
Master Your Mind for a Change

NLP self-mastery techniques to improve your
“inner game” and propel your career, business and life



Presented by:

Kathy McAfee, NLP

America's Marketing Motivator

Why should you care about your “inner game?”

Business, like sports, is a “game.” To be successful, you must learn to play the game well. You have to practice and, yes, you will make mistakes; but this is one way in which you will learn and improve. It goes without saying that you must understand the rules of the game, have the right equipment and have experience in the field.

But it’s not enough to just have the technical knowledge, the degrees, certifications and functional skills to be successful in business. You must have mastery of your “inner game.” This will ensure that you can effectively manage your thoughts, attitudes and actions to produce positive results in the moment.

Why mastering your “inner game” might be important to you:

1. Career Management _____
2. Business Opportunities _____
3. Personal Fulfillment _____
4. What else do you have to gain from greater self-mastery?

“Self-discipline begins with the mastery of your thoughts. If you don't control what you think, you can't control what you do. Simply, self-discipline enables you to think first and act afterward.”

— Napoleon Hill,
American author
(1883-1970)

Neuro Linguistic Programming

If you want to create a successful professional career and personal life, then you must consistently behave in a manner that supports your desired outcome. To do this well, you must gain self-mastery over your thoughts, emotions and physiology in any situation.

This program, which is based on the principles from the study of Neuro Linguistic Programming (NLP), will give you the necessary tools and resources to help you master your mind for a change.

What is NLP?

1. NLP is the study of how you run your brain.
2. NLP is how to use the language of the mind to consistently achieve your specific and desired outcomes.
3. NLP is an attitude and methodology that leaves behind a trail of techniques.
4. NLP helps you learn how to think more effectively and communicate more effectively with yourself and others.

Neuro is about your neurological system. NLP is based on the idea that we experience the world through our senses and translate sensory information into thought processes, both conscious and unconscious. Thought processes activate the neurological system, which affects our physiology, emotions, and behavior.

Linguistic refers to the way human beings use language to make sense of the world, capture and conceptualize experience, and communicate that experience to others. In NLP, linguistics is a study of how the words you speak influence your experience.

Programming draws heavily from learning theory and addresses how we code or mentally represent experience. Your personal programming consists of your internal processes and strategies (thinking patterns) that you use to make decisions, solve problems, learn, evaluate, and get results. NLP shows people how to recode their experiences and organize their internal programming so they can get the outcomes they want.

Source: *Neuro-linguistic Programming for Dummies*, Romilla Ready and Kate Burton.

The Convenient Assumptions of NLP

NLP is based upon the following twelve assumptions about human beings and how we interact with each other and the world. They are positive philosophies of living and can help you adopt a more compassionate and accepting view of yourself and others.

1. All people are **magnificent**.
2. **Respect** the other person's model of the world.
3. **Calibrate behavior**. The most important information about a person is that person's behavior. Don't mind read; don't judge. Simply observe their behavior, including the words that they use and their physiology.
4. **People are not their behaviors**. Accept the person. Change the behavior.
5. People are doing the best they can with the resources available. Behavior is geared for adaptation. **Every behavior is motivated by a positive intent**.
6. **People have all the resources they need to succeed** and achieve their desired outcomes. There are no un-resourceful people, only un-resourceful states.
7. **You are in charge of your mind and therefore your results**. I am also in charge of my mind and therefore my results.
8. All procedures should be designed to **increase choice**. All procedures should **increase wholeness**.
9. **There is only feedback**. There is no failure, only feedback.
10. Perception is **projection**.
11. The person with the **most flexibility of behavior will control the situation**.
12. There are no resistant people, only **inflexible communicators**.

Living at Cause or Effect

You can choose whether you want to live at cause or be at effect. The choice will make quite a dramatic difference in the outcome and quality of your daily life.

When you live at cause, you are accepting responsibility for your own actions and the things that happen to you, even if you did not intend for them to happen that way.

When you live at cause, you have the personal power to influence your outcomes.

When you live at effect, things just happen to you.

