agreement from the part to do the new behaviors.
6. Check for objections and resolve them.

(And if the person isn't familiar with the concept of parts, establish the existence of parts before beginning).

Set Ups and Double Binds

Since the One-Step 6-Step Reframe™ was originally used in hypnotic trance, although it can just as easily be used without one, the process itself was designed as a task for the unconscious mind rather than a dialogue with it (which is the case with the 6-Step Reframe). Which brings us to set ups and double binds.

Set ups are what you do before you begin and double binds are setting up choices which look like choices except that the choice of choosing to not do what is requested is made difficult or impossible. Each of these are integral to the effectiveness of the One-Step 6-Step Reframe™.

There are two presuppositions which will need to be established during the set-up phase. The first is that parts exist and the second is that all parts, including the part responsible for the behavior which the client would like to change, have a POSITIVE INTENT — and that means that the intent behind the "problem" behavior is positive, even though the behavior may not be.

The next step is to set up the conditions for an effective double bind. This is done by producing finger or arm levitation on the part of the client, which is quite simple to do for anyone familiar with hypnotic techniques.

The One-Step 6-Step Reframe™

After this is done, the stage is set to deliver the One-Step 6-Step Reframe™. Since the One-Step 6-Step Reframe™ is only one sentence long, it will be delivered as if it were a direct hypnotic suggestion. To do it effectively, you will say it verbatim, and what you will say is:

> *"You won't be able to return your (finger/arm) to its original position any more quickly than your unconscious mind generates and begins to utilize three new ways of behaving which it feels are superior to what it had been doing and which are totally appropriate and acceptable to all of you."*

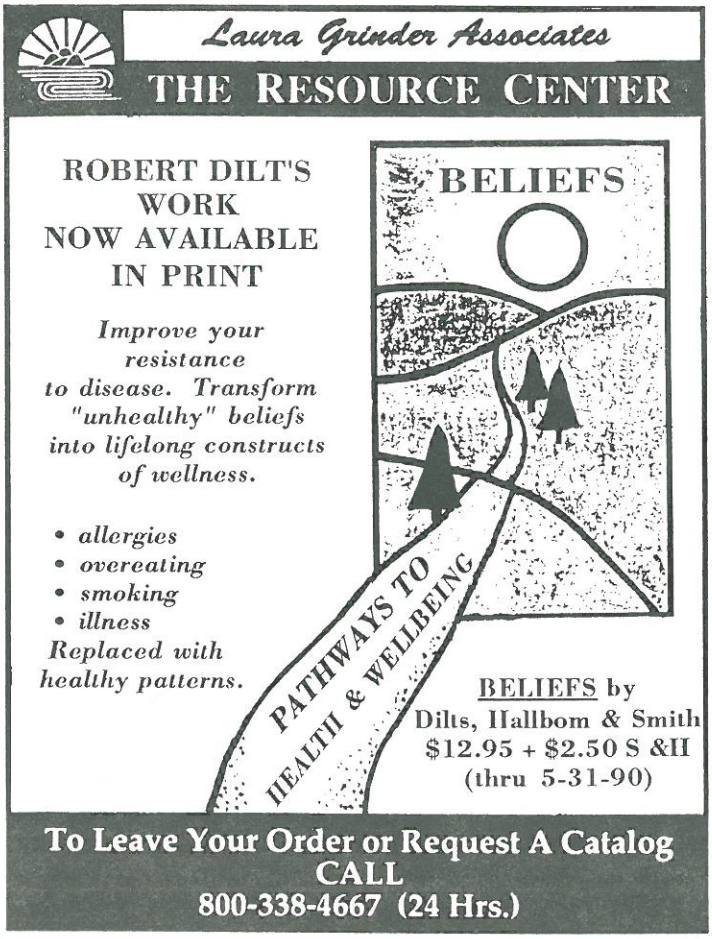
Let's go back over this set of instructions to verify that it does, in fact, accomplish all of the steps of a 6-Step Reframe.

In the set up, both the concept of parts and the idea that all parts have POSITIVE INTENTIONS are established. Which means that, before beginning, Step 2 of the 6-Step Reframe has been accomplished.

"You won't be able to return your (finger/arm) to its original position any more quickly than ..." sets up a communication signal with the part/unconscious mind. The signal becomes an indicator for the speed with which the unconscious mind generates the solutions and also becomes verification of the implied cause-and-effect statement of your arm returning to its original position results in your unconscious mind generating and beginning to utilize new responses.

At this point, an implicit acceptance of Step 5 has been established, as well as the completion of Step 1 of the 6-Step Reframe. So by this point in the procedure, Steps 1, 2 and 5 have been completed.

The next section, "... your unconscious mind generates and begins to utilize three new ways of behaving which it feels are superior to what it had been doing ..." accomplishes several things. The "... which it feels are superior to what it had been doing ..." completes Step 3, as well as setting the old behaviors in the completed past and, by implication, establishing that new behaviors are already or will soon be in place. The "your unconscius mind generates and begins to utilize three new ways of behaving which it feels are superior ..." completes not only Step 4 of the 6-Step Reframe, but also reiterates Step 3 through establishing some of the criteria to be used in the test before exiting Step 4 of the 6-Step procedure by the use of "superior" as well as reiterating Step 5 with "... begins to utilize three new ways of behaving ..." In addition, "... three new ways of behaving ..." establishes that the part responsible for the original



behavior was "behaving" — meaning, by presupposition, either the old behavior was useful in some consciously unrecognized way or the judgement of behaving versus not behaving had been misapplied in the original judgement/evaluation by the conscius mind or both.

The final portion, "... which are totally appropriate and acceptable to all of you" presupposes the successful completion of an ecology check and establishes the criteria to be used: "... appropriate and acceptable to all of you" and a double checking that the criteria have been met: "totally." In addition, "all of you" reiterates the concept of there being more than one part in a person's being, which was established in the set-up phase, and the importance of consensus, not majority ("all") and of agreement and satisfaction, not compromise ("totally").

Although some of the implicit embedded commands have been left unexplained, it can easily be seen that this procedure does complete all of the steps of the 6-Step Reframe in one step.

Range of Application

To give you some idea of the range of applicability of this technique, perhaps some examples of its application will be useful.

On March 30, 1988, shortly after I developed the One-Step 6-Step Reframe™, I was driving to Tucson, Arizona to do a presentation. I noticed that my sinuses were congested and that I had an ear ache. It was then that I remembered that the olive trees were starting to bloom and that I was allergic to olive trees. Some of you may wonder why I hadn't used Robert Dilts' Allergy Cure, and the answer is that I had and it hadn't worked.

I reviewed my options as I drove 70 mph toward Tucson and decided to hypnotize myself and do a One-Step 6-Step Reframe™. In actuality, I only hypnotized my right index finger, because closing my eyes while driving 70 mph didn't appeal to me.

After I gave myself instructions for the One-Step 6-Step Reframe™, I drove and waited. Approximately 10 minutes later my finger relaxed and my sinuses opened and the ear ache disappeared.

I have used it for other health-related problems with similar results. I have also used it successfully for weight management and stop smoking. In addition, a clinical psychologist who came to the hypnosis training in which I train this and other streamlined NLP techniques, has used this successfully with chemical dependency, depression, and other problems his clients have presented.

The ease of use and universal applicability of this process makes it an ideal technique for self-application. Also, the fact that the unconscious is free to generate new solutions without the encumberances of the conscious mind or its consciously directed goals allows the unconscious to produce more ecological changes.

❐

© 1990 RENE PFALZGRAF • ALL RIGHTS RESERVED

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, including Belief Lines and Values Lines and is co-developer of Lifeline Therapy™ He 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 2800-291, Carefree, AZ 85377 or by calling 602-252-4840.*

Advanced Behavioral Modeling, Inc. & National Training Institute for NLP

Presents

The FIRST NLP BUSINESS CERTIFICATION TRAINING

A COMPREHENSIVE TRAINING PROGRAM TAUGHT BY BUSINESS PROFESSIONALS FOR BUSINESS PROFESSIONALS

Up to now, NLP business trainings have consisted of the application of therapeutic models in a business context. The power of NLP comes from modeling experts in a particular profession, capturing their expertise and presenting these skills through a comprehensive training program. Models extracted from highly successful therapists are largely untransferable to the business community. The foremost modelers in NLP today, Wyatt Woodsmall, PhD and Richard Graves, have spent the last several years modeling successful business people. This training presents new models for those interested in marketing NLP to the business community. The training will focus on models actually used by successful marketers, negotiators, sales people and process consultants.

Trainers are NLP Master Trainer and Master Modeler Dr. Wyatt Woodsmall and NLP Trainer and Master Modeler Mr. Richard Graves. Wyatt is universally acknowledged as the definitive expert on NLP. Dick draws on 26 years experience as an Organization Development (OD) Consultant and Management Development Trainer. Dick's successes in marketing NLP and modeling technology led him to win the top marketing award for two consecutive years from a major defense contractor in the Washington, DC area.

June 23-July 1, 1990

Washington, DC Metropolitan Area

Investment: $1500 (non-residential)

A deposit of $300 by May 23 will be required to reserve a training space; the remainder due upon registration. Make checks payable to Advanced Behavioral Modeling, Inc. and send to 801 South 20th Street, Arlington, VA 22202. For further information call 703-979-3835 or 703-250-4836 or FAX to 703-979-4530.

Advance Announcement

By popular request, Advanced Behavioral Modeling, Inc. will again offer its highly successful residential Modeling/Master Practitioner Certification program July 7-22, 1990. The 5th Annual Trainer Certification Training will be conducted August 11-26, 1990.

NLP IN EDUCATION

HOW TO USE NLP MORE EFFECTIVELY IN EDUCATION — Part I

By Eric Jensen

My first exposure to the technology of NLP began in 1982 and I've been an avid student of it since. Through tapes, books or in person, I've learned from every major player and learned something unique from each. I do consulting, workshops and trainings and NLP is a major part of my toolbox. Part of my work over the last eight years has been with SuperCamp, the 10-day transformational academic summer camp I co-founded and part of it has been in the consulting arena. I'd like to talk about NLP applications in each.

