

**Neuro-Semantics
and the Structure of Excellence**

MATRIX COACHING

Coaching Excellence In Your Matrix

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Matrix Coaching: Coaching Excellence in Your Matrix of Frames
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Published by:

Neuro-Semantics Publications

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Training in *Meta-States*[®] & *Neuro-Semantics*[®]

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ARE YOU READY FOR HIGH PERFORMANCE COACHING?

Men and women around the world have discovered *the secret for personal power* by working with a personal coach. Like world-class athletes, award winning actors, CEOs of top corporations—the difference between good and great, between masterful and excellent is, more often than not, the finer distinctions that they discover and enhance with a personal coach.

- C Are you ready for that level of success?
- C Would you like to move up to the next level of performance and achievement?

This Coaching Program is designed to work on both your *inner and outer games*. The outer game is where we talk about actual performance—what you do, the application of your skills and talents, the identification of the skills needed in a particular area, and the implementation of your skills. The inner game is the internal game you play in your mind and emotions so that you can be at your best. It's your inner game of frames—the frames of mind that make up your attitude. We call this your matrix of frames.

As a *matrix of frames*, Matrix Coaching will enter and explore the frames that you have created that govern and modulate your experiences. This is a positive and generative form of understanding human functioning—*positive* because we focus on solutions, possibilities, hopes and dreams; and *generative* because it's all about generating the best games both inside and outside.

Matrix Coaching is about looking at how you take an outside, external *referent event* and bring it inside yourself.

- C It's about how we first *represent* that referent and make an internal Movie of it that we play in the theater of our mind. Why? Because *how* you represent things creates your emotional states. And that may be creating negative or sabotaging emotions that you just don't need for your game. We will coach for emotional intelligence, empowerment, and your best states.
- C After we represent references, we transform them into our *frames of reference*. This is a higher level of the mind, the mind that uses referent events as our internal library so to speak. We then use our referents to understand, interpret, and make sense of other events. Again, if you are using the wrong references, for example, all of the times that you messed up—then your *frame of reference* will give you a particular tint or color to your perception. Then, what you see may be more a function of your frames, than of reality. We will coach to for enhancing frames of reference.
- C After we live with and use a frame of reference for a period of time, it transforms into something else, our *frame of mind*. It then becomes our *attitude*. And as you already know, not only is attitude everything, but attitude works like a whole belief-system of beliefs and so as self-fulfilling prophesies. Do you like your attitude about health, fitness, exercise, relationships, criticism, difficult people, anger, bosses, being told, etc.? Attitudes are important because even with superior skill, a poor attitude can undermine our success. We will coach for an empowering attitude.
- C With the habituation of our frames of reference and frames of mind we create our overall

personality framework or Matrix. This includes the three process matrices of our mind and the five content matrices. And when we coach to the Matrix, we coach so that you can be at your best, and becoming the best you possible.

- C The three process matrices refer to how you create meaning, set intentions about what's important to you, and the mind-body states you access and operate from. These process matrices create the content matrices. And when we coach to these meaning matrices, we invite you to create the most empowering, robust, and enhanced way to think, make appraisals, set intentionalities, and motivate yourself.
- C The five content matrices refer to the five sets of frames of mind (attitudes) that you never leave home without. In fact, they seem so real and so inevitable and so concrete that they hardly seem like our constructions, they seem like givens, like "the way it is." But when we enter and explore the Matrix, you'll discover that it is *your* frames, *your* constructions, *your* maps about things—and if *yours*, then within your power to change them so that they serve you much better.
- C What the five content matrices that you never leave home without? They include all of your mental maps and frames about your Self, your sense of Power or resourcefulness, your sense of Time, of Others (relationships), and of all of the Worlds *out there* in the territory that you can explore and master.
- C When we coach to these matrices, we coach to enabling you to create a robust sense of Self in all of its dimensions—self-identity, self-esteem, self-confidence, self-efficacy, etc. We coach so that you develop a powerful sense of being resourceful and able to handle things. We coach for your way of coding and handling the concept of Time so that you show up for life by living in the moment with an eye on a bright future. We coach for an enhanced map about others, relationships, connection, cooperation, conflict resolution, and working with and through people. And we coach to specific fields of endeavor where you want to become skilled and even masterful.

This is what we mean by *Matrix Coaching*. Are you ready for the adventure?

META-COACHING FOR EXCELLENCE IN YOUR GAME PLAN

ALL OF LIFE IS A GAME PLAYED INSIDE OF FRAMES WITHIN FRAMES OF FRAMES

- C **What are the games that you play?**
- C **What games would you like to play?**
- C **What skills do you need to win at these games?**

The Champion's true edge lies solely in the mind. When you win the inner game, it's only a matter of time before you win the outer game.

“Games” the set of actions and interactions that make up our lives

C ***The Outer Games:***

Behaviors, actions, activities, gestures, relationships, etc.
Cultural roles, rituals, ceremonies, etc.

C ***The Internal or Inner Games:***

Mental behavior: thinking, valuing, imaging, etc.
Emotional behavior: feelings, emotions, valuing, appreciating, etc.

We cannot *not* play “games.” Every state, behavior, skill, etc. *plays out some game*. And since we are always in *some* state, we are forever playing out some Frame. It’s just a matter of, ‘What frame game are you playing now?’ “What frame games have you been playing?”

“Frames” — The Inner Game of Your Frames of Mind

The ideas, concepts, beliefs, understandings, decisions, models, paradigms, assumptions, terms, suggestions, purpose, notions, values, expectations, desires, hopes, theories, etc. that set up the Games.

Every mental structure involving words, symbols, conceptual models, etc. establishes a frame as in “frame-of-reference” which then leads to various levels of our “Frames of Mind.”

“Frames greatly influence the way that specific experiences and events are interpreted and responded to because of how they serve to ‘punctuate’ those experiences and direct attention.” (Dilts, 1999, p. 22)

Frame Games — The Outer Games of Your Actions and Performances

Frames and *Games* come together to create our felt experience of life in whatever field, dimension or facet of life we’re engaged in, whether work, career, personal, health, etc.

The composite of *Frame Games* recognizes that we only and always play *games*. And, we play both Good games and Bad games. Why? Because we’re have a *frame brain*. We can do nothing other than play Games. We typically call these Games “reality.” We say, “That’s the way things are!” “The things you have to do to succeed in this world.” These descriptions make us feel better but do not change the fact that they are human constructed “realities” that set up the Games that we play.

COACHING FOR EXCELLENCE MANUAL

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The Others Matrix
 Drawing the Responsibility To/ For Line

MATRIX COACHING

*** Play to have lots of fun in learning, developing, refining skills, using feedback for corrections.**

Be careful about getting “serious.” Seriousness without *playfulness* evokes a toxic rigidity and prevents openness and flexibility. If you have to get serious, texture it with *playfulness*, “*playfully* serious.” Otherwise, you’ll get stupid. It’s an occupational hazard of caring too much. As *meaning-makers* we easily “get serious” about the things we invest ourselves into.

*** Be gentle with yourself by playing with non-judgmental awareness.**

This exploration may flush out some stupid frames and Games. When it does, this does *not* mean that you *are* stupid or have a stupid brain. When you flush out a stupid Game, rejoice. Laugh at it knowing that you’ll never have to play that Game again. Refuse to blame or shame yourself and others!

*** Whenever there’s a problem in your game, you are *not* the problem. The frame is always the problem!**

As people, we are more than our frames. You and I are more than our frames. You are more than your thoughts—your emotions, your talk, your behaviors, your roles, your experiences. Whatever you have experienced, thought, felt, said, done, etc., *you* are still *more* than those things. **You** as a marvelous *being* are never fully described or defined by these internal and external experiences.

The person is never the problem, not really. **Problems always lie in the Frame.** What we call “problems” arise from our *frames*. So what we experience as “problems” are constructed from our frames, which makes them truly *frame problems*. What are the clues of this?

*** Be playful as you learn to detect and transform your inner game of frames.**

As we use *frame* and *games* to discover and describe *the games* we play, we will learn how to think about them, how to more fully understand them, their structure, how to quality control them, and how to say “*No!*” to the games that take us nowhere useful. Matrix Games empower us so that we can invent new Games that will bring out our best and be lots of fun playing. In *Matrix Games* we will seek to learn two central processes, namely, *Detecting* and *Transforming Games*.

*** Enjoy the confusion of going round in circles!**

It’s easy to get lost in the Matrix (especially your own!). There’s nothing like having “the hell confused out of you” for loosening up old frames and having an inner readiness activated for feeling motivated for walking through some new doorways. So get ready to enjoy the delightful fun of being thoroughly confused and disoriented. It’s okay. It’s part of the fun.

*** Curiously anticipate mastering your Matrix**

What frame of mind would you like to wake up in for the rest of your life?
Who will you be when you fully

HOW DO YOU KNOW WHEN “THE MATRIX HAS YOU!”?

Sometimes the Matrix *has* us ... and before we can improve our Game Plan or learn to win at the games of life, we have to detect the problem of our Matrix *having* us. There are many reasons for Coaching —the meta-coaching that refines your Matrix. The following are indication signs that your Matrix has you rather than you having it!

- C *You are unable to act on what you know.*
Do you *know* more than you *do*?
Do you know lots of ways to improve the quality of your life and yet for all that intelligence and wisdom you still can't pull it off?

- C *You keep experiencing the same problems year after year.*
Are you deluged with lots of good advice for solving a difficulty and yet the same problem continues to recur?

- C *You feel controlled by something that you can't specify.*
Do you feel “played” by some known or unknown game that keeps putting you through the same pattern over and over?
Does it seem that no matter what you do, the “system” seems to be plotting against you? (Whether the system is your work, family, body, etc.)

- C *Your attempted solutions only make the problem worse.*
Does a way of thinking, feeling, or acting keep repeating itself and when you fight it, it gets stronger as if it resists being defeated?

- C *You find yourself going round and round in circles.*
Do you feel that you're just going round in circles trying to find better solutions for developing better habits in eating, exercising, relating, succeeding, etc.?

- C *Over time you experience increasingly diminishing returns.*
Do you find that you have one or more patterns that the longer you use it becomes less and less useful or less and less effective?

AND THEN THERE WAS THE MATRIX

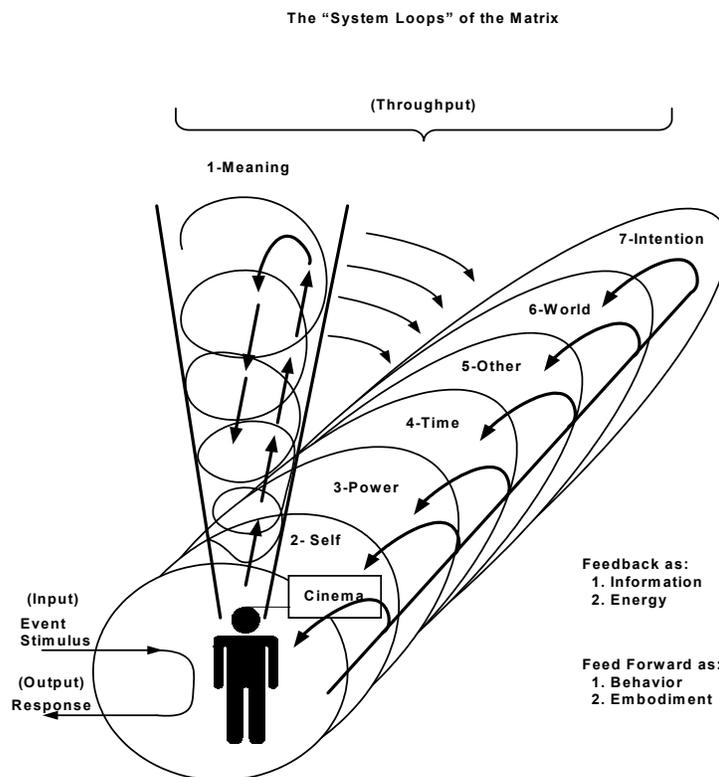
*“It’s difficult to see the picture
when you are inside the frame.”*

In the beginning there was a void. An emptiness. We are born and we don’t even know that we are in the world. It takes some time to wake up and realize that we are ... to differentiate from mother and to discover the World.

Then suddenly several things begin to emerge

- C *Self*: I am a self ... a being ... I am alive, I see, hear, feel. I am hunger and wet and dry and uncomfortable, then comfortable.
- C *Happenings — Events — People*. There’s others. There’s movement. There’s activity. Things are happening. I’m being fed, carried, rocked ...
- C *States*: I’m in a state: pleased / unpleasant; happy / unhappy; comfortable / uncomfortable.
- C *Mapping*: What is this all about? What do I think and feel?

And then the Matrix Adventure Begins.



THE MATRICES OF OUR NEURO-SEMANTIC SYSTEM

Process matrices:

1) Meaning/ Spirit Matrix:	What does it mean?	What is its significance?
2) Intention Matrix:	What do I want?	What's important?
	What's my outcome?	What's the purpose?
— State Matrix:	What state are you in?	How are you feeling?
	How intense is the state?	What triggered the state?
	How do you do that?	What do you call this?
	What state do you have to be in to do this?	
	How do you get yourself into this state?	

Content matrices:

3) Self and Identity Matrix:	Who am I? What's my nature?	What am I like?
4) Power: Coping/Mastering Matrix: Our <i>Modus Operandi</i> .	What should I do? How should I do it?	What can I do? Can I do something?
5) Time Matrix:	Is "time" a friend or enemy? Do I live in the past, present or the future?	
5) Others/ Relationship Matrix::	Who are others? Are they friendly?	What are they like?
6) World / Reality Matrix:	What is life, what exists? What is out there?	What is real?

The 7 Matrices as a Model

There are 7 matrices of frames embedded within frames that make up the essence of our personality, attitudes, and perceptions. These govern who we are and what we are about. They are built around our mind-body-emotion or neuro-linguistic states and create our higher neuro-semantic states.

The Grounding Matrix:

C State – the foundational matrix that grounds all of the Frames

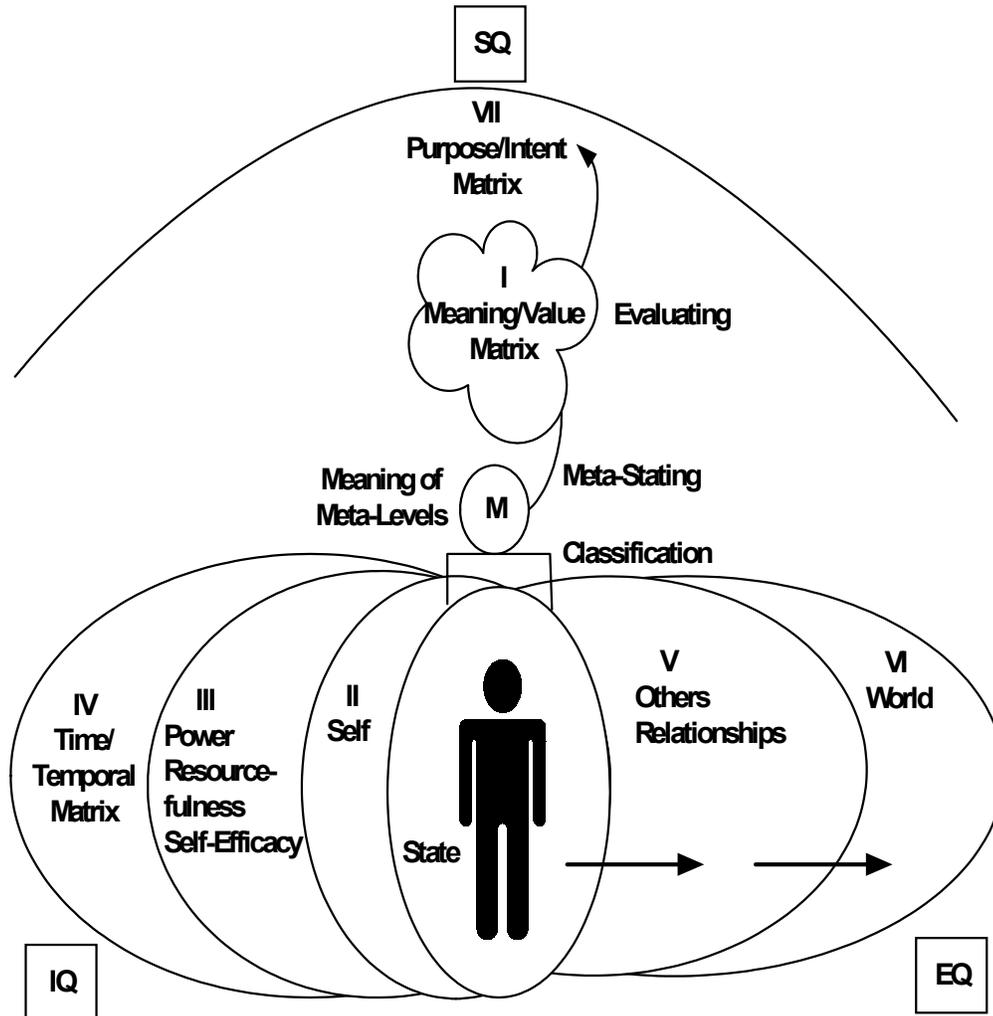
The Process Matrices:

C Meaning / Value
C Intention / Purpose

The Content Matrices built around special Concepts:

C Self
C Power or Resourcefulness
C Time
C Other or Relationship
C World

The 7 Matrices of our Neuro-Semantics



Developing a Well-Formed Game Plan

To move to a well-formed outcome we have to gauge the distance and difference between present state and desired state. Where are we now? Where do we want to go? How can we get there? What stops us? What's in our way? This pattern gives us a clear way to think more about moving away from aversions and toward desired outcomes. This Well-Formed Outcome pattern identifies key components so that we can effectively identify our desired state and begin eliciting that state now. This pattern empowers you to take complete responsibility for your game plan, establish milestones for measuring and confirming your progress, and give you leverage on your preferred future.

1) State your outcome in positive terms.

- Where are you now? (Present State)
- Where do you want to be? (Desired State)
- What do you want in that desired state?
- What do you want to positively achieve or experience?
- What are you going toward?

2) Specify your outcome in sensory based terms.

- What will you see, hear, feel, etc., when you have it?
- What steps or stages are involved in reaching this outcome?
- Have you used all of your senses in this description?

3) Identify the Contexts of this desired outcome.

- Where, when, how, with whom, etc. will you get this outcome?
- In what context or contexts is this outcome appropriate?
- What are the most fitting and appropriate contexts for this outcome?

4) Identify the steps and stages involved in reaching this outcome.

- What are the steps involved in reaching this goal?
- What are the stages involved?
- Is this goal chunk down into small enough bits so that you feel that each piece is do-able?
- Does the size of this outcome seem overwhelming to you at all?

5) Self-initiated and maintained.

- Is the outcome something that you can initiate yourself and maintain?
- Do you have it within your power and ability to reach this goal?
- Is it within your control?
- Can you initiate the actions to get started?
- Can you maintain those actions or is it dependent upon what someone else needs to do?

6) Identify the resources you will need to achieve this outcome.

- What resources will you need in order to get this outcome?
- Who will you have to become?
- Who else has achieved this outcome?
- Have you ever had or done this before?
- Do you know anyone who has?
- What prevents you from moving toward it and attaining it now?

7) Evidence Procedure.

How will you know that your outcome has been realized?
What will let you know that you have attained that desired state?
How do you know when to exit? When are you there?
When will you feel satisfied?

8) Make sure your outcome is compelling and motivating.

