



Limbic System Thinking



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Foreword (2019)

Given my background and experiences, employment and my own education, I have come to my own conclusions about the world, as you may have seen in my previous videos.

From the observation deck of life I try to remain impartial but I am human so I make no apology for the odd slip...

I guess many of us watch, video's, gather information and generally try to expand our understanding, I am no different. But it struck me that with all the information available our biggest challenge is to filter the facts from fiction.

It may seem a huge task, but it really is not, not once you understand WHAT it is to LOOK out for. After all, this is the observation Deck.

What I am going to share with you is the very first time the contents of a book I have been working on for years, it is nowhere near ready yet but it is far enough along for me to share some of the information inside.

So what is it about?

Well it's about us and how everyone has been fooled into thinking in certain ways. This leads us to make the wrong assumptions, and in most cases puts to sleep the inquisitive and detective powers you were born with (Critical thinking).

I believe we need to understand the difference between "SMART" people and "Educated" people.

Educated people are those who can retain information, we can know that by the system of verification that comes with an education.

TESTS. These check to see if you can recall what you have been taught, if you can and agree with the system you will pass. Well done you just pasts the most common memory test, irrespective of the subject matter.

Smart people tend to question everything in such ways as to not get involved in the assumptions made which look like facts by people with nothing more than "opinions." And you will find this approach underlies everything from science to speeches of a religious context.

I going to start with a lesson in mental freedom. Sounds quite a mouthful but there it is. Are you aware of the concept of mental freedom. It does not mean what you think it means.

DO NOT GET MENTAL FREEDOM MIXED UP
WITH FREEDOM OF THOUGHT or freedom of speech.

The shackles of mental incarceration were forged before we were old enough to defend against them. The result is a pail substitute of what we consider freedom.

We need to understand the framework for HOW to think was forged LONG before we entered into the INDOCTRINATION SYSTEM SOLD AS EDUCATION.

This small contribution to my current views on life and how we approach it is nothing more than my own musings from the experiences I have had, it could be nothing more.

But I have had the honour to meet lots of people who, over the years have asked for my advice, seek counselling and life coaching, since this was my main professional for most of my adult life.

I have come to see coaching the mind slightly differently from those who have taken the same journey long before I appeared in this world. Although they too have helped me become informed and I guess influenced by what you will read, it is for the most part my own take on things.

If you only take one thing which helps you move forward in life, if you only have a single eureka moment, then it will have all been worth it. Value does not come in the amount of pages within a book, it comes from what the content is and how it may help those who read it.

I hope you gain the insights and tools to walk taller, become more confident and love yourself and understand others a little more than you did before you read this contribution.

Thank you for your time and faith in my work and may you enjoy the journey even more...

Introduction

Our lives are driven by emotions, good, bad and neutral. Many of us believe we don't have the confidence to move forward in life because of the immense sense of the fear of failure. We translate that fear into a lack of confidence since we don't like to admit we are scared.

This **ONE** thing can lead to any amount of unfulfilled dreams and ambitions for millions of people who sadly never realise those dreams. I have spent years coaching and training people to regain the confidence they (YOU) were born with.

Childhood trauma can stay with us for a lifetime, relationships can leave us emotionally broken and afraid to love again, while our dreams seemed to have faded in favour of trying to keep our heads and hearts above financial waters.

**We are not here to survive
WE ARE HERE TO THRIVE**

The simple fact is we already own all the emotional resources to be and do what we dream of. The biggest problem most of us have is not the resources we have but the *idea* (not fact) we no longer own them.

How many times did you fall over as a child learning to walk?

Too many times to count or remember I would guess. Learning to walk can take some children much longer than others, the point is this...

EVEN AS CHILDREN WE DISPLAY WITHOUT EFFORT THE WILL TO SUCCEED

Fear of failure is "suggested" over time through observed actions or words

In all my years in this area of life, it all comes back to the same things, how to understand and command the emotions that drive our actions. By the time we master what we "think" we have missed the root or source of that thought since we skipped pass understanding how we feel.

Buying a house is what we do, what we look for is a home.

The difference is "Thinking/rational" is about the (House) the other "Feeling/emotional" is stronger (Home) and ultimately leads to the purchase. Think of all the places you saw when house hunting, yes you took all sorts of logistical things into consideration, work, school, shops etc..But at the end of

it all we purchased the biggest financial commitment based on could it or does it "feel" like HOME. IT WAS BASED ON OUR EMOTIONS!

The clothes we purchase, the jewellery, shoes, cars, movies in fact anything you care to mention, all purchased because we "liked" that one better than the other. "Liked" is an emotional driver followed instantly by action (purchase). And we are masters at rationalising our emotional purchases.

The largest profit in supermarkets is sweets (sugar) they need to shift a lot of sugar. Place it by the till, eye level and wait for all those "impulse" buys. We even use the term "Retail-therapy" because it makes us "Feel" good (it does not last long because it's an emotional lie and you cannot fool your UNCONSCIOUS).

Would you not like to be able to first understand how the emotional mind works?

With It comes greater control over your emotional intelligence. In order to do that we have to look at what, why and where we can use this for the benefit of ourselves and those around us.

If thriving rather than surviving is what you want, if living your potential is a dream that has been sitting far too long on the back-burner of life then this is for you. If you feel nothing seems to work no matter how hard you try believe me on this. By the time you get to the end of this book the child inside will awaken and not only walk again but learn to fly.

I am not going to sugar-coat what you have to do, I'm going to be honest and to the point. The idea of this book is to get you "thinking" about the way you "think." In order to do this effectively we will delve into what drives those thoughts...FEELINGS.

Let me end this introduction by saying...

Like all positive emotions NO ONE can give you what you already own. What they can do is help you re-discover it within yourself. This book will give you a mental re-boot but only if you take the time to consider your POV and "adapt" how you see things.

Change how you feel, changes how you think, dictates how you act.

So let yourself start acting upon the world around you rather than reacting to it.

I am not looking to make a "New-You." We are looking at uncovering the abilities you OWNED when you were new.

Chapter 1

Our Reality is flawed

In order for us to understand how we take back control of our emotional drivers, we need to go back in time and establish where and how those drivers manifested themselves.

Victims of school bullies, observer/victim of parental violence/abuse, relationship problems, any number of "experiences" will start to embed strong emotional results.

These emotional drivers, if left to their own devices will, over time, consolidate and establish what I call an emotional-reflex-response. Our minds simply follow a set path when given enough familiar stimulus and respond accordingly. This process starts and finishes in less than a millionth-of-a-second and we call it "impulse" which will result in instant reaction of emotion, usually followed by an action. This could be anything from walking away, fighting, or in many cases a lowering of our confidence or self-esteem.

What we think we know, turns out to be a pail reflection of reality based on our view of the world. Our view of the world is created by our personal experiences from the day we are born.

Do you believe our determination to succeed simply disappears from our mental DNA?

Because that would be crazy...right?

I had a client arrive years ago for a fear of public speaking (the most common phobia). Julie, my client apologised as she arrived. She stated she was "one-of-those-people" who has no imagination and cannot be hypnotised.

I was amused by the fact she had a total belief in that statement since it requires a great imagination to have that totality of belief. Not to mention the idea she knew what hypnosis really is. (It is NOT a control tool, it a key!).

What makes us so convinced of these sorts of ideas?

Let me introduce you to one of the most profound quotes that has literally taken me on my life's journey and goes a long way into understanding the ideas behind how we feel and therefore, what we do.

