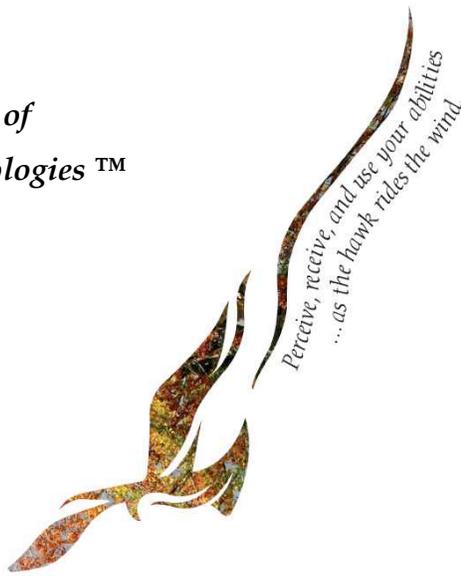


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Edited and published by Joel P. Bowman and
Debra Basham for SCS Matters, LLC
July 2009

The SCS *Beyond Mastery* Newsletter

Welcome ...

Here is your *Beyond Mastery Newsletter* for July 2009. 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 “Batteries Plus,” by Debra; “Stuck in a Paradigm with the Innovation Blues Again,” by Joel; “Putting It All Together,” by Debra; and “Stairway to Heaven,” by Joel.

Batteries Plus

You probably know how frustrating technological problems can be. A few weeks ago, I got up one morning and was not able to get my laptop to boot up. It was a bit of a double whammy because my PC was not able to find the WiFi signal, so I headed to Kalamazoo with my laptop, hoping when I got to Joel’s we would be able to figure something out. No such luck.... So I called Tom, my technology guru. He is also my Zen guru, so it is great to have a guy like that in my life, if you know what I mean.

Tom suggested we take the battery out and clean the contacts. We had done that. Then he thought that I should take the laptop to a place and have it checked. He gave me the name of a place, and I called. That person told me it could not be the battery and that it would be \$90 to run the diagnostics, and it would be three or four days before they could get to it. I asked if they carried batteries. He suggested I go to Batteries Plus.

I called Batteries Plus to make sure they really did have the battery I would need, and got directions to the store. Gabby (my nickname for my Garmin GPS system) got me there. I told the young man what had been happening and handed the laptop to him over

the counter. He plugged it in, turned it on, pushed some buttons, and I heard the familiar wake up tones!

Flabbergasted, I asked him what he had done. He said, “When it fires up you have a moment to push F1, F2, F3.” I don’t even know what that all means, but he went on to make a few other adjustments and when I asked him what I owed him, he responded, “No charge. That is the “plus” in Batteries Plus.”

I walked out of that store feeling so *cared for*. Technology challenges can leave me a bit raw, needy, and insecure. He was so casual about doing what he did. But he was also aware. He knew that he was providing me with something both rare and treasured—genuine customer service.

I have thought about that store every day since I was in there. I have told lots of people, and I will keep thinking about it and telling others. That is what you do when someone or something provides meaning in your life.

I remember learning in sales and marketing, you have not finished the sale until the customer becomes your promoter. While that may make sense from a business perspective, I think the real power goes way beyond that.

When you touch someone’s life in a meaningful way, it touches you, too. Tonight I had email from a dear friend who had been at a dinner for volunteers for Hospice at Home. She was introduced to a Hospice at Home employee who had been an oncology nurse who provided care for my friend’s uncle in another town in a nearby state. The details of the story of caring include that as they realized they had a common love of gardening, they would often speak of it. My friend’s uncle eventually gifted his nurse with a set of gardening hand tools that were a step up from the regular *garden variety*. She said he told her to always pick the first bouquet of the season for him as

time went on, and she still does! He passed in 1983! And this wonderful woman still cleans and polishes those garden tools when she uses them!

Joel once wrote the phrase, "What if every person you meet is a spiritual partner?" as a reminder of how sacred life is. In the Christian tradition, people are challenged to extend kindness and respect, "lest you entertain angels unaware."

Be sure to tell others about those experiences that have profound meaning in your life, and be sure to think about the "Plus" you are able to provide to every person you meet. Who knows.... Years from now you might meet someone who was part of something you did not even know was unfolding. Oh, and by the way, here is the address and phone number for Batteries Plus in Kalamazoo: 5228 S. Westnedge, Kalamazoo, Michigan, (269) 553-2355. Tell them Debra sent you....