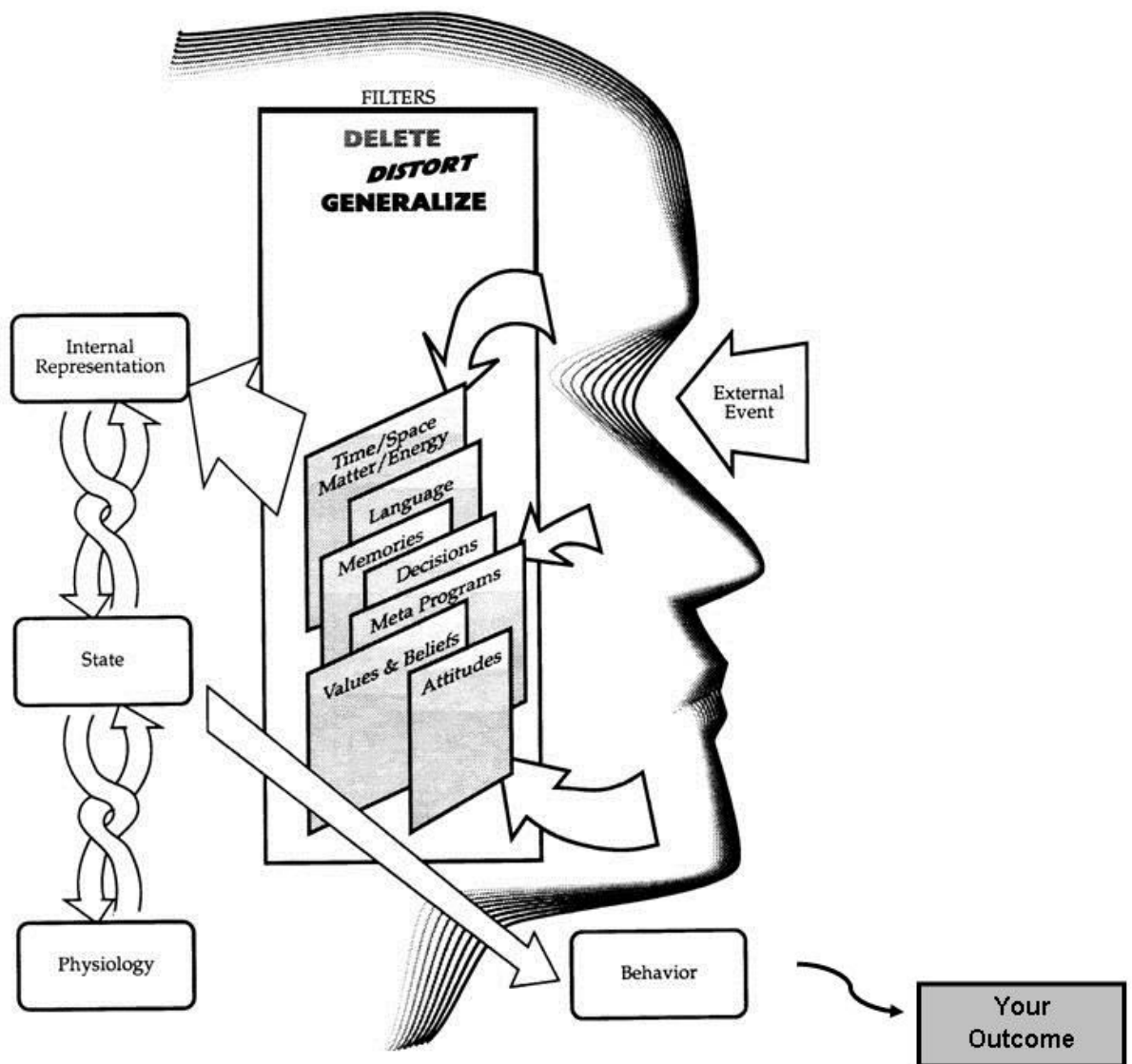
The choice is yours.

CAUSE	EFFECT
Choice Personal responsibility Empowerment "I created this situation" Influence/Intention Action	Blame Victim Lawsuit Happens "to me" Bad luck Angry/ Resentful
Who do you know that lives their life "at cause?" <hr/> <hr/> <hr/>	Who do you know that lives their life "at effect?" <hr/> <hr/> <hr/>

NLP Model of Communication

Every second we are deluged with more than two million bits of information from the world, coming at us through our senses: sight, sound, touch, thought, taste and smell. According to science, the human brain is only capable of processing 134 bits of data (or 7 chunks or so) at any given time.¹ In order to handle all of this data, human beings have “filters” that help them sort and interrupt the information into thoughts, feelings and actions.