"The map is not the territory. The only usefulness of a map depends on similarity of structure between the empirical world and the map".

Alfred Korzybski
American Scientist

For the moment I just want to explain that first sentence and what it means for you in uncovering the potential you have by understanding what Alfred was referring to.

As I mentioned previously, we see the world through our filters based on our personal experiences from the day we are born, environment, education, media influence, parental guidance/values. Everything, good and bad, makes us who we are. This is our MAP of the world. And EVERYONE has their own version of it.

For me M.A.P. Stands for **M**emory of **A**rtificial **P**erceptions. Like all perceptions, it is a real as we perceive them to be but not reality itself.

The TERRITORY is the ACTUAL world, problem is with all these individual "maps" no one knows what the REAL world (Territory) looks like. Now you can see why our REALITY is flawed.

It gets even more interesting, especially when considering our own mindsets in whatever area of life we are focusing on. For me here is the 64 million-dollar question...

"If the map is not the territory, what is?"

It is that question which has taken up so much of my adult life, with pleasure I hasten to add.

And it is that question we will take a closer look at now in order for us to begin to understand what drives us and how we can become more aware of our emotional intelligence and the benefits associated with knowing about it.

THE TERRITORY

The territory is the core or base upon which all human emotions/feelings stem from. The territory is made up of those parts of our psych that are "common" to all humans. The territory cannot lie, it cannot fake feelings (your map does) it remains the same unless a strong influence, good or bad re-wires our BASE values.

For the most part the territory has been consigned to the backwaters of our minds, many lean towards the auto-pilot version (MAP) of life because its easier.

It would be remiss of me not to mention the great books available on Emotional Intelligence especially by the master himself Dan Goldman, my hat off to you sir.

What we may not have noticed is the fact we have allowed ourselves to become passive observers of our own lives! We have placed most of our lives on this auto-pilot leading to a reactionary lifestyle and its associated challenges.

The fact is most of us spend our lives *reacting* to the world around us, rather than acting upon our environment and fulfil our ambitions.

In my travels as a life consultant for thousands of people public and corporate, it boils down to the ability to understand self; It is imperative in understanding others.

I have lost count how many times a manager has asked me. "How do I motivate my team?"

What motivates you?

I was not being awkward, simply trying to point out when motivation is mentioned I know it forms part of the "Territory" and not the map. The only

reason the question keeps getting asked is too many people simply don't take the time to ask themselves the same question.

What is important to you is probably important to others in terms of values and emotional drivers and personal goals. Corporate structures are driven by the emotional drivers of the board (profit), not the more powerful drivers of its employees.

The distraction of "making more money" is NOT the driver, it is what we perceive that "money can bring us", these are the REAL emotional drivers.

And yet the BIGGEST driver, as well the system knows is **FEAR**

Fear of loss of some type: Life, position, confidence, credibility, friends, family, partner, the list is endless.

We will look at personal motivation in a while but for now take a long look in your mental mirror and seek out your fire within, if you took the time to do that, you now know what sort of things motivate other people and you!

But here is the sad observation; While fear drives us to do things by avoiding what we call "consequences" (Fear-based thinking) it drains the emotional energy that wishes to go in the opposing direction, let me explain...

Think of what you do on a daily basis, either at home or at work, our lives are made up of a million decisions and if I asked you to split those thoughts, feelings and actions into two simple categories which one would have the longest list.

Here are the two categories: FEAR/Negative consequences and POSITIVE/feel-good actions.

If you were honest and listed those things you did out of fear of potential negative consequence, from getting the job done on time to taking out the trash or just avoiding a certain person/s, it starts to reveal a life spent on AVOIDENCE.

How many things did you have on the "Feel-good" list (apart from sex). How many things does your regular life include that you do because you are passionate about it, it makes you and in many cases others feel good? It boosts your emotional energy where nothing can touch you! How many?

Can you change the driving force to begin to fill the positive list? Of course you can. Just like the lady who told me she could not be hypnotised because she felt/thought she possessed no imagination.

As I asked her; How much of an imagination do you need to create a *belief* so powerful you have no doubt it is a fact?

"Very powerful." She replied.

"And how long have you had the *belief* you don't have an imagination?"

She could see what an oxymoron her last statement was.

So yes you can change and it only takes a few "Post-It" notes! (More on that in a while)

Plutchik's eight basic emotions are joy, trust, fear, surprise, **sadness**, anticipation, **anger**, and **disgust**. Each primary emotion also has a polar opposite, so that: Joy is the opposite of **sadness**. And according to Plutchik's studies, Fear is the opposite of **anger**.

Now here is the rub; There are no opposites of emotions! I don't care what the academics try and tell us, since it perpetuates a shallow binary system and has no place in the complexities of our minds. We are so much more than the parts which make up our whole.

When it comes to emotions and feelings (they are not the same thing) we have so many shades it would be folly to attempt to map any opposing force or feeling.

But I guess you want to know how you can change things using Post-It notes!

A story of grief and the 4 post-It notes

I was on a two week trip to the Andalucía mountains in Spain and as part of that trip I was to give a talk at a large residence populated by ex-pats from the UK.

The talk was about positive thinking and how you can change your world by changing your mind, it went down very well and from it I acquired about 15 clients who booked coaching sessions over the rest of my stay.

Mary was one of those clients and she presented herself with a problem of grief that had plagued her for over three years since her husband of 35 years had passed away.

Without going into all the details, it was, in her words, consuming her life and as much as she knew Bill (her departed husband) would not want her to suffer she could not shake the grief and depression.

At the end of the session she politely offered me the fee for the time spent in my company. I asked if she felt better, she smiled and said. "Not really but I have taken up so much of your time it's only fair I pay you."

I told her that it would be fair if she got what she came for and I did not want paying until the following day but first she had to follow my instructions to the letter.

She looked surprised but sat back down. I took a few post-it notes from my table and wrote simple instructions on each note and told her to place the first on her door, the second on the hallway wall so she could see it upon opening the bedroom door, the third in the kitchen above the hob and the fourth out on the balcony overlooking the mountains.

We are more alike than we are different and we would all do well to understand our driving factors (emotions/values) are more similar across the globe than we could imagine. That forms part of the territory.

Chapter 2

The map is not the Territory

Allow me to take you a little further down the rabbit hole of our emotions so we can return with a new template of ourselves that matches what we once were. No need to worry if you cannot remember a time when you were in a place you loved. That is your map imposing itself on your territory and we will get to the point when you fully understand, the territory is in charge, not the map.

My pet phrase when training or coaching which pops up now and again is this...

Most of what we believe has no basis in reality. I know, confusing right?

The best version of this is

"If it does not fit in a wheelbarrow, it does not exist."

Let me clarify those statements.

Most of what we say, what we communicate is SUBJECTIVE or COMPLETELY ABSTRACT.

Take a moment to consider that...

Some of the most valuable things in life do not fit in a wheelbarrow. In order for anything to go into any vessel it has to actually exist in the material world.

So tell me. Can you fit, love, trust, motivation loyalty, empathy and any other emotional driver or value you can think of? Of course not. We create our world based on abstracts, ideas and assumptions. It is these assumptions that hold us back, sometimes for years, more often for life.

Don't get me wrong, we all know what those things mean and how important they are but we must understand they are all based on OUR map

of the world, not the actual world. They are our "ideas" of how things are or should be. But in the end it is simply an opinion, nothing more...deal with that first and let go of your ego (map).