Is the outcome compelling?
Does it pull on you?
Will it get you up out of bed in the morning?
How much do you want this?
How much do you feel this as compelling from 0 to 10 if 10 is absolute?
How much do you need this to feel motivating?
What do you need to do to make it more sparkling for you?
What would make this really sparkle?

9) Quality Control your Outcome to make sure it is balanced and ecological.

Is the desired outcome ecological?
What will you gain through it?
What will you lose?
Is it achievable?
Does it respect your health, relationships, etc.?
Are there any parts of you that object to actualizing this desired outcome?

10) Put the outcome on your time-line in your future and try it on.

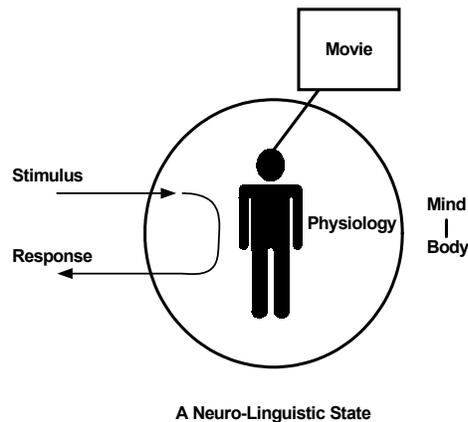
As you imagine a time and place in your future when this will become real to you ... just allow yourself to go there now ... in your mind ... and be there ... fully experiencing it and enjoying it ... that's right, and as you do just notice what it's like when you reach this goal. Notice how it feels, what things look like, sound like, what your world is like, how you are moving through it ... and enjoy this ... checking it out on the inside to see if this is what you want ... and being aware of how you might want to edit it and make sure that it really fits ...

MIND-BODY STATES

The Rainbow Matrix

Everything is *Grounded or Embodied in State*. At the foundation of our neuro-semantic system of frames within frames within frames is our everyday state of consciousness that we call our *state*. And we are all always in some state. It's only a matter of—

- C What state are you in?
- C How strong is that state?
- C How resourceful or limiting? Do you like it or not?



Our Mind-Body or Neuro-Linguistic States:

C *Our states are energy fields.*

The word “state” may give the impression of being static and unchanging, states are actually fluid and dynamic processes. They are not “things” at all but activity and processes of mind-body-emotion in interaction with the world. They never stay the same for long. States are the composite of all we do in our mind-and-body system to create our everyday sense of consciousness and experience.

C *States are Mind-Body:*

They are made up of the stuff of “mind” —the representations and ideas on our mind: sights, sounds, sensations, smells, and touches as well as the words we use to define and describe things. In primary states, the *Theater of the Mind* is where we experience the representation systems of sights, sounds, and sensations (the VAK). States are made up of the stuff of “body” —how we use our neurology and physiology. How we take care of ourselves in terms of sleep, eating, exercising, etc. How we move, breathe, gesture, etc. When our body registers the values and meanings of our mind, the result is what we call an “emotion.” Thus, every mind-body state is also an emotional state.

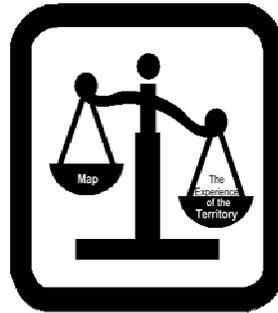
C *States have degrees of intensity.*

Their intensity never stay high but that level of intensity will habituate to become our “comfort zone.” The more intense a state, the more we experience *state dependency*. Then they determine and govern our memory, perception, learning, behavior, and thinking.

- C *Neural:* States are neither good or bad, but enhancing or impoverishment. There's no morality in the fact of our states, morality arises from what we do when in a given state.
- C *Absolutely Critical.* What goes on in the mind— will affect the body! Embodiment occurs. Incorporation.
- C *State—the Center of the Matrix:*
 Our primary states ground us in the moment, in our current experience, and set the foundation for all of our other thoughts and self-reflexivity about things. What we experience at the higher levels of the matrices collects and accumulates in the middle, in our everyday primary states. We experience what occurs at the higher levels, the whole of the system, in our present state of mind and body as feelings and as influences in our Mental Movie. It is in this way that the whole is in the part, and the part is in the whole.
- C *State Awareness:* Every Matrix starts from a particular state and is expressed in a given state. But what state? That's the millionaire dollar question. It's the first and one of the most important questions.
- C What state are you in?
- C What is the quality and nature and intensity of that state?
- C What are you in reference to?
- C How are you experiencing this state?
- C What triggers this state?
- C What is the context and environment in which you experience this state?
- C What is the physiology and the physiological factors of this state?
- C Do you know how to interrupt your state? How skilled are you at it?
- C *State Movie:* We experience the states we do depending on the Movies we play in our mind. And the coding and quality of the internal Movie governs the quality of our experience.
- C What are you representing in the theater of your mind?
- C How are you representing it in audio-visual terms?
- C Are you in the Movie or out of it?
- C *Matrix activated by States:* Many experiences only occur, and can only occur, when we are in a particular state or environment. In a different state, the Matrix will not “work.” This provides a powerful principle and secret for Neuro-Semantic coaching. We can state it as an instructional statement in this way:
 Induce the person into a very different state and then invite them to try to experience their problematic Matrix ... when they cannot engage it and run it, begin to question the problematic Matrix, undermine it by deframing and reframing it.
- Use so-called “paradoxical” interventions and counter-intuitive commands: Show me your panic (or anger, paranoia, etc.). Freak out all of the floor right here. Show me how bad it is.

**Emotion Diagram
Scale of “Emotions”**

Power/ In Control



Controlled
Helpless Bored

FROM STATE TO FRAMES

1) *It begins with a State ... and a reference.*

While in any and every state —we reference people, experiences, events, ideas, feelings, etc..

To elicit it, simply ask. The answer gives you the beginning *Reference Points*.

When you think about X, what comes to mind?

What experiences have you had with *learning*?

Have you ever encountered *an authority figure* which stood out in your mind, positively or negatively? (*Criticism, mistakes, friends, succeeding, sense of self, etc.*)

What—

Reference #1

#2

#3

#4

#5

Time-Line ... Of Events

2) *We then turn the Referent into a Represented Frame.*

From an Event, we take the experience, and Represent it. We encode it. We create a mental picture of it. To elicit this, simply ask about the mental coding.

What are the audio-visual qualities of your internal movie as you remember that reference?

If I were to peak into your mind and see, hear, and feel what you do, what would I see, hear, and feel?

How—

Close

Far

Color

Loud

3-D

etc.

Represented Frames (Frame after Frame) of a Mental Movie

3) *Next, we habituate the Movie in our Mind so it becomes a Frame of Reference.*

We use the *represented image* as a “frame of reference.” We draw conclusions to think in terms of it. It provides us an orientation and perspective. We take the experience and our memories of it and turn it into Principles and Understandings about life. Now it begins to “get into our eyes.” We find it increasingly difficult to discern it from our perceiving. It seems so much a part of what we perceive that we often confuse our Frame with external territory.

Given what you’ve been through, what do you think, belief, or perceive about this X?

Conceptual frames that create your perceptive (mental filters) and the ideas/ concepts in the back of your mind (the circle). At this level, frames operate as our rules, mental thinking patterns, and reference systems.

SPHERES OF EXCELLENCE

1) *Identify an excellent state.*

What state would you would like to have available for your use, a state which would allow you to act from your full capabilities?

2) *Imagine a circle on the floor.*

Visually imagine that there's a circle in front of you on the floor and make sure that it is big enough for you to step into.

3) *Fill up the circle with symbolic colors of the resourcefulness.*

What color would you like to use to symbolize the resource?

Notice how the qualities of the circle grow and develop and become richer for you in terms of their color, texture, material, size, etc.

4) *Take a meta-position.*

What you ever had a time when you experienced that resource? As you recall that instance, stand outside the circle, and let the circle fill up with those qualities ... qualities that you want to have available now and in the future.

If you need to, pretend that you have these qualities or model them from someone else who does have them.

What do you see? Hear? Feel? What do you say to yourself?

How are you holding your body when you are experiencing these resources fully?

Anchor this state in all sensory systems.

5) *Step into the circle and make it a sphere.*

Seeing yourself possessing all of these qualities and resources, now step into the circle and breathe them in fully.

Hear what you say to yourself, see what you look like and notice what you now feel.

Fire all anchors as you amplify the state or states in your circle of excellence. Experience your thoughts and feelings fully.

As you do, let the circle become a sphere... a bubble... a space ... from which you live and move...

6) *Future pace.*

As you continue to experience the circle, see, hear and feel yourself performing in the days and weeks to come... using this state as you move through the world. Notice when and where you will want to use this.

7) *Break state and Test.*

What did you eat for lunch two days ago? (State interrupt)

Now step back into this circle and fire your anchors for your state of excellence.

STATE IDENTIFICATION & ANALYSIS CHART

In Column I make a list of all the *States* you experienced this past week. In Column II: Evaluate intensity of these states (0-to-100). In Column III: Evaluate the state: **Primary State (PS)**, **Meta-State (MS)**, Normal, Dragon or Royal State. How did the dragon states feel like/operate as a dragon to you? Column IV: Specify the Content of the State. What **Internal Representations** run the state? What beliefs? Meanings? If a MS, identify the state-about-a-state structure. In Column V: Specify the Structure of the state using the VAK model and the driving submodalities.

State Identify	Intensity 0 to 100	KIND: Primary State, Meta-State QUALITY: Dragon/Normal/Royal	Content Ideas/IR/Beliefs	Structure: VAK and Words Sensory based Qualities
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STATE JOURNALING

(Or Bubble Journaling)

Instructions:

Draw a circle to represent *the states* that you have experienced today from the time that you first woke up to the present time. Inside the state: draw a smile or frown to indicate a positive (+) or - negative emotional quality of the state. Put a number (0 to 10) for intensity. Underneath the states identify the content of your *Internal Representations* and factors of your *Physiology* that play a role. You can use an * to indicate things that triggered the state (the natural anchors in your world). Design: to highlight your awareness of **state**, state shifting, state composition, etc.

8 Intensely Positive States 8

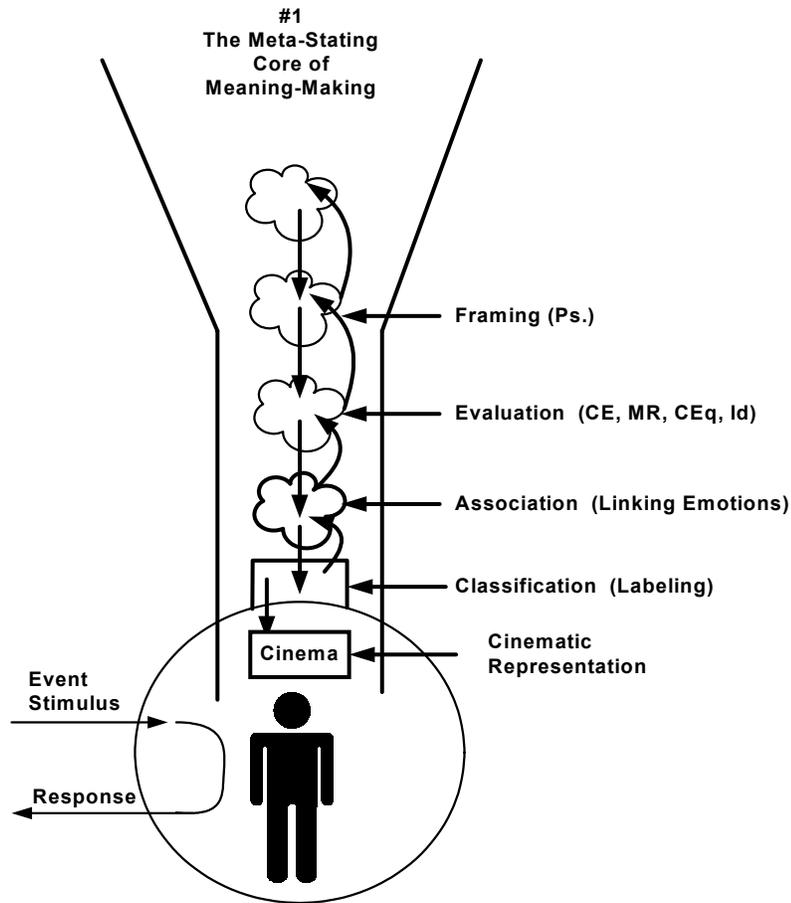
Comfort Zone

9 Intensely Negative States 9

5 6 7 8 9 10 11 12 1 2 3 4 5 6 7 8 9 10 —>
Waking Up Noon Afternoon Evening Late Night

THE MEANING MATRIX

The Purple Matrix



Levels of Meaning:

Meaning occurs at the level of state and begins there, then it moves all the way up the levels of the mind. *We make meaning* in different ways at different levels of the mind and at different times in our development and yet the meaning-making process is one even though it develops and becomes more complex over time.

Kinds of Meanings:

We create all kinds of meanings. We associate things that may or may not be naturally or logically connected to create *Associative* or stimulus-response *Meaning*. Then, above and beyond that we create *Frame Meaning*, the meanings that arise when we classify and categorize things, even associative meanings. We create *Definition Meaning* as we label things (linguistic meaning). We create *Evaluation Meaning* as we make judgments. We create layer upon layer of embedded frames of meanings within frames. We layer mind-body-emotion states upon previous mental and emotional states and so meta-state ourselves into more and more of our Matrix. We use various *Thinking Patterns* (meta-programs) to formulate Meaning.

The Driver Matrix:

The Meaning matrix is the driver which generates all of our matrices. This makes it the first and foremost matrix. At first we use it to relate an external event to our feeling state and then to classify and categorize things.

We are the Meaning-Makers!

The significance of the meanings we attribute and invent creates the Internal Universe we live in. Ultimately we live in and by *meaning* because it is through the creation of meaning that we know what to call things, how to interpret events, and how to perceive the significance of anything. As a semantic class of life, we do not have innate programs for how to live, relate, or even be human. We have to learn to attribute meaning to things and the range of meanings that we can attribute is infinite. The Meta-Model of language describes how we use language to encode those meanings.

Born inside of a Matrix:

We are born inside of Meaning matrices. We call them—family systems, cultures, societies, religious and political worlds, etc. We absorb the style and content from these meaning systems which indicate the previous meaning making of those who came before us.

- C How does a person interpret something?
- C What does anything mean to a given individual?
- C Is that interpretation accurate, useful, productive, healthy, or empowering?
- C Does that meaning induce one into a positive or negative mental world?
- C Does it encourage love, compassion, joy, courage, confidence, development, etc.?

What's Important? What's Significant?

The Meaning matrix also answers the questions about what we deem as valuable or important, what holds meaning or significance for us. Of all the matrices, this one is the most crucial because it is the one determining how and what we value and give significance to. It creates or calls the others into existence.

- What does anything mean?
- What does any specific behavior or event mean?
- How do we classify it?
- How do we reason and think to associate it with our internal states?
- How do we frame it and use it as our frame of reference?

Meaning Making Style:

- What's your meaning attribution style?
- Do we count things or discount?
- Do we reject and contempt or appreciate and validate?
- Do we create positive or negative meanings? What is our style?
- How rich or impoverished are our meaning structures?
- How rigid or flexible?

Meaning All the Way Up!

It begins at the bottom with our Mental Movies—and how we edit our Cinemas. This is *the editorial dimension* inside the Meaning matrix that deals with how we represent things in our cinema which determine how compellingly real our constructs feel. If we encode the cinema with all the features of being present, big, close, 3-D, and we're inside the movie, we will quickly install the ideas and beliefs. If we do all of this, but observe it as a spectator just watching it, it will be informational only and not necessarily emotional or motivational.

Frame Game Detection Exercise

Frames Hide. They hide in the upper reaches of our mind. That's why we have to search them out, flush them out, and shine a beamlight on them. Frames conspire to prevent detection. We have to tease out the hidden frames, the invisible frames of our minds.

- C What Frame is operating here?
- C What other Frames are lurking in the shadows?

Make a list of the 5 most frustrating and persistent *negative* behavioral patterns or situations in your life.

1) *Describe the Game-like Pattern by identifying the specific behaviors.*

What colloquial name can you give it that fits and adds humor?

2) *Gauge the intensity of the pattern or situation*

How intense is it from 0 to 10?

3) *Identify its negativity.*

Why is it *negative*?

What is *negative* about it to you?

How does it hinder or limit you?

4) *Identify the positive payoffs.*

What is the positive payoff of the pattern?

What feeds and maintains the pattern?

How does the pattern work for you? To what degree?

5) *Identify the positive benefits of the payoffs.*

How do you perceive that payoff as *positive*?

How does the payoff *seduce* you into that game?

6) *Identify preferred Game.*

What "game" (pattern) would you prefer to play?

FRAME FLUSH OUT

1) Name the Game: "What's the game?"

2) Discern the Frame through inquiry and by implication

3) Run Foreground / Background shifts — center staging then back staging the Frame

What lies in the *foreground* and *background* of your awareness?

How do you highlight things in the foreground?

What elements cause something to stand out in a salient way on the screen of our mind?

4) Step in and then out of the Game

What's your frame of mind about this?

What's your attitude?

What processes and mechanisms enable us to *background* other facets?

What words do you typically use to track over to X?

What game do the words suggest or elicit?

IDENTIFYING COGNITIVE DISTORTIONS IN OUR MEANING-MAKING

Thinking Styles:

What controls and determines *the way* we think and make-meaning in the first place?

- C What is our style and mode of thinking?
- C How many thinking or sorting styles are there?

Our style of thinking or meta-programs occurs at a level above (*meta*) to our thinking. We now recognize these as solidified *meta-states* which operate as our frame or program for thinking, sorting, paying attention and processing information. We develop habitual thinking styles which become our Meta-Programs because we "think" on several different levels. *Content* thinking is about *what* we think, *process* thinking concerns our *style* of thinking.

Ellis & Harper (1975) and Beck (1983), *Rational-Emotive Behavioral Therapy* (formerly RET), call them *thinking errors* or *cognitive distortions*. These unproductive ways of reasoning lead to personal misery and unsanity. These cognitive distortions create *mapping blindness and dysfunction*.

Cognitive Distortions – Thinking Patterns that Dis-empower

1. Over-Generalizing:

Jumping to conclusions on little evidence or without facts.

2. All-Or-Nothing Thinking:

Polarizing at extremes--Black-and-White thinking. Either-Or thinking that posits options as two-valued choices.

3. Labeling:

Name-calling that uses over-generalizations.

4. Blaming:

Accusatory thinking that transfers blame & responsibility for a problem.

5. Mind-reading other's thoughts and motives.

Projecting thoughts, feelings, intuitions onto others without checking our guesses with the person, over-trusting our "intuitions."

6. Prophesying the future:

Projecting negative outcomes into the future without seeing alternatives or other ways to intervene.

7. Emotionalizing:

Taking counsel of one's emotions as an information source for what's real.

8. Personalizing:

Perceiving circumstances & actions of others as targeted toward oneself, perceiving world through ego-centric filters.

9. Awfulizing ... Terriblizing:

Imagining the worst possible scenario & then amplifying it with a non-referencing word, "Awful," as in "This is awful!"

10. Should-ing — Demandingness:

Pressuring self and others to conform to our rules using "should" and "must" statements.

11. Filtering out the positive or the negative:

Over-focusing on one facet of something to the exclusive of everything else, a tunnel vision perspective, filtering out the positive, solutions, etc.

12. Can't-ing or Impossibility thinking:

Imposing semantic limits on oneself & others using the word "can't."