NLP & SuperCamp

At SuperCamp, the audience is teens, most who have been highly "encouraged" to attend or were bribed or simply sent against their will. In order to dramatically change their model of the world, two primary NLP skills have been used extensively.

First, every staff, regardless of their role, has been trained in rapport skills. The easiest thing in the world is to make judgements about teenagers — especially when they misbehave. The old NLP axiom, "pace and lead," has been worth its weight in plutonium. The staff was encouraged to learn teen music, teen lingo and teen "hot topics." Opening night, the rules are put into teen language, the teens are managed by teen leaders and teen music is played extensively at camp. There's enough of the teens' world missing when they're away at camp (food, friends, local activities) without us adding to the chaos.

Secondly, the NLP skills used next most were a tie: 1) keeping kids in a positive, excited and bonded "state" and 2) matching their learning modalities. The camp starts out with lots of kinesthetic and auditory activities because the kids who are sent are often "off the conveyer belt," as Michael Grinder would put it. The kids who are making it in the traditional system are the left-brained, visual, detailed, future-referenced, abstract independent learners. The kids who come to camp are primarily auditory or kinesthetic, present-referenced, contextual, right-brain, concrete dependent learners. By designing the processes and curriculum to meet this type of learner, we demonstrated our respect for their world and developed a group rapport which allowed for transformation.

Examples of the type of A-K activities are new games, paired and team sharings, team spirit activities, ropes course, completion rituals and constant teen music played. The instructors who are successful with the academic process content (writing, reading, test prep, study skills, memory, goal-setting, etc.) are the ones who teach in the model described above. The very few that have not been successful were abstract, left-brained, etc., and they were rated very low by the students. By the way, one of the additional activities which enchanced on-going rapport was the constant elicitation of student feedback. Every student grades the instructors daily and the feedback is used to make corrections in the teaching, not the students. Hence the model in place: "The meaning of your communication is the response you get."

The closing day of the program is primarily a "future pace" day. This re-entry day is designed to provide a smoother transition to the "real" world. It is very difficult because the kids will miss out on the "warm fuzzies" no matter how well they are prepared intellectually for the transition. Past grads share their experiences and current campers create role-plays and other skits to anticipate events and plan their reactions. Kids also get a chance to speak in front of all the other 100 kids about their dreams and commitments — another form of positively anchoring the future pacing. The audience provides total acceptance and encouragement so that each speaker can really stick the proverbial neck out.

❐

This year, SuperCamp celebrates its ninth summer of camps with one of its 20 summer camps in Moscow, the rest in the US. While other excellent summer camp progams have been spawned in Hawaii and Australia, Malaysia, South Africa, SuperCamp remains the original. (For teens ages 12-21. Call 619-755-7065 for a brochure or video.)

Eric Jensen, *MA, is the author of the best-selling* Student Success Secrets *and* SuperTeaching. *He has 18 years successful teaching experience at elementary through the university level. He's trained in NLP, accelerated learning and organizational development. He founded Turning Point, an educational consulting organization and co-founded SuperCamp. He has two 5-day summer trainings ("Synthesis of Learning & Teaching Methods" and "Impact Presentations & Leadership Skills") in July and can be reached at 619-755-6670 or 619-481-6600.*

EASING EDUCATION INTO THE 21ST CENTURY

A new and exciting workshop for educators and parents

- flexibility in non-verbal communication
- differentiate V A K teaching
- exercise to use more of the brain

Nita Bradley: NuWays, Educational Consulting Master Practioner NLP, Special Education.
Pat O'Reilly: Metamorph Us Counselling & Consulting, NLP Trainer, Former Teacher.

Dates: August 7-17, 1990
Cost: $850.00 Can.
Deposit of $100.00 Can.
Balance due August 7, 1990
Early bird: $750.00 Can., if paid in full by July 7, 1990
Location: Ottawa, Ontario.

For further information call Pat: (613) 739-5657 or Nita: (613) 828-0876

REVIEWS



NANCY BEPLAT
Partner
Key Concepts

The Seat of the Soul
by Gary Zukav

A number of thoughtful writers are recognizing that our dependence on the finite rational-scientific thinking of the industrialized world has reached its limits. We are moving toward a recognition that there is an infinite universal wisdom. This universal wisdom, of which we are a part, exists outside of our usual concepts of physical time and space.

Three books I have been reading represent this philosophy. In this issue, I'll review Gary Zukav's *The Seat of the Soul*, in which he synthesizes eastern and western spiritualism. In the next issue, I'll review *Unknown Man: the Mysterious Birth of a New Species*, by Yatri, who is strongly influenced by eastern philosophy. Finally, I'll review *The Presence of the Past: Morphic Resonance and the Habits of Nature*, by Rupert Sheldrake, a biochemist who begins with scientific data and then hypothesizes the existence of a universal wisdom based on the chemical and biological patterns he finds.

Zukov points out that he is writing about something which is not yet well known. We don't necessarily have words for what is new to us, and are wanting to find other ways of knowing and understanding than the rational-scientific method. At first I had difficulty absorbing the ideas in his book. When I set aside my own filters and assumed second position with the author/book, I could begin to comprehend his message.

The author believes that we humans are continuing an evolutionary process. We are moving from a limiting model of external power to an empowering model of authentic power. This is the power of the soul and heart.

We are evolving from five-sensory humans into multi-sensory beings. The five senses have served us well for our interaction and for explaining physical reality. The multi-sensory system goes beyond our physical existence on Earth. It is the "seat of the soul," and leaves an understanding that our lifetime on Earth has special purposes which are only part of our soul's existence.

Our "personality" represents the physical knowing which is confined to our earthly existence. The soul and heart are the source of universal knowing which goes beyond our sense of time and space. The book explores the alignment of our "personality" with the soul.

Zukov believes that our soul reincarnates for different physical lifetimes, each time for the purpose of completing specific tasks. Successfully completing these tasks reduces the debt of karma the soul has accumulated. Neglecting the purposes for reincarnation adds to the karma that eventually will be resolved through future reincarnations.

When the soul decides to reincarnate as an earthly being, it is consciously aware of its tasks. As it takes on human form, these purposes are no longer in awareness. Humans are dominated by "personality" until such times as external power can be released and there can be reliance on authentic power. The human who has authentic power, who feels with soul and heart, is open to the wisdom of the universe which will offer him guidance and direction. Then the person will be able to consciously direct his energies toward the original purpose of reincarnation.

When we pursue outside power, feelings get in the way. We've learned to repress them and treat them as unauthentic and unnecessary. In order to find authentic power, it is important to pay attention to one's heart and soul, to one's feelings. There is always assistance from the universe provided for the soul. One must acknowledge one's feelings, trust and expect assistance, and then stop and listen with the heart.

> "Feel your intentions in your heart. Feel not what your mind tells you, but what your heart tells you. Rather than serve the fake gods of your mind, serve your heart, the real God ... Divine Intelligence is in the heart." (p. 243)

I agree with Zukav that writing about an evolutionary change which is yet to be completed is a difficult task. I think that some of his ideas and examples could have been more specific. He says, for example, that we are now approaching the convergence of three temporal cycles. Why does he not give the basis for this statement?

Perhaps this small introduction will be an incentive to sample Zukav's exploration of the soul. Although I don't think this book measures up to his previous work, *The Dancing Wu Li Masters*, I'm pleased to have his provocative ideas to puzzle out for myself.

❐

Nancy L. Beplat *is a Certified Trainer of NLP. She is a partner of Key Concepts, a musician, visual artist and teacher. She is a PhD student in The Fielding Insitute's Human and Organization Development program. She can be reached at 40645 Little Fall Creek Road, Fall Creek, OR 97438 or by phone at 503-746-8409.*

Use your NLP Certification to become a Board Certified Behavioral Therapist

For information write

Jim Kraai • P.O. Box 36 • Reseda, CA 91337

NLP IN BUSINESS

PATTERNS OF SOCIAL INFLUENCE - Part II

By Kenrick E. Cleveland

In this series of articles, we are exploring the uses of patterns of social influence. These patterns, combined with patterns found in NLP and other persuasion technologies, can give you a tremendous advantage — not only in closing more sales, getting greater results from your marketing and increasing the effectiveness of your management capabilities — but also in increasing your confidence in being able to maximize any situation in which you you find yourself needing to be persuasive. By way of beginning, let me ask you this:

Would you agree that reading the RAPPORTER magazine has benefited you significantly? Have you gotten specific information that you have found useful and that has or will make you money?

If you answered yes, take just a minute and either **actually write** the following (preferably, then drop it in the mail to Pam Lieberman — everyone likes to know they are doing a great job, don't you?) or vividly imagine yourself writing the following:

Reading the RAPPORTER magazine has benefited me significantly in ways that I can and am using to **make more money** in my life.

STOP! Don't go any farther until you have completed the above. Now, let's join this article already in progress.

These patterns of social influence work because of the high degree of social conditioning we all receive from birth on. We have all been conditioned to respond to certain types of social pressures in particular ways. Such as the use of authority to cause others to comply without even thinking or questioning the authority, or the use of reciprocity as we discussed in the last article on social influence. Recently, a case was heard in Los Angeles involving a man who posed as a police officer, in an officer's uniform and driving an "unmarked police car," who would stop cars driven by women and sexually harass or rape them. This is an example of the abuse of social influence. It is also an example of the power and openings that have been created by such societal programming.

As influence and persuasion are utilized in the fields of sales, management and marketing, these patterns of social influence are used continuously. These articles are designed to help you make these skills conscious so that through practice, you can become automatically competent with their use, as well as to realize when they are being used on you to make you more compliant.

Commitment and Consistency

This rule of social influence is particularly interesting and effective in creating a more compliant environment. Basically, the rule states that once we make a commitment to or about something, we will act with consistency to that commitment[1]. As an example, researchers went to a race track and studied the behavior of those betting on the horses. They found that the bettors were far more confident just after purchasing their ticket than just prior to purchasing it. After they made a commitment to the horse (that is, they bought the ticket), their level of belief in that horse winning the race went up quite drastically.