I have suggested to many people, if you leave your ego at home when going to work, productivity would double.

Some of the most successful people in the world know emotional awareness of self is the key to moving through life without being dragged down by abstract ideas and emotionally charged knee-jerk reactions.

Why do you think any high-flying job seeker is hired?

Consider this; Once you have jumped through the skills hoops, the qualifications have been checked and you are capable of doing the job. This is where the territory is now examined by recruiters. It may not be what they label it as but it is what they are looking at.

Think of your own circumstances, of what you have heard or experienced. In the end what is important is does this person "fit" with our values, will they "fit" into the team, will this person add value to our group or friendship (same rules apply).

It's all about how we "feel" not how we think. Gut feeling, intuition, all these things are very subjective and yet form most if not all form our major decisions in work and life.

What does this all mean for you as someone who is seeking to remove old habits or thoughts that hold you back from your true potential?

Once you start to understand the difference between map & territory you can become increasingly objective about your own emotional anchors. Objectivity of self is the key to so much and we will explore this in more depth a little later.

For those of you not golf fans I apologise now but it is the easiest analogy I can come up with.

My farther-in-law stood on the first tee and informed me he had been trained all week by a golf pro. I must point out I like golf but I am not a regular golfer. He smiled as he placed the ball on the tee. I mentioned to him, as I looked for my last score card from this course, my goal was to improve on my last score. OK, I admit, I added "and your here just to keep me company and your score has nothing to do with my card."

He lost (Based on his map of the world) because my score was lower than his.

As we were talking at the 19th hole (The bar) I handed him his own score card from weeks previously. In his frustration with not "winning" he forgot to check his previous card. If he had would have seen he was two shots UNDER his last round. I was one shot under. He had won on my map of the world and lost based on his own.

The problem with maps is they can and do distorted our realities and that can lead to negative anchors and debilitating emotions.

The clear lesson here is this...

We should not, cannot compare ourselves or our goals and success based on the maps of other people. This is the single biggest mistake I have seen with clients over the years. Why do we insist on the one hand we are unique (and our maps make us so) and yet throw that truism out of the window the moment we want to achieve something?

Your "Score-Card" is YOU, no one else, as long as you strive to be a better version of YOU your path will be so much smoother in life.

My daughter was editing some 4K footage she had taken (She is a commercial drone pilot) so she could upload it to a well known stock photo/video supplier. I asked her why she had not yet uploaded the footage. It was her first commercial footage. She looked at me and said "I don't think it's good enough dad."

As a coach I guess I was more aware of whatever came out of my mouth next would have a strong effect on my daughter. My reply was simple, I relied. "Compared to what?"

Compared to other peoples footage, she said.

Don't let different get mixed up with better I replied. She thought about it and commenced the upload.

My own example of this insidious auto-reaction that holds so many great people back is writing. Yes I know your reading this book and I hope you like it, the style and my approach. This is me, my words, my life experiences I want to share with you in the hope I live both of my passions. To write and to help people become better versions of themselves.

Was my writing good enough? I have always loved writing, I have written 100's of training courses, coaching, given talks to crowds of over 2,000 and yet I thought my writing was not good enough. So you see my journey is not so different from yours, I guess it's the territory we are now walking in (sorry, pun intended).

Your passion, your dreams, your goals are just that YOURS. It was and never has been a matter of competition with "others", they are busy dealing with their own amps, no matter how famous they are.

You want to be a great writer like...?

You want to be a skilful footballer like...?

Want to be able to succeed like...?

Then measure your success by how much better you are now than you were last month. Far too many people set the bar almost immediately to a level where it is also most impossible to reach. at least when you are starting out.

I mentioned in chapter one we are looking at uncovering you when you were new, not turn you into a clone of someone else. We replaced curiosity for fear and we didn't even noticed it had happened. We replaced objectivity for compliance and did nothing. These are not insults they are the result of our auto-pilot emotions/actions that dictate our world view.

The best example I can give here was penned by the writers of the script for the well known movie "V for Vendetta"

The scene is the main character "V" has taken over the TV broadcasting network and is currently delivering a message to the population. Here is a part of that speech, then ask yourself again. Where did your child-like curiosity go? And when did objectivity take a back seat to "keeping the peace?" or simply not offering an opinion because your is not a smart as anyone else's?

Here is part of the speech: From the movie V for Vendetta:

Good evening, London. Allow me first to apologise for this interruption. I do, like many of you, appreciate the comforts of everyday routine, the security of the familiar, the tranquillity of repetition.

I enjoy them as much as any bloke. But in the spirit of commemoration, where upon important events of the past, usually associated with someone's death or the end of some awful bloody struggle, are celebrated with a nice holiday, I thought we could mark this November the 5th, a day that is sadly no longer remembered, by taking some time out of our daily lives to sit down and have a little chat.

There are, of course, those who do not want us to speak. I suspect even now, orders are being shouted into telephones, and men with guns will soon be on their way.

Why?

Because while the truncheon may be used in lieu of conversation, words will always retain their power. Words offer the means to meaning, and for those who will listen, the enunciation of truth. And the truth is, there is something terribly wrong with this country, isn't there?

Cruelty and injustice, intolerance and oppression. And where once you had the freedom to object, to think and speak as you saw fit, you now have censors and systems of surveillance coercing your conformity and soliciting your submission. How did this happen?

Who's to blame?

Well, certainly, there are those who are more responsible than others, and they will be held accountable. But again, truth be told, if you're looking for the guilty, you need only look into a mirror. I know why you did it. I know you were afraid. Who wouldn't be?

War, terror, disease. They were a myriad of problems which conspired to corrupt your reason and rob you of your common sense. Fear got the best of you, and in your panic, you turned to the now high chancellor, Adam Sutler. He promised you order, he promised you peace, and all he demanded in return was your silent, obedient consent.

Last night, I sought to end that silence. Last night, I destroyed the Old Bailey to remind this country of what it has forgotten. More than four hundred years ago, a great citizen wished to embed the fifth of November forever in our memory. His hope was to remind the world that fairness, justice, and freedom are more than words; they are perspectives.

So if you've seen nothing, if the crimes of this government remain unknown to you, then I would suggest that you allow the fifth of November to pass unmarked.

But if you see what I see, if you feel as I feel, and if you would seek as I seek, then I ask you to stand beside me, one year from tonight, outside the gates of Parliament, and together we shall give them a fifth of November that shall never, ever be forgotten.

This speech mirrors our current reality and the situations manipulated by those world governing bodies which install the fear we have come to live with. Fear is now the staple media diet we are all forced to gorge on and feel sick in doing so.

These attacks on our minds and bodies should be enough evidence that it is clearly not a theory but a reality. This question is how do we combat such emotional pressure and pull ourselves out of this fabricated darkness towards the light we saw but for a moment when we came into this world.

As children we are immensely curious about the world around us. The *why* stage is us trying to make sense of the world, making important connections that may go on to form the most sturdy parts of our maps. But something changes, something creeps in and makes us afraid of certain aspects of the world, our lives.

We slow down on curiosity, many come to a full stop in what we see as "risk-taking."

A child will often muse over "What if..." and experiment with the world around them. We as adults tend to take a more cautious approach, which

obviously in many circumstances is justified and comes with experience a child does not have. It is not those aspects I am referring to, it is the emotional risk-taking, the drivers, values and map of self becomes over protective.

The fear of failure is part of the map and backed up by the emotions. When emotions and thoughts act in unison nothing can stop that combination.