Stuck Inside a Paradigm with the Innovation Blues Again

I am not sure what Bob Dylan had in mind when he sang about being stuck inside of Mobile with the Memphis blues again, but perhaps he was creating a musical metaphor for being stuck in a paradigm without knowing how to get past its limits and into the realms of innovation. Two relatively recent books that I have written about previously (Carol Dweck, *Mindset: The New Psychology of Success*, and Ellen Langer: *Counter Clockwise: Mindful Health and the Power of Possibility*) discuss this same basic concept albeit in different ways.

Dweck focuses on the differences between what she calls *fixed* and *growth* mindsets. Although the terms seem to indicate the extreme ends of a continuum, with most people falling between the extremes, Dweck rightly says that those with fixed mindsets tend to avoid the kind of exploration that might lead to mistakes and failure. They stick to their own brand of "tried and true." Those with growth mindsets, on the other hand, explore options and possibilities in spite of the risk of failure.

Langer focuses on the culturally imposed limits of knowledge. She points out that from our earliest days, we are taught to see the world as a collection of facts. We are basically brought up to favor certainty and predictability rather than possibility. Along the way we forget that much of what we come to accept as "fact" is actually a social construction. Much of what we believe to be true is not actually "true" in any objective sense of the word. It merely *seems* "true" because we have been taught that it is. Once we have accepted it as "true," we cease to consider alternative possibilities.

Dweck's fixed mindset and Langer's concept of socially constructed limits on possibilities seem to be defining the same basic concept: being stuck inside a paradigm. Paradigms, are of course, fine as far as they go. The problem with being stuck inside one is that alternatives are difficult to see. Langer provides a

number of examples from traditional Western medicine, in which a specific diagnosis leads to a specific prescription (usually surgery or a pharmaceutical product). "Depression," for example, is treated as though it is a monolithic truth rather than as a social construct with many variables. Rather than looking to see how one person's depression varies from another's or even how his or her depression differs from to time, the physician seeks the "right" prescription for *The* depression as though it were unchanging.

A few years ago, Debra and I attended an Energy Psychology conference in Toronto, where a psychotherapist who specialized in EMDR (Eye Movement Desensitization and Reprogramming—for more information, see www.scs-matters.com/NLP-Energy-Psych.shtml) showed video of work with a client who was in obvious agony and turmoil. The therapist working with her (the presenter's partner), would do the EMDR hand passes, and the client would calm down—for a few minutes. The therapist would do more hand passes. She would calm down for another few minutes. And then more hand passes.... The client had been seeing the EMDR specialists twice a week for several years with no improvement. I asked whether they had considered doing work that is often called "spirit release," which is a metaphor for clearing energetic attachments, or "parts therapy," which is a metaphor for integrating elements of a personality in cases of Dissociative Identity Disorder. His reply was, "Those approaches aren't in our paradigm."

When what you are doing isn't working but you find yourself unable to do anything else, you are stuck inside a paradigm with the innovation blues again. The problem, however, is that the view from inside the paradigm is limited, so innovation requires what Dweck calls a growth mindset. When you are willing to risk making a mistake, looking foolish to your paradigm colleagues, and failing, you can recognize that if what you are doing isn't working, doing more of it isn't likely to solve the problem. Doing something else—anything else—is more likely to make a difference. What would it have cost the therapist to try a little spirit release work or virtually anything other than EMDR?

I will admit that there are times when whether something is working isn't clear. Spanking a child for misbehaving is an example. Advocates of spanking say that corporeal punishment persuades a child to behave better in the future. Some opponents say that spanking simply teaches that hitting is a good way to solve problems and gain compliance, while others say that it teaches children to avoid getting caught misbehaving and to lie about what they have been doing. When you reflect on your childhood behavior, you may have a sense of what being spanked did for you. The really weird thing is that parents who were spanked as children and learned to lie and not get caught as a result, are the most likely to use spanking to discipline their own children. In other words, even in knowing that being spanked didn't change their

behavior beyond teaching them to lie about it and avoid getting caught, they remained stuck inside the spanking paradigm unable to engage in innovative disciplinary methods.

Dweck's book illustrates the advantages of the growth mindset in spite of the risks associated with engaging in new behaviors. Langer's book shows how looking for possibilities—alternative realities—leads to better outcomes for both individuals and groups. Her elderly subjects in the “counterclockwise” experiments were able to create an alternative to the generally accepted “realities” of aging. They looked, felt, and behaved much younger than their years suggest to those stuck in a traditional “old age” paradigm.