13. Discounting or Minimizing one's self and abilities:

Putting down and dis-qualifying possible solutions.

Thinking Patterns or Frames of Mind that Empower:

Counter the ways that thinking becomes *distorted* (ill-formed, inaccurate). Use the following list for more empowering cognitive ordering.

1. Contextual thinking:

Inquire about the context of information & index it according to what, when, where, which, how, who, and why. Meta-model unspecified nouns, verbs, relational terms, etc.

2. Both-and-thinking:

Reality test to determine if a situation truly functions in an Either/Or way. If not, think in terms of a continuum. Inquire whether the two seemingly contradictory options actually exist as such represent different ways, times, circumstances, etc.

3. Reality-testing:

Test the reality of the experience: to what extent, in what way, etc. someone deems something as "bad, undesirable, and unwanted?" Meta-model the value words. Denominalize terms words to recover the hidden verbs.

4. Denominalizing thinking:

Reality-test to determine how a label functions: accurately, usefully, productively, too generally. Denominalize pseudo-nouns that make thinking and language fuzzy.

5. Systemic thinking:

Reality-test to determine the pattern of causation. Distinguish linear causation from the multifacetic nature of systemic causation.

6. Information Gathering:

Gather information to find the facts and then to check the conclusions.

7. Tentative predictive thinking:

Gather high quality information about the factors, causes, forces, trends, etc. that come together to create an event. Keep an open mind about ways of intervening and altering that destiny. Look at consequences of certain, actions, etc.

9. Critical thinking/ Meta thinking:

Thinking critically and analytically about the multi-causational nature of human emotions, back-track to the originating thoughts, think above and beyond the immediate content to the patterns and structures.

10. Reality-test the "shoulds."

Challenge the word "should," discover the rule, if there's no such law, shift to desire thinking, "I would prefer that..." "I would like."

11. Depersonalizing thinking; Responsibility To/For Thinking:

Reality test to see if the content or context deals references you personally. If not, code information in a third-person perspective, empathize without sympathizing.

12. Possibility thinking;

Reality test "can't" to distinguish physical or psychological can'ts, then shift to possibility thinking. Ask, "What stops you?" "What would it feel like, look like, or sound like if you could?"

13. Appreciative thinking:

What does count? In what way? How could it be valued?

DETECTING THE THINKING STYLES IN THE MEANING MATRIX

1) Identify a problem state that you have experienced recently.

What happened?
How would you describe the state, the problem?
Why was it a problem for you?
How as it a problem for you?

2) Do a Step back to Listen.

Check list for cognitive distortions.
Specify all of the ones that create problems and difficulties for you or another person.
Listen for meta-model distinctions, linguistic markers of meta-programs and meta-states.

3) Validate and confirm the cognitive distortion.

Reflect it back to the person.
"It sounds like the way you have thought about this involves Awfulizing. Does it seem accurate as you step back from it and examine it?" "How would you characterize this pattern of thought?"

3) Invite the person to do a Step Back also (take a meta-position).

Does this pattern of thinking reflect one that you (or I) typically use?
How long have you used this cognitive distortion in sorting through things?
Has it served you well? In what way?
In what way may it have undermined your sense of well-being and accurate processing?
What more useful way of processing this information would you like to use?

5) Challenge and dispute with the distortion.

Argue against Personalizing, Awfulizing, Should-ing, etc.
By identifying and arguing against these cognitive patterns, we bring them out into the light where we can deal with them. This breaks their power of working outside of consciousness.

6) Replace the cognitive distortions with some empowering thinking patterns.

Check the list of the more enhancing ways of thinking.

MATRIX DETECTION PATTERN

1) Identify a positive Experience.

What has been one of the most positive and exciting experiences that you've had about an area of expertise?

For example: Have you ever interacted with another person and coached him or her through some process and it turned out great and you felt wonderful in the process? Tell me about that. What was that like?

2) Explore the meta-levels of that Experience fully.

Using the Matrix categories ... explore the meanings, intentions, sense of self, sense of resourcefulness, time, other, world beliefs, frames, and understandings about the person's experience.

What did that mean to you?

What was your intention in that?

Sounds like that really affected you deeply, what did that do to your sense of yourself?

Use the meta-questions to flush out the higher frames.

Listen for and detect the *semantically loaded words*.

1) Those that activate *state*.

2) Value words, nominalization, and belief words.

3) Meta-Person debrief on the client's Matrix.

What did you find?

What patterns did you hear?

How would you profile the client's matrix about this event?

A MATRIX SYSTEMS CHECK

Quality Control your Matrix:

Since *frames* determine what can and cannot be accomplished, what we feel, the quality of our life, the strength of our mind, etc., make sure that you have *good* and healthy frames. “*Ecology*” refers to consequences and results, to balance and wholeness. It explores the overall health of a system, the balance that a set of actions, thoughts, and emotions have over time. To “*run an ecology check*” means to step back from something and evaluate it in terms of the overall systemic ecology in terms of the short-term and long-term health of the system.

The Quality Controlling frame game not only detects frame games, but exposes them. Use this game also to refuse frames, shift and alter frames, and even transform frames. It’s that powerful. Why do we do this? Because our brains lack any natural Quality Control mechanism.

1) Step Back from the frames of the Matrix and the Matrix Games that result and take a deep breath.

What does it feel like to take a moment to pause, to gain some “psychological distance” and to relax as you think about the frame and its Game?

2) Run a Systems Check: Check the ecological value and balance of the Games.

How many ways can you ask the *Quality Control* question?

Does this state, decision, belief, thought, part, behavior, meaning, evaluation *enhance* your life or not?

Does this serve you well?

Does it serve you well in relationship to your friends and loved ones?

Does it empower you and others?

Does it enhance your life?

Do you like this?

Does it set up the direction that you want your life to go?

3) Step Back or Up yet again for a more advanced Systems Check.

Once you check the basic ecology of the frame game, run a more advance one that brings more and more of your values, beliefs, and understandings to bear upon the game.

Do you find this *frame game* wonderful and magical?

Is it God-honoring?

Does it promote sanity all around?

Does it create the kind of legacy that you want to leave your children?

Would you like it installed in your children?

Does it make life a party?

MATRIX DETECTION & TRANSFORMATION

1) *Think of something in which you'd like to be more effective.*

What do you do, or could do, that you would like to do with more success and effectiveness?
Got something like that? What?
Have you ever done that? What is your reference experience?

2) *What's your Matrix about this?*

How do you represent this?
What is the Movie that you're playing in your mind?
What words, labels, terms?
What meanings and evaluations?
What frames? Belief frames?
What emotional links, associations?
What thinking patterns?

3) *Step back for a Systems Check.*

Do you like this?
Does it enhance your life?
Does it empower you as a person?
Does it make life a party?
Are your thinking patterns accurate and useful?

4) *Describe a Preferred Frame.*

If you could have any frame of mind you want—what would you choose?
Expand this and develop it.

5) *Solidify this new Frame through confirming and provoking.*

You like this? Really?
You want to keep it? Really?
You think you can?

META-QUESTIONS FOR TEASING OUT META-STRUCTURES AND META-FRAMES

All meta-levels in our mind are made up of the same “stuff” that governs the primary level: thoughts, feelings, and physiology. We *use* our see-hear-feel representations and words to build up meanings at the meta-levels to create the matrices of our mind. The following set of questions in various categories offer lots of ways to explore and elicit these higher level structures. As you use these, remember the different categories are *not* different things—just *other ways* of expressing the same thing, the meta-frame.

This is not trivial. It means that we can view a “meaning” as an idea that we “hold in the mind” as a belief, a value, an identity, an understanding, etc. Every frame has *every one of these categories within it*. Confused?

It is this very thing that confuses most of us about the higher levels of our minds that we call “logical levels.” When we nominalize these categories, “Beliefs,” “Values,” etc. we mis-cue our minds-bodies and begin thinking of them as “things.” And as different things. Yet they are not. All of these words are but expressions of various *mental processes—the framings that we do* which create our neuro-semantic reality or Matrix.

Think of the following questions as 26 ways to way around the *Diamond of Consciousness* and see, hear, feel and explore the many *Facets of Perception and Focus*. These are *Facets of Focus* that give us multiple ways into the Matrix of our Mind.

1. Meanings: The “ideas” that we hold in mind.

- What does this mean to you?
- What else does it mean to you?
- How much meaning does it hold for you?
- Do you know how you came to attribute this meaning?
- How well does this meaning serve you?

2. Beliefs: The “ideas” that we affirm, validate, and confirm (also **Convictions**).

- What do you believe about that?
- How much do you value that belief?
- Do you have any beliefs about that belief?
- How have you confirmed that belief?
- How strong is that confirmation?
- What other convictions do you have about this?

3. Frames: The ideas that we use to set frame of reference, structures of context in our mind.

- What’s your frame of reference for this?
- How do you frame this?
- How else could you frame it?
- What’s the most empowering frame you’ve heard from others about this?

4. Generalizations: The “ideas” that we draw as summary conclusions about things, “ideas” we have about other ideas.

- What do you think about that?
- What do you feel about that?
- What comes to mind when you entertain that thought?
- What conclusions have you drawn about this?

How have you generalized from this experience?

5. Realizations: The “ideas” we develop as new insights, understandings, and even eureka experience. (Denis Bridoux)

How does it feel to realize this?

When you realize this, what do you think?

Now that you know, what do you want to do?

Now that you’re aware of this, what comes to mind?

6. Permissions: The “ideas” that we allow and permit which open up new possibilities from old taboos.

Do you have permission to think or feel this?

Who took permission away from you?

What happens when you give yourself permission to experience this?

Would you like to have internal permission for this?

Does the old prohibition or taboo against it serve you well?

As you give yourself permission and notice what happens, how well does that settle?

How many more times will you need to give yourself permission?

7. Feelings: The emotional “ideas” and feeling judgments that we bring to other ideas.

What do you feel about this?

What specific emotion do you associate with this idea or experience?

Framing it with this feeling, does this empower you as a person?

Does this feeling map things in a way that enhances your life?

8. Appreciation: The “ideas” of appreciation or value that we use to frame other ideas.

What do you appreciate about this? About yourself in this experience?

What could you appreciate about this emotion or experience?

If you could stay totally resourceful *and* have this experience, what value would that hold for you?

How much appreciation would you like to have about this?

9. Value / Importance: The “ideas” that we value, treat as important and significant, esteem.

How is that important to you?

What do you believe about that value?

Why is that important or valuable to you?

When you get that value from it, what’s even more important than that?

10. Interest: The “ideas” of fascination, curiosity, interest, etc. that we bring to other ideas.

What’s the most fascinating thing about this experience or idea?

What could you become curious about in this if you allowed yourself?

How do you best like to put yourself into something (inter -est)?

11. Decision / Choice / Will: The “ideas” that we separate and “cut off” (cision) from other ideas or choices so that we say *Yes* to some and *No* to others.

What decision or decisions drive this?

So what will you do?

What would you like to do?

What are you saying to yourself in terms of choosing or deciding?

12. Intention / Want / Desire / Strategy: The “ideas” you have about your motive, intent, desire, wants.

What is your purpose in this?

What is your intent in this? And what is an even higher intention than that?

When you have that in just the way you like it, what do you get from that?

Why is that valuable to you?

What’s your strategy for making that happen?

13. Outcome / Goal: The “ideas” we have about goals, outcomes, desired ends.

How do you want to see this turn out?

What is your preferred desired outcome from this?

What consequences do you hope will come from this?

What is the outcome of this outcome?

14. Expectation / Anticipation: The “ideas” we have about what we anticipate will happen.

What are you expecting?

Where did you learn to expect that?

How legitimate is that expectation?

What is the quality and nature of that expectation? Is it rigid or flexible?

Does that expectation keep you open and curious or demanding and controlling?

15. Connection: The “ideas” we have about our connection with other ideas, experiences, and people.

How connected are you to this idea, feeling, or experience?

What does your connection to this do for you?

Is this connection linked up to your self-definition or identity?

16. Causation: The “ideas” we have about cause, influence, contributing factors, what makes things happen, etc.

What makes you feel this way? Think this way? Experience this?

Does it have to make you have these thoughts and feelings?

Who says? What’s the rule that makes this so?

Does it always work this way?

When has it not caused this? What other exceptions are you aware of?

What are the mechanisms that make it work this way?

17. Culture: The “ideas” we have about our cultural identity, definition of reality, and cultural ideas.

Is this part of your cultural heritage?

What cultural context did you learn this?

What do you think about these cultural values and beliefs?

How well do they serve you?

If you were to pass on a new cultural legacy, what would it be?

18. Presupposition / Assumption / Implication: The “ideas” that we use as higher frames that reflect our assumptive world and understandings.

What’s implied in that statement? How does it make sense?

What are you assuming that enables you to think or feel this way?

How many presuppositions are you running with in order to believe this?

Where did these assumptions come from? Are they from your upbringing?

Are they in the structure of language itself?

19. History / Memory / Referent: The “ideas” that we bring with us about previous experiences and use as our “referential index” for making-meaning.

Does this remind you of anything?

What comes to mind when you surrender to these thoughts or feelings?

What previous examples or experiences have you had that relate to this?

How does your personal history play into this?

20. Rules / Demands / Shoulds / Musts / Authorize: The “ideas” that we use that set up the Rules of the Games that we play out in our lives, the modal operators that generate our *modus operandi* (MO) in the world.

You should, must, and have to do this? Why? Who says?

What creates the demandingness in your statement or feeling?

Who or what is the authority beyond and above this experience that demands this?
What if you don't? What then? What will happen then?

21. Definition / Language / Class / Categorizes: The “ideas” that we have that set the frames and categories for our minds.

What does this word or term mean to you?
How do you define it?
What emotional associates have you connected with this term?
How would it feel if you knew that this term was just some sounds and didn't have to be so semantically loaded?
What other definitions could you give to this to make it more useful as a map?
How does this term classify things? What does it mean in terms of the categories that it suggests?

22. Understanding / Know / Knowledge: The “ideas” you have that “stand” “under” you as the mental support for your world.

What do you understand about that?
What background knowledge are you accessing that creates your understanding about this?
What do you “know” about this? How do you “know” that?
What kind of knowledge is this?
In what modality is this knowledge?
What kind of intelligence is this? (Use Gardner's Seven Intelligences).

23. Identity / Identify / Self / Self-definition: The “ideas” we build up about our “self,” the ideas we use in self-defining.

Does this affect your self-definition or identity?
How does it affect the way you think about yourself?
What does this say about how you perceive yourself?
Are you identifying yourself with this thought, feeling, or emotion?
Does that enhance your life or empower you as a person? Do you really need to do this?

24. Paradigm / Model / Map / Schema: The “ideas” we have that come together as more complex mappings about things.

What paradigm (model, schema) drives and informs this?
What paradigm are you relying on in your understandings?
How valid or useful is this map?
Would you like to map it in another way?

25. Metaphor / Symbol / Poem / Story: The “ideas” that we form through stories, analogies, and non-linguistic forms.

What is this like?
If this was a color, what color would it be?
If this was an animal, what animal would it be?
What would this sound like if you put it to music?
If you made up a poem or story about this, what would you say?
How have you been storied? Who storied you? What is the story?
Would you like to create a new narrative for yourself, for this experience?
What would a new narrative sound like?

26. Principle / Concept / Abstraction: The “ideas” that we treat as guidelines, laws, settled conclusions.

What is the guiding principle that you hold about this experience?
What concept or conceptual understanding governs this?
How does this principle or abstraction work in everyday life?
Do you have a good relationship with this concept?
If you were to remap this abstraction, how would you change it?

FROM FRAME TO MULTIPLE FRAMES

From our first Frame of Reference (meta-state) we habituate things to Create our Frame of Mind.

We now have a well-rehearsed the frame. It becomes our way of seeing the world—a self-organizing and self-fulfilling set of belief frames. The frame operates as an attractor in our mind-body system. As we use this frame of reference as we move through life, what attitude or frame of mind has it generated within? Each level or layer becomes yet another semantic environment. Here frames structure what we call “personality.”

Frame of Mind

Frame of Reference

Represented Frame

Then From Frame of Mind to Frameworks— Our Personal Matrix.

The solidification process that habituation creates continues transforming our frames of mind into frameworks— systems of beliefs, larger level models of the world.

Given this frame of mind, what do you believe about self, life, others, the future,

And, working simultaneously—> This Neuro-Linguistic / Neuro-Semantic System creates the overall “gestalt” of our felt sense of life, our everyday “states.”

Every emotional state *is* a game, and arises from a frame. Every state involves a set of actions and transactions with others as we act out our emotions, ideas, concepts, mental maps. Further, every state is a *motivated state*, it operates for some purpose. It seeks to achieve or accomplish something, some stroke, spike, or something.

We naturally and inevitably *meta-state*, that is, set higher frames about previous frames.

We think *in terms of* various ideas. We *bring* various ideas, feelings, and even physiologies *to bear upon* other ideas, thoughts, feelings, etc. In this way, whenever we think *about* our thinking, feel *about* our thinking, feel *about* our feeling, etc., we set a higher level set of thoughts-and-feelings *upon* other thoughts and feelings. *Reflective thinking* creates states-*upon*-states or meta-states. We react to our reactions. We fear our anger. We rejoice in our learning. We feel embarrassed about our sadness.

IT’S FRAMES ALL THE WAY UP

Using the self-reflexive model of *Meta-States*, *The Matrix* enables us to trace self-referential thought as it grows, develops, and evolves, as we move up the layers of mind, transcending and including. This allows us to track the construction of “thinking” and how mind, emotion, consciousness, perception, etc. emerge in this systemic process. In this way, *the Matrix* offers an easy to understand model about the functioning of “mind” as it creates our frames-of-reference. We can now see how “thought,” occurring at every level, grows and develops to become increasingly more complex and systemic.

As we move up the levels from experience to reference to frame and eventually to frames of mind, and then frameworks or *the Matrix*, we layer thought upon thought, emotion upon emotion, sensation upon sensation. It all begins as we reference, because *we think by referencing*. Every thought *refers* to something: a person, event, thing, idea, feeling. And every thought in our head as a *representation* of our reference occurs within some frame-of-reference—actually many frames-of-references.

It’s frames all the way up.

Our experience of “reality” is as negotiable as our willingness to negotiate it. After all, we negotiate “reality” by our frames in the first place as we use various classes, categories, labels, language, etc. in structuring and encoding of that “reality.” What would get you to re-prioritize your perception of wealth? What frame would shift everything? We punctuate our everyday experiences (“reality”) and sort it into fictional categories (shared fictions and idiosyncratic fictions) that we call concepts, beliefs, etc.

Frame¹: “It’s all mine!” I own everything I experience. Libraries, parks, sunsets, the beauty of the stars, air, etc.

Frame²: “I didn’t want to give my parents the satisfaction of turning out productive and effective!”

Frame³: “You can only become wealthy by taking advantage of others.”

The Development of Frames As Our Brains Frame

Experience	Frame-of-Reference	→	Frame-of-Mind	→	Frameworks/ Matrix
<i>Initial Reference</i>	<i>Mental Structuring</i>		<i>Higher Mental Processes</i>		<i>The Matrix</i>
People	Good/ Bad		Attitudes		Cultural Beliefs
Events	Positive/ Negative		Moods		Paradigms
Ideas	Pain/ Pleasure	→	Character	→	World Views
Happenings	Self/ Other		Dispositions		Personality
	Big/ Little		States		Reality Structure
	Match/ Mismatch				
	<i>Thinking Styles</i>		<i>Cognitive Formats & Distortions</i>		<i>Executive States</i>
	<i>Primary States</i>	→	<i>Meta-States</i>	→	<i>Gestalt States</i>

TEXTURING YOUR STATES

A “**Gestalt**” refers to some *Configuration* of mind-and-emotion that comes together and that emerges from many interactive parts in a system so that “the whole is greater than the sum of the parts.” In a *Gestalt State* we have one or more levels of meta-states outframing a primary state so that as a result something new and higher arises.