This illustration of the NLP model of communication is helpful in explaining how and why we often misread situations and “jump to conclusions,” which result in behaviors that further complicate situations and result in negative outcomes. By learning how to make small adjustments to your thoughts (i.e., internal representations), your emotions (i.e., state) and physiology (i.e., your body), you can create big shifts in your behavior and outcome.



¹Source: George A. Miller, Eugene Galanter, and Karl H. Pribram in their 1960 book, *Plans and the Structure of Behavior*, which outlined their conception of cognitive psychology.

Master Your Thoughts

Meet Your Unconscious Mind

You have both a conscious and unconscious mind. We spend most of our time in business developing our conscious mind – our rational, thinking brain. Your unconscious mind is working 24/7, yet most of us are unaware of its purpose, its power, and how to leverage it to create our desired outcomes.

The prime directives of your unconscious mind:

1. **Runs your body.** Keeps your blood pumping and lungs breathing, even when you are not consciously aware of it (e.g., when you sleep).
2. **Preserves your body.** Has the blueprint for perfect health.
3. **Stores and organizes your memories.** Protects you from harmful memories. Represses memories with unresolved negative emotions.
4. **Maintains instincts** and generates habits. Needs repetition until a habit is instilled.
5. **Controls all perceptions.** Is symbolic. Uses and responds to symbols.
6. **Works on the principle of least effort.** Follows the path of least resistance.
7. **Enjoys serving you** and needs clear orders to follow. Is programmed to seek more and more.
8. **Does NOT process negatives.** Be careful how you talk to it.

Change Your Internal Language Patterns

According to the prime directive #8, your unconscious mind does NOT process negatives. Therefore, you must be careful how you talk to your unconscious mind. By learning to restate your thoughts (internal) and spoken messages (external) in the positive, even if you use a negating word or phrase, you will begin to reprogram your mind and anchor more constructive intentions.

Exercise: Working in small groups, rewrite the statements from the left column into statements that basically have same meaning, but use more positive, powerful language that will direct your unconscious mind to produce the results that you desire.

Remember, you can still use the word “no” and “not” in your revised statement, because your unconscious mind will filter it out anyway.

Statement	Re-state this in the positive
Don't panic .	Everyone remain calm .
Don't forget that.	Remember to do that.
If I miss the deadline, I'm going to be fired .	If I don't finish this on time, I may not be able to keep my job.
The client might reject the proposal.	The client may not accept the proposal exactly as submitted. She may want to make changes before agreeing to it.
I can tell that he hates it.	
I'm anxious to speak with you.	
Sorry that I'm late .	
At this rate, I'm going to fail for sure.	
If I eat that, I'll be sorry later.	
I hate to be the bearer of bad news, but...	

The Art of Reframing

The basis of reframing is learning to separate intention from behavior. Reframing will help you alter the internal representation or the meaning that you interpret from events and conversations (internal and external) that you encounter. Reframing can be done to manage your own thoughts; or if mastered, can be used effectively to influence other people. There are two basic types of reframing:

1. Context Reframe

- a. Think of a different context in which the person will respond differently to the same behavior.
- b. **Example:** A wife is waiting for her husband to come home from a seminar on a Saturday morning. He is a few hours late and she's angry because she has been stuck with the kids and didn't get her exercise in. He arrives home and enthusiastically tells her the amazing people he has met and the incredible insights he gained. She is not impressed and is still upset at him because he selfishly put his needs before hers.

Possible Reframe (*change the context*): If I were a woman living in Iraq and my husband was 3 hours late and then came home safely, how would I feel?

2. Meaning Reframe

- a. Ask yourself, "*What **else** could this behavior mean?*" or internally think of an opposite frame or a different meaning. "*What is it that this person hasn't noticed (in this context) that will bring about a different meaning and change his response?*"
- b. **Example*:** A man is riding on the metro train and is annoyed because there are three very unruly children. Their father is doing nothing to control them and the kids are totally out of control. Another passenger comments tersely to the father, "*Excuse me. Do you think you could control your children?*" The father turns to the man and explains that they've just come from the hospital where their mother died after a long battle with cancer. He apologizes for the behavior of his kids and explains he just doesn't know what to do or to think now. The other man instantly changes his state and shifts from the negative emotion of annoyance to one of compassion, empathy. The encounter is now perceived very differently.

