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## An Overview of the Authors

**Dr Connirae Andreas PhD** is an internationally known leader in the field of psychotherapy, as well as the co-founder and leader of the successful international training organisation, NLP Comprehensive, founded in 1978. She and her partner and husband, Steve Andreas, have written and edited numerous books in the field of Neuro-Linguistic Programming, which have been translated into many languages. Their most recent book is *Heart of the Mind*. Connirae lives in Boulder, Colorado, USA.

**Glenda Beere** is a remedial massage Therapist and particularly specialised in the mind-body connection. Previously working in the education sector, Glenda made the transition to remedial massage work in recent years. She is based on the Gold Coast, Queensland, Australia and is in full-time private practice.

**Chris Collingwood** BA (Psych), Grad. Cert. NLP., M.App.Sci. (Social Ecology) is an NLP Trainer Assessor, NLP modeller and Director of Inspiritive Pty Ltd. He is the co-author with Jules Collingwood of *The NLP Field Guide Part 1: A reference manual of practitioner level patterns*. He has over twenty years experience in coaching, consulting and leading seminars in Australia, New Zealand and the United States. Chris' background includes extensive training with developers of NLP, including Dr John Grinder, co-originator of Neuro-Linguistic Programming who has certified his training. He holds a Diploma in Training and Assessment Systems, a BA degree in Psychology, a Graduate Certificate in Neuro-Linguistic Programming and a Masters in Applied Science Social Ecology. He has been exploring Neuro-Linguistic Programming since 1980. He

and his partner, Jules Collingwood, designed and accredited the first post-graduate program in NLP – the Graduate Certificate in Neuro-Linguistic Programming. They and their team of trainers teach the Grad. Cert. NLP in Australia and overseas along with speciality application programs in NLP.

**Jules Collingwood** holds an RMN (UK), RN (NSW) and has a BSc in Urban Estate Management, Post Grad. Diploma in Conflict Resolution and Grad. Cert. in NLP. She has been teaching NLP since 1990 and trained under John Grinder, the co-originator of NLP. Jules trains in NLP and writes course accreditation materials and manuals for Inspiritive. She also consults in systemic change and intercultural communication and does coaching and personal change work. Currently she is enrolled in a Master of Arts program in Cognitive Science at UNSW.

**Kristine Hallbom** is the co-director of the NLP and Coaching Institute of California, and the co-founder of WealthyMind International. She has been writing professionally for the last twenty years, having worked as a journalist and freelance writer for several newspapers, magazines and psychology journals. She is the author of many popular articles about NLP, psychology, systemic thinking and prosperity, as well as a contributing author to the best selling book, *Alternative Medicine – The Definitive Guide*. Kris is the developer of the ‘Universal Cycles of Change’ model, which has been incorporated into the NLP Coach Certification Training Program. Kris is very passionate about helping people to evolve themselves and go to their next level of success. She received her BA degree in Psychology and Languages in 1988 from Southern Utah University and went on to certify as a Master Practitioner of NLP in 1990 through Anchor Point Associates. In 1997, Kris started her own company called Personal Performance Consulting. During this time she provided business consulting and life coaching, helping individuals and organisations achieve their personal and professional goals. She did this by using a variety of motivational processes and assessment tools that she

developed over the course of many years. These motivational processes and tools are based on the principles of self-organising systems, complexity, chaos theory, autopoiesis, NLP and spirituality as they relate to the psychodynamics of the human mind and behaviour. Kris also served as the Director of Public Relations and Marketing for Anchor Point Associates from 1988 through 1996.