The challenge for all of us is to take a good, close look at the paradigms that keep us stuck and to ask what we have to lose by thinking in terms of possible alternatives and taking the chance that we might fail in a new way. We might even learn something new.

Putting It All Together

I have been aware how so much good advice is available to help us live better lives. I know that Joel came up with the motto *small changes...infinite results*, and we know how true that is of SCS/NLP. I see that wisdom in so many writings, many of which have been mentioned in newsletter articles or the SCS Blog, but now what is happening is that you are putting it all together.

For example, Ken Wilber, considered to be the premiere modern philosopher, shows in his audio set *The One Two Three of God*, how myriad ways of conceptualizing God can be understood in the three concepts of “I,” “We,” and “It.”

Stephen R. Covey moves from *The 7 Habits of Highly Effective People* to *Principle-Centered Leadership*. It may not be a surprise to you that the seven habits are designed to help you implement W. Edwards Deming's 14 points. Beyond the idea of being proactive, and beginning with the end in mind, and putting first things first, is the central theme of seeing mutual benefit, or win-win.

In *The Four Things That Matter Most*: Ira Byock, M.D., says four simple phrases (“Please forgive me,” “I forgive you,” “Thank you,” and “I love you”) contain the most powerful words in our language.

While Byock does not say that he knows about the Blue water process in Ho'oponopono, these are notes from that I took the evening I spent with Dr. Hew Len:

1. I'm sorry. – repentance
2. Please forgive me. – forgiveness
3. I love you. – transmutation (only the divine can transmute)

These same ideas are echoed in Marshall Rosenberg's Nonviolent Communication, and in the section on unconscious communication patterns (Chapter 11) in *Healing with Language: Your Key to Mind-Body Communication* (Bowman and Basham, 2009). But

what does it all mean to you? That is all that really matters.

It only matters if you are able to catch yourself reacting and think things through so you are aware of what the best outcome would be if you can have that. It only matters if you remember to be kind, even when you are frustrated or insulted or misunderstood. It only matters if you stay aware of the bigger picture when your kids misbehave, your boss makes demands, or you lose your keys. Losing your keys is nothing you want to do, but losing your cool might just cost you your health.

Daniel Pink, in his book, *A Whole New Mind*, suggests that the answer is for you to become more of a right-brain thinker. He even says that right-brain thinkers are “wired for 21st-century success.”

What would it mean for your life for you to really start putting it all together and realize that our lives do depend on this....

An article by Bernadine Healy, M.D. (June 16, 2008) cites research by Dean Ornish that proves it: a good diet, regular exercise, and low stress actually makes you healthy! In fact, the article says the results were *impressive*.

“Expression was beneficially changed in over 500 different genes: Certain genes believed to be cancer preventing were turned up, and an array of disease-promoting genes, including oncogenes in the so-called RAS family (that are present in both prostate and breast cancer) were turned down. These were surprising findings to Christopher Haqq, the scientist who performed the gene analyses in the study, which appears in the June 17, 2008, issue of the *Proceedings of the National Academy of Sciences*. He said the results gave him pause about his own health habits.”

I may have already shared this information with some of you, but if you would like to see the entire article, just send an e-mail to debra@scs-matters.com, and I will send that to you. Exercise was 30 minutes a day, six days per week. To lower stress, the men were to do yoga, meditation, or guided imagery for one hour every day. The easiest way I know for you to do that is to pop in one of the SCS Trance-formational Guided Imagery CDs when you go to bed at night. Fall asleep, sleep and dream well, and wake up with healthier genes than when you went to bed the night before. That sure sounds like you are putting it all together now....

Stairway to Heaven

Led Zeppelin sang about “a lady who's sure all that glitters is gold / And she's buying a stairway to heaven. / When she gets there she knows, if the stores are all closed / With a word she can get what she came for.” I am not sure what Robert Plant had in mind when he wrote the song, but my sense of it has been that the song was a metaphor for the attempt to find a shortcut to enlightenment.

We—and to a degree that includes all humans—have a tendency to desire and seek shortcuts. Whether the shortcuts come in the form of 10 easy steps to lose

weight or 30 days to develop a powerful vocabulary, the hope is to be able to buy a desired outcome rather than having to work for it. Different people are, of course, willing to put in time and effort to achieve certain goals. A musician may do the “practice, practice, practice” required to get to Carnegie Hall but buy every quick-and-easy weight loss book published.