1) Identify the Elements and Components

Identify the Elements and Components that you need to make up a rich and vibrant state of the particular Gestalt state (i.e., Optimism, Seeing Opportunities, Courage, etc.).

What do you need to think, feel, know, value, believe so that this gestalt arises for you?

Customize this higher state so that you have all of the right ingredients.

Make sure it is sufficiently compelling for you.

2) Access and Amplify each Resource

Access: Take each resourceful thought and emotion and use various small and simple examples until you access that state.

Amplify: Gauge to make sure it is sufficiently intense.

3) Apply to the Primary Situation

Apply: Apply each resource state to the primary state to layer it and set it as a frame.

Check after each application to see if the gestalt has now emerged.

Appropriate: When the gestalt state emerges, future pace it by imagining how it will play out in the days and weeks to come in your everyday life. Notice how it will affect your thinking, perceiving, feeling, talking, acting, relating, working, etc.

4) Install by making an empowering Decision for it, then Meta-Yes it

Decision: Are you willing to make this your program?

Identity: How will it affect your self-definition?

Confirmation: Do you want this? You really do?

THE SELF MATRIX

The White Matrix

The First Content Matrix:

A central and core matrix that we live in and from, and that we take with us everywhere we go is our *Self Matrix*. We never leave home without our self. It's the first thing that we punctuate, the first classification, and the first frame.

Who am I?

What am I?

What is my nature, purpose, destiny, value, etc.?

The matrix of Self inquires about how we have mapped and given meaning to our "sense of self" and how well does that mapping and framing works for us?

Critical!

The meanings we map about our concepts of *self* make all the difference in the world whether we move through the world trying to become a Somebody, or whether our life in the world is an expression of our Somebodyness. In the first case, we put our ego or self-esteem "on the line" with almost everything that happens. We identify and personalize almost everything that happens, especially the negative and unpleasant. This makes us reactive, defensive, and thin-skinned. The problem? Not the person, but the frames that map the self as inadequate, conditionally valuable, and unworthy.

Our Multiple Selves:

This matrix contains many facets of our thoughts-and-feelings. It includes our sense of self in self-esteem, self-confidence, social self, sense of self in presence of others, self definition, and identifications. And that's just the beginning.

A healthy Self matrix is the difference between feeling worthy, valuable, respectable, and loveable and seeking to experience things in the world to obtain these experiences. With a healthy Self matrix we can celebrate ourselves and value ourselves without putting our "self" on the line with the activities that we engage in. It allows us to separate person from behavior, self-esteem from self-confidence.

C	Self-Confidence	Self-Esteem
C	Self-Efficacy	Self-Definition
C	Self-Presentation	Social Self
C	Cultural Self	Work/ Career Self
C	Ethical Self	Relational Self

Robust or Not?

When this Matrix is not well-developed, we easily and automatically personalize and put our ego (sense of self) out "on the line" with regard to most things. We may become Other-Referent and try to get a sense of safety or okayness from others or from external things.

What are the processes that we can use to bring about a generative transformation and build up a mapping of self that allows us to become more all we can become?

Frames for Self-Confidence / Self-Esteem:

When we map our Self as inherently and innately valuable, worthwhile, lovable, and having dignity,

as a member of the human race, as a Somebody, and with nothing to prove, but everything to experience, we are freed to be and become, to explore and enjoy and to choose to only identify with the things that enable us to become more than we presently are. This mapping allows us to explore our potentials, to be open and responsive, to be caring and loving in relationships, to be non-defensive about mistakes, fallibility, and vulnerability, and to be creative with our skills and passions. When the ego is not on the line, there's nothing to prove. This mapping allows us to get ego out of the way which frees up lots of our mental-and-emotional energy which we can invest in others, in developing our talents, and in contributing.

Frames for Conscience:

In the *Self Matrix* we map out our sense of conscience or super-ego as well. This relates to our sense of right and wrong, of being and doing what's proper, ethical, honorable, and moral. Conscientiousness is mapped here in relation to *Others*.

We become "ego-involved" in our ideas, emotions, beliefs, experiences, possessions, etc. by over-identification and/or by the lack of healthy ego-development. In ego-involvement, the idea becomes an extension of the self.

Self distinctions:

What are your frames and maps about boundaries? Me and "not me?" What kind of boundaries? How strong? How flexible?

What are your frames about your strengths and your weaknesses? Are you committed to playing to your strengths? What are they? What are your weaknesses? Your natural intelligences?

"Self" is a multiordinal term, a nominalization that means something different at every level. There is no "ghost" within, it is just "me" operating at different levels.

Transforming Self Questions:

1) If you were today the person you want to become, how would you be living your life? How would you respond to this situation?

2) Two years from today (or 5, or 10), if the qualities of my life are not significantly better than today how would I feel about that?

3) Who would I need to become in order to fully experience the qualities that I want to add to my life in the weeks and months to come?

EXPLORING YOUR SELF-IDENTIFICATIONS

1. Which of the following identities have you invented or create for yourself?

- | | | |
|---|--|--|
| <input type="checkbox"/> Goof-off | <input type="checkbox"/> Wonder | <input type="checkbox"/> Full of Potential |
| <input type="checkbox"/> Stupid | <input type="checkbox"/> Person of Dignity & Value | <input type="checkbox"/> Hopeless |
| <input type="checkbox"/> Clown | <input type="checkbox"/> Loving | <input type="checkbox"/> Trustworthy |
| <input type="checkbox"/> Good-for-nothing | <input type="checkbox"/> Intelligent | <input type="checkbox"/> Liar |
| <input type="checkbox"/> Bum | <input type="checkbox"/> Hard worker | <input type="checkbox"/> Criminal |
| <input type="checkbox"/> Reject | <input type="checkbox"/> Failure | <input type="checkbox"/> Loser |
| <input type="checkbox"/> Winner | <input type="checkbox"/> Thinker | <input type="checkbox"/> Feeler/Sympathizer |
| <input type="checkbox"/> Steady | <input type="checkbox"/> Loyal | <input type="checkbox"/> Disloyal/ Cheat |
| <input type="checkbox"/> Flexible | <input type="checkbox"/> Rigid | <input type="checkbox"/> Open minded |
| <input type="checkbox"/> Closed minded | <input type="checkbox"/> Positive/Optimistic | <input type="checkbox"/> Warm/Gentle |
| <input type="checkbox"/> Wishy-washy | <input type="checkbox"/> Flaky/Scatterbrained | <input type="checkbox"/> Stubborn/Oppositional |
| <input type="checkbox"/> Dependable | <input type="checkbox"/> Authentic | <input type="checkbox"/> Hypocrite |
| <input type="checkbox"/> Curious | <input type="checkbox"/> Enthusiastic | |

2. What traumatic events have you gone through that you have given lots of meaning to and used to "define" yourself?

- | | | |
|---|---|---|
| <input type="checkbox"/> Physical abuse | <input type="checkbox"/> Divorce of parents | <input type="checkbox"/> Fired from Job |
| <input type="checkbox"/> Verbal insults | <input type="checkbox"/> Adoption | <input type="checkbox"/> Arrested |
| <input type="checkbox"/> Mental Poisons | <input type="checkbox"/> Rejection | <input type="checkbox"/> In Accident |
| <input type="checkbox"/> Molested | <input type="checkbox"/> Kicked out of School | <input type="checkbox"/> Lost parent |
| <input type="checkbox"/> Raped | <input type="checkbox"/> Sexual Abuse | <input type="checkbox"/> Beaten up |
| <input type="checkbox"/> Lost loved one | | |

3. *Who are you now?* What self-definitions did you receive from your parents? What or who did they say you *are*? How did they verbally *define* you? What actions did they engage in that you have used to define yourself? *"I am the kind of person who..."*

4. What identity have you created for yourself with regard to your central personality powers? How have you identified yourself concerning:

- Your mind: intelligence, understanding, valuing, believing, comprehending, etc.?
- Your emotions: feelings, emotional states?
- Your language?
- Your behavior?
- Your aptitudes, predispositions, potentials?

5. The following areas provide us some of our most central identities. What have you *identified with* so far in your life in these categories?

- a. Beliefs/values/ideas:

b. Experiences/events:

c. Aptitudes/skills/strengths:

d. Possessions/title/income/status:

e. Emotions, hopes, dreams, visions:

6. Find all of your self-limiting beliefs. Finish the sentence with as many endings as you can:

"I could never..."

"I can't imagine myself thinking, speaking, or acting that way..."

7. Write out a full description of *the kind of person* you want to become. Create your own invention about the new You:

8. How have you developed your self-definition relating to

Your value as a person: how you self-esteem yourself.

Your abilities and skills as a doer: how you feel confident about your skills.

Your sense of how others experience you: your self-image in their eyes.

Your effectiveness in succeeding in your goals and activities: your sense of self-efficacy.

DEVELOPING A ROBUST SENSE OF SELF

1) Access Your Self Matrix.

How robust is your sense of Self?

Is there any time or event in which you need a stronger sense of self?

When, where, with whom do you shrivel up, shrink back, and doubt self?

What are the triggers to that event?

2) Explore Your Matrix of Self.

What do you think ... feel?

What do you represent?

What's your Movie like?

3) Run a Systems Check.

4) Design a Preferred Frame.

What frame of mind would you prefer?

What frame of mind about yourself would you like to wake up in every day for the rest of your life?

5) Solidify through confirming and provoking.

ACCEPTING, APPRECIATING AND CELEBRATING SELF

This meta-state process for self-esteeming can empower you to establish a solid sense of self so that you will remain less stressed and insecure by life's everyday events. It's based on separating self-confidence (what you *do*) and self-esteem (what you *are*). Set a frame of high value and worth for yourself as a cool and calm center.

<i>Acceptance</i>	<i>Appreciation</i>	<i>Esteem</i>
Welcoming — Inviting in Non-Judgment W/o endorsement	Gentle openness Welcome warmly with attraction / love	Highly valuing as important significant, worthwhile Welcome with Awe, Honor

1) *Access the 3 "A" resource states: Acceptance, Appreciation, and Awe.*

Access each states by using a small and simple referent so that you can access the feeling of the state fully and discreetly.

- A) *Acceptance.*
- B) *Appreciation.*
- C) *Awe.*

2) *Amplify each state and Apply to Self.*

Amplify each state until you have a robust enough state to then *apply* to your sense of self knowing that as you do you are bringing each resource to bear upon your "self"(your concept of self) so that you set each as your frame.

3) *Apply self-esteeming to a needed context*

Is there any context, situation, or event wherein you feel tempted to self-contempt, self-question, self-doubt, and/or self-dislike yourself? In what context would you prefer a more resourceful response?

4) *Apply Self-Esteeming to the old Self-Contempting context*

Apply and notice how it transforms the old context.
Are you ready to self-respect yourself no matter what?

5) *Imaginatively put into your future to validate.*

Imagine moving through life in the weeks and months to come with this frame of mind...
Do you like this?
Notice how this would transform things for you...
Does every aspect of the higher parts of your mind fully agree with this?

THE POWER MATRIX

The Red Matrix

The Power Matrix

Second to the Self matrix. Focus is on our ability, capabilities, self-efficacy, skills, responses, strengths and Resources.

What meanings do we create regarding our ability to take action, to take effective action in the world?

What can I do?

What skills and resources can I develop?

What are my aptitudes and capacities?

How can I develop my potentials?

Can I cope with things?

Can I master myself, run my own brain, regulate my own states, and plan my own future?

Can I develop mastering in an area of passion?

Significance and Importance:

The sense of power or resourcefulness makes all the difference in the world between living with a weak response style and a strong one. It's the difference between learned helplessness and learned optimism, between reactivity and passivity and assertive proactivity. A healthy Power matrix enables us to feel self-efficacy and to take ownership of our life. It's the foundation for persistence, determination, resiliency, passion, and proactivity.

The *Power matrix* relates to our sense of options and choices, and hence to will and to "will power." If you map out the lack of power or helplessness, you will experience little sense of choice or options. You will feel controlled, limited, fated, and that life is deterministic.

The Heart of Power: Self-Efficacy.

The sense of self that precedes self-confidence is *self-efficacy*: our personal sense of being and feeling *resourceful*. "I can handle things. I can figure it out. I can handle the emotions. I don't have to know it all, I can work with and through others."

Self-efficacy answers the questions: what can we do, what are we able to influence, what effects can we produce, how much skill or knowledge can we express in coping or mastering the challenges of life.

What have we mapped in terms of our abilities, skills, potentials, capabilities, etc.?

Does it give us a sense of ability, power, and control or does it undermine such?

Test:

Do you feel like the driver of your own bus or a passenger in the back going for a ride? How have you mapped the sense of "control?"

Did you grow up in an environment that was safe, secure, and that gradually allowed you to take more and more control over your life? To learn independence and autonomy in a safe and loving way? If so, you probably mapped out supporting meanings about your own Power so that you welcome it, accept it, enjoy it, and want it. You believe in it and delight in it.

Damaged in the Power Matrix:

If you grew up in a chaotic family or culture, in a war zone, or a place that was erratic and unpredictable, you more likely mapped that Power was impossible, not available, or the most

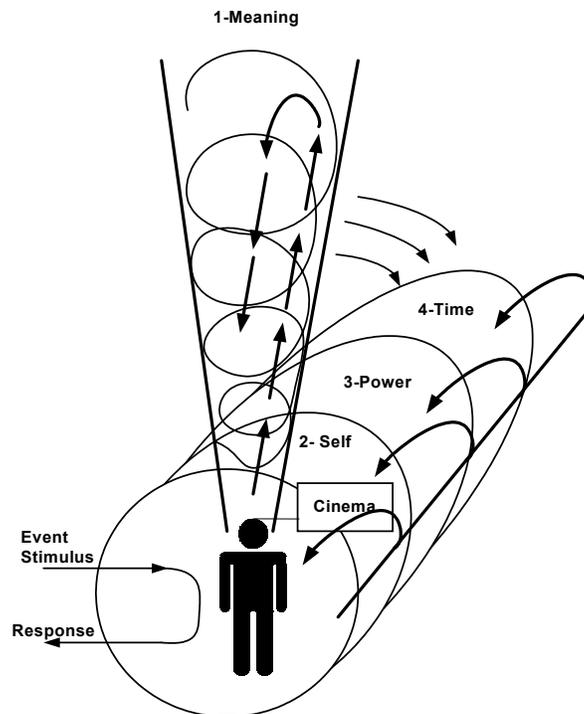
important thing in the world. And, of course, whatever you mapped about such governs this Matrix. People overwhelmed with too much whether in childhood or in adult life, often abdicate control to others and opt for living in states that we call weak, indecisive, and deferential. It's the meanings that they have given and mapped and so it becomes "real" to them on the inside.

Facets of Power:

Learned Helpless: When bad things happen, it's about me (personal), about everything in myself and life (pervasive) and forever (permanent). This sucks the bad thing inside ourselves so that we can never get away from it.

Learned Optimism: We index bad things to whatever they concern (not-me), to a particular situation (this, not-pervasive), and here and now (not permanent). This keeps the evil contained and "out there."

The weaker our sense of power, the weaker and more limited our *Intention matrix*. Our power of mind-emotion is our IQ.



Your Power Zone ... of "Responses."

How activated is your Power and Resource matrix? How robust is your Power Zone?

Able to act on Knowledge: Given this knowledge or understanding, what can I do to shape my future in an enhancing way? How can I translate this into practical value? The power of translating knowledge into action is the process of taking the great ideas and principles in our mind and translating them so that they become incorporated into muscle. This is the power that enables us to be willing to take complete ownership of our responses.

QUESTIONNAIRE

Gauge yourself from 0 (for none) to 10 (high). Put a number that best corresponds to the following questions.

- 1. The extent to which I feel *in control* of my life is.
- 2. The extent to which I feel I have control over my thoughts is.
- 3. The extent to which I have a sense of control over my emotions is.
- 4. The extent to which I have a sense of control over my communications with others is.
- 5. The extent to which I have a sense of control over my behaviors and actions is.
- 6. My sense of control in relating to people effectively is.
- 7. My sense of control in managing my own states of mind-body is.
- 8. My sense of control in communicating and listening with skill is.
- 9. My sense of control in giving and taking in a task-oriented relation is.
- 10. My sense of control in giving and taking instructions is.
- 11. My sense of control in staying positive, optimistic, and highly motivated is.

"Power" (from *pouvoir*, French) literally means "to be able," and so "the ability or capacity to do" something. *What powers have you already developed and currently have ready access to?* Check the following powers that you can claim within your repertoire of abilities and skills:

- Communicate clearly and precisely
- Listen attentively to people
- Listen empathically to someone I disagree with
- Try on new ideas
- Smile and express friendliness to someone first
- Say "No" gracefully and stick to it
- Take criticism positively and learn from it
- Take risks without fearing "failure"
- Proactively assume total response-ability for myself
- Love someone without becoming demanding or possessive of them
- Influence others in a respectful way
- Change my perceptions as needed (update my thinking)
- Attribute enhancing meanings to the things that happen
- Optimistically look for the good in people & events
- Assume a defenseless stance when under attack
- Utilize wisdom when making a decision
- Express authenticity even when others play roles & wear masks
- Effectively keep going after my visions
- Show resoluteness regarding my long-term goals
- Express a soft and gentle touch in my firmness
- Stay playful even when committed to someone important
- Communicate my values & beliefs non-dogmatically
- Negotiate for what I want with people
- Think and speak in a win/win way
- Gracefully accept the things I cannot change
- Support my friends and loved ones in a way that counts to them
- Manage my negative emotions: anger, fears, grief, guilt, etc.
- Respond with humor about myself
- Stop worries and apprehensions in a short time
- Interrupt negative states of mind-emotion
- Not engage in self-pity or victim thinking
- Play as a team member with others
- Bounce back in a resilient way from setbacks, defeats
- Forgive people who have hurt and wounded me
- Let go of the past effectively

__ Access and put myself into resourceful states at will

OWNING YOUR POWER ZONE

This pattern enables us to recognize and own our core “powers” or functions. By meta-stating our core owners, and owning them, we can create the foundation for *personal empowerment* and then the more complex states of responsibility, proactivity, initiative, and risk-taking.

1) *Access a full experience of your Four Central Powers.*

Notice that you have two private inner powers. You have powers of–

Thinking: representing, believing, valuing, understanding, reasoning, etc.

Emoting: feeling, somatizing, valuing, etc.

You also have two public or outer powers by which you can effect yourself and the world:

Speaking: languaging, using and manipulating symbols, asserting, etc.

Behaving: acting, responding, relating, etc.

Just notice and enjoy and appreciate these as you access them fully. Access them so that you begin to feel these powers. Use your hands to mime out these *powers* in your own personal “space” to create your *Circle of Power* and influence and responsibility.

2) *Access and Amplify the Resource State of Ownership.*

Think about something that you can say “Mine!” to fully, that every fiber in your body knows that it is yours. Has there ever been a time when you said “**Mine!**” that fully? Recall that time. Be there. Feel it when you strongly sense that something is yours, when every fiber in your being says, “**Mine!**” Keep it small and simple: “My hand!” “My eye.” “My cat.” “My toothbrush.” Find a “Mine!” that clearly yours in a positive way, a “Mine!”

