

### BANDLER Trial Date Set

In court hearings in April, it was determined that Richard Bandler would have to stand trial in connection with the murder of a Santa Cruz woman last November. Richard, who entered a plea of "not guilty," asked for an early trial date, and that date has been set for July 6 in Santa Cruz Superior Court.

Richard's lawyer, M. Gerald Schwartzbach, said that the early trial date was requested "to clear Richard's name as quickly as we can." He also said that he was satisfied with the judge's assessment of the case at the earlier hearing and he was "hopeful of getting a fair trial" in Santa Cruz.

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### NANLP Conference Highlights

The Fourth Annual NANLP conference, held in New York City April 24-26, drew over 400 attendees who participated in a varied and busy schedule of presentations and workshops. Kathryn Williams, outgoing president, welcomed participants and introduced the new president, Richard Clarke, director of the New England Institute for NLP.

Keynote speaker Marilyn Ferguson, author of *The Aquarian Conspiracy*, urged attendees to improve upon NLP as Milton Erickson and other visionaries would have done to avoid being stuck in a system that works - and, thus, one that might become inflexible. Her wide-ranging discussion covered new developments in brain

research, health, and education. Some highlights:

□ For those who need an energy boost, a recent University of California study indicates that an individual can restore his/her energy level to near-peak by taking a 10-minute walk.

□ We are apparently much more negatively suggestible than we are positively suggestible. In one test, a group, given harmless pills, were told that they were likely to get headaches if they took the pills. And, two-thirds of the group got headaches. Typically, when testing "beneficial" placebos, only one-third of a test group experience positive effects.

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### Eliciting and Sorting Polarities

*Connirae and Steve Andreas*

#### Introduction

This article is excerpted from Day 9 of our *Practitioner Trainer's Manual*. Sorting polarities is a very basic and incredibly useful method. However, its impact depends on taking the time to do it behaviorally, and thoroughly, with careful attention to detail. In this article we offer a number of specific guidelines that we hope will be useful.

Sorting polarities is particularly useful when two "parts" or sets of outcomes are dissociated from each other, so that the person doesn't have access to both of them simultaneously. For example, a woman is ambivalent about whether to stay married or get a divorce. She is attracted to divorce

because she wants freedom, but she also likes the security of marriage. By first discovering the *outcomes* of each alternative (freedom and security), you make it possible for her to respect both outcomes. When these outcomes are integrated, she can think about her decision very differently:

"How could I have both freedom and security in my marriage?" and "How could I have both security and freedom if I get divorced?"

Now she can think about which of these two behavioral choices best satisfies *both* outcomes, rather than thinking she can only get one outcome while sacrificing the other. The first step toward integrating outcomes is to cleanly sort out the existing polarities,

which is the subject of this article. Sorting polarities is seldom a complete intervention in itself, but it is often a very important first step.

#### Sorting Polarities Exercise

1. Ask the client to think of something he/she is ambivalent about, or in conflict about.

You can assume that anything a person does, but doesn't want to do, is one of these. For example, "I smoke, but I don't want to." If the person were completely congruent about not wanting to smoke, he/she simply wouldn't do it. The fact that *continued on p. 5*

## NETWORK

### That's It!

Connirae and Steve Andreas are completing a sequel to Richard Bandler's *Using Your Brain - for a CHANGE*. The book, entitled *That's It!* will include many of the major patterns the authors have been teaching in their Advanced Sub-modalities trainings. It will be available from Real People Press in late summer.

### The Last Time I Saw Brian

... Van der Horst, he was in New York and heading for Paris, where he is director of training at Repere, an international organization specializing in innovative communication and management technologies. In December, Repere and the NLP Center for Advanced Studies in Greenbrae, California, were affiliated, and Brian was named director of the Center. Lynne Conwell, former director, is currently doing research in spirituality and consciousness; she is available for consulting at the Center.

The affiliation will result in new program offerings in both the U.S. and Europe, including residential trainings.

Repere's address in France is 18 bis rue Violet, 75015 Paris; all program information is available through the Greenbrae Center (415-491-1111).

### Import/Export

Charles Faulkner, director of Learning How to Learn, reports he has been giving seminars in Japan, modeling with NLP the learning strategies of successful classroom and non-classroom language learners. His firm, which specializes in techniques for accelerated language learning and for gaining behavioral competence in foreign cultures, will now be offering these seminars in the U.S., as well as in Rome and Tokyo. For further details, call 312-743-1815.

### NLP's Dr. Ruth?

Esther Enterline has been giving workshops on "Humor Applied to Sex Therapy" and "NLP Applied to Sex Therapy" in New York and Jerusalem.

Esther was also interviewed on the radio show "Staying Young in America" on the subject "Coping with Loss: the Eventual and the Unexpected." A tape of that broadcast is available (call 212-865-9648 for information).

### Syntonics in Vogue

While leafing through the March issue of *Vogue* magazine in New York a few weeks ago, Genie Laborde (partner in Grinder Laborde Associates and author of *Influencing with Integrity*) came across the word "syntonics," which she coined and used for the first time in *Influencing*. The reviewer said that syntonics is defined by author Suzette Elgin as the "science of language harmony," and her new book, *The Last Word on the Gentle Art of Verbal Self-Defense*, "illustrates syntonics in action."

