

NLP

FOR THE WORLD

TOOLS AND STRATEGIES
FROM NLP TRAINERS
AROUND THE WORLD





As the world went into lockdown in a bid to beat the Covid-19 pandemic, The Society of NLP's leading Trainers and Master Trainers in Neuro-Linguistic Programming met via the internet conferencing app Zoom. How, they asked one another, can we share the genius resilience-building tools and techniques of NLP now, in the most effective way possible?

The result of their meeting is this book, brought to you by world-leading innovators in NLP who share strategies everyone can use to build resilience, quickly and easily, in the face of the pandemic. Please share this book with everyone you can; in doing so, you will help to supercharge the world and help us all come back after lockdown stronger, smarter and more resilient than ever.

With this book, we send you our love, prayers and best wishes to the world. Stay safe, stay healthy, stay strong, and stay productive!

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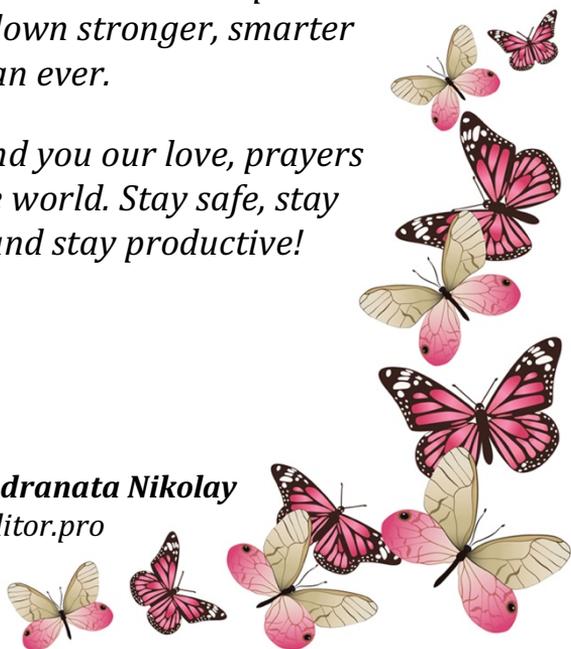




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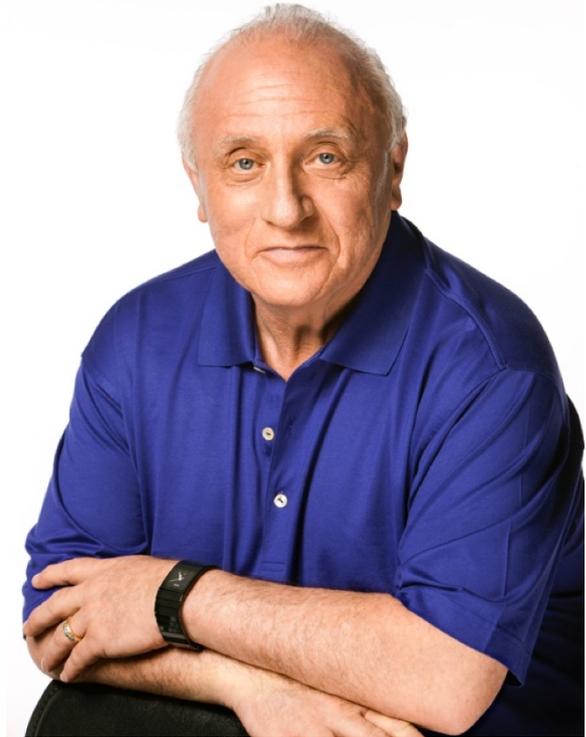
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INTRODUCTION

**Dr.
Richard
Bandler**
*Co-creator
of NLP*



For 50 years, I have worked to create what is now called Neuro-Linguistic Programming (NLP). I have developed many techniques that solve problems, promote learning and make people function better. I have trained more than 1 million students, for periods ranging from three hours to 35 years.

I am very proud today to introduce this book, put together by some of my trainers in light of the Corona virus and the ensuing “GRAND PAUSE”.



Under their own power, each is using the practical skills of NLP to answer some very big needs in our world today:

**HOW CAN WE HANDLE STRESS, FEAR AND ANXIETY?
HOW CAN WE STAY PRODUCTIVE?
HOW CAN WE STAY HEALTHY AND FIT?
HOW CAN WE SELL THINGS FROM HOME?
HOW CAN WE PREPARE TO MOVE AS THIS PASSES?
AND EVEN MORE!**

I am like many of you: house-bound, waiting for answers.

I am very proud to see my trainers are providing some of the answers we need now!

Remember my words:

***“CHANGE THE WAY YOU THINK...
IT WILL CHANGE THE WAY YOU
FEEL, AND THEREFORE CHANGE
WHAT YOU CAN ACTUALLY DO”***

Read this book and learn to cope better during the “Grand Pause”. You can use this to teach others. This will all go away over time, so get smarter and stronger for it all.

SO HERE IT IS... READ ON!

DR. RICHARD BANDLER

**John
LaValle**
*President of
The Society
of NLP™*



It is a pleasure to see so many of our trainers involved in this wonderful project.

Society of NLP™ Trainers and Master Trainers have coordinated their efforts in putting this book together during the worldwide Covid-19 dilemma.

They each put into print some of their best ideas to help people who are quarantined in countries worldwide; providing ideas, strategies and suggestions for keeping upbeat and smiling!



The authors of this book each have their own areas of expertise; working in different fields where NLP is used to help people to improve and enjoy their lives.

I'm proud of all our Trainers and Master Trainers, and there are many more than those who have contributed to this fine book.

To find others who may be in your country, please check them out at
<https://NLPInstitutes.com>

Be Safe and Stay Well,

John La Valle

President of The Society of Neuro-Linguistic Programming™



THE TOOL BOX

01 PROTECTING GOOD FEELINGS

Kathleen La Valle, USA



When my son was little and, as a Mom can, I would see he was getting sick, I'd explain to him: "You know you have soldiers that protect you inside and can fight the germs or illness trying to make you sick." He loved this idea and he would tell me in detail what they were wearing or about the new weapons they had. Sometimes, he hired dragons or other creatures to join in. It got to the point where he would come to me and say, "Mom, I need to go lie down and have a talk with my soldiers. I don't feel well." He would get childhood illnesses, but they were always over in half the time it took for his friends to recover from the same things.

Pssst! I want to let you in on a little secret. Your immune system is listening in on everything you say or think. Now is the time to be determined to choose what you want it to hear. Limit news broadcasts to once or twice a day, just for a short time to find out about any important changes to restrictions.

Play your immune system music that makes you feel good. Use your neurology to relax. When things get to building up inside, take a moment to STOP, take a deep breath and let it out, making the sound of "Ahhhhhhhhhhh..." out loud! This goes directly to your neurology and cools things down. Repeat as necessary.

This is not a time for wimping out – so do this fully. Make it vibrate and feel that reverberation down your body.

If you don't already meditate, this is the perfect time to start. I'm about to show you something you can practice while doing so. If you already meditate, then you can add this to your repertoire.

1. Use the “Ahhhhhhhhh” technique above for three to five deep breaths, letting your eyes close during the process. When you begin to feel relaxed, start slowing your breathing a little and methodically do a system check from your head to your toes. Slowly search for any stress and move that part of your body slowly until the stress lets go.
2. Imagine what your control center looks like in your brain; now it's time to be widely creative and find the monitor for your immune system! Follow the path to your immune system and picture what your immune cells might look like. You can stay biological or you can make them characters, animals, sci-fi heroes, superheroes or fantasy creatures. Make sure you know there are different types. Some are warriors, some are guardians, some produce things to protect us. Imagine how they do their jobs. Do this fully in great detail!
3. Design what they are wearing or carrying as tools and weapons. Maybe they have fantastic armor. The more detail the better.
4. Thank them for the amazing job they do for you each and every day. Now it's time for the epic speech - like the battle cry in the movie *Independence Day* or the final battle in *Braveheart*. If you haven't seen those movies, I'm sure you can come up with something epic! Encourage them to protect you and promise to do your job of providing them with the good feelings they need to do their job best. Keep this promise. Laugh, Dance, Sing!
5. Begin to build a good feeling of something you love to do; something that brings you joy. Feel what it feels like when you're doing that activity. Add sounds and pictures and smells and tastes that build the feeling strongly inside you. And notice where the feeling starts and where it ebbs out. Make a loop from the ebb point to the beginning again and start spinning that good feeling so that as the feeling builds and instead of it fading away it loops back and gets stronger.
6. Make sure you are spinning it in the direction that makes it stronger; you can test it by spinning it in different directions



until you find the direction that with each spin makes it stronger and stronger.

7. Spin it faster until there are sparks flying off it! Then take that spin of energy and expand it and make it horizontal until it is like a hula hoop around you. Let it glide around you while it is spinning up and down your body. From above your head all the way down to below your feet. Notice whatever colors there are and make them vibrant! Let it clear and clean you.
8. This good feeling is now spinning energy around you. Let it become more and more three-dimensional so that it becomes a globe around you. You can use this Good Feeling shield to protect you. Make sure you program it to keep everything out apart from what you choose to let in. And know that anything you want to send out goes easily. You choose the filter. Take your time programming it and practice sending out a good feeling or a smile. And watch it stop negative feelings from others or from situations. They bounce off and you choose your internal reaction to be more responsive in useful ways.
9. Begin to draw your attention away from the shield. Let it do its thing. Pay attention to your breathing and begin to slowly become more aware of the world around you, whatever you're sitting, standing or lying on; any smells around, the temperature in the room, any sounds around you. Do this as slowly as you can and maintain the feeling of relaxing now. As you become more aware, realize that the feeling of relaxing now becomes a wonderful flow of energy.
10. When you are ready, open your eyes and notice how bright things are looking. Take a moment to take one more deep breath and say that word "Ahhhhhhhhh..." again. Let it trail off, knowing that you are feeding good feelings to your immune system and Feel Good!

So, there you have it! Your own Protection Shield made from good feelings and plugged into your immune system. So, feel good and continue taking good care of yourself. This is a great thing to do right before you go to sleep at night; it may even help you to avoid the chatter of all that is going on and allow you to drift off with something fun to do. First thing in the morning is another good time to do this; start off the day by charging your immune system!



This situation has given us a great time to try new things and learn new things. Just remember to use all your skills to keep your mind pointed towards good things. The bad things exist; being aware gives you the opportunity to do something about them. It does NOT mean they have to take over your mind and body. Notice the word “**your**”. It is *your* mind, *your* brain. Aim it and arm it with good feelings and practice your NLP skills. The language models are so helpful in guiding your thoughts and reframing the things that do not appear to be positive. Use them to find the path to what you want and what you desire.

Kathleen La Valle

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02 HOW TO BUILD AND SELL YOUR ONLINE COURSE

Dr. Aleksander Šinigoj, *Slovenia*



A Chinese proverb says that the best time to plant a tree was 20 years ago, and the second-best time to do it is now. The same is true for building your online course.

Maybe you're an entrepreneur with a bricks-and-mortar coaching or consulting business which is highly

impacted by the Coronavirus outbreak, and you want to transfer your business online. Maybe you come from another industry and you are unemployed due to Covid-19; you have knowledge and experience that you could put into online courses, but you don't really know how to create a program. Maybe you already have an online course, or at least you have an idea of one that would help people all around the world, but you just don't know how to sell it.

If you don't have your course ready to sell yet, now is **THE RIGHT TIME** to put your knowledge and life experience into it. If not now, when? I can't imagine a better time.

We live in an information age. Due to Coronavirus, we are forced to move our businesses 100% online. People are obliged to stay at home and they're online more than ever before, looking for all sorts of knowledge. If you don't seize this opportunity now, when people are ready to learn and buy online, you'll miss the chance to co-create a better world and make the impact you want to make.

In this chapter, you will learn five crucial steps to building your online program, as follows:

1. DEFINE YOUR NICHE

There are literally millions of niches for online courses. There's a hairdresser teaching people how to take care of their hair and selling them shampoos and conditioners. There's someone teaching people to dive down to 10 meters. There's a restaurant chef teaching people to prepare healthy meals in 30 minutes. There's someone teaching school kids how to learn from home. There's someone teaching people how to train their pets. You name it!

You can choose whatever you find people need and want to learn. But here's the catch; you can have the best online course ever, but if no one knows about it, they can't buy it. Your job is to target your audience and give people the chance to buy your course.

Whatever it is you have been doing up to now, re-define your niche. Consider at least these three things: what is your *passion*, research what people need and *search* for online, and what kind of *knowledge* and/or experience you have to help people with your course.

What you get in cross section is most likely your niche. Chunk up and down to precise your exact niche. For example, let's say you're a beautician whose passion is doing manicures and you are an expert in a specific technique of manicure. Maybe you even invented a new technique. By using Google Keywords, you find out there are millions of searches about how to do a manicure. When you chunk down, you



go from 7.7 billion people in the world down to a group of people called beauticians. From beauticians you chunk down to beauticians who specialize in manicures, and then you chunk down to the technique of manicure in which you are expert.

The biggest mistake that speakers, trainers and coaches make in this area is that they fall in love with their niche. If you don't choose the right niche, the next steps won't bring you the result you desire.

I encourage you to test the market before you take further steps; make sure your course is something people not only need, but also want to buy. There are three words you need to remember - Test, Test and Test! Chunk up, chunk down and then test your niche until you find the perfect match.

2. STRUCTURE THE COURSE

Once you have picked the right niche, define your avatar; the person your program will help. What are their problems, challenges, desires, and goals? Remember that your course must solve the specific problems they have.

Once you are clear about this, it is time for you to start building the structure of your course. Avoid including everything you know about the subject. That is like owning a restaurant and serving people food you would like to serve, instead of asking them what they want to eat.

When you are building your course, ask your avatar what problems he or she has and use the program to solve that problem. When you are selling the course, your emphasis must be 80% strategy and 20% mindset. Many times, when you deliver it online or offline, you may discover that people need just the opposite, 80% mindset and 20% strategy. The magic happens when you convert mindset into strategy or into something solid.

3. RECORD AND EDIT THE COURSE

Based on the structure of the course, you need to create a plan to record and then edit it. Having the right structure and plan are the keys to building a successful program and are important in ensuring the flow of the course.

Accompany video lessons with workbooks, PowerPoint presentations, quizzes, gamification, etc., to make your course even more attractive for your students. The challenge is that only 34% of people who buy an online program successfully complete it. You need to create a flow and a link between lessons or modules so that people stay motivated to complete the entire course.

4. SELL THE COURSE

If you have clearly defined the right niche, built a structure that sells and used your plan to record it, selling the course will be easy.

When you are launching the program, there are more strategies to consider. If your personal presence is required online and you support the course with some online coaching, you may have a few different launches. You may also consider building an evergreen sales process, where people can join and buy your program anytime.

Regardless of the sales process you choose for selling your online course, you need to:

- #1 Explain WHY people need your help and WHY are you the one to help them
- #2 Define the steps of the transformational process; HOW you will help them
- #3 Explain in detail WHAT they will get from you (with all the bonuses)
- #4 Present social PROOF
- #5 CLOSE the sale



5. AUTOMATE THE SALES PROCESS

Exchanging time for money means that your impact - and your income - is limited. If you are not serving people when you sleep, if you are not helping people when you are not working, you are not only leaving money on the table, but also not fully utilizing the opportunities that are now available.

Your goal is to automate the whole sales process; from people clicking on your advert, to downloading your lead magnet or joining an evergreen webinar, to buying your course online and learning from it.

All this needs to happen automatically, when you sleep and when you dream. The technology has been available for a long time. Remember that you will be serving and helping people when you are on holiday, when you are with your family, and making an impact even when you are not present.

Dr. Aleksander Šinigoj
NLP Master Trainer
Slovenia

03 MASTER YOUR OWN MIND

*Six easy steps to change negative thoughts
and get rid of anxiety*

Alessandro Mora, Italy

Many people struggle while trying to handle their thoughts. This is especially true before important events (exams, interviews, meetings, exhibitions, sports matches, etc.) or situations filled with uncertainty (like this particular period of time), where the mind runs wildly and the internal dialogue (mind chatter) freaks out, building a state of anxiety.

What is anxiety? Have you ever wondered what that actually means?

Anxiety comes from a predictable and defined process where we build a certain type of anticipation around a future situation. Have you ever noticed it?

Some years ago, during a training course, Dr. Richard Bandler said to us: "If you do not take control of your thinking processes, you will be at their mercy." Amen to that, because emotions do not 'happen' to you; they are simply neurochemical processes that are a consequence of what we imagine or say to ourselves (they are influenced also by scents, flavors, sounds and more, but I will focus on the first two for now).





Have you ever wondered why there are some particular moments when people feel anxious?

Well, I have another question for you: “What are they doing to create that anxiety? What are they imagining? What are they saying to themselves?”

The point is this: anxiety does not *happen to you*, it is *created by you*. How? It is created inside your mind by simply anticipating a possible future that may or may not actually happen. And in order to create this anxiety, people need to be imagining their future going completely wrong, e.g., “I’ll miss the shot”, “the professor will ask a question I do not know the answer to”, “if this situation doesn’t end soon I’ll lose my job, my money, my career...”

And this is just the beginning, because the internal voice gets louder and stronger:

“What if I’m not good enough?”

“If he rejects me I’ll have thrown eight months of my life away”

“If I fail today I will not have any other chance in this field”

“I won’t survive like this for another month”

People can act like psychics with a crystal ball when their mind movies go crazy and their inner voice tells them things like: “Today will be bad”, “I know that client will never buy”, “We will never win in these conditions”.

Now the anxiety is fully developed, and such feelings fill the mind and body. I see people who have all the skills to do something, or have the answer to a question, but their brain is so stuck they can't do anything. I have seen a lot of smart and motivated people literally getting lost and not being able to find a simple, obvious solution that's there in front of them.

Maybe it is happening right now, when you think about how to get out of this situation that is creating uncertainty.

Well, I am deeply convinced that people have all the resources they need to create a change, but there are some emotional states and states of mind without resources.

When you enter that state where you repeat yourself, "I don't know... I can't... I'm useless... I can't do it... It's not for me... I've never been good at..." and you keep repeating it like a spell, well that's just what it becomes: a spell that turns against you. It releases substances in your brain that prevent you thinking clearly and force you to stay in a state where there are no answers and no solutions.

Stop doing it! Take responsibility for breaking this state.

So how to do it? Here is my quick formula in six simple steps:

First thing to do: Shut up! Stop that! Stoooooooooop! That's enough! There is no point in telling yourself this nonsense! Quoting my former volleyball coach: "Playing fast is different than playing in a rush!" Indeed, in a rush there is stress and you do not have control of your thoughts. In these situations, you need to stop and choose how to act.

If you are imagining a scene that makes you feel anxious, stop it! Shrink unhelpful mental images as if you were watching them on a mobile phone screen, switch them to black and white and push their visual location away into the distance so that you struggle to see them.

If your internal dialogue bothers you, change it! Use the very effective mantra from Dr. Bandler and repeat it in your mind: "Shut the fuck up, shut the fuck up, shut the fuck up..." until you cannot hear that voice anymore.

Second: Move, change your posture, dance for a while. Your body and mind are connected; when you move your body you also move your mind.

Third: Breathe deeply. Your brain needs oxygen, so give it to it! Maybe it's also time to drink a glass of water (sometimes we think poorly because we are dehydrated).

Fourth: Smile. Once again, body and mind are connected and holding even a fake smile releases substances in your brain that help you change your state.

Fifth: A useful thought that has always helped me is: "Maybe I won't be the first or the smartest, but I'm not the stupidest either... and if someone else succeeds, I can do it too."



Sixth: After you have stopped the unproductive state of mind and emotion, learn to use your internal remote control and switch the channel, so you get to choose a movie you like instead of a scary one.

Look at the situation from a new perspective for a moment and focus on possible solutions.

Do not suffer in the situation; instead, look at ways to take action towards a solution.

Basically, put yourself in a new and good state and face the situation with the awareness that the solution is there in front of you.

I know that sometimes fear or discomfort can hold you back for a few moments. But realize that you can always do something to change it. And your immune system is working at its best when you create a feeling of certainty in your body.

Remember, there are emotional states and states of mind without resources, but you have all the resources you need to create a change, now.

Alessandro Mora

Master Trainer of NLP and Peak Performance Coach

Ekis - The Coaching Company

Italy

04 HOW TO HANDLE YOUR JOB AND YOUR CHILDREN - AT THE SAME TIME

Strategies for working from home

Anne Helmerstuen, Norway

Many of us who are lucky to still have a job, have to work from home in these pandemic times. At the same time, the children have to “work” from home as well. How is it possible to balance these challenges without everybody getting frustrated?

It’s time to find easy suggestions to take charge of your life AND keep your children, your boss and yourself happy (or at least as happy as possible in this situation).



You can use practical NLP tips and create a plan for both your day and your state of mind. Even more important; you can pick yourself up when you “fail” to fulfill your plans and goals for the day, because, if you are a “normal” person/parent, this happens!

The tips which follow can be utilized in different situations; when you need to work from home for other reasons or when your daily routine gets disturbed.

Jane, a good friend of mine, was deeply frustrated the other day, because she had an important deadline coming up and had her two children aged three and five at home as well. Every time she tried to sit at her desk to start working, her children would start fighting. Each time, she went



back to the kids, separated them, got them to play with different toys and went back to her desk to continue her job.

The same thing happened several times and she felt her irritation and frustration rising. She imagined her manager being annoyed because she could not meet her deadline. In her head, she heard her manager saying: "In these times, meeting our client standards is even more important, and we are very lucky to still have clients." Every time Jane talked to her children, her voice kept getting higher and sharper, and her body language became stiffer. Her eyes hardened, her breathing was fast and short. The children picked up her angry signals in a heartbeat. They reacted with uncertainty and even got a bit scared, which made them cry. The bad situation was now at its peak, and Jane felt like a bad mom. It was a vicious circle.

