



Enhance your **M**otivation....

Become more **O**ptimistic....

Improve your **R**elationships....

Maximize your **E**njoyment in all ways....

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The SCS *Beyond Mastery* Newsletter

Welcome ...

Here is your *Beyond Mastery Newsletter* for August 2010. This newsletter may be duplicated and distributed to those who share an interest in Energy Medicine, neurolinguistics—especially Neurolinguistic Programming (NLP)—and spirituality.

This month the featured articles are “Orlando in July,” by Joel and Debra, and “Making the World a Better Place” by Debra and Joel.

Orlando in July

We are aware that we promised video from Orlando, but the video fell victim to a slow WiFi connection. We have a bit of video online from our trip down and our time in Orlando, and much of what we have to say was originally posted on the SCS blog (www.scs-matters.com/scsblog/). This newsletter supplements our original blog entries.

It was hot and humid in Orlando. Of course, it was hot and humid in Michigan as well, so we didn't exchange cool and comfortable for hot and sticky. We went to Florida to refresh our NLP skills with Richard Bandler, one of the two original co-developers of NLP, and John La Valle, who has been Richard's principal co-trainer for nearly 30 years. You might think that as licensed trainers of NLP we were “done.” But NLP isn't like high school or college, where you receive your diploma and never look back. It is more like a martial art, in which a black belt signifies the beginning of serious study.

We wanted not only to refresh our NLP skills, but also to see what was new with Richard and John and what changes they had made in the NLP Practitioner and Master Practitioner workshops. Although we had both driven from Michigan to Florida several times separately and once together, we again marveled at

how beautiful the country is between here and there. We especially love the mountains in Kentucky and Tennessee. We also enjoyed being able to see our children and their families (Joel's on the way down, and Debra's on the way back), as they now live in Middle Tennessee, not far from Nashville.

We gave ourselves a day before the workshop began to reorient ourselves to the Orlando area, get some groceries so that we would be able to avoid eating every meal out, and to recover from the long days driving. The workshop began in earnest the next day. Richard and John discourage note taking, because the most important part of what they are saying is designed for the unconscious mind (the *other* you) rather than the conscious mind. Nevertheless, we couldn't help ourselves: We took a few notes, and you might enjoy them:

Among the important workshop themes introduced the first day were the following:

- Once your brain works better, everything works better.
- Understanding doesn't produce change; change produces understanding.
- Choose to optimize rather than simply repair.

Another comment Richard made the first day was that the “as if” frame (the only model in NLP that did *not* originate with Richard), in which you act “as if” you already had the desired skill or attribute, doesn't work because it does not include competence. You act “as if” you had a skill without going through a process of learning that includes evidence of increasing expertise. The “as if” frame creates confidence without increasing competence.

Taken together, these comments help illustrate the principal differences between NLP and psychotherapy. Psychotherapy focuses on fixing what's wrong, but NLP focuses on optimizing the human

experience. One of the reasons that NLP can eliminate phobias, anxieties, and even Post-Traumatic Stress Disorder in 60 minutes or less (often *a lot* less) is that it bypasses probing the problem and concentrates on creating the mental processes that simply eliminate the fear-based response. Rather than a lengthy and painful process of “desensitizing” an individual to the situation that produced the fear, NLP teaches the individual to process information in a new way. Once your brain works better, everything works better....

The next day, Richard discussed research that shows that *the happier you are, the smarter you will be*. The goal of NLP is to teach people to process information differently. It's your brain, and you can choose how you use it. You can be incomplete, but not wrong—so find the missing pieces to complete the picture. You can be prepared or unprepared for Life, and you want to be prepared to live life exquisitely. Choose to be an “expansion” person rather than a “contraction” person by looking for options and possibilities.

When you hear a person (perhaps yourself) use the word “just” (“It is *just* a matter of looking for options...”), be aware that the person is on the edge between conscious processing and unconscious processing. What is included in the *just* holds the key to behavior.

As has been true for the past several workshops we have taken with Richard and John, the usual format was for Richard to have the stage in the morning, introducing concepts and themes, answering questions, and working with workshop participants who presented problems and requested help. John and Kathleen La Valle assumed responsibility for the afternoon sessions, with one of them working with those in the Practitioner track, and the other working with those in the Master Practitioner track. Throughout, a number of assistants were present to answer questions and to help ensure that participants were doing the exercises correctly.

Many of the exercises during the training focused on strategies, understanding, eliciting, and—perhaps most important—optimizing them. One of the first exercises focused on participants' motivation strategies, starting with the question, “How do you motivate yourself to get out of bed in the morning?” What's the first thing in your strategy? What do you do next? How do you know when the strategy is complete? (See *Healing with Language: Your Key to Effective Mind-Body Communication*, pp. 51 – 56, for more about the TOTE model for strategies.)