Paraphrased from Dr. Stephen Covey's book **The Seven Habits of Highly Effective People*

The Art of Reframing (continued)

Exercise: Working in small groups, with a partner or by yourself, see if you can reframe the following situations with either a meaning reframe or a context reframe or both. Use your imagination and feel free to be playful in this exercise. Remember, you are teaching yourself how to get unstuck and not overreact to challenging situations. The ultimate goal is to remain flexible, open and adaptable in any situation so that your outcome can be productive.

Situation	Change the MEANING	Change the CONTEXT
<p>Your boss has just rushed in 10 minutes late to your meeting, after meeting with the firm's largest client. She is short and impatient with you, and asks you in an unpleasant tone to get to the point.</p> <p><i>What could this mean? How might you respond?</i></p>		
<p>You are driving on the road 5 miles above the posted speed limit. The car behind you is tailgating and he suddenly passes you and flips you the bird.</p> <p><i>What could this mean? How might you respond?</i></p>		
<p>You are giving a presentation and you notice that the partner of your firm is nodding off.</p> <p><i>What could this mean? How might you respond?</i></p>		
<p>Your colleague blows you off on an important meeting that you have called. This is not the first time that this has happened.</p> <p><i>What could this mean? How might you respond?</i></p>		

Master Your Emotions

Negative emotions, anxiety, and nervous energy can take their toll on your self-confidence and cause you to produce behavior that might be in conflict with your real goals and intentions. The good news is that you can shift your emotions fairly quickly.

Unlike a goal that takes time to achieve, an emotional state can change instantaneously. Because your thoughts are neurologically linked to every cell in your body, what you think can trigger your emotional and physical states and responses.

The key is to learn how to access the resources you have always had inside of you. Two specific techniques coming from the study of Neuro Linguistic Programming can be very useful in shifting your emotional state when you need it to change.

1. **Visualization** – Managing Anxiety with Time Line Therapy™
2. **Resource Anchor** – The Ring of Power

Managing Anxiety with Time Line Therapy™

Dr. Tad James, M.S., Ph.D., is considered the founder of modern day Time Line Therapy™. In their 1988 book, *Time Line Therapy and the Basis of Personality*, co-authors Tad James and Wyatt Woodsmall first introduced Time Line Therapy™ techniques that have now become a major modality for creating powerful change in business, education and therapy.

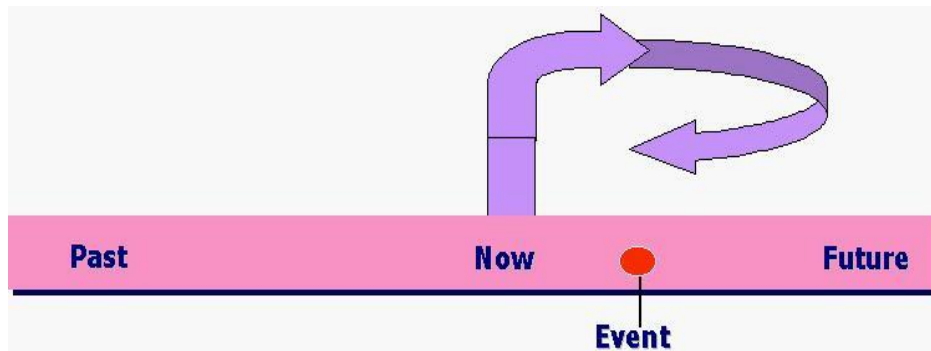
In addition to releasing negative emotions and clearing limiting beliefs, Time Line Therapy™ is a useful technique for creating the future the way you want it to be. As Dr. James explains, the emotional basis for anxiety is fear. But unlike fear, which relates primarily to the past, anxiety is a future-oriented emotion. So, **anxiety is basically fear of the future.**

How can you use Time Line Therapy™ to reduce your fears of future events? Simply put, you are asked to envision floating above an imaginary time line and going to a point above and after the "successful completion" of the event. In most every case, the anxiety disappears at that point. You are to use your senses of sight, sound and touch to imagine what you might be experiencing in the future. The essence of the technique is shown on the next page, along with a hypothetical example that you might try for yourself.