HOW JANE CAN AVOID OR BREAK THE VICIOUS CIRCLE

1. Control her own state of mind
2. Plan her day

Controlling our state of mind is easy when we are relaxed, as our brain is focusing on one thing only. The challenge is when our brain is full of emotions, chaotic inner dialogue, imagining pictures of failing situations and other people saying bad things.

LUCKILY, YOU CAN WORK ON GETTING A PLEASANT AND PRODUCTIVE DAY. THIS IS HOW:

1. Take control of your own state of mind:

- Make sure you are relaxed and have time to take a few minutes to focus on yourself
- Decide how you want to feel during a busy day at home:
 - What does *that* look like and sound like, now when you are in that state;
 - Your surroundings

- Your children
- And YOU
- What does *that* feel like, being in *that state*
 - Which triggers (anchors) support your wanted state; what looks, sounds and feels good – to help you enhance and remember your goal/this state. It could be a picture, music or a specific kinesthetic touch somewhere on your body. Anything that supports your goal.
- When you “lose” your state (and you will sometimes 😊):
 - Be aware that you temporarily “lost” it, and accept it
 - Take a deep breath and go to a different place/room
 - Remember your triggers (anchors) see/hear/feel it, and reinstall your desired state again
 - Continue breathing 😊
 - Repeat as many times as needed

2. Plan your day:

- Ahead of time, make a *realistic* plan for what you want to achieve job-wise:
 - Underrate rather than overrate
- Ahead of time, make plans for your children:
 - Prepare meals where possible
 - Both main meals and snacks
 - Prepare games
 - Prepare toys
 - Find the toys that have been furthest back in the closet and been forgotten for a while – they will seem like new toys
 - Hide away some toys so you have ‘new’ ones when you need them. At Christmas or birthdays, when a child gets numerous gifts, you can even hide them away for another day (this works only with smaller children 😊).
- Have breaks often:
 - Spend these breaks with your children
 - Eat your meals together



- Go out if possible - exercise and movement are good for everybody
- Set up realistic decisions ahead about when and how your children can disturb you:
 - Inform your children about the rules – this is your decision and not to be negotiated. YOU are the boss (a caring boss) with a firm and smiling voice (remember your state). Stick to your decision
 - Explain the agenda for the day, including many “rewards”, like doing something together in the breaks
 - Encourage and compliment the children
- Make a film inside your head where you see yourself doing the strategies above while working at home and playing with the children:
 - Make sure you see the film from an angle, as a “fly on the wall” where you are calm and handling your own state and then the children
 - Run the film several times
- And very important: Be nice to yourself

Jane got back to me after trying out her new strategies. She told me that her biggest challenge was changing her belief that a good mother always said yes and never raised her voice. However, when she focused on the obvious outcome for the children, Jane found another and better way of reframing her belief; a calm mother with clear and consequent directions has extra energy for fun in the breaks. Sometimes, there were still some issues of course, but mostly, she was able to handle herself, and therefore deal with both her job and her children.

Jane recommends these strategies, but you are the only one to decide if this is something for you.

Anne Helmerstuen

*NLP Trainer at TrainYourBrain.no
Norway*

05 LEVERAGING YOUR FOCUS

How successful leaders find solutions in difficult times and you can too

Cindy Galvin, *United Kingdom*

HOW DO YOU VIEW PROBLEMS?



All businesses face challenges, but how you assess them will make a big difference between finding solutions more quickly and feeling stuck in fear or worry.

When you have an issue that needs resolving, do you instinctively focus on details or do you step back and think about how it fits into the bigger picture?

If you think about how the issue relates to the company's goals, you're *chunking up*, in NLP terms, because you've broadened your perspective from specifics to a general idea or concept.

Let's say your sales team has failed to meet target the past two quarters and operating profits have been affected. By chunking up, you might see sales revenues as part of the company's cash flow or business strategy. Thinking this way removes you from any emotion associated with the poor performance and gives your mind the freedom to think creatively and brainstorm.



At this point, you can *chunk laterally* to look for similarities or examples of other things you've experienced or learned. This is where your mind can free associate by linking together things that would normally have no relation to each other.

For example, you think 'strategy' and your mind shoots back to the summer camp you attended as a child. You remember returning one year to find all the sleeping dorms moved closer to the lake, and how you'd heard years later that the camp had significantly hiked its fees. Hmm... maybe moving the sales team to one of the company's less costly locations could be an option.

If you focus on details like how production schedules could be tweaked or whether you need to reduce the sales team, you're *chunking down*. This is particularly valuable when the outcome has been decided and you need to know exactly what steps are required to achieve it.

Here's another way of understanding how chunking works. Think about a sailboat. You might see it as a mode of transportation or movement (chunking up) or similar to riding a bicycle or skateboarding (chunking laterally). Thinking about the sail, rudder, engine and mast would be chunking down.

All forms of chunking are valuable; it's knowing when to use them in the most effective way to get the information you need.

In my experience, managers who stay focused on details can lose sight of the forest for the trees, to quote the old saying; while managers who focus only on the big picture can get lost in abstracts. Those who are adept at using all forms of chunking will typically rise to senior leadership positions because they're seen as visionaries and creatives, while equally comfortable working with details. They're often effective communicators and negotiators.

A TOOL THAT'S USEFUL ANYWHERE, ANYTIME

I'd been working with a senior management team on improving communications and solving some trust issues when one of the

managers, named David, pulled me aside and asked if could work with him on a personal issue. That's not my usual area of coaching, but I wanted to see if I could help him, so I asked him what was going on.

David said he'd been having a difficult time trying to balance his career and family life. His family wasn't happy, and his work was suffering because he was distracted and wasn't sleeping well.

After asking him a few questions, two things became clear:

- David was focusing solely on the details – a busy travel schedule meant time apart from his family; he'd missed most of his children's school events over the past year, and he was tired and distracted most of the time.
- He believed his work and family life were mutually exclusive; much of his unhappiness was based in the feeling that he needed to choose one over the other. He wanted my help with how to decide what to do.

In his book *Using Your Brain for a Change*, Dr. Richard Bandler describes a belief as, "a command to the nervous system". By believing he couldn't keep his career *and* his family, David was sending signals to his body that kept him stressed, which is not a good state to be in when making decisions of any kind.

By focusing on the details, David was stuck. This was where asking the right questions could shift his focus from details to general concepts.

I asked him to separate the two issues and answer questions such as, "What's important in your life? What are your ultimate desires and goals? What do you get from having both? What wouldn't you have if you didn't have both?"

By chunking up, he focused on what family and career meant to him and saw they weren't mutually exclusive. In fact, both matched values that were important to him: satisfaction, a sense of accomplishment and of giving back, and pride in achievements. He loved his family and enjoyed watching his children grow up; he loved the companionship of his wife and the memories they had together.

His career allowed him to provide a home for his family and enable his children to attend good schools. He could take them on family vacations, which made everyone happy and created good memories.



He asked his wife the questions I'd asked him, and they eventually realized they shared similar life goals. She too had focused on all the things that weren't working, so the shift in perspective allowed her brain the freedom to think differently.

At this point, they could start chunking down to figure out exactly how they could find the right balance.

HELPING WITH NEGOTIATIONS

Chunking is also helpful in business negotiations.

I worked with a COO who'd spent eight months negotiating the buy-out of a small company that would give his business access to new markets and an immediate boost to the bottom line. I was called in after the deal stalled after eight months of negotiating.

When negotiations stall, it's essential that both parties reflect on what the deal means for them. What's the ultimate end goal and objective? Both parties need to talk this through and continue chunking up until they get to the point where they're in agreement.

After this, there should be a renewed enthusiasm for getting the contract signed because both parties clearly see and agree what's at stake and what they'll both get out of it. Now they can resume hashing out the details. And when talks stall again, the process repeats.

The COO got market share and a cash infusion, while the owners of the smaller company got support to redesign their products, an expansive marketing campaign, and the knowledge that they could comfortably retire several years later.

HOW YOU CAN DO THIS

The following questions are guides to help you begin with chunking, and I'm sure you'll think of others that are just right for your situation.

Chunking up

- What are we ultimately trying to achieve?

- What purpose does this have?
- What's the goal or vision?

Chunking down

- Exactly what do we need to do to achieve the goal?
- What specifically do you do with this?
- What steps need to be completed each day to achieve our target?

Chunking laterally

- What's similar?
- What is this an example of?
- What does this remind me of?

Now that you've learned about the chunking process, and how you can use it in any situation, notice how much fun you can have and how many more ideas you're thinking of by switching your focus.

Cindy Galvin

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06 FROM FACE TO FACE TO VIRTUAL

Small things that can make a big difference when we begin to use more technology to work with our customers

Chris Cummins, United Kingdom

WHY



I realized why virtual technology was so important the moment I arrived back from a trip to the US to find all our customers were postponing appointments due to Covid-19.

To put things into context, we run a global corporate training organization and our customers include some of the largest corporations in the world. We have more than 100 business coaches and a base in the UK where we've just invested in a new training suite.

Face to face training in group and one to one settings has been our life for the past 13 years. This current situation, if we allow it to, could make things very difficult for us.

However, "every adversity, every failure, every heartache carries with it the seed of an equal or greater benefit", so said Napoleon Hill, and over the past four years we have increased the amount of virtual training we do. There are good reasons for this, which include:

1. Customers don't need to spend money on flights, hotels and feeding their teams
2. Customers can invest the money they've saved on even more and different training
3. We can conduct more workshops in the same amount of time

4. We can spend more time running the business and less time travelling

The sessions can be recorded, delegates can then review the training at any time.

WHEN/WHERE

Now, more than ever, is the time to begin to know how to use virtual technologies like Zoom, Adobe Connect, Microsoft Teams and other platforms. The more you embrace the technology now, the easier it will be to keep and grow your customer base once this situation is over.

WHO

Over the past month, 90% of our customers have become convinced that, rather than leaving their leadership, sales and marketing teams idle at home, they will benefit from having virtual training to ensure that their minds are ready for when they go back to meeting customers face to face.

We're doing more training than usual, because our customers' customers are also at home wondering how they're going to keep their businesses going. So, we've very quickly put Virtual Resilience workshops together, inviting guest speakers to give people ideas on how to be strong and resourceful at this time.

HOW

There follows a step-by-step guide to converting your training and coaching programs to virtual sessions that are engaging, informative and will have your customers wanting more.



- Decide which of the products/programs/interventions that you normally do face to face could be, with a little adjustment, converted to virtual sessions. For example, we run two-day coaching workshops and have distilled the main elements of the program into two 90-minute online sessions
- Review your calendar and the programs you had already booked, and decide which of these could be carried out virtually
- Connect with the customers who already have time booked with you; offer an alternative “virtual session” and sell the benefits versus postponement
- Make sure you’ve written the training programs you’re planning to use over the coming months
- Advertise that you’re doing this on your website and media like LinkedIn, Instagram, Twitter, Facebook - wherever your customer base is
- Contact all your customers and let them know that you’re now, for the foreseeable future, offering virtual programs. They are all at home, so now is the best time to contact them
- Become proficient in different virtual platforms. In three weeks, our business has become expert in Zoom, Adobe Connect and Microsoft Teams. This convinces customers that we can run virtual sessions for their teams. We have a customer who only uses Skype; we convinced them to run a Zoom session for 40 of their sales managers from across Europe and they loved it
- Get the sessions in your diary and start running them

The next ‘how’ is how to make your virtual training sessions as close to the physical experience as possible...

MAKING THE VIRTUAL TRAINING/COACHING EXPERIENCE AS CLOSE TO THE CLASSROOM ENVIRONMENT AS POSSIBLE

Plan your environment

- First of all, think about the environment. Choose a quiet place without any background noise. In fact, why not have music playing when your delegates come into your training session? It helps to relax them and make them feel welcome

- Think about your background and remove anything that may distract the people you are talking to. If you can use a virtual background with some changeable positive quotes it can be inspiring (this functionality is available on Zoom)
- Make sure you are lit from the front to avoid being a shadow on the screen
- Have whatever you need (training materials etc.) within reach, to avoid moving off-screen
- Have a glass of water handy

Plan your technology

- Ensure you have plenty of time to check you have a good internet connection, your webcam is working, all your presentation materials are ready and available to share on the screen
- Turn off your phone, email and notifications, and clear your desk. This will help you to maintain 100% focus on the interaction

Plan yourself!

- Make sure you have plenty of time to ensure you are sitting comfortably. Think about what you will wear. You are on camera, which means business as usual!
- Get yourself into the right frame of mind
- And practice, practice, practice
- Get used to yourself being on camera and speaking
- Try different facial expressions

Energy

Your audience can sense your energy level through your tone of voice, so their energy level and interest will mirror yours. Speak with enthusiasm and smile, just as if you were in the same room. Gesturing also helps to maintain energy.

Vary your voice

Use a variety of volumes, pitches and rhythms to maintain engagement.

Pause

Use of silence is much easier when you are in the same room. It can feel more uncomfortable in a virtual environment. Resist the urge to jump in, give time to allow thinking and time to respond.

Use clear language

Often, body language and gestures help people fill in any gaps in understanding. In the virtual space, you need to pay more attention to



the precision of your language to ensure that the intended information is received by each and every delegate.

Look into the camera

Look straight into your camera, not the screen. It is amazing the difference this makes in holding their attention.

Chris Cummins

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07 DEALING WITH FEAR AND ANXIETY IN CHALLENGING TIMES

A Covid-19 story with practical tips to feel better

Christiane Neumann, Los Angeles

Last night, my friend Lisa called. She sounded noticeably stressed while she talked about her new situation. Due to the extremely reduced workload, her employer could only pay her for two days per week and the remaining three days would be unpaid time off. Because she was in the country on a work visa, she could not apply for financial assistance like her colleagues. She was very fearful about being unable to pay her



rent and other ongoing expenses, especially because nobody could say how long the situation would last. Then Lisa started to talk about all sorts of negative effects that it could have. She began to paint a very dark picture in her head, so I told her “STOP”.

I acknowledged that the situation was looking grim. I asked her to put that aside for a second and take a deep breath. Lisa repeated that she felt afraid and anxious as she did not know how this would work out. To interrupt her way of describing the situation, I told her to compliment herself for her honesty and awareness. It is quite normal to experience emotions about unfamiliar situations, especially when they involve uncertainty and seem to be out of our control. Being aware of what is going on inside is important because it influences



what we can do. So, acknowledge the feelings that you are experiencing, because when you are aware of them, you can do something about them.

My approach worked. Lisa was silent for a moment, then asked curiously, “Okay, what do you suggest?” Well, let me explain. When you are aware, now instead of simply reacting to what is going on inside, you can acknowledge that you might not be able to control what is going on in the world out there, but you can influence how you ‘respond’ in your internal world. You have a choice to *react to* a situation or to *respond with purpose*. Which do you think will be more useful?

Let me share some insights and an exercise. When we go through challenging times, it is helpful to be prepared by knowing some coping skills in advance. Let’s call this our ‘personal internal emergency kit’. Especially when people have been through bad experiences before, it is easy to get triggered based on remembering the past instead of thinking clearly. So, when we experience tough or challenging times – no sloppy thinking! It is important to pay attention! For example, with all the sensation-seeking news media, one can easily be pulled into a hole of negativity and hopelessness. It is crucial to be aware of how we feel so that we can calibrate to what makes us feel good or upset. And when we know the difference, we have a choice.

Here is an example. Pick something you are currently unsure or fearful about. Take your phone or a timer and set it to 1 minute. Then start the timer and talk about the topic starting with “what if” and mention all the negative aspects that you can imagine about it until the alarm rings, then stop. OK, go!

After this, move your body - shake out your arms and walk a few steps to get rid of that created energy. Then set the timer again to 1 minute. Now start again with “what if”, but this time talk about your topic only in a positive way, including possible opportunities and good outcomes. OK, go!

Did you notice the difference? When we speak, we also listen to our spoken words and they affect how we feel. Thinking is a form of speaking to ourselves; the way we think creates feelings and those feelings then lead to what we do, which in turn also affects what we achieve.

Easy to remember: **Think** ➡ **Feel** ➡ **Do** ➡ **Results**.

The Covid-19 pandemic has reminded us all how important personal hygiene and hand washing are. So maybe we can consider good, clear thinking as a form of internal hygiene. And it should be done often, especially when unpleasant stuff is going on.

My friend finally laughed. Then we spoke about ideas of what we can do in challenging times like now.

- We all crave certainty, so in times of uncertainty, create your own certainty in areas where you can. For example, set a daily routine (write a list), do things you like and can do, which are familiar and give a sense of “normality”.
- Focus on what you can do and what is in your control. Remember, you can control what you think about and what you focus on. Pay special attention to your language, because words create feelings/emotions (remember the “*what if*” exercise).
- Be easy on yourself. Hey, it’s OK to have moments of fear or anger. It matters how long we stay in those moments. Best not to hang out there too long; they can become sticky!
- In case you feel down, ask yourself “what specifically would make me feel better right now in this moment?” and have a list at hand with ‘healthy’ options.
- Acknowledge the situation and consider solutions. Have a plan A and a plan B for back-up.
- Be proactive, don’t wait for someone else to do it or fix it for you; research for yourself, and find out about options and opportunities.
- Connect with other people. If you don’t find what you like, organize a support group or a fun social group yourself (all possible online).
- Reach out to other people who might be able to help. You might be surprised how many people are willing to help when asked. For example, this chapter was written as a result of getting a few people together to discuss ideas, and someone suggested writing this collaborative book.
- Give another meaning to the situation; something with a positive tone. Regarding Covid-19, I have heard things like “a time for reset”, “the opportunity to do things we never had time



for”, “time to refocus and set new goals”, “time to see that the air is cleaner” and many more positive things.

- Pay attention to what you watch in the media and who you listen to, as that will also have an effect on your mind. If it brings you down, change the channel!
- Volunteer or do something nice for someone else. It can be as simple as calling someone to say hello or, when you go to the store, asking a neighbor if they need anything. Doing something for others usually makes us feel good as well!
- When we don’t know how long something might last, it often helps to put a mental time frame to it. That gives you room to plan and decide what you can do in that time. And think about it. If you say, “it takes so and so long”, in case the situation ends before that imagined deadline, you most likely will be happily surprised. If you put the date too short, you can reassess the situation at that later time with more knowledge and set a new time frame.

While talking about these ideas and looking at the options, Lisa appeared to relax a bit; she started to join in with her own ideas, naming people she could connect with and reach out to. She seemed to be interested to hear more. So, I added that not only our thoughts but also our physiology and attitude have an influence on how we feel. “How is that?” Lisa wanted to know. “Well, let’s do another quick exercise to better understand this.”

For a moment now, shift your body to slouch forward, and look down. While in this position, think of something sad and notice how it is quite easy in that position. Then do the opposite, put your shoulders back, straighten your body and look up – now try to feel sad in this position. Not so easy, right?

It is proven that when we smile or laugh, we release positive hormones like Dopamine, Serotonin and Endorphins, which help our brain to function better. Power poses, like the victory pose with both arms lifted toward the sky, also have a positive effect on our mood. That is biologically automated. Calm, deep breathing affects our heart function and oxygen level in the brain. We can make use of all of this.

When we combine useful thinking with positive attitude and postures, it is powerful. We can build powerful internal states in which we then find better ideas and solutions. So instead of dwelling in the negative

aspects of a situation, we can find ways to better deal with what is going on by taking control of our internal world and generate more useful states that make us feel better.

“Yes, I get it,” said Lisa, “it’s much easier to think when I am calmer. But how can I generate a good state when I am feeling overwhelmed with all that’s going on?” That’s a great question. Awareness is the key. Notice what you are noticing and acknowledge when you are starting to feel overwhelmed. Instead of positive hormones, in anticipated danger our body releases stress hormones to prepare for a ‘fight-flight-freeze’ reaction. Those hormones cause the pre-frontal cortex in our brain to shut down and we cannot convert information fast enough to think clearly. Therefore, it is much easier to stop the spiral downward right at the beginning, instead of later when we are already in automated ‘fight-flight-freeze’ mode. It is best to be prepared in advance. Remember the ‘personal internal emergency kit’?

Here is one more exercise, so you have a helpful resource in case things get emotionally tough:

For this exercise, it is most useful to stand up and close your eyes. To set a nice starting point, with closed eyes imagine that you are in your most favorite place, where you feel calm and secure. Breathe deeply, and fully enjoy being in that wonderful place for a moment. Then think of something that you love. It could be a person, a pet - whatever it is, imagine it now and allow yourself to feel a deep sense of love. Let it warm your heart and every cell in your body. When you feel the love fully and strongly, take your thumb and another finger and press them lightly together. We call that anchoring. You are anchoring a good feeling. Great! Note, the more senses (seeing, hearing, feeling, smelling, tasting) you involve, the better the result.

Then take another resourceful feeling. For example, ‘accomplishment’. Something that you are proud of, that you worked hard for and that you have achieved. Find such an experience and step fully into it. Be there. How were you standing, how were you holding your shoulders and your head, what did you see, hear and feel? Let yourself fully experience that moment again as if it is now. When you are fully in the state, lightly press the same two anchor fingers together again. Do this exercise with several more resourceful states, e.g., confidence, curiosity, humor, strength - whatever you think will be helpful for you. When you have anchored several resource states, press the anchor



fingers and feel all those experiences again, fully, strongly. Let your body bathe in those feelings and every cell to be filled with those good memories. Enjoy this for a moment, then come back in the here and now and open your eyes.

There was silence, then I heard Lisa say, “wow, that was amazing!” Her voice sounded strong and much calmer now. She thanked me for the helpful conversation and said in a confident tone that she would make good use of all of this now. I told her “you are very welcome; feel free to share it.”

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08 STARTING OVER

Generative change

Daniel Velasco García, *México*

Life is composed of elements which connect with each other in time; some of these elements are external (context, surroundings and people we interact with) and some elements are internal (our experiences, strategies, beliefs and values).

