

NEURO-SEMANTICS®

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NEURO-SEMANTICS®

When many people first encounter the term, *Neuro-Semantics*, they think it is a really big word and perhaps even confusing, thinking that has something to do with neurology or the neuro-sciences. And it does; and yet it also does not. Neuro-Semantics describes two dynamics—*meaning and performance*. It describes how we literally *embody meaning*. The meaning or semantics is what we know in our heads — our beliefs, understandings, decisions, etc. The embodying is how we transfer, translate, and incorporate these meanings into our muscle memory.

What then is Neuro-Semantics?

- Neuro-Semantics is *actualizing your highest and best*. It is making real your highest meanings and visions, and it is implementing your best values and ethics.
- Neuro-Semantics is a field wherein we model the essential structure of experiences using positive psychology models that focus on accessing the best resources and the highest meanings (models from Maslow, Rogers, Csikszentmihalyi, Seligman, Erickson, Korzybski).
- As such, Neuro-Semantics is about *performance*—*performing* your highest meanings so that what you know you can do. It is about *meanings*—adding the most robust meanings to your life to make things more meaningful and significant.

Neuro-Semantics is Winning the Inner Game to Achieve Peak Performance in the Outer Game

Your inner games are your *semantics*. Your inner game is your inner matrix of meaning frames. Your layers upon layers of meanings make up your inner world. *Your outer games is your neurology*. Here you actualize your inner meanings. First, you make meaning, then you perform that meaning via your actions.

All of this raises key Neuro-Semantic questions:

- If every behavior and response is the performance of a meaning, *what meanings are you performing?* What is the quality of that performance? Do you like what you are actualizing or would you like to transform what you are creating?
- If, as a meaning-maker, you create your Matrix, what is the quality of meanings that you are now living? Are there any new or higher meanings that

you would like to perform? How meaningful is your life?

- How well are you translating your highest meanings into everyday actions as you close your Knowing-Doing gap? How self-actualized are you today and how much more potential are you ready to release?

Neuro-Semantics is Unleashing ever-higher Potentialities

Neuro-Semantics focuses centrally on the skills and processes for unleashing your potentials by mobilizing your best resources. If you are interested in becoming more resourceful, running your own brain, taking charge of your own life, and actualizing all of your latent potentials, the models and patterns of Neuro-Semantics are designed as tools and processes to achieve that.

- *Models* for understanding the nature of our minds, emotions, and bodies.
- *Patterns* for developing greater competence, self-confidence, resourcefulness, and success in careers, health and fitness, and relationships.
- *Trainings*, coaching, and consulting for living more mindfully and intentionally in adapting to an ever-changing world.
- *Self-actualization* of your best visions and values as you create the richest and most robust meanings for living a meaningful life.

The term “Neuro-Semantic”

Semantics refers to all of the *meanings* you create as a meaning-maker. What are your meanings about yourself, others, life, your career, health, wealth, relationships, etc.? Are they significant and robust? Are they exciting and enlivening? What *meanings* are you seeking to actualize in life? What meanings have you actualized? How well do the meanings that you are living serve you? How ecological are they?

Neurology (neuro-) refers to your body, physiology, and states. It is in and through your neurology that you feel, experience, and *perform* your meanings. What do you perform? What semantic reactions do you experience emotionally and as your skills? Do they reflect your best ideas and meanings? Or is there a big gap between what you know and what you do? Neuro-Semantics focuses on closing the Knowing-Doing gap.

In Neuro-Semantics, we feel meanings in our bodies as “emotions.” These motions move us to act [*e(x)motion*: to move out]. This embodiment of our meanings as “emotions” involve what we call “logical levels” i.e., values, ideas, beliefs, understandings, expectations, intentions, decisions, frames, etc. In this, Neuro-Semantics is a process for developing emotional intelligence.

As a model, **Neuro-Semantics** describes *how* we humans *make meaning* through evaluating experiences, events, words, etc. and then experience that meaning as our mind-body-emotional or neuro-semantic states.

This model describes how we live in the world of meaning (our Matrix), part

of which we inherit and part of which we construct. Neuro-Semantics describes how we take external references, make them our frames of reference, and then our meaning frames. Our neuro-semantic states result from our Matrix of frames in which we live and the matrices of meanings that govern our mind-body-emotion system.

As a field, *Neuro-Semantics* developed from the extensive application of the *Meta-States model*. Meta-States describes the operations and principles of our self-reflexive consciousness and how we create layers of fluid levels which textures our mental-emotional states.

Meta-States reveals how we never just think. That's because as soon as we think or feel, we think-and-feel *about* our first thoughts, and we do this repeatedly, layer upon layer. This reflexivity of our states creates the psychological layers that make up our Matrix and which governs the games that we play in life.

In all of this Neuro-Semantics takes NLP to a new and higher level as it expands the **NLP** model as it creates a systemic unifying frame.

It does this by its focus on *meaning* and the higher level structures of the mind. Neuro-Semantics is dedicated to the discovery of empowering frames for truly running our own brains at all of its levels.

The design of Neuro-Semantics is to facilitate your full self-actualization so that you can make real and actual what you have as latent potential within. Our newest set of websites, trainings, and books focus on making self-actualization explicit in terms of the *how*.

Audio, Video and DVD Products

Tom Welch is the official recorder of Neuro-Semantic trainings.

For audio and video products, see the website—

www.nlp-video.com

www.ns-video.com

NLP Video Productions

twelch@nlp-video.com

META-STATES BOOKS

Meta-States Overview

- Secrets of Personal Mastery (1999)
- Meta-States: Managing the Higher Levels of Your Mind (2000)
- Dragon Slaying (2000)
- Neuro-Semantics: Actualizing Meaning and Performance (2011)

— *Frame Game Books* —

- Winning the Inner Game (2006)
- Games Fit and Slim People Play (2001)
- Games for Mastering Fear (2002)
- Games Business Experts Play (2002)
- Games Great Lovers Play (2003)

- Meta-States Magic (2003) (spiral book)
- Matrix Model (2002)
- States of Equilibrium (John Burton)

“If you haven’t heard of Dr. L. Michael Hall, where have you been? He is the most prolific writer in the field of NLP today, with more than two-dozen books on NLP, as well as hundreds of articles in International NLP Journals. He developed the *Meta-States model* which formed the foundation of *Frame Games* workshop series. . . . Hall has significantly advanced the popularity of NLP and expanded upon its theory.”

Judith Pearson, Ph.D.

Review of *NLP: Going Meta*

Anchor Point, August 2002

META-STATES OVERVIEW

Meta-States was discovered during a modeling project on *resilience* and from that the field of *Neuro-Semantics* developed. When we build up states-about-states, our meta-level frames create higher and more stable states. We call these our “attitudes,” beliefs, and belief systems. Alfred Korzybski (*Science and Sanity*) emphasized this in his descriptions of “consciousness of consciousness” and his multiple-ordered levels of abstraction. Gregory Bateson spoke of it as the meta-function and the meta-levels of mind. After Michael Hall formulated the Meta-States model in 1994, many patterns soon began to emerge as well as the understanding that meta-stating is central to all of the powerful NLP technologies—it explains the “magic.”

Meta-States first appeared as a paper that the International NLP Trainers Association awarded as the most significant contribution to NLP in 1995. The first book, *Meta-States*, appeared in that same year. It was soon applied as a workshop for personal development (*Dragon Slaying*, 1996). From there *Meta-States* became a training workshop and began to tour the USA and the UK. Within another year, *Meta-States* was applied to conversational reframing (*Mind-Lines*, 1997), time-line processes (*Time-Lining*, 1997) and Meta-Programs (*Figuring Out People*).

Today the most readable expression of Meta-States is *Secrets of Personal Mastery* (2000) which offers the basic patterns and the content of the 3-Day introduction Training called **APG**—*Accessing Personal Genius*.

Frame Games came along to repackage NLP and Neuro-Semantics without the jargon. While the intent with *Frame Games* was simply to offer a user-friendly version of Meta-States, instead it opened up even newer avenues for the development of Neuro-Semantics. Today “Frame Games” is now published under the title— *Winning the Inner Game*.

“The *International NLP Trainers Association* (INLPTA) awards Michael Hall for his development of the Meta-States Model, for the most significant contribution to NLP, 1994-1995.”

Dr. Wyatt Woodsmall

SECRETS OF PERSONAL MASTERY

Advanced Techniques for Accessing Your Higher Levels of Consciousness

L. Michael Hall, Ph.D. Crown House Publishing, Paperback (224 pages), \$25.

Design: *Secrets of Personal Mastery* takes you on a journey into the patterns that we use to introduce the Meta-States model in the 3-day APG training (*Accessing Personal Genius*). The design is to give you an experience of the power of Meta-States for finding and creating executive states of mind. This allows you to get to your “boss” and to take control of your states and experiences.

Benefits: *Secrets of Personal Mastery* enables you to access your executive levels and take charge of your mental-emotional programming. Use it to develop the higher frames of mind that will enable you to control your states, take effective action, access your personal genius, and be at your best. *Secrets* treats *mind* as an emergent process of our entire mind-body-emotion system and leads to one of the secrets:

It’s not *what* you think that controls your destiny and experiences, but *how* you think—*your frames of mind*.

To achieve personal mastery, this book coaches you through various thought experiments that work with and upon your “executive” powers. As you engage these processes, you enter into the higher management of your own mind at all its levels. This prepares you for the ultimate development of excellence—*accessing your personal genius*. Ready for a journey? Ready to explore the higher structures that organize and govern the very basis of your life? Good.

Secrets of Personal Mastery takes you through a course that accesses and allows you to re-structure your—

- mind and emotions
- self-sabotaging frames
- innate genius for personal and interpersonal development
- passion for the excellence of expertise
- languaging for empowering semantic states
- mind-muscle connection for greater congruency

Style: *Secrets of Personal Mastery* is an introductory book to Meta-States. It is written with little of the specialized terminology and jargon of the Meta-States model as it applies Meta-States to the subject of mastery.

“Incredible, inspiring, and revealing. Buy this book.”

Rob McCarter, MS, LPC, NCC

META-STATES

Managing the Higher Levels of Your Mind

L. Michael Hall, Ph.D.

*** The new 2008 edition is planned to be available in July, 2008. We are presently planning for it to be a hardback book. Call or contact us for pricing in June or July of 2008. ***

Description: The first and original edition was written in 1994 and that book launched the third meta-domain of NLP—the Meta-States Model which later led to the launching of the field of Neuro-Semantics. In 2000, the book was completely revised to make corrections and to expand the model.

In the brand new 2008 expanded edition of *Meta-States*, the book has been completely revised and re-designed to present Meta-States indepth as a model of self-reflexive consciousness. As an expression of the cognitive-behavioral sciences, *Meta-States* describes how our mind-body-emotion states interact and manifest in our everyday experiences. Meta-States works with a the most unique feature of human consciousness—*self-reflexive consciousness* and models how this feedback process involving how our meta-jumping thoughts and feelings continually generate states-*about*-states, or meta-states.

In *Meta-States* discover:

- How the *Meta-States Model* takes NLP to the next level by tracking the meta-level jumps in the feedback loops.
- How primary states differ from *meta-states* and *gestalt* states.
- Mind *reflects back* onto itself to create the higher matrix of frames and frames embedded within frames.
- Dozens of “logical levels” govern our experiences as a *meta-class of life*.
- How our neuro-semantic states creates the Matrix of our mind.
- Meta-stating processes create richer textures in our everyday experiences and to model the more complex states.
- How *Meta-States* offers an unified field theory for NLP.
- How *Meta-States* leads to advanced modeling (*NLP Going Meta*).
- Meta-Levels advances modeling excellence in creating gestalt states such as

“In Meta-States, a seemingly complex theory actually provides simple techniques for producing effective results. The model gives one the processes of the for increasing personal effectiveness.”

Hugh Yamashiro
Japan

- proactivity, forgiveness, self-esteeming, and much more.
• How the magic of NLP continues with Meta-States.

Discover the original book that took NLP to a meta-level and forever changed the face and future of NLP.

Style and Audience: An indepth and academic oriented presentation of the Meta-States Model. Especially designed for trainers, teachers, modelers, university professors, coaches.

“This is fantastic, well-grounded in research, and rich and coherent theoretically. I definitely think that *Meta-States* training represents a breakthrough in psychology.”

Omar Salom

Columbia, Mexico

Psychologist, Meta-Coach, Neuro-Semantic Trainer

NEURO-SEMANTICS

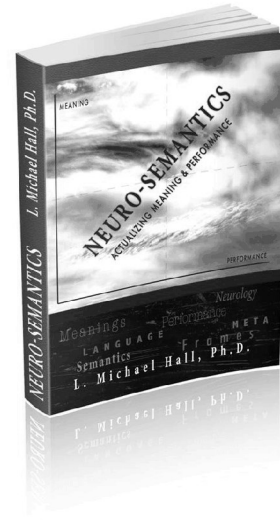
Actualizing Meaning and Performance

300 pages. Soft cover \$25 — Hardback \$35

2011

What is Neuro-Semantics? Are you ready to discover what *it* is? Here in this book you will explore the key models that govern this interdisciplinary field. Here you can experience many of the essential patterns for using Neuro-Semantics to actualize your highest meanings (values, visions, beliefs) into your best performances (competencies and actions).

Neuro-Semantics, as the field that today is continuing the work of Abraham Maslow and the first Human Potential Movement, is articulating the principal processes for facilitating the self-actualizing life in the new Human Potential Movement—*Neuro-Semantics*. Neuro-Semantics is also taking NLP to a whole new level as an ethical profession.



In this first definitive work on Neuro-Semantics, Dr. Hall introduces you first to the Dimension of Meaning and then to the Performance of Meaning so that you will be enabled to think and communicate like a fully competent Neuro-Semanticist.

