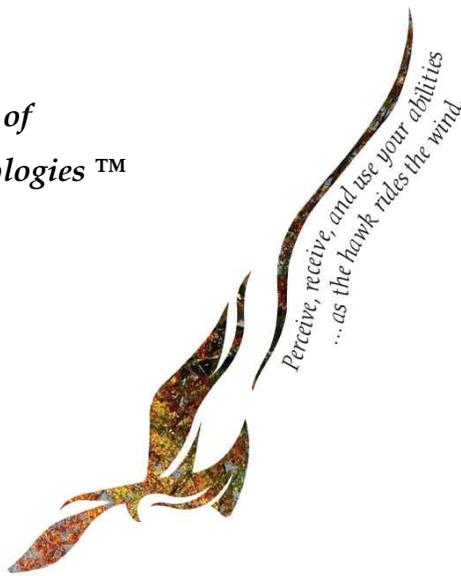


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Edited and published by Joel P. Bowman and
Debra Basham for SCS Matters, LLC
November 2009

The SCS *Beyond Mastery* Newsletter

Welcome ...

Here is your *Beyond Mastery Newsletter* for November 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 “Perseverance Pays” by Joel; “Journey Dance,” by Debra; “Social Media,” by Joel; and “It is In Our Hearts” by Debra.

Perseverance Pays

In some ways, this article is about one of Aesop’s Fables, “The Tortoise and the Hare.” You’ve undoubtedly heard the story. The speedy rabbit wasn’t able to persevere in the race, while the slower turtle persisted and arrived at the destination first. A common saying, almost as old as Aesop’s Fables, is, “If at first you don’t succeed, try, try again.” This is the heart of persistence, but there’s an important caveat.

It’s also true that if what you are doing isn’t working, it’s best to try something else. When you know absolutely that the goal or objective is worthwhile, then perseverance becomes a matter of searching for and finding the right strategy for achieving it.

According to Malcolm Gladwell (author of *The Tipping Point: How Little Things Can Make a Big Difference*, *Blink: The Power of Thinking without Thinking*, and *Outliers: The Story of Success*) one of the principal characteristics successful people share is 10,000 hours of perseverance at their chosen fields of endeavor. Whether Bill Gates and computer design or the Beatles and music, successful people got that way by working at their craft.

While I’m sure there are some exceptions based on what we might think of as “natural” talent, my sense is that success is fleeting without perseverance. If you

think about communication, for example, most people get by without ever achieving what we might think of as excellence in any aspect of it. A few may become experts in nonverbal communication, others might develop exceptional speaking or writing skills, and some may have honed their sensitivities to the subtleties of shifts in energy patterns. Without the perseverance of studied intentionality, however, success fades quickly, which accounts for the often-cited reference to an individual’s “15 minutes of fame.”

Different people, of course, measure success differently. In fact, it is pretty hard to define success without knowing the kind of success specifically. For some it’s making a lot of money. For others, it is being well-known. For still others success might be making a difference in the lives of others. However you define it, you will need perseverance to achieve lasting success at it.

One of the curious things about perseverance is that it requires a willingness to take chances and tolerate mistakes. In *MindSet*, Carol Dweck calls this a “growth mindset.” A “fixed mindset,” on the other hand, is reluctant to take chances for fear of making a mistake. A “growth mindset,” however, not only takes chances, but also learns from mistakes. This is where perseverance comes in.

You’ve doubtless heard about Thomas Edison and his 1000 attempts to invent the light bulb. Each time he failed, he said that he had learned one more way *not* to make a light bulb. He didn’t quit. And, even more important, he tried something different, a new approach, each time. Who knows how many failures he would have had if he had simply kept doing the same thing every time. Success came for Edison from perseverance *and* learning from his mistakes.

One of the foundational principles of NLP is a three-step process: First, know your objective. Second,

have the sensory acuity to know whether what you are doing is taking you closer to or farther away from your objective. Third, if what you are doing isn't moving you in the right direction, do something else. The presuppositions here are that you know your objective—your desired outcome—that you are doing something, and that you have the flexibility to do something else if your current activity isn't working.

One of the stumbling blocks to knowing your objective is focusing on what you *don't want* rather than on what you want instead. If you persevere while focused on what you don't want, you will probably end up where you don't want to be. What you don't want can be an effective starting place when it leads you to think about what you want instead.