By navigating through each one of these elements, we align our resources to face each new day and react better to changes, crisis and unexpected events.

THE UNEXPECTED

If you asked me where is the magic of life, I would say that it lies in the unexpected and extraordinary things that it offers to us: sometimes very lovely surprises and some others not so lovely.

The unexpected is something which pumps emotion into our lives. Otherwise, if things were always the same, everything would be so familiar, predictable and repeated that we would get bored. The great success associated to suspense stories and movies, or to surprise parties, is due to the emotions that they ignite.

Of course, we must admit that sometimes the unexpected can be very different to what we would like





or what we would prefer in a moment of change. That is why it turns out to be very important to be able to be ready to start over in new contexts.

Accept it! Everything changes: people, circumstances, technology, ideas... EVERYTHING! So, once we have a quick way to learn to adjust to those changes, it will be much easier and rewarding to start over.

WE HAVE... WHAT?

Let's think of the early years in school: our peers, our teachers (good and bad, nice and not-so nice) the buildings, classrooms and corridors which were so much a part of this early part of life. A place we learned, played and pretended to be a fireman, a doctor, a police officer; a place where we grew and developed outside the home **environment**.

In that new environment, we learned to solve problems and face new situations. This made us develop new **abilities** and create **strategies** to make decisions and achieve goals – things as easy as counting using our fingers.

During sports activities, you must make use of the personal experiences and strategies that you have developed in order to apply them in basketball, volleyball or any other contest. That is how you gain security and self-confidence. It is also how you solidify experiences into ideas and **beliefs**, which are strengthened within every match that is won, or modified and adjusted with every match that is lost.

And once school is over, you get to understand that you have learned much more than numbers and the alphabet. You have learned about the responsibility of accomplishing a goal, how to obtain good grades from your effort, to understand and accept your peers' differences, perseverance to acquire new knowledge, strength to achieve individual and team goals. You have even learned about solidarity and loving others, like when you played at being a fireman.

In other words: you build and crystallize your values.

AND HOW DOES HE DO IT?

One day, Martin, a top executive and former coaching client with whom I had no had contact for almost three years, called me. After a deep breath, he began to talk...

“I don’t know what to do! After working for a long time in the financial world, I got bored. I resigned as a director of a company I designed and set up some businesses which didn’t work. I lost a lot of money and my ex-business partner (and now ex-friend) cheated me. I am almost bankrupt. I messed up! Can you help me?”

Since I know Martin, it was clear to me that:

- His decision was not a random one
- His circumstances had changed (so did his partner)
- His outcome was not satisfactory; he did not have total control
- He had a failing business

What Martin had done was start with a new idea which he had been pondering about, and which he did not feel sure about, but he did not SEE CLEARLY the right path.

Therefore, I told him: NOW is the moment to do something; you are in the middle of an important change caused by this crisis, so I will ask you to use your imagination and make a movie in your head before you answer my questions. You may close your eyes or not; the important thing is that you consider the answers - do not share them with me yet, just watch the movie.

I asked: Where are you working in this new project? Visualize people and places. Do you know them all? Maybe some of those people are new clients, new suppliers or maybe new employees; consider all the possibilities. When you think about this place, imagine everything in the environment; the facilities, the equipment, the materials and resources.

Then I asked: Based on your experience, which are the strategies you can use? What new learning will you have and apply? How are you going to use your personal history to deal with this new situation? I want you to SEE all possibilities.



Whenever you confront a new challenge, it is important to feel security and self-confidence. In this way, your attitude towards the new situation will allow you to have better emotional control, keep faith in yourself, and keep the necessary motivation to go on. That is why I told Martin: Think of all the positive beliefs you have about yourself, consider all you know, all you can do and all you can achieve. Bring to your consciousness the reasons you have to believe everything will be okay.

Then I told him: Now concentrate even more on the following - the outcome that you will have once you have made it. Observe that satisfaction or fun; everything you know you can have and why all this is worthy. And again, see all the possibilities, because you will make it.

Finally, I asked him to share his answers as I asked all the questions again two or more times, starting at the beginning and until the end in the same order.

The outcome? To have a different perspective of the situation, since you see all the elements in and around this “new life”, this new business.

Believe me, these questions are magic and their answers very, very powerful. They illustrate the means by which you can navigate through the different aspects that configure your life, by asking questions that explore the elements associated to the new condition.

THESE ARE THE STEPS

You are going to ask (or suggest) the person to:

- Look through (see, hear and feel) the whole context: place, people and time when and where the change will happen.
- Consider the actions, knowledge and strategies with which the person is going to deal with the change.
- Remember all the positive beliefs associated to the change; the beliefs that strengthen self-confidence, security and determination.
- Experience (see, hear and feel) all the benefits the person will obtain, once they achieve the change in a satisfactory way.

Finally, ask these same questions with the movie two, even three times more, in order to keep navigating through the elements of this new reason to get ahead in life.

BUT WHAT IF I AM NOT IN CRISIS?

Keep in mind the fact that a change does not need to be dramatic, painful and spectacular. Sometimes, it is a big deal for some people to change the frame of their spectacles. This exercise will help you to consider the many elements associated to a new condition, covering very important issues because that change will have an effect on yourself, your family and your job.

A little change will make changes in your environment too; getting married, starting a new business, deciding on a major at university, how to invest your money, a place or activities for vacations... Consider that when you answer these questions, you will be taking into account elements that could be unobserved, because they are so “obvious”. However, no matter how obvious they may seem, they could have a big impact in those new conditions.

By answering these questions, you will find out how easy it is to START OVER.

PS. When you are flowing in life and its elements, you may even find that this change is not the most convenient action to take, because your decision now is more consistent and solid, since you are now embracing your whole self.

Daniel Velasco García

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09 WHO IS CARING FOR YOU?

Geoff Rolls, *United Kingdom*



Probably like many of you, I have been fortunate to have travelled to many different places around the world by plane. The one thing you know will happen shortly before take-off is a demonstration by the cabin crew (or via video) demonstrating emergency procedures.

Often, I note that regular travelers don't always seem to pay close attention to this. I've always been a good passenger and made sure I paid attention, and this ensures I'm ready. In

these demonstrations, these words, or words like them, are said: "Should the cabin experience sudden pressure loss, stay calm and listen for instructions from the cabin crew. Oxygen masks will drop down above your seat. Place the mask over your mouth and nose. Pull the strap to tighten it. If you are travelling with children, make sure that your own mask is on first before helping your children."

It's a very good idea that you want to help other people at times of great uncertainty, and ensure you look after yourself first. So, with that in mind, have you noticed what happens to you as you breathe? Breathe out on a mirror and you can see a build-up of condensation that has just left your body. If this is just one out-breath, imagine how much water we lose daily through breathing, as well as through the natural processes of perspiration and excretion. We always talk on an

out-breath, too. Our hydration is massively important to our overall wellbeing.

Whilst there is water present in many foods, the body isn't able to make use of it until it has made its way through the digestive tract, and then only when it is fully separated from the waste material re-integrated into the body in the large intestine. When we drink water, receptors in the mouth recognize it and are able to make use of this wonderful resource immediately. I wonder, how much water do you drink daily?

We know that scientists recognize the average human body is made up of anything between 50%-65% water, much of it in blood plasma (about 20% of the body's total.) According to a study published in 1945 and still widely quoted, the percentage of water in the human heart and brain is 73%, the lungs 83%, muscles and kidneys 79%, the skin 64% and the bones around 31%. We know that water is the primary building block of cells within the human body. Water can act as an insulator, regulating our body temperature. It is also needed to metabolize proteins and carbohydrates used as food. It is the primary component of saliva used to aid in swallowing food. It also lubricates joints. It acts as a shock absorber for the brain, the spinal cord and the organs. It's also used to flush waste and toxins from the body. It carries oxygen and nutrients all the way around the body. And it is the principal solvent within the body, dissolving minerals, nutrients and soluble vitamins. All in all, it's very important!

People begin to feel thirsty when they have already lost 2%-3% of their body's water. Being dehydrated by just 2% impairs our performance in mental tasks and our physical coordination. It's really simple to keep hydrated. Whilst there is some different advice out there, to keep yourself hydrated you need to consume about 2 liters (approx. 68 fl.oz.) of still water daily. Recognize that the more hydrated you are, the more you can get "into the flow."

Whilst initially you may visit the bathroom a little more often, very quickly your body will become accustomed to its new, more hydrated status.

There are other things you can do to be in a better position to help you to help others. Here's one which can be done at any time anywhere; it just requires you to think about it. Have you ever seen



someone who seems to be having a challenging time holding their head in their hands? It's interesting, as they're not doing it by accident. The points they hold perform a fantastic function; when held in a particular way, they help to get resource to the front of the brain, which in a state of fight/flight/freeze is severely lacking.

The neuro-vascular holding points - known also as the Bennett reflexes - are believed to affect the circulation of the vascular system of various organs and glands to improve many conditions. When someone is holding their forehead in a specific way, they are able to influence the brain's ability to calm down and get back to the opposite of the fight/flight/freeze response - 'rest and digest'. In the state of rest and digest, we are best able to use all our resources as a human being. The way we do this is as follows:

- Find a point half-way across your eyebrow
- Measure half-way between your eyebrow and your hairline (or for the follicly challenged, where it would have been!)
- Hold with two fingers, with no more pressure than you would use over a closed eye
- Keep holding this on one side, then do the same on the other side, again with two fingers, while still holding the first side.
- Relax, breathe abdominally and maybe you'll begin to notice a light pulse from your fingertips
- Sometimes, you will notice that this pulse is slightly different on one side to the other
- Lightly hold these points for about 30 seconds, or until you feel the two pulses synchronizing (if you're able to do that)
- Before you let go, take a deep breath in, then let go very gently on an out-breath, brushing against the skin as you release

Pay attention to how much calmer you feel now. Use this technique again, particularly if there is something you are considering doing, that previously has been stressful for you to consider. This time, as you hold the points, see yourself doing whatever it is that you need to do easily and safely. Again, holding these points until the pulse synchronizes, allow the brain and the body to see how you're going to do the activity. Run the film in your mind, far ahead enough that you are able to complete the activity and learn by how you've done it this way. This technique is useful any time you have an activity to

complete; it's just that by using the holding points, if there is a potentially stressful element to any of it, you can ensure your brain stays in the state of rest and digest, while you perform the activity of seeing yourself doing it. By using the body's own abilities now to practice staying in a state of rest and digest, the mind is more capable of thinking about how to do it.

The key thing to remember about any of these techniques is that you are taking responsibility for staying in a more productive state, which in turn ensures you have the largest range of behaviors available to you at any time.

Always attach your own mask first, before helping others – look after yourself!

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10 CONTROLLING YOUR INNER VOICE

A simple way to change your inner voice

George Cunningham, United Kingdom

Over the years, I've had some terrible arguments with people - and some of them really happened!

How many times have you re-lived an argument in your head? Perhaps you rehearse what you'll say to someone the next time you see them. Or maybe you've read something that's made you upset, angry or anxious.

When we read texts, emails, letters or even the news, we use an inner voice to create meaning. Which voice we use often depends on who is writing. Sometimes, that voice is nice and friendly, making us feel happy; sometimes it's serious and panicky, making us feel anxious. At other times the voice might be angry or scathing, making us feel upset.

How would it be if you could get control of this inner voice and change it?

The great news is that it's possible to gain control of this inner voice, quickly and easily. Whether it's reading the news headlines or a text from an ex, changing the inner voice can be simple and fun to do.

Many years ago, on one of my first NLP Practitioner courses, a lady kept receiving texts that seemed to upset her (one of her children was ill at home that day).



When we paused for a coffee break, I asked her if everything was OK. She told me the texts were from her ex-husband, who she was pursuing for child maintenance payments. She produced her phone and began reading aloud.

Now I understood why she was upset. It wasn't the words that had done it, she was reading the text in *his* angry voice. I asked if I may read the text to her instead.

I mimicked the silky aristocratic voice of British comedy actor Leslie Phillips (you may know him as the voice of the Sorting Hat in the Harry Potter films). I started, "Helllloooo, scrounger... Who the f#@*k do you think you are... You want how much..."

She started laughing loudly, along with the rest of the group. I returned her phone, and she changed her ex's name to 'Leslie Phillips' then set the theme from the film *Carry On Loving* as his ring tone. I asked if I may alter something else, and for the rest of the morning we were treated to Leslie Phillips' catchphrase "Ding! Dong!" every time she received a text from her ex.

Of course, we can use many other voices to similar effect. I'm sure you've heard someone speaking after inhaling helium. Imagine how Peppa Pig or Mickey Mouse would sound squeaking Darth Vader's sinister line, "I am your father..."

So, over the coming days, simply experiment, and if you are feeling anxious or angry, replace that inner voice with your favorite cartoon character or comedy actor.

Enjoy the results, and remember, it's *your* inner voice and *you* can change it. You can do this when you read the news, remember an argument or think about difficult people.

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11 FOCUS ON WHAT'S IMPORTANT

How to get on the right track and live a happier life

Hannu Pirilä, Finland



In stressful times, it is so easy to get caught up with all the negative news around us and let it take hold of our focus. But focusing on negative news will not bring you peace of mind, nor will it help you solve your problems.

What you need to do in stressful times is focus on things that are important to you. That way, you will give better instructions to your brain and take control of your own life.

Several years ago, I was contacted by a mother of two young children who worked as a CEO and was a co-owner in a small family business.

She told me in her message that her life was "unmanageable". This manifested as insomnia and difficulty in relaxing. She wanted help in sleeping better and getting rid of panic attacks in situations where she felt that the "house of cards will tumble". In our meeting, she told me that she hadn't slept well for several years.

After talking with her for a while, I decided to get her to map out her hierarchy of values. After the survey, she realized that she didn't spend much time at all on the things that were most important to her. This insight and a couple of further exercises made her look at her life in a whole new way. She left the meeting an evidently changed person.

Another client, a well-known rock musician, approached me with a different kind of distress. He felt that he had achieved pretty much everything he wanted in his life. He had fame and fortune – the things

that practically every rock musician wanted. Yet he had started to feel more and more dissatisfied with his life. He was confused and didn't know what to do.

One of the first things we did was define his hierarchy of values. He was blown away by the findings. He said this was one of the most remarkable things he had experienced in his life. His words when he left our meeting: "Why wasn't I aware of this? These things should be taught to everyone at school!"

THE IMPORTANCE OF GOALS AND VALUES

In difficult times, instead of focusing on limitations, ask yourself: "What do I want my life to be when all this is over?" And: "What can I do right now that takes me towards what I want and what is important to me?"

In other words, you need to define what you want and what is important to you. What we define as important are our values. Through our values, and especially through the hierarchy of our values, we also prioritize our actions and behaviors.

It is important to realize that our values change. If they change very often, our life will probably be very complicated. Yet in times of major change or crisis in our lives, it is good, sometimes even necessary, that we make changes to our value system. These are also the times you need to be more aware of your values, so that you can emerge better and stronger than you were before.

Goals and objectives guide our actions. When your goals and objectives are based on what is truly important to you, you sharpen your focus and give your brain better instructions about what to do.

The Coronavirus pandemic will pass. The real difference comes when you observe your life on a longer time frame. Taking care of yourself and your loved ones is important. And so is life once the pandemic is over.



VALUES AND THE HIERARCHY OF VALUES

Another practical benefit of knowing your value system is that when you are aware of what is important to you, it is much easier to make decisions in your life. Often, when we agonize over a decision, just asking ourselves, “what is important to me in this matter?” allows the decision to spring up by itself.

So, let's get to the bottom of what's important to *you* in *your* life and prioritize those things!

“Knowing what your values are is excellent, because happiness comes from living your values every single day, regardless of how close or far away your goals may seem to be.” Paul McKenna (1)

EXERCISE, PART 1

Ask yourself: “What is important to me in my life?”

Sit down for a while and think about it. Write down the things that are important to you in your life. These could be things like family, friends, love, work, money, subsistence, freedom, independence, safety, happiness, success, honesty, sincerity, hobbies, etc.

The above is a list of things that some people might find of value. What is important is that you form *your* own list specifically of things that are important *to you*.

So, spend a few minutes reflecting and writing down what is important to you. Try to list maybe 4-8 values. If there are more than 10 of them at the outset, think again; if everything is important, then nothing is important.

After you have completed your list, take a few minutes' break. Go and have a glass of water, for example. That's always good for you. Then return and do Part 2 of the exercise:

EXERCISE, PART 2

Take a look at each value you have written down. Taking each in turn, ask yourself what is important to you in each. Search inside yourself, and when you get an answer from inside yourself, ask in turn what is important to you in *that* (whatever your answer was). Then ask what is important to you in *that*. Keep asking these questions until you can't find any more answers, or you get the same answer.

For example, if you have listed "happiness" as one of your values, ask yourself, what is it that's important to you about happiness? If your answer is, "feeling good", then ask yourself what is important to you about "feeling good". And whatever your answer to that is, ask yourself what is important about that.

After you have gone through your whole list, ask yourself if any of your answers is a value that should be on your list. Did you perhaps elicit new values through the questioning? If you did, and you think they are important to you, add them to your list.

Often, if our values appear to be based on things like security, we might find some kind of avoidance of insecurity driving that thought.

Whether our focus is on what we want to avoid, or what we want to move towards, it is of great importance to our mental state. So if, behind our values, lies the need to avoid something, we probably unconsciously experience bad feelings and are unconsciously moving towards things that we actually want to avoid.

The point is this: The more that there are things we want to avoid behind our values, the more we experience bad feelings. By becoming aware of these things, you have already taken your first step towards fixing them. It is extremely difficult, if not impossible, to fix something we don't know needs fixing.

Therefore, it is critical that you go through your values carefully and reflect upon what is important to you about each value - and that you are extremely honest with yourself.



Having coached numerous clients, I can say that most people are not aware of their values, particularly their hierarchy of values. When you know what is important to you, you consciously pay more attention to those important things. And when you start to work more and more on the things that are important to you, you begin to notice that your days include more and more things that bring you pleasure, happiness – and success.

So, let's delve into your hierarchy of values...

EXERCISE, PART 3

Take a look at your finalized list of values now and compare the two values at the top of the list against each other, asking: "Which one is more important to me, this [the first value on the list] or this [the second value on the list]?"

For example, if the first value on your list is 'happiness' and the second value is 'love', you would ask yourself: "Which is more important to me, happiness or love?"

If the answer to the question is crystal clear, you can accept it as it is. If, however, you have any doubt, or you ponder between them, you can ask: "If I had this [the first value on the list] but I would not have this [the second value on the list] would that work for me? On the other hand, if I had this [the second value on the list] but I wouldn't have this [the first value on the list], would *that* work for me?"

As an example, if you had 'happiness' as the first value on your list and 'love' as the second value, you would ask yourself: "If I was happy, but I would not have love in my life, would that work for me? What would my life feel like? On the other hand, if I had love but I would not be happy, would that work for me? Would my life work for me?"

Another way to make a decision is to ask: "Could I give up happiness for love?" Or "Could I give up love for happiness?"

Notice that when you ask these questions, it is extremely important that you ask them in both ways.

I understand that choosing a more important value out of two important values can be challenging. It can help to pay attention to your feelings rather your reasoning. Somehow, your unconscious mind will communicate to you, often through the sensations of your body. So, trust your feelings and make your choice.

Whichever of the two values feels more important to you, choose it for the next comparison.

Next, take the more important value from the previous comparison and compare it with the next value on your list by asking again: "Which is more important to me, this [the 'winner' of the previous value comparison] or this [the third value on your list]?"

Let's assume here, for the sake of example, that from the first comparison you felt happiness to be more important and the third value on your list is "friends." This time you will ask: "Which is more important to me, happiness or friends?"

If needed, utilize the same questioning layout again: "If I were happy, but I would not have friends, would that work for me? On the other hand, if I had friends but I would not be happy, would that work for me? Would that work in my life?" Or you can also use this wording: "Could I give up happiness for friends? Or, on the other hand, could I give up friends for happiness?"

Whichever from these two values feels more important to you, choose that again to the next comparison.

Next, compare the more important value of the previous pair to the next value on your list by asking again: "Which is more important to me, this [the more important value of the previous reference pair] or this [the fourth value in the list]?"

In other words, you always choose the more important value from your comparison and compare it to the next value on the list. Continue this way until you reach the end of the list. The value that 'wins' the last comparison is your most important value and therefore number one value on your hierarchy of values. So, write it



down and draw a line over it on the list so that you will no longer include it in the following comparisons.

Then go back to the list and go through it in the same way for the remaining values. Go through the rest of your original list of values and always write down the 'winner' value of the round to your hierarchy list and draw a line over it on your original list. When there is only one comparable pair left on your list, the last two 'places' for your value hierarchy will be solved for you.

It is worth remembering that even if you've put your values in a hierarchy, which means that some values are more important to you than others, all your values are still important to you. The hierarchy of values is important, because if we cannot make a distinction between them, it is difficult to make decisions. When you know what your most important values are, they will guide your life more clearly in the direction you really want to go.

It is also worth recognizing that our values can change very quickly and quite radically. If you experience a radical event in your life, or even achieve a significant goal, your values can be transformed into a different set of values in a flash. For example, people who have survived a serious accident often recreate their values and lives in a very different form. Similarly, once we have achieved a major goal, a new goal and its associated value may then fill our focus.

"The most important choice you make is what you choose to make important." Michael Neill (2)

When you keep your focus on the things you want, and you want to move towards, four good things happen in your mind:

1. You begin to get *ideas* that will enable you to get what you want.
2. You begin to discover a variety of *resources* that will help you get what you want.
3. Your *motivation* for what you want is maintained and even increased.
4. You begin to unconsciously develop *features* in yourself that enable you to get what you want.

Unfortunately, approximately the same applies to the reverse if our attention is on things we do not want, or we want to avoid. In this

case, we will only get more of what we do not want and, in addition, feel bad feelings.