To be a Neuro-Semanticist and Actualize your highest Meanings into your best Performances — you have to take the Red Pill! To fully enter Neuro-Semantics you have to take “the red pill” and experience the shocking discovery that there’s no meaning: *“There is no spoon. Do not think that the spoon bends, it is you who bend.”*

You are the one who creates the meanings. Meaning is an inside-out creation that occurs as you think, emote, reason, communicate, and learn. You are the meaning-maker who uses your neurology to create the semantics that make up your sense of reality. You are a neuro-semantic being.

Now discover what that means— now become a competent Neuro-Semanticist—the One who can change and transform your personal Matrix of frames through a highly developed mindfulness. Now step up to a higher level of consciousness by developing meta-states of choice, resilience, optimism, entrepreneurship, etc. and actualize your highest and best.

DRAGON SLAYING

Dragons to Princes (2nd ed., 2000)

L. Michael Hall, Ph.D. NSP. Paperback, 300 pages, \$25

Description: *Dragon Slaying* presents *Meta-States* in an easy to understand way for personal development and therapy. This book primarily addresses the negative kind of states of mind and emotion by which we turn our psychic energies against ourselves to thereby create “dragon” states. If you have any kind of *dragon state* to be tamed, slayed, or transformed, read this book for the necessary tools and skills. *Dragon Slaying* applies Meta-States to psychotherapy and to the complex but hurtful, even toxic states that we create for ourselves when we turn our thoughts and feelings against ourselves. In learning the art of *Dancing with Dragons*, you will be able to discern when to tame a dragon, when to transform a dragon, and when to slay a dragon.

The *magic* of using NLP and Meta-States occurs by learning to make the meta-move and recognizing the *structure* of your states and experiences. That’s the heart of Meta-States—how you layer level upon level of thoughts, feelings, memories, imaginations and sometimes create both states that serve you very well and those that do not serve you well.

Discover how to use the Meta-State model to understand experiences—how we create them, and what we can do about them. *Meta-States* enables you to appreciate your *psycho-logical levels of thought*. Discover how self-reflexivity enables us to simply follow the flow of thought as it *reflects* back onto itself as we think about our previous thinking.

- Identify dragon states—where you have turned negative thoughts and feelings against yourself.
- Discover how to tame the negative energies at the primary level and learn to ride those powerful energies so that they serve you.
- Develop the skills for recognizing the linguistic cues of dragon states.
- Discover how to use the dragon slaying sword of the Meta-Model to slay those dragons that are toxic and unhealthy.
- Transform your states of mind into those that bring out your best and enable you to access the higher states of self-esteem, resilience, proactivity, and genius.

“The Meta-States Model could end up becoming known as the model that ate NLP.”

Dr. Graham Dawes, NLP Trainer

London

Review of *Dragon Slaying*, Rapport, 1997

WINNING THE INNER GAME

(the previous title— *Frame Games*)

L. Michael Hall, Ph.D. NSP Paperback, 2007, 230 pages, \$25

If there is only one book to read in the field of Neuro-Semantics— read Winning the Inner Game!

Six years after the Meta-States revolution began, *Frame Games* appeared as a user-friendly version of Meta-States. *Frame Games* simplifies many of the complexities in the cognitive behavioral sciences as it addresses the structure of meaning that form the games we play. Yet it goes further. It describes the games that we *get* to play when we know how to control the higher levels of our mind.

Eric Berne started a revolution in the fields of psychology and self-development with *Games People Play* (1964). Yet his psychoanalytic games were all negative and destructive. Not so with *Frame Games*. You now get to play games that make life more fun and productive. In *Frame Games* a *game* refers to all of the behaviors, actions, roles, rituals, even feelings that you engage in. Every mood, attitude, behavior, skill, role, ritual, etc. that you experience is a “game.”

Because your games are determined by your mental and emotional frames, there is rhyme and reason to your games. Every game comes from and expresses some higher frame of reference and frame of meaning in your head. Frames are your ideas, thoughts, beliefs, understandings, decisions, values, models, paradigms, definitions, learnings, etc. All of us always play from some *frame of mind*.

All of life is a game—played inside of frames within frames of frames. The games that your frames initiate direct your mind-body states (i.e., your very thinking, emoting, behaving, relating, etc.). This makes your *Frame Games* critically important. Your frame games govern and determine the very quality of your everyday experiences and life. Your frame games exercise an influence over you about the meaning of life and the way to play out that meaning in all of your every actions. As you discover the *Frame Game* secrets, you will become a *frame game* master and turbo-charge your persuasion skills.

With *Frame Games* you can now describe the games you play, the games you in every arena of life: health, wealth, business, personal, etc. *Frame Games* explains why you act the way you do, your thinking patterns, emotional habits, and the actions and interactions that make or break you. *Frame Games* goes beyond the old Transactional Analysis games to provide a user-friendly version of NLP and Neuro-Semantics.

- Access the right kind of mental frames that will put you in charge of your own states and emotions, that will increase your effectiveness, productivity, health,

- personal genius, etc.
- Discover that all of life is truly a game played within frames and frames-of-frames and learn how to detect, alter, and transform the Matrix of your mental frames and enter into an entirely new world of experience.
- Discover that the way to personal mastery is through the higher levels of mind.
- Develop skill in recognizing the games. Practice *Frame Game Analysis*, power up to refuse old games and play the intentionality game that allows you to take an intentional stance in life.

The New 2006 Edition ———> Winning the Inner Game

When you discover how the inner game operates and how to successfully play it, you'll have the outer game of peak performance in the palm of your hand. Fail to do that and you'll keep buying more self-development books trying to understand *the Game of Life* and how to succeed in all of its dimensions, yet missing the leverage point.

Winning the Inner Game opens up a whole new dimension of life.

It opens up all of multiple layers of frames that make up your belief *systems* and reveal the Matrix. And, it is in the construct of the Matrix that you create the inner game, its rules, and governing frames of life. Experiencing these dimensions of mind and emotion, time and space, meaning and performance will enable you to master your Matrix.

Winning the Inner Game is like taking the Red Pill, escaping your current Matrix, and then re-entering the Matrix of your frames to change it from the inside.

Because our *inner* and the *outer* games are our construct of frames, to win at these *frame games* you only need to discover the games, develop framing skills, learn to change them, and alter the rules. Then you'll win at the games that you want to play. *Winning the Inner Game* will forever change the way you look yourself, others, work, the world, and your future.

“The field of Neuro-Semantics has focused on making NLP conscious; it puts the theory and theoretical foundations ‘on the table.’ I love how Meta-States goes right for a person’s highest frames—those that govern motivation and life.”

Joe Peoples
Business Consultant/ Coach

Game Book #1:

GAMES FIT AND SLIM PEOPLE PLAY

Winning the Game of Being Slim and Fit (2001)

L. Michael Hall, Ph.D., Neuro-Semantics Publications, Paperback, 238 pages, \$25

Description: Based on the *Frame Games* model, this book exclusively targets the subject of weight management, fitness, slimming, and exercise. The unique perspective here is the fuller story regarding our relationship to food (eating) and movement (exercise). Discover *the rules* behind the *games* that you play. Explore how to manage weight, body shape and size by naming your games, identifying the rules of the game, the players, how to score, what makes a win, etc.

- Distinguish healthy versus toxic food and eating games
- Quality control the games you play to make sure that they are healthy.
- Reject, and refuse to be recruited to, unproductive games.
- Use the framing tools to create new games that are empowering.

Games Fit and Slim People Play offers a new and exciting way to look at how you think, feel, perceive, talk, and act as you go about the day to day business of eating and exercising, living in your body, and getting yourself to do the things necessary for health and fitness. It focuses on developing the mind set about food, self, others, eating, exercising, etc. that best enables you to win the inner game.

In every facet of life, we play games based on our *frames*. We learn many of these games with food and exercise in our original home environment. Instead of thinking of food as just food and as fuel for your vitality and stamina, we think of it in other terms: reward, comfort, love, security, stress relief, etc. *We psycho-eat*. We eat food and stuff our bodies with the wrong kinds of food in a search for various *psychological feelings*. The frame governs the game that creates yo-yo dieting.

The good news is that as you *learned* to play such games, you can learn to play other games—new, empowering games that support your health, looks, shape, size, energy, vitality, etc. Learn to say “*No!*” to the games that do not enhance your life and “*Yes!*” to the games that do empower you. You can learn to detect and refuse to be recruited to the destructive games that sabotage your effectiveness.

The difference between people who do not manage their weight and fitness well and those who do ultimately involves *the frames of mind* that govern the games we play. *Experts* at weight management excel at playing a different set of games around eating and exercising. This book identifies those games and how to play them. Discover the missing ingredient that makes the dieting game itself toxic and only set one up for “Yo-Yo Dieting.” It doesn’t work. What works is changing your frames so thoroughly that you learn to play and entirely new and more enhancing game.

Game Book #2:

GAMES FOR MASTERING FEAR

L. Michael Hall, Ph.D. and Bobby G. Bodenhamer, D.Min. (2001)
Neuro-Semantic Publications, paperback, 250 pages, \$20.

Description: *Fear* stops so many people from finding their passion and following that passion in their professional careers and personal lives. Why? Because they let *fear* have the last word. Because they take the wrong counsel from fear. Because they have not learned how to master fear. Because they have not won the inner game regarding the emotion of fear. But now you can.

- What emotional games do you play when it comes to threatening, new, different, or risky things?
- What games do people and situations recruit you to play that induces you into fearful states?
- Are you more likely to play games of fear than games of courage, curiosity, and risk taking?
- Are you ready to master any and every fear, whether appropriate or inappropriate?

Discover the tools you need for taking charge of your life, your emotions, your choices, and your fears in *Games For Mastering Fear*. The *fear mastery games* in this book are based on the Meta-States model. The second book in the *Frame Games* series, this book provides a user-friendly version of a new cutting-edge psychology. Read this book to win your inner game with fear and so “run your own brain.”

Whether you play *fear games* that scare the daylight out of you and keep you in terror, or *anxiety games* that keep you constricting your world, or *courage and passion games* that allow you to go after your dreams—you are playing the games that make up the quality of your life. All games have one thing in common—your games are governed by your frames. Change the frames and the games change.

Style and Language: Written for the general reader.

“*Meta-States* provides a clear and useful presentation of insights into human nature and how to promote change.”

John Burton, Ed.D.

“This material can spare people years of useless, expensive effort with traditional therapeutic modalities.”

Craig Johnson

Game Book #3:

GAMES BUSINESS EXPERTS PLAY

Winning at the Game of Business (2001)

L. Michael Hall, Ph.D., Crown House Books, hardback, 285 pages, \$39

Description: The unique perspective of this book is how it looks at business as a “game.” By doing so, it explores the business excellence from the standpoint of the name of the game, the rules of the game, the players, how to score, what makes a win, etc. Distinguishing healthy versus toxic games enables you to quality controlling the games you play, give you the power and focus to reject toxic games, and to refuse recruitment to unproductive games. It puts into your hands the skills for creating new empowering games.

Why view behaviors and conversations as “games?” Because that’s what we *do*, as inveterate game players, we play verbal, behavioral, and mental games in every facet of life. This is especially true for the context of business.

Yet these *games* spring from the *frames* we set. In business, we enter into games already underway which we then learn to play. Some of the frame games empower you to use your mental and emotional powers efficiently, other frame games undermine you, sabotage your effectiveness, and poison your state of mind. So first recognize the games, develop the power to refuse the toxic ones, and then step up to create the more enhancing ones.

Experts excel at their games and attain excellence because of the game they play, how they play, their frame of mind. Modeling their games enables us to replicate their expertise.

- *Expert Business Games.* To get expert results, you have to replicate the way the experts think and act. How do experts play their successful business games? What games do they play? Discover how the winning game of the business experts. Discover their frames of mind. Adopt that thinking. Say “No!” to zero-sum games. Invent new games to bring out your best.
- *Game Detection Skills.* Discover the art of how to detect frame games and to operate more mindfully in what you do.
- *Transformation Secrets.* Learn how games recruit you, how to refuse them, how to invite others to play healthier games, etc. Discover the secrets for managing change.
- *Quality Control Secrets.* Learn how to run quality control processes on your mental and relational games so that you can catch sick games early.
- *Game Analysis.* Use an analysis process for checking out the games that others seek to recruit you to and which you may unknowingly fall into playing.

Games Business Experts Play focuses first on the presence of frame games, then on the frames that set us up to play these games. Learn the art of *actually catching a game in action* and from there to how *to change a game*.

- Practical insight about why you do the things you do in business.
- Practical ability to quality control your games.
- Develop true empowerment and ability in challenging and changing old toxic games that undermine success.
- Take control of the higher levels of mind that determine the games, their rules, and how to play.
- Instantly recognize the games people invite you to play.
- Develop effective skills in playing Win/Win games.
- Insight about people, where they are “coming from” (the games they want to play) and how to effectively leverage them to develop greater rapport.
- Install empowering attitudes for playing.
- Become clear and focused on the games that you want to play.
- Quickly analyze any game for understanding and reading people.

“Dr. Hall masterfully explains, demonstrates, and models *Meta-States* so that from newcomers to masters in this field, people effectively learn to use the model to make a difference in life.”

William P. Glaros, DDS

“The new technology of *Meta-States* is the most powerful strategy for change, self-improvement, and motivation since NLP. *Meta-States* gives the key to unlock the potential of our minds.”