3) *Amplify your Ownership states until your Neurology radiates.*

Amplify your sense of ownership and say, “This is my *zone* of power. I am totally responsible for my *responses* of mind, emotion, speech and behavior...” Notice how that transforms things.

4) *Access the States of Acceptance and Appreciation of “Mine!”*

Use a small and simple reference to get the feel of acceptance... when you just welcomed and acknowledged something ... a rainy day, the traffic. Now feel this acceptance about what you own as yours.

Do the same with a reference for appreciation. Feel that appreciation about this sense of ownership. Feel that sense of acceptance and appreciation and apply

5) *Future Pace to install*

Imagine in the weeks and months to come, moving through the world with this frame of mind about your zone of response... power... Do you like that? Just notice how it will transform things as it allows you to fully claim your mind, heart, voice, and response powers.

DEVELOPING EGO-STRENGTH

1) Access a state of Acceptance

What do you accept as just a fact of life?
What do you accept that you could or perhaps have rejected and angered yourself about?
What is it like when you think of something small and simple that you simply accept?
What did you once worked yourself up about but now just go along and accept it?
Feel that fully ... and now apply that feeling or awareness to you — to your human powers and fallibilities.
Apply it to the cards that life has dealt you, to your aptitudes and lack of aptitudes.
What it is like when you future pace it into the contexts of your life?

2) Adjusting your Expectancies

What are some of your self-expectancies or expectancies of others, the world, work, etc. that can get you into a frustrated state? Identify them.
What do you need to do to adjust them so that you have a fairly accurate map about what is, how things work, and what you can legitimately expect?
What have you mapped about yourself, people, relationships, fairness, life, etc.?
What unrealistic expectations give you a semantic jar of disappointment?
What do you need to *learning* about so that the greater understandings will increase your ego-strength?
How much do you need to raise your level of frustration tolerance?

3) Step into your Power Zone

How much do you have a strong sense of personal power?
How much does that increase when you accept your personal responses?
How much more when you meta-state them with ownership?
What other resources do you need in order to face reality as it is?

4) Meta-State yourself with Flexibility

How flexible and/or rigid are you?
How willing are you to accept the flux and flow of life?
Do you have enough security to welcome and enjoy things changing?
Access a sense of openness and flexibility. How does that affect things?

5) Build an Optimistic Explanatory Style

Do you have an optimistic explanatory style?
To what extent do the **Ps** of the pessimistic style govern your thinking?
The three Ps: personal, pervasive, and permanent when a “bad” thing occurs.
To what degree do you explain unfortunate events as about you (personal), about everything in your life (pervasive) and about forever (permanent)?
To what extent are you able to index the specifics and contain the “evil” as about the event not us (non-personal), here in this situation and context (non-pervasive), and today (non-permanent)?

6) Consciously raise your frustration and stress tolerance levels

What triggers stress in you? What frustrates you?
To what extent can these very things thrill and excite you?
How do you view, interpret the experience as a stressor?
What frame of mind would you have to have to see it as excitement?
Do you know how to do positive framing and reframing?
Are you will to do so?

7) Taking all of these elements, meta-state yourself and future pace your growing sense of ego-strength.

THE INTENTION MATRIX

The Orange Matrix

Every matrix is motivated!

The Intentional Matrix is about our sense of direction, goals, reasons, motivation, and intention. It is from this Matrix that we create meanings about the purpose of things and our highest intentions. From here we develop and experience our motives and motivations for living and our moment to moment agendas and aims. We can elicit this matrix by asking:

- What do you want?
- What are you seeking to accomplish?
- What's in it for me?
- What's your purpose or agenda?
- What am I living for?
- What do I want?
- Why is that important to you?
- Why do you want that?
- Why do you give yourself to that?
- What do you hope to obtain by getting that?

Intention as another kind of Meaning:

Intention relates to what we value and think important or meaningful, it arises from the Meaning matrix. We have intentions in doing whatever we do. We are seeking to accomplish something of value for ourselves. This also relates to the agendas we develop that make up our motives and motivation. So this is the matrix that answers the “why” questions. Why do we want that? Why is that important?

Back of the Mind Agendas: We typically experience our sense of purpose or intention as “the thoughts in the back of the mind” which then organize our *attentions*—“the thoughts in the front of our mind”—what’s on our mind. Together, intention and attention gives us our sense of “will” or choice. Moving up into this matrix allows us to understand and explore what we or another truly want, what we think we are going after and to check whether we are actually getting our highest intentions or not.

Up the Intentions:

Intentionality describes yet another meta-cognitive awareness. Failing to map, recognize, or embrace our higher intentions or just getting lost in the present moment *attentions* can create what is mis-labeled “attention deficient disorder.” That means being overwhelmed with too much stimulus and unable to control or manage all of the things that grab our attention and keep distracting us as we run around trying to put out fires or feel incapable of holding our attention on anything for long. When we live in the *attentional* world, we experience our mind (and emotions) similar to that of a small child or animal. Attentions come and go and we are at their disposal and so we are shifted here and then there. There’s no sense of control.

Living Life “On Purpose!”

Living in the *intentional world* gives us a sense that we are in control of what we pay attention to, when, where, and for how long. We have a big enough “why” to govern and organize the everyday attentions and to screen out what isn’t important to us. ADD is really Intentional Deficit Disorder.

Either there is not a strong enough intention, or we have the conflict of intentions, wanting two things that are contradictory.

From the meaning and purpose matrices we experience the higher states that give us a sense of inspiration, passion, hope, love, joy, and transcendence, the very qualities that we call “spirit” or “spiritual” – SQ.

With *the Intention/ Purpose matrix*, we move up to not only outframe our immediate goals and objectives, but to also map out our beliefs and understandings of the ultimate purposes of the universe. Here we map our ideas about whether we think the Universe is friendly or unfriendly, chaotic or ordered, intelligent or non-intelligent, etc. In this Matrix, we create meanings about spirituality, philosophy, religion, ontology, etc.

In this matrix we usually find multiple intentions and layers of objectives. Whenever we classify anything at the beginning of the Meaning matrix, we do so to make sense of the world. That’s our first intention. Then with every other meaning that we create and attribute, and every matrix that arises, we do so for yet other reasons.

Intentionality:

Intention creates the attractors in our mind-body system that invites our neuro-semantic system to self-organize around that attractor—motive, intention, agenda.

We can follow intention up the levels to create new and higher energy for living.

Intentionality stated in the negative evokes the paradox of “command negation.”

Intention activates our motor programs so that we *feel* intentions as *urges to act*. It moves us to what to *do* something.

EXPLORING YOUR INTENTIONAL FOCUS

1. *What do you have "on your mind?"* Where do you typically focus your mind? Where did you focused your mind when you woke up this morning? At noon? In the afternoon? At work? Recreation? Relationship? Conflict?

- | | |
|---|---|
| <input type="checkbox"/> Just getting by | <input type="checkbox"/> Trying to be perfect and never failing |
| <input type="checkbox"/> Developing my skills | <input type="checkbox"/> How things will go wrong |
| <input type="checkbox"/> Enjoying the tasks and people I'm with | <input type="checkbox"/> Criticizing and blaming |
| <input type="checkbox"/> Getting my way regardless | <input type="checkbox"/> Developing win/win relationships |
| <input type="checkbox"/> Getting by with things | <input type="checkbox"/> Becoming more proactive |
| <input type="checkbox"/> Learning something new | <input type="checkbox"/> Learning how to love others |
| <input type="checkbox"/> Doing to others before they do | <input type="checkbox"/> Reacting |

2. When nothing in particular grabs your interest or captures your attention—where does your mind drift off to? Your default program. After all, we cannot not choose or decide. When we choose to not decide, we have decided for our default programs.

3. When a problem arises, when you have something difficult to tackle, when someone treats you with disrespect, when something unfair happens, when something frustrates your goals—where does your focus go and what intention, agenda, or purpose do you default to?

- | | |
|---|---|
| <input type="checkbox"/> Depressing about it | <input type="checkbox"/> Angering about it |
| <input type="checkbox"/> Blaming someone or something | <input type="checkbox"/> Rebelling against it |
| <input type="checkbox"/> A solution-focused thinking about actions | <input type="checkbox"/> Accepting the world as it is |
| <input type="checkbox"/> Thinking about what resourceful state you can access | |

4. What happens when you lose your focus? Describe your state of mind-emotion when you don't have any particular focus? How much does this state affect your sense of personal power?

5. If you fully *imagine* the effect a truly empowering intention would have upon your life ... how would that be an advantage for you?

6. In life, whatever we focus on is what we will get. Our intention creates our direction, vision, and states and so sets up a self-fulfilling prophecy. Given this what are the empowering values and visions for your life? What's your vision for the kind of person you want to become, the kind of achievements you want to create, and the kind of experiences you want to experience?

7. What decisions do you need to make in order to translate your intentions so they become your everyday attentions? In making true decisions, we cut off some possibilities and alternatives in order to fully choose a desired outcome.

8. A true and empowering decision includes things that you will "no longer tolerate." What do you need to take a strong stand against in order to make an empowering decision?

9. Do a *Systems Check* on your empowering decisions that give you a new mental focus on life:

- | | |
|---|---|
| <input type="checkbox"/> Realistic: do-able | <input type="checkbox"/> Stated in the positive: "I will or intend to..." |
| <input type="checkbox"/> Stated as an expression of your powers | |
| <input type="checkbox"/> Stated in steps and stages for how to get there | |
| <input type="checkbox"/> Stated in specific and precise terms | |
| <input type="checkbox"/> Stated in a compelling, attractive, relevant way | |

TAKING AN INTENTIONAL STANCE

1) *Identify an important task that you want more energy, focus, and motivation with.*

We will first identify an activity to use as a reference point to explore our higher intentions.

What are some of the tasks that you engage in as part of your everyday life, career, etc.?

What do you need to do in order to succeed?

2) *How is that Activity Important to you?*

I take it that that activity is significant, right? *How* is it significant? *How* is it valuable?

Meaningful?

In what way?

What else is important about that?

How many other answers can you identify about this activity?

3) *Move up the Meta-Levels .. One at a Time.*

So this activity is important to you because of these things. And how is this important to you?

What's important by having this?

What important about that outcome?

And what's even more important than that?

And when you get that fully and completely and in just the way you want it, what's even more important?

[Continue this until you flush out and detect all of the higher values.]

4) *Step into the higher Value States of Importance so that you feel them fully.*

That must be important to you? [Yes.] So just welcome in the good feelings that these meanings and significances invite, and just be with those higher level feelings for a bit.

Do you like that? [Yes.]

Let those feelings grow and intensify as you recognize that this is your *highest Intentional Stance*, this is what you are all about... isn't it? Enjoy this awareness.

5) *Bring the Higher States/ Frames of Mind down and out.*

Having these higher feelings in mind... fully... imagine this intentional stance getting into your eyes, into your body, into your way of being in the world and imagine moving out into life tomorrow with them... and as you do ... and as you engage in that work-related activity that's part of your life, health, wealth building plan, etc., notice how the higher frames transforms it... And take all of this into tomorrow and into all of your tomorrows...

6) *Commission Your Executive mind to take ownership of this.*

There's a part of your mind that makes decisions, that chooses the pathway that you want to go, will that highest executive part of your mind take full responsibility to "be of this mind" about this activity and to remind you to see the world this way?

Imagine using this as *the basis of your inner life*, your way of being in the world. Do you like that?

7) *Invite other Resources.*

Would you like to bring any other resource to this intentional stance?

Would playfulness enrich it? Persistent? Passion? Etc.

THE TIME MATRIX

The Yellow Matrix

*“Are you in earnest? Seize this very moment.
What you can do, or dream you can do, begin it;
Boldness has genius, power, and magic in it.”
(Goethe)*

The Coded Structure for Time:

Since there is no *Time* this matrix deals actually with *events*. Some events have occurred (past), some are occurring (the present), and some will occur (future). How do we represent, think about, and feel “time?” This Matrix refers to our ideas and concepts of “time” and how we encode our sense of “time.”

“Time” as our accounting and comparing of events is a meta-cognitive awareness. When we are not *aware* of it, we are in an event and unaware of other events. We are *in-time* and lost in time. We experience an eternal now. And this powerful enriches a great many experiences from love making, being totally present with a friend, or engaged in a project. Of course, it can frustrate those outside of that event waiting on us to get to the next event!

Do you live in the past, the present, or the future?

Do I experience time as a primary state (“in time”) or as a meta-state (“through time” or “out of time”)?

How easily do you move in and out of the various time zones?

Do you have time or does time have you?

Do you have a positive or negative relationship to this idea of “time?”

Do you have enough time or are you under a lot of time pressure?

Do you feel rushed and limited by the lack of time?

How well can we slow “time” down or speed it up? (Fast and slow time)

Kinds of Time:

There are three *Time Zones* (past, present, and future) on which hat we can focus our attention. With primary state time, we get lost in time and experience life randomly or all at once—*In Time*. With meta-state time, we operate more sequentially, and in a step-by-step fashion—*Through Time*.

These distinctions are also meta-program distinctions.

Healthy IQ / EQ relates to time so that we live in the now with an eye on the future and are able to use past for learning. It is the ability to sequence activities and plan and to get lost in them in relationships and creative expressions.

Meanings about Time:

The meanings we map about the concept of *time* powerfully influence a great many of our emotions and influences our skills and performances. If we map *time* as a friend or an enemy, we come to think and experience it as something to simply recognize and embrace or as something that we fight against and have to fend off.

When we are comfortably and pleasurably *aware* of time, we can plan, sequence events, and operate efficiently in the modern world. Of course, this can drive loved ones and friends crazy if we’re on holiday or needing to be totally present!

How we map *Time*, represent it, and the meanings we give it significantly impacts our experiences,

emotions, skills, etc. Some people and cultures put almost all value and meaning on the Past, others on the Present, and yet others on the Future. Beliefs, “If I haven’t been able to do something, I never will be” maps the Past as governing the Future. “I can’t do this because I have never done it before.” What we believe about “time” affects what and how we map About Self, Power, Others, the World, etc.

In the West, we map “time” in terms of events that start and stop, that go and end, that end and so we create discontinuity between the Past, Present, and Future. This allows us to map the Past as “over and done with” rather than continuous and ongoing. This makes it easier for us to put tragedies and failures behind us and to stop referencing them. Not so in many places in the East.

Time and the other Matrices:

Our mapping about the Present enable us to have time for direct sensory experience and for action. How much time do you have in this present moment? Much or little? Do you have time for pleasure, for being fully presenting in and to an event? Making love, eating, dancing, enjoying a sunset, playing with children, engaging in sports, etc.—these are the kinds of experiences that we do best when in the Present. The *power* to pleasure is the *Power matrix* and the ability to take time for others in building rapport occurs in the *Other matrix*. Actually, because everything we do, we do in the Present, the present moment is the only actual “time” we have and the only time to do anything.

Our mapping of the Future enables us to have possibilities and an open-endedness to our future. Then there is the power to change and development (the Power matrix). We can use the future to imagine new and different things, develop new skills, and plan (the World matrix). When we conjure up an imagined future to which we then respond, we use the Future in a bold and creative way.

TIME FOR A CHANGE

Prioritizing Activities: Combining Time and Meaning

How you choose to allocate time to something is an important message about what matters to you. *Integrity* arises when what you say matters to you and the time you devote to the activities that manifest your dreams are congruent.

How do we make time for what's truly important? How do we let it feel more urgent?

1) Identify an important goal. (Meaning)

What's important to you?

You want to do, you know it's important, you may feel it, but you don't seem to get around to actually doing it?

What would you like to achieve that's important to you?

For yourself as a coach? For what you *do* as a coach?

For your coaching as a business practice?

A goal that you feel may be hard or challenging.

2) Access your Time Frames. (Intention about Time)

How much time would you ideally like to devote to this goal?

Minimally: daily or weekly?

Maximally?

3) Identify your Actual Time Structures.

How much time do you actually devote to it?

From what numbers to what numbers?

How much time would you typically allocate to it?

4) Access Resources. (Power)

What are the 3 most critical resources you need to be able to pull this off?

What is the 1 or 2 other resources that may not be critical, but would *flavor the quality* of your experience in a new and unique way?

What frames would you have to have in order to experience the integrity so that you would do this?

5) Access Self Frames. (Self)

Who do you need to be to make this happen?

What resources for your self-definition, self-esteem, identity, and so on?

6) Access Intentionality.

Do you really want this? How much do you?

Do you want this enough to devote the minimum time?

Can anything now stop you?

7) Confirm and Solidify.

THE OTHERS MATRIX

The Blue Matrix

Your Internal Audience:

This *matrix* records how we have mapped out and developed our meanings about what we understand, believe, and expect of others. It refers to what we think and feel about the idea of *connection*, whether this is a good and valued thing or a dangerous and fearful thing.

What do we think or feel about people? About human nature?

Who are people?

What are people like?

What is it like relating to them?

What is the nature of relationships?

What can I expect of people?

What skills do I have for getting along, creating rapport, understanding?

What meanings have we constructed about those we like and connect with?

About those we invest ourselves in and bond with?

About those we dislike and avoid?

Who do you play your life before?

Developmentally:

How did you navigate the psycho-social stages of development (Piaget and Erickson)?

Trust—distrust, bonding, safety, cooperation—competition, leading and following, giving and taking orders, etc.?

Constancy of Representation in infants, “out of sight, out of mind.”

Dependency (immaturity), independency (maturity), then inter-dependency (healthy relationships).

Frames about “People:”

This Matrix reflects our views and concepts about relating to people. Here we map out our ideas about relationships, love, associations, authority, roles, teams, races, cultures, arguments, conflicts, forgiveness and all of the other relational emotions.

This matrix governs how we deal with the patterns and frames we have about people, how to get along, how to understand and communicate, how to resolve conflicts, how to work with and through people, etc. The social meta-programs govern this matrix as well as patterns for rapport, communication, persuasion, leadership, groups, politics, etc. It is from this matrix that we mostly define and describe *emotional intelligence* (E.Q).

Social and Relational Skills:

The *Others matrix* governs our social-emotional skills and concepts that are included in love, support, affection, friendship, affiliation, connection, involvement, being included, trust, trustworthiness, betrayal, etc. Depending upon early experiences with care-givers, friends, mates, authority figures, teachers, etc. we develop our maps and give meaning to the importance or fearfulness of connecting, relating, loving, being open, being vulnerable, etc.

Others and Meta-Programs:

What meanings you give to Others will determine if you will turn to others when you feel down and low and need to recharge your batteries (the Extroversion meta-program) or whether you will turn

inward to yourself (the Introversion meta-program). If you have mapped both as valuable and significant, that both counts, you will have the Ambivert meta-program style.

This matrix is directly related to and influenced by our *Self matrix*. Originally we experience them as one. Then in the developmental nature of growing up, we individualize and become dependent and then eventually independent. Independence allows us to stand on our own and to have and be enough in ourselves to become inter-dependent with others in healthy relationships.

Your Inner Social Panorama:

Like “time” we have an inner world of people —people we carry with us and never leave home without. Explore your Social Panorama to see what’s there.

DRAWING THE RESPONSIBILITY TO/FOR LINE

As a Coach, you are *responsible for* yourself— what you say and do, the structures and frames that you set up. You are responsible **for** how you interact, treat your participants, the spirit and atmosphere that you set, etc. You are *not* responsible **for** how they think, feel, talk, or act. They are responsible **for** that. Yet you are responsible **to** them... to them as participants, as learners, as colleagues, as human beings. Separating out and stepping into a state of clarity about this Responsibility To/For Distinction therefore empowers you in relating in a healthy way, not creating sick and dependent relationships, or getting off on the “power” or “authority” that comes along with being out in front as a leader.