So, your focus is of great importance. When you keep your thoughts on what is important to you, you are on your way to fulfill them.

The young entrepreneur-mother that I told you about at the beginning of this chapter sent me a message the day after our meeting, saying: "Thank you very much for yesterday! I had a really peaceful feeling and I slept incredibly well last night. Wow, what a feeling!" So, for the first time in several years she had slept well.

I found it pivotal that, by becoming aware of her own hierarchy of values, she was able to realize new things in her life and notice new alternatives that helped her to make new and better choices.

About six months after we met, she sent me an email to say that her life had now a whole new design, and that she was enjoying her life in a whole new way.

As for my musician client, he started to contemplate his life in a new way. After about a year, he held a press conference: he was going to quit his band after 16 years and go for as yet unknown adventures.

I had several meetings with him along the way, in which we explored several NLP techniques and exercises. Although all were very helpful and insightful, only a few had the same impact as becoming aware of his hierarchy of values.

¹⁾ Paul McKenna: Change Your Life in Seven Days, page 126-127, Bantam Press, 2004

²⁾ Michael Neill: You Can Have What You Want, page 211, Hay House, 2009

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12 INSTANT CONTROL

Tell your brain what to do, or it will do you!

Hingdranata Nikolay, Indonesia

WHO IS IN CHARGE?

In most situations, when you let your brain take charge automatically, it will run on autopilot; just as you do things every day. You wake up, go to work or stay home, do your jobs, sleep, etc. What's wrong with that? Nothing!

Nothing, except when things are not the way they used to be. Like right now! You are not able to do things as you usually do - well, except if you usually do nothing!

You cannot do your job the way you usually do it, you cannot sell the way you usually sell, you cannot do business as you usually do it. At the end of the day, you cannot see the result, as you usually (in most cases) see it easily! So, you are either busy complaining, frustrating, running back and forth like a chicken who's lost its head, or maybe - maybe - thinking of ideas how to solve it.

But, here's a but... What you see and hear on the news, on social media, messages on your phone all cripple you! You lost it! The world has gone mad! You cannot help it! Every second, you want to check all the updates! You need to survive!

My God! You cannot do what you usually do, you cannot do what you want to do, you cannot enjoy what you want to enjoy! And, yes, there's



an and: they say it's going to take some time, and they don't even know when it will be over. And, yes, there's more: they bring you more bad news every second!

Right now, you are in charge! Even if you want to think of an idea, your brain hacks your day. It drives your hand towards that button to update every minute of the day, it floods your body with insecurities and blocks your thinking ability!

IT'S TIME TO TAKE BACK CONTROL!

You know you need to stop and think! You know you need to take control of yourself and produce something! Anything! You know you don't like to be frustrated or stressed! But how?

Good question. If you don't take control in any situation, direct your thinking and act on purpose, your brain already has its own automatic system. And in a situation like this, fear, anger and sadness are mostly welcome in your brain. It's normal brain behavior, because it wants to take care of your wellbeing. And if it doesn't have any new instructions, it knows what to do – let's be stressful!

So, if (that's a big IF) you really want to think and find ideas, you need to take control! Tell your brain to stop it! And think! You cannot expect your brain to think of ideas when it runs on emotion mode! How, you say?

EVEN THERESIA CAN DO IT!

I put together this strategy, which is tried and tested on my clients, especially for when the virus situation became increasingly frustrating. One of the major banks in my country has applied this strategy to its staff members and reported how it helps them to start the day well, keeps them productive, and assists in dealing with anxieties.

My eldest daughter, Theresia, was having problems concentrating when I introduced this strategy to her. You know teenagers, how floods



of information from social media get into their brains with no stop button. She experienced instant focus after practicing this technique. Now, every time she is anxious or feels any kind of disturbance in the mind, she just does the exercise and takes control back!

LET'S DO IT!

Ready to take control? Here are the steps!

- 1. Take three deep breaths**
Take the longest in-breath you can, hold your breath for 3-5 seconds, then take the longest out-breath you can. Repeat three times minimum (up to 4-5 times is okay). This will not just help you relax; it will also increase your heart rate variability (HRV), which will increase your cognitive function.
- 2. Take a 'Super Hero' pose**
Stand straight, push your chest forward, stand akimbo (hands on waist), chin up, and hold for 2-3 minutes. This instantly rearranges the chemicals in your body and reduces the amount of cortisol flooding your body in a stressful situation.
- 3. Close the first two steps above with a mantra**
This mantra is a sentence you can use as an anchor. You can use wise words, a favorite quote, a favorite phrase relevant to what you want to do. Make it short, say four or five words. Say it as you mean it. Say it as you give yourself advice.
- 4. Give yourself a specific instruction.**
Say three things you will do after this. Your instruction must be specific, e.g., 1. Turn on the laptop, 2. Do the report, 3. Call the boss. Your brain needs specific instructions, otherwise it will get back to its automatic mode again!

USE IT ANYWHERE, ANYTIME!

You can use this at the start of your day, the beginning of your shift, or when you feel uneasy. Not just during this virus situation, but any time after this has all passed!

Some of my clients report that this takes effect for the length of time they need to finish a task, from 90-120 minutes.

If your brain somehow tries to remind you again (with a good intention, of course!) of all the danger and uncertainties outside, do the exercise again. Remember that the information will always be flooding your eyes and ears. So, do it whenever you need it.

Hingdranata Nikolay

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13 KEEP YOUR EYES ON THE PRIZE

Moving forward through times of trouble

James Seetoo, USA

In times of turmoil, there's inevitably a lot of uncertainty, and the resulting anxiety can be overwhelming. The constant drumbeat of bad news can be overwhelming, and the siren call of disaster can fix a person's attention in a way that crowds out anything else, creating a feedback loop of bad images, bad messages and bad feelings which spirals out of control.

There's an old saying in journalism, "if it bleeds, it leads", which refers to the fact that people are inevitably drawn to sensationalism and bad news - far more so than from good news. How many of you have been driving along a highway when all of a sudden, every car slows down, brake lights flashing, and traffic grinds to a crawl? Your first thought is very likely to be that there's an accident ahead, which naturally makes a lot of sense.

For those who have been driving for a while, your second thought is very likely to be the accident is on the other side of the highway and everyone is slowing down to have a look at the crash. This phenomenon can be seen in one of the NLP Meta Programs known as moving *towards* pleasure and *away from* pain.

And since the majority of people will do more to avoid pain than to gain pleasure, this mechanism accounts for that craving to see and hear



bad news in order to be able to avoid pain, even if you're not in an area where you are personally in jeopardy.

After all, forewarned is forearmed, isn't it?

Of course, concentrating on what you want to avoid takes up the bandwidth that you were probably using to move towards your goal, and knowing a problem exists is the first step to taking control of it. If you're moving away from something, it's much better to also be moving towards something else – something better.

Rather than feeding into a destructive feedback loop of watching news that makes you feel bad, listening to news that drives a less-than optimal internal dialogue and amplifying anxiety and other bad feelings which move through your body, taking on a life of its own, the first thing to do is - Stop!

Before you begin to reset, re-evaluate and build new strategies, the first thing to do is stop feeding the beast of the old one that isn't working for you. So, stop and dissociate from what's going on and evaluate your current situation. If you're sick, or caring for someone who is sick, your strategy will be different to if you're working from home or out of a job due to the current situation.

So, as you begin to dissociate from the situation and turn down the volume on the drumbeat of bad news, you can begin to change your perspective and really determine what the situation is for you and your family.

There are things that are under your control, such as what you look at, what you listen to, and how you feel. And there are things that you can't control, such as the spread of an epidemic or your employer shutting down. It's in the conflation of the two categories (things you control and things you don't) that can lead to feelings of helplessness, despair, pessimism and anxiety.

As a first step, start listing the things that you have control over, such as what you're watching and what you're listening to. Then you can determine - is it true, is it relevant and, most importantly, is it relevant for you, because this is the beginning of a new strategy. After all, strategies have to adapt as situations change, but changing short-term strategies doesn't mean long-term strategies and their goals have to be thrown out; adversity is an opportunity to re-think what



we've been doing and generate ingenious new solutions to deal with changing conditions.

Then make a list of things that aren't in your control, such as work conditions. You might be experiencing anxiety over work situations, and while it's natural, it's just an "away from" strategy. So now is the time to take an inventory of your skills and see how they can serve you in the current conditions. You can take the opportunity to add to your skill set and take yourself where you want to go.

Remember, the map is not the territory; so we can take the opportunity to explore what else we can put on our map in order not only to navigate the troubled waters we find ourselves in, but also find new ways to work towards our ultimate destination.

This is not to say that you should ignore what is going on, and of course take all necessary precautions to preserve yourself through the current situation. Yet orienting yourself towards what will happen afterwards will give you a pathway forward.

Because when you make the important decision to take the opportunity to ask yourself "what comes next?" you can begin to create something to move forward towards, rather than just waiting for something to happen to you. Let's try a little thought experiment...

Imagine you're standing on a path through a beautiful field with the sun shining down, warm against your skin. And notice that what's in front of you on this path is your future, and behind you, with the path curving slightly, is your past.

Notice that there are things in the past that you remember – things that held you back, and when you have that feeling of being held back, that feeling you notice is just a memory; it's just a thought – something that happened in the past. And you can see those things behind you and that's where they belong, in the past, something that happened, and the best thing about the past is that it's over and now you have the opportunity to do something else, something different, something fun, something great.

Because those feelings are just something you were thinking without remembering that you were thinking. They're old memories that are there to teach you a lesson that you've learned and are no longer

appropriate. After all, when you were three years old you weren't allowed to cross the street by yourself because it wasn't appropriate, but if you were still doing the same thing now, you would realize that it's just something that you used to do and now know better.

Just realizing that when these memories come up in a situation, that's all they are – just a memory. And if they're appropriate you can use them appropriately, and when they're not they can fade back to where they belong – in the past.

Like those memories, the current situation will also be there one day soon, and feelings of helplessness and of powerlessness are also just thoughts that can be moved and put in the right place. Take the opportunity to try that on for size; think about the current situation and make a picture of it behind you, in the past. And once you've done that, think about those things that you have control over and notice where they sit on your timeline.

When you look in front of you to the future, you can see yourself concentrating on what you have control over - especially how you're making yourself feel in the current situation. When you shift your focus to what you control, notice that - no matter how far forward you look - how easily you can reach out and bring that picture of you having what you want closer to where it is within reach.

When you're comfortable with your new focus, imagine yourself in the future looking back at yourself in the present. Notice how it feels to have gone past your situation now and look at the world through the eyes of the you who has taken control of your life.

Look back at yourself in the present and notice the steps that you took to get to where you are now – in the future where you have not only taken control, but have also taken action to continue to move forward, despite obstacles in the way. Each one of these steps has led to where you are in this future, and now that you know how to get to where you want to go as you take back control over your life.

As you look at these steps, is there anything missing that would make it easier for you to get to where you are now? Open yourself to all the ways of getting what you want. And by allowing yourself to build new strategies, put those steps in place and once you're satisfied that the steps make sense to you, imagine yourself pulling out a pen and a piece of paper from your pocket and write down the steps you took



to get to where you are now. Include all the encouragement you want to give your past self to move forward with confidence and assurance that you're moving to where you are meant to be.

Once you've written the steps, imagine yourself in the present looking at your future self and reach into your pocket. Notice that the note your future self wrote to you is in your hand and read it, knowing this comes from your future self who has already achieved what you want and match the message to the steps you see in front of you.

Because you've now mapped out a great future for yourself, you can see the first step you can take and then the next and the next – all the while being confident that you've already done it in the future so all you have to do is take the steps to get there.

Now, walk forward to join yourself in the future, taking the steps laid out before you, walking the path towards your future and notice how easy it is to be confident in just taking the steps that you already know are laid out for you.

And once you've joined yourself in the future, notice the feeling of confidence and assurance that you've developed just by moving forward, building momentum in taking the steps to your future to know that you can use these steps to achieve whatever you want with confidence and surety.

And because of this, suddenly the short-term obstacles become less important, knowing that anything in the short term is only another step in your process of getting to your future steps all by simply taking the first step forward.

Now, lock in that feeling of confidence and notice, just like before, the feeling spinning in your body, the color of that feeling and, when you say that color to yourself, make it brighter and more vivid to the point where you can see the world through that color's filter. Notice how you can move through the world with confidence, knowing that in any situation and that you are meeting it with confidence and assurance.

You can use this in any situation, especially now to focus yourself on those things you control, because after, if you're reading this, it means that you believe there is a future and by preparing for it now

you'll have a way forward with something much better than 'normal' to something great. When an obstacle presents itself, it can seem insurmountable. Yet, as history tells us, this too shall pass, and when it does, having a strategy for what happens after it's over will keep you moving forward, regardless of what comes your way.

For a free self-hypnosis recording to keep you moving forward, go to www.jc2consulting.com.

James Seetoo

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14 WRITE YOUR WAY TO FREEDOM

How to use expressive writing to clear your mind of fears and anxieties

John G. Johnson, USA



"It was the best of times; it was the worst of times!" (the opening phrase in Charles Dickens' *A Tale of Two Cities*). The present worldwide pandemic makes the latter half of that phrase seem appropriate – certainly for some. We are told, or ordered, to "shelter in place. It's for our safety." For how long? That's unspecified; to be determined at a later time. So, we now have 'free-time' on our hands. But, as the saying goes, nothing is free. There's always a price to pay." And some of us are doing just that. The routinely focused mind has now become

unfocused, everyday patterns have been interrupted. This has allowed the real virus of the mind - fears and anxieties - to take hold and spread, infecting our wellbeing.

Feelings and emotions, when unexpressed, stresses the body and the mind. It makes us unproductive and susceptible to even more unwanted weaknesses. For example, a compromised immune system, irritability, lack of self-control, unclear thoughts, and more. Those who are restrained, trapped by their angst, might feel that there's either no hope, a limited solution, or none at all. But rest assured, creative outlets do exist... literally in your hands.

One of the pillars of NLP is this: *"Humans already have all the resources to affect change."* Adhering to this belief allows creative ideas and strategies to flow. If you are able to write (a pen and paper)

then you literally have the solution to your problem/challenges. Writing has long been used to find solutions to problems, ignite the creative spark, clarify thinking and crystallize goals. Psychologists are now confirming what writers have long known, which is that the simple act of writing is not only cathartic - meaning one has an outlet to release, express and store their fears and frustrations - it's also therapeutic, as it assists in boosting physical and psychological health.

Various types of strategic writing methods exist, some simple, others elaborate. *Expressive Writing* is one such method; when combined with aspects of NLP, it's powerful and easy to put to use. This type of writing is best done the time-tested, old-fashioned way...(with a pen and paper instead of the computer).

PART ONE

Tools and skills needed: Stopwatch/timer, pen and paper, positive attitude.

STEP ONE:

- A. Find a location. Make it a regular place that you will dedicate to writing.
- B. Set the timer to 5 minutes.

STEP TWO:

Identify and associate into a disturbing emotional experience, or frustration.

STEP THREE:

- A. Start the timer.
- B. Then write about this deep emotional experience, or frustration. It's important you write - non-stop- for five minutes. **DO NOT** lift the pen, self-censor or edit as you write. There is no need to be concerned with the logic of what you are writing. In fact the more illogical your writing seems the better; this means you are accessing the deeper parts of your mind. This is good.



STEP FOUR:

- A. Stop writing when the five-minute timer rings.
- B. Breathe IN for a count of four; HOLD the breath for a count of four; then EXHALE on a count of six (four, four six). Do this for three rounds.
- C. Notice the sensations in your body and thoughts in relation to what you wrote about.

PART TWO

Go through the previous steps in the same way - except- for steps three and four

STEP THREE:

- A. Start the timer.
- B. This time write about the same experience, but from the third person perspective; this simply means using pronouns (I, you, he, she, it, they). This helps to you to put distance between you and the issue in question, and allows you to see the same situation from a different point of view- a new perspective, which crates options and choices. As the saying goes, "I need some space, some breathing room to think - differently..."
- C. Write about this deep emotional experience, or frustration. It's important you write - non-stop - for 5 minutes. DO NOT lift the pen, self-censor or edit as you write. There is no need to be concerned with the logic of what you are writing.

STEP FOUR:

- A. Stop writing when the 5-minute timer rings.
- B. Breathe IN for a count of four; HOLD the breath for a count of four; then EXHALE on a count of six (four, four six). Do this for three rounds.
- C. Notice the sensations in your body and thoughts in relation to what you wrote about.
- D. Ask yourself this question, reflect and write down your answers: What insights, meaning or benefits did I discover that can assist me in living the life I deserve?

The steps outlined are a great way to re-center yourself; it clears away the metaphorical; debris in the mind that consumes unnecessary energy, a resource that can be useful elsewhere, such as building the life you deserve.

A note to seasoned and aspiring writers harboring unhealthy beliefs about creativity; the method presented is one way to tap into it. The work you've generated can be used as a starting point for crafting a story born from your uncertainties. All you need to do is, as screenwriting guru Robert McKee says, "*storyfy*" it by applying the principles of storytelling. You also have other options for uncovering story prompts. Search your work for a word, phrase, sentence, or paragraph that lights a spark of intrigue or inspiration.

Some life-altering events we can't control. But what we *can* control is how resilient and creative we are and the positive meanings we can mine from the moment in order to be ready for opportunities awaiting us, begging to be seized. So "the worst of times" can be the "best of times". The resources to influence change are already within you!

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"Discover Your Strengths. Transform your-Self"

15 IS IT YOU OR THE MOUNTAIN?

Dr. Juan Antonio Perez, *Venezuela*

Before I was 15 years old, I had lived in 13 cities. My father was an officer in the military, so moving and starting over and over was normal for me. Helping to pack everything in boxes, marking them out, watching people entering my house to take everything away, long rides in the car or on airplanes – it was all normal. New house, new bedroom, new school, make new friends in and out of the classroom, new teammates in the basketball and soccer team... I was very fortunate that these things were easy for me. I wasn't shy - quite the opposite!

I started conversations without overthinking, my sports skills were fairly good so coaches and teammates opened up to me easily. Sincerely, I didn't know what fear, self-doubt or low self-esteem were. Until I moved to a city called Caracas. I had been born there, moving away before my first birthday. It's a beautiful city! Majestic! 30C almost all year in the middle of a huge valley. In front of my house was the mountain, named by the Indians before Christopher Columbus arrived Guaraira Repano. Its name reflects the fact that it is like a giant wave between Caracas and the Caribbean. People love to climb this 2,200-meter mountain, so one day I asked my mother to take me there and pick me up again four hours later (that's the time people usually need to climb it). I arrived, looked at this massive wave of grass and trees and heard the wind blow. I started on the route, walking along the path of a zig-zagging sandy road.



Then, I discovered that after walking for 45 minutes, I looked up and started to feel a sensation of hopelessness building. The air gets thinner, your thighs and calves begin to burn, and you realize the wind has stopped. You are drenched in sweat. Your body and your mind are sending you a message: STOP! YOU CANNOT GO ON!

For the first time in my life, I felt so many bad feelings at the same time; sadness, fear, loneliness. So, you go back, and on the way your mind is a complete nightmare of catastrophic scenarios, each one worse than the last. When I came down, the old woman who sold water at the foot of the mountain gazed at me and - believe me when you read this - she knew I had failed! I asked her for three bottles of water, and when she gave them to me, it seemed she was reading my mind. "Why are you mad at the mountain?" she said.

- I said: "This f***ing mountain beat me up."
- She said: "The mountain did nothing; she has not changed since the beginning of time. When you decide to return, she will be the same, I don't know if you will be."

At that moment, those words didn't make much sense; I was trapped inside my mind, the only thing I could think of was how bad that mountain made me feel. I felt miserable, re-living the point at which I realized I was helpless, lonely and beaten by a giant still wave... A still wave? A STILL WAVE? Wait a minute, let's back up to the words the old lady said: "When you decide to return, she will be the same, I don't know if you will be."

Wowwww, that's when it hit me like your grandmother's slap when you use a curse word! I said, wait a minute, it is true the mountain will not change, so I have to!

You don't always have the competence to complete a new task. Maybe you have the confidence to start though, and by building the skills required for this task, your confidence and competence begin to blossom. As this happens, you begin to feel empowered and ready for the challenge.

So, you ask yourself - what do I need to do so that I can climb this mountain? I went to speak to some people in my building who regularly climbed to the top, and they explained their strategies to me. I didn't stop there though, because that would have been like taking a parachute



class online. Instead, remembered a teacher who, after explaining something, always set an exercise to ensure you learned it for real.

So, I began to exercise more, eat differently, sleep more and go to the mountain three times a week. And suddenly it happened! I reached the TOP. The view was incredible, the peace and the sensation of accomplishing this goal was so magnificent that I still get goose bumps. When I came down, the old lady knew from the look on my face that I had done it! I bought more water, and she told me:

- “Do you remember how you felt the first time because of the mountain?”
- I said: “Yes!”
- She then said: “Do you now understand that the mountain is still the same?”
- Me: “Yes, the mountain is and will be the same, yet I grew into the person who was able to reach the top.”

During the course of your life, you will encounter different kinds of mountains; they will be hiding under a boss, say, or health issues, economic problems, your kids, your partner, almost anything.

I bet you can do this simple and powerful exercise, which will allow you to always jump with a parachute:

1. Think of a situation that makes you feel bad or uncertain
2. Now remember the name of the first person you kissed on the lips...
3. Close your eyes and take a deeeeeeeep breath through your nose and gently let it out through your mouth. Imagine you are at a huge cinema, in the back row. Smile and remember the situation that made you feel bad or uncertain. Since it's a movie, travel three months after it has ended and, looking at yourself, ask this: “What did I learn from this?”
4. Repeat this three times, taking all the time in the world until you feel wonderful about the answer you have and truly understand it.
5. Remember the movie *Back to the Future*? If you don't, go and see it, enjoy it, and then come back...
6. Now imagine you have the opportunity to go to the past, before a bad situation happened to you! It's like going back and talking to a younger version of yourself, showing you the skills you lacked so you can now overcome that obstacle. Now you have the

opportunity, because your nervous system doesn't know the difference between the past of the future when you visualize. So, think of three skills that you need to learn about the situation you thought of at number 1.