When individuals start looking for a path to Enlightenment, they have a variety of options, from “quick and easy” to “long and hard.” Many religions, in fact, offer the quick and easy path by selling followers stairways to heaven on the basis of financial contribution. Others offer practitioners the long and hard path through hours and hours of meditation for day after day while seated in uncomfortable positions.

My sense is that the stairway to heaven is not for sale—at least not in the sense of being available for a weekly tithe or many long hours of “practice, practice, practice.” Something else is required. I suspect that the something is what has been called “mindfulness” or “awareness.” These terms usually denote paying attention to subtle differences, not only in the external environment, but also in our feelings—our *internal* environment.

In the *Heart of the Soul* (2001) Gary Zukav and Linda Francis, ask us to be aware of where energy is leaving our bodies in “fear and doubt.” Zukav and Francis seem to think that it is easy for individuals to notice where energy is leaving their bodies in fear and doubt. I suspect that, for most of us, it is easier to know where *in* our bodies we have feelings of fear and doubt. I also suspect that even that would be difficult for those who tend to project their internal feelings onto someone or something in the external environment. One of the hazards of projection is, in fact, that it occurs beneath—or outside of—conscious awareness. If we were aware that we were projecting, we wouldn’t do it, would we....

One of the central questions is essentially a paraphrase of one of Einstein’s musings: “The most fundamental question we can ever ask ourselves is whether or not the universe we live in is friendly or hostile.” I believe that we live in what has been called “a fail-safe universe.” To me, this concept means that, regardless of what we are doing or feeling about it, we are on the right path—on the stairway to heaven. This does not mean, of course, that some paths aren’t shorter or more joyful than others. It does, however, suggest that we have the capacity to *choose* to spend more time experiencing joy. Even the simple awareness of the ability to choose to be more joyful leads to greater capacity for experiencing it.

I am not sure that *what* we are doing to climb the stairway is as important as *how* we are doing it. The “how” is embodied in mindful awareness. A fail-safe universe implies that we’ll eventually complete the climb whether we’re mindful and aware at any given point along the path. This brings to mind the Biblical injunction about not judging (“lest ye be judged”). When we criticize others for where they are on the

stairway or their style of climbing, we slow our own progress (and make it less enjoyable). If you see others praying and say (if only to yourself), “They’d do much better if they meditated,” you can be sure that energy is leaving your body in fear and doubt. If you see others meditating and say (if only to yourself), “Those poor souls really need to go to church and pray,” you can be sure that energy is leaving your body in fear and doubt.

In SCS workshops we often ask the question, “What if everyone were your spiritual partner?” The term “spiritual partner” refers to the way individuals help each other make progress on their paths, whatever their paths might be. In a *conscious* spiritual partnership, the individuals are aware that they are serving in that capacity. One of the things that happens with conscious awareness and the practice of *mindfulness* is increased awareness of the subtle relationships between external events and internal states. When you recognize that internal states are actually under your control—a matter of *choice*—rather than externally caused, you can begin making better choices. As you practice that in a conscious spiritual partnership, you begin to recognize that you can have the same ability to choose your internal response regardless of the person with whom you are interacting or other external circumstances.

That increased awareness leads to greater sensitivity to the relationship of the state of your energy in relation to the energy in your external environment, including that of other people. One step at a time, you’re developing increased awareness of where in your body energy is leaving in fear and doubt. You are also learning to choose love and certainty as the energetic state you send to others. And step by step, you find yourself climbing the stairway to heaven.

Out and About with SCS

When asked recently in an interview for a new credit card for SCS business expenses, “Where do your students come from?” Debra wanted to respond, “They all come from the womb,” but you can overcome self-destructive urges. Actually, most come from people who know us and value the benefit that you get from SCS/NLP. You tell others, and then those others share the good news, too. Additionally, clients often recognize the benefits of learning the skills for themselves and decide to enroll in classes or workshops, and some go on to become certified in SCS or NLP or both. And, of course, each public presentation is an invitation to learn more about how you can use awareness to change your life.

This year, SCS will once again be part of the Whirlpool Health Fair (Wednesday, July 29). The past few years Joel has done dozens and dozens of fast phobia cures for participants, everything from snakes to fear of driving over bridges. This year’s focus will be “**You Can De-S-T-R-E-S-S with SCS.**”

- Guided Imagery CDs for health and well-being

- Stress reduction classes to turn on your *relaxation response*
- Instruction in using self-hypnosis to transform your life
- Workshops in Neurolinguistic Programming

Free handouts will include: Hypnosis Quiz, Benefits of Pre- and Postsurgical Support with SCS, SCS Trance-formational Products, Using Self-Hypnosis to Transform Your Life (including access to a *free* audio download from our Website), and an article about the Dean Ornish research on positive influence on cancer genes with guided imagery.