SCS has developed a Focus Circle to help in the process of moving in the direction of what you want (see <http://www.scs-matters.com/Download/Focus-Circle.pdf>). Based on the Focus Wheel developed by Abraham-Hicks, the SCS Focus Circle helps you identify positive steps along the way to your desired outcome. This helps you develop the sensory acuity required for doing whatever takes you closer to your desired outcome. And that, in turn, will allow you to enjoy the process of perseverance.

Journey Dance

Depending upon your own age, or stage, this article should perhaps come with a warning. I am in the last few months of my fifties, and I am balanced between a wonderful sense of agelessness and an increasing reality of my morbidity. I am sure the books I am currently reading are contributing to both, and yet not the cause. As is often the case, reading an insightful book moves you and makes you want to share.

In my opinion, *Counter Clockwise: Mindful Health and the Power of Possibility*, by Ellen J. Langer, is well worth the read. People who would never miss getting a flu shot or taking vitamins, might just be allowing a fatal and debilitating thought virus rob them of their natural born right to live long, healthy lives. That said, I remember hearing Dr. Bernie Seigel (*Love, Medicine, and Miracles*) say if you are not smoking, not drinking, not eating pies and cakes, and exercising, and getting the proper amount of rest, all so you won't die, he has news for you—life is one hundred percent fatal.

The other book I am enjoying is *Traveling with Pomegranates: A Mother-Daughter Story*, by Sue Monk Kidd and Ann Kidd Taylor. I have enjoyed all of Sue's earlier books, including her first fiction *Secret Life of Bees*, but this one has held my heart spellbound from the first few pages. It is co-written and covers some wonderful trips Sue and Ann take to Greece and France, and the way they report on their travels to these ancient places makes you feel like you have gone along for the ride.

Beneath the travelogue, however wonderful that is, is also the poignant weaving together the threads of the changes our lives encounter. Like our children growing up. Like menopause. Like thinking about our own death.

Have you noticed how people will say, "So and so is dying?" That phrase rubs me somehow, in the way that Joel is rubbed by contestants on "Wheel of Fortune" saying, "I am married to my wonderful husband, Jack." As part of the finite world, we are all dying. While that can be seen as threatening, embracing it as fact might just be one of the most inspiring perceptions we can hold.

Well, as I count down the days to my next decade of life, I have been reading the intimate thoughts and feelings that Sue Monk Kidd is having about turning 50, and that seems so long ago to me now. Age is so relative. That is one of the things you really recognize in *Counter Clockwise*. Langer says because they expect to experience deficits, older adults may be more likely to interpret their own behavior and experience as evidence of their physical decline. I see that all the time.

People talk about "senior moments," and you may have heard the one about the old woman who says she lives with four men: I get up with "Charley Horse" I spend a good deal of time with "Will Power" And in evenings sit with "Arthur Itis" I go to bed with "Ben Gay." Maybe we can all learn from Langer's work and begin to look at jokes like that with the truth that she who laughs last, laughs best.

Langer also helps us to recognize that an individual's negative expectations about aging can also interact with the expectations of others, creating an "interactionally fulfilling prophecy." That means the way we think about life blends together with the way others think about our life, and so on.

In *Traveling with Pomegranates*, Sue writes about Helen M. Luke's commentary on Shakespeare's "*The Tempest*." The thinking is that our being willing to visit the idea of death with consciousness contemplation can become a spiritual task during the last part of life. Perhaps that is why for years my dad said each holiday, "I don't know if I will be here for another one." My mother-in-law now does the same thing. Perhaps they are embracing the gift of each moment as it unfolds with such grace and dignity. Perhaps it was my denial of that grace which would cause me to diminish their awareness with a flip comment about having heard that for years now, or asking where they will be when they say they may not be here for another Christmas, or birthday.

I admit my sense of things may also be jaded by the fact that I don't have a current will. I have tried... really I have. John and I hired one attorney to update our will, and he spent his time with us telling us about his life, rather than asking us about ours. I took all of our stuff to another attorney, and have heard nothing back yet. That was a year ago now.

I am not crazy about living life with loose ends, but maybe life is a loose end. I loved how Sue wrote about her experience of their visit to the tumulus (these burial grounds of earth and stones are found throughout much of the world) when she wanted to help Ann understand that she was trying to accept her death as part of her life. She admitted that it

sounded grim but she was not feeling that, rather her sense was she had “re-found” her faith in the part of us that goes on.