One of our discoveries was that what people report about their strategies may not be accurate. Eye-accessing cues provide better information about strategies than verbal reports. The best strategies include both moving away from something unpleasant and moving toward something desired. The best strategies also include fun, and having more fun was another workshop theme.

One of the most enlightening sessions (at least for us) was conducted by Kathleen La Valle, who discussed the ways in which the language of a presenting problem indicates whether an individual's concerns are

centered on the environment, strategies, beliefs, or values. Effective and lasting change needs to address each of those levels, with the initial response focusing on the same level as the presenting problem. Later in the workshop, John La Valle led us through a values clarification exercise and pointed out that behavior is driven by values, “from the top down.” Your most important value drives (determines or influences) most of your behavior.

When you have elicited your most important values, check to see if any indicate conflicts. If “part” of you wants to X, while another “part” wants to Y, you may have this kind of values conflict. Also compare values to see whether one includes another. You can, for example, have *relationships* without *friendships*, but you can't have friendships without relationships. This means that “relationships” is a larger (more important) “chunk” than friendships.

Most of the time Debra and I were in the same sessions at the same time. The next to the last day was devoted to specialization. Debra selected the *Body-Work* session, and I selected the *Change Work* session. A third session focused on Business Applications. To read more about our experiences in the special sessions, see the SCS blog entries for July: (<http://www.scs-matters.com/scsblog>).

The concluding sessions of the workshop returned to the opening theme of *optimizing* rather than *repairing*. Make sure that your strategies are optimized to get you what you want while you are having fun. That will help ensure that you are having a good time while making the world a better place.

Making the World a Better Place

We spent the morning of the last day of the training being tested on our skill level. Richard and John have created a testing procedure that is not only stressful, but also fun and reinforcing. The skills of the workshop participants are “on the line,” but collaboration and concept recognition help ensure that participants have learned the essentials.

After the TEST and a quick break for lunch, we were given our certificates. Richard told to pick them up and put them on our heads like a cap (of “cap and gown”). While “Pomp and Circumstance” was playing in the background, we were led in taking the oath of NLP Practitioners trained by Richard and John. With accents from dozens of languages from around the world, we vowed to make the world a better place and to avoid being “dick-heads.” Some folks already had a head start on making the world a better place, and we were honored to spend 9 days with them and look forward to a future of connection with many of them.

The first day we met a lovely young woman from Thailand. “D” had taken Charisma Enhancement in the Spring without knowing anything about NLP, and she was back in Orlando to earn NLP Practitioner. We gave her a copy of our manual, *Healing with Language: Your Key to Effective Mind-Body Communication*, which we use in our NLP trainings. The following morning

she came rushing up to us saying our book needs to be published world-wide and asking permission to give our information to her publisher in New York. "D" (D'hitinart) Napatalung is the author of *Compass of Life*, a book on Buddhist meditation that has sold over a million copies. You will want to read some about her amazing story in a blog with the heading "We Believe Courage Builds A Better World." Here is the link: <http://bit.ly/aJ3l6L>.

Another remarkable person who is making the world a better place is Kyle Maynard. Kyle attended the training in a wheel chair, but no one there would consider him handicapped. Kyle is a congenital amputee, born without arms or legs below the area of elbows and knees. Kyle has made it onto "The Oprah Winfrey Show," "Larry King Live," ABC's "20/20," "Good Morning America," and the "CBS Early Show," as well as a cover story in USA Today. Kyle has opened his own fitness center, has made history becoming the first quadruple amputee fighter to compete in Mixed Martial Arts, and travels the world sharing his inspirational message. Kyle's book *No Excuses: The True Story of a Congenital Amputee Who Became a Champion in Wrestling and in Life* is available in hard cover from Amazon.com. To enjoy an amazing video clip about Kyle, go to www.kyle-maynard.com/

The bodywork session Debra attended was conducted by Dr.'s Ron and Edie Perry, who shared some of the amazing bodywork they do and teach. You can read more about their work by checking out the Orlando blog entries at www.scs-matters.com/scsblog. A principal point is that your body provides feedback of what is happening in your brain. I am excited to learn more!

The change work session Joel attended was conducted by Elvis Lester, a long-time Practitioner and Master Trainer of NLP (see <http://execulearn.com/>), who discussed the strategies he uses in his clinical practice.

Debra was honored to be a demonstration subject on the stage with John La Valle, who was "hot" as usual. Kathleen La Valle also provided some fantastic teachings. Richard, who was also very "hot" this year, looked great, and all the assistants were amazing. Each of the folks we met touched us profoundly. From India, from Netherlands, from Japan, from Canada, from Florida, from Mexico, and South America, and.... Each making the world a better place.