On that same New York trip, Genie came across another word she had adapted - "cerebrals." Genie used this term in *Influencing* to describe those who are more cerebral than they are visual, auditory, or kinesthetic. Skimming *A Perfect Spy*, by John le Carre, Genie found one of the characters saying, "He's a visual. I'm a cerebral."

Genie says it's fun to create and evoke new words, and her forthcoming book, *Fine-Tune Your Brain*, has a whole group of new language "babies."

### Berkeley Apprentices Wanted

Now in its fourth year, the ongoing NLP apprenticeship class is held on Mondays at the Freedom Workshop in Berkeley. Also, a seven-session weekly seminar begins June 24 on "How to Solve Problems with Scientific Self-Hypnosis." Call Nancy Freedom at 415-428-1184 for details.

### News from Down Under

Kasrynne Huolohan, of Queensland, Australia, writes to tell us of a new concept in personality assessment surveys developed by Terrence McClendon. Called the McClendon Meta Systems Survey (MMSS), this computer program is designed to measure an individual's belief system or meta-system. Calibrated against models of excellence developed by administering MMSS to those who excel in specific fields - such as teaching, management, counseling, and sales - the MMSS targets specific meta-systems to be developed when recruiting and training staff. A seminar in January 1988 will offer training in MMSS. For further information, contact Kasrynne at P.O. Box 1, University of Queensland, St. Lucia, Queensland, Australia 4067.

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U.S. and Canada - 1 year, \$30;

2 years, \$40.

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Subscriptions Editor: Jill Atwood

*The VAK* encourages its readers to send manuscripts, schedule information, reviews and comments to the editor. Deadline for manuscripts and advertisements for the next issue is **August 1**. Advertising rates are available on request.

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## NANLP Conference

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□ Everyday trance, the crossover period when there is a shift in dominant consciousness, is a good period in which to implant suggestions, and to do imagery and self-healing. Ernest Rossi describes how to recognize this trance period in *Psychobiology of Healing*.

□ Exciting breakthroughs have been achieved with tissue implants in patients who suffer from Parkinson's disease. When the implants were placed in the ventricles of the brain, where they are bathed by cerebral spinal fluid (a fluid that may mediate consciousness), symptoms were reversed. In related research, craniosacral therapy, a series of delicate movements that seem to affect the ventricles, appears to release traumas in the system.

□ Blood pressure rises when we speak to others and goes down when we listen. This finding, discussed in *Language of the Heart*, by James Lynch, suggests that chronic high-blood pressure sufferers are transmitting more than listening.

□ Immune cells have neurotransmitters and the entire immune system appears to be cognitive. So the idea that the "whole body is conscious" begins to make more sense.

□ Most psychiatrists and psychologists have no concern for religion, yet their potential clients do; hence, they are seeking out ministers and counselors with a religious orientation.

□ We do things before we know how to do them, for example, a baby learning to walk. This concept of learning, proposed by the Russian psychologist, Ivan Lotsky (*Language and Thought*), suggests we should all pay more attention to what we are doing, ways we are changing.

□ Most games we learn to play are finite: a certain number of players, time limits, rules about winning/losing. In an infinite game - such as life - the point is to make the game more interesting, not to win (*Finite and Infinite Games*, James Carse.)

Marilyn cited the "epidemic of depression" in the United States today, which may indicate that we are coming of age as a society. Saying that society

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## NANLP Conference Sampler

In an introductory workshop, Dot Feldman of the Midwest NLP Institute identified three signs of a professional communicator: ability to set outcomes, sensory acuity, and flexibility.

Steve Andreas of NLP of Colorado suggested three quick techniques to effect change through body posture: 1) Put your tongue in your cheek and think of a problem. 2) Hold your arms over your head and think of a time when you felt depressed. 3) Loosen your jaw while you think of a time when you were very angry. Another suggestion he offered: Think of someone laughing hysterically, tell that person your problem, and then watch the reaction.

Carol Erickson and Tom Condon

invited workshop participants to pair up and use their intuition to select what type of flower, animal, book, landscape, vegetable, and fish each person would be, as well as what the other person's car, profession, goal, family situation, and greatest strength were.

Larry Richard discussed Robert Cialdini's book *Influence*, which identifies six patterns of compliance, or six reasons we comply with requests: reciprocity, commitment, liking, social proof, authority, and scarcity. Larry pointed out the effectiveness of the word "because" in getting people to respond positively - a word that has compliance programmed in from long experience with parents and teachers.

## Richard Bandler

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## NANLP Conference

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is in need of renewal, she echoed Albert Camus (*Create Dangerously*) in urging creative individuals to become more involved in business and government. Marilyn concluded her address, "people who are explorers right now in change . . . are the foot soldiers of the next paradigm."

Conference presentations and videotapes ran concurrently, and attendees hurried from one to the other, trying to take in as much as possible. For those who were unable to develop the multiple personalities required to attend concurrent sessions, audio tapes were available.