Source: Tad James, M.S., Ph.D., was the second person in the world to be certified a Master Trainer of Neuro-Linguistic Programming (NLP). He is President of the American Institute of Hypnotherapy, President of American Pacific University, and Director of Training and Research for Advanced Neuro Dynamics, Inc. Time Line Therapy is a registered trademark of Tad James. For more information on Tad James and **Time Line Therapy™**, go to www.timelinetherapy.net or www.nlpcoaching.com.

Reducing Anxiety

The Anxiety Model from Time Line Therapy™



Procedure

1. “Float up above the Time Line, and out into the future to fifteen minutes after the successful completion of the event about which you thought you were anxious. Tell me when you’re there. What do you see? Hear? Feel? Think?”
2. “Good. Turn and look back towards now, along the Time Line.”
3. “Now, where’s the anxiety?”
4. “Come back to now.”
5. If desired, test by thinking about what used to make you anxious, and notice that the feeling is emotionally balanced, or flat.

Example to Calm the Nerves of a Presenter

Imagine the following in your mind’s eye:

“Your presentation ended fifteen minutes ago. People are coming up to you praising you for the great job you did. They’re sharing with you what they plan to do with the information and inspiration you’ve just given them. There is a great deal of energy in the room and no one is rushing to leave. Your boss is beaming with pride and delight at the outcome. Someone has just come up to you and asked if you’ll give this presentation to another group. A key prospect has just shaken your hand and clearly indicated that you’ll be hearing from him about moving forward on that proposal. You want to stay in this room and be surrounded with all this positive energy and feeling of success. Not only did you survive the presentation, you thrived and had a great time.”

Create a Resource Anchor

The Ring of Power is an exercise in creating a resource anchor. You can use it whenever you need to call upon your inner strength to enhance your work performance or in any challenging situation where you need to be at your best. This exercise will show you how positive thinking can alter your state; that is, how you feel right now in the moment and how that can alter your physiology, behavior and outcome for the better.

A resource anchor is something that stores positive energy and is connected to your neurology. You can create a resource anchor by drawing upon the most powerful, positive states that you've experienced in your past. The other thing you need to know about a resource anchor is that it can alter how you feel, think and stand in an instant...because it is linked to your neurology – that is, every cell in your body. The Ring of Power is an invigorating way to activate motivation and get you in the right frame of mind and body for your presentation success.

EXERCISE

Here's how the Ring of Power works...

[Part 1 – Scripted Instruction]

Everyone stand up and spread out, giving yourself plenty of room, at least 4 feet of space between the other person and the table. Imagine a ring about 2 feet in diameter in front of you.

Look at it. Does it have a color? How thick are the edges? Is it moving or still?

In a moment, I'm going to ask you to recall different events in your past where you experienced powerful, positive states. I want you to bring that event back to life in your mind's eye as if it were happening right now. Looking at the event through your own eyes (versus seeing yourself in the picture) will make it feel more emotionally charged.

As you sense the emotions reach their peak, I want you to **step into the ring**. When the emotions start to dissipate, I want you to **step out of the ring**. We'll be stepping into and out of the Ring of Power several times. As you do this, you'll be stacking your resource anchor.

Is everyone ready? You can do this with your eyes opened or closed, but no talking.

Okay. Let's begin.

Ring of Power

[Ring of Power, Part 2 – Eliciting the States]

I want you to recall a time in your past, a specific event, when you felt so _____ (select state from chart below). If you can't remember a specific event, then see if you can create one with your imagination. Feel what you felt, see what you saw, hear what you heard and think what you thought when you felt totally _____ (selected state). 100% _____ (selected state). When that feeling reaches its peak, **step into the ring.** [PAUSE] When that feeling starts to dissipate, go ahead and **step out of the ring.** That's right. [PAUSE] Great job.

1. Energetic	2. Happy	3. Peaceful	4. Silly/Laughing
5. Powerful	6. Hopeful	7. Lucky	8. Loved/Accepted
9. Confident	10. Excited	11. Motivated	12. Enlightened
13. Blessed	14. Creative	15. Successful	16. Proud

Feel free to name other positive emotions that you have experienced in your past.

[Repeat Part 2 several times until you elicit at least 5-7 positive states and anchored them to the Ring of Power]

[Ring of Power, Part 3 – Wrap-up]

Look at your Ring of Power. How does it look? Any changes to its color? Shape? Thickness? Movement?

Pull Ring of Power into a ring-finger size and place it on one of your fingers – any finger of your choosing. Admire your new Ring of Power.

Anytime you need to access these powerful states, you just need to touch your Ring of Power.