One of the main reasons that this rule is so powerful in our society is that consistency is considered a valuable personality trait. People who do not act with consistency to their commitments are considered flighty, wishy washy, and inconsistent. If you have ever been around anybody who does not do what they commit to doing, you know that it is an unsettling feeling. This especially hits home if you have children. If you have ever promised one of your kids that you'd do something with them and then try and renig, what happens? They say, "But, Dad, you promised us ..." People's promises mean something important and we have been trained since birth that you must act with consistency with what you promised. People who do what they say they will do are very highly valued in our culture. They are considered to be strong willed, stable, dependable and honest.

This social rule goes much further than just promises, though. For this rule to work, you don't need a promise, you simply need a person to take a stand and state what they believe. If you can get them to do this in front of others, that is, in public, so much the better. Why is this so powerful? The reason is that when you take a stand, you no longer need to think about how you will think or behave regarding that issue. You have already made up your mind and, therefore, your thoughts and actions become automatic. Sir Joshua Reynolds is quoted as saying, "There is no expedient to which a man will not resort to avoid the real labor of thinking."

The power of consistency is engaged by commitment. This tactic is used regularly in marketing, management and sales. Sales people call it the "foot-in-the-door" tactic. In essence, sales people get you to buy something, even something very small, because they know that once you have purchased from them, they have their "foot in the door." They will then try and sell you bigger items that have more profit in them. This tactic is so powerful that the scope of possibilities in using it are endless.

Psychologists Jonathan Freedman and Scott Fraser published information that will help you to understand how this works quite clearly[2]. They had a volunteer worker go to a residential neighborhood in California and go door to door asking the

Newly Revised and Improved! Kenrick Cleveland's

Practical Use Of

NLP IN BUSINESS

Home Study Course

LEVEL 1 — BASIC	LEVEL 2 — ADVANCED
>Verbal Pacing & Leading	>Embedded Commands
>Compound Suggestions	>Cause and Effect
>Verbal Rapport	>Implied Cause and Effect
>Non-Verbal Rapport	>Single Binds
>State Elicitation & Anchoring	>Double Binds
>Elicitation and Utilization of Values	>5 Professionally Mastered 90-minute audiotapes plus Workbook
>Future Pacing	>$235
>12 Professionally Mastered 90-minute audiotapes plus Workbook	
>Much More!	
>$335	

TO ORDER, SEE PAGE 20

SAVE! Order Complete Course for Only $500*

*Plus Shipping and Handling

"Rick Cleveland is one of the few people in the NLP community who is actually doing NLP in Business as opposed to just talking about it.

"His command of Language Patterns and use of them in a business context is unsurpassed in the business community. For those interested in the use of NLP in Business, this is an unprecedented opportunity to study at home with one of the leaders in the field."

Wyatt Woodsmall, PhD
Director, National Training Institute for NLP

homeowners in the neighborhood if they would help to raise the public's awareness and let the researcher erect a large and poorly done sign on their property that said "DRIVECAREFULLY." In order to help them to see what the sign would look like, they were shown a picture of a house with the sign almost completely blocking the house from view. Needless to say, 83 percent said no! However, in another part of the neighborhood, another volunteer worker asked the homeowners if they would display a small three-inch-square sign in their windows that said "BE A SAFE DRIVER." They left that sign up for two weeks and then went back to those displaying the sign and asked them to let them erect the big sign on the property like they had to the other residents in their area (the ones that said no 83%). The results were staggering! 76% of the people agreed to let them use their front yards to put up the sign. In effect, once the people had made a commitment supporting safe driving, they acted in accord with their commitment and let the larger sign be erected.

In order to determine how a person will behave, you pay attention to what they say and do. Generally, we give greater weight to what they actually do versus what they say. If the two are in agreement, then we can, to a relative high degree of probability, make a determination as to the way they will behave in a given situation. Researchers have determined that this is also the way we judge ourselves. If we act or speak about something in a particular way, then we must believe that to be so. Sales companies use this all the time by asking their reps to write down their commitments to the amount they will sell this week. Another way businesses use this tactic comes from a prominent encyclopedia organization. This organization started having problems with cancellations when the law went into effect that stated that a customer had 72 hours to cancel their contract after signing it. These cancellations were hurting this company. What they did was to make an apparently minor switch in the selling procedure. They instructed their salespeople to have the customers themselves fill out the contract. This seemingly minor act increased the customer's commitment to the encyclopedias they were purchasing and the company stated that this tactic was "... a very important psychological aid in preventing customers from backing out of their contracts."

How To Do It

1. First, you must secure a commitment from the person or group you wish to persuade. If at all possible, get them to be as public about it as possible.
2. Second, it's important not to offer too big of an incentive for them to make their commitment — it must seem as if it is coming from themselves.
3. Ask them to do something that is in line with the commitment they have previously made.

That's all there is to it. It is a very simple yet disarmingly powerful rule you can utilize.

Here are some examples and methods of using this rule that will start you being creative about using it in your own work. Use any of these in particular and/or come up with additional ones of your own.

1. Have a church make up a message on clear plastic stickers which would go on a car window or a window at home or some other conspicuous place, that says, "Giving to others makes me feel good." Have them distribute these plastic stickers to everyone in the church with the suggestion, "We are doing all we can to raise the consciousness of those around us that it is better to give than to receive. Too many people are just out for themselves these days. Please help us help others to come to this understanding (if you believe in it yourself) by displaying these stickers prominently on your cars and at home and at the office.

AN UNBELIEVEABLE OFFER FROM THE RAPPORTER MAGAZINE TO YOU!

I FINALLY CONVINCED HIM ...
It wasn't easy and —

I know you, the readers of my magazine, want and deserve the very best possible and I made it my mission over the last several months to find a way to Kenrick's heart in order to convince him to let me pre-announce to my readers an upcoming seminar that we (the RAPPORTER) are co-sponsoring with *Meditation Magazine* August 17, 18 and 19. I know that not everyone will be interested in this and I also know that many of you have wanted to spend time with him having him teach you the powerful techniques that you've been reading about in his column.

You sell something every day, whether it's ideas or an actual product or philosophy. Maybe you want to sell your boss or your employees on achieving an outcome. Or sell someone on building a relationship that's enriching to both parties. Or you want to start a business or grow a business or grow in a business.

In so many ways, there's a growing need to contribute to the lives of others and the well-being of the planet. Kenrick Cleveland can teach you how to effectively achieve those goals. And that's why we decided to try to get him to do a this very special seminar for you.

A Free Gift for You — No Strings!

Just for requesting the information on his seminar, Kenrick will send a one-hour tape he's recorded especially for you: *Verbal Pacing and Leading — the Most Logical, Effective Way to Get Your Ideas Across.*

Here's what you'll learn from this tape:

- A secret to really enhance rapport.
- What body language to monitor.
- How to avoid getting angry — or getting them angry!
- How to make a point that won't be refuted.
- The step-by-step relationship between thought and action.
- How to achieve your desired outcome.
- How to handle ANY objection!
- How to give yourself credibility.
- Getting their unconscious on your side.
- What persuasion pitfalls you must avoid!
- And much, much more!

Enrollment is limited to 100 attendees so it's important for both your peace of mind and personal development to grab Kenrick's free tape offer now.*

SO PICK UP THE PHONE NOW AND CALL 602-634-7646 AND GET YOUR SEMINAR INFORMATION PACKAGE AND FREE TAPE.

*P.S. The free tape offer is good only until the 100 seminar seats are filled. If you call after that, you'll be out of luck. And that would be too bad.

Thank you." Watch what happens at collection time in the future. An alternate phrase to put on the stickers might be, "Giving to others regularly makes me feel good."

2. Ask questions at the start of your sales presentation that commit your prospects to the type of product or service you sell. Such as, when I was in the health spa business, we used to start off our presentations with statements and questions such as these:

Salesperson: How are you today?

Prospect: Fine.

Salesperson: Has it been a long time since you've worked out?

Prospect: Yes, it has. Too long, and I really miss it.

Salesperson: You really miss it — I can understand how you feel. So then you believe in the effects of exercising?

Prospect: Oh, yes. Absolutely. I mean, who can deny that it works.

Salesperson: Has something recently happened that made you want to get back in shape and start working out again?

Prospect: Well, yes, there is something. I just turned 35 and I realized that I don't naturally look as good as I used to. I used to look really good without even trying.

Salesperson: Well, that happens to everyone, doesn't it.

Prospect: Yeah, I guess you're right.

Salesperson: You know, no amount of money or success can replace that feeling that comes when you know that you're in shape and feeling great, can it?

Prospect: No, it sure can't.

Salesperson: I'm sure, as you become aware of how easy it will be to get back in shape again here at our center, you will be amazed at how little it will actually cost you to **get started** with us.

Prospect: Really! That's great. I saw your ad for a membership that is just $90.00 for 90 days. Is that still available?

Salesperson: Yes, it sure is. That's often what I recommend for people who don't understand the value of working out. Let's take a look at that, however, let's also take a look at one of our regular memberships that is on special right now. I'd hate to see you get involved for only 90 days and start that cycle of "on again, off again" workouts. You know how that doesn't work. I'd like to show you how one of our permanent memberships is far more affordable than you might have expected, and certainly more in line with your values of getting in shape and staying in shape. Let's do whatever is right for you — NOW — let me show you around the club, and try a few of our machines, shall we?

Prospect: Sounds great.

3. Have people in a seminar write down the following on a sheet of paper after they enroll, but before the training begins: "I agree to commit myself to learning this information and valuing from it because ..." Then, have them introduce themselves to the group, tell where they are from, how they heard about the training, and read the statement they wrote at registration.

4. Anytime you are in a position where it's appropriate to be persuading, make sure and listen for a person's statements of beliefs. If those beliefs are in line with your product or service, ask additional questions about them so as to elicit a strong emotional state. Link their beliefs to your product or service.

5. Create bumper stickers for your product or service and give them away free. Stay in touch with those you gave them to and make sure they know about any upcoming events or new products you are releasing.

