



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 October 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, “Growing Neurons,” by Joel; “The Magic of Thailand,” by Debra; “Setting Direction,” by Joel; and “Higher Standards,” by Debra.

Growing Neurons

Several people have used the metaphor that I am “holding the fort” while Debra is in Thailand. I understand the metaphor, as one of my great-great uncles, Jesse Bowman, was at the Alamo when General Santa Anna and a few of his friends stopped by for a visit. I would rather think of it not so much as “fort holding” as an opportunity to grow new neurons. And I have been busy doing that.

If you’ve been reading the *Beyond Mastery Newsletter* for a while now, you know that one of our goals has been to provide online instruction in NLP, Energy Medicine, and the Intuitive Process. When we discovered the course management software, Moodle, we thought that it would be the answer. Unfortunately, the program failed twice, and both times I lost most of what I had installed. The program evidently works just fine if it is looked after by an IT professional, but I lacked the necessary skills and the desire to spend time focused exclusively on Moodle.

After the last failure, I discovered WordPress, which I am now using for both the SCS blog (www.scs-matters.com/blog/) and for the SCS Online program (www.scs-matters.com/WordPress/). There was, of course, a learning curve. This is where growing new neurons comes in. Whenever you are learning something new, you are also busy growing neurons.

Several recent studies have shown that the best way

for adults to maintain good brain health (as opposed to “mental health,” which requires more than just good brain health) is to continue learning new things. This is a different kind of activity than solving crossword puzzles, playing Sudoku or Scrabble, or engaging in other mental gymnastics. This latter type of activity keeps the brain nimble, but it evidently doesn’t do much for growing neurons, which actually makes the brain “bigger.”

Sometimes, of course, learning is a matter of necessity. Something happens, and you have to learn something new to compensate or adjust. It could be something as simple as getting a new job in a new city and having to learn not only what’s required on the new job, but also your way around a new city. You’ve probably read about the way taxi drivers in London have grown all sorts of new neurons while memorizing all the twists and turns of London’s streets, many of which were originally laid out before the Middle Ages.

You probably also know that neurons are the things we use when we “think.” Neurons are interconnected by synapses in an incredibly complex way. The saying is, “What fires together, wires together.” What this means is that the more neurons you have, the more possibilities, options, and choices you have available at any one time. This gives new meaning to the NLP presupposition, “People always make the best choice they have available at the time.” The more choices you have, the more likely you are to make better decisions.

Not everyone has the same built-in desire for learning new things. You probably know people who are “set in their ways” or otherwise demonstrate a desire to “stick to what they know.” Admittedly, learning something new often entails at least some risk. You may encounter frustration or look foolish. You may discover that something you believed to be true isn’t. New knowledge brings new beliefs. New beliefs bring change. As children, most of us were

willing to stick with things in spite of the risks. We adjusted to having a more mature perspective of the Tooth Fairy, Santa Claus, and the Easter Bunny. We may not have learned everything our teachers wanted us to learn, but we probably also learned ways to outsmart our teachers. If you are old enough to remember multivolume encyclopedias, you probably remember turning in copies of what you found in them as your homework while believing that your teachers wouldn't know. (Perhaps the teachers actually *wanted* us to copy, knowing that it was one way to get us to learn....)

We were also willing to risk looking foolish while learning to roller skate, ski, or play a new game. Play, in fact, has been called the "work" of childhood. We learn all sorts of things (physics, chemistry, interpersonal communication, and perseverance among other things) through play. When Jesus said that to enter the Kingdom of Heaven we needed to become children again, I suspect that is what He was talking about—growing new neurons. As you learn new things, you are growing new neurons; and, because the more you know, the less you fear, you are increasingly better to enjoy more pleasure.

The Fast Phobia Cure of NLP, for example, is designed to help people get past their fear-based belief and replace it with the pleasure of curiosity. Growing new neurons is the key. What will you do to grow some new neurons today?

The Magic of Thailand

Sometimes a person is just ill prepared for an experience. In some ways that was true for me about my trip to Thailand. The gifts that have come along, though, will have far-reaching effects.