7. Now close your eyes (after reading the instruction below!), take a deep breath and go back in time, one day before this situation; see yourself in the movie, notice that it is paused, and put inside your mind the three skills that you will need to encounter the situation as you would wish. Feel the three skills and push the play button! See yourself in this situation, hear yourself with these three skills, notice your body posture, the tone of your voice, and smile as you enjoy what you experience.
8. Repeat number 7 three times - and enjoy yourself

During your life, you will face obstacles. If you remember a really difficult goal that you accomplished, you know you faced challenges, yet you overcame them. Think about other goals that you set for yourself and abandoned, for whatever reason. You also encountered obstacles then, so what was the difference?

When you abandoned those goals, you made those obstacles into excuses.

Yet all the goals that you have accomplished also had obstacles – or mountains - and you learned what you needed to learn, and you **CLIMBED THEM!**

Dr. Juan Antonio Perez
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16 LAUGHING IN THE FACE OF ANXIETY

Easy ways to change unwanted feelings

June O'Driscoll, *United Kingdom*

When we experience a change in the way we normally live our lives, for some this may cause anxiety or stress. Others carry on regardless, adapting to the new, ever-changing world. Neither behavior is wrong, it illustrates that as human beings we are unique.

So, what is anxiety? It is a feeling of unease, such as a worry or a fear, that can be mild or severe. The main point here is that it is a *feeling*, which means it can be changed. We all experience many other types of feeling, such as:

- Hesitation
- Determination
- Curiosity
- Excitement
- Fun
- Laughter



Therefore, an easy solution is to exchange the old negative feeling of 'anxiety' to one of our more useful, positive feelings.

We are going to look at a few small changes you can make which change your perception in order for you to feel differently. This will not only be useful now, it will also be useful when we go back to our new normal way of life. Thinking further to the future, these useful strategies can be used with family members, in business, in schools or with anyone who wants to feel in a better state.

For a number of years, I've worked as a volunteer for a charitable organization called Anxiety UK. An unfortunate name, but a well-meaning charity. I have seen many clients from all walks of life with feelings of anxiety and stress. After our sessions, those same clients leave with a smile on their face and a new way of thinking. The old programs they used to run have been changed and they now think differently.

A young lady came to see me and told me she had 'anxiety'. As she said the word 'anxiety' she started to breathe differently, sweat and rub her hands together nervously. The actual word 'anxiety' had triggered off all these symptoms. We hadn't even got to the point of finding out what specifically she was anxious about.

So, I asked her to think of the funniest word that she knew, one that would make her laugh. She thought for a while, and then she said 'discombobulated' and as she said the word, she started laughing. I told her from now on the word 'anxiety', or any form of the word, no longer existed in her vocabulary. The new word was now 'discombobulated', and it was to be used also when talking about any past events. She laughed again. To heighten her laughing state, I kept asking her questions like:

"When was the last time you discombobulated?"

"What was your biggest discombobulation?"

"How often do you discombobulate?"

With every answer, the young lady kept laughing and giggling, her body language got more relaxed and she started swinging her feet. Each time she laughed, I lightly touched her on the arm to anchor the good feeling. This was so that I could bring back the good feeling (fire the anchor), at any time to get her back to that good feeling. She was now in the pleasant state of 'discombobulation', which was much better than the old state of anxiousness.

This was the start of our session and a great place to start. She then told me that she felt 'discombobulated' when thinking about getting on a train. I repeated back to her in a humorous voice, "so you felt discombobulated when thinking about getting on a train?" As she started to laugh again, I lightly touched her arm to bring back the good feelings (fired the anchor). I asked her to notice which way the feelings



were spinning when they were getting better. Then to spin those feelings even faster to heighten the good feelings all through her body. When I then asked her to try to think about getting on a train again, I lightly touched her arm (fired the anchor). She paused, then laughed as she was now unable to bring back the old way of thinking. The thought pattern had been interrupted and the old 'discombobulated' feelings had been exchanged with new feelings of laughter.

She then told me that she had many other negative thoughts that could trigger 'discombobulation'. I asked her what would happen if they couldn't? She thought for a while and said that would be good. I gave her a piece of paper and asked her to draw a line down the center. I asked her to title the left-hand column 'negative thoughts' and the right-hand column 'positive thoughts'. I then asked her to write down a negative thought on the left column, reframe the meaning to three positive thoughts and write them in the right-hand column, like this:

Negative thoughts

People always look at me

Positive thoughts

They might think I look friendly

It's nice to be noticed

They may be staring into space

She had now started to reframe her negative thoughts. She now had the tools to continue to generate positive thoughts and to make good feelings.

So, now over to you, here are two easy exercises you can do to change the way you think, which will change the way you feel...

EXERCISE 1 – CHANGE THE WORD

1. Think of a word that makes you laugh
[the client's word was 'discombobulated']
2. Delete the word 'anxiety' from your vocabulary and replace it with your new word.
3. Now answer the following questions out loud and only use your new word to answer. Each time you answer the question and laugh, press your middle finger and thumb together lightly [this will anchor the good feelings]:

- When was the last time you were ['discombobulated']?
 - What was the first thing you noticed when you were ['discombobulating']?
 - What were you saying to yourself when you were ['discombobulating']?
 - Does ['discombobulating'] give you a taste in your mouth?
 - What do you smell when you are ['discombobulating']?
 - When did you have your biggest ['discombobulation']?
4. As you are getting these good feelings, notice which way they are moving – clockwise/anticlockwise or forward/backwards.
 5. Whichever way the feelings are moving which makes it even better, spin the feelings all through your body and press your middle finger and thumb together lightly. This will heighten the good feelings even more.
 6. Now release your middle finger and thumb and stop speaking out loud.
 7. Think about something entirely different, like a pink elephant with a blue tutu!
 8. Now test the good feelings by pressing your middle finger and thumb together again.
 9. You can go through this exercise and anchor good feelings on the thumb and finger as many times as you want.

Congratulations, you have started the process of changing yourself! Let your family and friends know about your new word. When your loved ones also use the new word, it spreads the fun!

EXERCISE 2 – REFRAME NEGATIVE WORDS

Changing the meaning of the thought from negative to positive changes the way you feel for the better.

Negative thoughts

People are laughing at me

Positive thoughts

They may be laughing with their friends

They may not even see me

It's nice that I make people happy



Negative thoughts

I've been laid off work for two months

Positive thoughts

I can start a new hobby
I'll be able to see more of my family
I can do more gardening, which I enjoy

1. Get a piece of paper or a notepad and draw a line down the center so that you have two columns.
2. Head the left column 'Negative thoughts' and the right column 'Positive thoughts'
3. Write down a negative thought you have in the left column.
4. Write down another meaning for that thought that is positive.
5. Do this three times.
6. Read the negative thought out loud in a funny voice (e.g., Mickey Mouse)
7. Read the positive thoughts out in a confident voice (e.g., your favorite superhero)
8. Repeat steps 3-6 with any negative thoughts
9. The more you practice this, the easier it will be for you to generate positive thoughts.

As mentioned earlier, these strategies can also be used with:

- | | |
|-----------------|---|
| Schools | Exam nerves, presentation skills, motivation |
| Business | Attending interviews, motivating staff, returning to work |
| Family | Relate better as siblings, parents, step-parents etc. |

I wonder where else you will use the strategies?
Have some fun with them!

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17 COVID-19: PASS THE PANDEMIC INTO THE PAST BEHIND YOU NOW

Kalliope Barlis, *USA*

There is no time like this time in the history of humankind. And no better time than now to start planning for your future.

The truth is, you can play with time inside your mind. You can organize time whenever and however you want, giving you more control of how you feel emotionally, because during this present moment, the future

moves into the past at every moment now. You can move anything into the past behind you, to open your future and see what you want to have happen instead.



Some time ago, I answered a phone call, and my friend opened the conversation by saying, “My mother died”. Suddenly, I spiraled into deep sadness for the loss of a friend’s life, knowing how much I’d miss her. But when I asked, “When?” my friend responded, “Three months ago”. And just as quickly as the sadness had settled in, it was instantly thrust out to be replaced by relief for the end of her suffering - and mine, too.

Because my friend had said, “three months ago”, my brain automatically placed the event and all the feelings connected to it in the past. My thoughts, my memory of his mother, went from feeling bad to feeling better. Three months had gone by in the instant he said, “three months ago”. It was then I fully understood how the future moves into the present moment and the present moment moves into the past, constantly.



With this ‘Aha’ moment, I realized that you can make time pass into the past just by strategically thinking about time methodically. In one skill set, there’s a way to change how you feel in the present moment about what you think may happen in the future, even though it hasn’t happened. This is called ‘worry’. It’s all about changing your perception of events in time to feel better now.

We are all in the midst of this global pandemic, but you do not have to take it on and just do what you need to do. Instead, you can feel better so that you can be more productive and think more successfully, because there is no better time than now to plan for your future - with all the time you have.

Let’s take a moment to think strategically about time to feel better:

1. Go back to a past moment just before a challenging event where you felt calm and/or focused and/or clear.
2. While feeling calm and/or focused and/or clear, look at the challenging event. How do you feel while looking at the challenging event now? [people often respond to this question by saying they feel the same calm, focus and clarity when they face it with these feelings].
3. Now, go to moments after this pandemic is over and life returns to normal, where you maintain this calm and/or focused and/or clear feeling. How do you feel while facing the event after it’s all over?
4. Bring your attention to the present moment now, feel calm and/or focused and/or clear about planning for your future.

Although this skill is offered for controlling how you feel during the Covid-19 pandemic, it is timeless and can be used for any challenging event.

Everyone in the world is experiencing the effects of the pandemic. Here in New York City, people are waiting on long lines to buy food, soap, masks and bleach, and stores are sold out of toilet paper. Yes, people all around the world are making sure their asses are clean, as if that’s where the virus enters—someone forgot to tell them it comes in through the other end! The world was sold out of toilet paper before masks!

At some point in time, you know this is going to be over. We'll be able to look back at this time and say: "Remember when we used to joke that some people should be caged because they weren't keeping their distance from others to prevent the virus from spreading?"
"Remember when we couldn't hold hands or kiss?"
"Remember when we couldn't clean our asses because someone took the toilet paper?!"

Now is the time to clean up your mind and start planning for the future, because this is like no other time in history - to value your life more than ever. There are opportunities everywhere, showing up in new and different ways compared to the time before this began.

This too shall pass into the past. Think smart. Feel better and plan for your future so you're ready for it when it comes, now.

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18 THREE FOR THRIVE

Kay Cooke, United Kingdom

In these turbulent times, it's vital that we all remember that we are in charge of creating, driving and maintaining our minds and bodies. So, let's take care of our neurological wellbeing with a renewed sense of importance and some simple skills that boost our ability to Thrive - on purpose, with purpose and for a purpose!

New and novel!

When the brain wants to stay in (predictable) states of stress, a bio-hack is required to boost wellbeing. Sometimes you have to BREAKTHROUGH stress and teach your brain new patterns for Thrive. You can influence your body-mind – here's how...



We're going to explore fun ways to boost THREE neurochemicals that are essential for wellbeing: **Endorphins, Oxytocin, Serotonin.**

THRIVE TIP #1

Boost your natural state of wellbeing with a focus on **Endorphins**.

Endorphins are chemicals produced by the body to relieve stress and pain. They work similarly to a class of drugs called opioids, which relieve pain and can produce a feeling of euphoria. Endorphins are often referred to as 'nature's high'. If you are an athlete, you may have experienced what is known as the 'runners' high'.

Importantly, endorphins help you feel good, and *we all need some of that right now!*

Promote your brain's pharmaceutical capabilities through walking, dancing, exercise and laughter.

Music makes moods!

Enhance the environmental influence in your home by choosing background music that soothes or stimulates. You choose!

Get creative!

1. Foot tap or walk in dance or musical rhythm.
2. Walk up and down the stairs to different genres of music (take care and hold the handrail with the fast-paced beats!).
3. Take a walk (or run) using different foot patterns, for example, the Fibonacci sequence (1, 1, 2, 3, 5, 8, 13, 21, 34).



Whether you have children at home or not, check out the mind-expanding learning opportunities of foot tapping or walking to the Fibonacci beat; estimate the angles of footprint patterns and explore the lower body biomechanics of changing footprint angles. And google the images of Fibonacci's amazing natural power and beauty.

Laughter is a gift to others!

1. Take a daily dose of audio-visual (e.g., a movie or TV series) that leaves you laughing. Or listen to humorous podcasts during lunch.
2. Find and dust off that old joke book and dive in to share some humor.

3. Deliberately mismatch/mis-wear your clothes, especially for those Zoom team meetings!

THRIVE TIP #2

Boost your natural state of wellbeing with a focus on the neuropeptide called **Oxytocin**.

Oxytocin is often referred to as the '*hug hormone*' that is in abundance from the moment we're born, when mothers and newborn babies are flooded with this 'trust' and 'safety' feeling that oxytocin provides (nature is very smart).

Until Covid-19 lockdown, a bio-hack for boosting oxytocin would have included *skin touch* e.g., hand holding, hugs, massage, but right now, there's little chance of this type of intimacy.

Actually, the planet is in a desperate hug-deficit right now. We're under strict instructions to avoid physical contact with all other humans. These are times of separation, even within family homes we're all keeping our distance.

So, what can we do to boost this neurochemical that is so essential for social bonding, helping us to feel connected, trusting and safe?



Whole-body listening

Whether you're talking to someone face to face, over the garden fence or through social media, giving your full, **undivided attention** is a gift for both parties. This boosts a mind-body sensation where you feel a powerful energetic plug-in to other humans.

You need to tune up ALL your senses to be present with and for the other person, with your own whole being. It may take a bit of practice to let go of thoughts that try to convince you that your inside world is more valid than what's occurring on the outside, but try it. And feel the difference. Whatever you practice you get good at!

Come find me

Check out the work of neuroscientist Jill Bolte Taylor who, upon regaining consciousness after a stroke, observed that the words, actions and behaviors of those around her appeared somewhat superficial. Everyone was functional, but detached. She describes feeling trapped inside her mind and wanted to plead:

'I'm in here, come find me...'

You can do that for someone (go find them...) by taking off your critical lens, your analytical thoughts and judgements and simply being present with the wonderful specimen of a human being who is staying alive right in front of you.

One-way to Thrive

When you give something unconditionally, without any need for a response, you boost oxytocin. Call it love. It won't work if you need a response of any kind from the other person. The gift can be:

- **Physical** e.g., a bloom from the garden, a special meal, a heartfelt gesture.
- **Verbal** e.g., a compliment, a giggle, a smile.
- **Practical** e.g., household chores, running a fragrant bath for someone.

Boost your neurochemistry of connection to and with others when you do things without the need for recognition. Make cooperation and giving your new best friend!

Petting allowed

Petting pets is a wonderful way to help your mind-body relax into calmness. Your relationship with your pet is a good barometer of your own stress as well as providing you with a reset opportunity. Pets mirror our moods and petting them soothes stress levels in both parties by lowering cortisol and blood pressure while boosting oxytocin.

Get creative!

1. Draw and display a colorful poster that says **thank you** to essential front-line workers during this pandemic; include the bin men and delivery guys.
2. Make and display a montage (or PowerPoint) of photos that bring back **happy memories** of times shared with loved ones. Celebrate these feelings.

3. Use your phone to send short video or audio clips to people you miss because you're distanced at the moment. Let them know - **unexpectedly** - they're in your mind and heart.
4. Make **lavender** cookies and pot pourri or atomize lavender essential oil because phytochemicals in lavender inhibit stress.

Hearts for art's sake

1. Draw, paint or color **heart shapes** on stones, on paper, on anything! You are setting your sub-conscious mind to remember feeling love. Kids do this naturally - when did you stop?!
2. **Visualize** your heart as a home for your loved ones where you keep them cozy, warm and wrapped up in your love.
3. Make up a game with your kids where you roll a dice and describe the sensations of feeling love in that number of words. For example, rolling the number 3 would lead to **describing** some sensations of love in three words, such as warm, rising, pink.
4. Draw a body outline and color the body parts where the sensations of love are felt and how they move around.



Thrive Tip #3

Boost your natural state of wellbeing with a focus on **Serotonin**, which is often referred to as the 'happiness molecule'.

Serotonin is essential for self-esteem and feeling calm; it is also a mood stabilizer that helps us feel in control of self-regulating mood. Do you know that 90% of the body's serotonin is stored in the gut? Taking care of your gut health is an important part of feeling good.

Simple ways to boost serotonin include relaxation, deep breathing, meditation, exercise and diet (tryptophan-rich foods) and cacao (or chocolate with 85%+ cacao).



Lockdown lighten up

As your eyes perceive light it boosts mood as serotonin levels naturally rise; when you get to tune in and tune up, on purpose, you get to enhance this circuitry.

We know the benefits to wellbeing of being immersed in nature; now take your attention to looking at sunlight reflections bouncing from rivers, lakes, the ocean, waxy leaves or other reflective

surfaces. Can't get outside? Take a glass of water and place it near a window or any reflective surface (many people suspend 'light catchers' in their windows and watch the mesmerizing 'fairies' dance across the room). Please be careful and wise about placing anything that magnifies the sun's power as a source of fire starting! This is an activity for you to do, with *clear intention and precise attention*.

Fire up

Movement fires up serotonin neurons. Any movement - it doesn't have to be classed as exercise. Routine housework chores move these signals through your body and novel chores, e.g., clearing out a cupboard, will boost dopamine reward circuits too.

You little star

I imagine serotonin as a trillion golden stars, bottled and ready for zooming around the body. Visualize this if you will - a trillion golden stars filling your whole being. Each and every cell and fiber of your whole anatomy glistening, shimmering and shining with golden stars.

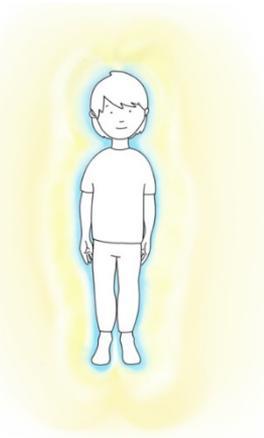
Star breathe

As your mind's eye allows you to imagine yourself filled with this golden delight, allow a single deep breath (so deep it feels like your belly is expanding) to suck in ALL the golden stars from throughout your whole being. Hold them in that space just below your diaphragm and listen for them singing in delight as they are momentarily reunited. Then with a slow and full outbreath, return the stars to where they were stationed. Repeat this breathing exercise until it becomes

effortless and you feel the sensations of change. When you can do this, you are ready to zing out the stars beyond your physical body into the space around you. What a treat for you and for those around you!

Super stars

Have the family form a circle around one person. That person is called the Super Star. Once Super Star is ready to whoosh out their star breath into the space around them (using a long sustained out-breath), the others close their eyes, open their hands and wait until they feel the tingling sensation that lets them know they've received the 'shared stars'. Kids love to 'feel' the reach of their siblings' star breath.



Kids get creative

If your kids are stuck indoors, why not make an indoor garden?

All you need is:

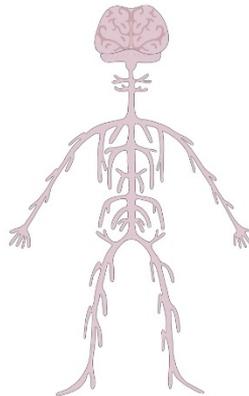
- A large plate to contain the 'garden'
- A small mirror or tin foil to represent reflections from water
- Some soil, stones or sand to represent the terrain (or use something out of date from the pantry, like lentils, coffee etc.)
- Either real plant cuttings, or artificial vegetation - Play Doh, plasticine, cardboard, pipe cleaners are starting points, but you are only limited by your imagination!

PS. Measuring the shadow and light would be a cool math/physics experiment.

For art's sake

Draw, paint or color golden sunshine patterns on stones, on paper, on anything! You are setting your sub-conscious mind to remember the power of the sun. No wonder the ancients worshipped it!

PS...



- FACT! Your body and mind is one pretty amazing system that communicates within itself and also with the outside world.
- FACT! Sensory experience stimulates electro-chemical signals that cascade throughout your nervous system.
- FACT! Your body and mind in Stress is depleted and reverts to known (safe) patterns of familiarity.
- FACT! Your body and mind in THRIVE is filled with amazing capabilities and potentials.

Do take care of your neurological wellbeing with a renewed sense of importance and practice these simple skills to boost your Thrive Drives, on purpose, with purpose and for a purpose! **Make your purpose to Thrive!**

Kay Cooke

Coach, Trainer & Author
www.the-me-group.com

19 HOW TO STAY PRODUCTIVE AND ACCOUNTABLE

Easy exercises to manage and keep yourself active mentally and ready for change

Manuela Hjelseth, Norway



In this book there are many useful exercises showing you how you can manage your state, change negative thoughts and release anxiety. When you are in a good state, you can more easily take action and maintain activity in areas of your life that are important.

For example, maybe you are thinking about your job situation right now.

As an employee, perhaps you feel that you have no control over your situation; and to some degree, you don't. No one can control natural disasters that affect the economy, diseases that are spreading worldwide, or financial crises due to bad management by world leaders. STOP focusing on what you cannot control and CHOOSE to focus on what you CAN DO.

Think about three years from now; when you look back at this moment in your life, you want to be happy with the decisions you made now. You want to feel proud that you took charge of your actions to build momentum and, ultimately, results.

Implement some easy specific tasks in this chapter and you will be able to:

- Be clear about what your contributions really are to a team (and company)
- Be able to communicate the value you are adding to a team (and company)
- Highlight the specific abilities you bring to a team
- Communicate your specific strengths that are of value in your job

This strategy sets the direction of your thoughts and feelings; in turn supporting your productive behavior. To quote Dr. Richard Bandler: “When you change the way you think, it changes the way you feel and therefore it changes what you *can do*.”