The thing that should be becoming obvious about this pattern of social influence is that even minor statements of agreement that you make about something can drastically alter your behavior. Things such as being asked at the supermarket to sign a petition to stop the killing of Dolphins by the tuna industry can be simple and innocent in and of itself; however, when they send you a letter saying that they realize that you are on record as supporting the Dolphins and they need to raise more money for their efforts, and would you help, may make you give where previously you might not have. Now, personally, this is a cause I believe in very much, however, you should just be aware of how this pattern works. Consider those people who put political stickers on their cars, houses and etc.

Now, finally to the question I asked you to answer at the start of this article. Simply going on record either directly by mailing the letter I suggested that you do, or by affirming the statement mentally, can **create a lot of support** for something. Since this is one of the only places you can get such "up to the minute" information on a subject that is near and dear to all of us, neurolinguistic programming, from the leaders in the field, it might be nice to show support and our feelings of appreciation. Remember, these patterns can help to create such immense good in peoples lives — and it's nice to be one of the one doing that, isn't it?

From these suggestions and ideas, you can come up with many ways of using this pattern on your own. Take a few minutes right now and find ways to weave this pattern of social influence into your business or presentation or marketing efforts and sit back and enjoy the increase in profits.

---

[1] *Influence,* Robert B. Cialdini, PhD, William Morrow and Company

[2] Freedman, Jonathon, Fraser, Scott, *Journal of Personality and Social Psychology,* 1966.

©1990 KENRICK E. CLEVELAND

Kenrick E. Cleveland *is a certified NLP trainer through the Society of NLP and founder of Cleveland and Associates, a sales training and consulting firm that does performance-based consulting and training. He is the author of* Mastering Sales/Influence, *a home study course. He can be reached by writing Cleveland and Associates, 23704-5 El Toro Road, Suite 408, El Toro, CA 92630 or by phoning 714-472-3732.*

EASTERN NLP INSTITUTE

A division of CommTech Group, Inc. **(215) 860-0911**
P.O. Box 697, Newtown, PA 18940, fax: (215) 579-9548

N.L.P. CERTIFICATION TRAINING

Enrollments are now being accepted for our 16 day residential training commencing July 21, 1990. Practitioner and Master Practitioner certification offered. ***•Would you like to be able to motivate yourself and others more easily? •Would you like to have more control and confidence over your own situations?*** Then call to enroll and learn from Linda Sommer and other state-of-the-art Master Trainers and Developers of NLP how to operate the most powerful item on the planet...the mind. *NEW!! 1st ANNUAL 3-DAY WORKSHOP IMMEDIATLY FOLLOWING ON JOE YEAGER'S 'META MATRIX™' SYSTEM.* This workshop is designed to provide you with the most recently created techniques of insightful growth for yourself and your clients.

Certification: July 21- Aug. 5, 1990
Meta Matrix: Aug. 6-8, 1990
Marriott Hotel, Forrestal Village
Princeton, NJ

Call about the 10-month program.

Trainings authorized by the **Society of NLP**

RICHARD BANDLER'S 1990-1991 CERTIFICATION SCHEDULE

START YOUR OWN BUSINESS AS A CERTIFIED MASTER HYPNOTIST

The Master Hypnotist Certification sponsored by NLP Products & Promotions & Resource Training Institute is a synthesis of effective hypnotic and processing techniques which facilitates the optimum use of the subconscious and conscious mind to empower individuals to achieve their goals. This course is a unique approach that is based on Neuro Linguistic Programming, Ericksonian Hypnotherapy, Gestalt Therapy, Jung and Traditional Hypnosis.

Logistics: October 20-November 1, 1990, San Diego, Ca

APPROVALS AND CERTIFICATIONS FOR MASTER HYPNOTIST PROGRAM

CALIFORNIA DEPARTMENT OF EDUCATION The Master Hypnotist course has been approved by the California Department of Private Post-Secondary Education section 93411(d). Graduates receive a certificate of completion.

AMERICAN COUNCIL OF HYPNOTIST EXAMINERS The Training programs offered through R.T.I. have been approved by A.C.H.E. Linnette Peal is a certified examiner for A.C.H.E. Completion of the Master Hypnotist Course and/the Hypnotherapist qualify you for membership in A.C.H.E.

CALIFORNIA BOARD OF BEHAVIORAL SCIENCE The 40 M.F.C.C. course hours meets the requirements set forth by the CALIFORNIA BOARD OF BEHAVIORAL SCIENCE for hypnosis certification.

BOARD OF REGISTERED NURSES All courses offered through R.T.I. are valid for continuing education credit. B.R.N. #07630.

CONTINUING EDUCATION Graduates of the 100-hour Master Hypnotist course receive a certificate of completion for continuing credits.

NLP Master Practitioner Certification • July 9-21, 1990 • San Diego, Ca
NLP Trainer's Training • July 13-27, 1990 • San Diego, Ca
NLP Practitioner Certification • February 11-23, 1991 • San Diego, Ca

RICHARD BANDLER The Co-Developer of Neuro-Linguistic Programming. Richard will be a major trainer on this program, teaching as well as formatting the structure of the workshops. Richard is the creative genius whose discoveries have generated the state of the art techniques that comprise Neuro-Linguistic Programming. Over the years Richard has taught hundreds of workshops and thousands of people, and his well-known approach to teaching by subtle example is a major source of growth for those fortunate enough to encounter his public appearances. Richard is co-author of several NLP and Hypnosis and NLP related books such as *Trance-Formations, Patterns of the Hypnotic Techniques of Milton Erickson, M.D. Vol. 1 & Vol. 2, Structure of Magic Vol. 1 & Vol. 2, Using Your Brain for a Change, NLP Vol. 1, Magic in Action, Frogs into Princes, Reframing* and *Insiders Guide to Submodalities.*

For more information on these seminars or to obtain a product catalog
please call **Beverly at 619-538-6216** or write to:
NLP Prodcts & Promotions, 13223 Black Mountain Road #1-429, San Diego, Ca 92129

NLP & LAW

Gordan Gamm is a trial lawyer from Kansas City, Missouri who combines an impressive legal background with extensive NLP training. He will be writing a regular column for the RAPPORTER on advocacy applications of NLP for lawyers, sales, negotiations and personal advocacy.

PROFESSIONAL MAPS

By Gordon Gamm, JD

One of the presuppositions of NLP is that "the map is not the territory"; that is, our perception is not the experience observed. However, not only do people have maps that distort, generalize and delete experience, but so do occupations, institutions, religions and academic disciplines. Therapists, business consultants, educators and lawyers have distinct ways of looking at their worlds. The values that underlie a lawyer's system are fairness and justice. However, those values are based on the assumption that each of the participants in the system performs their role elegantly.

Lawyers serve the interest of justice by zealously representing their clients. They operate on the assumption that, if the opponent has an advocate who is equally zealous and the judge is impartial, justice will be done. Lawyers believe they are serving the interest of justice, even though they may obtain an acquittal of a client they believe is guilty of the crime charged. The client and God (if there is a God) may be the only ones who know for sure if the client was guilty. Lawyers must conceal their doubt, otherwise, they are not ethically doing their job.

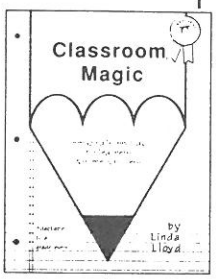
Although the defendant's lawyer may not condone testimony that s/he knows to be a lie, this prohibition does not apply to a witness' non-verbal behavior. It is the lawyer's job to coach the witness in order to make the best presentation possible. This coaching consists of rehearsing or a mock trial. The lawyer reviews the testimony with the client at the rehearsal and coaches the witness in word use, dress and non-verbal indices of credibility. The coaching of a witness to change signs of deceit to manifestations of credibility is acceptable to the lawyer's canon of ethics. NLP considers the message to be the understanding of the listener, rather than the information conveyed. By this standard, the lawyer advocate teaches the client to lie to the extent that s/he alters the perception of the witness from a liar to a credible witness.

The willingness of a lawyer to represent the unloved, controversial, despicable characters whom the public has prematurely found guilty, is considered a noble act of professional courage within a lawyer's context. Lawyers must either be able to lie with their physiology or refuse all cases in which they don't believe in the client's innocence. Defense work doesn't allow for the choice to refuse to represent a defendant. The defendant deserves a defense and the lawyer representing the defendant must show their belief in the defendant. Thus, defense lawyers justify lying with their physiology as a guest justifies white lies complimenting the host when the party was awful.

It is essential in defense work that lawyers be congruent in their non-verbal conduct and physiology. That congurence must show their faith in the innocence of their clients. Any (non-verbal) leakage of lack of conviction can be critical to the outcome. Leakage of non-verbal messages can take place in many subtle ways, such as rolling eyes, clinched jaw, pursed

LATEST NLP RELEASES

CLASSROOM MAGIC: Amazing Technology for Teachers and Home Schoolers



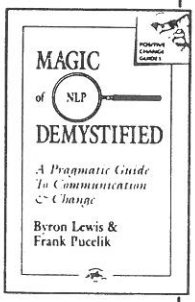
This workbook of text, illustrations and lesson plans,shows teachers and parents advanced communication and linguistic skills to use in the classroom or at home. It enables you to enhance perception in yourself and students, speak directly to the unconscious mind, promote profound, lasting behavioral change, deal successfully with special learners, and have more fun while teaching! The text is written as a 38 week curriculum for both teacher and student. Parents find this book invaluable to teach children everyday concepts and skills such as cause and effect and creative goal setting.
0-0-914003-00-3 ..... pbk. $14.95



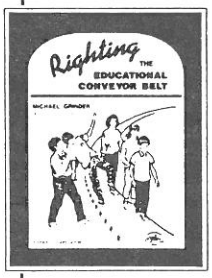
BELIEFS: Pathways to Health & Well-being

Beliefs are the foundation of everyone's personal outcomes. **Beliefs: Pathways to Health & Well-being** is the most revolutionary book available offering leading edge technologies which rapidly and effectively identify and remodel limiting beliefs. This manual is unique in the field of Belief Change because it integrates advanced technologies that produce immediate and long-lasting results, including NeuroLinguistics, Reimprinting, Conflict Integration, Belief/Reality Strategies, Visualization and Criteria Identification.
1-55552-029-4 ..... pbk. $12.95