Great job. Now, have a seat.

Ring of Power (continued)

How to use your Ring of Power when giving presentations

Before you are introduced as the next presenter, with your imagination cast your Ring of Power onto the floor before you. Allow it to increase in size to its full diameter. Now, step into the middle of your Ring of Power and allow all the positive memories and energy stored fill your body and entire being. Call upon every positive, powerful state that you've loaded into your Ring of Power. Re-activate it in your body right now to bolster your stature, your energy and your confidence.

How to re-load your Ring of Power

Anytime you experience a very positive feeling or state, touch the finger where you placed your Ring of Power. This touch will neurologically link the positive state to the cells in your body. Touching that spot will re-activate the feeling.

Notes

Master Your Physiology

You can make important changes by shifting your physiology; that is, what you do with your body. A change in physiology will impact your emotional state and your thinking, and that can be enough to change your behavior and influence your outcome.

What kind of physiological changes can you do quickly and easily?

1. Adjust your posture. Sit up straight. Sit tall in the chair or in the car while driving. Get balanced and grounded in your stance.
2. Smile or laugh.
3. Jiggle.
4. Move, walk around...get exercise.
5. Put energy in your body.
6. Change your handshake.
7. Breathe...properly.

Breathe Right Technique

Problem: When we are stressed or tensed up, we often hold our breath. You need to breathe in order to remain calm and to have control of your vocal presence. I have seen many presenters physically run out of breath as they speak. They try to speed up to make it through, but the distressful effort rarely goes unnoticed. It's time to learn how to breathe in a way that supports us, both physically and emotionally.

To follow is an excellent exercise called **Breathe Right**, developed by the late Dr. Pat Barry, who was a psychotherapist and licensed Advanced Practice Registered Nurse with 25 years' private practice experience. She holds a Ph.D. in Nursing with a major in psychoneuroimmunology, the medical science field that researches the connections between the mind and the body.

“If it is important enough to say, then it’s important enough to breathe before saying it.”

– Arthur Samuel Joseph, Vocal Awareness Institute and author of *Voice of a Leader*

Breathe Right Technique

Practice this breathing technique when you are sitting down so that you can fully experience the quieting power of this breath. This breath allows a quieting mechanism that already exists in your body to calm you and your body in the first breath. The key to this breathing technique is to start by breathing out all of the old air first. So when people tell you to “calm down and breathe,” rather than inhaling first, start with an exhalation.

Exercise

BREATHE OUT before you breathe in. When your body is stressed, your chest muscles are already very tight. Breathing in only increases the stress and tension in you and your body!

Here’s the step-by-step right way to breathe:

BREATHE OUT

Begin by blowing out all of your breath as though you are blowing out a very small candle. Breathe out all of your breath slowly until there is no breath left within you.

BREATHE IN

Breathe in by breathing down through your body as though you are breathing into the seat under you. Let your chest and shoulders remain quiet. You’ll notice that the air you breathe in is filling your belly.

BREATHE OUT

Place your hands on your belly. Gently press your belly so that the air you breathed in is being gently released. Blow out all of your breath as though you are blowing out a small candle until there is no breath remaining.

SIT QUIETLY AND NOTICE WHAT YOU NOTICE IN YOUR BODY – AND THEN NOTICE WHAT YOU NOTICE IN YOUR MIND.

Continue this breathing sequence for a total of three breaths.

SIT QUIETLY AND NOTICE WHAT YOU NOTICE IN YOUR BODY – AND THEN NOTICE WHAT YOU NOTICE IN YOUR MIND.

“When you are feeling stressed and tense, you have probably learned that it’s important to breathe to relieve the stress.”

– Dr. Pat Barry, PhD.,
APRN

Breathe Right Technique (continued)

What are the benefits of BREATHE RIGHT breathing?

It will take about 15 seconds to complete the three breaths. This way of breathing was built into your body before you were born. It immediately quiets your body and mind. It allows stress patterns that have been operating to be relieved.

When you use this set of three breaths several times a day – and whenever you feel stress in your mind or body – these physical stress patterns will gradually be released and no longer occur automatically. The health risks these stress patterns have been creating for many years will be relieved.

Source: Dr. Pat Barry, Ph.D., APRN, and author of *Taking Charge from the Inside Out*. For more details, see the Additional Resource section of this workbook.