Sterling Harris, Media Consultant, Wash. DC

Audio, Video and DVD Products

Tom Welch is the official recorder of Neuro-Semantic trainings. For audio and video products, see the website —

www.nlp-video.com

www.ns-video.com

NLP Video Productions
P.O. Box 651
Asheville, NC. 28816

(443) 392- 8384
twelch@nlp-video.com

Game Book #4:

GAMES GREAT LOVERS PLAY

Mastering the Game of Love (2004)

L. Michael Hall, Ph.D., NS Publications, 271 pages, \$25

Description: Who are the *great lovers*? What are they like? For beginners, *Great Lovers* are great listeners and connectors. They extend themselves for others. They support, “ring your bells,” work through conflicts, seek first to understand, and rise above their moods to base the bonding on more than just mere emotion.



L. Michael Hall Ph.D.

Would you like to get to the Heart of Love?
Click Here :-)

The bottom line - Love is about your *frame of mind*. It's your mental and emotional frames that determine your thoughts and feelings of love, about love and loving, and about all of the facets that affect love—differences, bonding, connection, communicating, conflicting, forgiving, caring, listening, playing, and pleasuring.

Do you have the frames of mind and meanings that enable you to operate out of a rich and loving Matrix? Would you like to? You can. *Games Great Lovers Play* will expose the old games that don't work and invite you into some new that will powerfully enhance your loving. Your lover will love you for it!

Based on the revolutionary *frame Games Model* (Winning the Inner Game, 2007), this book applies the frame model to relationships and especially to your most intimate and loving of relationships and especially to your most intimate and loving of relationships. The design? So you can transform your inner game of frames for a brand new performance in your outer game of love.

NSP
New Games
Publications
www.newgames.com



- What are the games that those who know how to truly *love* play?
- What frames of mind do they come from?
- How can we become *great lovers* in all areas: seductive and sexual, committed and bonding, playful and charming, loyal and faithful?
- What games allow us to bond in a satisfying and lasting way?
- What games enable us to work through challenges and to “fight” in a way that supports each person?
- What games enable us to have fun and pleasure in everyday activities?
- Are you ready to play the Love Game?
- Are you ready to enrich your personal relationships?

Love is ultimately about your frames of mind. Your mental and emotional frames determine your thoughts-and-feelings of love, about love and loving, and about all of the facets that affect love—differences, bonding, connecting, communicating, conflicting, forgiving, caring, listening, playing, and pleasuring. Do you have the frames of mind and meaning that enable you to operate out of a rich and loving Matrix? *Games Great Lovers Play* exposes the old games that don't work and invite you into some new that will powerfully enhance your loving. Your lover will love you for it!

Style and Audience: Readable for the general reader, no NLP knowledge required.

“What Dr. Michael Hall is presenting is truly a new area of NLP that solidly integrates with the rest of NLP; it brings a completeness to NLP that’s greatly needed.”

Tommy Belk, MA, M.Div. LPC

META-STATE MAGIC

Incantations for New and Higher Frames of Mind (2002)

L. Michael Hall, Ph.D., NSP. spiral book, 280 pages, \$35

Description: For the three years from 1997 through 1999, L. Michael Hall wrote and published *the Meta-States Journal*. In that monthly journal, he wrote extensive descriptions of many of the patterns and processes that have become the basic Meta-State patterns.

Meta-States Magic offers many of the Neuro-Semantic patterns which have evolved over the years. Here you will find full length descriptions of meta-stating patterns: personal genius, pleasuring, understanding, boredom, creativity, courage, healthy vitality, fallibility, resolution, metaphors, personality, etc. There is the Mind-Backtracking pattern, the Meta-State Dance, the Miracle Pattern, and the original spinning icons pattern, “synthesizing generalizations.”

In *Magic* there are also many short pieces which are included in the section, “They’re Everywhere! They’re Everywhere!” There are also numerous book reviews which highlight meta-state structures. Reading *Meta-State Magic* will give you an appreciation of the development of the model and its applications.

Style and Audience: While this is an advance work in Meta-States, it is recommended also for anyone seeking to learn about Meta-States. This is especially recommended for anyone training the Meta-States model.

NEURO-SEMANTIC TRAININGS

“Reading Michael’s many books is not enough to give you the feeling of warmth, passion, and energy which enriches his trainings. The real way to understand the significance of Meta-States and experience NLP from a whole new perspective is to attend his trainings. Michael’s modeling of Grinder’s prerequisites of genius is extremely valuable.”

Dr. Richard Bolstead
NLP Trainer and Author
New Zealand NLP

For a schedule of trainings in Neuro-Semantics, see the websites —

www.neuro-semantics-trainings.com

www.meta-coaching.org

THE MATRIX MODEL

The 7 Matrices of Neuro-Semantics (2003)

L. Michael Hall, Ph.D., NSP, paperback, 420 pages, \$25

"In my opinion the Matrix Model is a landmark in the field of NLP and Neuro-Semantics."

Judith Pearson, Ph.D.

"This is the most revolutionary model since NLP and Meta-States! And this book organizes all of NLP and Neuro-Semantics into one very practical model. The Matrix Model gives you a diagnostic tool for analyzing problems and selecting NLP and Neuro-Semantic patterns. There is nothing like this anywhere in NLP literature."

Bob G. Bodenhamer, D.Min.

Description: Given that a "matrix" is literally a "womb," a place where things are born, the Matrix Model offers several metaphors for thinking about and working with the way we humans give birth to meaning. *The Matrix Model* begins where *Frame Games*, *Meta-States*, and *Secrets of Personal Mastery* end as it maps out how we construct meaning at various levels of our mind and then live inside of that matrix of meaning.

Also, playing off of the Sci-Fi movie by the same name, *The Matrix Model* describes the bio-computer world that we generate through the mapping of reality via our representations and layers of frames. So, are you ready to wake up to the Matrix of frames within which you were born? Are you ready to take charge of your mental-emotional matrices that governs how you see things, how you feel, and your skills?

If so, then *The Matrix Model* tells the story of how we all carry around frames of mind that we map from experiences and ideas. It describes the mental-and-emotional frames that govern our lives. Are you ready to take the red pill and enter training to become the master of your own Matrix? Then take the next step to Neuro-Semantic mastery by taking charge of your mind, states, health, relationship ... and life.

The Matrix Model also is a systemic model that unifies all of the models, theories, and patterns in NLP and Neuro-Semantics. As such it is an excellent tool for modeling. It is a unique combination of Cognitive-Behavioral and Development Psychologies.

Style and Audience: This is an advanced work that presupposes a lot of knowledge of NLP and Neuro-Semantics. It is for modelers, trainers, Meta-Coaches.

STATES OF EQUILIBRIUM

John Burton, Ed.D. (2000)

Crown House Publ. Hardback. 235 pages, \$37.50

Description: With his background in Developmental Psychology, John Burton in this book uses the Meta-States model to write a book that integrates, in a most extensive way, the best of Piaget, drive theory, Kohlberg, Maslow, Rogers, Skinner, Erickson, Jung, and Cognitive-Behavioral therapy. The result is that he has created one of the most extensive descriptions and applications of Meta-States as applied to personality, therapy, and change. This is the most extensive presentation of Meta-States outside of anything that L. Michael Hall has written. And it offers numerous new applications of Meta-States, applications *new* to Dr. Hall.

States of Equilibrium is also a must read for those in the field of coaching. If you work to facilitate bringing out the best in people, you'll want to understand the full range of responses that can occur in people as they seek states of equilibrium. If you are interested in balance, focus, mental and emotional health, emotional intelligence, running your own brain, eliminating stuck and limited states, getting on top of anything internal that might sabotage you, then *States of Equilibrium* is an excellent choice.

This book is a must read for therapists and coaches. In many ways it makes an excellent follow-up to *The Structure of Personality: Personality Ordering and Disordering with NLP and Neuro-Semantics* (2000). John has filled the book with case studies and lots of practical suggestions. Therapists will find fascinating descriptions and case studies around addiction, learning dysfunctions, obsessive-compulsive states, depression, fight/flight responses, anxiety, fear, and much, much more. And John's analysis of fear is absolutely brilliant.

If you are interested in balance, focus, mental and emotional health, emotional intelligence, running your own brain, eliminating stuck and limited states, getting on top of anything internal that might sabotage you, these are the themes of this book.

Style and Audience: This is a very readable book for an NLP audience, especially for therapists and coaches, for anyone interested in Developmental psychology, in Meta-States, and in personal development.

NEURO-LINGUISTIC PROGRAMMING BOOKS

The following are NLP Books, or to be more precise, *Neuro-Semantic NLP* books.

- MovieMind
- Sourcebook of Magic, Volume I
- Sourcebook of Magic, Volume II
- User's Manual of the Brain, Volume I (Practitioner)
- User's Manual of the Brain, Volume II (Master Practitioner)
- Time-Lining (Adventures in Time)
- The Spirit of NLP
- Mind-Lines: Lines for Changing Minds
- Figuring Out People
- Meta-Detective Game
- Communication Magic — The Updated Meta-Model
- Sub-Modalities Going Meta
- NLP Going Meta — Modeling
- Becoming More Ferocious as a Presenter
- The Structure of Personality: NLP and Personality Disorders
- Innovations in NLP, Volume I

Application Books

- Inside-Out Wealth — Wealth Creation
- Instant Relaxation — De-Stressing with NLP and Yoga
- Defusing Hotheads
- Propulsion Systems
- The Bateson Report
- Persuasion Engineering Simplified
- Patterns for Renewing the Mind
- Linguaging

MOVIEMIND

Directing the Theater of Your Mind (2003)

L. Michael Hall, Ph.D. NSP. paperback, 200 pages, \$20

Description: *Your mind is like a Movie . . .* on your internal big screen you flash snapshots of sights, images, and scenarios and you also play snippets of movie sequences and sometimes even some full-length epic features. You do it all in that private entertainment center of your “mind.” This is how you “think” and “learn” . . . as well as (and this is the scary part) “reason.”

*NLP without
the jargon!*

What happens when you close your eyes or just de-focus them, and “think” about things? What movies play out on the theater of your mind? Horror movies that would make Stephen King shake with fright? Sex movies to rival porn? Adventure movies! Sci-Fi flicks that would make Stephen Spielberg jealous? Love and romance movies? Documentaries? News reels? Drama? Soap operas? Police and detective cinemas? Cowboy movies? The range of movies goes on and on.

Whatever plays *governs* your states, emotions, feelings, behaviors, skills, world-views, perceptions, health, and life. Whatever plays governs what’s on your mind. Yet the higher levels of your mind determine even more important things, e.g., *why* you watch what you watch. You can even step back from the movies to take control of the productions, edit and direct them as you choose. After all, it’s your brain.

MovieMind is the newest work in the field of the cognitive sciences. It offers a user-friendly application of the models and patterns that allow you to *run your own brain*. Of course, when you can do that, then you can *manage your own states* and *take charge of your own life*. In *MovieMind*, learn how to —

- Stop playing all B-rated movies in your head
- Film, create, and/or produce grand productions for your internal theater
- Take control of your movies as editor, director, and producer
- Quality control your movies
- Step in and out of the movies to enhance your own resourcefulness

If everything in your life from your success, health, wealth, relationships, everything results from the movies in your mind, the key is to know how to take charge of your *MovieMind*. When you wake up to your *MovieMind* and begin to take control of it—you can develop the skills for improving your thinking, reasoning, intelligence, communication skills, emotional intelligence, relationships, business success, health and fitness, and much more. It’s not a panacea. It is the way your mind works and how you can work much more effectively with your mind.

Style and Audience: For the general reader.

THE SOURCE BOOK OF MAGIC

NLP Incantations for Growth (1997)

L. Michael Hall & Barbara P. Belnap

Crown House Publications, paperback, 300 pages, \$29

- Are you ready for the wonder and magic of NLP?
- Would you like a single volume with an extensive list of NLP patterns that you can easily reference?

Description: *The Source Book of Magic* opens with a brief introduction to NLP and immediately launches into a collection of the central 77 NLP patterns by which you can perform all kinds of magic in the world of your mind and emotions. *Sourcebook* is a collection of the fundamental patterns of NLP to give you ready access to this field.

If 77 patterns seems overwhelming, relax. *Sourcebook* sorts out these patterns into a number of categories: Basic Patterns, Parts, Identity, Emotional States, Language, Thinking Patterns, Meanings and Semantics, and Strategies.

Beyond the patterns for NLP Magic, *Source Book* provides a section on “How to think Like a Magician” which deals with the idea of patterns, how to know what to do when, and much more. Within this single book you will have a wide range of patterns by which you can transform habits, emotions, personality, and much more. This will give an overview of the field, and a sense of where NLP is going.

Now for the first time, you have in one volume *all of the central NLP patterns*. This makes for an excellent gift for counselors, coaches, managers, and anyone who has a passion to run his or her own brain.

Style and audience: While *Sourcebook* introduces the specialized language of NLP, it does so in a highly readable way and so excellent for people new to this field.

“*Meta-States* provides a wonderful way to learn and explore some powerful tools for running your own brain. The strength of the processes lies in how it truly introduces us into a universe of possibilities from which we can choose to live.”

Cynthia Tuma, Teacher

SOURCE BOOK OF MAGIC

VOLUME II

Neuro-Semantic Patterns

L. Michael Hall, Ph.D.

Neuro-Semantic Publications, 2004, spiral, 330 pages, \$30

Description: Whereas the first Source Book of Magic contained 77 central NLP patterns, Volume II has more than 140 Neuro-Semantic patterns. Nowhere can you see the continual creativity of Neuro-Semantics as in this book. Here you will discover the wide range of applications that arise from the Meta-States Model.

Originally this book was written and designed for Neuro-Semantic and NLP trainers to collect in one volume all of the Neuro-Semantic patterns. Part one of the book describes the “foundation of magic” as used in NLP and Neuro-Semantics.