The Fifth Annual Conference will take place in Chicago April 29-May 1, 1988. Proposals for papers, workshops, and videos to be included in that program are due by October 15. For more information, contact the Program Committee, NANLP, Suite 137, 496 LaGuardia Place, New York, NY 10012.

## A.I.N.L.P. 7TH ANNUAL CERTIFICATION PROGRAM 1988

The Australian Institute of Neuro-Linguistic Programming (AINLP) is proud to announce its 7th Annual Certification Program to be held at Kings College, University of Queensland from January 12 to 31, 1988.

This program covers the development of the NLP communications model from introductory to advanced level.

Trainers Workshop will also be held during this program and is open to practitioners and master practitioners only.

Take advantage of the Aussie dollar and come on down!!

For further information please contact Kasrynne Huolohan, AINLP, PO Box 1, University of Queensland, St Lucia Qld 4067 Australia or phone (07) 369 2821.

## Bandler

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Richard is maintaining a very full schedule, despite trial preparations, and plans to present weekend seminars during the trial.

Among the presentations scheduled: "Three Days with Richard," June 19-21, Boulder; "Hypnosis and Submodalities Workshop," June 26-28, San Francisco; "Flirting Seminar," with Ann Teachworth of the Gestalt Institute of New Orleans, July 11-12, San Diego; and "Trainer's Training," with Linda Sommer, Wyatt Woodsmall, and others, August 2-15, San Francisco. For more information about these presentations, call Beverly at 408-684-1563.

The Bandler Defense Fund is still providing updated recorded messages on Richard's activities at 408-684-0276. And the mailing address for Richard, as well as for the Defense Fund, remains P.O. Box 1571, Aptos, CA 95003.

## POLARITIES

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the person is smoking indicates that a part of that person finds it a useful and important thing to do. The other major category is something the person thinks about doing, but never actually does.

### 2. Pacing.

Both sides of the polarity are important and must be fully paced and respected at all times. You need to make clear that while you are eliciting one side, the second side is not being ignored, only *temporarily* set aside for the purpose of gathering information about the first side.

### 3. Sort and anchor the two polarities.

Use exaggeration or playing polarity, "as if" frame, accessing past or future, etc., to access and sort the polarities. As you elicit each side of the polarity, anchor each with a distinct posture, gesture, and/or voice tone/tempo so that you can elicit either side at will. (You may want to steal the person's self-anchors.)

## Guidelines

### 1. Be sure to access two extreme parts, not one extreme part and one "balanced" part.

If the person picks something he/she does but does not want to do for one side of the polarity (such as compulsively overeating), usually the other side of the polarity is just as extreme in another way. For example, if one polarity is a part that binges compulsively, the other polarity might be a prim and proper part that wants to do everything right. Generally where there is one extreme, there is another, opposite extreme. Later, when you integrate these two extreme parts, you will end up with one balanced part. If you try to integrate the compulsive eating part with a part that eats in a balanced way, the result will be an unbalanced part that is missing something important.

### 2. Elicit each side in positive terms - what they are and do (not what they aren't or don't do.)

For example, initial alternatives might be staying on a job or quitting. Quitting the job tells you what the

person will *not do* (go to work), but doesn't tell you what the person will *do* instead.

### 3. Get the advantages of each side.

Whenever the person states a negative aspect of one side, defer it gently: "Yes, I know there are aspects of small town life that are not so good. We'll get to those later. Right now, just tell me about the valuable parts of living in a small town."

### 4. Transform negatives into positives.

Whenever the person states a negative aspect of side #1, that aspect can always be restated as a positive aspect of side #2. For example, if the person says, "But it's so easy to get stuck in one way of thinking in a small town," you can respond, "Yes, the variety of beliefs and lifestyles in a big city gives you the freedom to think in many different ways."

### 5. Behavioral anchoring.

As you sort out the two sides, you need to alter your own behavior so as to cleanly anchor each side separately, so that you can later elicit either side at will. One of the easiest ways to anchor each side of the polarity is to use the natural behaviors (self-anchors) that the person uses when talking about each side in turn (gestures, posture, voice tone, etc.).

If the client flips back and forth between the advantages of the two sides, you have to either (a) flip with him or her to preserve the purity of your behavioral anchors, or (b) interrupt and ask the client to save that information carefully for when you ask for the other side.

### 6. Outcomes.

Ultimately, describe the two sides in terms of the valuable outcomes (or meta-outcomes) that each side wants, *continued on p. 6*

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## POLARITIES

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or is trying to get for the person. It's also important to acknowledge the difficulties that are caused by the behaviors that each side uses to try to get its outcome, both as a way of pacing and to *separate outcome from behavior*. You want to direct the person's (and each part's) attention toward the positive outcomes that the parts want, and away from the specific behavior used to get the outcome. This sets the stage for integration.