Ann’s response was to curl up beside her mother on the bed and lay her head on her mother’s lap. As she drifted off to sleep, Ann said, “I like you being right here.”

Perhaps the key is to like being right here, where ever that happens to be at the moment. Just today, a dear friend sent this quote by Mitch Albom, of *Tuesday’s with Morrie* fame: “The way you get meaning into your life is to devote yourself to loving others, devote yourself to your community around you, and devote yourself to creating something that gives you purpose and meaning.” Now that is Journey Dance at its finest....

Social Media

LinkedIn, MySpace, Facebook, Twitter, YouTube—and the list goes on. Social media are designed to facilitate social interaction on the Internet. As is often the case with major cultural shifts, young people catch on more quickly than those of us who are older. Back in the “old days,” and I’m thinking the *really* old days here, there were no automobiles. When people wanted to go someplace, they walked, rode a horse, or rode in a horse-drawn carriage.

If you’ve read any history or watched movies about the end of the nineteenth and beginning of the twentieth-century, you know that the change from horse-based travel technology to motorized-travel technology was major. It also took a good, long while for the change to become firmly embedded in human consciousness. Even that cultural revolution, however, was speedy compared with earlier major cultural shifts, such as the change from swords and bows and arrows to pistols and rifles for fighting and hunting.

In my lifetime, I have seen the changes from 78 rpm records, to 45 rpm records, to “long-play” records at 33.33 rpm, to reel-to-reel tape, to cassettes, to CDs, and now to MP3 players. And that’s just for changes in audio recording and playback. I can also remember the days before TVs were in people’s homes. These days large-screen, flat panel, high-definition TVs are common. The changes in computer technology are even more astounding. While there are places where the pace of life continues to be as slow as it was for those living in the nineteenth-century, for most of us the rate of change can be breathtaking.

For a brief video detailing the rate of change, see <http://www.youtube.com/watch?v=fVXKI506w-E> (Yes, it’s a social media presentation....)

While some people on the planet (quite a few of them, in fact) have never made a phone call, young people in industrialized societies can send and receive more than 100 (many more at times) text messages a day. They carry their MP3 players or “smart phones” with them and feed on technology-based information the way previous generations fed on meat and potatoes.

In spite of an interest in technology that goes back to my adolescence when I built both a stereo and portable radio from Heath-Kits, I’m old enough that I haven’t fully adjusted to social media. I adjusted quickly and easily to e-mail and electronic bulletin boards (BBS). I was one of the pioneers of distance learning in both video and Internet formats. Nevertheless, I am really not quite sure how to use social media effectively.

Although Debra and I are on Facebook and Twitter and use those services to let others know about upcoming SCS events and changes on the Web site, I am clearly not a typical user. I don’t understand, for example, why people feel compelled to take the question, “What’s on your mind?” literally. Do we really need to read about the daily symptoms a “friend” endures while suffering through a nasty case of the flu? Do we really need to know what a “friend” is having for lunch?

I consider some of the self-absorption in social media messages what might be called “growing pains.” I can remember the early days of e-mail, when many individuals didn’t know how to end an exchange. Person A would ask for information. Person B would provide it. Person A would thank person B for responding. Person B would thank Person A for the thanks. Person B would thank Person A for being thankful, and so on. Although it still happens occasionally, the early days of e-mail were also replete with messages sent to the wrong person (sometimes with great embarrassment for all concerned).

As more people became more comfortable and experienced with e-mail, such problems faded—if not completely away, at least to a minimum. Video followed a similar learning curve. Some of us remember “live mic” errors from the days of live broadcasts. Early shows were black and white, and the camera angles weren’t always the best. These days high definition color is the standard, and sophisticated special effects are common. Old movies, such as “The Wizard of Oz,” are being “remastered” in digital formats so that new, younger audiences can relate to them even as older folks can be reminded of the movies of their youth.

My guess is that as people become more comfortable and experienced with social media, and as social media become increasingly sophisticated, we’ll have fewer friends regurgitating their lunches and greater emphasis on subjects of importance. While I have no idea how social media will evolve, I’m pretty sure that the pace of change is going to continue accelerating and that, if we want to remain relevant, we’ll pay attention. I know people who brag about never watching TV and haven’t learned to use a computer yet, but for the most part they have elected to let time pass them by. That is, of course, a valid choice as long as it is based on positive intent rather than on fear.