The first thing I noticed shifting within me can best be described as you're being born again. In many ways, it was something that might have been anticipated, but I did not know enough to know what I did not know. For example, other than breakfast (I had my usual fruit and yogurt), I did not know when, where, or what we would have for meals. D and Chan, for the most part, would have a meal out somewhere in the neighborhood of 4 in the afternoon. I thought it was an early dinner, but Chan said it was really a late lunch.

D would stop in to "my house," which is really her house, but it is where I am staying while I am here, and she would make a motion of putting her hands to her mouth, indicating it was time for us to go eat, and away we would go. The menus are in Thai, and even with pictures I would often not have much of an idea what things were. The normal pattern was for D to just order, and we would essentially eat "family style" so I could have more of things I really enjoyed and less of others.

I think they were very entertained when I was describing that it is like being a baby again. I did not know when I would be fed, what I would be fed, or where I would be fed. Even after I was fed, I did not know what I had just eaten. All I knew was, it was

pleasant, and I was not hungry anymore.

The night we had Dim Sum was a special treat. A big pot of water was on the table, which had a built-in electric burner. D ordered all sorts of things, which were delivered to the table raw, and D and Chan put them into the pot of now boiling water. Soon we were serving ourselves all sorts of things and adding sauces and enjoying the textures and the tastes.

My favorites were something that looked like boiled eggs that had been peeled, but were the texture of those marshmallow treats that come in yellow peeps at Easter or jack-o-lanterns at Halloween. They sat on a little piece of paper you had to peel off, and the first was part of our main course because it was stuffed with some sort of pork and egg. To finish the meal, though, we each had one of those stuffed with some sort of yellow mixture that was sweet, and very yummy.

I began sharing with them what it was like to be here, experiencing this "infant" state of being. I was not able to speak the language. I did not really know where I was, and I was on their compound without a way to get myself anywhere if I had wanted to go. I was laughing about that with Stacey (my daughter) on IM, and said I guessed I could climb the fence if I really needed to get out for some reason.

One of the foods that went into the Dim Sum pot was a particular variety of Thai mushroom. D had put one in my bowl. To help them see my point, I picked it up with my finger, and began to wiggle it back and forth. I said, "Just look at this. If you did not know what it was, you cannot tell if it is animal, vegetable, fish." I put it into my mouth. It was sort of chewy, almost gristle-like, similar to a muscle or calamari. "Even after I have eaten it, I still have no way of knowing what it was." Chan laughed, and I could tell they were becoming a bit more aware of what I was experiencing, but not fully.

And it was not just about eating or not just about the food. I did not know much of anything in context. I did not know when the maid would come. D and Chan gave me some money, "in case I needed anything." It looked like Monopoly money, and nothing about it told me the value. I tipped the masseuse, and she was so overwhelmed. I hope I did not give her the bill that D said was like a month's salary....

I began to notice child states that were being triggered, especially the night I lost internet connection because the 3G stick Chan bought for me was an amount of time, rather than unlimited like I am accustomed to, and I had blown through the whole thing because I left my computer hooked up all the time, including overnight uploading the video travelogue. I was embarrassed, felt very foolish, and guilty about the money.

D and Chan were leaving the next morning at 3 a.m., so I knew nothing would be resolved quickly, and I was feeling pretty frantic to let folks at home know I did not have Internet—especially when I realized the phone had not been charged, so I could not even call folks to let them know what had happened to me.

I am thankful for having had years of practice at state management. The feeling of, "I want my mama" was very familiar. As a kid I would often get homesick when staying over with friends. I would be fine all day, but when it came time to go to bed, I would get that longing.... I remember sleeping in the bed with the mother of more than one of my friends.

I had enough presence of mind to know this was an opportunity for me (the adult Debra) to comfort me (the inner child). Actually the lack of Internet turned out to be gift because I had nothing to distract me from work that needed to be done on the draft of the book. There were other gifts as well, some I am still integrating. I began to notice how the outer was a reflection of the inner, and I was truly being reborn. A profound sense of trust, of surrender, and the very act of witnessing my own experience was reconnecting me to a core state of innocence. This must be the innocence of experience we write about. In the same way that the meaning of the word Thai is *freedom*, these lasting gifts of my visit here are bound to reveal themselves over time, but one thing is for sure—I will not soon forget the Magic of Thailand....