### Eliciting the Unconscious Side

In this exercise we ask the person to choose some content that he/she is *ambivalent* about. This presupposes some conscious recognition of *both* sides of the polarity, which makes it easier to sort out both sides. However, sometimes a person will only be aware of one side, and you will have to elicit the unconscious side. This will be very important if you observe nonverbal incongruence about getting an outcome, or if you can think of

some important disadvantages to what the client wants but seems to be overlooking. If only one side of a polarity is conscious, you can elicit the other side by:

**1. Asking for it directly.**

"Well, there must be some advantages to living in a large city. Can you think of anything worthwhile about city life?"

**2. Exaggerating the benefits of the conscious side.**

"Oh, small town life is so wonderful. I think you should move there tomorrow. You know everything about everyone in a small town and you feel so safe and secure, and they know everything about you - who you're dating, when you get home at night, . . ." Typically, at some point the person will shift to the other side of the polarity. As soon as he/she flips, you shift and ask about the advantages of city life.

**3. Role-playing or metaphorically describing what you think might be elements of the other side.**

"I like a small town, too, but every once in a while I get a yearning for

the city lights, the big department stores, . . ." or "A friend of mine loves to live in a small town, but he told me how he needs to go to a big city now and then for valuable experiences he just can't get in a small town.

**4. "As if" frame: Pretending.**

"Let's pretend that there is another part of you that would like to live in a big city. If that were true, what would that part say? . . ." If the person protests that there really isn't another part like that, you say, "Good, that will make it easier for you to pretend." If the person protests that there probably is a part that would like to live in a big city but he/she isn't aware of it, you respond the same way, "Good, that will make it easier for you to pretend."

**"As if" frame: Future-pacing.**

"Let's imagine that you've already moved to a small town and explore what it's actually like for you to live there. What happens as you first wake up in the morning, and then go through your day . . . to be really sure that it's what you want. . . ."

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# ERICKSONIAN HYPNOSIS

## The Definitive Definition, II

Peggy Arndt

**Behavior Modification:** Treatment that offers pleasing rewards when a patient does desired behaviors and takes away rewards when patient does not perform desired behavior. This common sense approach works very well with rats; however, its success with humans is limited.

**Bibliotherapy:** Assigning patients written material to study between sessions; frequently used by therapists who have authored books.

**Neurolingulstic Programming:** Recently developed form of brief therapy in which it takes more time to explain the name than to cure most patients.

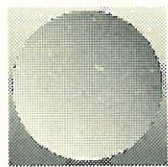
**Past Life Regression:** Finding reasons why patients are having trouble in this life by getting them to remember bad things they did in past lives, so that they do not have to blame their problems on the bad things they are doing now.

**Prognosis:** Predicting the future of a patient. Typical prognoses are: "guarded," "poor," "very poor," and "too early to tell."

**Psychotherapy:** The art of causing someone to forget his or her troubles by discussing them in detail and at great length, and by recalling similar troubles that have occurred throughout the patient's lifetime, including childhood and infancy.

**Rorschach:** Famous psychological test in which a patient is shown a series of suggestive inkblots and tries to associate nonsuggestive replies for the examiner.

*Peggy Arndt is a marriage and family counselor in Los Angeles who has been redefining well-known terms for a forthcoming book.*



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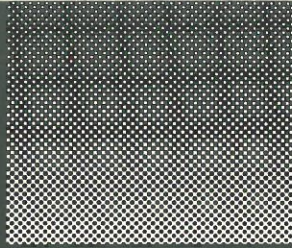
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## SCHEDULE OF NLP-RELATED ACTIVITIES

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15-16	Outcome Selling	Raleigh	CPD*
18	Business Training	New York	NYT
18-22	Practitioner Training	Montreal	MIC
18-23	Master Practitioner Training	Montreal	MIC
19-21	Discovering Your Self	New York	NYT
20	Relationship Enhancement	Newtown, PA	ENI
22-24	Sales Excellence	New York	GLA
22-7/2	NLP Summer Inst in Education	Portland	MGI
23-7/16	Residential Practitioner/ Master Prac Training	Santa Cruz	GDA
24-26	Adv Negotiation Excellence	New York	GLA
25	Business Training	New York	NYT
26-28	Business Cert Training	New York	NYT
26-28	3-Day OTCC	St. Louis	OTC
26-29	Practitioner Training	Quebec	MIC
27	Ericksonian Hypnotherapy	Hartford	NEI
27-28	Dream Decoding	Portland	OCN
27-28	Ericksonian Hypnotherapy & NLP II	Chicago	BU
28	NLP: Introduction	Hartford	NEI
29-7/2	NLP & Education	Santa Cruz	DLC