Unfortunately many people allow this unstoppable force to convince themselves they can't do something (even before they attempt it) or could not possibly compete with _____ [Place your own imaginary competition in the space].

Remember this... When the subconscious (territory) agrees with the conscious (map). When the thought and the feeling agree it literally becomes your REALITY.

I am sure you are familiar with the phrase "Be careful what you wish for."

Let us place it in the context I mentioned above.

From what I understand (I could be wrong) the original Idea was said to come from ancient Arabic curse. The literal translation states "Be careful of that which you desire the most."

In the context of what we are talking about it translates slightly differently but makes a strong point for us to keep in mind.

Be careful of what you think of most of the time for it will come to pass. Our biggest problem is what we tend to think of, the nagging thoughts that live in the back of our minds intruding into the day and night is what will come to pass.

In other words whatever we think of, ourselves, our problems or possibilities the ability to manifest them, good or bad that becomes our reality. The best kept secret of hypnosis is knowing if we can get both aspects of a person to agree to one thing, it becomes true and the old emotional programme is overwritten.

In the next chapter I will take you through step-by-step a method (one of many) in how to re-boot limiting thoughts and feelings using just the "idea" of how we can redesign by uncovering the new you.

Chapter Three

Rebooting our maps

I am not talking about taking anything that gives you confidence, drugs, drink and any other substance that is NOT what I am talking about.

Our brains are the greatest pharmacy in creation, it can produce any type of chemical we desire. Believe me I know, I have been a therapist and leadership coach for over 28 years and have taught forensic and clinical hypnosis to 100's of fulltime hypnotherapists. Think how powerful your mind is if all one needs to do is open the door to your imagination.

The power of suggestion is the ultimate chemical maker, it has the power to help or hinder you. The multitude of self-help books are great and most discuss the whole issue from a standpoint of changing the way we think. The problem with this approach is that by the time our minds have arrived at a "thought", positive or negative, much of what we need to be in control of has already taken place!

If you want to succeed in life, in your career, there is an unspoken hurdle you have to jump over, consistently. *The ability to control your emotions.*

When we get to a level of leadership above what is the norm for most of the working population the criteria seems to change. More focus is placed on abstract ideas of leadership and therefore impressions and opinions seem to play a larger role than would be admitted in some areas.

But let us get back to the method I mention at the end of the last chapter. Its great knowing we actually have two halves to our whole character, emotional/rational. Place on hold, if you will for a moment translating that emotional/rational view to left & right brain, it is not.

Let me clarify my position on the idea of "Left & right" brain thinkers...Its rubbish.

It is an abstract idea which helps us to understand how people act or think. It has no basis in reality. It is the authors map of how they see the idea of thinking, nothing more.

I think it important to give you a clearer view of what happens in the context of my approach. As you will see in the next chapter the more accurate idea is

not so much left or right brain but Limbic & Neo-Cortex. The importance of this will become clear later in terms we can all understand.

What follows is a true and accurate recall of what happened to a British lady retired and living in the Andalusia mountains in Spain when she came to see me.

I was invited to spend a week at this Spanish retreat after I had given a talk in London. The owner asked if I would like to pop over and give a talk and maybe see some new clients. You can imagine it did not take long to make that decision.

The talk went well and I did indeed see clients every day for most of the week with time to relax in such wonderful surroundings.

I will call our lady Judy (That is the only change)

She came to see me as she could not get over the passing of her husband three years previously. They had both retired to Spain and had good long years enjoying the life they worked hard for together. Her problem was she could not get herself out of the negative mindset the unresolved grief was imposing on her.

At the end of the session she got up smiled and thank me for listening and proceeded to give me my fee. I asked her a question that threw her off balance for a moment.

"Would you pay for something in a supermarket and walk out without taking it?"

Of course not she replied.

"Then why are you giving money when you have not had what you paid for?"

Judy looked at me and in those few moments of silence her eyes began to tear. I sat her back down and proceeded to explain the following.

We are all a result of our emotions and many a slave to them just like you Judy. She sat and just listen.

I asked her questions about her typical day at home, what time she got up, what side of the bed did she sleep, did she shower before coffee or get a caffeine fix upon waking. The questions were all based around her "MAP."

I began to write on several yellow post-it notes and place them face down on the coffee table. Now if there are any therapist reading this book you may like to take a similar approach for more reasons than this book can discuss here.

I stood up and thanked her for being so open and honest and it was a pleasure working for her (she is paying my wages). It seemed to take her by surprise, the fact I said I was working for her. Those of you who deal with emotional issues should know very well people do not feel they are in control of their own emotions. It is our job to give them the idea of control back, you work for THEM.

Back to Judy. I picked up the post-it notes and asked her to place them in strategic places in her home. The first was Get out of bed the other side (after I had established she could). The second was stuck to the inside bedroom door, it said "Use your left hand to open the door" (she was right handed). The third was an arrow with "Go get coffee now." (she normally showered first). And the last note was placed by the coffee jar.. "Now go listen to the birds in the garden until you have finished your coffee."

I gave her the notes, she attempted to give me money and I said, if she was not feeling better by 11am tomorrow she did not have to pay me. But if she was, she was to call me and I would pop over and collect my fee.

She rang me at 10am and it was like talking to a different person.

Now let me explain how you can rearrange your map and what mental changes took place and why in Judy.

BTW, if anyone is currently thinking this will not work for you (without knowing why) just remember to be careful what you wish for, you just created your reality. All I ask at this stage is keep an open mind, nothing more.

Here is why it worked for Judy.

Judy, like many of us have a routine, that routine runs like an undercurrent in our minds and bodies. on a daily basis. Think of sleeping somewhere new (hotel) some can sleep fine others find it difficult because of change in their routine (environment).

We have a set pattern most of adhere to in the morning and through most of the day. We think it is perfectly normal and for the most part it is. But when

you start to dig below the surface we find these underlying programmes are a law unto themselves, especially when limiting thoughts, feelings and behaviours are concerned.

Judy was no different to the rest of us.

My job was to break the mental programme Judy was running every day since the passing of her husband. Her "routine" was enforcing the state she found herself trapped in, then break the routine.

All the post-it notes were aimed at that one thing, complete disrupt her "map" of grief and the mind had to fill it in with the first stimulus it could find, in this case, birds singing while drinking coffee.

Normally I would have asked her to follow these notes for about three days since it helps embed the new positive template. But given her mood when I arrived she clearly did not need it. She simply said she got so used to hearing the birds in the garden, she had no idea when she actually stopped listening to them.

A few days later she called to let me know she had put her villa up for sale because she wanted to move closer to the coast since that is where all the fun is.

Disrupt your map enough and it will reset itself and influence the territory. As I said before, when the limbic system (emotions) is in agreement with the rational (Neo Cortex) it cannot be stopped. Make sure you are careful what you wish for.

Chapter 4

LIMBIC SYSTEM THINKING

The Limbic system fuels the underlying emotional drivers creating actions.

Simply put, it is a region of your brain that has a collection of “nodes.” That’s the physical description. It is said to be responsible for “feelings” and “emotions.”

These emotion filled energy packets continue to drive us forward throughout life. We call them “Values or morals.”

They are the outward manifestation of our internal “Limbic System” drivers.

These are the influencers of our behaviour, these are the drivers or of LIVES!

It is present in all mammals, some adhere entirely to this ancient part of our brains and work purely on “instinct” Some have risen above these instincts and rational thinking evolved as our Neo-cortex developed. This gives us the ability to “weigh up the odds” and go with what we “think” is best for us rather than how we “feel.”