Setting Direction

In a recent blog (see www.scs-matters.com/blog), I commented on what I called "the hypnosis of affirmations." One of the common problems with affirmations is that they tend to assume a static state:

- I am my ideal weight.
- I am at peace with life.
- I am honest.
- I speak my mind.

And so on. The problem with this is that they typically originate because the person wants to *achieve* a goal rather than because he or she already is or has the desired state. People who already are their ideal weight have no need for the affirmation. They already know it. If you really were at peace with life, your focus would be on how peaceful you already are—there would be no need to affirm it.

Back in the nineteenth-century, a French philosopher, Emile Coué, explored the concept of "autosuggestion." Autosuggestion is not only the original form of affirmations, but also a form of self-hypnosis. Coué originated the saying, "Every day in every way, I am getting better and better." The most important thing about this saying is that it is what Milton Erickson would call "artfully vague." It sets a direction without specifying either a "what" or a "how." It is hard for either the conscious mind or the unconscious mind to deny the concept of moving in the direction of "better."

In any change work, whether you intend it for yourself or for others, the most important thing is setting direction. It is fine to know that you have something you want to move away from or something you want to move toward. The trick is to acknowledge them both, and then use them to set direction and to provide motivation for moving away from the

undesired state and toward the desired.

One of the beauties of Coué's affirmation is that there is no "end point." Improvement is not like a race with a specific starting line and a definite finish line. It holds forth the promise that, no matter how good you become, you can always be better. Even the "best" public speaker (basketball player, piano player, singer, etc.) can get better. Improvement may be subtle and known only to the unconscious mind. If you think about something you already do well, for example, you may notice that it may be difficult to state exactly what you would need to do to do it better.

Another of the beauties is that Coué builds in regular, "everyday," progress toward the desired goal. The unconscious mind is allowed to decide how much is enough on a daily basis. This fits nicely with the fourth agreement from *The Four Agreements*, by Don Miguel Ruiz: "Always do your best." Ruiz wants you to realize that your best may vary from day to day, but what is important is doing the best you can given your daily circumstances. Coué recognized that some days, you'll get better by "leaps and bounds," while other days you will do well to hang onto the progress you've already made.

Even when you have certain specific areas in which you wish to improve, you will make the most progress by setting direction and working in that direction with regularity. If you are over your ideal weight, for example, you can set direction for your unconscious mind to follow: "Every day I choose what I eat and how I exercise to achieve my ideal weight." As long as you repeat the saying with conviction, your unconscious mind *will* respond.

If you want to have a greater sense of peace with life, saying "Every day I am increasingly at peace with life" (or "I feel more at peace") is more likely to result in your feeling more peaceful than claiming something that at least part of you knows isn't true. Even though you may not *currently* be at peace, it is hard to argue with the idea that you are nevertheless moving in that direction on a daily basis. If you want to be honest but (as is true for most everyone) have lapses, knowing that you are moving increasingly in that direction allows you to recover from lapses while doing your best to stay on track for increasing your level of honesty.

Even while you work on specifics you would like to improve, Coué's original idea, of your getting better every day in every way, is worth tossing in for good measure. After all, because your unconscious mind is tied directly to what many call your *Higher Self*, your Higher Self is paying attention and may have some additional ideas about where and how you can more quickly and easily become the person you were meant to be.

"Higher" Standards

I am recalling several times in my life when a higher standard became not only what I expected, but also a measure that was set and nothing less would do. That happened for me again on the trip to Thailand, only this time it is a "Higher" standard.

Years ago I attended a conference in Orlando, Florida. The title was, "Service Disney Style," and it revealed all the amazing steps that were taken to make those who came to the theme parks have an experience to remember, and worth the money. Some of the trick was to anticipate problems and to have procedures in place that would prevent them, even without being known. For example, people would be so excited to enter the park, they would forget where they parked—and it was a VERY big parking lot. The other dynamic was many of those cars were rentals, and many of the guests did not even know the make or model or color!