### July

10-12	Framework for Excellence V	Alexandria	CPD
11-12	Intro to NLP	San Francisco	CAS
11-12	OTCC Model	Kansas City	OTC
11-12	Adv NLP for Educators	Hartford	NEI
11-12	Ericksonian Hypnosis: Prof Seminar (Itd)	New York	EGE
11-26	16-Day Cert Training	Princeton	ENI
11-8/1	Paris Programmer	Paris	CAS
14	MP Possibilities Group	New York	NYT
13-17	Framework for Excellence I	Raleigh	CPD
15-16	Intermediate Neuro-linguistics	Palo Alto	GLA
17-19	Framework for Excellence II	Nashville	CPD
17-19	Foundations of Success	Wilkesboro	CPD
17-26	Hypnosis Cert Program	Cape Cod	NYT
18-19	OTCC Model	Little Rock	OTC
18-19	Ericksonian Hypnosis: Prof Seminar (Itd)	New York	EGE
18-19	Learn How to Learn Languages	Chicago	LHL
18-26	Advanced Training	Pajaro Dunes	GLA
21-22	Outcome Selling	Raleigh	CPD
25-26	Magic in Action/Richard Bandler	Chicago	LHL
27-29	Foundations of Success	Raleigh	CPD
27-31	Ericksonian Hypnosis & Adv Submodalities	Princeton	ENI
28	MP Possibilities Group	New York	NYT
28-30	Communication Excellence	Palo Alto	GLA
29-8/2	Persuasion in Business Communication/ Hypnotic Patterns	Raleigh	CPD
30-8/8	10-Day Residential	Portland	OCN

### NLP Sources

<b>ACT</b>	Advanced Communication Trainings 438 Ninth Street Brooklyn, New York 11215 718-499-0451
<b>BAL</b>	BALI Screening Co., Inc. 3131 Whitehall Drive Dallas, Texas 75229 214-350-6801
<b>BU</b>	Boundaries Unlimited P. O. Box 904 Evanston, Illinois 60204 312-262-2794
<b>CAS</b>	NLP Center for Advanced Studies 511 Sir Francis Drake Blvd. #C-213 Greenbrae, California 94904 415-491-1111
<b>CO</b>	NLP of Colorado 1221 Left Hand Canyon Dr. JSR Boulder, Colorado 80302 303-442-1102
<b>CPD</b>	Center for Professional Development 324 S. Harrington St., Suite 103 Raleigh, North Carolina 27603 919-834-1771
<b>DLC</b>	Dynamic Learning Center for NLP Box 1112 Ben Lomond, California 96005 408-336-3457
<b>EGE</b>	Esther G. Enterline, Ph.D. 144 West 95th Street New York, New York 10025 212-865-9648
<b>ENI</b>	Eastern NLP Institute P. O. Box 697 Newtown, Pennsylvania 18940 215-860-0911
<b>FPI</b>	Future Pace, Inc. P. O. Box 1173 San Rafael, California 94915 415-484-1200
<b>FW</b>	Freedom Workshop Box 5881 Berkeley, California 94705 415-428-1184 / 841-7047
<b>GBC</b>	Georgian Bay NLP Centre Box 1210 Meaford, Ontario N0H 1Y0 Canada 519-538-2821
<b>GDA</b>	Grinder DeLozier & Assoc. 200 7th Avenue, Suite 100 Santa Cruz, California 95062 408-475-8540

\* Sources are listed in the next column.

## SCHEDULE OF NLP-RELATED ACTIVITIES

### August

1-2	OTCC Model	Seattle	OTC
1-9	Practitioner Cert Training	Belgium	NYT
3-13	NLP Summer Inst in Education	Eugene	MGI
7	Adv Submodality Cert Begins	Los Angeles	CO
7-9	Framework for Excellence VI	Alexandria	CPD
8-9	OTCC Model	Portland	OTC
8-9	Platform Skills/Linda Sommer	Princeton	ENI
10-29	San Francisco Summer Intensive	San Francisco	CAS
12	MP Possibilities Group	New York	NYT
12-16	Advanced NLP Training	France	NYT
13-29	Master Prac Residential Cert Training/ Robert Dilts, Todd Epstein	Santa Cruz	DLC
14-16	3-Day OTCC	San Francisco	OTC
14-16	Framework for Excellence III	Nashville	CPD
18-20	Sales Excellence	Palo Alto	GLA
21-23	Reframing	New York	NYT
22-23	NLP: Intro Seminar	Milwaukee	MWI
26	MP Possibilities Group	New York	NYT
27	Review for Adv Hypnosis Training	Monterey	GDA
27-29	NLP: Intro Seminar	Columbus, IN	MWI
27-31	Programmer Cert Training	Houston	HOU
28-30	Adv Hypnosis Training	Monterey	GDA

### September

4-7	Innerfaces-Interfaces: Awakening Masks of Change	Montreal	MIC
9	MP Possibilities Group	New York	NYT
10-11	NLP: Intro Seminar	Toledo	MWI
10-13	Framework for Excellence VII	Greensboro	CPD
11	Practitioner Training	Portland/Eugene	OCN
11	Open House	New Paltz, NY	ACT
11-13	Practitioner Cert Training	Long Island	NYT
11-13	Framework for Excellence VII	Alexandria	CPD
12	NLP: Introduction	Amherst	NEI
12-13	NLP: Intro Seminar	South Bend	MWI
12-13	Patterns of Influence	New York	NYT
13	NLP: Introduction	Boston	NEI
14-16	Communication Excellence	New York	GLA
14-16	Negotiation Excellence	Palo Alto	GLA
14-18	OTCC Workshop/ Dave Dobson	San Juan Is.	OTC
14-20	Framework for Excellence II	Raleigh	CPD
16-18	Adv Negotiation Excellence	New York	GLA
17-27	Adv Supervision Program	Santa Cruz	DLC
18	27-Day Prac Cert Begins	Salt Lake City	CO
18-20	Intro to NLP	New Jersey	NYT
18-20	Framework for Excellence IV	Nashville	CPD
19	Therapist Training	New York	NYT
19	Adv Submodalities Cert Training Begins	Boulder	CO
19	NLP: Introduction	Vernon, CT	NEI
19-20	NLP: Introduction	Chicago	MWI
19-20	Turning Obstacles into Allies	New York	NYT
20	NLP: Introduction	Albany	NEI
21-25	OTCC Workshop/ Dave Dobson	San Juan Is.	OTC
22-23	Outcome Selling	Raleigh	CPD
23	Hypnosis Night	New York	NYT