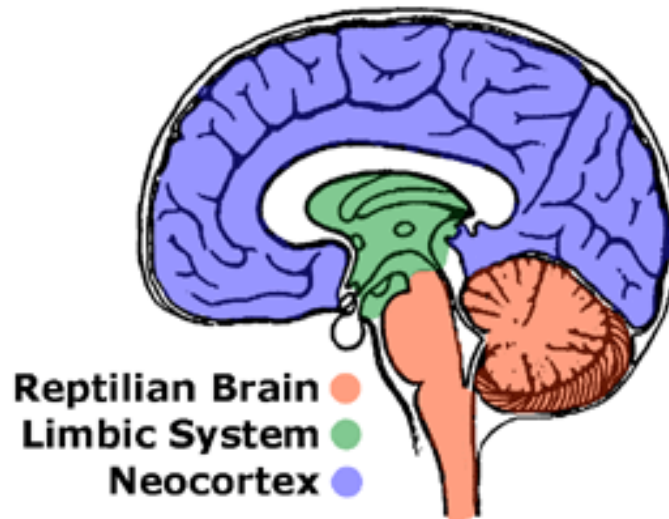
And so we are able to do all sorts of things our mentally “lower” cousins cannot hope to do.

That is how WE would like to believe it. But we have a distorted POV firmly (genetically) skewed in our favour.

Let's put this in terms everyone will be familiar with...

Our outer more recent evolutionary addition to our brains is the “Hard-Drive” (Neocortex) (Rational)

The Evolution-Designed Brain



The next part and hard-wired into the one below is the “RAM” of the brain (Limbic system)

And the final “core” is made up of the CPU or Reptilian Brain.

So now here is what is really going on...

We seem to be under the illusion our rational brains are fully in charge of our lives.

It like saying our hard drives are in charge when all they do is store and run pre-written programs. The function of RAM and CPU capabilities will determine the overall working of the system. Not the HD (Neocortex).

We are driven by our CPU & RAM, not our HD, this has to be influenced in some way before we consciously create “action” in the psychical world

When an influence (Good or Bad) enters your field of stimulation you act upon it. The act is based on how you “feel.” The biggest trick we play on ourselves is thinking that your actions were “calculated” I have no doubt they were but the motives are based on internal drivers (Limbic). Limbic always gets there first...

What’s so important about knowing all this?

The important thing is...If we know the above to be true, then we can quickly ascertain the internal drivers of any individual and ourselves.

If you can control your limbic responses and influence others, which are known to be the emotional drivers of action. This is the ROOT of what many call persuasion or influence, not just of a single person but all people, everywhere.

We are all susceptible to inner emotional turmoil dependant on the external stimuli. Many of us have learnt to hide it for the cameras, others at work, in fact these 'social masks' are simply that, a mask of how we think we should act as the "norm" for that situation and the people around us. But it is not who we really are. I would go so far as to say in many circumstances

All in an effort to put on one face to the world while keeping the emotional other face hidden for monets of solitude.

From sales reps to directors, from local councillor to MP, from Mayor to President, no matter what area of life you come from, one thing is constant...emotions. Our reaction for the most part is automated, we have no conscious control over.

Circumstances can change dramatically from moment to moment as does our emotions, the important thing is, to remember we can be the passengers (letting emotions drive us) or we can drive the bus (controlling our emotions) many forget there is a choice.

So when someone asks me..."Who am I aiming this book at, who are my target audience?

The only thing I can say is; If you wish to understand how your emotions work, what they are capable of doing when tuned correctly (you're the driver) and how others emotionally manipulate YOU and what you can do about it (silently). Then you will find this book helpful and I hope it gets you thinking about your own situation and how you can improve it, yet this is not a "Self-Help" book.

I would not be so presumptuous as to assume it will help you, I hope it does in some way but the point of this book would be missed if I did not avoid any misunderstanding about what this book is...

It is a diary of sorts, I think all books are, the diary of the authors thoughts framed in a way that appeals to an audience. This book is no different.

It is an abridged version of information gathered over the last 40 years of life. It is the accumulation of all the influences I felt were important enough to include in this books contents. That is the simple truth.

The result of which pulled me towards "What makes us tick?"

What makes us capable of loving a strangers child yet can drop bombs on hospitals?

How do evil leaders rise to power?

Why are we moved by some speeches and repulsed by others?

How would we know if we were being manipulated?

What can I do to change things?

How mainstream media uses emotions to sell ideas.

Managing people can be helped by the emotional skills gained by thinking differently.

These will help everyone communicate more effectively with any individual since your using their most powerful values.

Meetings are the bane of many people's lives and yet essential to everyone.

Many meetings across the world spend much of the time blaming other parties for a problem, or why something did not get completed or delivered on time.

If I had to ask you out of all the meetings in your experience what would be the percentage of time wasted by attempting to locate blame?

Think about that for a moment....what percentage, generally of meetings is wasted on allocating or shifting blame.

Whatever the percentage was in your mind; that is the up-to amount by which LST can help save your organisation.

By introducing two working days (two weeks apart) in the delivery of LST your managers would find additional benefits very quickly.

How much time could you save if you made it a company policy to "Leave blame outside the meeting room" What sort of culture could that evolve

into? How can you use LST in team motivation and a host of other developmental areas.

The map is not the territory is a phrase used by many within the NLP community as I have already mentioned but it is vitally important you understand the implications.

An example would be...

A manager says he has a delegation problem, based on his map of the world. His team however, based on their map he has a big problem developing his team. And both maps are correct. It is where we stand in order to create our own point of view.

If I were a professional landscape photographer I would want to locate the best possible view. In order to do that I must check all approaches, times of day (light) and a host of other variables. This will eventually help me find the best result.

Our "Maps of the world" are a little like the photographer, we like to get the best possible results but the one thing we do not do the photographer does is change our point of view often enough. I don't mean pay lip service to the other persons argument. I mean with genuine curiosity assess what is being said from the other persons map of the world.

What LST does to this phrase is help the individual to realise the "map" can be observed (inspected) and re-drawn. The advantage of this is much more control over your LS communication skills (knowing they drive behaviour) and better equipped to understand how to make others feel.

Remember, our drivers (values) are the CPU, our voice and actions are a product of that ancient wiring. The key is to understand that while the LS has no language in the speech (thought) sense of the word, it communicates through very powerful and very subtle feelings/emotions. These are then acted upon via the neo-cortex which articulates those feelings.

Ask yourself..."Which came first the thought or the feeling?"

Well time and time again the answer is right in front of you every day. It is so fleeting than you could almost say it was on the very edge of awareness at best.

How aware are you of your own LST, which never stops driving you BTW (even during sleep).

I have devised a short survey to help understand yourself better and experience the benefits and increased potential you may uncover within.

The instructions are as follows...

You will see several paragraphs (statements) of text, all you need to do is read each paragraph, think about its content, read again (if necessary) and answer in ONE WORD (this is important) how did that statement make you feel. That's it!

Two simple rules: Do not move to the next statement until you have answered the previous statement first.

Second rule: use ONLY ONE WORD.

There are no wrong answers, how you feel is up to you, the only thing I would say is be honest with yourself for as better understanding. There is also no scoring system and you will understand why at the end and what you have effectively achieved.

(A list of inner drivers, that can be easily recognised in others.

An understanding of how powerful these drivers are.

Instructions on how to use these drivers upon yourself.