1) Access your Power Zone

Access, acknowledge, and appreciate your four neuro-linguistic powers of thinking-emoting, speaking and behaving.

Step into your power zone and own it fully (bring “ownership” — as expressed in “Mine!” to the Power Zone).

2) Distinguish between For and To.

I am able to respond (response-able) FOR my thinking, emoting, speaking and behaving. I own and acknowledge my ability to make such responses. They are mine and I will not hold anyone else responsible for these powers.

I am **not** able to respond (response-able) FOR the thinking, emoting, speaking, or behaving of anyone else! I cannot and will not assume any ownership over their Power Zone. It belongs to them. I acknowledge that, appreciate that, and will honor that.

3) Step into this Experience fully and feel it as you Gesture it.

Feel it in your muscles. Let it become part of your muscle memory.

Invent awesome and memorable phrases for expressing this basic principle.

“If it doesn’t come out of my mind, my mouth, my heart, my body... it’s not mine!”

“I will not insult others by treating them as fragile, weak, and unable to claim their personality powers.”

“I have my own full time job being responsible for myself.”

“I refuse to act in a co-dependent way by thinking I need to rescue others.”

“I will only invite others to contract with me for assistance, I refuse to be seduced into fixing them or cramming it down their throats.”

“I don’t have to or need to rescue anyone. Others have the right to choose to be as insane as they want to be! Especially family members!”

4) Apply to Coach.

Imagine a training group or an individual person who has contracted for you to coach. Apply the Responsibility To/For Distinction to that relationship. Giving permission, protecting, avoiding any feel of “manipulation” or playing with them in a negative way.

THE WORLD MATRIX

The Green Matrix

The Big Bright World “Out There.”

The World Matrix refers to everything outside of ourselves in all of the contexts or worlds in which we act and relate. It refers to Work and Career, to Expertise in a given field, to Recreation and many other things: the world of professional organizations, physics, economics, politics, etc.

This matrix also concerns our ideas and concepts about what’s “out there.” Developmentally it was what we began exploring when our Self had the Power to be Mobile. It answers the following kind of questions:

What is the world like? Is it friendly or unfriendly?
Is it a place full of scarcity or abundance?
Is it fearful or exciting, dangerous or wonderful?

The way we map our sense of the world then affects our sense of self, other, and our power to interact in the world. This matrix includes all of the specific worlds out there: work, business, culture, etc.

Ego-Strength: the Ability to Face the World:

The ability to adjust effectively to reality or to the world is called, *ego-strength*. This refers to the ability to look at what *is*, at what exists, without blinking. To accept what is as a given and to then inquire about what we can do to address it, cope with it, or master it. Adjusting well is a definition also of “sanity.” Unsanity (Korzybski) refers to the lack of a good and healthy adjustment to reality and insanity refers to a total break with the constraints of reality. Our EQ and IQ intelligences enable us to adjust well to the changing times culturally and economically and to the world of relationships.

The World matrix governs all of the worlds that we call social, political, economic, business, career, racial, etc. When we have a strong sense of Self and of self-efficiency, we naturally care about and want to experience *competence* in relating to the World in general or to some specific world in particular. We may want to be and experience and express our competence in career and business, in wealth making, in groups, clubs, associations, politics, economics, etc. Empowering meanings about and in this matrix opens us to the whole of multiple opportunities for expression, mastery, achievement, and success.

Significance and Importance:

When however we have mapped fearful, limiting, and impoverished meanings in this matrix, the World becomes to us a frightful and dangerous place. We may want to engage it, but fear doing so. We may feel overwhelmed by it, incapable of dealing with it, unsure about it.

The meanings we map about the World leads to and creates various styles of dealing with it. We may adopt an orientation style, a *modus operandi*, of trying to make the world adapt to us (the Judger meta-program) and so move through the world seeking to organize it, structure it, make it serve our purposes. Or we may adopt a style of adapting to the world, just perceiving it, flowing with it (the Perceiver meta-program).

Meta-Programs and the World:

The meanings we map about how to learn leads to two learning orientation styles: Sensing by

attending to facts, data, the sensory-based “givens” and so we use the scientific method for figuring things out (the Sensory meta-program). Or we may use the Intuiting style by attending to patterns, possibilities, ideas, meanings, etc. the Intuitor meta-program). This is the philosophical method of reasoning from ideas and patterns and previous knowledge (in-tuit-ion, in-knowing).

WORLD MATRIX EXPLORATION

1) Identify a facet of the World that you're interested in.

Example: The business of coaching that's challenge.

What do you find challenging about coaching?

2) Explore Your Matrix about this item.

How or why is it challenging?

What memories do you have about this?

What imaginations? Hopes or fears?

What does it mean to you?

What words, labels, and descriptions?

What are you thinking patterns, frames, beliefs, etc.?

3) Step Back for a Systems Check.

4) Play with the Possibilities for transformation and identify Preferred Frames.

What frame of mind would you like to have about that domain?

What beliefs would support you in that?

What values?

5) Solidify by Confirming and Provoking.

CHANGING THE GAME'S RULES

“Some of the rules can be bent, some can be broken.” (Morpheus, *The Matrix*)

“If the rules of a game become too flexible, concentration flags, and it is more difficult to attain a flow experience. Commitment to a goal and to the rules it entails is much easier when the choices are few and clear.” (Csikszentmihalyi, *Flow*, p. 225)

Games are played and are structured by rules. The “rules” describe how we set up a Game and how a Game works interactively. We often play a Games and then someone protests: “Hey, you can’t do that; that’s against the rules!”

The Meta-Rule: Make Your Games Winnable and Enjoyable

We play Matrix Games in a structure of rules. These govern how we set the game up, the number of players, how to begin, how to end, legitimate and illegitimate actions within the domain, scoring, how “points” are counted, exceptions, etc. These rules create the *conditions* of the Game and the *playing conditions—the Game Scape*. They inform us about numerous aspects of a Game and define the difference between chaotic actions and structured Games.

- C How to set up the proper conditions for the Game.
- C How to actually play the Game.
- C How many can play.
- C The processes allowed in the course of action.
- C When an activity produces a “point” or something that “counts.”
- C The conditions when an exception to the Rule occurs.
- C The penalties that can occur when the Rules are violated.
- C How to determine when a Game is completed.
- C How to honor or acknowledge the winner.
- C Who, if anyone, governs the game as referee, coach, or commissioner.
- C How to keep score and who keeps score.

Rules create establish the structure, form, and order of a game. When we know the rules for how to structure and play a game, then we have a way of orienting ourselves, contextual cues about the Game, and motivation for playing. Conversely, when we don’t know *the Rules of the Game* or how the Games is to go, we may find ourselves disoriented, confused, overwhelmed, or unmotivated, etc. Without knowing the rules, the Game plays on and we feel powerless, clueless, and left out.

- How do you keep score as you play your own frame of Games?
- C What rules have you constructed for how to play the Games?
- C What are the kind and quality of rules that you use?
- C How well do these Rules serve in your playing?
- C Do the Rules about your score keeping enable you to easily win or is the deck set against you?

Fill in the following questions with whatever state, experience, emotion, or quality that you desire (i.e., happy, confident, healthy, free, safe, in control, creative, radiant, charming, successful, in love, respectful, etc.).

How do you know when you are X?

If you were really X, then you will be doing what?

If you X, you will...

I have to Y (set of behaviors, actions, conditions) in order to X.

I can't feel X unless...
I will experience X when ...
What will it take for you to know that X is happening?
To experience X, I should ...
To experience X, I must ...
Anytime that I Y (action, experience, situation), I know that I am X-ing...
It just doesn't feel or seem that I am really X.

Designing New Game Rules

If our Rules and Game structures are all arbitrary, does anything stop us from formulating them so that it's easy to hit a home run or sink a basket?

Does it serve you to have the Rules that you do?

Are the rules the kind of rules that allow you to win frequently or do they *stack the game against you*?

Winning at Confidence:

How do you know when you are confident?

What has to occur in order for you to rank up some confident points?

When you are feeling confident, what are you doing?

What is happening to you?

Winning at happiness, cheerfulness, a joyful attitude, a playful spirit, etc.

What has to happen for you to allow yourself a win in this *frame game*?

— Do you have to win the lottery?

— Do you have to have “everything going your way all day?” All week?

— Do you have to have a Hollywood shaped body?

What are the criteria, evaluations, standards, and rules that allow you to feel pleased, joyful, or playful?

DESIGNING NEW RULES

1) Identify a Healthy, Fun and Productive Game that you want to play.

What do you want to obtain or experience in playing this game?

The Aim Frame Game

The Proactivity FG

The Modeling Frame Game

“I Can Handle It!” FG

The Deep and Rich Relationships Frame Game

2) Design some Winable, Playable, and Fun Rules for the Game

How will you know that you have won or lost?

How will you keep score?

What will inform you that it's time to “count” something as a point?

“I know I will feel confident when... (List signs, clues, etc.)

“It counts when I ... (specify behaviors, experiences)

3) Keep Running a Quality Control on the Rules of the Game

Make sure the game is a human and humane one

Make sure it provides balance, energy, vitality, fun, respect, etc.

4) Solidify by future pacing and confirming.

PRINCIPLES OF THE MATRIX

Our Mind Matrix is created and activated by Meaning.

The matrices are not created by events and external circumstances, but by “mind.” Our Matrix is brought into being by *the interpretations* we give to each and every event, real or imagined. Because we bring meaning to what we experience, meaning can be changed and that changes our sense of reality. *The meaning we give is the meaning we live.*

We create meaning by meta-stating using our reflexivity.

The central core of the Matrix is in our *meaning-making* ability. We do this by *classifying* things—naming, labeling, categorizing. This is framing^{one}. Then we reflexively *associate* thoughts and feelings with the experience to meta-state the first classification frame. This is framing^{two}. This indicates a higher level to the label. Then, as we bring another state to this internal framing, we *evaluate* the significance of it all and create framing^{three}. This meta-stating core at the center of the matrices creates the Matrix itself.

Self-organizing frames create the entire Matrix system.

The meaning-making of meta-stating is the epistemology of the Matrix. The origin and structure of our experiences arise from the frames that make up the individual matrices. The system self-organizes around the problem frames to manage the difficulty. Matrices often arise and work as attempted solutions. When that happens, we go deeper-higher into the labyrinth of the Matrix.

Our internal “Maps of the World” is a whole matrix of sub-matrices.

Our matrices are network of beliefs and cumulative learnings from many experiences about many things. As a semantic class of life, we create hundreds of concepts and conceptual frames that govern and order our life. Taken altogether, this is our *Model of the World*.

What we focus on becomes our Frame of Reality.

In the meta-stating height-depth core at the center, we *give* “reality” to our frames of meaning and belief and so they become the most compellingly real thing to us ... within our neurology and so in our world. What we map as *real*, especially as compellingly real drives our behaviors and emotions. The compellingly real creates a demanding response from us. At this point, *the Matrix has us*. We then forget that it’s just a Matrix of Frames, we confuse map with the territory and signal our body in *identification* (Korzybski).

Our Responses at any given time is a function of our Meaning Making Style.

How we respond at any given time reveals the kind of internal meaning-making. This makes our interpretive style critical regarding the kind of life we have and world we live in. Whether we use an optimistic or pessimistic explanatory style, whether we use an option or procedural style, our meta-program *style* as a *thinking* and *perceptual* style defines and creates what we experience.

Neuro-Semantic energy accumulates in the middle of the Matrix in the Movie of our mind.

The influence and energy from the seven matrices accumulate and collect in the middle of our basic and primary state as it shows up in the Movie that plays in the theater of our mind. Every meta-stating *frame* that we create and that spirals off to create the matrices shows up as the cinematic features in our mental world. The second and third and fourth thoughts that spiral out of our meaning-making core collect in the center as they set additional frames around and inside of our movie.

Meta-Stating creates holons that make up the holography of our Matrix.

That which starts out as a part of the whole and moves to the whole in the holography is cinematically photographed in the Cinematic Features of the movie. It is there that we can find the whole in the part and the part in the whole. That’s why what we once called “sub-modalities” are actually the meta-modalities or cinematic features of what we see, hear, feel, smell, and taste.

Every thought and emotion that spins out from the system differs.

There will be many secondary emotions and thoughts (states) that spin out from any system. What's important is finding those key thoughts-and-emotions. The leverage lies in them. Dealing with the symptoms that emerge from the neuro-semantic system is typically not all that useful. It's only putting a band aid on a wound. Dragon states often arise and seem ferocious because of these spinning out-of-control feeling states. But that's not the source of the problem.

Matrix Analysis informs us about the Leverage points in a System.

The value and importance of *Matrix Analysis* is that it provides us an understanding of the two feedback loops and the meaning-making meta-stating loop, how they work, and where we can find leverage points in the system for intervention. Following the energy of the system means recognizing the loops and following information through those loops.

Each and every Matrix can be operational and operating simultaneously.

There is simultaneity within the systemic nature of our neuro-semantic reality. Energy and influence (thoughts and feelings) will be activated in every system at the same time. Whenever anything happens, all of the system is potentially activated, but only a few matrices may be turned on and when they are, they are all operating simultaneously.

Resistance of a Matrix is a response to perceived dangers.

When we perceive a danger to our *Model of the World*, our defenses naturally arise to manage our anxiety, fear, shame, anger, upset, tension, etc. It is for this reason that we become defensive and closed. It's the defense system of the Matrix—natural, good, and valuable. Respecting this and working with it in pacing and creating a context of safety allows us to work with the system. Our interventions are more invitations than anything else. Erickson's philosophy is that ...

“In psychotherapy, you can change no one. People change themselves. You create the circumstances under which an individual can respond spontaneously and change. And that's all you can do. The rest is up to them.” (Zeig, 1985, *Experiencing Erickson*, p. 69).

It's our role to facilitate the retrieval of resources.

Symptomology offers valuable communication about the matrix.

Each symptom signals that something is wrong. Symptoms are frozen sequences of behaviors that have repetitively habituated an attempted solution that didn't work. Symptoms can then come to block resources, they indicate where a Matrix or belief system breaks down.

The Solution of the system frequently will differ radically from Matrix Analysis.

Matrix Analysis enables us to understand the system, how it works, what drives it, what mechanisms govern its operations. Yet this knowledge in itself doesn't solve or resolve Matrix problems. Often times the solution to a system will look very different from this kind of knowledge. The Phobia Cure is a good example of this. The metaphor of watching our own horror movie and bringing it to an end and then rewinding it is hardly related to how we create the phobia.

We have many options for resolving any challenge or problem.

Because our matrices operate as a system and offer us numerous ways in, it also offers us many places for intervention.

WELCOME TO THE MATRIX OF YOUR MIND

YOUR *INVISIBLE* WORLD OF FRAMES WITHIN FRAMES

“The World has been pulled down over your eyes to hide us from the truth.”

Morpheus, *The Matrix*

“When a person has learned a symbolic system well enough to use it, she has established a portable self-contained world within the mind.”

Mihaly Csikszentmihalyi

(1990, *Flow*, 127)

Our “sense of reality” (map, frame) is constructed out of some rather flimsy stuff out of ideas, representations, information.

Your Own Personalized Matrix is Frame Created

By means of our frames, and the whole hierarchy (holoarchy) of embedded frames, each nested within even higher frames, **we create a *Matrix***—a matrix of frames. The bio-computer-like nature of our brain generates a “model of the world” to give us our sense of our world and initiates us into our habitable universe or mind-space.

- C When we *enter into* a frame and frames-of-frames, we enter into a Conceptual or Semantic World of ideas, understandings, rules, etc. This creates our “reality.” These frames then rule and dominate everything else inasmuch as they make up our constructed model of the world— our *Matrix*.
- C We all live in ***The Matrix*** of our mind— the layers of states upon states and the gestalts that arise from these meta-state structures. When we frame and frame-our-frames, we generated *our personalized Matrix*. The *Matrix* serves as our assumed world, and we become its servant ... blind to it, unaware of it, engaged in unquestioning compliance to it.

Our Frame-Driven Matrix initiates Frame Dramas. By framing, we create various Dramas that make up the Games that are allowed and demanded by the Frame World. Chess and checkers generates very different game realms and dramas. Once we enter into the activity and become lodged within the realm, very different dramas unfold. Frames create drama. The specific nature of the frame determines the amount and kind of drama involved, the stories that we live.

Life in the Matrix

- Once created, our ***Matrix Universe*** sets up particular games and endows every participant with the perceptions, anchored responses, feelings, etc. that fit that world. A *Matrix* operates as a self-contained environment that organizes its world. We can, and often do, get lost in those worlds.
- C Our *personal Matrix* not only initiates us into a *virtual reality*, but a world that takes on a life of its own, that begins to self-organize everything to do service to it. *We all live in a Frame World of multiple matrices.* How’s yours? Is it a nice place to live?
- C ***The Matrix as a self-perpetuating and self-organizing world.*** Once constructed and commissioned, it has “a life of its own.” It begins with the frames that we use to punctuate events and activities. Then, in the process of framing, we set up classifications, categories, concepts, etc., the frames that create our Neuro-Semantic States. Then the frames become energized so that they operate systemically. This transforms them into self-organizing systems and the frames as attractors —attracting experiences, ideas, emotions, etc. that support it.

Your Matrix Operates as Your Neuro-Semantic Reality

The frames of our *Matrix* describe and formulate *the structure of meaning*. We construct or formulate what leads to, contributes to, or causes something else, what something means, the value and importance of something, etc. *Meaning only and always occurs in frames.*

- C While you can detect a framed world from the activities or elements that you see and experience at the primary level, *the Matrix* itself emerges from *the frames* that construct it. This explains why we can experience an activity in a number of ways.
The caddy experiences *golf* as “work,” the golfer experiences it as “play,” the observers as “entertainment,” and the owner of the golf course as “business.” The different interests, agendas, motivations set the intentionality frame *about* the activity. Each frame constrains the behavior, experience, states, and perceptions of the experiencer. Each lives in a different Matrix.
- C **Frame Constraints.** Frames organize meaning and involvement. In organizing meaning, frames structure the significance that we give to events and ideas. In organizing involvement, frames activate us. When we fully enter a frame, the frame prescribes our actions, feelings, and responses. This self-organizing influence of a frame explains how it mediates meaning itself.

The Art of Mastering Your Matrix

There’s slippage in our frames. When we move from one frame to another, there’s a “distance” between the frames. Some frames are very close to one another. Others even merge and overlap. Some are far apart. Some easily slip over into another frame. This creates *frame slippage*. Some allow no slippage at all. There’s also a degree of openness and closedness to frames. Some operate like mental traps, imprisoning everyone within.

In terms of framing and frame structuring, the frame itself is neither fully “in” or “out” and yet partly inside and partly outside. This makes for the looseness of a frame.

Entering *the Matrix* with frame awareness about the Matrix itself enables us to begin to play with the very fabric of reality as we know it. Awareness of the frames allow us to begin to bend the rules of that Frame World. Now we can push and pull and extend that model of the world.

Frame Clarity therefore generates meta-power. When we understand the dramas, boundaries, rules and expectations that are generated by a frame, we are enabled to clearly see and understand our world.