MAGIC OF NLP DEMYSTIFIED



This is truly magic of NLP demystified! Written in an informal and entertaining style, this book will introduce you to a remarkable new approach to the study of human communication and therapeutic change. Managers, sales people, consultants, therapists, parents, educators--anyone interested in or involved with influential communications and personal change--will benefit from reading this unusual book. NLP expert and author Robert Dilts says it is "an especially readable and visually stimulating addition to the literature in the field of NLP."
1-55552-017-0 ..... pbk. $9.95



RIGHTING THE EDUCATIONAL CONVEYOR BELT

This book adeptly applies the technology of NLP to the classroom. By coaching over 100 teachers a month, the author Michael Grinder has elicited patterns of excellent teaching and explained them in practical terms. They are formulated for immediate usage in both regular and Special Education on all grade levels. **Righting The Educational Conveyor Belt** also includes vital information on "wellness" for teachers and ways to cope with and even enjoy one of the most challenging professions.
1-55552-002-2 ..... pbk. $14.95

METAMORPHOUS PRESS

"Resources for Positive Change"

CALL OR SEND FOR FREE CATALOG
To contact our Ordering Department
CALL TOLL FREE
1-800-937-7771
METAMORPHOUS PRESS
P.O. Box 10616, Portland, OR 97210-0616
Please include $2.75 shipping and handling for first item and $.75 for each additional item.

lips or a disbelieving tone of voice. If the lawyer has difficlty in concealing doubt in his/her client's cause, they may need to work in reframing and anchoring to create an internal state consistent with the representation of an innocent.

However, if the lawyer is aware of hard evidence, i.e., fingerprints on the gun which proves some degree of wrongdoing, then their task is to reframe the evidence as trivial or irrelevant to the charge, as common sense would permit.

If the trivializing of the evidence defies credibility, then the emphasis should be on minimizing the sentence through plea bargaining (criminal) or the damage award (civil litigation).

In civil litigation, the defendant's lawyer can save the defendant a substantial amount of money by recommending a settlement discounting the award that they believe a trail would bring. The benefits to the plaintiff of having the money early and with certainty and avoiding the stress of trial are substantial incentives to settlement. If the defendant knows of weaknesses in their case that the plaintiff has not yet discovered, they can use this inequality of information to suggest doubt in the plaintiff's case in order to bargain for a cheap settlement. When the plaintiff obtains the undisclosed information, the plaintiff's position may not appear so doubtful.

Although it is mandatory to communicate any settlement offers that the plaintiff makes, it is not in the defendant's lawyer's self interest to initiate and pursue a settlement aggressively. Lawyers receive an hourly wage for their work. Thus, the defendant should ask the attorney to evaluate the outcome of litigation so s/he can explore the prospects of early settlement before the incurrence of substantial legal fees.

Two of the most powerful advantages of the defense position are: 1) the advocate's complete and congruent belief in the client and 2) the access to a greater body of information.

The power of the advocate's belief in the client enables them to take advantage of most people's reluctance to punish another. By the lawyer showing genuine interest in the client, i.e., staying close to the client and touching them as a friend would, the lawyer conveys a message that the client is approachable and not the degenerate the plaintiff has portrayed.

The other power of the defense position is the availability of most of the relevant documents that pertain to the transaction. It is the defense lawyer's job to take advantage of every legitimate opportunity to avoid disclosure of information. In my 20 years of primarily plaintiff's practice, I have never received a timely response to my discovery requests. I have never been successful in obtaining sanctions against a defendant for failing to respond. Courts are generally reluctant to impose penalties for failure to respond. Thus, defendants customarily take advantage of this and require the plaintiff to ask the court for relief for the defendant's failure to answer. The strategy is that less diligent plaintiff's lawyers may not ask for relief from the court and may not obtain the information. Furthermore, judges often make a practice of informing the bar that they do not like to decide motions for sanctions. Therefore, the plaintiff's burden of proof forces him to move for sanctions and risk annoying the judge to obtain vital case information. The plaintiff must make a record of their informal attempts to resolve discovery disputes before asking for sanctions. The judge must be convinced that the request for sanctions is a last resort. In different jurisdictions, the lawyer should check the local customs about handling discovery sanctions.

❐

Gordon Gamm, JD *a Certified NLP Master Practitioner, has attended advanced programs in trial advocacy at the National Institute of Trial Advocacy and American Trial Lawyer's Association and has prepared briefs in several federal and state courts of appeals and the Missouri and United States Supreme Court. He has received his certification in Advanced Behavioral Modeling and completed programs with Grinder,Bandler and Woodsmall. He has attended classes with the Barrettas, Tad James and Eric Robbie.*

BEYOND SELF AWARENESS

AUDIO TAPES

Tape One:
MEDITATION ENHANCEMENT PROCESS

Experience personal growth and spiritual evolution while being guided by Wyatt Woodsmall, one of the leading experts in Neuro Linguistic Programming.

Learn How To:.

- Get into your deepest meditative state more quickly than you ever thought possible — and move on from there
- Control internal dialogue
- Explore the principal Visual, Auditory and Kinesthetic submodalities
- Increase relaxation and expand awareness
- Much, much more
- **$15** *TO ORDER, SEE PAGE 20*

Science of Advanced Behavioral Modeling
Preliminary Notes on Modeling
$35.00 + $2.50 Shipping & Handling

Metaprograms
Edited Transcripts of Metaprograms Weekend (Master Track)
Taught By Wyatt Woodsmall, PhD
$35.00 + $2.50 Shipping & Handling

Language Patterns and Time Line Therapy™
Edited Transcripts of Master Track Weekend
Taught by Wyatt Woodsmall, PhD & Tad James, PhD
$35.00 + $2.50 Shipping & Handling

Strategies — New Expanded Edition
$35.00 + $2.50 Shipping & Handling

Business Applications of NLP
$40.00 + $2.50 Shipping & Handling

Life Line Therapy™
$15.00 + $2.50 Shipping & Handling

NEW! ***Beyond Self Awareness***
EXPANDED EDITION $25.00 + $2.50 Shipping & Handling

Save! and Order All 7 for Only $200 + $17.50 S&H

Time Line Therapy and the Basis of Personality™
$23.00 + $2.50 Shipping & Handling

Make Checks Payable to Wyatt Woodsmall:
National Training Institute for NLP
801 SOUTH 20TH ST., ARLINGTON, VA 22202

INTERNATIONAL NLP



MARVIN OKA
Director
Maxxum International

THE "LEARNING EXPERIENCE"

As NLP trainers, we are committed to maximizing our results with our students. In order to best do this, we need to denominalize the "learning experience." When a student goes through an experience of learning new information s/he will create a map of that experience called a deep structure. In the last issue we began to examine and question the making of this deep structure. If the map is not the territory and we operate off of maps (internal representations), it seems highly critical that an educator be able to facilitate how students make their map of the learning experience. A student's deep structure or map of their relationship to a subject is often what determines the quality of their learning process. To be the most effective we can be as trainers requires us to guide and facilitate the process of creating the deep structure itself within the learner to be as ideal as possible.

The Learning 3 Deep Structure

What would the ideal map or deep structure of a learning experience be like? While an ideal map would be able to do just about anything, some key components are:

1) It would anchor a desirable emotional response as perceived by the student that encourages further learning.

2)It would orient the learner to the PROCESS of learning, as well as the content itself.

3) It would allow the learner to synthesize all other learnings and personal history into the new learnings.

4) The map would be potentially unlimited in its boundaries and be maximally flexible and generative.

5) It would install within the person an attitude, states and strategies that would allow him/her to further their capacity and ability to learn more in the future.

6) The map would be sufficiently self-generative and recursive such that it would change and evolve itself over time. Thus, the original learning experience can and will be re-interpreted as is appropriate to the changes in personality that occur through time. Therefore, one experience can generate an infinite amount of appropriate and ecological learnings over the learner's lifetime.

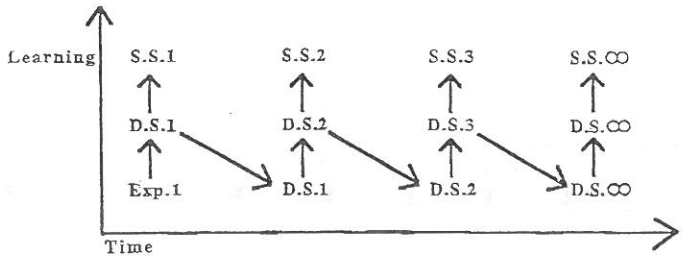
New Learnings Facilitated By Time

While many learning experiences will, every so often, accomplish the above criteria, we want to be able to create its occurrence *consistently* in trainings.

Ivan Barzakov, a protege of Georgi Lozanov (the founder of suggestology and superlearning), once advised me to build into my trainings the factor of time. Time is an element which can be a very powerful tool for learning and integration when utilized and orchestrated. Bandler and Grinder both utilize time exquisitely to cause integration and generalization of new learnings within their students.

Teaching from a Learning 3 framework incorporates the factors of time into the deep structure such that, as people's personalities change over time, they can now refer back (unconsciously) to the representation of their learning experience (deep structure) and it now delivers them new and relevant information.