**Tim Hallbom** is a Certified Practitioner, Master Practitioner, and Trainer in the field of Neuro-Linguistic Programming (NLP) and has a Masters degree in Social Work from the University of Utah. He is the co-author of the books *Beliefs: Pathways to Health and Well-Being* and *NLP: The New Technology of Achievement*. Tim is also the author of a number of articles, audiotapes and videotapes, as well as a contributor to the best selling book *Alternative Medicine – The Definitive Guide*. In 1980 Tim co-founded Western States Training Associates (now known as Anchor Point Institute) in Salt Lake City, Utah, which is an internationally recognised organisation that offers practical, skill-based training to individuals, businesses and government organisations. In 1999, Tim left Anchor Point and moved to the San Francisco Bay area. He is currently the owner and director of the NLP and Coaching Institute, an organisation that provides personal and professional development training programs to individuals from all over the world. In addition to providing thousands of contact hours of communication and behavioural change-related training to individuals, businesses and government organisations throughout the United States, Europe, Latin America, Australia and Asia, Tim has also done extensive research in the areas of stress, health, financial prosperity and personal productivity. He is the past President of the National Association of NLP (1989), is a founding member of the NLP World Health Community and was on the Board of Directors for the Institute for the Advanced Studies in Health (IASH) from 1995-2003. Tim maintains a busy private coaching and consulting practice in the San Francisco Bay Area; he lives in Northern California and part time in Indiana with his wife Kris.

**Dr David Lake** is a medical practitioner who has been in private practice since 1977 and is based in Newport, Sydney, Australia. He is currently involved in full-time counselling and psychotherapy from his practice in the northern beaches of Sydney. Together with Steve Wells, he also travels the globe teaching seminars in Advanced EFT and Provocative Energy Techniques (PET). Dr Lake has completed seventeen years of medical hypnosis and four years of Analytic Psychotherapy supervision, as well as comprehensive training in Provocative Therapy, both within Australia and overseas. He is trained in level 1 & 2 EMD/R (Eye movement desensitisation and reprocessing) and has used this technique successfully for over six years. He has attained advanced training in EFT with Gary Craig, and in BSFF (Be Set Free Fast technique) with Larry Nims. Dr Lake has developed significant experience in treating trauma, and has also extensively explored the use of EFT in relationship issues. He is the bestselling author of *Strategies for Stress* and *She'll be Right (When Men Aren't Getting It)*, and co-author with Steve Wells of *New Energy Therapies* and *Pocket Guide to Emotional Freedom*.

**Christine McKee** is a registered psychologist in Queensland, Australia, and is a Certified Trainer of NLP, Time Line Therapy® and hypnosis. Chris is the business owner of *Excellence Beyond Boundaries*, a Brisbane-based consultancy and training organisation. Areas of specialty include NLP certification trainings, executive and life coaching, relationship enhancement, individual performance enhancement, wealth creation and the development and facilitation of customised needs-based training workshops. Chris services corporate, government, mining and resources and not-for-profit sectors. Chris consults both domestically and internationally.

**Terri Sheldon** is a registered psychologist in the state of Queensland, Australia and has over 22 years experience in child development, and child, adolescent and adult mental health. She has worked extensively in government, community and hospital systems as well as private practice. Terri is a specialist member of the College

of Counselling Psychologists and the College of Educational and Developmental Psychologists (Australian Psychological Society). Her experiences in mental health and developmental psychology led her to investigate alternative paradigms and approaches that could be applied alongside traditional therapeutic approaches.

**Alan Spencer** is a counselling psychotherapist and has a Bachelor of Social Science with majors in Counselling/Mediation and Human Relations/Communication. In addition, he holds a Master Practitioner Certificate in NLP. He is also accredited in numerous other psychotherapy models. Alan is based on the Gold Coast, Queensland, Australia and has been in private practice for over ten years. Alan specialises in the treatment of eating disorders; he operates the Gold Coast Eating Disorders Support Association and has facilitated their support groups since 2002. He has written several articles and lectured on the subject, and has a long previous history of coaching and training elite professional and non-professional athletes for the Australian Institute of Sport.