By keeping yourself accountable and productive right now, in a scenario where you might need to apply for a job again, you won't be unprepared, unclear of your value or competence, uncertain of what to say or feeling stressed out from being caught off-guard. You certainly do not want to be perceived as someone who is uninterested, disengaged or without initiative because you didn't do anything while you were at home.

The questions that follow can be used in any context where you want to communicate your value or relevance in a precise way. They may work well for someone who is laid off temporarily, as well as for those who are unemployed, in whatever role or sector.

For the past year, I have given these questions to more than 350 job-seekers. I remember one person in particular who, when I met her, was feeling powerless, stressed out, unsure of her value, worried about her financial situation and with no clear goal. Her communication was vague and her approach to potential employers signaled lack of confidence. She felt unable to act, which again led her to do nothing, until she started to answer some specific questions that made her take action and finally get the result she was aiming at.

These simple yet powerful questions will help you to stay productive and control your own behavior, making sure you are ready to do what YOU CAN DO NOW.



FIRST, START BY ASKING YOURSELF EMPOWERING QUESTIONS THAT LEAD TO ACTION

- What do you do while waiting at home? What else can you do?
- What can you do with the resources you have available right now?
- What are you going to do as soon as you can?
- Where do you focus and where do you not? (On what you can't control and influence - or on what you can?)
- What can you improve while being "on hold"? (How can you improve your competence? What online courses can you attend? What new skills can you learn?)
- How do you think about your situation? Could there be other perspectives to your situation that you haven't discovered yet?
- What skills do you have that are transferable into other industries? Identify and make a specific list.
- Who in your network can provide knowledge or information about the skills which will be needed in your industry in future? When you know this, which one will you start studying/learning first, which one is the second, third...?
- Which of your strengths are valuable in your position/company? Make a list of what they are, how they are valuable and in what way they contribute to the end results.
- How are you already using your skills to support yourself?
- What value do you add to your team and company? Be specific.
- Where and what do you contribute, specifically?
- What abilities/competence do you have that add value to the team?
- What motivates you in your job? What motivates you to work for a particular company? (What is the relationship between you and the company that motivates you?)
- Contact your boss, ask your colleagues, spouse, family and friends - in which area can you improve? Be open to feedback - they may point out things you don't like! If there is a consistency in the feedback, change the way you communicate and/or behavior. Remember, "the quality of your communication is in the response you get." So, if you communicate and/or behave in a way that isn't productive - do something else. If unsure, ask people around you for suggestions.

- If your company has to choose between keeping you or a colleague, why should they keep you (rather than the other person)? Be specific in your answer.

Write down the answers as you go down the list. Be specific. If your answer to the last question was, “because I have more seniority”, it is too vague and, frankly, of no importance. Seniority doesn’t always equal competence (even if we like to believe it does). I invite you to really reflect on WHY the company should choose to keep you. Write down your unique contributions, specifically.

Example:

“I am curious and a people person, which means that I keep myself up to date within my field and I contribute to a positive and healthy working environment by sharing my competence with my colleagues.”

“I am goal-oriented, which means that I focus on the target; I am solution-oriented and proactive.”

“I have 10 years of experience within programming in my present company. This brings value to our customers because I have a broad knowledge of what works and what doesn’t, which makes projects cost-effective.”

Once you are done, write down three areas in which you can start to improve your communication skills. Define specific elements you want to learn more about.

For example:

- Non-verbal communication (only 7% of your communication is based on words)
- How to ask open and closed questions (what, how, which, when, who, where, whom are some examples of open questions and yes/no are closed questions)
- Practice varying your voice, rhythm, and pace, making pauses and speaking clearly

Now it is time to update your CV. Make sure to list your profile/key qualifications with both competence and personal skills and experiences first. Then list your employment history, followed by your education, computer skills and the languages you speak. There are some great templates online. Revise your LinkedIn profile if you have



one. Update any document that is needed – prepare yourself. If you need to seek another job, you are ready!

Finally, we are all human beings. Reaching out to colleagues, customers and employees shows that you care about them. Be proactive in maintaining your relationships; this will pay off in the long run and it makes you feel good inside.

See yourself three years from now, looking back to this moment. What do you want to see, hear and feel about yourself and your actions now? How do you want to remember what you do now, that in the future will make you proud, knowing that as you are productive now, you will be in the future too?

Asking yourself good questions is useful in all areas and situations. Athletes, teachers, parents, leaders, people in sales and service professions all ask questions to make sure they keep enhancing their performance, thus keeping themselves productive.

The only question now is, when do you start taking action – right now or tomorrow morning? ACTION is the key word to productivity!

Manuela Hjelseth

NLP Trainer and Leadership Trainer

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Norway

20 HOW TO STOP UNCONSCIOUSLY HITTING YOUR EMOTIONAL BRAKES AND START LIVING YOUR DREAMS

Marco Valerio Ricci, *Italy*

In these times of fear for our health and the economy, we have an unprecedented opportunity: to stop living others' lives and start building and living our own.

We need to make this change in our thinking and approach to life because of the sensations which arise from a lack of control over our lives.

Many of my clients ask me how this is possible, how can I be so positive all the time? My answer is, actually I'm not that positive as a person, that's why I had to create a Positive LifeStyle so that I could become able to constantly and consistently manage my own state.

In terms of LifeStyle, I mean a real style of life based on the understandings that come from 23 years of studying NLP, 18 of them with Dr. Richard Bandler. This style of life is founded on congruence and effective thinking.

We are on a path of change in which we can choose the direction we want to go. This is why I find it hard to understand why so many people are complaining. Before lockdown, most of the complaints were about not living the life they wanted, not having the time to do what they wanted and so on. Well, now they have plenty of slow time... yet





they are complaining because they can't do what they used to do, as if that was the life they wanted. This is an absurd strategy!

Health, wellbeing and wealth all are the consequences of our abilities to effectively respond to internal and external inputs. The internal ones come from experiences, beliefs, personal and collective hypnosis, culture, self-talk, habits and so on. In other words, they are the end results of our internal processes and representations.

The external ones are easier to spot; they are the events and the inputs we receive from the outside world. Then again, all the inputs that come from the outside are processed on the inside. So, I will often tell a client: "Focus on the inner world, because it's there that you can win the game!"

To help you create possibilities for a Positive LifeStyle in your own life, I've created a process that I use when I mentor people in creating the person they want to become through NLP. It's a real NLP Coaching Session that you can follow now, writing down each answer as you go along. This process is the result of working empirically with thousands of people face to face; helping to overcome unconscious obstacles on the road towards living your fulfilling life.

The purpose of the exercise is to help you better define your life goal. To do this, I will guide you through a mental path that will make you work on the information that is unconsciously embedded in your mind-body system; the values, emotions and beliefs resulting from ancestral conditioning that no other system known today allows you to eradicate.

I call this kind the "quantum propulsion target".

I ask you to define the goal you want to work on in advance, and then, while answering the questions, focus on what you have set yourself.

You can use this session to reach your goals in every area of your life: in Sport, in Business, in Relationships.

For each goal or area, complete the space following the colon:

- I am:
- I must:
- I must not:
- I do not want:

- I want:
- I cannot:
- I can:
- One goal is:
- Having goals means:
- I am a victim of:
- I am an executioner of:

Now answer each of these questions with reference to what you wrote above. Please apply question 1 to all the answers before moving on to the second and do the same before starting with the third and so on.

QUESTIONS

1. Who says that?
2. Is this true?
3. What would I like instead of this?
4. What do I have to do to generate it?
5. What am I missing?
6. What resources do I have?

Now enter a state of deep relaxation or self-hypnosis; ask your inner mentors to plan the path to pave your way towards realizing your aim.

Bring with you the resources and awareness that have emerged during the exercise and start with the right tools to achieve your goal.

Marco Valerio Ricci

Licensed NLP Master Trainer & Coach

Accademia dei Coach

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21 GROW BY READING

Using your free time cleverly and creatively

Michel Wozniak, Switzerland

WHY

Are your shelves filled with unread books that you bought, thinking: “This book looks great, I’ll buy it and I’ll definitely read it SOME TIME...”

Familiar, right? How many years ago did you buy them? Our society produces more written texts than at any other time in history. Yet polls show that people read less every year. The reasons given by people are, among others: 1. It’s too long and inefficient, 2. I don’t have time, 3. The process of reading is unpleasant.

Well, a pandemic kills argument number 2. What if, with two simple tricks, you could also kill arguments 1 and 3?

Books are knowledge, and knowledge is necessary for any kind of success. Books are also an amazing source of pleasure and one of the best natural de-stressors.



WHEN/WHERE

Once you have the two little tricks I'm about to give you, you'll notice that you can use them whenever and wherever you are exposed to anything to read. Simple tricks - so no more excuses!

WHO

Speed reading tends to interest students who are overwhelmed with information, project managers and business owners. But more and more employees seem to be attracted by reading, which denotes a change in thinking, a change in society.

HOW

Trick 1: Remembering what you just read

When I was in primary school and I had to read a text, very often, at the end of the text, I would tell my teacher that I couldn't remember what I had just read. He would tell me: "So read it again more slowly, in order to concentrate better."

I kept applying his advice, even though I felt it became more counter-productive every time. Then, aged about 35, I decided to analyze the strategy using the tools of NLP. Four months later, I won the Bronze medal at the World Speed Reading Championships in Singapore! I guess it looks like NLP strategies actually work, even for the very bad reader that I was.

You don't remember stuff because your mind drifted away into other thoughts, right? Your eyes go through the text, but your mind is wandering to your next holiday.

Does your mind drift away when it's overwhelmed by the amount of information, or when it's deeply bored? You're right, it wanders when



it's deeply bored. You read too slow! And it's really annoying for the brain to ... receive ... information ... too ... slow ...

So trick number 1 is this: Since not remembering is one of the biggest reasons given for not reading, whenever you see that your mind is wandering and is not concentrating, read again, but a **little** bit faster. If for whatever reason you feel overwhelmed, then slow down a little bit. Let your brain and your feelings become the “cruise control” of your reading. Your brain knows best the speed to choose. If you're sick, you'll read much slower. If you just listened to a rapid music, you'll very probably read faster for a while.

Trick 2: Delegate things you're not good at

This looks like a business trick. But it's not (only). Experience it for yourself.

Find a partner. Stand face to face, at 3ft. distance.

First test: Ask your partner to imagine a 2ft. wide circle in front of them, right between the two of you, and ask them to outline the circle with their eyes; so their eyes do a circular move, very slowly – taking at least 10 seconds to complete one circle. Observe their eyes. Do they really draw a perfect circle? Is the move smooth or is it jerky? You'll probably notice that although they feel they are doing a perfect circle, the move is actually jerky, and the eyes deviate a lot from the desired trajectory.

Second test: Now, in the air with your finger, draw a 2ft. wide circle between the two of you and you ask your partner to follow your finger. Look at their eyes following your finger in the circle. Move slowly. What do you see? Yes, their eye movements are PERFECT! 100% smooth, clean and neat.

Why is this? The human brain is not wired to generate an eye movement. It's wired to follow either prey or predator. Yeah, we're still genetically there... That's why children automatically use their finger when they learn reading. And what do the clever adults tell them? “Don't do that, only babies do that!” But it's the same for us as adults. When you go through a complex Excel spreadsheet, you use your finger to make sure you are in the right place. Imagine the effort required by the brain to fix a clean image when eye movements are completely jerky. It's like trying to take a photo when you're shivering. It's very

hard. And your brain needs to fix a clean image four to six times per line! You're exhausting your brain just with those eye movements.

So trick number 2: Delegate the motion to a part of your body that will master it - your hand. Use your finger or a guide (a pen, a pencil, a chopstick...) and go through each line with your guide in a **smooth, linear movement**. Your brain will be able to fix the image whenever it needs because there's no jerkiness. Have your eyes follow the guide.

This takes a bit of a training, because we have been taught to do it differently. Do it consistently, and you'll stop the common awkward feeling in reading that is actually due to the discomfort felt by the brain and the eyes when you require them to do something they are not wired to. You'll release a large span of brain resource for the actual task of reading, a resource that won't be wasted anymore in the un-useful task of moving the eyes. That's a strategy, that's NLP! Keep the movement of the guide smooth and linear!

WHAT/WHEN/WHERE ELSE

You may generalize that idea of delegating what you're not good at. That's clearly a skill useful for each and every field of your life. You can apply that to so many things other than reading. The only limit is the sky! Be wise and think on purpose instead of just remembering how you've been taught to do things since you were a child. Be smart and read more!

Michel Wozniak
Trainer in Efficient Mind Strategies
Switzerland

22 TRUST YOURSELF!

Connecting with your greater Self

Nathalie de Marcé, Mexico

WHY

Without doubt, the only person who will be there for you for the rest of your life is you. Right now, you are faced with a situation where you have to spend much more time with yourself than ever before. It's the best possible opportunity to finally develop what we commonly call 'self-esteem'. If you learn how to really trust yourself before listening to all the information about what is going on, if you truly get to reconnect with your own self, you can become much more powerful, and when all of this is over, you'll feel renewed, ready to face whatever is next!



WHEN/WHERE

What's the first thing you do when you wake up? Most people pick up their phone, tablet, etc. and check the news they missed while they were asleep. Nowadays, everything is Corona this, Corona that, so the first thing they're doing is reconnecting with the energy of the pandemic! We have to keep informed, but we are exposed all day to endless information, or mis-information, so why rush? Why don't you take time to connect with yourself, make sure you have all your shields up, feel strong, confident and positive before you dive into whatever you have to face that day?

WHO

I started testing this strategy with myself. I had the good fortune of being at a seminar in Orlando with Dr. Richard Bandler and Kathleen and John La Valle when the Coronavirus explosion started. I benefited from their example of keeping positive and focused on having good feelings. I was in a bubble, protected from the craziness that was going on in the world. We were keeping ourselves safe, taking all the precautions necessary, but not falling into the temptation of over-exposing ourselves to the news.

When I arrived back home in Mexico, I found my kids feeling anxious because they were hearing all sorts of things about the pandemic while I was away. In addition, their school had cancelled classes. Kids follow example on how to act in any new situation: I explained to them the importance of staying positive, of first connecting with themselves, to listen to that small voice on the inside that is sometimes called 'intuition'. The most important thing was that we were together and well. We just had to keep ourselves safe.

The next day, while walking the dog with my kids, a neighbor yelled from the distance: "It's the end of the world!" I stopped her right there and told her that she shouldn't say such things, especially not in front of kids! People say stupid things without thinking. Obviously, this situation will pass, but what you do to yourself is going to last! How you train yourself to think about, and react to, what is happening is going to determine how you are going to think from now on.

This is the first time in my life that a circumstance of this nature with global reach has happened. As I see it, it's an evolution. Revolution means the opportunity to re-evolve. We are evolving as a species. We either vibrate at a higher frequency of thought or let ourselves get drained by negativity.

I was very surprised to be contacted by many clients who were experiencing anxiety and even panic attacks. This had NOTHING to do with the virus; these people were harming themselves with outrageous thoughts and images that were only in their imagination. So, I decided to share this antidote. Soon, my kids' friends were using this, as were their parents, their teachers and my students with amazing results. And now I'm happy to share this very simple yet powerful technique with you.



HOW

- The first thing you do when you wake up (perhaps after going to the bathroom), is connect with yourself.
- You can stay in bed with your eyes closed, or if you prefer, look at yourself in the mirror and say 'hello'.
- Take the time to thank yourself for being there for you.
- Recognize three different qualities you are proud to have. You can say something like: "Hello [say your name] Thank you so much for being here for me! I love that you are bright, positive and healthy".
- Tell yourself that you trust you!
- Connect with your Higher Self. Regardless of your beliefs, there is a part in you that knows how to keep you safe, physically and mentally. Imagine that this part of you lives within and is made of golden light.
- Imagine that the light inside you grows stronger from the inside out. You can picture yourself becoming a shiny sun, burning with the eternal energy of Love.
- If you need help to connect with the energy of Love, you can think of anything that produces love in your heart; your loved ones, a good memory, your pet. It can be anything! Love is the most powerful feeling. As I understand it, there are only two kinds of feelings: Love and Fear. They cannot co-exist at the same time inside you. You are either connected to one or the other. **MAKE SURE YOU ARE CONNECTED TO LOVE FIRST!**
- Now that you are feeling strong, you can really **trust yourself!** It's not an easy thing to maintain, so make a pact with yourself: You are going to be the best possible version of yourself. No matter what happens throughout the day, you are going to be there for you!
- Now there are things you can control, and things that are completely out of your control. What you can control at all times is your internal state. Remember, first choose Love - in every situation!
- When you are in an aircraft and the safety briefing is taking place, you are told that that in the unlikely case of a de-pressurization of the cabin, breathing masks will drop from above your seat. You are instructed to put a mask on yourself first, and then help others. This is because you have to be well and strong to be able to cope with whatever comes next.

- Perhaps throughout the day, you lose your positivity, depending on the news that comes your way. This is normal. The most important thing is how long it will take before you reconnect with yourself, your higher Self!
- Habits are like muscles: If you train them daily, they become strong. Imagine what your life is going to be like now that you have taken the opportunity to have a better, stronger, loving relationship with yourself! Imagine how this is going to improve all your relationships with your loved ones. How easy it's going to be for you to take better, brighter decisions, focusing on what is really important instead of falling into the trap so many people have, of giving more energy where it doesn't belong.

One last, but very important thing: Detox yourself as often as you can from the overload of information! Stay positive and safe.

WHAT/WHEN/WHERE ELSE

Connecting with your higher Self and really trusting yourself is going to bring many benefits for you in other areas of your life as well. You are in fact boosting your immune system! Every cell in your body is listening to what you say and think. If you give the “instructions” to keep healthy and trust every cell, you are going to keep mentally and physically strong! Not only that, you are going to be an example for the people around you, especially kids. You are also going to connect with your creativity, because you are creating a better world that is going to last when all this is over!

Nathalie de Marcé
NLP Trainer and NLP Coaching Trainer
Nathalie de Marcé Trainings

23 THE INTENTIONAL STRATEGY

Seven Intentional Practices to stay sane and be productive

Owen Fitzpatrick, Ireland

One of the things I most enjoy watching Richard Bandler do when he is on stage, is when he demonstrates the power of intentional suggestion. He often gives the example of waking up each morning at a particular time. Even though we have alarm clocks, most of us don't need them because we tend to wake up at exactly the time we want. Such is the power of your unconscious. It offers you the ability to program your brain in magical, wonderful ways.

At present, there are many distractions that do their best to steal our attention. With the ambiguity we face in dealing with a whole new world, we find ourselves trying to understand how best to focus and how best to think better. When Richard talks about Thinking on Purpose in our recent book together, he argues that we spend too much time living in automated patterns of remembering or visualizing things that aren't helpful. To me, this critical insight has never been more important than it is today. We must become far more intentional about everything we do. If we fail to do this, our brains will run us, instead of us running our brains.

The Intentional Strategy is a set of actions that I have found to be immensely useful in not only thinking more on purpose, but doing many things more on purpose, and thus getting so much more out of the moments that we experience. There are 7 actions in all, which I highly recommend practicing in your daily life. If you want to use your brain better and smarter and more, this will help. Having received



feedback from clients and students who have completed them, the real power appears to be in the simplicity of application as well as the magnitude of impact in their everyday realities.

The 7 Intentional actions include:

- Intentional Tasking
- Intentional Practice
- Intentional Reading
- Intentional Writing
- Intentional Focusing
- Intentional Speaking
- Intentional Planning

INTENTIONAL TASKING

Intentional tasking is the process of engaging in an everyday action that you do, but with an intention. So, for example, when you cook food, you can imagine you are making the food healthier and tastier with your energy. When you take a shower, you can imagine the water washing any negative feelings away. These habitual tasks that you engage in create their own hypnotic experience. You can therefore utilize that experience and deliver self-hypnotic suggestions while you do them. This helps you to train your brain to practice thinking the type of thoughts that you want to think, never mind also helping you as the suggestions are designed to.

Quick tip: Ask yourself

What everyday tasks do you do? What positive suggestion can you give yourself as you do them?

INTENTIONAL PRACTICE

Many people understand the 10,000-hour rule as the discovery that you can become great at anything if you spend 10,000 hours practicing it. This is often associated with author Malcom Gladwell and his book *Outliers*. The truth, however, is that it is not simply practice that is required, but deliberate or intentional practice. Intentional practice



means deliberately practicing different aspects of a skill so that you can become good at it. Take NLP - there is a big difference between *talking about* and *doing* some NLP; practicing language patterns or anchoring or one of the techniques over and over again to improve. When you practice with the focus and intention to get better, you are far more likely to achieve it. Of course, this works more effectively for skills that don't require luck or the right circumstances to occur to perform successfully.

Quick tip: Ask yourself

What specific aspect of this skill do you want to improve? How much time can you spend just practicing that?

INTENTIONAL READING

Many people struggle to stay focused when reading. In preparation for episodes of my podcast, *Changing Minds with Owen Fitzpatrick*, I get through a lot of books quickly. I have been asked 'how?' quite a few times. My main secret is Intentional Reading. Before I read a book, I am very clear about exactly what I want to learn or get from it. I spend time thinking this through and getting absolute clarity first and foremost. Questions determine where your attention goes. So, when I have a clear goal for the book that I am reading, I find myself getting less distracted and I get so much more out of it.

Quick tip: Ask yourself

What do you want to learn in this book/article?

INTENTIONAL WRITING

One of the biggest mistakes we make when we email someone, or write a blog or social media post, is that we communicate what is in our head rather than thinking about what we want the other person to read. Intentional writing means getting super-clear about exactly what you want to say and the message you want to communicate. With writing, it

is also really important that we consider not just the information that we want the other person to know, but also how we want them to feel and what we want them to do. When you write with intention, you consider:

What do you want them to know?
What emotions do you want them to feel?
What do you want them to do?