The message of the week concluded with an important truth: We get better *not* by comparing ourselves to others, but you make the world a better place by becoming a better YOU. Perhaps it is time for you to dream again. Think about Jonas Salk, Martin Luther King, Jr., Richard Bandler.... Perhaps the world has been waiting for something buried in your heart or mind or soul, and it is time *now* for you to bring it out into the light of day so you can share all the good stuff.

You do not want folks to remember you as a dick-head who kept all the best stuff locked up inside of you, do you.... The sure antidote to being a dick-head

is learning NLP. Start now, have some fun, make the world a better place.

Language Tip

Unless you are a grammarian or have studied NLP, you may have never heard the expression, "modal operators." Although the term sounds like something you need a state-issued license for ("Excuse me, ma'am, I'll need to see your modal operator's license. You were exceeding the posted modal limit."), modal operators are actually a part of speech you probably use every day. They come in two basic varieties: *necessity* and *possibility*. Modal operators indicate a *mode* or *state* of being. A person using a modal operator is indicating his or her belief about doing, being, or accomplishing something.

Modal operators of necessity include the following: *can't*, *won't*, *couldn't*, *wouldn't*, *should*, *shouldn't*, *must*, *must not*, *have to*, *impossible*, and similar expressions that indicate a lack of choice.

Modal operators of possibility include the following: *can*, *could*, *will*, *would*, *able to*, *might*, *possible*, *wish*, *want*, *need*, *select*, *desire*, *choose*, and other words that suggest choice and options.

Modal operators are of special interest primarily because they indicate beliefs about what is possible for you. If you have a *can't*, such as "I *can't* remember names," or "I *can't* do math," the modal operator (*can't*) indicates an underlying belief. As is true for all beliefs, beliefs indicated by modal operators are part of a person's "mental map" rather than part of the "territory." They are a *mental constructs* rather than *real*.

Some beliefs are, of course, an accurate reflection of the territory we call reality. The belief, "I can't slam-dunk a basketball," would be "true" for both Debra and me. We would need a trampoline or ladder for the dunk, and the members of the NBA would use their own modal operator to comment: "That *doesn't* count!"

The main thing for you is to pay attention to your own modal operators and those of others, paying particular attention to *modal operators of necessity*. In your mind—and occasionally out loud—ask yourself whether the limit being set is valid, or whether you (or the others) are confusing your "maps" (beliefs) with the "territory." If you find it difficult to move from *can't* to *can* in a huge slam dunk, at least acknowledge your ability to choose, by moving from *can't* to *won't*. *Won't* is still indicating an inability, but it acknowledges the underlying belief.

Most people have a lot of *won'ts*, things we choose not to do for a variety of reasons. With *won't* you are indicating that you *could* if you tried but you are *choosing* not to. If you're like most people, there are a lot of things (such as robbing a bank) that you *could* do but *choose* not to, and that's a good thing, isn't it....

What's New?

As the above articles indicate, the newest of the new is our having taken a refresher NLP class with Richard Bandler and John La Valle. We not only enhanced our skills as Master Practitioners and Trainers, but also learned a number of new things. The Practitioners' sessions, for example, emphasized *submodalities*, while the Master Practitioners' sessions emphasized *strategies*. For more about the daily content of the workshop, see the SCS blog: www.scs-matters.com/scsblog/.

Debra has two relatively new pages on the SCS website. Be sure to visit Debra's Wellness Tips (www.scs-matters.com/Debra-blog.shtml) and Debra's Poetry Corner (www.scs-matters.com/Debra-poetry.shtml).

Healing with Language: Your Key to Effective Mind-Body Communication, the revised SCS/NLP comprehensive training manual is now the key to what is really new! If you're among those who purchased one of the previous editions of *Healing with Language*—even back to the days of the big, thick, three-ring binder version, you'll be glad to know that we will make the new version available at a *huge* discount—so that we can all be on the same page. The retail price of the new manual is \$24.95, plus \$1.50 Michigan sales tax.

For those replacing previous editions, the charge will be a mere \$8. Shipping within the United States is \$3. For overseas shipping, multiple-copy discounts, special shipping requirements, send a quick message to Debra (debra@scs-matters.com).

In our continuing effort to provide you with the best values in holistic health, we have put the manual for our workshop, "The Power of Presence: Seeing the Divine in Everyday Life," online as a free e-book for downloading. The address you need for downloading is the following:

<http://www.scs-matters.com/E-Books/PowerofPresence.pdf>

Thanks to Brian Turk, who completed NLP Practitioner with us as one of the "Weekend Warriors" who braved weekends through one of the snowiest winters on record for Southern Michigan, we now have a special page on Facebook where you can become a "fan" of SCS Matters, LLC. The new page simplifies the process of staying current with SCS without the "clutter" that typically occurs on Facebook.