**Dr Peta Stapleton PhD** is a registered psychologist in the state of Queensland, Australia and has completed a Bachelor of Arts, Postgraduate Diploma of Professional Psychology and Doctor of Philosophy. She has taught at Griffith University, Gold Coast since 1997 and is currently involved in coordinating psychological research trials into new therapies as well as private practice, specialising in addictions and eating disorders. Peta regularly contributes to the academic field with publications in the areas of nursing, morale, communication, psychological interventions and eating disorders. Peta is well known in her area of specialty within Queensland and is consulted regularly for radio, television and print media interviews for her expert opinion. She has been awarded many honours, including the Australian Psychological Society Elaine Dignan Award for research into women's issues. Peta's first book *DIY: Change Your Life Subconsciously* (2005) is published by Zeus Publications; her second book *Attract Money Subconsciously: DIY* (2006) is published

by Michelle Anderson Publishing. Peta is married with one daughter and resides on the sunny Gold Coast, Australia.

**Steven Wells** is Managing Director of Steve Wells and Associates Pty Ltd, and holds a Masters Degree in Psychology from Curtin University and post-graduate qualifications in Education. He has experience in management and team leadership at a range of levels, and his training and development business has been in operation since 1996. He has worked as a psychologist in charge of two centres for children with severe social, emotional and behavioural problems in the Western Australian Education Department. Steve is also a founding partner of ExecEdge, an organisation providing corporate programs for business leaders. Steve is co-author with Dr David Lake of *New Energy Therapies* and *Pocket Guide to Emotional Freedom*, and is also co-author with Jo Wiese of the children's book, *Rose and the Night Monsters*. Steve is based in Western Australia.

**Russell Workman** (B Social Work) is currently the Social Enterprise Manager of The Salvation Army's Oasis Youth Support Network. This specialises in the development of relationships, and creative methods of engaging corporate business, government, not-for-profit and charitable foundations in creativity, innovation and funding solutions. Russell is also a practitioner in private practice in counselling, coaching and life strategies, and resides in Sydney, Australia.

## Introduction

*Peta Stapleton, PhD*

It is with pleasure that I write this opening chapter to a book which we hope will touch many people's lives: students, teachers, clinical professionals and the general public. The gem of thought which created this contribution to the academic and medical fields came from years of working with clients and students who felt they wanted more from their studies and therapies. It was my personal dream to offer a handbook of different skills, which could be applied in therapeutic as well as private situations, and to a range of disorders, behaviours, emotions, illnesses and memories. This one-stop-shop is an answer to this dream.

This book has been compiled through the generosity of many authors who have willingly given their expertise, time and thoughts on a range of topics. Their credentials speak for their combined decades of professional experience, proficiency and limitless knowledge in the field of Neuro-Linguistic Programming (NLP). Please feel free to read further into their published work, as it is a minefield of skill, wisdom and talent. I particularly thank Steve and Connirae Andreas, international leaders in the field of psychotherapy, for contributing a previously published chapter from their exceptional book *Heart of the Mind*.

Every chapter in this book is a stand-alone application. It is intended that the skills and techniques can be applied under professional guidance or supervision, or attempted in the privacy of your own home. Old patterns and behaviours, illnesses and bad memories can be healed without necessary diplomas or degrees. However, you may find it useful and exciting to discuss these ideas with a counsellor, therapist, teacher or colleague. As always, the ideas and proven methods in this book are not designed to replace medical

intervention, nor medications. They are valuable adjuncts, however, and your medical professional may find them positive and functional in their treatments.

This book is above all aimed at the next generation of students who will be treating and counselling the general public. However, it is also designed for anyone to be able to immediately apply the skills. *Your Mind Power* outlines techniques to release old behaviours and patterns at the unconscious level, not through conscious affirmations or practices. It also addresses how to heal physical pain in the body by releasing memories within our body parts. *Your Mind Power* is designed to be user-friendly and is written in a conversational style to appeal to a wider audience and age range. It contains real examples and case studies to illustrate techniques.