- C The ultimate meta-move for developing frame power and for becoming a Game Master lies in *dis-identifying* from the Matrix— from all of our frames (Meta-States). As we distinguish Map—and—Territory, we enter the Matrix enabled to play a higher and more powerful Frame Game. “*It’s Just a Map... It’s just a Matrix.*” Bringing this transcendental awareness to bear upon things allows us to set and play whatever Frame Game we want to inside of anybody else’s Matrix.
- C Every shift upward creates a **qualitative shift** in experience. Doing so allows us to transcend the “logic” of the previous level. When we use this power mindfully and intentionally, it puts into our hands the ability to change the entire mind-body (neuro-semantic) system and to evoke a higher level synergy. In Frame Detection, we will first tease out the structure of the higher levels of frames and in Frame Transformation, we will integrate and align.
- C From a reference to a frame-of-reference, frame of mind, and higher level frameworks, as a semantic class of life we frame and so we enter into *frame games*. This provides us a way to describe the overall *structural dynamics of your individual matrix*.

“WAKE UP, NEO! THE MATRIX HAS YOU!”

L. Michael Hall, Ph.D.

The sci-fi movie hit of 1999, *“The Matrix,”* described life in the Twenty-Third Century, after the great war between humans and A.I. (Artificial Intelligence). The Machines won. As the movie opens, most humans are imprisoned in egg-like structures where they are harvested for their brain energy. There’s a few who live on the outside, but only a few. They are about the only ones who know “the truth.” Everybody else lives in a computer-generated world. This creates the illusion that they are living in New York City, Toronto, or Sydney in 1999. They are not. Actually, they are experiencing the electrical signals that cue their brains to represent the world of 1999. The Matrix is sending them these signals. It’s all an *Alice in Wonderland* world. Their mind is in the Matrix of those representations.

To keep these humans occupied so that their brains stay activated and emits lots of energy, the Machines created a “1999 World” Matrix. It’s richer and fuller than the holideck on the starship Enterprise. This is what we call “*Sensorama Land*” in NLP—a rich, vivid, 3-D, close, in color, etc. world. Electrical signals to their brain induce them into experiencing the sights, sounds, sensations, smells, tastes, etc. of life at the end of the Twentieth Century. That’s why they have plugs up and down their spinal chord and on all of their major muscle groups. It’s the ultimate in a computer generated virtual reality. It was a hypnotic state with no exit. Well, almost no exit (and that’s the story, of course!).

This “1999 Matrix,” however, was not the first Matrix. The Machines had originally created the “Perfect World” Matrix. It didn’t work. The humans didn’t buy it. And so, as Agent Smith said, “whole crops were lost.” After that, the A.I. Machines set up the “1999 Software Matrix” to deceive and occupy the humans in order to keep their brains intensely activated as they harvested their energy. Yet the 1999 Matrix is really a fictitious reality, presented as real, to create a false consciousness that will allow the Game to go on.

There were still some free humans. Some lived in Zion, “the last human city,” and the others worked from hover crafts like the one Morpheus operated, the “Nebuchadnezzar.” Being free from the Matrix, Morpheus and his crew could hack into it. In that way, they could enter and exit it as they chose. Yet they had to be careful. Sentinel programs, the Agents, roamed the Matrix and had never been defeated by a hacker.

The Matrix of Our Minds

We too live in a matrix—a matrix of our frames. Because we do *not* deal with the world (the territory) directly, but via our maps, we relate to the world via three mapping levels: neurological mapping, representational mapping, and conceptual mapping.

We relate to the world via our *neurological maps*, that is, the “perceptions” that emerge from the interaction of our sense receptors with the energy manifestations “out there.” These seem so “real,” we can easily confuse what we “see” with what is truly out there.

We also relate to the world via our *representational maps*, that is, how we encode our internal movies of things using sights, sounds, sensations, smells, etc. (the NLP VAK model) and all the distinctions that we can make in the sensory systems (the NLP “submodality” model).

We relate to the world via our *conceptual maps*, that is, by the concepts, categories, beliefs, values,

expectations, decisions, etc. that we bring to our thinking. All of these *frames of reference* combine to create the matrix of the frames in our mind. They comprise our “reality strategy.” They give us our sense of the fabric of reality (subjectivity reality). In NLP, these make up our Meta-Programs, Meta-States, and the domains that make up various logical levels.

Entering and Exiting “the 1999 Matrix”

At the beginning of the movie, a message appears on Anderson’s computer. Trinity sent it. The words quietly scrolled across the screen, “Wake up Neo. *The Matrix has you.*”

Our matrices also have us *to the extent that we are not aware* of the existence of our subjective world or matrix of frames. Our Matrix has us to the degree that we are blind to our Frames. We have partially inherited these frames from the cultures that we are born into and partly from the ones that we create. This makes **waking up** and detecting our frames our highest priority. NLP talks about this in terms of Korzybski’s classic statement, “the map is not the territory.” This allows us to distinguish the frames that we map from the “real world” out there.

In the movie, a particular feeling brought Neo (Thomas Anderson) to Morpheus (the leader of the hackers). It was the *feeling* that “*something is wrong with the world.*” What created that feeling? The fact that the frames and the software of the matrix did not support and promote human vitality, aliveness, or freedom. This feeling emerged into a question in Neo’s mind. He asked, “What is the Matrix?”

The same happens for each of us. We also experience our frames first and foremost in terms of our *feelings and emotions*. For instance, those who play “The Blame Game” experience a very different set of feelings and intuitions from those who play “The Solution Game.” Each frame (and all of the frames that they are embedded within) create a set of feelings, states, and behaviors. And frequently it is the feeling that “there’s something wrong with my world” that makes us ready for a new game. When you feel that, welcome that dissatisfaction. It can open you to leaving that old matrix of frames.

Taking the Red Pill

After I conducted the *Frame Games* Workshop in Austin Texas, a good friend and NLP Master Practitioner, Addison Woods wrote me. In an email he said, “The Frame Games training was an ‘experience ‘*analogous to taking the red pill.*”

Ah, taking the red pill.

In the movie, Morpheus first greeted Neo (and others he had freed from the Matrix) by saying,

“It seems you’re feeling a bit like Alice, tumbling down the rabbit hole. You have the look of a man who accepts what he sees because he is expecting to wake up. You know that something is wrong with the world. You can’t explain it, but you feel it, like a splinter in your mind, driving you mad.”

Neo says, “The Matrix?”

Morpheus said, “Yes, the Matrix. The world has been pulled over your eyes to blind you from the truth.”

“What truth?”

“That you were born into slavery, into a prison that you cannot see or smell... A prison of the mind ... Unfortunately, no one can tell you what the Matrix is; you have to see it for yourself.”

In his invitation for Neo to see the Matrix for himself, Morpheus showed him two pills. He held them out, a blue one and a red one. “Take the Blue Pill,” he said, and “you will wake up in your bed and believe whatever you want to believe.”

“Take the red pill and you stay in Wonder Land, and I’ll show you how deep the Rabbit Hole goes.”

NLP and Neuro-Semantics is like that. Taking the red pill opens our eyes and ears and feelings to the map/territory difference and we begin to discover the depth and height of the rabbit holes of our minds. We begin discovering the cultural rabbit holes that we live in, the labyrinths of meaning. It’s all a fictional bio-computer generated world. We (and many, many of our ancestors) made it up. It’s but a human construct—subjective experience, and it has a structure,

we can even model it, and yet, in the end, it is just frames within frames within frames. Maps.

Matrix Training

Once delivered from the Matrix, the crew prepared Neo to re-enter the 1999 Matrix. Why? So that he could learn to become “*The One*” —the one prophesied that would come. He would be able to change the matrix at will and to eventually destroy it. Morpheus and his crew used other computer programs (Training Matrices) in “the construct.” The software set the frame: a sparing program, detecting agents program, jumping program, etc.

In the *Jumping Tall Buildings* Matrix, Morpheus invites Neo to jump from one skyscraper in New York City to another. “I’m trying to free your mind... Let it all go. Fear. Doubt. Disbelief. *Free your mind!*”

This is also the challenge before us as we work within our frames of reference and frames of meaning. When we are *in* the construct, they seem *so real* to us. And as we *believe* in them, they are real to us—subjectively real. We build (or inherit from our culture) our frames of reference in order to organize a consistent picture of the world.

Eric Fromm (1968), writing about another context and from the frame of psychoanalytic sociology, said:

“The human being... would indeed go mad if he did not find a frame of reference which permitted him to feel at home in the world in some form and to escape the experience of utter helplessness, disorientation, and uprootedness. ... He has to have a frame of orientation which permits him to organize a consistent picture of the world as a condition for consistent actions.” (*The Evolution of Hope*, p. 63)

This is the wonder of our maps. When we’re on the outside of our maps, when we look upon the maps of others—it is easy to recognize them as maps. We sometimes feel surprised, “How could you ever believe *that*?” But when we step inside them, when we step into the universe that our frames create, suddenly it becomes more difficult to remember that they are just maps, just the encodings of our mind. They seem so real. When inside the matrix of our frames, they signal our nervous system to make them real (to us). We feel this in our body as our emotions. If we only use our feelings, we become Frame Blind.

In NLP, the magic lies in *stepping outside*. We do that in the “Phobia Cure” with the metaphor of a movie theater. We do that in the “Time Line” metaphor, and we do it in many other meta-level jumps to higher states —higher states of mind. And, of course, that’s what the Meta-States Model is all about. This is how we “get an exit” from the Matrix—by Stepping Back, Stepping Up.

During the first time that Neo goes *in*, he can’t believe that the chair, his hair, etc. are not “real.”

Morpheus says, “What is real?” Do you mean the electric signals sent and interpreted by your brain?” Then he explains, “You’ve been living in a dream world.”

Actually, we all do. We live in a “dream world” of our mind— hypnotized by the meanings and cultural inductions. We too live in a computer generated world. The only difference is that ours is made by the *bio*-computer of our brain and neurology and it is comprised of such meta-phenomena that we call “beliefs, understandings, language,” etc. Our cultural and conceptual programming creates the Frames that we live in— the Matrix of Frames that we call “reality.”

This highlights our nature as *Matrix Makers*. We create frames and then play the games that the frames permit because that’s how our minds and nervous systems work. Again, Fromm explains what today we call the Constructionist viewpoint about reality,

“Man not only has a mind and is in need of a frame of orientation which permits him to make some sense of and to structuralize the world around him; he has also a heart and a body which need to be tied emotionally to the world—to man and to nature. The animal’s ties to the world are given, mediated by his instincts. Man, set apart by his self-awareness and the capacity to feel lonely, would be a helpless bit of dust driven by the winds if he did not find emotional ties which satisfied his need to be related and unified with the world beyond his own person.” (pp. 67-68)

Discovering Our Powers to Transform the Matrix

In the scene where Neo meets the lady that they call “The Oracle.” Located in what looked like a 1950s kitchen, she looked Neo over and said, “You have the gift, but it looks like you’re waiting for something.”

NLP operates with very similar ideas. It operates from the presupposition that we have all the resources we need to enrich the world we live in. If we suffer from an impoverished model of the world, the fault lies not in the world, but in our map of that world. The Meta-Model was originally designed to elicit and coach in others a fuller linguistic model. By meta-modeling, we invite people into new levels and quality of framing. Why? To get us to find our gifts and to “go for it!” with ferocity.

Later in the subway, after Trinity and Morpheus escape the Matrix, Agent Smith turns to confront Neo. From outside the Matrix, Trinity yells, “Run, Neo, Run!” And then, when she sees Neo turn to take the agent on, she asks, “What is he doing?”

Morpheus says, “He is beginning to believe.”

Ah, belief! It takes *belief*—belief that we can challenge and change our matrix. That is, we have to utter a profound and strong “*Yes!*” to our desired frames in order to activate our own powers within whatever Matrix of Frames that we have created. When we do that, we transform mere “thoughts” into a dynamic meta-phenomena that actually sends commands to the nervous system. We create “beliefs.” We create beliefs which then activate the Matrix World of our skills.

The Metaphor

Every metaphor can only take us so far. And so it is with “*The Matrix*” metaphor. In the movie, the actors could move in and out of the Matrix. We do *not* have that choice. Given the frame constructing nature of our mind and nervous system, we can only think, feel, act, and relate via some *framework*. We have a different choice. We only choose between various Matrices.

We have been born inside of a *Matrix*, a matrix of frames—of *ideas and beliefs* that have ever so subtly infiltrated our brains and that now run our programs. As “time-binders” we are culturalized to various *frames of mind*. We have no choice about that. But we do have a choice about **which** Matrix we want to live in. We do, that is, *if we know about the Matrix* and have developed the *Matrix entering and exiting skills*. Then we too can master our Matrices.

Where did you get your current frames of mind, your points of view, your mental styles for perceiving things? Did you invent them all on your own? Of course not. Most of them you just absorbed from your family and cultural environment. You sucked them in as you breathe in air—paying no attention at all to the frames that people, groups, culture, and language itself set for the working of your brain. And, given whatever Matrix you entered into, that controls the games that you can now play.

All of the Games that we play in life spring from the higher *frames* that are set in our minds. We *learned* to play these Games and to play within the rules of the Game. Some *Matrices of Frame* empower us to use our mental and emotional powers efficiently, other Matrices sabotage our effectiveness, manipulate the hell out of us, poison our emotions, and imprison us. Only through *Frame Awareness* can we begin to develop the skills to play mindfully and elegantly. Otherwise, the Matrix will have us— will imprison us.

However, once we become conscious of our map making, able to jump logical levels in a single bound, then we can detect frames, challenge them, shift them, transform them, set and solidify new ones, and layer frame upon frame to build up a Matrix World that’s a lot of fun to live in. Then we become a *Frame Game Master*. Then like Neo, we develop the power to change the Matrix of our Frames at will. That’s when we can bend the fabric of our subjective “reality” to do us service in living richer, fuller, and more vibrant lives. We can then keep opening up a whole world of possibilities as the deceptions and illusions are exposed, and as we reclaim our powers of Matrix Making.

Seeing the Matrix in Code

After being in the Matrix and learning to maneuver in the constructs, Neo happened into the central computer on the

hover ship. There he found Cypher who was watching the Matrix. On the screens before him was a flow of numbers. Now he was seeing the Matrix in code.

“You look at it in code?” he asked.

Cypher said, “I don’t even see the code. You get used to it. All I see is blond, brunet, and redhead.”

We do this in NLP and Neuro-Semantics when we learn to see and hear *the structure of the frames* and the way we *encode* our representations. Apart from the code, we experience things as behaviors, emotions, talk. Content. But after we learn how to deal with *structure*, we can see and hear *the code* as people talk, act, and emote. This gives us a higher level of awareness of understanding. This leads to frame mastery and frees us from frames *having* us. It gives us true choice and control—kind of like the promise in NLP that we will learn how to “run our own brains” and access our own highest resourceful states.

Summary

This introduces the newest developments in the Meta-States of Neuro-Semantics, the models that began with *Frame Games* and that now includes *The Matrix Model*. In *Frame Games* trainings we enter the meta-zone of the Matrix of our frames in order to develop skills and learn patterns for working with the matrices of our minds. It leads to frame game mastery where we can explicitly work with the embedded frames of mind. The games (states, actions, emotions, talk—all of the actions and transactions) that our frames format and structure.

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FRAME GAMES SECRETS

Because every Game has Rules by which it operates, those who learn those rules learn something beyond the basic rules. They learn *secrets* about how to use the rules to play with skill, finesse, and elegance. Our “mind” Games also have “rules.” They operate according to the way our brains and neurology work. Learn those rules, then move up to the higher level principles or *secrets* of the Matrix

#1: Frames Govern Everything; It’s always a matter of Frames.

The frames that we set, that are set for us, and that we buy into control our whole mind-body experience and usually do so outside-of-our-awareness. The more outside of awareness the frame, the more it *plays* us. The more awareness we develop, the more control we have over the game.

#2: Whoever Sets the Frame Controls The Game.

Whoever Changes a Frame — Alters the Game.

Someone always sets a frame and whoever sets a frame for a context, area, domain, field, interaction, etc., governs or exercises the most influence over that area. Awareness of frames empowers us for frame setting, changing, and rejecting. If someone is playing a mind-game with you, look for the governing frame that you’ve bought into.

#3: The Problem is Never the Person, it’s Always the Frame.

“It’s the Frame, Stupid!”

To think symptomatically is to become focused on the person, behaviors, and emotions that result from the frame game. Yet the person and the expressions of the frame are never really the problem, not the ultimate problem. That arises from the Frame. Where there is “fault,” the fault, my dear Brutus, lies not in ourselves, but in our frames.

#4: Frame create and direct Focus.

Frames govern how we shift and concentrate our immediate focus. The structural format of a frame-of-reference calls attention to the *cognitive content* inside of the frame as it *foregrounds* some ideas, and at the same time, *backgrounds* the shape and form of the frame itself, making it less and less conscious. In this way frames magically foreground content and background structure.

#5: Play flows where the Game Goes — as Saith the Frame.

This engages the Meta-State Principle that says, *Energy flows where attention goes—as determined by intention*. The higher frame of *intention and structure* formats, organizes, and controls the flow of energy and attention. It creates pathways for consciousness to more easily flow.

#6: It takes Frame Detection Skills to master Frame Games.

Awareness of the frame exposes the frame game itself. By shifting from *content* to *structure*, from the thoughts *within* the frame of reference to the shape and form of the higher level thoughts we are given the power to shape and control frame games. This power involves moving above and beyond the content to the structure which operates the higher thoughts *about* the lower thoughts. [“Meta” refers to this “above, beyond, and about” relationship.]

#7: The Name of the Game is to Name the Game.

When we *name* the game, we expose *the frame* and it typically changes everything. It’s difficult to continue a toxic Game when it’s been exposed. So the name of the Game regarding sick, toxic, and dis-empowering Games is to name the game. Doing so exposes the dragon. In *Dragon Slaying* (1996) we discovered the power of exposure. Frequently just naming the dragon was enough to vanish it.

#8: Where’s there’s a Frame —> There’s a Game nearby... and a Neuro-Semantic State. And where there’s a Game —> There’s a Governing Frame Overhead.

Frames create the mental and emotional states that we *feel*. The thought-and-felt experience of a state of consciousness operates from governing frames. A *state* of mind, emotion, or body as an attitude or mood functions as a holistic mental-emotional energy field. And as an *energy field*, it creates a self-reinforcing dynamic. This “state dependency” means the state influences what we see, hear, feel, remember, act, imagine, talk, etc. When in state, we see the world from the frame and perspective of that state. States have energies. And we can learn to see, hear, feel, smell, and taste them.

#9: Everybody has a Frame Brain and Frame Brains FRAME.

Our brains do their work by referencing and creating frames of reference at every higher logical level. This generates our frames and our higher frames of mind. This simply arises from the way we think-and-feel. We cannot be frame free or frameless. Frame we must.

#10: Frame Brains Play *Frame Games* with the “Stuff” of Thoughts.

Frame Brains Thrive on Symbols.

There’s nothing mystical about frames. Frames are made out of the “stuff” of “thoughts.” The *material* out of which we *construct* our world of meaning, communication, significance, etc. consists of the fairly fluid and malleable “thoughts” or representations that we entertain. Your frame brain *frames*, and it frames at multiple levels.

What do you feed a frame brain? As a semantic class of life, we set frames in our brain-and-body by using symbols (both linguistic and non-linguistic symbols). This means that even the tiniest little word can sometimes fully establish and set powerful frames-of-reference and frames of mind that control perception, memory, experience, behavior, emotion and even skills. The secret of Word Magic is that as we represent, we encode our mind and neurology.

#11: Frames can Turn Toxic.

When we build No-Win Frames or an internal frame that attacks us, we thereby build an internal “computer virus” or Dragon State that poisons us from within. It undermines and sabotages. We need to refuse, reject, and destroy some frames!