Quick tip: As you write, ask yourself
Have you clearly articulated what you need to in order to satisfy those three questions?

INTENTIONAL FOCUSING

Our attention is a precious commodity which is often stolen by the news media, social media, other people and the many distractions in our life. Intentional focusing means deciding where you are going to put your attention. I recommend creating an attention budget, where you decide how much attention each day you are going to give to the news media or social media, for instance. You are taking back control of where your attention goes. This is so important and valuable because it helps massively with anxiety and stress. When you are deciding where to put your attention, you are also deciding what kind of input you are taking into your brain.

Quick tip: Ask yourself
Where are you going to spend your attention today?

INTENTIONAL SPEAKING

John LaValle taught me the value and power of Well-Targeted Questions. I'll never forget him doing a Q&A with an audience, when he asked people what question they would ask. Then he would ask them 'What do you want to know?' There was always a disparity. So often, like our writing, our speaking is not intentional enough. We speak our thoughts before we get them together. Intentional speaking means



getting clear about exactly what you want to say and how to best say it to others to get the desired result.

Quick tip: When you speak, ask yourself
What are you trying to say? What result do you want to get?

INTENTIONAL PLANNING

Although planning, by its very nature, has an intention, Intentional Planning is how I describe planning from the present to the future and from the future to the past. Most people tend to plan by thinking about where they want to get to, then they figure out what's the first step, the second step and so on. Though I believe that's useful, what most people miss is working backwards as well as forwards. By this I mean that we reverse-engineer success for ourselves. We imagine having succeeded in our goal and then we ask what needs to be there in order for us to have succeeded. We keep doing that further and further back until we arrive at this point in time again. There are plenty of extra bits of information we get when we intentionally combine both approaches.

Quick tip: Ask yourself
What are the steps to achieve your goal?
Once you will have succeeded, what will have to have happened for you to succeed?

This strategy has been a gamechanger for me. As you handle the crisis, deal with challenges in work and at home and build the kind of life you desire, I am very sure you will find these 7 actions extremely powerful and transformational.

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24 PUT YOUR FOCUS IN THE RIGHT PLACE

The power of questions to change your mood

Roberta Liguori, Italy

One of the most difficult concepts to understand for most first-time attendants at a Neuro Linguistic Programming seminar is that external circumstances have a minimal impact on our mood. We are used to thinking that a “sad” occurrence makes us sad and a “happy” occurrence makes us happy, as though either contains a fixed emotional potential in itself.

The consequence of this way of thinking is that we can be happy only in the absence of problems, because a “problem”, by its very definition, is a hassle; something that we don't necessarily like, but that we must face. In this way, we attribute the cause of our unhappiness to the unfavorable circumstances that we face along the way – a complicated family situation, a difficult relationship, a disease, a job we don't like, a shortage of money, our weight, etc.

But the truth is, responsibility for how we feel is ours alone; our mood does not depend on what happens to us, but rather it depends on the meaning we give to what happens to us.

I know it is difficult to accept at first, but it is true; and the Californian psychologist Sonja Lyubomirsky proved it. Lyubomirsky conducted a study over several years on two very large groups of old-aged people. The first group stated they had, thus far, lived a happy life, while the second group reported they had been living a miserable and unhappy one. The extraordinary disclosure of the psychologist was that the two groups had lived exactly the same experiences during the course of





their lives – the same number of griefs, births, diseases, successes, defeats, and joys. The only difference between them was that, while the unhappy people wasted almost twice as much time mulling over the negative experiences they had been living, the happy ones kept their focus on everything positive they had, processing the negative experiences by drawing lessons in which to live their future in a better way.

MENTAL FOCUS

Mental focus is exactly this – the place where we give focus to our thoughts.

Sometimes it seems to us that everything is going wrong, that nothing is working well and everything is against us. In such cases, we have activated our RAS (Reticular Activating System) regarding the unlucky aspects of our life, so that our mind removes the positive aspects.

The RAS is a mechanism of our brain that allows us to give priority to what we focus on: when we focus on one thing in particular, it becomes our subjective reality and nothing else exists. This is why it is so important to have full control of our RAS, in order to always direct and keep our Mental Focus on the most positive and useful aspects of each situation, preventing our mind from erasing important aspects of our experience.

But how do we target our RAS?

That is very easy: by asking ourselves.

If we want to have our Mental Focus as our best ally and not as our enemy, we must develop and train our ability to ask ourselves useful questions in every situation.

For example, let's look at some UN-useful questions to ask when trying to solve a problem we are facing:

- Why does everything happen to me?
- Why am I so unlucky?
- Why can't I ever do this?

Notice how wrong these questions are, for two reasons:

1. They contain the assumption that everything bad happens to you, that you are unlucky, and that you are incapable – all these facts are certainly not objective, but subjective interpretations of your sad mind, influenced by your negative mood
2. They force you to focus on the cause of the problem, not on the solution

So, these questions point your Mental Focus to some definitely un-useful directions, do they not?

Instead, some useful questions to overcome an obstacle are:

- How can I turn this challenge into an opportunity?
- What is good in this situation?
- How can I get out of this situation in the best way?
- How can I learn something from this situation?
- What is the advantage of this situation I cannot yet see?

Note how these questions direct your Mental Focus towards solving the problem, towards your personal improvement and gratitude!

If you want to improve the quality of your life, improve the quality of your questions. Because the question is not whether you are going to have problems – the question is how you are going to deal with them when they arise. But with the ability to ask yourself the right questions, problems will no longer frighten you.

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25 MENTAL MASK

Strengthening you for a world in crisis

Rocío Suárez, Colombia

Today we are experiencing one of the most serious problems we have faced as a human race, the Covid-19 pandemic. I would dare to say that this generates, in all people of the world, uncertainty, fear, anguish, depression, anger and many more negative emotions. Most people know that these negative emotions are the cause of people making bad decisions. And even though we are at the beginning of the pandemic, fear takes over and people end up buying tons of toilet paper - something which is obviously not necessary!



And this is what always happens, if you've heard the phrase "getting stuck in the problem..."

What happens in your brain when you are afraid? Your brain produces numerous negative neurotransmitters, and they form an axis that goes to the hypothalamus, then to the pituitary gland, and from there to the adrenal glands, where cortisol is produced.

Do you know what cortisol is? It's the stress hormone. And when there's a lot of cortisol in the body, what happens? The immune system becomes depressed, making your body sick. Fear is making you even more sick than Covid-19! And this becomes a vicious cycle; cortisol causes more fear, and fear causes more cortisol. This is what I call "the panic circle".

“The panic circle” and cortisol produce tunnel vision. Now people only focus on the problem; they cannot see any other information or options for a solution around them. We know people create reality through thoughts and language, but I ask you: when a person is facing a problem like the one we are facing today, what is his or her thinking and language like? It is very negative, and in addition, the internal dialogue becomes repetitive, turning and going around the same problem, triggering all kinds of complaints, criticisms, guilts, regrets, negative words and negative emotions.

We have to stop that panic circle as fast as we can, and start to create a circle of love, producing oxytocin, the hormone of love. How do we do that? With Focus Effect. Focus Effect is a series of steps you can take to keep you responsible for your life and the circumstances in which you're living. By consciously and voluntarily deciding what you focus on, what it means, and what you're going to do when you face the pandemic. Applying this yourself can change your perception of reality and help you get wonderful results.

Focus effect - first step: Understanding that in life we always have problems. Today, it's Covid-19, yesterday it was influence, economic crisis, loss of work, death, divorce, and so on. Tomorrow it could be another virus, more loss of work or deaths or separations. What comes after the pandemic is complex - negative circumstances are inherent in the development of mankind.

The thing is not that problems arise. Problems have always existed and will always exist. The problem is that you are not prepared, that you do not have the mental and emotional resources to live through and overcome problems. Look at the quarantine - many were taken by surprise; we didn't imagine that something like this could happen. Anguish and fear invaded people's lives, making them make bad choices. I wonder, if you had been prepared for this crisis, the story would have been different, right?

Remember that great leaders are the ones who anticipate things. That doesn't mean we will predict the future, because imagining something like this was very difficult, but you can prepare your inner state to be strong and full of love.



Focus effect – second step: Be aware that the planet is telling us that we must halt almost all areas of life; put on a mask, use antibacterial wash, take care over hygiene, especially our hands, and strengthen our immune system. I'm thinking that not only should we use a physical mask, but also a mental mask of complaints, guilt, resentment and negative thoughts. An antibacterial that cleanses our heart of victimhood and pessimistic thoughts. A cleansing of our intention about what we are going to give with our hands, so that what we give is generous, full of love. And to strengthen not only our physical immune system, but our spiritual immune system, which is the one that will lead us to transcendence.

Focus effect – third step: Focus on the actions you do to create positive emotions that keep you hopeful on a daily basis. These are super-simple actions, because all of us can take a few minutes a day to pause inside this quarantine pause, peek out the window and see the sky, receive the sunlight, breathe deeply and consciously.

If you're going to have lunch, take time to be thankful for what you have on your plate, taste and enjoy it slowly, and pray if you have that disposition. You can also take a few minutes a day, amongst everything, to smile at your child, talk to your partner, think about what you want your day to be, inhale and exhale deeply, exercise, stretch, meditate, greet your parents or friends. Simple actions like these recharge you with energy and build positive emotions.

You are going to become aware of the importance of spending at least five minutes a day on your wellbeing, ensuring you focus on what matters most: You. I believe all of us have five minutes a day to stop along the way and generate an emotional state that works better. Sometimes, we spend all day caring for our children and everyday jobs, and don't leave space for ourselves. We can take a few minutes at night, in bed, to be thankful or do a short meditation.

The truth is, there are no excuses. I assure you that the time is now, but maybe you're using this time to complain or engage in thoughts or actions that don't support wellbeing. Take advantage of your time, invest it better, because you may miss years and not even realize it.

Focus effect – fourth step: The invitation is to be simple. We have nice clothes, but we have nowhere to show them off. The same goes for the car you have or the money in your wallet. You're enjoying your

home, without make-up if you are a girl, without shaving if you're a guy. I'm sure you dress up in sportswear, food is also becoming healthy and simple. It's important that your energy stays that way - simple.

Focus effect – fifth step: Focus on how fundamental it is to build your future from hope and love. When you build your future, you are going to answer these two important questions: What are you going to have achieved in every context of your life when this has finished? How strong and loving do you want to be when all this has finished?

Focus effect - sixth step: Gratitude. Infinite gratitude for who you are, what you do and what you have. Gratefulness from the heart and committing yourself to live your life from big inner strength and from love. Can you imagine living this experience from gratitude? Don't let life and circumstance live your life, don't be a follower of what everyone says, it is time for you to assume the personal power within you and become the leader of your own life.

Focus effect - seventh step: The planet is paused, but don't let your life, your plans, your goals be paused. Love your life, laugh and enjoy. This pandemic will also be in the past and, as the Master of masters, the great Richard Bandler says, "The best thing about the past is that it has already happened, and the best of the future are the infinite possibilities that you can create from your mind and from your heart. Just remember that the change is automatic, but Evolution is not. To evolve is necessary, awareness, will and a lot of love".

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26 **BILATERAL BRAIN STIMULATION: BBS**

A simple and fast technique to reduce or even eliminate feelings of anxiety and overwhelm

Saul Kent Ross MBA PhD, Australia

READER NOTE – As you read this, some of the language used is purposefully not intended to be grammatical in the common sense

Let's begin...

Wouldn't it be great to quickly learn a simple strategy that can be highly effective at reducing or eliminating feelings of stressful anxiety or overwhelm in just a couple of minutes?

The strategy works at the neurological level directly, and it couldn't be easier, changing how you feel in a few moments. This technique is essentially a brain hack – and the details of the problem do not need to be resolved to feel differently.



Before getting into the good stuff, a little understanding of what is happening when we experience feelings of anxiety and overwhelm would be a useful place to start. In order to feel an emotion, we need to think about something that stimulates the emotional circuit in your brain. This creates a physiological response in your body from the neurochemical release. From this initial trigger, the neurochemicals surging around your body will have an effect that lasts only around 90 seconds before it dissipates, according to research from neurologist Dr. J Bolte Taylor.

To keep the feelings going for more than this time, the thoughts, the mental story that initially triggered the emotion, need to be re-stimulated, replayed, looping, keeping the emotion and feelings going. Even fighting the emotion directly can keep it going. Interrupting this looped thinking, the internal dialogue that's keeping this present needs to stop, allowing you to feel and think differently.

This technique that you will experience and learn takes advantage and utilizes another aspect of what happens when we feel a strong emotion. One half of our brain becomes over-stimulated; usually the right hemisphere, it being more the emotional center, among other things.

Additionally, this technique helps to re-balance and activate both hemispheres, increasing blood flow, communication and synchronization. The BBS technique, through utilizing physical motion, stimulates both hemispheres; the left side of the brain controls motion in the right side of the body, and conversely the right hemisphere the left.

Let's get to it!!

A little set-up is required – and then onto the even better stuff.

I would like you stand up and take hold of a small object that can be held easily in one hand and passed to your other hand. I would suggest something like a small water bottle, a pen, maybe a ball – from now on I will refer to the object as BOB, because this sounds friendly and because I don't know what the object is.

I will ask you to continue moving BOB (the object) from your left hand to your right hand in front of your body, essentially at your midline – around the height of your belly button/navel.

STARTING POSITION

- Holding the object in your left hand, hands together out in front of you at around navel height or slightly higher, elbows relaxed and bent if you wish.



THE MOTION

1. The left hand will move comfortably to the left, leaving the right hand in the starting position.
2. Then your left hand returns to the midline and you exchange BOB (the object) to your right hand.
3. Leaving the left hand in place, the right hand moves to the right.
4. Then right back to the center and exchanging BOB.
5. This movement pattern continues for duration of the technique (1-2 minutes)

THE PACE

- The whole movement pattern is about 4 seconds - essentially walking or slow and easy breathing pace. Then repeated continually for the duration of the technique.
- If you are musically inclined, around 60 beats a minute, starting in the middle, move left hand to the left on count of 1, back to center and exchange on 2, 3 right hand to right, on 4 back center and exchange and repeat (1 2 3 4 = 4 seconds)

Now that you have taken the time to learn a little about how we think and feel, a little bit of knowledge and understanding goes a long way to enable you to get the best from this technique. As you now understand the motion pattern, it really is easy to feel differently very quickly.

Now for the fun part!

Let's begin!

For the purpose of learning this technique, I want you to choose something that makes you feel anxious on a scale of 1-10; 1 being something that has little to no effect and getting more intense with each higher number (choose something no higher than a 5). As you think about this now you start to have a physiological reaction, maybe you can start to notice a shift in your breathing, your heart starts to pound a little, sensations in your body.

I want you to say the number.

Can you now focus in on that feeling and increase it one more number
(for instance, from a 5 to a 6)

Now as you begin with BOB (the object) in the starting position, you
can start the motion pattern.

First to the left.

Then to the center, and exchange to your right hand.

Moving your right hand out to the right, and back again.

Noticing the sensation of holding BOB (the object) in your hand.

Left – Centre Exchange – right – Centre Exchange.

Noticing your breathing ... slowing as you continue.

Left, Centre, Right, Centre, Left...

Continuing this motion.

Knowing that you are activating both hemispheres of your brain.

Synchronizing.

Rebalancing.

Feeling differently.

As you continue to breathe and pass BOB back and forth.

Continuing to focus on the sensations in your hands,

And focusing on just breathing rhythmically.

Left 2 3 4

Left 2 3 4

Left 2 3 4

Leaving those thoughts behind

Feeling differently

Feeling better, better than before

Each and every repetition

...

(continue for 90 seconds-2 minutes in total for the whole technique)

Fantastic – and how are you feeling?

Now you have experienced this technique, it can be used any time that
anxious and overwhelming thoughts and feelings arise and rebalance
yourself, taking control and feeling better.

When you do this for yourself, you already have the knowledge, and
you have the skill of the motion pattern – so the actual technique that
you can use is as follows:



BILATERAL BRAIN STIMULATION (BBS)

1. The anxiety that arises – what level is it on a scale of 1 to 10 – number it.
2. Take an object in your hands.
3. Take a calming breath.
4. Start the motion pattern.
5. Counting to yourself 1, 2, 3, 4 - Moving at around one movement per second.
6. Focusing on the sensation of the object in your hands.
7. Slowing your breath to the pace of your hands.
8. Do this for 1-2 minutes.
9. Noticing how much better you feel.

This technique is great to know and can be easily learned and taught.

Once mastered, never forgotten, it can be done virtually anywhere; you don't have to be standing, you can also sit.

How about teaching your family members and friends; this even works great with children. They don't necessarily need to know how the mind works (but even when I was young I would have liked to know that stuff). Lead them through the process so they can experience it, learn it, and use it.

Practice this strategy when you are not at your most anxious – so you know exactly what to do when you enter a situation where you want to feel differently quickly.

There is a specially recorded video leading you through this technique on www.saulkentross.com

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27 STAYING PHYSICALLY AND MENTALLY HEALTHY

Using your brain positively

Tina Taylor, *United Kingdom*

As the world is being challenged with Covid-19; our lives are turned upside down; what was “normal” for us just a couple of months ago is now an impossibility. It is imperative that you remain in a positive frame of mind for your physical and mental wellbeing. We feel better when we have control and it’s time to focus on your health and wellbeing.

I can imagine some of you may want to question this; especially when the media is full of how many people are dying at this time. Some of you may think, ‘how can staying positive help my physical health?’

For years, physicians have accepted the idea of psychosomatic illnesses; believing that stress is a factor in many diseases including migraine, ulcers, irritable bowel syndrome, lower back pain, tension headaches, allergic reactions and auto-immune disorders. In fact, centuries ago, whenever people got sick it was said that they had a ‘dis-ease of the mind’, because our ancestors believed that all illness started in the mind.

Today, the human brain is described by some people as a complex computer system; we know that the brain controls functions within the body and, much like a computer, it scans the body, checking for viruses. When it has detected something that needs adjustment, the relevant adjustments are made. If we cut ourselves, for example, our





mind takes over the process; red blood cells help create collagen, white fibers form the foundation for new tissue. The wound starts to fill in with new tissue. New skin begins to form over this tissue as the wound heals.

All this happens unconsciously, without any thought or effort on our part. Since we know that the mind has a profound physiological and psychological effect, how can we use this to strengthen the immune system?

Medical practitioners now believe that stress suppresses the immune system. So, if stress suppresses the immune system, can states like joy, happiness, peace of mind and relaxation strengthen it? Can thinking happy thoughts heal?

As every drug on the market has been tested against a placebo, there is a huge amount of clinical evidence to support their effectiveness. This data includes some startling facts about the placebo effect. Some studies show that placebos will work as effectively as drugs around 40% of the time.

The placebo effect demonstrates the power that cognitive processes such as belief and response expectancy have in mobilizing your natural self-healing abilities.

There are many examples of people using visualization and similar methods to change a medical diagnosis and heal. It all depends on the stories that we tell ourselves and the beliefs that we hold.

Neuroscience reveals that the conscious mind controls cognitive functions for only 1%-5% of the time. Consequently, 95%-99% of our behaviors are derived from subconscious programs. Hypnosis triggers a relaxation response that is quantifiable and enables the recipient to access their unconscious mind to reprogram their beliefs and behaviors.

As illustrated in the film *The Matrix*, we have all been programmed! What would life be like if we all took the movie's red pill and got out of the program? Just imagine what an empowered life we could live without the negative misperceptions that we have acquired throughout our lives. Replacing our limiting unconscious programs with behaviors that better reflect our wishes and desires would lead towards a much more fulfilling and happier life.

So, the good news is that those disempowering subconscious programs can easily be re-written and changed using NLP. There follow three techniques that I have found beneficial when working with health and wellbeing.

VISUAL SQUASH

1. Hold your arms out front of you, with space in between and palms facing upwards.
2. On the one hand, create a vivid representation of yourself the way you are now, with all the beliefs, thoughts and feelings that you have
3. On the other hand, create a vivid representation of how you will be once you have got through the problems you thought you had. Be very clear about how you behave, what you say and how you feel. Make this extremely clear and desirable.
4. Look at both hands - the space in-between represents the steps that lie between the two representations.
5. As you look at these images, begin to make a series of images/movies of the steps that take you from how you are currently to how you will be. Adjust each picture or movie, frame by frame, making the necessary changes until each step clearly shows the process you are making.
6. Now for this next step, close your eyes whilst still looking at the images and steps in front of you. As your unconscious begins to make the adjustments, your hands begin to move slowly towards each other until they overlap.
7. Now bring your hands towards your body and bring the new state into your body; as you do this begin to create a new feeling inside that represents positivity, good health and success.
8. And spin that good feeling faster and faster, intensifying it as you do. Now take that feeling and allow it to spread throughout your whole body. As it spreads, it merges with each and every cell, each and every muscle, every single part of you absorbs this healing feeling. Healing mentally and physically as it moves through your entire body.



9. Now is the time for you to look into the future and decide what needs to happen first, then second, then third until you complete the steps needed.
10. And all the time your unconscious is listening to you, and your immune system knows what needs to be done as you continue spinning and intensifying this feeling.

SELF-HYPNOSIS STRESS BUSTER

First, find a comfortable place where you can relax undisturbed. Tell people around you to leave you alone whilst you focus this way. For years, people have used breathing techniques to induce trance; this quick and easy hypnosis technique is just such a breathing technique:

1. Begin by sitting or lying down and focus on your breathing.
2. Breathe deeply and slowly.
3. Imagine filling your lungs completely, the air reaching the bottom of your lungs.
4. Imagine breathing oxygen into all parts of your body;
 - a. begin with your feet, your legs, your stomach, your chest
 - b. your hands, your arms
 - c. your shoulders, your neck your head
5. If you have an area of your body that is sore or aches, imagine breathing into that spot and revitalize the area with the cleansing fresh oxygen.
6. Do this for a few minutes each day. Start by setting the timer on your phone for just 5 minutes as a reminder when you have completed the exercise. After a while you won't need the reminder. This is a great stress-buster and it only takes a few minutes.