The Disney association created a computer program to clock when people got onto the trolley to go to the ticket gate. Using that information, they could tell you within about 20 vehicles exactly where your vehicle was parked. One of the comments I remember very well was the intention that once you had enjoyed a Disney theme park, your standard would be so high you would never settle for anything else. That must be what Thailand intends....

The first place I noticed service at a higher standard was on the flight from Japan to Bangkok. When I would go to use the bathroom, if one of the toilets were occupied, a flight attendant would motion to the one that was available, and each trip the toilet tissue had been folded in the little point you will most often see in a hotel—a signature telling you the room had been prepared for you.

From the offering of a beverage, to picking up the trash, each act of service I received on that flight was done with a gentleness and respect that left me truly feeling precious and genuinely cared for.

My visit to the TRIA clinic:

(www.triaintegrativewellness.com)

where D sees clients for NLP, had that same ambiance, from the intention of the space to be healing, to the receptionists' helping clients register, to those delivering the services.

The following day, D hired a masseuse to come and give me Thai massage here at the house. She arrived about 9 or 9:30 in the morning and began the session. Traditional Thai massage is nearly 2,500 years old and was developed in the Buddhist monasteries as a part of their healthcare. The technique applies stroking and thumb pressure along the meridians. I had never experienced massage like that before and was moved to tears by her presence and her touch. About 11:30, she finished, and I ate the lunch that had been left for me during the session.

It was all so wonderful! Imagine my surprise when D and her mother came to see how I liked it, and told me the masseuse was not done, but would be back after lunch to finish my massage. The session ended somewhere about 3:30 in the afternoon. I cannot imagine a massage therapist in the US who would be able or willing, nor a client who would allow him- or herself sufficient time to receive all of that.

The respect goes beyond strangers, clients, passengers, and friends. The people in Thailand love

their king! They speak kindly of him, they think kindly of him, and people wear bracelets with these four meaningful words on them: "Long live the king!"

As D and I were sharing the editing of the book of stories I came here to publish, it came to my awareness that this is not a book to promote NLP, or SCS, or Debra. It is a book to promote that genuine gentleness and kindness and respect for all of life I am enjoying in this country among its people. Is it enough to be kind to those who are kind? Is it enough to respect those who show you respect? Is it enough to be happy when things are going the way you desire?

Perhaps it is a coincidence that I came here at this time, though I think not. Perhaps it is true that it is time all of humanity lives out our moments in what I think of as the Thai way. What would need to change for you to treat yourself and others in your life with that respect, and gentleness, and kindness? Perhaps we are all being called to higher standards.

Language Tip

This language tip isn't so much a language tip as it is a conversational tip, as in how to use language to avoid arguments. The vast majority of arguments occur because two (or more) people have different mental maps for a particular territory. One person will make a statement, such as, "Coke tastes better than Pepsi," and the other will respond, "No, it doesn't." And they are off and running off at the mouth....

In most cases, of course, serious arguments won't be something as obviously based on personal taste as the Coke and Pepsi debate. They will be something about which people often have strong beliefs, such as politics, religion, or sex. Closely held beliefs (often indicated by "I am" statements) become associated with a person's identity. When a person has a vested interest in a particular viewpoint, the viewpoint moves from the category of "preference" into the category of "identity." (For a bit of background, see my recent blog, "Competing Beliefs and Values": www.scs-matters.com/blog/) If you pay attention to the news at all, you will have seen two examples of the Coke and Pepsi wars being played out with the stories about the "Mosque at Ground Zero" and "Burn the Quran Day."

If you're like most people, you have a "side" for each of these stories. Although these "issues" are rightfully seen as more important than a preference for either Coke or Pepsi, the fundamental issue is the same. Whether you are for or against the Mosque and Ground Zero or burning copies of the Quran to "send a message" (see my last blog on the old site, <http://www.scs-matters.com/scsblog/>), arguing is no more likely to change the other person's perspective than you are to persuade a Pepsi lover to switch to Coke.