#12: Frames and Frame Games create a Personal Matrix.

The “world” you live in emerges from the frames you inherit, absorb, and construct. By our conversations and thinking, we enter into the “universes” that we then inhabit. Make sure you have a good one. No, make that a wonderful and magical one.

#13: No Frame Matrix is Perfect (or Invincible).

There are glitches, slippages, and imperfections in everyone, in every frame world. Ultimately, they are all *just maps*. Maps created by some fallible human being. The edges are fuzzy— what’s in and out of the frame? We do not have to treat the boundaries as if they were barriers. In the World of our Matrix Frames, we can walk through doors.

#14: “*Magic*” happens when we Detect and Transform the Frames of our Thoughts.

A Word Magician can make frames magically appear, disappear, and re-appear. Since neuro-linguistic “thinking” governs setting frames in the first place, we can use the same for tearing down frames, loosening frames, switching to better frames, and setting higher frames, etc. This means the very Word Magic (magic of symbols in neurology) which creates frames can also Deframe, Reframe, and Outframe. This enables us to tap into the neuro-semantic levels of meaning making.

#15: Frame Game Magic Increases with the Intensity of Vividness and Drama.

If you want to get *an idea* into your mind/body, into the fibers of your muscles, make the idea dance and move, give it rhythm, a compelling voice, and let it make a memorable impression upon you. What we “hold in mind” becomes our higher *meanings* or *frames of mind*. Make the ideas memorable through drama and vividness.

#16: To Set a Frame, Frame Game Masters use Repetition, Questions, and “Matter-Minding” Processes.

How do you *set* a frame? All you have to do is repeat something long enough and it will tend to get in, wear a groove in neurology, and become a reference point—even if you don’t believe it, like it, or want it. For things you do like, want, and believe in—welcome it in with lots of repetitions and ask lots of questions that presuppose it. We breach the Mind-Muscle connection by emotionalizing thoughts. *Activating the body* with a strong primary emotion (fear, anger, aversion/ attraction, joy/ sadness, lust/ revulsion, stress/ relaxation, etc.) typically creates a strong association to corresponding ideas, concepts, or beliefs and so establishes a frame-of-reference.

#17: We can Change and Transforms Frames by entering into it fully, by getting inside it and spoiling it from within as well as exiting the entire Matrix to invite a frame from outside.

Pacing, pacing, and pacing enables us to enter a matrix world so that we can spoil it from inside. This describes the de-constructivists job, undermining from within. Stepping outside of the whole set of frames allows one to out-frame with various resources.

#18: You are only as Free as your frames allow you to be.

What we call “freedom of will,” “freedom” of choice, “free” will, etc. are but the experience we sense and feel in terms of the relationship in directing our *attentions*. Yet our *attentions* operate as functions and expressions of our higher *intentional frames*. What do your *intentional frames* allow you to notice, feel, think, do, etc.? You are only as “free” as those frames allow you to be. Neuro-semantically “Will Power” occurs over a long period of time and in the process of frame setting.

#19: Frame Boundaries are not Frame Barriers.

The edges of a map as the edges of a frame does not prescribe a territorial boundary that totally barricades our way. Boundaries are created by how we mentally and emotionally frame things... and are as plastic and flexible as our framing.

#20: Frame Blindness tells of our Dependency once inside of a Frame.

Once inside of a frame, we see the world *from out of that frame*. The world then looks amazingly like the presuppositions of the frame! Like state or mood dependency, *frame dependency* means that once inside of a frame, we see, perceive, feel, act, speak, etc. *in terms of the frame*. Our very life tends to support the frame.

#21: Frame Hide.

Habituate any frame and it becomes invisible to our sight. It becomes our canopy of consciousness so that we can no longer see the frame itself. *Frames by Implication* highlight this outside of consciousness of frames, that frames tend to become invisible to us over time.

#22: Every Game is Motivated.

Count on finding that every frame and every game has a motivation. Every one has an agenda, an intention, a reason, a purpose, a direction, an orientation. This gives frames their psychic energy to thereby direct attention and behaviors.

Frame Games Worksheet — 1

Diagnosing a Toxic Game

1. *What's the Game?* Describe the "Game" being played out in terms of thoughts, emotions, behaviors, talk, states meta-states, etc. *What's the script of the game?* What sub-games are part of it all?

2. *Cues & Clues:* What are some of the cues (linguistic, physical, environmental, etc.) that indicate the presence of a game? How do you know? What cues you?

3. *Players:* Who plays the game? With whom? Who else has games going on? What's the larger social system of the game? (Use another Workshop 1 for each additional person).

4. *Hooks (triggers, baits):* What hooks you into the game? How does the game hook others to play?

5. *Emotional Intensity of the Game:* How intense (0 to 10)? Are there any somatic responses or symptoms?

6. *Rules of the Game:* How is the game set up? How do you play? (Commands, Taboos)

7. *Quality Control:* Do you like this Game? Just how sick is this game? Ready to transform it?

8. *Agenda of the Game:* What's the intention, motivation, or payoff of the Game? What's the payoff?

9. *Name the Frame Game:* _____

10. *Style: What is your Frame of Mind?* Style of thinking? Meta-Program or attitude?

Matching / Mismatching Reactive/ Thoughtful — Fast/ Slow
 Aggressive/ Passive/Assertive Rigid / Flexible
 Options/ Procedures Self / Other Global / Specific

11. *Leverage points:* Where is the leverage in this game to stop it, change it, transform it?

12. *Preferred Frame Game:* What game would you rather play?

Frame Games Worksheet — 2

Design Engineering a New Frame Game

1. *Desired Game:* _____

2. *Target:* Name the Person/s you want to influence (it will undoubtedly include yourself it may even exclusively be yourself): _____

3. *Emotional agenda/ Motivation:* What concerns the players most? Values? What's really important to the persons involved? What hooks the players into the game? Vested interests?

4. *Larger Systems:* What's the larger social system of the game? Who else is involved?

5. *Objective and Outcome:* What do you want in this? What do you want for the other/s?

6. *Description.* How will the new Game be played out? What frames will be involved? Describe.

7. *Leverage points:* Where is the leverage to change, stop, or change the game? What frames will best leverage this person?

8. *Process:* How can you set up these frames? How can you implement the persuasion process?

9. *Check list Stages:* Will you need to interrupt, *shift, loosen, and/or transform the Frames:* Which patterns or techniques would provide the most leverage?

10. *Patterns for Installation:* Which frame game (patterns) could you use to install the new frame games in yourself?

11. *What frame of mind* do you need in order to play the name game?

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L. Michael Hall earned his doctorate in Cognitive-Behavioral Psychology with an emphasis in psycho-linguistics. His dissertation dealt with the *linguaging* of four psychotherapies (NLP, RET, Reality Therapy, Logotherapy) using the formulations of General Semantics. As an entrepreneur, he now lives in the Colorado Rocky Mountains. After years of in private practice as a psychologist he began training .

Michael studied NLP with Richard Bandler in the late 1980s and then went on to model resilience and reflexivity of mind and created the Meta-States Model (1994). He co-developed with Dr. Bob Bodenhamer the field of Neuro-Semantics and *The International Society of Neuro-Semantics*. Dr. Hall is currently engaged in ongoing researching and modeling while training internationally. As a prolific writer, Michael has written more than 30 books, many best sellers in the field of NLP.

Books:

- 1) *Meta-States: Self-Reflexiveness in Human States of Consciousness* (1995)
- 2) *Dragon Slaying: Dragons to Princes* (1996)
- 3) *The Spirit of NLP: The Process, Meaning & Criteria for Mastering NLP* (1996)
- 4) *Linguaging: The Linguistics of Psychotherapy* (1996)
- 5) *Becoming More Ferocious as a Presenter* (1996)
- 6) *Patterns For "Renewing the Mind"* (w. Dr. Bodenhamer) (1997)
- 7) *Time-Lining: Advance Time-Line Processes* (w. Dr. Bodenhamer) (1997)
- 8) *NLP: Going Meta — Advance Modeling Using Meta-Levels* (1997/2001)
- 9) *Figuring Out People: Design Engineering With Meta-Programs* (w. Dr. Bodenhamer) (1997)
- 10) *A Sourcebook of Magic* (w. B. Belnap) (1997)

- 11) *Mind-Lines: Lines For Changing Minds* (w. Dr. Bodenhamer) (1997)
- 12) *The Secrets of Magic: Communication Excellence for the 21st. Century* (1998)
- 13))) *Meta-State Magic*. From the *Meta-State Journal*, (1997-1999)
- 14) *The Structure of Excellence: Unmasking the Meta-Levels of Submodalities* (Hall and Bodenhamer, 1999)
- 15) *Instant Relaxation* (1999, Lederer & Hall)
- 16) *The Structure of Personality: Modeling "Personality Using NLP and Neuro-Semantics* (Hall , Bodenhamer, Bolstad, Harmblett, 2001)
- 17) *The Secrets of Personal Mastery* (Fall, 2000)
- 18) *Frame Games: Persuasion Elegance* (2000)
- 19) *Games Slim People Play* (2001)
- 20) *Games for Mastering Fear* (2001, with Bodenhamer)

- 21) *Games Business Experts Play* (2001)
- 22) *The Matrix Model* (2002/ 2003)
- 23) *User's Manual of the Brain: Master Practitioner Course, Volume II* (2002)
- 24) *MovieMind* (2002)
- 25) *The Bateson Report* (2002)
- 26) *Make it So!* (2002)
- 27) *Sourcebook of Magic, Volume II, Neuro-Semantic Patterns* (2003)
- 28) *Games Great Lovers Play* (2003)
- 29) *Propulsion Systems* (2003)
- 30) *Games Great Lovers Play* (2003)

Books can be order through

Neuro-Semantics Publications

P.O. Box 8

Clifton CO. 81520

ISNS: INTERNATIONAL SOCIETY OF NEURO-SEMANTICS®

L. Michael Hall and Bobby G., Bodenhamer trademarked both **Meta-States** and **Neuro-Semantics** in 1996 and began the first *Institute of Neuro-Semantics*. Later the USA Society was born and then the International Society.

The central NS web site is: www.neurosemantics.com where you can read about the ISNS, the community, membership, etc.

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As an International Coach, Speaker, and Trainer, Michelle Duval is an avid pioneer in the field of behavioural and developmental coaching.

She founded her coaching practice in 1997, with the inspiration and mission to *actualize* individuals and corporations. Within six months her practice was over-flowing and Equilibrio has since become one of Australia's first Super Coach Organizations, providing Executive, Career and Personal Coaching to individuals and organizations.

Michelle masterfully works with Organizations, CEO's, Senior Executives, Entrepreneurs, Performers, Parents and Children, bringing a unique flexibility and diversity into her coaching style. Her clients are from many fields and walks of life, including IT, Marketing, Telecommunications, Radio, Photography, Film, TV, Hotels, Finance, Theater, and of course, many unique individuals, couples, and families.

As the developer of the renowned Equilibrio Transformational Coaching Program™ Michelle and her team have facilitated hundreds of people aged from 10 to 70 through this life-changing program to achieve exceptional professional and personal results.

Michelle uses cutting edge coaching technology from the fields of Cognitive Behavioural science, including Neuro-Linguistic Programming (NLP), and Neuro-Semantics (NS). She is a Certified Master Coach and Trainer in both of these fields, a certified Workplace Trainer and Assessor – Certificate IV, and also holds advanced qualifications in Hypnosis and Values. She was also the founding committee Chair for Professional Development for the International Coaching Federation Australasia and is a Board member of The Australia Society of Neuro-Semantics.

Michelle's passion for growth and development, her insightful communication and persistent belief in her client's potential, make her a powerful coach and ambassador for transformation.

TRAININGS AVAILABLE

NLP TRAININGS:

Meta-NLP Practitioner: An intensive 7-day training in the Essential NLP Skills. This training introduces NLP as a model for discovering the structure of human functioning with a focus on *how to run your own brain* and to manage your own states. Learn the basic rapport-building, listening, and influence skills of NLP, as well as how to access and manage states through anchoring, reframing, and using dozens of NLP patterns. Discover how to use language both for precision and hypnotic influence. Required reading, *User's Manual for the Brain* and *The Sourcebook of Magic*.

Meta-Masters NLP Practitioner: An intensive 13-Day Training in mastering all three of the meta-domains of NLP: Language (Meta-Model), Perception (Meta-Programs) and States and Levels (Meta-States). This training focuses on the pathway to mastery and how to develop the very spirit of NLP—curiosity, accelerated learning, flexibility, confidence, passion, playfulness, etc.

Basic Meta-State Trainings

Accessing Personal Genius (The 3 day Basic). Introduction to Meta-States as an advanced NLP model (3 days). This training introduces and teaches the *Meta-States Model* and is ideal for NLP Practitioners. It presupposes knowledge of the NLP Model and builds the training around accessing the kinds of states that will access and support “personal genius.”

Basic Meta-States in two other Simplified forms:

1) Secrets of Personal Mastery: Awakening Your Inner Executive. This training presents the power of Meta-States *without* directly teaching the model as such. The focus instead shifts to *Personal Mastery* and the *Executive Powers* of the participants. Formatted so that it can take the form of 1, 2 or 3 days, this training presents a simpler form of Meta-States, especially good for those without NLP background or those who are more focused on Meta-States Applications than the model.

2) Frame Games: Persuasion Elegance. The first truly *User Friendly* version of Meta-States. Frame Games provides practice and use of Meta-States in terms of frame detecting, setting, and changing. As a model of frames, Frame Games focuses on the power of persuasion via frames and so presents how to influence or persuade yourself and others using the Levels of Thought or Mind that lies at the heart of Meta-States. Designed as a 3 day program, the first two days presents the model of Frame Games and lots of exercises. Day three is for becoming a true Frame Game Master and working with frames conversationally and covertly.

Meta-States Gateway Trainings

1) Wealth Building Excellence (Meta-Wealth). The focus of this training is on learning how to think like a millionaire, to develop the mind and meta-mind of someone who is structured and programmed to create wealth economically, personally, mentally, emotionally, relationally, etc. As a Meta-States Application Training, Wealth Building Excellence began as a modeling project and seeks to facilitate the replication of that excellence in participants.

2) Selling & Persuasion Excellence (Meta-Selling). Another Meta-States Application Training, modeled after experts in the fields of selling and persuasion and designed to replicate in participants. An excellent follow-up training to Wealth Building since most people who build wealth have to sell their ideas and dreams to others. This training goes way beyond mere Persuasion Engineering as it uses the Strategic Selling model of Heiman also known as Relational Selling, Facilitation Selling, etc.

3) Mind-Lines: Lines for Changing Minds. Based upon the book by Drs. Hall and Bodenhamer (1997), now in its third edition, Mind-Line Training is a training about Conversational Reframing and Persuasion. The Mind-Lines model began as a rigorous update of the old NLP “Sleight of Mouth” Patterns and has grown to become the persuasion language of the Meta-State moves. This advanced training is highly and mainly a linguistic model, excellent as a follow-up training for Wealth Building and Selling Excellence. Generally a two day format, although sometimes 3 and 4 days.

4) Accelerated Learning Using NLP & Meta-States (Meta-Learning). A Meta-State Application training based upon the NLP model for “running your own brain” and the Neuro-Semantic (Meta-States) model of managing your higher executive states of consciousness. Modeled after leading experts in the fields of education, cognitive psychologies, this training provides extensive insight into the Learning States and how to access your personal learning genius. It provides specific strategies for various learning tasks as well as processes for research and writing.

5) Defusing Hotheads: A Meta-States and NLP Application training for handling hot, stressed-out, and irrational people in Fight/Flight states. Designed to “talk someone down from a hot angry state,” this training provides training in state management, first for the skilled negotiator or manager, and then for eliciting another into a more resourceful state. Based upon the book by Dr. Hall, *Defusing Strategies (1987)*, this training has been presented to managers and supervisors for greater skill in conflict management, and to police departments for coping with domestic violence.

6) Instant Relaxation. Another practical NLP and Meta-States Application Training designed to facilitate the advanced ability to quickly “fly into a calm.” Based in part upon the book by Lederer and Hall (*Instant Relaxation, 1999*), this training does not teach NLP or Meta-States, but coaches the relaxation skills for greater “presence of mind,” control over mind and neurology, and empowerment in handling stressful situations. An excellent training in conjunction with Defusing Hotheads.

7) Games for Mastering Fear. To play the Game of Fear, a person has to run his or her brain in a certain way using special frames. The same is true for mastering fear—the power of transformation lies in knowing how to identify the right frames and set them at the higher levels of our mind. This training uses the very best of NLP and Neuro-Semantic patterns to provide true mastery over any kind of fear that might sabotage or limit living up to our Visions and Values. Based upon the book by this title by Hall and Bodenhamer.

8) Games For Mastering Stuttering (Blocking). There’s a structure to the meta-state experience called “stuttering,” it is blocking our non-fluency and layering it with a painful kind of self-consciousness. There’s also a structure to mastering that experience and moving toward a less semantically over-loading. This training is based on NLP and Neuro-Semantic patterns and structured according to the 7 Mind Matrix model.

9) Games Business Experts Play. Succeeding in business necessitates develop a certain expertise and business wisdom about oneself, others, skills, markets, finances, managing, etc. Those who do it best, the experts, have a strategy and a certain set of frames of mind that allow them to play those Games. Based upon the book by this title, this training invites you to set the kind of frames of mind and meaning that will bring out your business expertise.

10) Games Slim and Fit People Play. How do they do it? How do some people relate to eating and exercising in such a way that it is “no problem” to them? What are the frames and games that slim and fit people play so that food does *not* dominate their lives and so that they have plenty of energy and vitality? That’s the focus of this training, based on the book by the same title. The training offers specific guidance about how to stop psycho-eating and to develop a much better relationship to both food and movement.

11) Resilience for Managing Change.

12) Living Genius: Advanced Meta-States Patterns for Sustaining Mastery.

Advanced Neuro-Semantic Trainings

Advanced Modeling Using Meta-Levels: Advanced use of Meta-States by focusing on the domain of modeling excellence. This training typically occurs as the last 4 days of the 7 day Meta-States Certification. Based upon the modeling experiences of Dr. Hall and his book, *NLP: Going Meta—Advanced Modeling Using Meta-Levels*, this training looks at the formatting and structuring of the meta-levels in Resilience, Un-Insultability, and Seeing Opportunities. The training touches on modeling of Wealth Building, Fitness, Women in Leadership, Persuasion, etc.

Advanced Flexibility Training, An advanced Neuro-Semantics training that explores the riches and treasures in Alfred Korzybski's work, *Science and Sanity*. Originally presented in London (1998, 1999) as "The Merging of the Models: NLP and General Semantics," this training now focuses almost exclusively on *developing Advanced Flexibility* using tools, patterns, and models in General Semantics. Recommend for the advanced student of NLP and Meta-States.

Neuro-Semantics and NLP Trainers Training. An advanced training for those who have been certified in Meta-States and Neuro-Semantics (the seven day program). This application training focuses the power and magic of Meta-States on the training experience itself—both public and individual training. It focuses first on the trainer, to access one's own Top Training States and then on how to meta-states or set the frames when working with others in coaching or facilitating greater resourcefulness.

Neuro-Semantics Coaching Certification Training. An advanced 7 day Training for those with Meta-NLP training and preferably *Personal Genius*. Based on the 7 Matrices Model that arose from *Frame Games* which arose from *Meta-States*, this model ties all of the patterns in NLP and Neuro-Semantics together into a package that allows a person to coach and/or do therapy with these patterns.