Communication skills when dealing with others using LST.

Your emails, letters, conversations will change dramatically for the better. You will not only understand yourself but to theirs too.

1: "Today ten people were killed by terrorist in New York city's metro station. Police have released information indicating the perpetrators were of middle Eastern Origin.

(How did that make you feel?)

2: Tensions rise in the middle East as America sets a footing for conflict in Syria.

(Feel?)

3: Two people were saved by heroic passersby when two cars were in a near fatal collision.

(Feel?)

4: Two people were save by passersby after a car bomb exploded!

(Feel?)

5: Man walks again after ten years in a wheelchair after pioneering surgery.

(Feel?)

Taking your answers to those quick "headlines" you can see how simple it is for the reader (you) to be made to feel anything based on the intent of the strap line and consolidated with the content if you were to read the full article.

Statements 1, 2, and four were aimed at negative emotions while statement 3 and 5 were there to encourage positive. But if you look at the car crash or the car bomb it is interesting to note that although in both circumstance people were saved there was a different reaction because of a change of circumstances.

This is called the "recently effect."

We will take the last bit of information and "lock-onto" that in order to elicit a response and news media knows this very well.

Knowing how we are manipulated is a great starting point for combating those attempts. Irrespective of "content" we need to be mindful of how something or someone makes us feel on regular basis and act accordingly to save ourselves fro negative emotions that really do not need to be invited in.

I suspect we would see real-time "emotional evolution" and better understand our limbic-drivers and thus understanding actions of self and others if we were to stop those automated emotional reaction to external forces.

Moving from feeling to thought, or ***Intent before content*** communication is not as difficult as it may first appear. Our values based on limbic influence our thoughts and actions can be better understood and profoundly important.

The fact our LS is and has been an integral part of our internal drivers for millions of years, followed by the cortex which effectively blankets (rationalises) the feelings emanating from the LS.

Effectively making us emotional beings that rationalise so fast we don't notice we do it. Giving the conscious *impression of control*, which could not be further from the point. If you speed from limbic to cortex fast enough (and you do) you would not even be aware for the most part the limbic system is the CPU not the RAM.

But where does this all lead us in terms of practical application?

If you can tap into your limbic system, which you can, then you also know that influencing other peoples limbic systems consciously will give you many advantages. And before you sit back in horror at the thought of deliberately manipulating an individual's LS. It happens already everyday to everyone, the difference is for many they are not aware it does.

It's not about influencing people, that happens already as mentioned. It's about becoming more aware of those powerful emotional drivers, which for the most part are fleeting feelings we don't notice. Once we are more "aware" of putting the LS before our message, our message will transition to a new level of influence.

This can work in any written communication, face to face and over the phone. The practical applications are endless.

Here is an example of a practical written use of LST.

This was seen printed in a USA newspaper: "The starving children of Ethiopia have finally come out the other side of the famine that had swept their country. **(R)** Many of the survivors have taken up arms against the very hands that donated to them in protest of corruption. **(J)** The government has sent troops to the townships to quell the trouble makers. **(I)** However the survivors' were armed and ready and managed to fight off the government storm-troopers. This swelled the ranks of the opposition and gave birth to the movement of freedom." **(A)**

As you can see at the end of each sentence I have placed an LST reference. Now having read that paragraph how did it make you feel? Irrespective of the described situation how did each bit make you "feel" even for a fleeting moment. If you can't remember then read it again, sentence by sentence

and stop for a mental moment to register consciously how that particular sentence made you feel. You may then guess what the letter stands for.

Here is a list of the letters I used in this example bear in mind the "labels" used are close representations of a feeling or related feelings that best describes the essence of the emotional driver.

R = Relief

J = Sense of Justice

I = Feelings of Injustice

A = Sense of Achievement

Becoming more aware of the feelings we have, the feelings we generate in others, we can start to use these natural communication methods and fashion them in to effective tools.

The LST has always been simmering under the surface of our conscious awareness. There have been clues brought to our attention by historical "Thought Leaders."

Maslow's hierarchy of needs; Hertzberg's Two-factor-theory; Lock & Latham; *et al*

The models above have all given us a better understanding of how we think and feel (not in that order). All of them pointed towards the LS yet none of them made the connection.

So you fully understand the rationale between LS motivation behind these models I would like to translate Hertzberg's model over to LST. I chose Hertzberg because it builds upon the work of Maslow, so we get two for one.

Herzberg's Two-Factor Theory

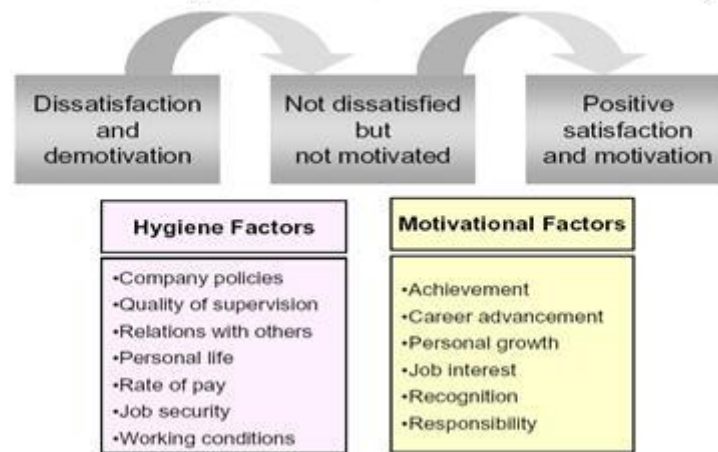


Fig 1

Without going into too much details explaining the model I'll get straight to translation to LST

You can clearly see the positive & motivational list contains the following:

Sense of Achievement (LST)

Advancement (Based in their map of the world) (Why do we need to "Advance?") (Achievement) (LST)

Personal Growth (driven by emotions)

Interesting work (what is this telling us about drivers?) Interesting = new knowledge = pride (LST)

Recognition (= PRIDE) (LST)

Responsibility (= TRUST) (LST)

Every motivational factor listed in the model links directly into the limbic drivers. Remember; to put this into a metaphor you can relate to. "These are the DRIVERS we are the vehicle"

Maslow knew it, Hertzberg and others have known it and anyone who can apply these models into their communications will have a distinct advantage. LST take what sits behind the curtain of the cortex, a little like the Wizard of Oz hiding behind the stage and brings our drivers out into the open.

I see these models as the framework upon which the LST transmits. Many organisations get employees to fill out personality tests in order to make a good "fit" and additionally recognise potential. These too are in part designed to identify the underlying drivers and thus a degree of predictable behaviour.

The advantage the LST is it maintains a constant conscious connection (CCC) with the LS. Keeping this awareness can help you calculate your communication to get the best results (for both of you).

Cast your mind back to childhood or if your anything like me use present examples. As a child develops communication becomes better, they go through the "No" stage, you pull them towards the "Yes" stage. At some point they move into the "Why" stage which can last far too long right through those teenage years.

Now if you can relate to that, you can relate to this...

Have you ever questioned why the "Why" stage is so long?

Because it is establishing Limbic system values based on nature and nurture and they evolve over time. Some areas never become fully active (Lack of emotional input), other get overused (too much emotional input) and some stay in a balanced state and many shades in-between.

The "Why?" question asks for a reason behind the last communication. What the limbic system is silently observing through the Central Nervous System CNS is how that reply makes them "Feel."