To become a "fan," go to www.facebook.com/SCSMatters-LLC/. Thank you, Brian.

You can also "follow" us on Twitter, by going to www.twitter.com/SCSMattersLLC, signing up, and asking to "follow" us. We use Facebook and Twitter to make it easy for you to stay informed about what we'll be doing, where, and when.

We have continued putting videos on YouTube. You can find all SCS videos quickly and easily by going to www.youtube.com and entering [joelpbowman](http://www.youtube.com/joelpbowman)

in the search window, or by going directly to the following URL: www.youtube.com/joelpbowman and clicking on the link for "Uploads."

What's Coming Up?

The next thing coming up is the second SCS/NLP intensive for 2010, scheduled for August (Saturday the 7th through Saturday the 14th). Earn certification as a Licensed Practitioner, or, if you have already earned Practitioner certification, you can become a Licensed Master Practitioner by completing the intensive in August. Although we will have started with an Introduction to NLP on Sunday the 1st you may complete the introduction by downloading and completing the Homefun exercises:

www.scs-matters.com/Download/NLP_homefun.pdf.

Space is limited, so reserve your place now by calling (269) 921-2217 or writing Debra (debra@scs-matters.com).

The SCS approach to NLP focuses on using what we call *The Big Three of NLP* (anchoring, submodalities, and advanced language patterns) to promote your own health and well-being and to facilitate that process for others. You will receive a thorough grounding in the fundamentals of NLP and other subtle communication systems.

- Anchoring
- Submodalities
- Timelines
- Metaprograms
- Metamodel
- Milton Model
- Hypnosis, Trance, and Altered States

We will continue to offer intensive-style workshops to focus on the experiential aspects of NLP because you will have the opportunity to become familiar with the NLP terminology before your training begins through having read the appropriate materials in the NLP training manual. If you've been a "regular," you already know about our problems using Moodle as a platform for online instruction. Right now it looks as though we will be shifting our online efforts to WordPress. One way or another, however, we intend to offer online instruction in NLP, Energy Medicine, and the Intuitive Process.

We will also continue to offer instruction and support by e-mail and video conferencing by Skype. For more information about this innovative, cutting-edge learning opportunity, and to be among the first to sign up. Call/write now: (269) 921-2217 or debra@scs-matters.com.

SCS is now offering certification in Reiki. We trained our initial group in Reiki 1 and 2 in June and are have scheduled another weekend of Reiki 1 and 2 for 11 – 12 September. We will offer a Reiki Master training as soon as we have a sufficient number of interested participants. If you have always wanted to learn Reiki, or want to expand your knowledge of Energy Medicine, the September workshop will provide

a good opportunity for you. Space for the Reiki trainings is limited, so let Debra know if you want a spot reserved for you in the next training: (269) 921-2217 or debra@scs-matters.com.

We are continuing to work on the master manual for healing with energy similar to *Healing with Language: Your Key to Effective Mind-Body Communication*. More and more individuals are increasingly recognizing “energy” as significant for health and wellbeing. Fortunately, when you learn energy healing with SCS, you also receive a comprehensive understanding of using language to support your work with the Energy. Because both are important, when you learn NLP with SCS, you are also learning tools that influence the energy.

In the same way that body, mind, and spirit cannot really be separate, energy and language are both part of the Subtle Communication Systems many want to know more about. We consider that blend (energy and language) to be what helps SCS—and Joel and Debra—provide a wonderful learning environment.

As part of our *Perpetual Tuition*, if you are already

trained in NLP or SCS Healing with Language, you can attend to improve and update your skills at just \$25 a day. Space for these special days will be limited, so be sure to reserve your place early. Call/write now: (269) 921-2217 or debra@scs-matters.com.

“Developing Your Intuition with SCS,” which is designed to help you learn to distinguish among desires, fears, and intuitive insights, is still being developed. This program is for you when you’re ready to begin using your “sixth sense” to its fullest capacity.

The real question is where you want to go next.... When you sponsor an SCS workshop, you have the advantage of bringing the workshop to you instead of going to the workshop, and your commission for sponsoring the event will undoubtedly cover the cost of your tuition—and perhaps even more.

To learn more about sponsoring “The Power of Presence: Seeing the Divine in Everyday Life (7 Keys to Joyful Living)” or any of the workshops in the SCS list of offerings, call Debra at (269) 921-2217, or send her a quick email message: debra@scs-matters.com.

Because subtle communication matters, and because everyone needs to do more with less these days, you need better tools to achieve better results. SCS can help....

See more...

Hear more...

Feel more...

Be more ... SCS