In Part two, there are the thirty-three “primes” for meta-stating with, nine patterns for slaying and taming dragons, twelve patterns for therapeutic excellence, eleven patterns for meta-stating “self,” eleven patterns for the “genius” state, ten patterns from the Living Genius Training, six patterns for interpersonal meta-stating, eight patterns for adventures in “time,” fifteen patterns for business success, fifteen patterns for coaching excellence, five patterns for systemic thinking, and then a section on linguistic meta-stating. This is a virtual encyclopedia of patterns that embrace the field of Neuro-Semantics.

Source Book of Magic, Volume II is an absolute treasure chest of patterns. You will have in hand all of the patterns used in *Accessing Personal Genius* and the *Living Genius* trainings. You will have in hand the patterns used in all of the *Frame Game series*— those for business applications, wealth creating, coaching, NLP Practitioner and Master Practitioner and much more.

Style and Audience: This is an advanced book that presupposes knowledge of NLP and Neuro-Semantics. Ideal for trainers and coaches.

USER'S MANUAL FOR THE BRAIN

The NLP Practitioner Course

Volume I (2000)

Bob Bodenhamer & L. Michael Hall

Crown House Publications, hardback, 397 pages, \$45

“Very readable and most practical,”

“Presents the heart and soul of NLP.”

Description: For the first twenty-five years of NLP, no one took the time or trouble to put the Practitioner training in NLP into a book. The only way a person could learn that information in those years was at a live training or by picking up bits and pieces in dozens of books. But in 2000, Bob Bodenhamer and L. Michael Hall changed all of that.

Taking what they had developed over the years of training NLP and from their own training with Bandler, James, Dilts, and others, they created the first (and only) textbook on NLP. *Users* presents the full content of NLP practitioner training. So as a textbook, *Users* is a massive volume that presents the heart of the Practitioner course.

To make this work exceptionally readable, *Users* includes such "text boxes" to emphasize key points, introductions in each chapter for the various domains of NLP, and discussion questions at the end of each chapter. Additionally, there is an extensive bibliography and glossary.

In *Users*, NLP is sequentially presented in that each section builds on the previous one leading the user to ever higher levels of expertise. With a mixture of presentation, example, thought experiments, case studies, outlines, metaphors, etc. the manual trains both conscious and unconscious minds for competence.

Finally, you will also find truly *cutting-edge material* here by L. Michael Hall. Included in this manual is the latest discovery that the so-called “sub-modalities” are actually meta-level frames or Meta-Modalities that set editorial frames on our representations. There is also some incorporation of the Meta-States model to explain the magic of NLP. Of the few NLP manuals available today, not a single one incorporates these newly identified facets.

Style and Audience: This book is written as a textbook and is above the general reader. It is designed for the person new to NLP as a complete introduction to the full NLP model.

USER'S MANUAL FOR THE BRAIN

The Master Practitioner Course

Volume II (2002)

L. Michael Hall and Bob Bodenhamer

Crown House Publication, hardback, 459 pages, \$55

Description: *User's Manual of the Brain*, Volume II is the NLP Master Practitioner course. Unlike many Master Prac. courses that presents NLP as it was in 1980 or 1985, this *Master Practitioner* is current and up-to-date with the newer developments in the field. It includes the newer models developed in Neuro-Semantics to provide some of the most cutting-edge materials and patterns in NLP today.

User's Manual – Volume II is unique also in that it presents a brand new systemic model of NLP based upon using the four meta-domains of NLP:

- The linguistic domain: Meta-Model of language
- The perceptual domain: Meta-Programs of perceptual filters
- The states and levels domain: The Meta-States model of reflexivity
- The editorial domain: Meta-Modalities or what has been called sub-modalities of the cinematic features that govern our mental movies.

As a systemic approach to NLP, *Users, Volume II* presents cutting edge material on systems, systems thinking, logical levels, and much more. The four meta-domains serves as a recursive model to pull together all of the pieces, patterns, models, and processes of NLP and sets it in a framework of for using such to redundantly look at the very structure of subjective experience.

Users, Volume II focuses pre-eminently on the theme of becoming *masterful* in using NLP. The focus on *mastery* is one of the key themes of this book, second only to *systemic thinking*. How does a person become truly masterful in a field? How long does it take? What are the steps and stages along the way? How do you know when you've become a master? If mastery a process, then what are its prerequisites? This book is a must for anybody and everybody who wants to stay up with the latest developments in the field of NLP and Neuro-Semantics.

Style and Audience: Advanced book for NLP Practitioners.

“This book is a jewel. Bob and Michael present a thorough, personable and easy to use comprehensive collection of what is the definitive Master Practitioner's training. I also appreciate that the authors add a much-needed dimension of ethics and values in the learning and application of the powers of NLP, making it more personal and purposeful.

John Burton, Ed.D.

LPC LPCS NLP Master Practitioner

MIND-LINES

Lines For Changing Minds (5TH edition, 2005)

L. Michael Hall & Bobby G. Bodenhamer

NSP, Paperback, 345 pages. \$25

**** Best Seller ****

Description: *Mind-Lines* continues to be *the* best seller of all Neuro-Semantic books. Now in its fifth edition, *Mind-Lines* demonstrates the practical use of the Meta-Model and Meta-State format for conversationally reframing so that you can transform meaning for quality communication and persuasion.

This playful book will enable you to recognize and use neuro-linguistic magic. The *Mind-Lines* model presents the linguistic patterns using the “logical” level system. L. Michael Hall rigorously reworked the old "Sleight of Mouth" patterns using the idea of levels and reflexivity from the Meta-States model to create an easy to remember model for reframing meaning. Using the psycho-logical levels, *Mind-Lines* sorts out “the structure of meaning and magic” to bring order and understanding to using the magic of language for influence, persuasion, in selling, negotiating, etc.

Learn how to language the magic of transformation that comes from meta-stating *meaning* itself. Discover how Meta-States show up linguistically as Mind-Lines. In this book, you will discover *the magic of conversational reframing* so that your very talk will become increasingly more persuasive.

Discover how to—

- Directionalize consciousness and send it in 7 different directions.
- Use 7 framing structures and 26 Mind-Line patterns to transform the meaning of excuses and complaints.
- Playfully run NLP magic in marvelous ways for fun and profit.
- Experience the magic of language to powerfully effect human experiences.
- Become a neuro-linguistic magician as you use word magic.
- Work effective with “the magic box” of meaning with everyone you meet.
- Use the Meta-Model distinctions to de-mystify experience, de-hypnotize old spells, and create new levels of precision and specificity in your communications.
- Use language hypnotically by outframing as you create powerful frames of meaning for yourself and others.

Style and Audience: This book is ideal for anyone who seeks to influence others and to change their minds— leaders, managers, coaches, trainers, sales people, parents, lovers. It is written in a playful style.

TIME-LINING

Adventures in Time

Advanced Patterns for Adventuring in Time

L. Michael Hall and Bobby G. Bodenhamer

Crown House Publ. paperback, 280 pages, \$25

Description: As human beings, we live in *time* in a way that no other creature does. *Time* is one of the primary matrices of our mind. As *temporal* creatures, we have to cope with time —with the past, present, future. With living in these time zones, with traveling back and forth through time, with sequencing our time, with getting lost in time, with managing our time, etc.

Co-founder of NLP, Richard Bandler, created the domain known as “time-lines” in NLP and from that have evolved a number of time-line patterns. In *Time-Lining* (also titled, *Adventures in Time*) discover how to use the metaphor of “time” and many of the basic NLP patterns of time-lines. *Time-Lining* is the first and only book published in the field of NLP on time-lines since the original 1988 Time-Line Therapy by Woodsmall and James.

This advanced book on time-lines offers many new ideas and time-line patterns. It introduces numerous new time-line patterns that integrates many of the valuable contributions of General Semantics with the NLP model. It also explores “time” from other perspectives than just using the metaphor of a “line.”

In *Time-Lining*, explore time as “a nominalization of a nominalization” which makes it a multi-ordinal term (Korzybski). Then, using the Meta-States model, Dr. Hall has modeled “time” to distinguish 16 different kinds of “time” thereby giving the NLP Practitioner a much broader understanding of this whole dimension of experience.

Style and Audience: This is an advanced book that requires NLP knowledge.

“This book is a must for anyone who wants to stay current in the field, and especially for those who work with time and Time-Lines.”

THE SPIRIT OF NLP

The Process, Meaning, and Criteria for Mastering NLP (1996/ 2000)

L. Michael Hall, Ph.D., Crown House Books, 297 pages, \$25

“A brilliant and outstanding contribution of new ideas in the domain of NLP—mastering its spirit (attitude) and methodology.”

- What is the very heart and spirit of NLP?
- What attitude created NLP in the first place?
- What kind of spirit does a person need to really work with NLP effectively and masterfully?

Description: *The Spirit of NLP* was written from the actual notes which L. Michael Hall took in Richard Bandler’s Master Practitioner training in 1989. Accordingly, this book represents a historically significant contribution to the field of NLP as it describes the trance-induction of a propulsion system that Richard Bandler thought important at that time. The book presents “the spirit” or attitude that enabled Bandler and John Grinder in creating NLP in the first place. This historically significant book takes the reader back to a time when NLP was still fresh and captures much of the spirit of Bandler as the genius behind the NLP model.

Discover many of the facets of Neuro-Linguistic Programming:

- What makes for mastery in NLP?
- How does one become a master of the skills?
- How does one develop the “Go for It!” passionate attitude that makes NLP work and that generates new patterns?

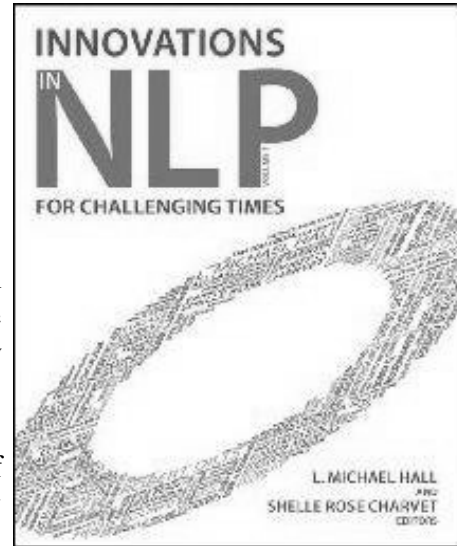
In *The Spirit of NLP* you will find presentations from the Master Practitioner training and chapters on a wide-range of topics from Trance, the Meta-Model, “Sleight of Mouth” patterns, Reading “sub-modalities” on the outside, Meta-Programs, and much more.

Style and audience: This book is obviously for an NLP Practitioner or a reader who is very well informed about the field of NLP. The book presupposes a lot of knowledge of NLP.

INNOVATIONS IN NLP

Volume I

L. Michael Hall, Ph.D.
Shelle Rose Charvet
Crown House Publications \$35



Shelle Rose Charvet and I designed this book on innovations in NLP to focus on a simple objective—create a book to bring together the key NLP innovations during the 1990s and 2000s. Nothing like this had ever been done before so when we started, we really didn't have a sense of what would happen. But we moved forward. Now you can explore the key innovations in the field during the 1990s and 2000s from 24 contributors in 17 chapters.

Having gotten the idea from the book *Third Generation NLP* by Robert Dilts and associates, we wanted to bring together, acknowledge, honor, and celebrate the key thinkers, developers, and innovators in the field of NLP. There was no thought about whether we agreed with or even liked the innovations. That wasn't our concern. Our concern was to acknowledge and highlight that influential people in the field were creating and innovating new models, patterns, applications, and communities. So in that sense, the question was not whether it fit or did not fit with our vision of NLP, but whether people who come from the NLP premises were offering new ideas of practical value. If they were, we should recognize what they have done.

Creativity differs from innovation and is actually the easy part. "Creativity is a dime a dozen" (Maslow). Innovation is much harder. Taking an idea and turning it into something practical, useful, and effective and then selling it to others so that it can be rolled out— that's an incredibly more challenging proposition. So the book is not about creative ideas in NLP, it's about actual innovations.

In planning and working on the book we were up against a 30-plus year trend— the trend that the field of NLP has not been very successful in cooperation, collaboration, synergy, or team work. This is as strange as it is sad. Strange because it grew from the roots of the first Human Potential Movement and the synergy that Maslow proclaimed and practiced with Rogers and many others. Strange because it grew out of family systems and gestalt and other expressions of working together. Yet sad because by failing to work together, the disease of raw and rugged individualism that destroyed the first Human Potential Movement continues its ravages today. *Innovations in NLP* moves away from all of that and boldly moves toward a new age of collaboration.

FIGURING OUT PEOPLE:

Reading People Using Meta-Programs (1997/ 2006)

L. Michael Hall & Bobby Bodenhamer (360 pages) \$30

Testimonies:

Figuring Out People is unique in several ways. It explains the origins of Meta-Programs and places them in the larger context of human growth and change; it provides in-depth discussion, and it contributes to the development and expansion of Meta-Programs—an outstanding contributions to an area which lies at the heart of NLP.

Wyatt Woodsmall, Ph.D.

This depth coverage of Meta-Programs is a must for your NLP library. It encapsulates everything that has ever been written, presented, and developed plus much more. I particularly like the motivating exercises that get you using what you learn—an excellent and truly comprehensive book.

Katrina Patterson

- Why do people think, feel, talk, and act the way they do?
- Are people predictable enough to be “figured out?”
- Can we use the meta-programs of NLP to diagnose and profile the patterns of attention and perception of people?

Description: All of us, at all times, work at trying to figure people out. Everyday we spend time mind-reading and second-guessing the people with whom we live, work, associate, negotiate, parent, and love. We guess at their intentions, motives, future actions, beliefs, and more. In this transformational book, discover the magic of meta-programs as perceptual lens and the power of figuring out where others are coming from. *Figuring Out People* takes the reader far beyond mere personality typing to recognizing and working with each person’s unique way of perceiving. Each meta-program provides another way in which we differ as well as a way to create meta-rapport for closer relationships and more indepth understanding and appreciation.