We will top the day with a drawing for a copy of *Healing with Language: Your Key to Effective Mind-Body Communication*.

The idea for this topic is a result of the stress in the economy and the great reviews Debra has had from some lunch & learn presentations. One organization Debra has been presenting to reported a savings of over \$900,000 last year—with an investment of \$100,000. This organization is working with Holtyn & Associates, the group Debra has been working with. As founder, Ken Holtyn said, “We don’t have a health care system in this country—we have a sick care system.” But that can all change quickly, *one person at a time*. If you are wondering how to make this great stuff happen, or if you are interested in a stress reduction workshop, give Debra a call.

What’s New?

If you haven’t already, you might enjoy seeing the SCS videos on YouTube:

- **Anchoring** and **NLP:**
<http://www.youtube.com/watch?v=Aw8gZeN-jlk>
- **Double Induction:**
<http://www.youtube.com/watch?v=9aEKbCaQmRQ>
- **Abreactions in Hypnosis:**
<http://www.youtube.com/watch?v=3U7Yytmj0pc>
- **Remembered Wellness:**
<http://www.youtube.com/watch?v=hrLgDJRj11w>
- **Fast Phobia Cure:**
http://www.youtube.com/watch?v=GLkyRfv_d7s

You can find all of the SCS videos quickly and easily by going to www.youtube.com and entering joelbowman in the search window.

We have also signed on for Facebook and will post provide SCS updates, typically using Joel’s account. We haven’t, however, figured out how to use FB effectively. Perhaps we’ll get a little help from our friends....

Our next adventure into the digital wilderness is Twitter. We have the username SCSMattersLLC, and you can use that to “follow” us. We promise to stick to SCS news and promise *never* to tell you what we’re having for lunch. When you join Twitter to “follow” SCSMattersLLC, be aware that you may find that you

have been automatically signed on to follow various celebrities. Unless you want to know what those celebrities are having for breakfast, lunch, and dinner, you’ll need to “unfollow” them. Also, if you are able to help us make better use of either Facebook or Twitter, we’d be glad to hear from you, preferably by email to ensure that we receive your suggestions.

Also, we now have a newly revised and published edition of the SCS Level 2 and NLP in text/workbook format. The new title is *Healing with Language: Your Key to Effective Mind-Body Communication*. We will be using the new edition for all SCS Level 2 and NLP trainings. If you’re among those who purchased one of the previous editions—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. As a special for everyone everywhere (until the end of July), we are offering an introductory price of \$12.49 (that’s 50 percent off) plus \$0.75 sales tax.

For those of you replacing previous editions, the charge will be a mere \$8. Shipping within the United States is \$3, or—better yet—pick up your copy in person at the next SCS/NLP training.

For overseas shipping, multiple-copy discounts, special shipping requirements, and to reserve your copy now, send a quick e-mail message to Debra at her SCS e-mail address: debra@scs-matters.com

Judy and Her Jewelry

Also still relatively new and definitely current, Judy Bolin continues to recover nicely, and jewelry donated to contribute to her ongoing recovery continues to be available for you to order yours now: www.scs-matters.com/judyjewelry.shtml You will enjoy the jewelry even more knowing that it is supporting a good cause.

What’s Coming Up?

As you are reading this, we will have just completed the NLP intensive (22 through 28 June). The next scheduled training is the SCS/NLP Super Sunday from 1 to 5 p.m. on Sunday, 26 July. The Super Sunday series was created especially for those with tight schedules and a desire to have this powerful tool kit, allowing you to earn certification as Practitioner or Master Practitioner of NLP in the most convenient way. This program is for you when you are highly motivated and committed to doing your reading and independent study.

NLP certification requires 10 days of training and the completion of a variety of “Homefun” exercises. Begin the training now, and you can easily complete the training by next summer.

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

Both the NLP intensive and the SCS/NLP Super Sundays focus on experiential learning 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. We are also now offering instruction and support by email and online video. 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.

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

Also in the works: We have been asked about and are in the process of developing two new programs. The first of these, "SCS for Tots," is a special program for those with young children—or those who have responsibilities for their health and well-being. The second is "Developing Your Intuition with SCS," a program designed to help you learn to distinguish among desires, fears, and intuitive insights. 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

See more...
Hear more...
Feel more...
Be more ... SCS