### NLP Sources

<b>GLA</b>	Grinder Laborde Associates 1433 Webster Street Palo Alto, California 94301 800-228-4069 / 415-326-5613  One World Trade Center Suite 7967 New York, New York 10048 212-321-2328
<b>HOU</b>	NLP Institute of Houston 4801 Woodway, Suite 460E Houston, Texas 77056 713-622-6574
<b>IPP</b>	Institute for Personal and Professional Development 496 LaGuardia Place, Suite 425 New York, New York 10012 212-619-6189
<b>LHL</b>	Learning How to Learn 1340 W. Irving Park Road, Suite 200 Chicago, Illinois 60613 321-743-1815
<b>MCN</b>	The Center of NLP 7840 S.W. 124th Street Miami, Florida 33156 305 238-0858/238-1858
<b>MET</b>	Metaformation, Inc. 235 Dorchester Blvd. E, Suite 202 Montreal, Quebec H2X 1N8 Canada 514-397-9402 / 486-1282
<b>MGI</b>	Michael Grinder, Inc. 16303 N.E. 259th Street Battle Ground, Washington 98604 206-687-3238
<b>MIN</b>	Massachusetts Inst of NLP 16 Vinebrook Road Lexington, Mass. 02173 617-244-7433
<b>MMP</b>	Metamorphous Press P. O. Box 10616 Portland, Oregon 97210 503-228-4972
<b>MWI</b>	Midwest Institute of NLP 1513 Miami Street South Bend, Indiana 46613 219-232-1405
<b>NEI</b>	New England Institute for NLP RFD 3, Pratt Corner Road Amherst, Mass. 01002-9805 413-259-1248

**SCHEDULE OF NLP-RELATED ACTIVITIES**

**September**

24-27	Programmer Cert Training	Houston	HOU
25	Assistant Trainer Training	New York	NYT
25-27	Framework for Excellence I	Raleigh	CPD
25-27	Syntax of Behavior (adv)/John Grinder, Robert Dilts	Monterey	GDA
25-27	Framework for Excellence	Raleigh	CPD
26	Intro to NLP	New York	NYT
26	Intro to NLP	New Jersey	NYT
26	Intro to NLP	Connecticut	NYT
26	27-Day Prac Cert Training Begins	Boulder	CO
26	NLP: Introduction	New Haven	NEI
26-28	MP Certification Training	New York	NYT
27	NLP: Introduction	Holyoke	NEI
30	Open House	New York	NYT

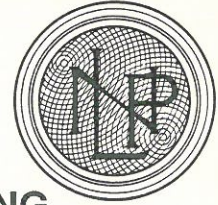
**October**

1	Expanding the Limits of Your Thinking	New York	NYT
1-2	OTCC Workshop II	San Juan Is.	OTC
2	Therapist Training	New York	NYT
2-4	Practitioner Cert Training	Long Island	NYT
3-4	Framework for Mastery/ Judy Grinder, Charlotte Bretto	Raleigh	CPD
4	Myths & Goddesses	New York	NYT
6-8	Foundations of Success	Raleigh	CPD
7-9	Sales Excellence	New York	GLA
8	Expanding the Limits of Your Thinking	New York	NYT
8	Assistant Trainer Training	New York	NYT
9-10	Outcome Managing	Raleigh	CPD
9-11	Intro to NLP	Long Island	NYT
9-12	Practitioner Cert Training	New York	NYT
10-11	NANLP Midwest Regional Conf	St. Louis	MWI
10-12	Intro to NLP	New Paltz, NY	ACT
10-12	Practitioner Cert Training	Amherst	NEI
10-23	Residential Adv Submodalities Cert Training	Boulder	CO
13	Assistant Trainer Training	New York	NYT
15	Expanding the Limits of Your Thinking	New York	NYT
16	Adv Submodalities Cert Training Begins	Salt Lake City	CO
16-18	Sales Excellence	Palo Alto	GLA
16-18	Framework for Excellence (Test-P/MP)	Alexandria	CPD
16-18	Framework for Excellence II	Raleigh	CPD
16-18	Framework for Excellence V	Nashville	CPD
16-18	Master Practitioner Cert Training	Vernon, CT	NEI
17	Therapist Training	New York	NYT
17-18	Intermed Trg/Supervision in Hypnotherapy	New York	EGE
19-21	Sales Excellence	New York	GLA
21	Hypnosis Night	New York	NYT
21-22	Intermediate Neuro-linguistics	Palo Alto	GLA
21-23	Adv Negotiation Excellence	New York	GLA
23-25	Metaphor	New York	NYT
23-25	Practitioner Cert Training	Long Island	NYT
24-11/1	Advanced Training	California	GLA
28	Young Parents Groups	New York	NYT
28	Open House	New York	NYT
29	Assistant Trainer Training	New York	NYT
30-31	Master Practitioner Training	New York	NYT