Other resources to help you learn to leverage the power of breath:

- Take a voice lesson or hire a voice coach. You cannot sing without breathing. You will also benefit from improving your voice range and quality.
- Take a yoga class—ask your instructor for specific help with breathing techniques.
- Take a meditation class—learn to be still and to clear your mind. Breathing is all you do.
- Take a martial arts class, like Tae Kwon Do. You'll learn not only how to meditate and breathe, but you'll learn how to leverage your voice for more power, and how to stand up straight and increase your balance.
- Listen to Arthur Samuel Joseph's audio CD series *"Voice of a Leader: Vocal Awareness to Empower Your Communication in Business and in Life."* I highly recommend this resource.

Q: What else can you think of that might help you practice proper breathing?

Additional Resources

Books & CD's

- Neuro-linguistic Programming for Dummies**, Romilla Ready and Kate Burton.
- Clear the Fear** audio CD series and workbook, Mark Shepard
- The Reluctant Sales Person** audio CD series and workbook, Mark Shepard
- The Definitive Book of Body Language**, Allan and Barbara Pease
- Taking Charge from the Inside Out™** 2-disc audio CD, including **Taking Charge of Healthy Sleep™**, Dr. Pat Barry, PhD, APRN
- Perfect Your Pitch: Become a Motivated Networker**, Kathy McAfee, a 2-disc audio CD training program includes 6 bonus songs from Mark Shepard
- Stand & Deliver: Yes! You Can Become a Motivated Presenter**, enhanced audio training CD with four downloadable presentation templates, Kathy McAfee
- Words That Change Minds: Mastering the Language of Influence**, Shelle Rose Charvet
- Time Line Therapy and the Basis of Personality**, Tad James and Wyatt Woodsmall

Web Sites

- www.ModernJedi.com
- <http://marketingmotivator.net/resources/nlp/>
- www.MarkShepardsongs.com
- www.nlpcoaching.com with Dr. Tad James
- <http://networkingahead.com/networking-tips/> - free motivating business networking tips published each week by Kathy McAfee

Seminars and Training Programs

- NLP Practitioner Certification course** with master practitioner and trainer of NLP, Mark Shepard. Visit www.ModernJedi.com or call (203) 804-1208
- NLP Master Practitioner Certification training course** with master practitioner and trainer of NLP, Mark Shepard. www.ModernJedi.com or call (203) 804-1208
- Motivating Lunch 'n Learn seminars** with Kathy McAfee. Download online brochure at <http://marketingmotivator.net/speaking/motivating-seminars/>

Kathy McAfee Biography

America's Marketing Motivator, Kathy McAfee is a professional speaker and executive presentation coach. Her mission is to help business leaders to more effectively use their energy, influence and resources to create positive changes in the world. Kathy's company, Kmc Brand Innovation, LLC, helps motivated executives and ambitious entrepreneurs become recognized leaders in their fields by mastering the art of high engagement presentations and more effective business networking. She is the author of the business book ***Networking Ahead for Business*** and the soon-to-be released presentation skills book ***Stop Global Boring***.



In her role as **Executive Presentation Coach**, Kathy helps clients increase their confidence, credibility and influence. Her coaching enables executives to better engage their audiences and move people to action. A certified Master Practitioner of Neuro Linguistic Programming (NLP) and certified Blind Spots Profile Coach, Kathy helps clients replace their limiting beliefs with effective strategies that release their full leadership potential. She co-founded Power Up Your Professional Image™, a professional development consortium designed to help career-minded women get an edge in the workplace by polishing their image, bolstering their confidence and expanding their networks.

Over the past 20 years, Kathy has held numerous corporate leadership positions, bringing marketing success to organizations including Levi Strauss, Maybelline, Southcorp Wines of Australia and ADVO. While living and working in England for three years, she led European marketing initiatives for an international vision care company.

A graduate of Stanford University, Kathy is a member of the National Speakers Association, a board member for the YWCA of the Hartford Region and active member of Soroptimist International of the Americas. She is an ovarian cancer survivor and holds a second-degree black belt in the martial arts of Tae Kwon Do.

Contact Kathy Today

Office 860.408-0033; Cell 860.371-8801

Email: Kathy@MarketingMotivator.net

Web sites: MarketingMotivator.net and NetworkingAhead.com

Linkedin profile: <http://www.linkedin.com/in/kathymcafee>