For the rest of us, the choice to fling ourselves into the vortex of social media is not unlike the late nineteenth-century shopkeepers who kept their horses and wagons even while investing in one of the new-

fangled horseless carriages. It was an adventure with a steep learning curve.... Friend us on Facebook (be sure to mention how you know us), and follow us on Twitter (<http://www.twitter.com/SCSMattersLLC>). Our focus on these social media sites is on upcoming SCS events and changes to the Web site.

It Is in Our Hearts

I am totally amazed that my oldest grandchild, Brad, will be 20 years old in January. Where has all that time gone? It seems like it was just yesterday when I went kicking and screaming into grandmotherhood. Admittedly, it might have been because I was only 39 years, 11 months and 14 days old when he was due.... Regardless of what I was thinking about it all before he was born, the moment I held him in my arms, which was moments after his birth, suddenly my whole perceptual frame changed and I was ready, eager, totally engaged.

That is the great thing about changing our perceptual frame—it changes everything. We have heard the phrase, “When you change the way you look at things, the things you look at change.” That is what happens with reframing. Suddenly, your heart is open where it had been blocked by all those beliefs and attitudes and ideas. I had *thought* I was too young, too busy, and not yet ready to be a grandma. Love showed me that you are always the right age, you always have time, and the way things are unfolding is just fine.

It seems like it was just yesterday when that little baby just a couple of weeks old was taken to the hospital in an ambulance, receiving oxygen. It was a *very* cold and snowy Michigan Saturday evening when what had looked like a stuffy nose began to seem a lot more serious. A call to the doctor, who was willing to meet us at his office just around the corner from here, took a turn we had not expected with the diagnosis of Respiratory Syncytial Virus, a major cause of respiratory illness in young children. I can still get a lump in my throat when I remember seeing *my* baby (Brad’s mom) crawl up into that crib under the oxygen tent to hold *her* baby. I am not sure how my legs carried me down the hall, but children grow up, and with some luck so do their parents.

Many of those who read these newsletters are at least somewhat familiar with the information in *Healing with Language: Your Key to Effective Mind-Body Communication* about the Drama Triangle, Cognitive Triangle, and Transrational Pyramid, but somehow having the knowledge that our perceptual frames are a natural process of development and letting that knowledge shift our perceptual frame can be worlds apart.

In fact, your being born (going from the womb to the room) is the birth of the drama triangle. Prior to our birth we were snug-as-a-bug-in-a-rug, no hunger, no cold, no wet. Well, actually we were floating in fluid, and that is the source of the two fears humans are born with: fear of falling and fear of loud noises. Beyond that, all fears are learned. And you can learn

to live without them.

SCS/NLP is an amazing way for everyone to learn the subtleties of his or her own brain. And then you get to choose how you want to live your life. When Brad was about two, he told us that “every person who knows me loves me.” His world was one filled with a sense of being loved. When he was five he could not understand why people were so upset because Princess Diana had died, “Don’t they know she is in heaven with God?” I did ask him where he thought heaven was. His response, “Well, Gammie, it is right here. It is in our hearts.” In my mind, that is a perceptual frame worth trying on.

Time does have a way of changing some of our perceptions, but fortunately you do not have to wait for time to change your mind. The next time you experience something that you do not enjoy, rather than just assume something has to be seen, heard, felt that way again, go inside, ask yourself what you would rather feel, then use a few advanced language patterns for a change.

Language Tip

New with the October issue, “Language Tip” is designed to provide a brief description and explanation of one of the “Advanced Language Patterns” from NLP. If it proves popular, we will include it on a regular basis.

This month’s tip covers the uses of *the magic “but.”* The word “but” introduces a psychological reversal in a sentence. In the old-days, such reversals were often called “tea-table turns” because the shift in conversation around the tea table went from pleasant to unpleasant:

Sally looks beautiful today, but did you hear that....

What follows the “but” is everything those at the tea table don’t like about Sally. Because “but” so often signals a turn for the worse, a number of language “experts” suggest substituting the word “and.” While that may result in a more positive sentence, it doesn’t guarantee that everything that follows the “and” will be positive. It may be that Sally looks beautiful, *and* she’s divorcing her sixth husband to marry Number 7.

But gets its power in the sentence from its ability to control which of two ideas is emphasized and which is subordinated. The general rule is that what comes before the “but” is subordinated to (made less important than) what follows. The part of the sentence following the “but” is what is really important.