The LS is like an ever changing ocean of emotions, no two components (Emotions) should be connected for too long. If they are, this I postulate will have a detrimental effect on emotional development and result in "Distorted Drivers."

These distorted drivers can manifest as uncommon or unacceptable behaviours. A vast majority of us have fairly balanced LS's so no need to worry.

An example of two emotions spending too much time with detrimental results would be those two emotions (or three) have time to form a strong bond. In the world of the LS oceans don't like strong bonds. They would be akin to icebergs and a danger to shipping. In the LS ocean everything has to be a fluid as can be expected. If strong bonds start to form for the wrong

reasons they resist any other feeling (emotion). This can be catastrophic in some cases such as childhood abuse and the Limbic development stage. It can and does have consequences that can last a lifetime.

Opposing emotional bonds have become so strong, it has become the overriding feeling most of the time. This can lead to obvious problems even suicide.

However having a balanced reply from the "Why?" question our kids and us are constantly asking but we (adults) never say out loud. But I'll come back to Why we do that later.

Our more balanced LS can accommodate many more variants than someone who has unfortunately fell victim to a few strong negative bonds which do not allow the environs to change.

The sad fact is that in many cases, looking from a LST POV The drivers that are encoded early on in life become the dominate emotions as we grow up. And although "normal" people have a hard time understanding some extreme behaviours of others, they have a hard time understanding what normal is.

Since I have described the LS as an ocean I may as well continue the metaphor. At any given point in time an ocean...Oh wait, I need to define the LS ocean first. Our ocean has no boundaries like on the maps. It is one huge body of emotional water surrounding a core of light (As Above so Below).

All the oceans are connected. At any given point in time the oceans can be stormy, light rain, sunny, hot, windy...etc...all at the same time! Much like our LS.

Chapter 5

Neuroplasticity

Some people have perfect navigation towards great inner feelings, others not so good. These mental/emotional paths have been travelled many times and are part of the "hard-wiring" of the LS. This is commonly known as neuroplasticity.

What is Neuroplasticity?

- ▶ **Neuroplasticity** The ability of the brain to reorganize itself and create new circuits in response to our environment and most remarkably in response to our thoughts.
- ▶ **Life-long Plasticity** In recent decades scientists have discovered that the brain is plastic throughout our lives.
- ▶ **New Neuron Growth** Recent research has shown that stem cells in the brain can grow new neurons at any age.



In our ocean metaphor the wiring would be communication cables under the ocean to other parts of the LS. Dependant on the individuals experiences over time will determine the direction and carrying capacity of the connection.

I imagine the growth of the LS, evolution would be a better descriptor take something like the following journey.

From natures "Hard-wired" LS at birth to a five year old is the critical years. The formation of the LS being emotionally based programming is dependent on surrounding input. It will take whatever it can get, it has had no good or bad experience yet, so it simply collects and stores.

Every feeling (Limbic) is stored along with what caused it (Cortex), over time those feelings become more complex by osmosis. Those variations in

experiences result in more and more emotions and shades of each becoming more complex, it constantly evolves.

They are a few theories of emotions just as there are with motivation, personally I see no difference between the two since they are universally linked.

Theories of Emotions

- **Plutchik defines emotions as “adaptive reactions to basic life problems”.**
- He lists 4 basic problems of life:

<u>Life Problem</u>	<u>Emotions</u>
1. identity - Membership in social groups	Acceptance and Rejection
2. temporality - sexual reproduction, family, kinship	Happiness and Distress
3. hierarchy - vertical dimension of power, prestige, authority, influence, rank	Anger and Fear
4. Territoriality	Anticipation (exploration) and Surprise (orientation)

Below is a continuation of other peoples inspection of emotions.

Secondary Emotions

Guilt Enthusiasm Depression Pride Vulnerability Regret
 Anxiety Contentment Disappointment Happiness
 Hope Jealousy Frustration Shame Confusion
 Lonely Trust Satisfaction Peace Resentment
 Confidence Optimism

Primary Emotions



And finally...



Thanks to the website selfdirectedleader.com for your insight and images.

My view on LS is not about selling a new way of thinking, I am not the first and won't be the last to have an opinion on this area. I do however believe that by looking at the drivers that have evolved via the LS over time; do in fact link all these ideas together. The LS surrounds all of this interesting work.

All of this begs the question.

When did we stop being so curious about ourselves?

Many years ago Maslow (remember him?) made some great strides towards all of this. If you read his quotes below from an LS perspective, you can begin to see the strong links to what I am saying.

***'What is necessary to change a person is to change his awareness of himself.'* — Abraham Maslow**

If you know when and where your limbic system is communicating with you; You become more self-aware, this can only come from growing the child-like curiosity about yourself and noticing how you feel from moment to moment. Not all the time, start with short periods, say an hour to start.

'One can choose to go back toward safety or forward toward growth. Growth must be chosen again and again; fear must be overcome again and again.'

— *Abraham Maslow*

From that quote we can read the mention of a primary emotion "Fear" This quote also backs up my earlier comments. The LS, at an early stage requires the correct input (balanced). But the back and forth Maslow talks about can be seen as those emotionally stronger bonds (good or bad) .

Some of those bonds have primary emotions as their foundation. As you can see from the image above; Love Anger, Joy, Fear & Sadness are all primary emotions. These and the variants they all create give us the next level of emotions (secondary emotions).

These are then subdivided again so the LS grows exponentially. This is not theory, research has been conducted

Growth always has risks to it, which is why fear is the primary emotion, not because it is trying to frighten you (well it is) because it's the mind's way of warning you.

A new experience is for the most part a blank spot on the current LS and therefore will be encouraged to stay away from the unknown, hence fear. But in order to grow, experience new feelings we have to constantly overcome that fear. And if you know it is simply the LS's warning system based on million year old circumstances. If you translate that into modern circumstances it simply means a new experience has the LS in an unknown state (it does not like that).

There are many more quotes from numerous leading thinkers but the point LST is not new. LS is however a linkage between all these that I feel helps us understand a little more and can therefore control more aspects of our lives.

We should not be thinking first for example, "I have my points I want to get over in my next meeting."

That is clearly Cortex thinking.

If we look at a more Limbic approach we would instantly recognise the assumptive thinking that could lead to a harder time than was necessary. It could be seen as not you meeting but as everyone's. And rather than initially focusing on the content, what is your intent?

By intent I mean what do you want everyone to get out of the meeting. Remember they have their own maps (oceans) of the world too. No one likes to feel they have lost, it connects to all sorts of previous challenging memories, so try not to impose that on others.

The desired outcome, how we wish to work with each other, respect the talker and above all leave BLAME outside the room. This is very much about collaboration, not competition.

LST looks at the world from an emotional POV, not internal emotions but the observable and fleeting emotions of others. They don't get too tied up in "content" since that starts to reveal all sorts of manipulations of humans on a daily basis.

Moving through your day as a LST and noticing the emotional responses of the world around you things become clearer. They start to see the effect of communication not just in the moment but the effects of more sustained emotional manipulation that can be seen in the media or advertising boards.

On a personal level the simple "input/output" of emotions to and from one another can be observed by anyone. To remain objective the challenge is not to get distracted by the content being discussed.

Once the emotional ripples of others can be seen clearly (some only last for a fraction of a second, others much longer.) Some emotions are easy to spot since they contain the strongest bonds from childhood to present day.

Other emotions are displayed but again dependant on how adept the individual is at covering certain emotions in particular situations (and we all are) will determine how long they last.