The main differences between *Your Mind Power* and other popular non-fiction self-help books and academic texts is in the approach. The crux is that this book deals with breaking patterns and behaviours unconsciously, whereas many other books aim to do it consciously. (Often in discussion of the subconscious mind, the words ‘unconscious’ and ‘subconscious’ are used interchangeably. It is the tradition of the NLP community to use the term ‘unconscious’.) The risk in changing an old behaviour consciously is that you always have to be aware of the new behaviour and repeatedly tell yourself the right or new way to think. If you change the behaviour unconsciously, the pattern has changed immediately and nothing more needs to be done. *Your Mind Power* offers skills which work at the unconscious level so that once behaviour is changed, there is no need to remember a new way of acting or feeling – it just happens unconsciously.

It stands without saying that many of our clients and patients have played a part in the development of these leading skills and techniques. Their patience and understanding in allowing us to explore further and practise, hone and fine-tune is exceptional, and we thank them for guiding this opportunity. We encourage readers to give us feedback, questions, real life examples and successes. Future editions will be enriched by your input.

## Chapter 1

### The Unconscious versus Conscious Mind

*Peta Stapleton, PhD*

*Terri Sheldon*

The unconscious mind is an important tool in our lives; when used to its full capacity, it can aid us in achieving our wildest dreams. Much has been written on the power of the unconscious mind, and its nature. What may be less known is that the unconscious mind has been utilised in healing processes from physical and emotional issues for many years. However, there has been little written for the academic market about how to concretely and unconsciously change behaviours, especially in a user-friendly manner. In order to embark on such a journey of recovery, healing or improvement, it is valuable to address the differences between the conscious and unconscious minds.

#### **The conscious mind**

The conscious mind is your immediate awareness at any point in the day. If you stop right now and listen to the sounds outside, you may 'tune' into some sounds of which your conscious mind was oblivious a moment ago. The sounds were still present, but you were not consciously paying attention to them. Your conscious mind tends to do what you ask it to do; however, it is primarily governed by your unconscious mind. It is useful to think of the unconscious mind as the pilot of an aircraft and the conscious mind as the crew. The crew takes orders, but only the pilot flies the aircraft. This is true of our conscious and unconscious mind.

## **The unconscious mind**

There is research to suggest that every second, over two million pieces of information flood our awareness, but our conscious brain can only manage to pay attention to seven chunks (give or take two chunks).<sup>1</sup> The unconscious, though, pays attention to everything. The sounds you were oblivious to before were still there, and they were actually still being processed and stored by your unconscious mind. Your conscious mind only pays attention when you ask it to, or someone else does.

### **Point 1**

The unconscious mind learns well from repetition. The more it hears something, the more it thinks the information is important and so it will store it for potential later use. This happens with negative or positive information because it really doesn't know right from wrong. You can easily learn as a child by rote-learning, or repetitive learning (remember learning your times tables at school?). The same happens when you recall annoying advertisements from the television or radio. You may not actually sit down and study them but, over time, if they are played repeatedly in your environment, your unconscious mind will store them.

If you grew up with positive parenting techniques and were constantly told that you could do anything, you most likely believed it and have probably been guided by this belief in all you have done. Your unconscious mind didn't know if it was true or not (about your ability) – it just heard it many times and complied. The same unfortunately happens with negative messages or affirmations that others say to us as we grow up, or that we say to ourselves. If you repeat to yourself on a daily basis, 'I am hopeless. I can't do anything' or 'I am so fat. No one will ever love me', then your mind will comply again and see to it that this happens. It doesn't know if you are actually accurate in your beliefs; it just hears it often enough.

The lesson here is to be aware of what you say!

## Point 2

The unconscious finds it difficult to process negative information. Words such as ‘don’t, can’t, shouldn’t, wouldn’t’ contain a negating word – ‘not’. Research suggests that the unconscious does not know how to process these negations and so instead it tries to literally eliminate them out of your reality. Think of it as asking your mind to do too much when you ask it to process an action or emotion and then negate it. It takes more time to do this (although it happens in milliseconds), than it does to process a simple request phrased in the positive.

A perfect example here is with children. If you yell at a child, ‘Don’t run around the pool!’ they will invariably unconsciously hear ‘Run around the pool’ and they will. Effective parenting works better if you focus on what you *do* want the child to do: ‘Walk slowly around the pool.’ There is little room for misunderstanding in this sentence and no negative to eliminate. Try it!