As a meta-domain of NLP, *Meta-Programs* describes how we sort for information and use perceptual filters. Recognizing and matching how a person processes information, what he or she sorts for, enables you to more effectively communicate, relate, motivate, etc.

Meta-Programs arise from meta-states. Learn how meta-programs are solidified meta-states that create a key operating system that governs how we run our brains. These sorting distinctions arise as meta-states coalesce from mind into body. Meta-Programs are meta-states that have moved from mind into muscle to become your

perceptual frames, the very way you “see” the world. This gives you a new way to think about the structure of personality—how we *do* behavior.

Figuring Out People provides an encyclopedia of information and puts at your fingertips the most exhaustive and cutting-edge work in the field of the Meta-Programs. Discover 60 ways you sort information. This is an essential tool for anyone who works with people, wants to diagnose how a person is functioning, etc.

- Learn how to effectively work with the meta-programs for enhancing relationships, business acumen, therapy competency, coaching skills, and much more.
- Discover how to profile people’s patterns for advanced modeling.

As an extra special offering —

THE META-PROGRAMS REPORT

There is a special *Report* on Meta-Programs on the website — www.neurosemantics.com

Click on Articles — then Advanced NLP articles

THE META-DETECTIVE GAME™

The Meta-Programs Board Game

Designed & Developed by L. Michael Hall; Artwork by Mark Hall, \$39
NSP

Before NLP and Neuro-Semantics, we said,

“People are so confusing! They are mysterious, strange, and unpredictable.
So how in the world are we supposed to ‘read’ another person?”

Then we discovered that there is form and structure to experience. Every human experience from selling, being motivated, writing, negotiating, developing new skills, falling loving, procrastinating, depressing, and learning has a structure. As a cognitive-behavioral science about communication, NLP revolutionized this predictability as it identified eye-accessing cues, linguistic patterns, and meta-programs.

Meta-programs—those predictable processes above and beyond our everyday processes that describe predictable patterns that we can actually learn to detect in others. Like the “glass half-full and glass half-empty” distinction, people learn to perceive, sort for, and pay attention to certain classes of information. Some want the big picture (global) and some want the specific details (specific); some match what you say for what’s the same (match) and others mismatch for differences (mismatch).

We now have over 60 meta-program distinctions that enables us to *read people* and recognize their information processing style. With that you can then create rapport more effectively, recognize patterns, predict responses, profile those best for a job or task, meet them at their model of the world, work at a meta-level when a person is stuck in one of these patterns, and much more.

But *how* do you learn 60 sets of critical distinctions? By rote memory? What fun is that? What if you could pick them up and make them part of your own expertise in pattern detection by *playing a game*? Now you can. If you are ready to learn to *detect* meta-programs in yourself and others then the entire aim of this board game is to invite you to have lots of fun in learning, detecting, and working with *meta-programs*. So are you ready for some fun?

The design is to allow you to recognize and work with meta-programs by detecting them in others and using them in yourself as you play the game. **Meta-Detective Game™** is the only Meta-Program Board Game and is based on the book *Figuring Out People*.

The Game comes with a board, Meta-Program cards, Activities Cards, dice, etc. and excellent for parties and trainings.

COMMUNICATION MAGIC

Exploring the Structure and Meaning of Language (2001)

Formerly entitled, *The Secrets of Magic* (1998)

L. Michael Hall, Ph.D. Crown House Pub., paperback, 333 pages, \$25

Description: It all began with *the Meta-Model*—that’s the source of the magic of NLP and the art of modeling the structure of experience. Now revisit that model and discover the changes that occurred in it during the first twenty-five years of NLP.

“Presented in an easy, flowing and *in a very readable style*, this book brings the Meta-model right up to date and expands it considerably from its original beginnings. Nobody who uses NLP in any of its forms can afford not to read this book.”

The astonishing discovery that Bandler and Grinder made in 1975 with their paradigm-shifting book, *The Structure of Magic Vol. I & II*, is that what seems like magic actually has structure. They showed that the “magic” was in the structure of the experience, that it was rule-governed, and therefore can be replicated. By examining the structure of three therapeutic experts (Satir, Perls, and Erickson) in their therapeutic “magic,” the Meta-Model of language was given birth.

25 years later *Communication Magic* takes a fresh look at the Meta-Model to update the original work of Bandler and Grinder. This book is about how language works in the human body (neurology) and mind (linguistics) to create the marvelous effects that it does. Discover the 9 new distinctions that Dr. Hall added to the Meta-Model from General Semantics and the Cognitive sciences. Learn also the Mind-Lines model as a way to use the distinctions conversationally to reframe meaning.

”The most compelling book on NLP I’ve ever read.”

“This update on the Meta-Model will update all of the previous books, making them obsolete. I consider this an absolutely essential book for anyone serious about NLP.”

Communication Magic revises, and substantially expands, the Meta-Model. Here Dr. Hall demonstrates how your life can be dramatically enriched by having complete control over how you communicate using language. In a clear and logical manner, he examines how language affects the mind-body system, how language can perform magic-like feats in the nervous system, and how this magic can empower us to take charge of our own lives.

Style and audience: Written at a level above the general reader, it is written for any student of communication, especially for NLP practitioners and trainers.

SUB-MODALITIES GOING META

Insider's Secrets about Sub-Modalities (2005)

(Previously titled, *The Structure of Excellence*, 1999)

L. Michael Hall and Bobby Bodenhamer, 2nd ed., 320 pages, \$25

Description: We make movies in our minds—that's how we “think.” Yet we do more, we *represent* the world as we see, hear, and sense it and put them within various *cinematic frames*. This endows our mental movies with certain qualities and properties, which, in turn, govern our responses, emotions, and skills.

NLP got it wrong. These cinematic frames are not “sub-modalities,” they are meta-level frames. The reason sub-modalities are powerful in effecting change is that they work symbolically and semantically at a higher logical level to representations. Instead of “going down” you have to go up, make a higher or meta move and then you will discover the true magic in what we used to call “sub-modalities.”

Sub-Modalities Going Meta is an advanced NLP book that uses Neuro-Semantics to continue the adventure of discovering the structure of experience and re-modeling NLP with the revolutionary Meta-States model.

- Discover the secrets of “sub-modalities and their *meta* nature.
- Discover the semantic nature of our cinematic frames.
- Discover how to powerfully use cinematic frames for transformation.
- Learn how to effectively use semantically loaded *meta-frames* (“sub-modalities”).
- Disconfirm limiting Beliefs and install empowering Beliefs.
- Set meta-frames for accelerating your learning and understanding.
- Marvel at the magic of structure in the relationship between cinematic features and meaning.

Style and audience: while the style for this book is readable, it is not for the general reader, but for someone well-versed in NLP.

Testimonies:

“A masterful piece ... a comprehensive collection of information and patterns about genius using “sub-modalities.” Great concepts and practical application.”

Dr. John Burton, author of *States of Equilibrium*

“I recommend this new masterpiece with pleasure. Over the years I found that many of the simple *sub-modality interventions* did not work. I learned to bypass this difficulty by massively supplementing them with language patterns. Now, for the first time, I understand what direction to aim my language in. *Sub-Modalities Going Meta* explains how sub-modality interventions actually cause meta-level shifts when they work, and how to use meta-states to make sub-modality interventions work by setting meta-frames. Any student of NLP who wants to really understand how to successfully structure remedial and generative patterns, as well as how to access and design powerful and compelling states, this book is *a must read*. You will also simply be amazed. So, open the book and let your journey begin!” Kenrick E. Cleveland, NLP Trainer

NLP: GOING META

Advanced Modeling Using Meta-Levels. (2nd ed. 2002)

L. Michael Hall, Ph.D., NS Publ., paperback, 392 pages, \$25

*This book is an absolute must
for anyone interested in developing or modeling experience.*

Description: *NLP is all about modeling*, it is about modeling the excellence of experts. This central focus of NLP gives it a positive focus on what works and how does it work. When we know that, then we can replicate that expertise in our own lives and in the lives of others.

The co-developers of NLP originated their first models in this way. They looked at the expert skills of three therapeutic wizards (Perls, Satir, and Erickson) and then used the tools from such disciplines as Linguistics, Cognitive Psychology (Miller's TOTE model), General Semantics, Cybernetics, etc. These were the first NLP models for modeling.

Today in NLP we have many models for modeling. We have the VAK representation system model, the Meta-Model, Meta-Programs, Strategy, the Experiential Array (Gordon), Neuro-logical levels (Dilts), and much more. The first formalized presentation of modeling in NLP was *NLP-Volume I* (1980).

NLP: Going Meta—Advanced Modeling Using Meta-Levels provides the next step in modeling as we go meta and utilize the distinctions that occur at meta-levels. You can think of this volume as NLP: Volume II. In it discover—

- The five kinds of *Why Questions* to get to meta-level structures.
- 12 “logical” level systems in NLP.
- Why "Neuro-Logical Levels" is not “logical” level system and how we can adjust it so that it is.
- The seminar contributions of three scholars about “logical levels” — Alfred Korzybski, Gregory Bateson, and Robert Dilts.
- The art of using meta-level patterns for outframing frames-of-reference in your modeling.
- How to elicit meta-level structures with greater ease.
- How to design engineer new strategies using meta-levels.
- Install empowering meta-states and frames and thereby set up self-organizing attractors in your personality.
- And much more.

Style and Audience: This is an advanced book for those interested in modeling the structure of experience. *NLP Volume I* is a good prerequisite before reading this one.

BECOMING MORE FEROCIOUS AS A PRESENTER

L. Michael Hall, Ph.D. (1997) NS Publ., spiral, 174 pages, \$25

- Would you like to be more ferocious in your presentations?
- Would you like to develop and expand your skills in presenting so that you can do so from your most optimal state?
- Would you like to know more about the Bandler approach to NLP Trainers Training?

Description: In 1989, Richard Bandler invited Michael Hall to “write the notes” on his 1990 NLP Trainers Training. Why Michael? Because he had written notes the Bandler’s Master Practitioner training which impressed Richard. Originally he did this as simply part of his own learning strategy. Today those notes make up the book, *The Spirit of NLP*.

Becoming More Ferocious as a Presenter is another historically significant book on par with *The Wild Days of NLP* in that it offers an inside look at Richard Bandler, the genius behind NLP. Based upon the actual notes that Hall wrote at that time, this book focuses on Bandler’s themes at that time. For years the notes sat dormant as the Bandler lawsuits came and went. From time to time, Dr. Hall expanded on those notes so that eventually this book on trainers training emerged in the form it has been in since 1997.

Within this book you will find the feel and spirit of Richard Bandler’s presentation style, the way he approached the training of trainers, and many of the ideas that he presented in those days when he still actually taught the content of NLP. In *Becoming More Ferocious as a Presenter* you will discover—

- The spirit of Bandler’s unique genius as applied to presenting and training
- Key facets involved in effective presenting
- How to manage your states as a presenter
- How to design trainings using NLP criteria for well-formedness
- How to handle audiences
- How to enrich your communication with meta-programs
- How to enrich your communication with hypnotic language
- How to design and use nested loops
- How to develop better platform skills
- And much more...

Style and Audience: This is an advanced book for those well-versed in NLP and especially for leaders and others linterested in training, presentation skills, and public speaking.

THE STRUCTURE OF PERSONALITY

Personality Ordering and Disordering Using NLP & Neuro-Semantics
L. Michael Hall, Bobby Bodenhamer, Richard Bolstad, Margot Hamblett
Crown House Publications, *hardback*, 474 pages, \$49

- *What* does NLP and Neuro-Semantics say about “personality?”
- Can NLP and Neuro-Semantics address or deal with the more serious personality problems?
- Can we actually change or transform “personality?”
- How can we identify the disordering processes and reorder personality?

Description: Thousands have used NLP to work with fears and phobias, negative emotional states, state management, goal planning, etc. But what about the more serious and complicated problems? What about pathological states?

The Structure of Personality begins by de-nominalizing the term “personality” to show that it is a process—something we *do*. Personality is not a thing, it describes our way of responding to the world. This academic book addresses the classifications and categories of the DSM-IV to de-label the dynamic structure we call “personality” and then shows how to use the four meta-domains of NLP to effectively work with personality disordering.

The Structure of Personality is a joint venture of four leading NLP trainers and therapists from the USA and New Zealand. It is a must for every clinician or practitioner of therapy, coaching, consulting, education, etc. Relying on the cognitive-behavioral psychology of the NLP and NS models, the authors apply the insights to the ordering and re-ordering of personality. Discover how to use the central NLP models (i.e., Meta-Model, Meta-Programs, Meta-States, Strategies, etc.) for effective work with clients in restructuring how they use their personality powers to create their style and identity.

The Structure of Personality has tremendous implications for anyone working with “personality” (therapists, coaches, parents, teachers, parents, etc.). It combines theory and pattern to show a practitioner how to think about using NLP and Neuro-Semantics in handling the complexity that arise in our thinking, emoting, valuing, coping, etc. The book uses numerous NLP models from Meta-Programs to Time-Lines, Values, Language, Meta-States, etc. and presents patterns for the transformation of personality. It is the structure of an experience provides us the keys for not only developmental change, but transformational change.

Style and audience: This academic book is designed for therapists, university professors and students, coaches, doctors, and anyone who needs to know more about personality disorders.