In *How to Win Friends and Influence People*, Dale Carnegie said, "The only argument you can win is the one you don't have." The best way to avoid arguments is to ask questions. Stephen Covey (*7 Habits of Highly Effective People*) and others have said, "Seek first to under-

stand." When you are sure you understand, you can seek to be understood.

It may be, of course, that the other person has a mental map of a particular situation that absolutely excludes other possibilities. The Catholic Church didn't like it much when Galileo said that the earth revolves around the sun. Before Columbus set sail, it was commonly believed that if people sailed far enough west from Europe, they would encounter monsters or fall off the edge of the planet. These were, of course, really important issues that needed to be well-examined by checking the territory to see whether old beliefs should be abandoned. Fortunately, most of the differences of opinion you will encounter will not be that critical.

In most cases, you can avoid the "line-in-the-sand" kind of arguments by asking questions. Many of these would be Metamodel questions, which I've written about before. The two most important are, "What do you mean," and "How do you know?" Questions will help you increase your understanding of the other person's mental map, of how he or she perceives the territory. It will also let you gain insight into whether the other person is open to considering alternative points of view.

The Pope, after all, had observable evidence on his side: The sun can be seen rising in the east and setting in the west. In spite of hills and valleys, the earth seems basically flat. One has to have a larger perspective to see the Big Picture. Fortunately, the telescope helped with that. Now, all you need to do is find the right scope to change someone's perspective....

What's New?

Debra has returned from Thailand after having had a wonderful experience and having written a new book, *Stories from My Heart*, soon to be published in Thailand and, soon thereafter, in the States. Encouraged and assisted in this process by D, a woman we met at the NLP workshop in Orlando, who is the author of the best-selling book, *The Compass of Life I and II*, she has had a life-changing adventure. You will notice the change when you participate in one of our three upcoming programs.

Debra also has three relatively new pages on the SCS website. The newest of the new is Debra's videolog of her adventures in Thailand (<http://www.scs-matters.com/Debra-VideoLog.shtml>). Also, 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). There's a new wellness tip every week, and you're sure to find several you can use for your own increasing health, happiness, and sense of well-being.

Healing with Language: Your Key to Effective Mind-Body Communication, the revised SCS/NLP comprehensive training manual is also still relatively 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. This offer won't last forever, so take advantage of it while you can. 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).

The SCS Blog has a new address: <http://www.scs-matter.com/blog>. The new software (WordPress) will allow you to register and participate in ongoing discussion—something that was problematic with the previous software. We are also using the same program to provide online instruction in NLP. Instruction in Energy Medicine and The Intuitive Process will follow as time permits. For an overview, see <http://www.scs-matters.com/WordPress/>.

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:

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 and put "SCS-Matters-LLC" in the search window. 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?

We were on hiatus while Debra was in Thailand. We will be back to training this month and have scheduled a weekend of Reiki for the 15th and 16th in St. Joseph, Michigan. This will be a Reiki I & II, with an introduction to Energy Medicine and the Reiki I & II attunements. If you have always wanted to learn Reiki, or want to expand your knowledge of Energy Medicine, let Debra know of your interest soon. Call/write now: (269) 921-2217 or debra@scs-matters.com. Class size is limited, not only to ensure that participants receive a solid foundation in Reiki,

but also because the physical space for the training is small.

Because you asked: We have developed a new, low-cost *Comprehensive Introduction to NLP* and will be offering it in St. Joseph, Michigan, in November (Saturday the 6th through Saturday the 13th). The investment is an astonishingly low \$500 when paid by the 15th of October. Some additional training will be required for certification, but whether you want certification or are primarily interested in the best technology available for self-improvement, this workshop is an astonishing value. We are doing the NLP training this way on an experimental basis, so it truly may be a “once in a lifetime offer.” If you’ve always wanted to know more about the magic of NLP but hesitated because of the cost of training, this is your chance. We are expecting this class to fill quickly, so the sooner you let Debra know, the better. Send her a message: debra@scs-matters.com.

Also on our calendar are three days in December (the 5th through the 7th) in the Nashville area of Tennessee, where the topic will be “Healing with Language: Promoting Health and Well-being with Linguistics.”

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 well-being. 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.

“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