This language pattern is especially useful when you want to change the emphasis someone has put on something:

Your friend: *It’s nice this morning, but it is supposed to rain later.*

You: *You’re right. It’s supposed to rain later, but it’s nice this morning.*

Note the way you have shifted the emphasis from “rain later” to “nice this morning.” This kind of shift

in emphasis can be especially useful in sales or other persuasive situations when you need to overcome an objection:

Your client: *Massage feels really good, but I can't afford one.*

You: *So ... you think you can't afford one, but massage feels really good.*

When using the magic “but” to reverse the emphasis and subordination in someone else’s sentence, be sure to repeat (“parrot-phrase”) as many of the individual’s words as possible, changing only the order of the clauses. When others hear their own words repeated, they are much more likely to agree with them, even when the order of the clauses is reversed.

Your friend: *I'd like to go out with you, but I'm busy tonight.*

You: *So ... you're busy tonight, but you'd like to go out with me.*

You’re probably already thinking of ways you can use this, but until you actually begin paying attention to where “but” fits in the sentences you see and hear and begin playing with them in your mind, you’re just scratching the surface of the “buts” you see and hear.

For more about the magic “but” and other “Advanced Language Patterns,” see Chapter 10 in *Healing with Language: Your Key to Effective Mind-Body Communication*, by Bowman and Basham.

What's New?

As readers of the SCS Blog (<http://www.scs-matters.com/scsblog/>) already know, SCS now has ten videos on YouTube:

- **What If You're a Hypnotist....**
- **A Strategy for Responding to Criticism**
(Because of the length, it is in three parts.)
- **Simple Tools for Relieving Stress**
- **Anchoring and NLP**
- **Double Induction**
- **Abreactions in Hypnosis**
- **Remembered Wellness**
- **Fast Phobia Cure**

You can find all SCS videos quickly and easily by going to www.youtube.com and entering joelpbowman in the search window, or you can go to www.youtube.com/joelpbowman and click on the link for “Uploads.”

We have been posting SCS updates on Facebook and Twitter. On Facebook, we use Joel’s account. To receive SCS updates on FB, “friend” Joel. On Twitter, we have the username SCSMattersLLC. To “follow” us on Twitter, simply go to www.twitter.com/SCSMattersLLC and sign up. We use Twitter to provide an easy way for you to stay informed about what we’ll be doing and where and when.

If you are able to help us make better use of either Facebook or Twitter, we’d be glad to hear from you, whether by email or Facebook wall writing....

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*. 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.

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, and to reserve your copy now, send a quick e-mail message to Debra (debra@scs-matters.com)

The SCS Web Site Is Moving

We are changing hosting services this month. With some luck, the transition from our current provider to our new one will be seamless and painless. Our plan is to have everything set to go early this month and to complete the change late in the month. If all goes as planned, no one will notice the change—except for better, faster service, fewer missing files, and less down time. As is always the case, if you encounter a problem with access, please let us know. We’ll do everything we can to fix the problem—or have it fixed by those who understand the technology. We are looking forward to the change, which will offer us the opportunity to expand our ability to provide online instruction.

Judy and Her Jewelry

Also 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 Super Sunday for October. The Super Sunday in November, when the focus will be on “The Intersection of NLP and Energy Medicine,” is scheduled for the 22d. Because of the holiday schedule in December, 22 November will be the last Super Sunday for 2009. That weekend (Saturday and Sunday morning) will also include the completion of SCS Level 3, “Healing with Energy and Language.” In between, we will be in Tennessee conducting a three-day workshop on applying NLP to relationship dynamics.

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.

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, or to be among the first to sign up, call/write now: (269) 921-2217 or debra@scs-matters.com.

Starting in 2010, our NLP training will focus more on the intensives. While we will continue to offer Super Sundays as time permits, we will use them to focus on introductory material and skills review. We are currently planning two 9-day (Friday through Saturday) NLP intensives, with one scheduled for April and the other in August. As always, we will be glad to hear from you about the what, where, and when of the SCS/NLP workshops.

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, "Touch for Tots," is a special program for those with young children—or those who have responsibilities for their health and well-being. It was offered for the first time in late October and will be scheduled again based on demand. The second new program is "Developing Your Intuition with SCS," which is 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

Change begins with you. SCS can help.

See more...

Hear more...

Feel more...

Be more ... SCS