APPLICATION BOOKS

Application Books

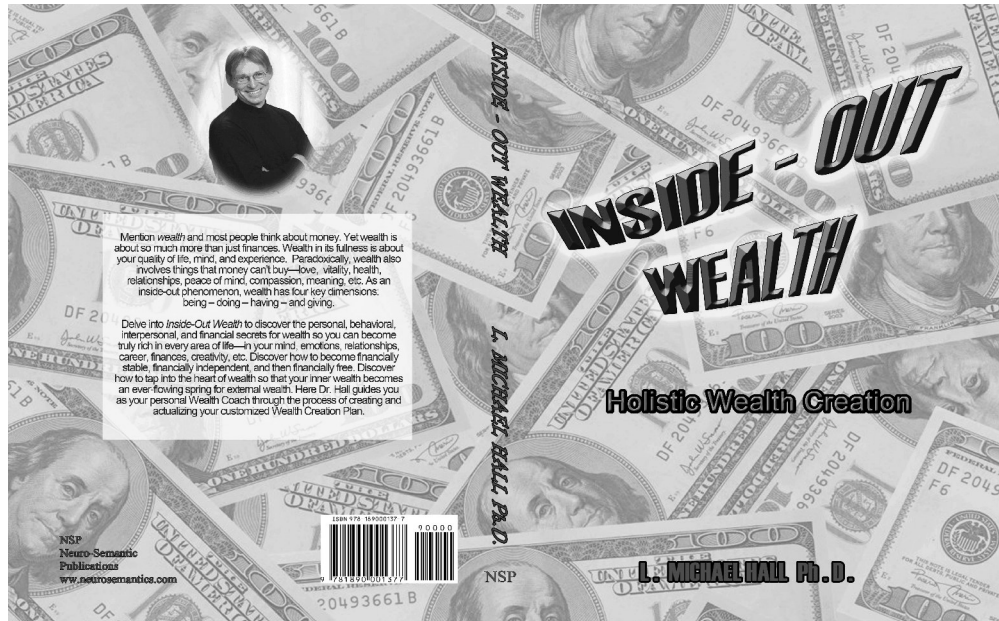
- Inside-Out Wealth — Wealth Creation
- Instant Relaxation — De-Stressing with NLP and Yoga
- Defusing Hotheads
- Propulsion Systems
- The Bateson Report
- Persuasion Engineering Simplified
- Patterns for Renewing the Mind
- Linguaging
- Modeling: Advanced Modeling with Neuro-Semantics
- Cultural Modeling Using Neuro-Semantics
- Mastery Skills

Neuro-Semantic NLP on the strategy of Selling

Selling Genius (Games Great Sales People Play). The Training Manual for the strategy of selling along with getting in to the best states and how to dance with the buyer's buying strategy.

Beyond Selling: How to Maximize Your Personal Influence (1988). Excellent NLP book by Dan Bagley and Edward Reese especially in the use of Meta-Programs. Hardback, \$25.

Selling with Integrity (1997), Sharon Drew Morgen. Excellent application of NLP to sales. Reinventing sales through collaboration, respect, and serving. Hardback, \$25.



INSIDE-OUT WEALTH

Mastering Your Wealth Matrix

L. Michael Hall, Ph.D. Spiral Training Manual, 120 pages, \$35

Description: This spiral-bound training manual is the actual manual that L. Michael Hall uses in the Wealth Creation Trainings. It is organized using the Matrix Model and is designed to help build the frames-of-mind and meaning that characterize the self-made, first-generation rich millionaires— hence, to enable you to think like a millionaire.

- What games do the first-generation rich, self-made millionaires play?
- What about those people who not only build financial wealth and independence, but who do so in a way that allows them to experience the full range of “wealth”—physically, mentally, emotionally, personally, interpersonally, spiritually? What are their games?

“I began the process of modeling wealth building to use the model first for myself. I wanted the strategy. I wanted the financial independence so that I could pursue the things I really love and care about. Now that I have experienced that for myself, and know that it works, I especially want to give that strategy to the Neuro-Semantic trainers and the Meta-Coaches so that they could do the same.”

“It’s a funny thing. Living by the frames of abundance and possibility, I began playing the games of the wealthy and have found that there are a dozen basic secrets. Among them is the central key—*implementing what you know to do*. This has added a critical

factor to the field of Neuro-Semantics—closing the knowing-doing gap and taking action on the principles of wealth building. On a personal level, this has given me a financial independence that for years I had only dreamed about.”

What will you be able to do with this manual?

- Use the Neuro-Semantic patterns for making the needed changes so that you can become a wealth creator.
- Adopt dozens of new frames about wealth, what it is, and how to create it.
- Write a ten-year Wealth Creation Plan custom designed for you.
- Identify how self-made millionaires think and how close or far you are from that way of thinking and perceiving.
- Discover what true wealth is and how to create it in an inside-out way.

Style and Audience: This is a training manual and not a book. It is written for anyone who wants to know and develop their own strategy for creating wealth and becoming a wealth creator.

INSTANT RELAXATION

How to Reduce Stress at Work, at Home and In Your Daily Life

(1999)

Debra Lederer & L. Michael Hall, Crown House Pub. 110 pages, \$18

Description: This small book is extremely practical due to its one primary focus to develop the skills for accessing the resourceful state of relaxation and to use it to build up a *core relaxed state* that you can have at ready access. The sub-title says it all: State-of-the-art fun and easy exercises for developing the advanced ability of flying into a calm.

Instant Relaxation represents an integration of the relaxation skills and processes (breathing, stretching) from Yoga along with some of the state management processes and patterns of NLP. The book is built around one single and simple idea: *Preparing to Positively Alter Your Life* from the debilitating effects of stress. To achieve that the book coaches you for a *7-Day Stress Reduction Program* using simple and effective tools.

The book, in fact, is structured as a seven-day program. Day by day you are coached to the breath of relaxation, the posture, the eyes, the ears, the internal imagery, the triggers, and the language of relaxation.

Debra Lederer, an NLP Master Practitioner, brings to this book many experience of experience in studying yoga and as a Yoga trainer and coach, having worked in New York City and Florida as a Yoga teachers. L. Michael Hall assisted in this work by locating the processes within the context of NLP's state management patterns.

Style and target Audience: This is a very easy-to-read book for the general reader. No NLP background is required.

“*Meta-States* helps a person to bring it all together. There’s a difference between knowing *what* to do to make your life un-stoppable and knowing *how* to do it. *Meta-States* gives you the skills to implement a strategy for becoming un-stoppable and helps you take steps immediately to get you moving.”

Larry Dawalt, Sports Writer

THE DEFUSING STRATEGY

The Art of Disarming Someone Hot, Irrational & Stressed

L. Michael Hall, Ph.D., 76 pages, \$8

Description: The idea of “defusing” someone is described in the subtitle, “the art of disarming someone hot, irrational, and stressed out.” The premise is that when a person is in certain states, they are not in a place where they can think clearly or speak kindly. They are in a fight/flight state of defensiveness and what they need at that moment is to be defused of that energy. The problem they create for themselves and for us lies in their *state*. They are not the problem; their state is the problem.

But remembering that when you are face to face with someone who is hot, irrational, and totally stressed-out—and so attacking, insulting, criticizing, and spewing out all kinds of angry and stupid things, well, that’s the challenge. What the person needs at that point is someone strong enough, centered enough, wise enough, and skilled enough to help them release the internal stress in an acceptable manner. That’s defusing.

This small booklet on *Defusing* identifies the meaning of *defusing*, what it demands, and how to do it. The small book has 16 skills for defusing and then a description of emotional barriers and how to get through them. Understanding what the strategy requires is the first step in developing the skills for defusing. This is true when we are in that stressed-out state ourselves.

Defusing Hotheads and Other Cranky People

Neuro-Semantic Training for Top State Management Skills (2003)

L. Michael Hall, Ph.D., Training Manual, 113 pages, \$25

This training manual focuses on handling anger and aggression. There are many pages and steps for learning “anger control” using NLP and Neuro-Semantics. This manual has been used with people court-ordered for anger control, with men returning to society from prison, with the Police Department in Houston Texas for “talking people down from an emotionally agitated state,” etc.

- Section 1:* States and Hothead States.
- Section 2:* Encountering a Hothead: The five stages of defusing, Defusing Principles, Fight/Flight Stress Response Model, Reactivity and Proactivity.
- Section 3:* Defusing Techniques, 19 processes for yourself and for the other person.
- Section 4:* Coaching the Hothead about Anger Control

PROPULSION SYSTEMS

The Art of Accelerating Your Motivation (2002)

L. Michael Hall, Ph.D., spiral, 130 pages, \$25

Description: There are two sides of motivation: *toward* what you want and *away from* what you do not want. Put both of these forces together and you synthesis the driving and the pulling forces. This is what we call a *propulsion system* in human personality. If you want to know the how-to of creating a propulsion system in your own mind-body-emotion system or how to coach it for another—this is the book.

This spiral-bound book has contains descriptions and patterns of eight basic propulsion systems of NLP and Neuro-Semantics. That is, those push—pull systems of attractions and aversions, of toward and away-from energies and how to set up such a system. If you rely only on the positive *toward* motivation or only on the negative *away-from* motivation, your motivation will be inadequate. A propulsion system offers a more synergistic approach.

The Propulsion Systems: Pain and pleasure, Meta-Levels of Propulsions, the Godiva Chocolate Pattern, Human Addictions, Fetishes, Cleaning House, Boldly Going for it, Yes / No Powers, Pleasuring and De-Pleasuring, the Linguistics of Propulsions, Trouble-shooting, and much more.

PERSUASION ENGINEERING SIMPLIFIED

Unraveling the Magic

L. Michael Hall, 60 pages. \$8

Have you read *Persuasion Engineering*? Did you come away from it thinking, “What the hell was that all about?” If so, then get this small book and discover the hidden structure in Bandler’s presentation about persuasion. Many who have purchased and read this little book have come to a fuller understanding of Bandler’s persuasion strategy. There’s really no question, *Persuasion Engineering* is a trance-like book. It is a trance—a *trance of stories and loops* and bits of suggestions. It is fun. Entertaining. Confusing. Bewildering. But it is not enlightening. For that you need *Persuasion Engineering Simplified*.

Simplified is like a Barnes Notes on *Persuasion Engineering*. Yet it is more. It is also an analysis of what Richard Bandler was attempting to do in his work with *Persuasion Engineering*. It presents the structure of what Bandler did in the persuasion model. Because Richard Bandler believes in “unconscious installation,” you can’t count on him to provide a step-by-step understanding of the strategy for becoming a persuasion engineer. If you want that, ask for this succinct descriptive analysis and let L. Michael Hall interpret Richard Bandler.

THE BATESON REPORT

Gregory Bateson's Foundational Contributions to NLP and Neuro-Semantics

L. Michael Hall, Ph.D. Spiral, 68 pages, \$10.

Description: To a great extent, the Meta-States model arose from the groundwork of Gregory Bateson's classic work *Steps to an Ecology of Mind*. It was there that L. Michael Hall found Bateson's meta-connection and his use of cybernetics and "logical types" and levels (Russell and Whitehead) to his detailing of the structure of "mind" and "communication" and "learning."

During the early 1990s Dr. Hall wrote many articles and papers on Korzybski and Bateson in *Anchor Point*. Now many of these have been collected into one place, with other articles that were never published about Bateson to create *The Bateson Report*. These articles offers an inside look at some of the key concepts in Bateson that have become foundational in Meta-States and Neuro-Semantics. The themes of these articles range from such topics as:

- Bateson and the NLP Meta-Connection
- Bateson and the Mathematizing of States
- What are the "Steps to an Ecology of Mind?"
- What Actually gets Mapped onto the Map?
- When Things get into a Muddle
- The Structure of Schizophrenia and the Double-Bind Theory
- The Logical Levels of the Mind and the Meta-States Model
- Bateson's Modeling of Culture
- Is There any Difference between Logical Levels and Logical Types?
- Zigzag Modeling that captures the Dialectic of Form to Process

Style and Audience: This report is not for everyone. It is an advanced work on Bateson and so recommended for trainers, modelers, educators.

MASTERY SKILLS

Playing and Mastering your Inner and Outer Games (2004)

Michael Hall, Ph.D., spiral, 133 pages, \$35

A training manual using the Matrix Model to update your Inner Games for winning at relationships, career, finances, health, and life. This training manual was used in the 7-day training in Denver, Colorado in 2004 for teaching the heart of Neuro-Semantics. *Day 1:* Waking up to your Matrix. *Day 2:* Matrix Training. *Day 3:* Reloading your Matrix. *Day 4:* Mastering your Relationship Matrix. *Day 5:* Mastering your Wealth Matrix. *Day 6:* Mastering your Business Matrix. *Day 7:* Mastering your Leadership Matrix.

PATTERNS FOR RENEWING THE MIND

Christian Communicating and Counseling With NLP
(1996/ 2006)

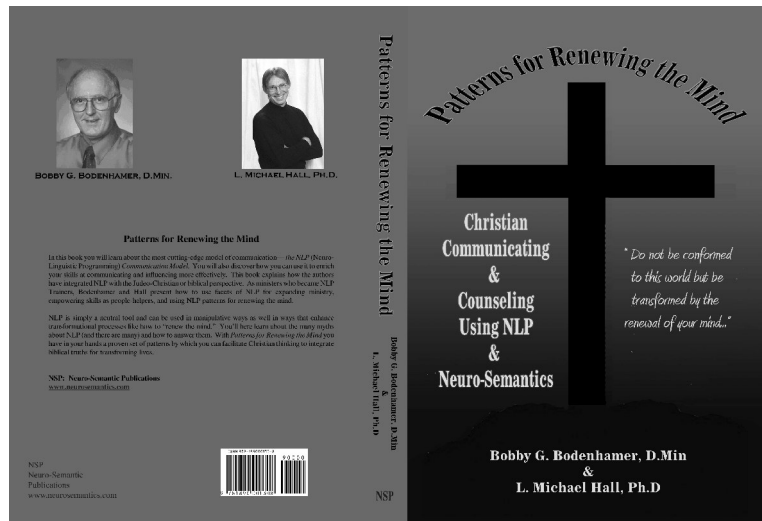
Bobby Bodenhamer; L. Michael Hall, 240 pages, \$25

Description: This book is a presentation of basic NLP as a set of tools for facilitating the renewal of the mind as described by the apostle Paul: *"Do not be conformed to this world, but be transformed by the renewal of your mind..."* (Romans 12:2). If Christian transformation arises from the cognitive-emotional alteration of mind, certain questions arise about actualizing this:

- How do we actually *renew* the mind?
- How does the "mind" work anyway?
- What processes inform us about assisting someone else in altering their mind-set?