Diagram 1



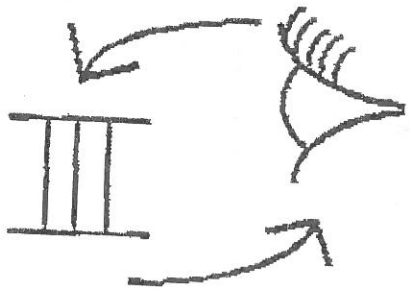
Santa Cruz • Los Angeles • Orange County • New Orleans • London • Glasgow
THE NLP CONNECTION
A Member of The Society of Neuro-Linguistic Programming
1 Free NLP Introductories • Los Angeles
Friday evening, July 20
presented by Gary Boone, NLP Master Trainer
Director, NLP of Southern California
2 NLP Master Practitioner Certification
New Orleans • three 4-day sessions • starts June 8
presented by Chris Hall, NLP Master Trainer
President, The Society of NLP
Director, NLP Proficiency Associates
3 NLP Practitioner Certification
Los Angeles • 7 weekends • starts Sept. 15
New Orleans • 5 sessions • starts Sept. 21
All trainings approved by The Society of NLP
New Orleans -- The NLP Connection (504) 891-1212
Los Angeles -- NLP of Southern California (213) 254-3841
For a catalog of NLP training products
NLP Proficiency Associates (408) 425-3614
P.O. Box 7818, Santa Cruz, CA 95061
Challenging • highly experiential • quality programs with the personal touch

Richard Bandler is quite masterful at being able to take people back to their old memories and find new learnings. A Learning 3 approach installs this capacity to occur naturally and continuously. This is possible because your unconscious learns the process of how to process.

How Does It Work?

Gregory Bateson and Paul Watzlawick have mentioned in their works of a Learning Level 4. Bateson describes Learning 4 as "the process of process of process." Watzlawick describes it as the "aha experience." I have discovered in my research here in Australia that in the context of accelerated learning perhaps a more useful and practical description would be to say that Learning 3 is recursive and self-reflexive.

DIAGRAM 2





6th NLP Practitioners Certification Training
July 16th - August 4th, 1990 (following the Calgary Stampede)
Enjoy a stimulating training in the Canadian Rockies

2nd NLP Master's Certification Training
Sept. 1990 - Feb. 1991 (Six - 3 day weekends)

Advanced NLP Business Certification Training
April - June 1990 (Three 3 day weekends)
The latest in marketing, sales and negotiation.

Register now for early bird discount -Space limited

Gordon A. Sherley
2022-31 St. S.W. ◆ Calgary, Alberta, Canada ◆ T3E 2N2
403-240-3565

In other words, the ability to process your own processing allows you to learn at as many levels of abstraction as you care to go. While I intellectually appreciate the logical level of approach from which Bateson and Watzlawick are coming, I have found the self-recursive Learning 3 map to be more useful and practical.

Learning 3 Is Natural

Have you ever noticed how you can go through what seems to be a stressful experience at the time and yet, years later, you can look back on it and say, "That actually was the best thing that could have happened to me then." How is it possible that your experience of the deep structure has changed? What is the structure of the process that allows you to review your deep structure and change it as time passes?

The process of processing your own processes is what allows you to continuously find new learnings from your past experiences.

The Learning 3 approach to training and education creates a deep structure within the learner that continuously delivers new learnings from a single experience.

What Does it All Mean?

As NLP trainers, we want to facilitate the best possible results for our students. We want them to go beyond rote memory of NLP content. We want our students to not only learn how to learn, we want them to learn the process of HOW to learn how to learn.

As Richard Bandler states, "NLP is an attitude and methodology which leaves behind a trail of techniques." In order for NLP to advance, we need to learn how to create NEW patterns and go in NEW directions, not just be clever with what already exists.

By observing your own processes, you cannot not learn. You can learn major distinctions into how you construct your world from even the simplest things. Operating from Learning 3 reveals to you just how responsible you are in creating your own reality.

According to Gregory Bateson, the greatest nominalization is "I." We are an ongoing set of processes. The very nature of Learning 3 de-nominalizes "I." It gives you insight into how you create yourself.

❐

© 19990 MAXXUM International
Training & Research Pty.Ltd.

Marvin Oka *is the Director of MAXXUM International Training & Research based in Melbourne and Sydney, Australia, and is a Certified Master Trainer by the Society of NLP. He specializes in the field of Accelerated Learning as applied to business trainings and runs an NLP Network for Professionals throughout Australia. He can be contacted at 14/5 Selwyn Court, Toorak Victoria, Australia, 3142, phone 613-822-5884, FAX 613-822-6512*

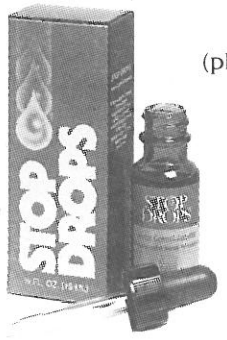
NO PAIN NO GAIN? NONSENSE!

New STOP DROPS Appetite Control Discovery Helps You Lose Weight and Love It!

Why put your body through the pain and torture of a rigorous diet and exercise program when you don't have to? **NO FAD DIETS . . . NO PILLS . . . NO POWDERS . . . NO "SHAKES".** Just 4 drops in your choice of liquid 3 times a day decreases your appetite dramatically.

SAFE . . . EFFECTIVE . . . CONVENIENT. A full 30-day supply of **STOP DROPS** comes in a small 1/2 ounce, pocket-sized bottle with dropper.

NO RISK. 30-DAY MONEY-BACK GUARANTEE



ONLY

$34.95

(plus $3.50 shipping and handling)
for a full month's supply

REFERENCE NO.
16295-0000



Don't Weight . . . Call Now

1-800-222-9393

RAPPORTER

Journal of Human Performance Technologies

The RAPPORTER covers the frontiers of mind/body change technologies by tracing the constant new developments of Neuro Linguistic Programming — the most effective, fastest and easiest personal change technology available today — along with interrelated developments in the field of personal change as it evolves.

See what we have to offer:

Regular Features:

NLP IN BUSINESS, SALES, THERAPY & SPIRITUALITY
MODELING EXCELLENCE • BASIC NLP
BODY/MIND HEALING & YOUTHING
HOW-TOs • REVIEWS • EVENTS
WORLDWIDE DISTRIBUTION

Profiles and Interviews:

RICHARD BANDLER • ANNE LINDEN (New York)
PHILLIP & NORMA BARRETTA (California)
JOE YEAGER & LINDA SOMMER (Pennsylvania)
ED & MARYANNE REESE (Florida)
MARVIN OKA (Australia) • ERIC ROBBIE (England)

Special Features:

IDENTIFYING METAPROGRAMS • STRATEGY ELICITATION
TIME LINE THERAPY™ • LIFE LINE THERAPY™
ACHIEVING GLOBAL & PERSONAL PEACE

Hear what these people have to say:

Regular Columnists:

NANCY BEPLAT • KENRICK E. CLEVELAND
TAD JAMES, PhD • RENE PFALZGRAF
W. SCOTT PHILLIPS • JAMES A. TAKACS
WYATT WOODSMALL, PhD

Guest Columnists:

ROBERT DILTS • ERIC JENSEN • ANNE LINDEN
PETER ORGAIN • LEONARD ORR • ED REESE
DRS. TAG & JUDITH POWELL
METHA SINGLETON • JOSEPH YEAGER

Feel like changing for the better?
Subscribe Now!

What they're saying:

"I like people who do their job well. I've seen quite a few NLP publications over the years come and go. The Rapporter is the first one that has done it well."

— Richard Bandler, Co-Developer of NLP

"The Rapporter is a top-quality magazine about NLP and the people in the field. It is clear, concise and well written with new information about the latest developments. I personally devour each edition that I receive.

"The interviewing and reporting style is excellent and the articles help keep me up to date as I sit out here in the middle of the Pacific Ocean thinking about time. Aloha!"

— Tad James, PhD, Founder and Chairman
ProfitAbility Group, Inc.

"The Rapporter is serving as a forum to express the myriad and disparate views, opinions and ideas of the community of NLP. I urge all to subscribe, read and contribute ideas and articles so it can truly serve as the major organ of communication promoting positive, constructive, human potential change technologies."

— Wyatt Woodsmall, PhD, Founder
National Training Institute for NLP

ANNUAL SUBSCRIPTION RATES (10 Issues)
Published every 5 weeks year round

	USA	OTHER
☐ USA & POSSESSIONS, 3rd Class	$35	N/A
☐ USA & POSSESIONS, 1st Class	$50	N/A
☐ CANADA & MEXICO *(SENT AIR MAIL)*	N/A	$50
☐ ALL OTHERS, Surface Mail	N/A	$50
☐ ALL OTHERS, Air Mail	N/A	$75
☐ CURRENT ISSUE	$ 4	$ 6

PRODUCT OFFERINGS
Books, Tapes & Home Study Courses

☐ PRACTICAL USE OF NLP IN BUSINESS COMPLETE HOME STUDY COURSE	$510	$520
☐ HOME STUDY COURSE LEVEL 1	$335	$345
☐ HOME STUDY COURSE LEVEL 2	$235	$245
☐ THE LAB PROFILE	$195	$215
☐ CONNECTING	$ 95	$115
☐ BEYOND SELF AWARENESS AUDIOTAPE	$ 15	$ 18
☐ THE SILVA METHOD OF MIND MASTERY	$ 12	$ 15
☐ YOUR MIND CAN DRIVE YOU CRAZY	$ 12	$ 15

Prices include shipping and handling

In addition to the above, please send me:

☐ BACK ISSUE INDEX & PRICE LIST	N/C	N/C
☐ ADVERTISING INFORMATION	N/C	N/C
☐ SUBMISSION GUIDELINES	N/C	N/C

To Order, check items desired, complete coupon below (please print or type) and send, with your check or money order (in US funds drawn on a US bank) to:

RAPPORTER • 740 EAST MINGUS AVENUE • SUITE 2013 • COTTONWOOD, AZ 86326 • USA

Name _____

Address _____

State and Postal Code _____

Country _____

Telephone _____

SPECIAL FEATURE

LINGUISTIC PARTS INTEGRATER

By
Tad James, PhD

So what you say is, and listen carefully:

I want to talk to the part of you that has the task of,
or no other outcome
than to label and catalogue
all the other parts inside you,
and I want to ask what's your name,
your intention,
and the reason you originally came into being,
the purpose which when fulfilled now
need no longer be a reference,
makes your task complete
because that silence means that
all of you has never not known being whole
and complete,
now, anyway.
And just relax . . . .
your hold on the boundaries . . . .
gone now.
Very good.

