

Day 8 – Imagery

Images are a huge influence on the decisions we make (our behaviours).

For all those chocolate lovers out there, take a look at the picture below and zone in on the piece of chocolate you want. Imagine biting into the chocolate. How does it make you feel, can you imagine the taste or texture? What can you smell?



Why do you think that the picture makes us feel this way or make us think about the taste or texture?

Well, we all have representational systems – a model developed from Neuro Linguistic Processing. Our representational system consists of five senses. These five senses are visual (seeing), auditory (hearing), kinaesthetic (feeling), gustatory (tasting) and olfactory (smelling). We process and store information using our five senses (sometimes we do not use them all at the same time); also known as modalities.

Most people use all of their senses (whether consciously or unconsciously). One system may seem to dominate, for example your primary sense may be visual because this is how you order the world around you and maybe how you learn easiest. To further explain, if you've been asked a question a person whose primary sense is visual may answer 'I can **picture** that' or 'I can **see** that'. For someone who's primary sense is kinaesthetic they may say 'I can **feel** that' or 'that **feels** right' and for auditory they may say 'I **hear** what you are **saying**'.

You've heard the term 'a picture paints a thousand words'? In NLP we use images in a positive way to provide us with motivation to make us think differently; which in turn will make us feel and behave differently.

Today we are going to use two NLP technique called Submodality Elicitation and Swish Pattern.

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You can only use these techniques if the situation does not require practical action. For example, if you are overweight and want to use this pattern to stop eating meals. If you stopped eating you would lose weight and you would become extremely ill, which would bring more problems. Always check the ecology of any change.

Submodality Elicitation:

We talked briefly about our modalities; the building blocks of the senses (visual, auditory, kinaesthetic etc). Each modality has its own level of fine-tuning known as *submodalities*. For example, a picture can be bright or dull, black and white, or in colour; a sound can be loud or soft and so on. Submodality Elicitation is a very effective and powerful way of understanding the meaning of an experience. Before we run through this process you first need to document your submodality comparisons.

You need to be in a relaxed state before you try this. Think about the breathing meditation and take a few deep breaths. You can do this activity by yourself or you can invite a friend/family member to ask you the questions and write down the answers for you. Please read and re-read the instructions before you begin and if you have any questions before you start please ask.

You need to perform this exercise quickly; trust what your unconscious mind tells you. Don't worry if there isn't an answer for every question, this is totally normal. You may for example not have a taste or smell associated with the image etc. The example provided may help.

Think about something (or someone) you dislike.... a lot (I've used the term current state on the handout). Run through all the questions and note down any responses.

Finished? Before you go on make sure you talk about something mundane, such as what you had for your tea, or if you are doing this alone take a look around the room and stretch. This is what we term 'breaking state'. Breaking state allows you to change the emotional state by breaking your concentration (it will remove the image and associated senses you have of the current state) so you are ready for the next task.

Now can you think about something (or someone) you love.... A lot (again, I've used the term future state on the handout). Run through all the questions and note down any responses.

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Go through the responses and highlight the differences. We have attached an example of a completed submodality comparison for reference (and have highlighted the differences in yellow).

It is now time to run the Submodality Elicitation. This technique can be used for many things, but today we are going to use it to move a like to dislike or the other way around. For example, if you would rather not eat chocolate or if you would rather eat more vegetables. Please consider the ecology of the change before running the technique.

Running the technique:

1. Think of something you like to eat but would rather not. As you think about how much you like it, do you have a picture? Elicit the submodalities.
2. Break State.
3. Think of something you really dislike eating (or would hate to eat – snails, oysters, mud etc). As you think about how much you dislike it, do you have a picture? Elicit the submodalities.
4. Break State.
5. Map Across. Get picture 1 back and change the submodalities one by one to those of picture 2 using the submodality comparisons.
6. Lock it in place. For example when you seal the lid of a Tupperware box and lock it.
7. Break State.
8. Test: How do you feel about the food you 'like' to eat now?

If you would still eat the food, run through the technique again and emphasise the submodalities.

9. Break State.
10. Future Pace: Think about a time in the future when you might eat the food in picture 1. How do you feel about the food you 'like' to eat now?

How did that feel?

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http://media.wix.com/ugd/fec33e_6430cd7b167d4682a966dacc29f7650f.pdf

Swish Pattern:

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Preparation & set-up – read the instructions below and re-read to ensure you understand exactly what you need to do. If you have any questions on the process please ask before you run it. Always think about the ecology of a change before running a technique.

Think about the current state or behaviour - what do you NOT want to do or feel? Identify the thought and/or feeling that you would like to replace.

Think about the trigger – what is the very first thing that you do before you do the unwanted behaviour? Triggers invoke our behaviours. For example, seeing a commercial on TV for biscuits might get you to go to the biscuit tin – without consciously thinking about it.

Think about the future state or behaviour – how you would like to feel or do instead? Spend a while reliving this pleasant or empowering moment to make the memory richer.

Running the technique:

1. Think of the current state or behaviour. Make sure that you **are not** in the image (you are disassociated) and you are looking through your own eyes at the image.
2. Think of the future state or behaviour. Make sure that you **are** in the image (associated). Maybe you can adjust the submodalities by making the image bigger or clearer; use the positive submodality comparisons.
3. Break State.
4. Now bring the current state image up on the screen (noted as the white screen in the image below). Place a tiny version of the future state image somewhere on the present state image; it can be anywhere (noted as the blue sky picture in the right hand corner of the current state image). Make sure that you **are** in the future state image (associated).



5. Instantly have the future state image get bigger and clearer – as the present state image disappears behind it. We like to ask people to

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imagine that they are pulling the tiny version of the future state over the image of the current state; much like you would pull curtains over a window (the window disappears behind the curtain). Do this very quickly. You should only be left with the future state image.



6. 'Break state' briefly – look around you, check your watch, etc. Clear any images you have in your mind.

That's Round 1. You need to do about 5-7 rounds to wire-in the new programme.

Do it quicker each time e.g. first round in no more than 10 seconds then 5, 4, 3 and finally two seconds each for the last two rounds. Once you have done it the first time, you don't need to tell yourself to make the image brighter and bigger, this should be automatic. There's no need to try to get your images to change perfectly; it needs to be a quick process. Aim for speed rather than accuracy.

Testing the technique:

1. Now discover what happens when you try to recall the current state image (i.e. the original negative image).
2. If it's difficult to bring back – or if the negative feeling is no longer evoked by it – you're done.
3. If the current state does come back do another 2-4 rounds
4. If that doesn't work find a better and more powerful positive replacement image (future state) and then run the whole Swish Pattern from the beginning.
5. And if that doesn't work it could be that the Trigger is too powerful for the Swish Pattern – that's why we have so many techniques, and more in-depth processes, in NLP.

http://media.wix.com/ugd/fec33e_b9efde2155504b5dbe63e3501a235f5b.pdf

If you would like to understand more about your senses and find out what your primary sense is let us know and we will send you out a bonus activity.

Which technique worked better with you? Why not try it out on something else you would like to change and let us know how you got on.

Today we would like you to:

- Continue with the body scan meditation
- Complete the 'Submodalities Check'
- Complete the 'Swish Pattern'
- Keep practicing re-framing your negative thinking

With Love xxxx