Patterns for Renewing the Mind presents the cutting-edge communication model of NLP and demonstrates how this model about communication and human functioning correlates with the biblical text and fits with the presuppositions in the Judeo-Christian worldview. The text presents the foundational models and patterns of NLP along with numerous change techniques powerful for those involved in Christian counseling, teaching, and consulting. This book offers many things:

- The first Christian application of the basic NLP model for counselors and pastors.
- Excellent resources for any pastor, counselor, or Christian who want to understand NLP from the Judeo-Christian perspective.
- A clear distinction between NLP as a cognitive-behavioral psychological model from New Age beliefs and premises.
- Clear definitions of NLP, extensive correlations to scriptures, numerous patterns for communicating, connecting with people, reframing meanings, transforming negative emotions, and much more.



- An extensive section on the Meta-States model and scores of biblical passages that involve the meta-state structure.

Prior to this work, L. Michel Hall wrote a book on cognitive-behavior psychology applies to emotions. *Emotions: Sometimes I have them/ Sometimes they have me* (1985), as well as *Motivation: How to be a Positive Force in a Negative World* (1987).

Style and Audience: A readable book for just above the general reader, especially valuable for Christians wanting to use NLP in change work and for counselors who want to understand the Judeo-Christian perspective and its relationship to NLP.

LANGUAGING

The Linguistics of Psychotherapy:

How Language Works Psycho-Therapeutically

L. Michael Hall, Ph.D. spiral, 275 pages, \$25

Description: This spiral book is an exploration into the art and science of *therapeutic languaging* found in four psychotherapies using the formulations of General-Semantics. It represents the bulk of the dissertation that Dr. Hall wrote.

- How does *language* work in the human psyche so that it can hurt or heal?
- How should we understand the work of "therapy" in which "talk" somehow, in some way seems to make things better?

The four different psychotherapies explored here include:

NLP (Neuro-linguistic programming)
REBT (Rational-Emotive Behavior Therapy)
RT/CT (Reality Therapy/Control theory) and
LT (Logo-therapy)

In this book, L. Michael Hall looks at those therapeutic approaches through the glasses of General-Semantics. From that exploration, Hall constructed a model that he designated "*Therapy as Language*" (TAL). This work uses a qualitative research methodology to examine the linguistic behavior used in therapy to bring about change and a transformation of emotion and personality. This languaging behavior includes using all of the linguistic and non-linguistic symbolic systems.

This study led to the remodeling of the Meta-Model and the expansion of the Meta-Model. From this exploration there were two new developments:

- 1) The *Structural Languaging Model*, an extension of the Meta-Model. This later became much of the content in *The Secrets of Magic* (1998), now titled, *Communication Magic*.
- 2) The *Content Languaging Model* that presented a list of "ideas that heal."

Additionally, the book includes two chapters about consequences from these phenomenological and constructivistic domains. *Languaging and Consciousness* (chapter 12) looks at how language critically determines, forms and in-forms, and creates various kinds of "consciousnesses." This is an extension of the Whorf-Sapir-Korzybskian hypothesis of language. *The "Mind" to Re-language* (chapter 13) offers a conceptual and phenomenological model of "Mind" itself in terms of its components and processes. Readers may also be interested in chapter 7, *Qualitative Research Methodology*.

Style and Audience: This is an advanced work recommended primarily for therapists and linguists.

ADVANCED MODELING WITH NEURO-SEMANTICS (2004)

L. Michael Hall, Ph.D., spiral, 118 pages, \$35

Neuro-Semantics is above everything else a model of modeling. It, like NLP, is a meta-discipline about the structure of experience, and especially of positive states and experiences. As such, it is about finding, replicating, and refining the structure of excellence and expertise, of peak experiences and peak performances.

Advanced Neuro-Semantic Modeling fully incorporates the modeling tools of NLP *and* then supplements them with all of the modeling tools of Neuro-Semantics. This training manual is designed to bring these tools together in one place and provide a focus on the skill-set and competencies needed for modeling.

In this field, while many people talk about modeling, very few actually do it. Modeling experience generally involves a significant period of time (one to five years) and significant skill. That's why very few full-fledged models have been created in NLP over the past thirty-five years.

CULTURAL MODELING USING NEURO-SEMANTICS (2001)

Modeling Groups, Cultures, and Cultural Phenomena

L. Michael Hall, Ph.D., spiral, 113 pages, \$35

Almost everything that has been modeled in NLP concerns individuals, very little has been modeled about cultures, societies, groups, companies, organizations, and governments. Part of the problem is the lack of a model for doing so. In *Cultural Modeling*, L. Michael Hall has used the Social Construct of John Searle, the meta-levels of Meta-States, the Social Panorama model of Lucas Dirks, the Social Forces Field of Lewin, as well as numerous other models from sociology and anthropology to offer tools and competencies for modeling cultures and cultural phenomena.

Applications of *Cultural Modeling* are extensive inasmuch as we are social creatures, live within multiple levels of organizational structures, and even carry our cultural frames with the matrix of our mind everywhere we go. Applications relate to social influence, conflict and conflict resolution, team building, leadership, racial harmony, politics, government, corporate culture, and so on.

SELF-ACTUALIZATION BOOKS

Neuro-Semantics, and NLP before it, are in the heritage of the *Human Potential Movement*. Key leaders in that movement that revolutionized the fields of therapy, psychology, self-development, leadership and management, business, developmental psychology, etc. were Abraham Maslow and Carl Rogers — followed by Fritz Perls, Virginia Satir, and Gregory Bateson. All three of these people were part of Esalen —the central growth center of the Human Potential Movement, and were also the people modeled by Bandler and Grinder to create the NLP version of self-actualization.

Until recently this has been mostly unknown and unacknowledged. Yet the very presuppositions of NLP came from the basic premises of the Human Potential Movement. All of this becomes important as NLP and Neuro-Semantics is applied to the emerging field of Coaching. That's because Coaching is uniquely founded upon Self-Actualization Psychology.

Meta-Coaching Series —

- I: Coaching Change
- II: Coaching Conversations
- III: Unleashed: A Guide to Your Ultimate Self-Actualization
- IV: Self-Actualization Psychology
- V: Achieving Peak Performance
- VI: Unleashing Leadership: Self-Actualizing Leaders and Companies
- VII: The Crucible
- VIII: Benchmarking

Volume I

COACHING CHANGE

Meta-Coaching Volume I, 2005

L. Michael Hall, Ph.D. and Michelle Duval, Master Coach
Neuro-Semantic Publications, paperback, 288 pages, \$25.

Description: In the field of Coaching, there is coaching and then there is *meta-coaching*. *Meta-Coaching* differs by going beyond Performance Coaching to the heights of Developmental Coaching and Transformational Coaching. It “goes meta” to work at a higher level to a client’s performance, states, attitudes, and beliefs.

Discover this difference in *Meta-Coaching* as you explore coaching modalities for unleashing personal power and mastery. The design in coaching is to empower people in developing their best thinking, feeling, speaking, behaving, and relating. It is to tap into hidden and undeveloped potentials, and awakening them. In this, coaching is the premier process for self-actualization.

This first Volume of *Meta-Coaching* describes the theoretical frameworks for Coaching and *Meta-Coaching*. While there are many books on coaching these days, few seriously explore the foundations and premises of coaching. *Meta-Coaching* does. Here you will explore the foundations of a coaching psychology, a psychology that is preeminently cognitive-behavioral in nature and one founded in the principles of the human potential movement. Then going beyond the foundational models in cognitive psychology, we present the key cognitive-behavioral models of Neuro-Semantics. These include three cutting-edge models: the Meta-States model, the Matrix model, and the Axes of Change model.

Meta-Coaching presents the coaching frameworks that inform and govern *Meta-Coaching* to raise the level of skill, competency, and artistry in the field of coaching. Without a solid framework in the hands of a well-grounded professional coach, coaching tends to be fluffy and vague, and a mere grab bag of tricks by the unskilled. The Neuro-Semantic models have set a new benchmark for quality coaching—coaching that’s effective and transformative.

While *Coaching Changes* focuses on change in a healthy person who is not in need of therapy, what is truly unique in this book is that it offers *the only non-therapeutic change model* in the field of coaching. As of 2004, every change model in the field is based on old therapy models about how people change. Here seven chapters presents the new *Axes of Change model*. This generative change model is for self-actualizing people.

Style and Audience: This is above the general reader level and is especially for Coaches, Meta-Coaches, trainers, consultants, and leaders.

Volume II

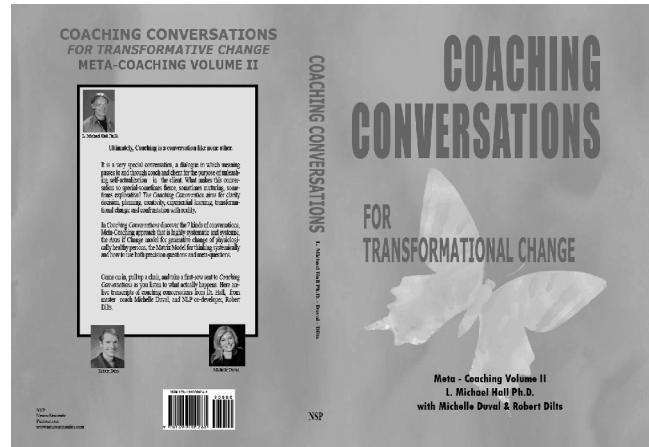
COACHING CONVERSATIONS

Meta-Coaching Volume II, 3rd Edition 2011

L. Michael Hall, Ph.D. with Michelle Duval & Robert Dilts

Neuro-Semantic Publications, paperback, 340 pages, \$25.

Description: As the *coaching* revolution has exploded, it is now recognized as the newest methodology for translating knowledge, principles, and information into actual practical skills to create a measurable difference. Coaching is now proven to be a reliable process for men and women at the top of their fields to take their competence and expertise to the next level of mastery. With this revolution, coaches, managers, supervisors, trainers, and CEOs need some practical tools for this. *Coaching Conversations* provides that.



If coaching is ultimately a conversation, then *Coaching Conversations* is a book that offers new and cutting-edge tools from NLP, Cognitive-Behavioral psychology, and Neuro-Semantics about how to create transformation conversations.

Coaching Conversations also gives an insider's view of the coaching experience. Unlike other books on coaching, the reader is here invited to enter the coaching experience and to over-hear the conversation. If you want an up-close and personal front-row-view of a coaching conversation, then here you will get a peek into a dozen kinds of coaching conversations.

For the curious reader who wants to understand what's so exciting about coaching, *Coaching Conversations* provides debriefs and meta-analysis of the process. This is the first coaching book to provide *actual transcripts of coaching conversations* to invite you into the experience. *Conversations* also offers descriptions about what's going on in the process. As it does this, it demystifies the elitism of coaching as both a movement and as a specialized technology, making its powerful methodologies accessible to anyone who wants to use it professionally and personally. *Conversations* offers a quality exploration into a wide variety of coaching conversations: Outcome, Resource, Matrix, Possibility, Fierce, Narrative, Time-Line, Neuro-Logical Levels, Hero Journey, Metaphorical, etc. This gives the professional coach, the new coach, the manager, leader, or individual a wide variety of choices.

Coaching Conversations goes beyond the change models that have informed therapy for the past 30 and 40 years by presenting a brand new cutting-edge cognitive-behavioral change model, *The Axes of Change*. The coaching conversation is here seen as a dance with various dance steps.

Style and Audience: For the general reader, coaches, Meta-Coaches, Trainers, leaders.

Volume III

UNLEASHED:
A Guide to Your Ultimate Self-Actualization (2007)

L. Michael Hall, Ph.D.

Neuro-Semantic Publications, paperback, 300 pages, \$25

Description: Everybody talks about self-actualization, yet most people are not self-actualizers. Most people play it safe. Seeking comfort, they avoid risk. Yet within all of us there is both the possibility and a fascination about unleashing our potentials. Why? Because we are made to actualize our best and become all that we can be. That's the vision of self-actualization. Yet that's the talk, how do we achieve it? How does the unleashing of human potential actually work?

Discover it in *Unleashed!* Discover how to unleash your highest potentials. This revolutionary work is a *practical guide* for taking your skills to new levels of peak performances and experiencing new levels of personal transformation. *Unleashed* is about the human journey that embraces the possibility of greatness. This is not an adventure for the faint of heart, it is for those ready to change themselves and their world. Are you ready to be unleashed?

Unleashed presents the self-actualizing process as a drama in three acts. These become three parts of the book: *the Construct* where we invent meaning, *the Crucible* where we experience transformation, and *the Zone* where we experience peak experiences and peak performances. Picking up the mantle of Abraham Maslow, Dr. Hall has extensively researched the Human Potential Movement of the Third Force in Psychology to understand why it ended, what caused its demise, and what critical pieces that Maslow and Rogers missed.

Unleashed is the first practical book on Self-Actualization in the lineage of Maslow and Rogers in 35 years and presents the best of Neuro-Semantic Self-Actualization along with many new models. In *unleashed* you'll discover how the rigid pyramid of Maslow becomes a *volcano* of energy and transformation as you *unleash* your untapped potentials to become all you can become!

Life can be an adventure— explorative, meaningful, enriching, productive, and fun. Life doesn't have to be merely endured and survived. You can thrive! You can live fully with love and humor, connection, and contribution. This is the vision of self-actualization.