❐

© 1989 TAD JAMES, PhD

Tad James, PhD 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 Advanced Neuro Dynamics, a successful international consulting and training firm. Tad is currently teaching NLP Certification trainings in a number of cities in the US, Canada and Europe. He is co-author 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 1-800-NLP-7870.

IF YOU ARE GOING TO ATTEND A TRAINERS TRAINING ..... WHY NOT GO TO THE SOURCE?
ATTEND THE TRAINERS TRAINING THAT ACTUALLY PRODUCES TRAINERS

5th Annual Trainers Training

SPONSORED BY THE NATIONAL TRAINING INSTITUTE FOR NLP AND PROFITABILITY GROUP, INC.

FEATURING CERTIFIED NLP MASTER TRAINERS
WYATT WOODSMALL • TAD JAMES • MARVIN OKA

Through This Intensive 16-Day Program You Will

- Learn and grow professionally and personally with NLP's major players who are on the leading edge of NLP research and creation
- Learn the training secrets of the top NLP masters in the field
- Learn the latest developments in training, including adult learning theory and practice, training principles, training design, platform skills, group facilitation skills, state and energy control, behavior modification techniques, accelerated learning, and evaluation and feedback skills
- Learn the latest developments in NLP, including TimeLine and Advanced Behavioral Modeling℠
- Master the skills you need to be a leading NLP trainer and practitioner

August 11 - 26, 1990 • 9:30 AM to 10:00 PM • Washington, DC Metropolitan Area

INVESTMENT: $2500 ($2250 if paid in full by July 26) - MC/VISA ACCEPTED - Deposit $250 - Make checks payable to NATIONAL TRAINING INSTITUTE FOR NLP and send to 801 S. 20th. St., Arlington, VA 22202 - For more information or brochure call 703-979-3835 or 808-521-0057 or FAX to 703-979-4530.

SPECIAL FEATURE

THE EMOTIONAL TONE SCALE — Part V

By Edward E. Morler, PhD

Do not attempt to give a presentation on a new topic to a hostile audience (even if the audience is not hostile to you). You deal with the hostility they are in at the time *before* you can try to convince/persuade them of anything (particularly if it's a different topic). "Rah, Rah" (enthusiastic) speeches are not only meaningless in the presence of hostility but are actually destructive. It makes the audience even more hostile than before because you are not addressing what is *real to them.*

Example:

I was scheduled to address 150 women who were franchise holders of a cosmetic company. I was told that the franchise holders wanted the home office to provide them with some sales training. As an aside, it was also mentioned that perhaps "a few" franchise holders may be "a little" upset with the home office for a few delays the company had been experiencing in getting product from their manufacturers to the franchise holders. They also had had contamination problems with some of their cosmetics.

The meeting was scheduled to last three days in Toronto with participants coming from as far as London and Vancouver, B.C. The first two days were scheduled for company business and I was scheduled to deliver a one-day workshop the last day at the conclusion of business.

It became readily apparent that more than just "a few" were more than just "a little" upset with the home office. The entire audience was obviously either in covert or overt hostility. The initial home office presenters totally ignored this, went right into rah, rah type speeches about how we have had a few problems, but now everything is wonderful and the future will be even better.

The audience's point of view was definitely not in agreement with how wonderful it all is now and they were getting more hostile by the moment. Those in covert hostility were whispering sarcastic remarks to their neighbors and those in overt hostility were interrupting, wanting to know when the problem issues were going to be addressed. After being put off for two hours they became even more adamant.

Chaos was rampant. The staff didn't know what to do. The president, who had previously been successful in using her charm and poise to keep putting off people, was terrified that her whole organization was rapidly going into mutiny. "What do we do, Ed?" came the clamor. Obviously, the franchise holders were in hostility and neither their hostility nor the real issues that had created the hostility were being addressed. My advice was that these issues had to be addressed and ventilated *NOW!* Nothing could or would be done until this was dealt with openly and honestly. My specific advice was that the president herself directly address the group, acknowledge the upsets and ask for specifics. Don't explain, do not justify, just listen and let them vent. The image she had created of herself and for the group was one of elegance, charm, grace, poise, presence and attitude as a brilliant creator. She had always used this to good effect, particularly in one-to-one interchanges. She was not comfortable with and avoided group presentations when possible. Those she left to subordinates. When she did get in front of a group, it was only after the stage had been set, after being acknowledged many times as the brilliant founder. Then she made her grand entrance, accepted the applause, said a few noble words and turned the program back to her staff. This had worked well. She had maintained an elevated and exotic guru image.

However, she had used this so much to avoid dealing with direct issues that it had created a crisis and no longer were her heretofore devoted and believing franchise holders willing to be put off once again. It was time for the beef.

She could not and would not confront the audience. Instead the schedule was changed and I was asked to do my workshop NOW.

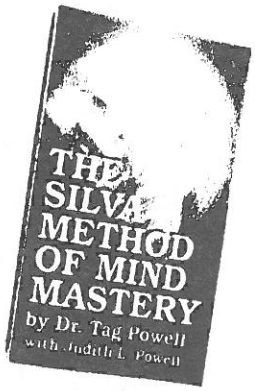
I was introduced — scowls and disgust on everyone's face — Who is this guy? We want to talk about our problem and he isn't even part of the organization — he's not one of us. He's not even a woman. Talk about a hostile audience! Obviously, I wouldn't get anywhere going right into a sales skills workshop. That wasn't where their attention was.

Rule #1: Determine the audience's emotional level. That was obvious: ANGER!!!

Rule #2: Get their attention. Match their tone (reality), make it all right. With a high tone group you have more time, you can tell little stories or metaphors that build interest, but with a hostile audience, you've got to get their attention fast or you might not have a chance to tell any stories.

So to really quickly get their attention, I violently smashed over the podium. Loud crash!! Attention getter? You betcha! And in a loud, angry voice I said, "I bet a lot of you feel like doing that to someone." (Yeah! Yeah! — Laughter). You're mad! I know you're mad! You know you are mad — and you're getting even madder because nothing is being done about it! Your grievances aren't being addressed — you have a right to be mad! I know I'd be! (Yeah! Yeah!) Who's upset? (Hands go up all over.) Let's get it out! (Yeah! Yeah!)

Rule #3: Get the audience focused and venting as soon as possible. Yes, you, what's your name? (Answer.) What specifically are you upset about? (Generalized answer.) All right! But what specifically? (Answer) Good. What else? (Answer more



IS IT REEL OR IS IT REAL?

By Using Holographic Visualization to Create Experience, Your Mind Won't Know the Difference!

Utilize the full range of VAK stimuli, re-program at Alpha level, key in getting past subconscious blocks that oppose getting what you want.

Master Secrets to Improve Communication
Instant Stress Reduction and Relaxation
Holographic Visualization and Innergization
Instant Attitude Adjustment
Defeat the Blue Funk Monster of Depression
Magic Triggers of the Mind
Alpha Time Management
Holographic Goal Setting

$12 *TO ORDER, SEE PAGE 20*

specific.) Anything else? (Yeah) Good, what specifically? (Answer.) Anything else? (Answer.) Anything else? (No.) Good. Who else has that problem? (Hands — count them — make note.) Good, who has another specific problem? (Hands.) Yes, your name? (Answer.) What specific problem? (Answer.) Anything else? (Answer.) Anything else? (Answer.) Anything else? (No.) Who else has that problem? (Hands — count — note.) Etc.

Continue this process until it is all out. You don't want to allow debate or arguments to develop — that only keeps individuals in the hostile zone defending their viewpoints and making themselves right. You want to get them to express (vent) their hostility. You haven't yet done anything about the problem(s) itself but before you have a rational and sane discussion about solutions, they have to be at least 2.5 (boredom) on the tone scale — i.e., they have to get above hostility where they are reacting irrationally rather than responding rationally. Getting them to release their hostility — moving them from unfocused generalized hostility (anger) up to focused specific hostility (antagonism) moves them higher on the emotional scale toward a point where the problem can be dealt with in a saner, less defensive, more productive, more constructive manner. (A solution orientation only exists at 2.5 and above — at 2.0 and below it is a problem orientation and reality which will persist as long as the person is in that range.)

If upsets are ignored, the individual has difficulty expressing them (except eventually in a destructive rage) and thus does not release them. Simply allowing someone to express their upset, acknowledging their communication (does not necessarily mean agreeing with it), allows the negative emotion to be released and is an important and vital part of dealing with the issue. More often than not, simply allowing this release handles the problem in its entirety. A minor upset that occurred because of a slight oversight when not addressed at its early stages can build and build and build until the person becomes a raging bull. If released, the issue takes on its original magnitude.

Focusing not only helps to find out what the issue is, thus opening the door to a handling, but gets the person to look, to get off the exaggerations (that become larger as we move down the scale) but also forces them on their own terms to respond more appropriately to the environment (responsibility).

Back to the Toronto meeting: The participants were able to vent their anger and did move into a more rational and obviously less hostile mode. The president then met with them and they had a very productive interchange. It bought the company about six months more time to handle the manufacturing delays which is what was needed. In the meantime, they had a patient, cooperative group of franchise holders. Subsequently, the first item on the agenda of any meeting is to determine, acknowledge and address any concerns or upsets.

So in summary, match their real emotional level to establish rapport. Then quickly go slightly above their emotional level to be real to them but draw them up. As they progress, keep just slightly above them. As you get into the upper half of the scale, rationality and sanity are now stronger and the specific factual issues are clearer and in a more rational perspective and can now be dealt with as appropriate.

❐

© 1988 EDWARD E. MORLER, PhD • ALL RIGHTS RESERVED

Edward E. Morler, MBA, PhD *acts as an advisor, consultant and trainer in the areas of negotiation and presentation skills, working primarily with executives of Fortune 500 companies. In addition to extensive work with domestic negotiations, Dr. Morler has been involved in projects in France, Mexico, Canada, Costa Rica and the People's Republic of China. Doctor Morler is Founder and Chairman of Morler International Inc., a training firm specializing in customized interpersonal interaction workshops. He can be reached at Morler International, Inc., 1207 West Magnolia Blvd. Suite D, Burbank, CA 91506, 818-843-2388.*

MISS AN ISSUE?