**NLP Sources**

<b>NNW</b>	NLP Northwest 300 Vine Street Seattle, Washington 98121 206-448-2121
<b>NYT</b>	New York Training Inst for NLP 155 Prince Street New York, New York 10012 212-473-2852
<b>OCN</b>	Oregon Center for NLP, Inc. 311 SW B Avenue, Suite C Lake Oswego, Oregon 97034 503-636-8339  99 West 10th Street, Suite 222 Eugene, Oregon 97401 503-343-7527
<b>ODG</b>	Outcome Development Group 2040 Ash Street Denver, Colorado 80207 303-355-4363
<b>ONC</b>	NLP Centre 338 First Avenue Ottawa, Ontario K1S 2G9 Canada 613-232-7782
<b>OTC</b>	Other Than Conscious Communication P. O. Box 697 Friday Harbor, Washington 98250 206-378-5393
<b>PI</b>	Potomac Institute 11120 New Hampshire Ave, Suite 400 Silver Spring, Maryland 20904 301-681-4774
<b>PTI</b>	Philadelphia Training Inst for NLP 275 South 19th Street, Suite 700 Philadelphia, Pennsylvania 19103 215-546-3604
<b>SCC</b>	Southern California Center for NLP 929 Barhugh Place San Pedro, California 90731
<b>SPC</b>	Spectrum 938 West Fifth Street Winston-Salem, North Carolina 27101 919-761-0650
<b>TSI</b>	NLP Training Systems, Inc. 1803 Chestnut Street Philadelphia, Pennsylvania 19103 215-972-8700
<b>UKT</b>	U. K. Training Centre for NLP 6 Ravenscroft Avenue London NW11 0RY ENGLAND 01-455 3743

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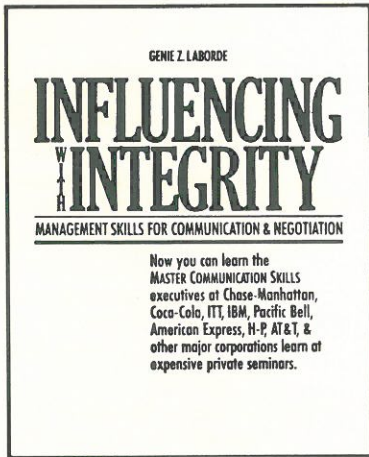
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## POLARITIES

*continued from p. 6*

This can allow the person to notice what he/she *doesn't* like about the conscious choice.

Another way of thinking about sorting polarities is that there are many different parts involved. When you sort them into polarities you are organizing or grouping these many parts into two congruent *sets* of parts, as a first step toward organizing behavior.

If a person has multiple alternatives, it can be very useful to group the alternatives and sequence them in some logical order in order to simplify the person's decision. For instance, a person might be struggling with the choice of staying in Denver, moving to San Francisco, or moving to Chicago. You can simplify this by organizing and sequencing the decision in the following ways:

(a) "Stay or move?" (b) "Having decided on moving somewhere, would I prefer Chicago or San Francisco?" *or*  
(a) *If I were to move, would I prefer Chicago or San Francisco?* (b) "Having decided on Chicago as the best place to move, do I stay or move?"

Chunking down the decision in this way into either/or alternatives greatly simplifies it. You can do the same thing with larger numbers of alternatives by taking them two categories at a time.

When the person has sorted out the two polarities cleanly in terms of positive aspects and outcomes, usually he/she feels a sense of clarity and relief (even when he/she has not yet arrived at a specific solution) because the data are now neatly sorted and organized, instead of chaotic.

Sometimes when the polarities are cleanly sorted, it becomes obvious that one alternative has many more advantages than the other, and the person is able to go ahead and easily make a congruent decision that all parts support.

After cleanly sorting polarities, the next step is to integrate the two outcomes so that both parts can devote their energy toward finding a behavioral solution that is satisfactory to both, instead of fighting. One of

the best ways to do this is a method called the visual squash, which simultaneously utilizes anchors in all representational systems. (In the next issue, we will discuss the visual squash, and present a clinical example.)

### Polarity Response

Polarities are *not* the same thing as a "polarity response." Strictly speaking, a "polarity response" is a feature in a strategy so that someone *consistently* responds in opposition to whatever is presented, irrespective of content. For instance, one young child would do the opposite of anything *told* him (auditory digital), but would follow congruently if the teacher silently gestured visually, or gently guided him kinesthetically. In this case the polarity response only occurred in response to auditory digital. Other examples: "rebellious" adolescents,

"negative" people who always oppose *whatever* is proposed.