The answer here is to focus on what you *actually want* and then speak/act accordingly. In parenting, the lesson I often teach is to tell your children what you *do* want them to do, not what you *don’t* want them to do. Say, ‘Put your feet on the ground’, rather than, ‘Don’t put your feet on the lounge!’ Children understand more easily this way, as they have something concrete to process.

## Case

When Ally realised that she had always been telling herself, ‘Don’t go near the fridge’ every time she walked into the kitchen, and when she grasped the concept of the unconscious mind failing to process negatives, she knew she had found an opportunity to change. Ally now knew her mind was hearing ‘go near the fridge!’ She remembered her mother saying the same thing over and over when she was child, but still overeating every time she went near the fridge herself. It was as if the fridge had become a nasty object in the house to be avoided at all costs, as it was responsible for their weight problems. As if a

fridge could be responsible, she finally laughed! When Ally changed her language to: 'I am calm in the kitchen', she noticed an immediate change in her physiology and emotions. She did feel calmer, especially around the fridge, and responded appropriately when she opened it. She no longer felt an overwhelming desire to sneak food out and eat as though the fridge was some kind of devil. With the help of a therapist to change a few more of her underlying beliefs, Ally was on her way to weight loss, healthy eating habits and a new lifestyle of choices.

### Point 3

The unconscious does not know right from wrong. This is how you can *logically* know something (e.g. you know you cannot afford the new stereo on hire purchase) but you are *emotionally* moved to do/have/be something (e.g. you buy the stereo anyway as you tell yourself you can always work the finances out later). This is also how the unconscious stores beliefs and memories, even though it might know something is incorrect or not useful. When you couple this point with number 1 (your unconscious learns from repetition), then you can have a recipe for disaster.

Your unconscious does not *know* that you aren't loveable, worthy enough, capable or valuable as a person; it just hangs on to the repetition (whatever you were told as a child) and stores it anyway. The actual right or wrong of it goes out the window. This is why some therapies which focus on training the conscious mind to learn the right way to think/feel/behave do not always stick. If your conscious mind hears 'I am not worthy' and you consciously try and tell yourself on a daily basis that 'I am a worthy and loveable person', you may be at it for a long time before you truly believe it. Unconscious patterns and beliefs can be broken *quickly* at a *permanent* level but experience tells us that it has to be achieved at the unconscious level.

### Point 4

All behaviour, all learning and all change are unconscious. Read that sentence again. *All behaviour, learning and change are unconscious.*

Once you grasp the magnitude and impact of this statement, your existence and world can suddenly take on a new meaning.

Your reality is based upon your decisions, values, beliefs, memories, language and attitudes, and these are all stored at the unconscious level. These are often called internal filters because they screen all information entering your reality and awareness. If you suddenly decided you wanted to *change* a belief you have always had (e.g. ‘If I want something done properly, I have to do it myself’), then you have to tackle it at the unconscious level, as your filters would continue to screen everything in the old way. It will not readily change at the conscious level. Your values, memories and language will continue to bring it back to the state it has always known (in this case, needing to do it yourself).

### **Point 5**

We create everything in our world. This is another useful concept to grasp. If everything is filtered through our internal mechanisms, which are unique to each of us, then what we attract, process and accept in our own section of the world will be unique to us as well. If you have a strong value of ‘family comes first no matter what’, then your reality will reflect this. When a situation arises which potentially threatens such a strong value (e.g. someone in the family wrongs another member), then you can often feel torn. The value will override any logic or indeed anyone else’s opinion. You might find that you continually attract situations which threaten such a value because it is so rigid. When we hold rigid values (values that are black and white with no room for movement), they seldom serve us well. It is when we loosen our hold on them (and let go of the fear that might also be attached to letting them go), that we truly flow and everything is free to come into our awareness, our focus and our experience. This includes abundant relationships, finances, health and so on.