DID YOU MOVE
without notifying us?

TEMPORARILY AWAY
without notifying us?

Is your
ADDRESS UNKNOWN
by the Post Office?

Your next issue will be sent upon notification.

In all these cases, the US Postal Service has discarded your issue and notified us (for a 30-cent charge). Bulk Rate mail is only forwarded by the US Postal Service if **you request this service and pay the forwarding charges** (see the US Postal Service's Change-of-Address form). Remember, your non-deliverable issue is not returned to us nor is it forwarded to you or held unless *you* request these services from your local post office.

If you desire replacement issues, they are available for $5.00 each, US ($7.00 each, foreign) in US funds drawn on a US bank, postage paid, unless Sold Out ($8 each, US or $10 each, foreign).

Our mailing list is updated prior to each mailing with the latest information either you or the Postal Service has provided to us.

BACK ISSUE AVAILABILITY

1-ACORN
~~2-FOOTPRINTS*~~
~~3-PASSAGES*~~
~~4-CHRYSALIS *~~
~~5-EMERGENCE*~~
~~6-DAWN*~~
7-ESSENCE
8-PEACE
~~9-CROSSROADS*~~
~~10-DOLPHIN*~~
~~11-ELEVEN*~~
12-L'CHAIM
13-MANNA
14-CHOICES
15-BOUNTIFUL
16-CORNUCOPIA
~~17-TRAVELER*~~
18-SOLSTICE
19-WINTERSUN
20-CHRONOS
21-TILLER
~~22-TWENTY-TWO*~~
~~23-SURVEYOR*~~
24-BRIDGES
25-DOGON
26-HARVESTIME
27-THANKSGIVING
28-HARMONY
29-HALLELUIA!
30-METAPHOR
31-COMES THE SUN!
32-FLOWER POWER

Back issues are in limited supply. They are available while supplies last for $5 each, US ($7 each, foreign, US funds), postage included. For a Back Issue Index, send a stamped, self-addressed envelope with your request.

**sold Out*: *Due to many requests, we are now offering photocopies of our Sold Out issues, bound in magazine format just like the original printings for $8 each, US ($10 each, foreign, US funds), postage included.*

Mail check or money order and issues requested to:

RAPPORTER • 740 E MINGUS, SUITE#2013
COTTONWOOD, AZ 86326 • USA

EVENTS LISTING

JULY 1990

July 2-21, Germany
Technician and/or Hypnosis Training; Practitioner and Master Practitioner Certification Training; Trainer Training; contact International NLP, 1-800-633-4891

July 6-July 22, Vancouver
Practitioner Certification Training, *Marilyn Atkinson and Tad James;* contact NLP Institutes of Canada, 416-977-7810 or 604-872-1185

July 7-July 22, Washington, DC
Modeling Certification Training and Master Practitioner Certification Training, *Wyatt Woodsmall and Richard Graves;* contact Advanced Behavioral Modeling, 705-479-3835 or 703-250-4836

July 14-July 28, Kona, Hawaii
Master NLP Certification, *Tad James;* contact Advanced Neuro Dynamics, 1-800-NLP-7870, ext. 800

July 16-August 14, Calgary
NLP Practitioner Certification Training, *Gordon A. Sherley;* contact Sherlco Corp., 403-240-3565

July 20, Los Angeles
NLP Introductories, *Gary Boone;* contact NLP Proficiency Associates, 408-426-3614

July 20-29, Provincetown
Ericksonian Hypnosis Certification, *Paul Carter, Anne Linden, Steven Goldstone;* contact NY Training Institute for NLP, 212-473-2852

July 21-August 5, Pennsylvania
Practitioner and Master Practitioner Certification Training, *Linda Sommer;* contact Eastern NLP Institute, 215-860-0911

July 24-25, Kona, Hawaii
Time Line Certification, *Tad James;* contact Advanced Neuro Dynamics, 1-800-NLP-7870, ext. 800

July 24-27, Kona Hawaii
Time Line and Hypnosis, *Tad James;* contact Advanced Neuro Dynamics, 1-800-NLP-7870, ext. 800

July 26-27, Kona, Hawaii
NLP and Ericksonian Hypnosis, *Tad James;* contact Advanced Neuro Dynamics, 1-800-NLP-7870, ext. 800

July 27-August 12, Toronto
Practitioner Certification, *Marilyn Atkinson;* contact NLP Institutes of Canada, 416-977-7810 or 604-872-1185

July 31, Worldwide
World Healing Meditation; contact the Quaratus Foundation, P.O. Box 1768, Boerne, TX 78006-6768

RESOURCE GUIDE

If you're looking for books, audio and videotapes, and other products covering neurolinguistic programming and related fields, here's who to contact. (We haven't intentionally omitted anyone; if you'd like to be included in our Resource Guide, send us your most recent catalog or brochure.)

Advanced Neuro Dynamics
1001 Bishop Street, Pauahi Tower, Suite 702, Honolulu, HI 96813, 1-800-NLP-7870, ext. 800

The Changeworks
P.O. Box 4000-D, Berkeley, CA 94704, 415-540-5707

Eastern NLP Institute
P.O. Box 697, Newtown, PA 18940, 215-860-0911

FuturePace, Inc.
P.O. Box 1173, San Rafael, CA 94915, 415-485-1200

Georgian Bay NLP Centre
P.O. Box 1210, Meaford, Ontario N0H 1Y0, Canada, 519-538-1194

Laura Grinder Associates
1803 Mission Street, Suite 406, Santa Cruz, CA 95060, 1-800-338-4667

Grinder, DeLozier & Associates
200 7th Avenue, Suite 100, Santa Cruz, CA 95062, 408-475-8540

Learning Strategies Corporation
900 Wayzata Blvd., Wayzata, MN 55391, 612-475-2250 or 1-800-735-TAPE

Metamorphous Press, Inc.
P.O. Box 10616, Portland, OR 97210-0616, 1-800-937-7771

National Association of NLP
310 North Alabama, Suite A-100, Indianapolis, IN 46204, 317-636-6059

National Training Institute for NLP
801 South 20th Street, Arlington, VA 22202, 703-979-3835

New York Training Institute of NLP
155 Prince Street, New York, NY 10012, 212-473-2852

NLP Arizona, Ltd.
P.O. Box 2800-291, Carefree, AZ 85377, 602-252-4840

NLP Center of New Jersey
P.O. Box 424, Hopatcong, NJ 07843, 201-770-1084

NLP Products & Promotions
13223 Black Mountain Road, #1-429, San Diego, CA 92129, 619-538-6216

Powell Productions
11701 Belcher Road South, Suite 123, Largo, FL 34643, 813-530-0110

Southern California Center for NLP
2075 P.V. Dr. N., Ste. 200, Lomita, CA 90717-3726, 213-833-4234

Southern Institute of NLP
P.O. Box 529, Indian Rocks Beach, FL 34635, 813-596-4891

Success Dynamics
P.O. Box 6749, Fresh Meadows, NY 11365, 718-461-3220



WORLD HEALING MEDITATION

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

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

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

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

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

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

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

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

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

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

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

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

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

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

It is done. And it is so.

The RAPPORTER *wishes to thank the Quartus Foundation for generously providing us with information about The Planetary Commission. For more information and up-dates on the effect of the ongoing World Healing Meditation, contact the Quartus Foundation, P.O. Box 1768, Boerne, TX 78006-6768. Beautiful color 11x17 World Healing Meditation posters can be ordered from them at a cost of only $1.00 each plus $1.25 posage for four or less.*

RAPPORTER

Journal of Human Performance Technologies

740 EAST MINGUS AVENUE, #2013
COTTONWOOD, AZ 86326 USA

ADDRESS CORRECTION REQUESTED

BULK RATE
US POSTAGE
PAID
COTTONWOOD, AZ
PERMIT NO. 44

THIRD CLASS

SYNERGY² #33 JUNE 1990

NLP Practitioners
and Trainers

Promote yourself
and
empower the nation with
the fun and triumphant

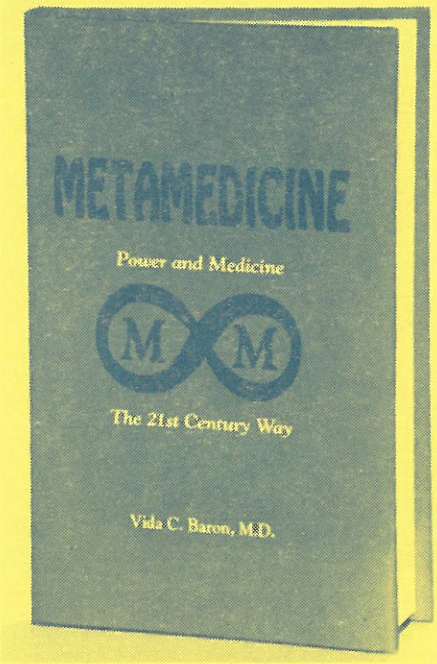
WIMP BUSTER RALLY U.S.A.

FOR

- **A DRUG FREE AMERICA**
- **SUPERIOR EDUCATION**
- **POWERFUL INDUSTRY**

Become a WIMP BUSTER LEADER today.
Send resume to
METAMED INTERNATIONAL
P.O. Box 23555-332 • San Diego, CA 92123
and get 40% discount on
WIMP BUSTER:
For a Strong & Drug Free America.
Regular price $9.95.
Credit card orders 1-800-247-5900
(Free Catalog of Products and Training)

METAMEDICINE
THE FUSION IS BEGINNING



At last! A new medical discipline — METAMEDICINE — combining traditional Western medicine, metaphysics, and neurolinguistic programming to discover and exploit the positive intent inherent in every illness and to produce power, wealth, and happiness for every person.

BE PART OF IT

Read *METAMEDICINE: Power & Medicine, The 21st Century Way*, by Vida C. Baron, M.D.
Softcover edition (ISBN 0-9264701-0-4) available from Barez Publishing, P.O. Box 23555-332 • San Diego, CA 92123 for $24.95.
Credit card orders 1-800-247-5900
(Free Catalog of products and training)