The part of the person with a polarity response typically has an outcome such as "wanting to be independent." However, if someone has a polarity response, he/she is moving *away* from someone else's outcomes, rather than *toward* any specific outcome of his/her own and is, therefore, still dependent on others.

When you suspect a polarity response, you can repackage the *same* content with a negation, to see if the person switches his/her response to negate this negation. "Do you think we should do X?"

"No."

"OK, I think we definitely shouldn't do X, do you agree?"

"No."

Only if you test thoroughly in this way can you conclude that the person has a consistent polarity response that is independent of content. The term *continued on p. 14*



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## Back VAK: Classics on Sale

The VAK office still has some early newsletter issues available, in annual editions, 4 per year, at the discount rate of \$15 per year.

A sampler of back VAK articles:

1984 - "Grinder Defines NLP"; "NLP and Physical Ailments" by Gianni Fortunato; "Teaching Basic Negotiation Skills" by Michael Bennett.

1985 - "VAK Interviews Robert Dilts"; "A Model for Cancer Treatment" by Gianni Fortunato; "VAK Interviews Connirae and Steve Andreas."

1986 - "Flex Cop" by Michael Gardner; "VAK Interviews David Gordon"; "Breakthroughs in Reading Comprehension" by Jean Benford, et al; "Classroom Anchoring" (excerpt), Michael Grinder.

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## Readers Write

The VAK gets mail! (Keep in mind, that you, too, can be in print. Just drop a note to The VAK editor.)

George B. Allen sends a compliment (*blush*), and then this wish for the NLP community:

"I hope that NLPers will learn from the mistakes made by the medical and chiropractic communities during their development and end up avoiding either totally selling out to buy respectability or eternal internecine warring."

Jim Conlow, a San Francisco construction manager who uses NLP in negotiation and personnel management, writes to tell us of a classic reference book that is available in paperback:

*Maps of the Mind*, by Charles Hampden-Turner, brings together in visual form the most important concepts of the human mind set forth in early Chinese, Greek, and Biblical teachings and in the later work of Freud, Jung, Erikson, Piaget, Maslow, Chomsky, and others. By "mapping the mind" with 60 illustrations, the author adds a visual dimension to the verbal descriptions - or word maps - of mind and thought processes, and then integrates those concepts, verbally and visually throughout. Jim calls our attention to Map 41, which illustrates the early work of Bandler and Grinder and keys their work into the whole picture. (Published by Macmillan, 1982, 224 pp., \$11.95)

Thanks, readers! Please write more.

## POLARITIES

*continued from p. 13*

"polarity response" is sometimes used loosely by some NLPers (and sometimes as an accusation!), despite its specific and operationally definable meaning.

### Utilization of a Polarity Response

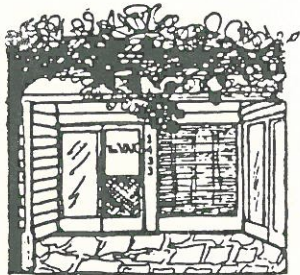
If a person has a polarity response, you can recommend alternatives that you don't want them to consider, and *not* recommend (negate) the ones you *do* want them to consider. "Probably we wouldn't be able to pull this proposal off, anyway, so it's probably not worth considering."

If you want to change a polarity response, the best leverage point is to elicit the positive intention, "independence," and then demonstrate how a polarity response still makes the person dependent on others, and how easily he/she can be manipulated. Then you can go on to access or create a decision process that is truly independent. As someone once said, "Maturity is doing what you believe is best, even when your mother thinks it's a good idea."

*Connirae and Steve Andreas are codirectors of NLP of Colorado.*

*This article was adapted from their Practitioner Trainer's Manual, ©1986, NLP of Colorado.*

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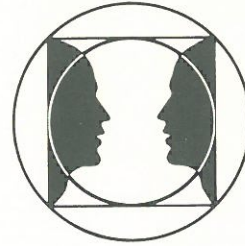
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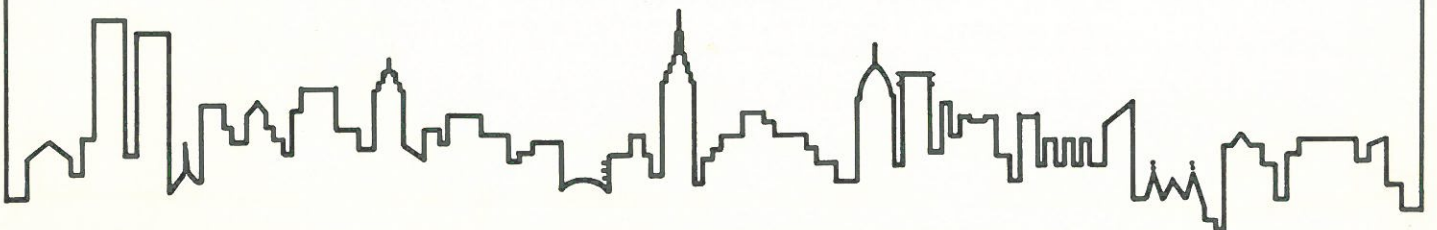
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