Here are some examples of rigid or extreme values which may not always serve us well. The point here is not to indicate which values

are good to have or not; it is to encourage you to ask yourself: *why* is that value important to me?

### *Personal Values*

I must be a perfect wife/husband/mother/father/employee/sister/brother ...

I have to workout every day to maintain my figure

I need to contribute to the world to feel worthwhile

Things worth doing well take a long time

Good things come to those who wait

If something is done quickly it will not last

### *Family Values*

Family comes first

Blood is thicker than water

Keep your friends close but keep your enemies closer

You can always trust your family

Money doesn't take care of you when you're old

Children should be seen and not heard

### *Money Values*

Money doesn't grow on trees

There's no such thing as a free lunch

Things have to get worse before they get better

Good things are worth waiting for

### **Case**

Judd had spent an enviable day water-skiing with friends in the middle of a working week. He was not looking forward to a long night ahead of him working at the computer so he tried to enjoy his day out. Judd had always held the belief that 'things worth doing well take a long time' and, come to think of it, his father had held a similar value. Judd was senior partner at an accounting firm and prided himself on thoroughly examining everything he came across, however, he regularly procrastinated because of his worry about how long something might take. The thing was, Judd had just become aware of how this belief was affecting other parts of his life. He had

yet to finish painting the lounge area as he knew it needed a lot of time and energy to get it just right. He also needed to do something about the garden out the back as it was overgrown and hideous looking, but again he wasn't quite sure where to start and how long it would take. It was easier to put things off.

Judd's belief about things worth doing properly needing significant amounts of time was not doing him a great service. He stumbled across a book of change techniques while procrastinating about an account he needed to review, and examined the tightly-held beliefs in his unconscious mind. He realised after some thought that his greatest fear was that he might not be thorough enough and whatever he was doing might be a waste of time.

Even though Judd wanted to do things thoroughly, they didn't always turn out that way. He figured that the more time he spent at something, the easier it might be if he eventually gave up (finished or not) because no one could accuse him of not being thorough! This circular belief and consequent behaviour were affecting his relationship, too. He put years into relationships and, if they didn't work out, he comforted himself with the fact that at least he put the *time* in. When Judd examined this belief and the fear associated with releasing it, he realised that his unconscious mind was worried that if he took a shortcut, or did something in a short period of time, then other people might *judge* him and *accuse* him of not trying.

This was what he had been avoiding his whole life. Of course, when Judd let go of the fear and the decision to always take a long time, everything flowed again in his life and he didn't even worry about how much time he spent.

## **Point 6**

The unconscious mind is the domain or centre of all emotions. Now, there are some views around the universe which suggest that thought precedes emotion and governs our behaviour. However, modern advertising has subtly informed us that people do not use thought to drive their behaviour; they use emotion. It does not matter whether

we *logically* know something; if a strong emotion is present, it will win every time.

Have you ever seen a grown adult having a ‘tantrum’ in public, like a three-year-old?

Have you ever purchased an item on your credit card when you knew a bill needed to be paid?

Have you ever lain on the couch watching a movie when you knew you needed to finish that report?

Have you ever purchased large items like a new television or fridge or stereo or computer, on terms such as no-deposit-pay-no-interest-and-payments-for-24-months? When you had a credit card debt and bills to pay and mortgage repayments and ... and ... and ...

All of these decisions are driven by emotions and by the unconscious mind. They are not logical and they do not respond to rational and reasonable argument.

### **In closing**

There is much more to be read and understood about the unconscious mind and you are encouraged to do so. Refer to the techniques presented elsewhere in the book, to give you the opportunity to learn some other concepts about the unconscious mind. Each chapter in this book will offer you more information, skills and techniques to permanently change behaviour, thoughts, emotions and habits. Practise on your colleagues and your friends and family as well as yourself; these skills will not damage or add anything negative to someone’s life. They will only enhance and improve it, and perhaps uncover underlying patterns.

### **Note**

- 1 Refer to Csikszentmihalyi, Mihaly (1991), *Flow: The Psychology of Optimal Experience*, Perennial, USA