Style and Audience: Written for the general reader, an introduction book into the developmental psychology of Self-Actualization. For Coaches, Meta-Coaches, leaders, managers, parents, and anyone interested in self-development.

Volume IV

SELF-ACTUALIZATION PSYCHOLOGY

The Psychology of the Bright Side of Human Nature

L. Michael Hall, Ph.D.

Neuro-Semantic Publications, 2008

Paperback, 280 pages, \$25

Description: What is the actual “psychology” that fits for and describes psychologically healthy people? If most of the history of psychology has described the sick and neurotic side of human nature, what psychology describes the bright side that’s healthy, robust, alive, and striving to become everything that’s possible? The answer is— Self-Actualization Psychology. This book covers the theory, premises, and nature of *Self-Actualization Psychology* as well as the history of the Third Force in Psychology.

Abraham Maslow launched the Third Force in Psychology in the 1940s as he modeled psychologically healthy people and created his Hierarchy of Needs model. This launched a new paradigm for the field of psychology—the positive psychology of growing and self-actualizing people. By shifting from abnormal and even normal psychology to studying the healthiest and best, the superior specimens of human beings, he began to pioneer “the farther reaches of human nature.” In the 1960 this led to the human potential movement and opened up many new approaches to human nature. And this is the psychology that Coaches—Personal Coaches, Executive Coaches, Business Coaches, etc. use.

While Maslow wrote five books on self-actualization, he never wrote the book that he wanted to on Self-Actualization Psychology. He never brought it all together as a model that makes explicit how the self-actualizing process actually works. So what Maslow did not do, due to his early and untimely death, Dr. Hall has completed.

This book also explores the demise of the Human Potential Movement as an exciting movement and all of the Growth Centers that arose during the 1960s and 1970s. What happened to that movement? Is it possible to launch a new human potential movement?

Self-Actualization Psychology completes what Maslow began and presents a full model of how self-actualization works, its premises and processes, its mechanisms and so takes Maslow’s work to the next level.

Style and Audience: This book complements *Unleashed: A Practical Guide to Self-Actualization* by identifying the psychology of self-actualization. As such it is an advanced book for those who want to understand this new psychology.

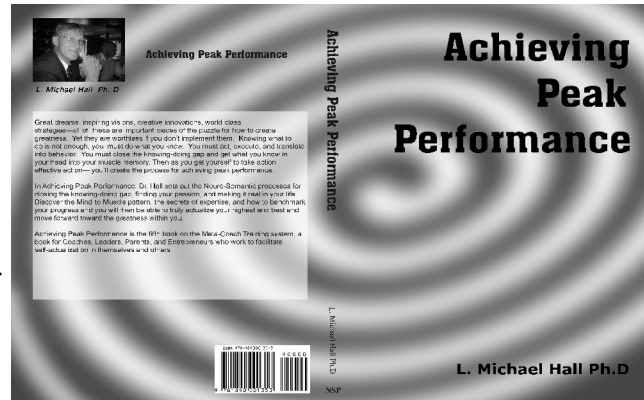
Volume V

ACHIEVING PEAK PERFORMANCE

The Science and Art of Higher Levels of Performance

L. Michael Hall, Ph.D., 2009, 228 pages, \$25

Description: *Neuro-semantic* is all about *embodied meanings*. It is about getting the ideas that we know without doubt in our minds so that we deeply feel them in our bodies. It's all about transferring the great concepts of the mind so that they become embodied in muscle memory. The source of this book was a previous book that L. Michael Hall originally wrote, "*Make It So!*" That was a book about the installation patterns and processes in Neuro-Semantic (2002).



Neuro-Semantics presents this as the process of closing the knowing-doing gap to *incorporate* in neurology your greatest and highest meaning frames. How does that happen? What patterns and processes enable us to install that deeply and profoundly? Now the book has been expanded and extended to focus on the self-actualization theme of peak performances.

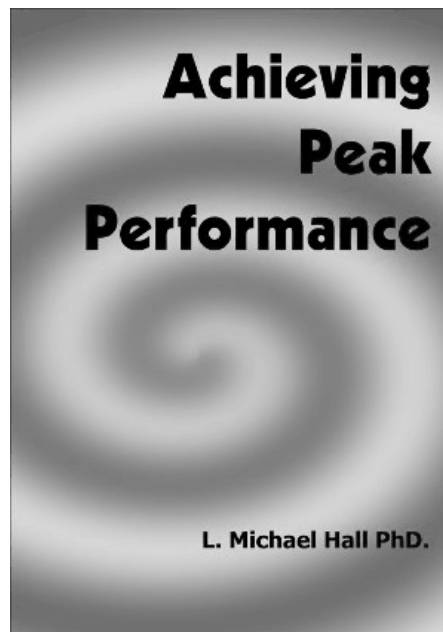
Great dreams, inspiring visions, creative innovations, world-class strategies—all of these are important pieces of the puzzle for how to create greatness. Yet they are worthless if you don't implement them. *Knowing* what to do is not enough; you must *do* what you know. You must act, execute, and translate into behavior. You must close the knowing-doing gap and get what you know in your head into your muscle memory. Then as you get yourself to take action—effective action—you'll create the process for achieving peak performance.

Achieving Peak Performance presents the processes for closing the knowing-doing gap, finding your passion, and making it real in your life. Discover also the secrets of expertise and how to benchmark your progress and you will then be able to truly actualize your highest and best and move forward toward the greatness within you.

Achieving Peak Performance highlights the knowing-doing gap and addresses that gap in numerous ways: How to get yourself take effective action, how to implement performance; and how to eliminate performance blocks and interferences. One chapter includes the Self-Actualization Quadrants, the meta-levels of peak performance and another focuses on evaluating and measuring performance.

This rich and extensive work will enable you to take your skills to a whole new level of competence. It will enable you to facilitate the development of others as you consult and coach on the inner structure of achieving peak performance.

Style and Audience: Above the general reader level. This book is for people in the training and development field, coaches, Meta-Coaches, leaders, athletes.



Volume VI

UNLEASHING LEADERSHIP

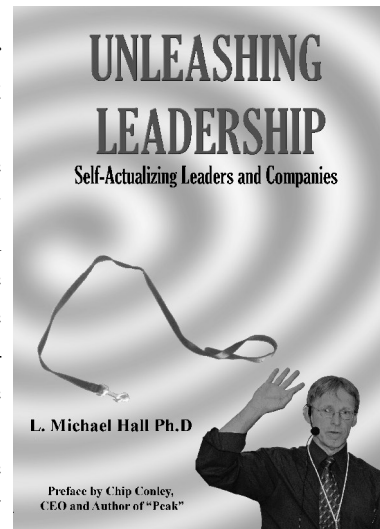
Self-Actualizing Leaders and Companies (2009)

L. Michael Hall, Ph.D.

NSP, 280 pages, \$25

Why another book on Leadership? Because even though we have most or all of the pieces of the puzzle for creating great visionary companies, we don't have the framework. *Unleashing Leadership* offers that framework.

Based on the pioneering work of Abraham Maslow, Dr. Hall has identified *the missing frame* for unleashing the leadership and creativity for a great company—a company where people are at their best, their potentials are being unleashed, and where people experience work as a passion. The new framework makes explicit the premises about human nature—the self-actualizing drive that enables people to rise to their best. Leaders and managers now have all they need to create *Self-Actualizing Companies*—companies fully able to tap into and unleash the human capital of productivity, creativity, innovation, passion, and engagement. Companies where customers become loyal fans because of the way employees treat people and employees become loyal participants because of how they are treated by management.



Unleashing Leadership is cutting-edge psychology for organizations who want to become effective, productive, and humane. Everybody connected with business (leaders, managers, employees, customers, investors) needs meaning in work, products and services—meaning that enables them to actualize their highest and best.

The jury is no longer out on what makes great companies— it is passionate people who are completely engaged using their creative and intellectual assets—and this book gives leaders the *how* for using this missing frame of the puzzle to lead a self-actualizing company.

"This is a timely book ... an opportunity to explore the human side of leadership in organizations . . . by fitting many known jigsaw pieces of our knowledge on leadership into Maslow's self-actualizing frame. A practical resource for leaders as well as their coaches." Dr. Yvonne Sum

THE CRUCIBLE

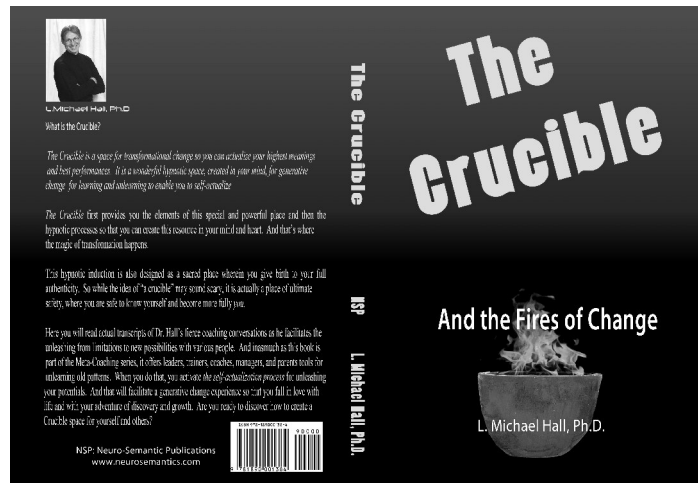
And the Fires of Change

L. Michael Hall, Ph.D.

NSP, pages, \$25

What is the Crucible?

The Crucible is a space for transformational change so you can actualize your highest meanings and best performances. It is a wonderful hypnotic space, created in your mind, for generative change for learning and unlearning to enable you to self-actualize.



The Crucible first provides you the elements of this special and powerful place and then the hypnotic processes so that you can create this resource in your mind and heart. And that's where the magic of transformation happens.

This hypnotic induction is also designed as a sacred place wherein you give birth to your full authenticity. So while the idea of “a crucible” may sound scary, it is actually a place of ultimate safety, where you are safe to know yourself and become more fully *you*.

Here you will read actual transcripts of Dr. Hall's fierce coaching conversations as he facilitates the unleashing from limitations to new possibilities with various people. And inasmuch as this book is part of the Meta-Coaching series, it offers leaders, trainers, coaches, managers, and parents tools for unlearning old patterns. When you do that, you activate *the self-actualization process* for unleashing your potentials. And that will facilitate a generative change experience so that you fall in love with life and with your adventure of discovery and growth. Are you ready to discover how to create a Crucible space for yourself and others?

Volume VIII

BENCHMARKING

The Art of Measuring the Unquantifiable

L. Michael Hall, Ph.D.

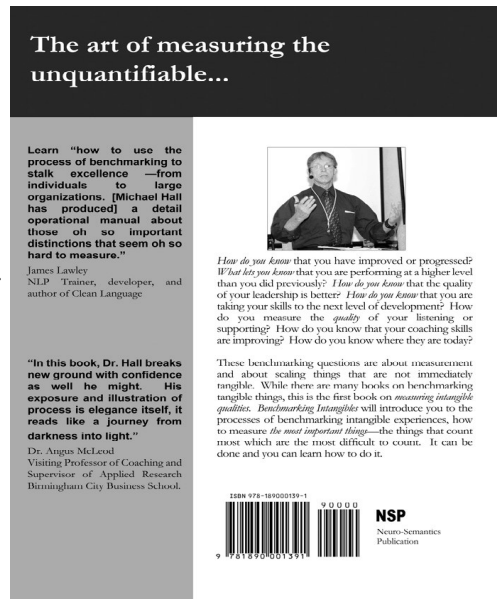
NSP, 285 pages, \$25

How do you know that you have improved, that you have progressed, that you are performing at a higher level than you did last year? *How do you know* that the quality of your leadership has increased? *How do you know* that you are taking your skills to the next level of development? How do you measure the *quality* of your listening or supporting? How do you know that your coaching skills are improving? How do you know where they are today?

These are the questions that benchmarking seeks to answer and in *Benchmarking* you will be introduced to the processes of benchmarking both tangible and intangible. And while there are many books on benchmarking—this is the first book on *The Art of Measuring the Unquantifiable*. Here Dr. Michael Hall will take you into the process of measuring *the most important things of all*, the things that most count and that are the most difficult to count. Yet it can be done. Here you will discover how.

James Lawley writes that here “how we can use the process of benchmarking to stalk excellence— from individuals to large organizations.”

“[Michael Hall has produced] a detail operational manual about those *oh so important distinctions* that seem *oh so hard to measure*.”



The art of measuring the unquantifiable...

Learn “how to use the process of benchmarking to stalk excellence —from individuals to large organizations. [Michael Hall has produced] a detail operational manual about those *oh so important distinctions* that seem *oh so hard to measure*.”

James Lawley
NLP Trainer, developer, and author of Clean Language

“In this book, Dr. Hall breaks new ground with confidence as well he might. His exposure and illustration of process is elegance itself, it reads like a journey from darkness into light.”

Dr. Angus McLeod
Visiting Professor of Coaching and Supervisor of Applied Research
Birmingham City Business School.



How do you know that you have improved or progressed? *What do you know* that you are performing at a higher level than you did previously? *How do you know* that the quality of your leadership is better? *How do you know* that you are taking your skills to the next level of development? How do you measure the *quality* of your listening or supporting? How do you know that your coaching skills are improving? How do you know where they are today?

These benchmarking questions are about measurement and about scaling things that are not immediately tangible. While there are many books on benchmarking tangible things, this is the first book on *measuring intangible qualities*. *Benchmarking Intangibles* will introduce you to the processes of benchmarking intangible experiences, how to measure *the most important things*—the things that count most which are the most difficult to count. It can be done and you can learn how to do it.

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Meta-NLP: Practitioner Manual	
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