ENERGIZING RELAXATION

As before, find a comfortable place where you can relax undisturbed. Tell people around you to leave you alone whilst you focus this way.

1. Sit or lie down and begin with the deep slow breathing from the previous exercise.
2. Imagine a relaxing waterfall of energy either in front of you or behind you (whichever feels best to you).
3. This waterfall is flowing with healing, relaxing energy. It is cool or warm water, or a stream of soft relaxing energy.
4. Imagine how it feels as you step into this beautiful flowing waterfall of energy.
5. It flows from the top of your head all the way down your body, flowing over your shoulders, your back, your stomach, your legs, all the way down to the bottom of your feet and down to the center of the earth.
6. As it flows over you it heals and energizes. It washes away negativity, clearing your mind and changing your focus.
7. Your unconscious mind is close enough to hear, now imagine letting go of everything that got in your way, making way for that healing energy and renewed focus.

As before, you can set a timer 10 minutes before you begin your exercise. After a while, you won't need the timer.

And there they are. Three simple, easy to learn techniques that you can do almost anywhere and anytime. Use each technique as needed during this time and beyond.

Tina Taylor

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ICCH and NLP MasterClass*

28 SELLING FROM HOME

Tom Phillips, *United Kingdom*



Unless you are living in one of the few countries that hasn't gone into lockdown, you may be thinking about generating extra income whilst working from home. If you've been unfortunate enough to lose your job, then you will definitely be thinking about how you can generate income.

There are people selling everything you can think of (and many things you never realized existed) right now on the internet. Even if you think you don't have the technical knowledge to set up a website or online store, worry not. There are plenty of people out there to help you and thousands of websites to help you to gain the knowledge you need, not least YouTube, which has millions of hours of videos dedicated to this one topic.

HERE ARE MY TOP TIPS FOR SELLING FROM HOME.

1. **Don't do it for the money.**

This may seem counter intuitive, but if all you want to do is make money, then train to be a doctor, lawyer or investment banker. Those are all well-paid jobs.

Focus instead on something you are passionate about. Your passion will be infectious for your customers and help you through some of the tougher times that inevitably arise when you are

setting up a business, regardless of whether it will be your main form of income or just a side hustle. That said, your passion does need to be something you can sell. If your passion is staying in bed, you might be able to get a mattress manufacturer to sponsor you for sleeping on their mattresses. This would be a highly specialized, very niche product area to move in to.

2. **Become a pain manager.**

Once you have identified what you want to sell, think about the problem or challenge that your offering fixes for your customers. Which “pain” point or points does it ease for them? How does it help them? These questions will help you to identify your Unique Selling Proposition (USP). If you can’t identify a pain point (or points) that your product or service fixes, then invent some! When James Dyson launched the first Dyson vacuum cleaner, no one had even thought about the need for a bag-less vacuum, yet here we are years later and nearly everyone hates the thought of having to change their vacuum cleaner bag!

3. **Fish where your type of fish swims.**

Once you have identified your product or service and the pain these take away from your customers or clients, you need to sell to a marketplace where your ideal type of customer hangs out. Obvious places would be Amazon or eBay. You need to think about other places where your ideal customer goes. Which websites do they visit? If you want to sell designer dog collars for French poodles, where do people who buy French poodles go? What other services do they need (e.g., veterinary services?) Which forum groups are they in? Do they belong to particular types of Facebook or LinkedIn groups? Can you advertise in these places? If such places don’t exist, create them and start inviting your ideal type of customer to them.

4. **A little generosity goes a long way, but not too far.**

At the start of your journey into entrepreneurship, you may be tempted to give stuff away for free. DO NOT DO THIS. At the very least, you should be getting email addresses so that you can start to build a database of clients. If you’re offering a promotional item such as a product sample or eBook, use it to gain contact details for the people who sign up. If you can offer your product or service at a discounted rate, then do this instead. The types of people who willingly sign up for “free stuff” are the types of people who



ultimately don't want to pay for anything. If you can entice the type of customer who is willing to invest some of their hard-earned cash to begin with, then they are far more likely to spend more cash further down the line and keep coming back as you produce new products or services.

5. **Network, network, network and network some more.**
Networks are a critical part of any business's success. Tell everyone you know about what you are selling, where they can buy it and why they should buy it. Tell these people to tell everyone they know. If you tell your 50 closest family and friends about what you're doing and each of them tells 10 more people, you have a potential audience of 500 people straight away. If those 500 tell 10 each, you have 5,000 and so on. Social media is great for networking. Build a presence on Facebook, LinkedIn, Instagram, YouTube, TikTok, Pinterest and more. If you're not sure how to do this, ask someone. There are plenty of experts out there. Some will charge, some will offer their advice for free via their own websites, forums and groups.
6. **It doesn't have to be perfect to start, but if it never starts it will never be perfect.**
Once you have basics in place, get out there and start making noise! You don't need a perfect website or marketing campaign. They will never be perfect. No matter how good you think they are, there will always be someone who doesn't like your website or thinks your marketing campaign sucks. You can refine things as you progress, but if no one knows what you are selling, you won't get any feedback at all, good or bad. Microsoft and Amazon both started in garages!
7. **Get support.**
No man is an island, so get help wherever you can. This could be your partner, a family member or friend, a professional business coach if you can afford one. You will need someone to bounce ideas off. Someone to share the success and the failures with. Again, there are thousands of groups on social media that you can join for support.
8. **Make mistakes. Make them quickly. Learn fast and move on.**
It is inevitable that you will make mistakes. Every successful entrepreneur has and continues to do so. When you make a

mistake, look for the lesson in it. Better yet, learn from the mistakes of others. You haven't got time to make all the mistakes others have made, so learn from their mistakes and avoid them where possible. Remember, there is no failure, only feedback.

9. **Yesterday, you said tomorrow.**

Your idea, whatever it is, could launch the next Amazon, Microsoft, Virgin or EasyJet. It won't, however, do any of this unless you get it up and running. There are a million potential entrepreneurs out there with ideas that could change the world. Their ideas stay locked in their heads and the world never changes as a result. The world won't change until it knows what your idea is, so, as another fairly successful brand says; "Just do it!"

Good luck!

Tom Phillips
Managing Director
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29 WHAT ARE YOU PUTTING OFF?

Shifting gears - some of the many things I have learned from Dr. Richard Bandler and Kathleen and John La Valle

Uwe Boehm, Germany

At this time, many people are asking: “Oh, what can we do? The media is bombarding us with all kinds of the same stuff over and over again, and it’s mostly either scary or worrisome. It’s simply too much. When is it going to be over?”

Well, maybe that’s not the most useful question. What would happen if you asked yourself: “What can I do with the time that I have now?” Yes, things can happen, but at home I am generally safe. I can do things. So, what can I do that’s useful?

If I can’t do what I normally do, what can I do now that’s different?

For some people, it’s relaxing for the first time in a long while. For some people it’s getting going and starting a project they’ve thought about for years. What have you put off for too long already? What is still on your list? Now you can choose!

When Viktor Frankl was held in a concentration camp, what kept him going was the thought of what he would do after it was over. And if he was able to plan his future, there is no excuse for us not to do it. Yes, there are things to watch out for, there are things we need to be cautious about. But when you are driving in your car, you don’t worry or scream the whole time because of a slight risk that somebody might crash into you. You watch out, you are calm, and you know where you are going.



Just think of a couple months from now, when you look back at this crazy time. Instead of spending your time focused on the media, maybe you started something. Look at all the steps you will have had done by then now. Some of them might become clear already. Some you need to take a closer look at. Maybe you need to learn a thing or two. Try out stuff, so you get experience. Maybe you decided to read a book. And maybe another one. Maybe you signed up for an online course or talked to friends or colleagues to share and take on ideas. See yourself holding this book in your hands, listening to an inspiring podcast or watching a webinar that teaches you something new. You learned the missing pieces. You threw out the garbage, you tidied the house, rearranged some stuff. Look at the new things you put in, the accomplishments you have achieved, put the worrying in the past. Hold your breath for a moment, let this invisible wave pass and then remember to take in the fresh air and solve what needs to be solved, so you stay on the right track. Doesn't that make you more relaxed?

When you come back to the here and now, look at all the steps you accomplished towards your goal in the future. And as you can see yourself doing this vividly and with fun, you become so convinced that you can feel that sensation of excitement starting in your body. Get going! Shift gears and hit the gas pedal.

Viktor Frankl created a whole new way to help people; he was doing that for decades after he was freed from the camp. He not only read books, he wrote them - lots of them.

Think. Think about your goal and then act accordingly.

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30 BIOHACK YOUR RESILIENCE TO STRESS

Balance your nervous system and increase your wellness with biohacking techniques

Xavier Pirla Llorens, Spain

KEEP YOUR BODY AND MIND IN GOOD SHAPE

NLP is an incredible tool that allows us to manage our brain in an amazing way. Thanks to the genius of Dr. Richard Bandler, we have ways to choose what we think, feel and do.

But is it always true? Science tells us that there is a limit where we can't control our mind or our emotions anymore - our physiology.

The father of NLP often says that our mind is like a bus that needs to be driven; if you don't learn how to manage your brain, it is like sitting in the last row of the bus while someone else is driving it for you.

But a bus needs a well-maintained engine, proper brakes and suitable fuel. Without proper servicing, our brain simply can't cope with situations, no matter how much you know about NLP.

Biohacking and heart coherence techniques help us to make the most of our brain so that we can use the mighty power of NLP. They help to service our whole body and, especially, our brain.



If you feel without energy, suffer anxiety or are not able to sleep well, focus or control your thoughts, you will find this information very helpful.

NOW, MORE THAN EVER, YOUR HEALTH COUNTS!

In moments where uncertainty is everywhere, or your life simply demands you go an extra mile, it's important not to burn the midnight oil, but to optimize your body so that it can thrive in any situation and you can get the best from it.

Whether you're facing tough times now, or you're often overloaded with work, or you want to make the most of NLP to manage your emotions and thoughts, you will find what you are about to learn will be helpful.

THE BEST DO IT, SO WHY NOT YOU?

Nowadays, every athlete controls the health of their nervous system because they know that without perfect balance, it is impossible to achieve a high-performance state.

Air traffic controllers, police, military personnel, commercial pilots and biohackers (those that use technology to optimize their life) measure their HRV (Heart Rate Variability), because it is one of the best ways to control your health.

An experiment with hundreds of police in the USA showed their heart rate rose after intervening in an episode of domestic violence and remained abnormally high for hours afterwards.

When they learned some of the tools you are about to explore in this chapter, they managed to lower their heart rate and keep it low, increasing their performance and wellbeing without meditations or mindfulness. This is just science.



UNDERSTANDING THE MECHANICS OF STRESS

Why is it so important to keep the heart rate down? Welcome to the fascinating world of your nervous system! Once you understand how it works, you will be ready to balance it and, therefore, to balance your mind.

One part of your nervous system is called the ANS (Autonomic Nervous System). It is in charge of controlling your internal organs, especially the heart and lungs. Let's return to our analogy of the bus; the ANS has two parts - the brake pedal (called Parasympathetic ANS) and the gas pedal (called Sympathetic ANS).

In an ideal world, every time you press the brake, you release the gas pedal, so your drive is smooth. But imagine a situation where you keep pressing the gas while braking. What kind of journey will you experience? It's probably going to be bumpy and uncomfortable.

When we are very stressed, the SNS kicks in and our heart rate rises so we are ready to face a dangerous situation. Thousands of years ago, that made perfect sense - you were faced by lion, so you needed a lot of energy to escape. Once the lion disappeared, the PSNS slowed down the heart and you could rest

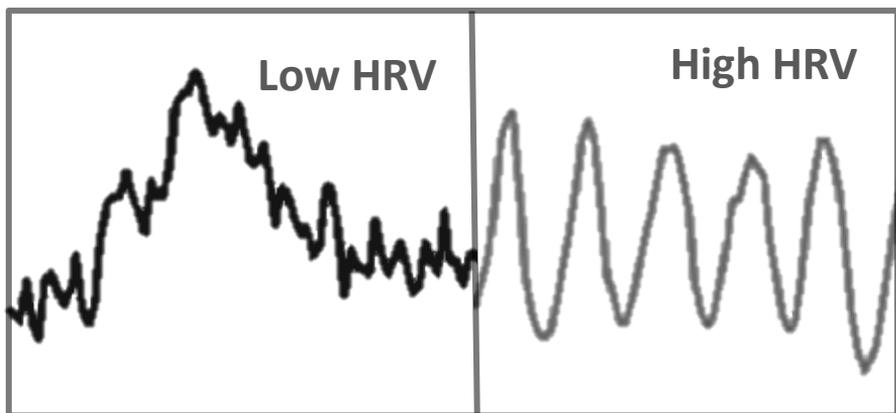
NLP helps us to understand that when we keep creating images with sounds in our brains, the danger never completely disappears. It's like having that lion in our head all day long. Our brain reacts to those mental images as if they are real, so our Sympathetic part never disengages, and the gas pedal is always on - even when our body tries to brake.

HRV (HEART RATE VARIABILITY): THE KEY TO INNER PEACE

Many people think that the heart is as regular as a metronome, but the reality is very different. If our ANS is properly balanced, then the heart changes pace every time you inhale or exhale.

Why? Because inhaling creates a Sympathetic response that makes the heart go faster, and exhaling creates the opposite effect. So, the deeper we breathe, the more our heart slows down or speeds up with each breath. This heart rate difference is called Heart Rate Variability and is the key to our wellbeing.

As mentioned earlier, when we don't have a balanced nervous system, everything goes wrong. Instead of having big and smooth speed variations (deep breathing), the heart rate changes with short speed variations. The graph resembles an earthquake pattern:



So, a good way to know how well-rested you are is to measure your heart. Athletes measure their HRV every morning, so that they can decide how much more they can stress their body when training. Nowadays, almost any smartwatch, smart band or cell phone measures HRV, making it easy to understand your level of stress.

MIND-HEART CONNECTION

Only a few people know that 80% of all the communication between the brain and the heart is upwards. This discovery made by scientists changes our perception of the heart from being just a pump to being able to dramatically affect our brain performance. A low HRV affects our brain in two different ways:

1. It affects our cortex (where our higher functions are).



2. It affects our thalamus (where we organize our thoughts).

So, a low HRV can create anxiety, lack of coherent thoughts, problems making decisions and confusion, among other things. It also affects our ability to go to sleep and rest deeply at night. The less you rest, the less your nervous system can recover, and it becomes a recursive loop. Our heart is so important that, without a good HRV, it is very difficult for us to use NLP effectively, or do meditation or any relaxing technique.

BIOHACK YOUR RESILIENCE

Resilience is the capacity to prepare, recover and adapt in the face of stress, challenge or adversity. So, how to do it?

The clue is that every system in the body needs rest to recover from stress. This is what you do if you go to the gym; you stress your muscles until they can't cope anymore and then you let them rest. But muscles don't just rest, they adapt to the last stressing session, so they can cope better in the future. You are making your muscles more resilient!

The same happens with our nervous system. If you let your body recover from a stressful situation, it will cope better next time. But instead of doing this, we keep thinking and thinking about the problem that creates stress in us.

Then, no matter how strong you are, sooner or later you will face a wall: exhaustion. You will burn out your body.

The key point is to let your body recover from stress. You can do this in three simple ways:

1. Take a short period of rest every 50 minutes (if you can, lie down; it helps the PSNS).
2. Have restful sleep (very important for a proper recovery).
3. Take periods of "holiday thinking" to let your brain and body relax from stressors (1 to 15 days).

It's critical to reduce your stress levels as fast as possible after every peak of stress, as we are about to discover.

10 TIPS TO BIOHACK YOUR INNER BALANCE

Use these tools to balance your nervous system:

1. **Breathing technique: The three 5s.** Breathe in deeply for 5 seconds and out for 5 seconds for 5 minutes. You will increase your HRV automatically. It's very important to do this after every stress peak and to do it before bed.
2. **Shift to appreciation.** Feelings of love and appreciation create a Sympathetic response. So, now's the moment to use your NLP skills to create a mental image where you can feel a lot of love or be appreciative about something. The more real, the stronger the feeling!
3. **Rest deeply.** Avoid screen exposure for 1 hour before bed. Turn off any light or sound in the bedroom, don't do intense exercise at night and practice your HRV breathing before falling sleep.
4. **Give your brain a break.** Distract your brain by deliberately thinking nice, relaxing thoughts. Your brain needs to rest!
5. **Cold therapy.** Exposure to cold triggers a vagal response (parasympathetic). Immerse your face in really cold water or dare to have a cold shower. You will notice the relaxation after the first shock.
6. **Apneas.** If you hold your breath for few seconds (always feeling comfortable and not choking!) you trigger a parasympathetic response.
7. **Immersion.** Submerging your body in water automatically triggers a PNS response, so have a nice bath, Jacuzzi or a dip in the sea or swimming pool.
8. **Give your brain hope.** One of the most powerful mental tools is to hope for a better future. That cools down the SNS and gives you a sense of inner ease.
9. **Purpose.** One of the most balancing experiences comes when you understand your purpose in life. Think how you can serve others, help to make a better world, etc.
10. **Easy on the caffeine.** Caffeine can have beneficial effects, but it can also hide a lack of proper rest and trigger the SNS in excess. Also, it can affect your sleep quality. If you feel tired in the morning, look at how you can rest better and reduce your stress rather than using too much caffeine.



So, remember that if you want your bus to be driven long distances or the slope gets too steep, you need to have your vehicle serviced and keep your engine in great condition.

Nowadays, it's more important than ever to be able to perform at your peak level and these tools will help you to do it. You just need to practice!

Xavier Pirla Llorens

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Spain*

31 HOW TO LIGHTEN AND BRIGHTEN YOUR LIFE

Five steps to make you smile and feel happier

Yurina Shiraishi, Japan



2020 has brought with it an unexpected and unprecedented worldwide crisis. This situation causes not only physical and economic problems, but also emotional issues like fear, anxiety, panic, depression, violence and suicide.

And if we try to ignore or suppress those emotional symptoms, things could get even worse.

Coronavirus is not visible or tangible. That is one of the reasons why we are threatened. And our inner state, emotions, feelings and thoughts are also

invisible and intangible. In fact, the most important way in which we can change our life is by approaching our inner states in such a way that we can start to create much a better and brighter present and future.

I'm going to introduce you to five steps to lighten and brighten your life and make it happier, healthier and more successful than even before this situation arose.

Think about the times when you travel somewhere for a holiday. You decide where you want to go, check what you need to prepare, and book transport and hotels. And the more you think about and imagine



your holiday specifically, with your five senses, the more you will be excited, won't you? And that makes your journey more enjoyable and even smoother.

This is a similar process to the steps I am about to introduce. You start to know what you really want, check the resources you have and what you need to prepare, make increasingly vivid images and then take action towards your goal.

One of my NLP students, Ken, is a company executive in his 50s. He experienced the disastrous earthquake in Japan in 2011, in which we lost more than 15,000 lives. Fortunately, Ken and his family survived, but their beautiful house was swept away by a huge tsunami. Since then, they have struggled and worked so hard to rebuild their life together.

A few years later, they had to face another challenge. Ken was diagnosed with stage-4 cancer and was told that he only had three months to live. The family were devastated and felt helpless. But then, Ken's wife suggested he find out about NLP, because she thought it might help his condition.

In the process of learning and applying NLP, he remembered his childhood dream. He wanted to do something to help others to solve their problems and have a better life. Actually, he had always been supportive, and many people asked him for his advice. He said in an excited voice, "I have forgotten about my dream for so long, because I have been so busy with many things, but now I remember my dream and I really want to do something about it, if I can live. If I hadn't developed cancer, I wouldn't have remembered this. So, now I am even grateful that this happened to me."

Five months after the diagnosis, he was still alive. In fact, his cancer had disappeared.

Now he is healthy and making his dream come true.

5 STEPS TO LIGHTEN AND BRIGHTEN YOUR LIFE

1. **Become more aware of yourself.**

Just start to breathe deeply. Several thoughts might occur, just accept and release. Focus on your breathing for a while and notice how you feel.

2. **Set your goal and direction.**

Like planning a holiday, it's important to decide where you're going. To do that, answer the questions below. Your answers should be positive. (e.g., not become sick => stay healthy)

- What do you want?
- What kind of person do you want to be?
- What would you like to do?
- What is the best and ideal outcome from this situation?

3. **List your resources.**

There are two types of resources - internal and external. List as many as you can.

- Internal (e.g. strength, skill, technique, knowledge, experience, physical condition)
- External (e.g. friends, family, pets, supporters, money, property, environment, country)

4. **Make an image of your best outcome.**

Applying all your resources, make an image of your best future. What will you see, hear, feel, smell, taste?

And then make the image even better (e.g., bigger, brighter, lighter and nicer feelings, sounds, voices, smells, tastes)

5. **Take action**

What can you do to get closer to your goal or move towards your desired direction?

Even a small step is OK. Just start doing it and celebrate what you have accomplished.

Keep practicing this process and it will take you to far better places than you might expect.

You can share these steps with your family, friends and colleagues, and explore one another's resources, goals and directions.



As Ken's story shows, a difficult time is actually a great opportunity to know yourself better, realize what you really want and the resources you have available to you, internally and externally. That could make your direction clearer and help you to move towards your goal with faith and resolution.

Dr. Richard Bandler says: "There are all kinds of things we can do in this world to make it a better place, but we must start with ourselves."

Just imagine what the world will be like when everybody starts doing this!

I hope that when all this is over, we can say: "It was an unprecedented challenge, and we created an unprecedented, beautiful world!"

And you can get started now!

Thank you.

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NLP

FOR THE WORLD