Chapter 6

Levels of awareness

LEVEL OF AWARENESS	EXPERIENCES TO FOCUS ON
Observation of external emotions Input/output Power of emotions	Reduce personal opinion, gain greater objectivity. Observe input/output remove content (from your observations). Understand (through observation) fix (strong) and fluid bonds of emotion.
Consciously Displaying emotions Adapting communication to Limbic System influence. Ask the right (emotional-driven questions) to elicit other peoples values.	Start to notice your own emotional communication. become more self-aware of how you come over. Think more about how you and others wish to feel and communicated around that goal, this will not affect the content. Begin asking more "feeling" questions and take careful note of the replies...PAY ATTENTION.
Becoming an expert LST is an aspiration goal.	This is not to say it's impossible it may well be, however since we are forever discovering new horizons about ourselves I think the word "expert" may well be a little arrogant. What I feel I hope to attain is a good understanding of the knowledge we currently have.

The emotional drivers as I have said previously in the early years become stronger than many others. Two of the primary emotions are hard-wired for survival. Fear and Anger. By far the largest cause of fear is our own minds. We spend much of our lives fearful of our own imaginations and yet when most of us look back only a small percentage ever came close. We are a bad investment in our own emotional reserves most of the time.

Fear is the mind's way of saying it feels threatened by someone, something or some thoughts when brought to the mind's attention.

Anger or wrath is an intense emotional response. It is an emotion that involves a strong uncomfortable and emotional response to a perceived provocation, hurt or threat. **Anger** can occur when a person feels their personal boundaries are being or going to be violated.

Anger is a natural response to feeling attacked, deceived, frustrated or treated unfairly. Everyone gets angry sometimes – it's part of being human. It isn't always a 'bad' emotion; in fact it can sometimes be useful. For example, feeling angry about something can:

- help us identify problems or things that are hurting us
- motivate us to create change
- help us defend ourselves in dangerous situations by giving us a burst of energy

Knowing these primary emotions have powerful bonds, our reaction in a modern world for the most part is not called for and in many cases not wanted. Who would want Fear or Anger to rise up when you're trying to resolve something or trying to be rational about something.

You have at your disposal many other emotions and it is up to you to explore the opposing forces in your LS that gives rise to these opposing emotions. If you focused on being thankful, I mean really thankful (call it what you like), How does that make you feel? (Thankful eh?)

Of course but more importantly you CANNOT feel fear/anger at the same time as thankful. Try it!

Our minds are capable of so much more, in any given situation you can choose an opposing emotion to delete the negative current emotion. You can literally choose how YOU FEEL.

There is unlimited emotional potential in every moment.

Not need to look for a memory that made you smile. LST allows you to simply think about smiling and it will supply the memories for you.

Unfortunately some people have high-speed emotional data links to negative feelings and others have ADSL to helpful more positive emotions.

A practical approach...

A more practical approach to LST is to pick up any newspaper or magazine and start reading it from a LST POV.

Remove the *content* a paragraph at a time and simply ask yourself to notice how you feel. Replace content for "Intent." (How did it make you feel?) = intent.

Do this for the whole article and notice how you now feel. The content of what you just read is for all purposes irrelevant in this exercise. How did it make you feel? If I were to ask a simple breakdown as you read through that news article.

Was there more positive feelings than negative?

Or the other way around?

Taken a step further you could remove all the abstract words and phrases and leave yourself with as close to the facts as is possible. Removing "could, would, should, concerns, predictions (in all forms) you will begin to see the fog of modern communication lifting.

Cortex or Limbic?

The **neocortex** is part of the cerebral cortex (along with the archicortex and paleocortex - which are cortical parts of the limbic system). It is involved in higher functions such as sensory perception, generation of motor commands, spatial reasoning, conscious thought, and in humans, language.

Limbic system structures are involved in many of our emotions and motivations, particularly those that are related to survival. Such emotions include fear, anger, and emotions related to sexual behaviour. The limbic system is also involved in feelings of pleasure that are related to our survival, such as those experienced from eating and sex

When I say advantage it simply means for the good of everyone.

In order to get to the core of any given problem we can now choose which part of our minds to use and when. A great example of this being put into action at work was in a local dispute...

They had a logistics problem and had attempted to resolve it with the workers for a year now. The manager was running out of options. He decided to call one last meeting and laid out some ground rules.

At no time during the discussion and outlining of the problem was any "limbic" comments or communication take place. Put simply; If you were talking about facts, data, observations, evidence, impacts and consequences, with evidence to back up any claims, you were fine.

If however you slipped into the "Limbic" side by communicating, feelings, opinions, rumours, baseless claims, name calling etc... You were given one warning then ejected from the meeting if you broke the rules again.

The limbic system was allowed to take part in the meeting by being used when it came to finding a solution (if required) or a new way of doing something, it what the limbic is good at.

So the data collection, facts and figures should be dealt with by the neo-cortex and NOT by the limbic. The creative part of the exercise then handed over to the limbic system. If we can keep the two consciously separated all the better but both are important.

When you can fully understand the simple difference and control it you will have opened up so many more options. You will now be drawing and extending your map of the world. To understand just how vast the real territory is, we must look outwards, not build walls and face inwards. Here is a quote you may find interesting...

John Mack, A Harvard professor, psychiatrist and Pulitzer that: Price recipient stresses

“Yes, it’s both. It’s both literally, physically happening to a degree; and it’s also some kind of psychological, spiritual experience occurring and originating perhaps in another dimension. And so the phenomenon stretches us, or it asks us to stretch to open to realities that are not simply the literal physical world, but to extend to the possibility that there are other unseen realities from which our consciousness, our, if you will, learning processes over the past several hundred years have closed us off.” ([source](#))

The irony is that many of us are so fixed in our map of the world, we did not even realise we had such a thing. You can call it your "opinion" or "your point of view" anything you like but it is a view based exclusively on your own experiences and that gives you your map. Our personal compass thought this world based on our experiences.

LST has taken me to many maps of the world, different views and different thoughts. I still feel the best is yet to come and this explanation of LST may help you and me understand the potential we all have is we know a little more about ourselves.

It, I hope this is written in style that allows you to consider some of the things I did on my journey and see where you go, I hope you find it as interesting as I do.

In the hope you begin to see things differently, not better but differently the next few pages will I hope get you to consider a different view.

Chapter 7

Definitions define our minds

Strange title for a chapter but one that should get you to stop for a moment and consider the alternatives.

If anyone was to ask you. "What does [X] mean?"

You would probably check the dictionary or Google or whatever to get the correct definition.

Could be anything from the meaning of the word Megalith to the definition of Pride.

And in most cases we would agree on a general definition of both...

When we look closer we see there are two very different "types" of words according to LST.

One is data, the other is perceptual/abstract or assumptive.

This is an important distinction for all LST practitioners.

The reason is while we find the definition of an object, (megalith) pretty much agreed. Pride is an emotional state, we cannot define it, we can describe how it makes us feel and use the label of pride to describe that state.

Two types of definitions, I am sure there are more but for the moment two will suffice. You may find more of your own.

The first as in LST is logical, data, measurable and what we would call rational.

The second is firmly based in the Limbic system as stated previously.

All Limbic labels are emotions masquerading as facts!

We have attempted to place a cortex explanation for a limbic action. In itself this is not a problem. It comes one when we do not question the definitions given for them since they are the feelings of others only.

When asked by some about how such few people can become so powerful and yet we are all powerful (supposedly). The real view is actually different. They do not have any more power than you or I, they just made us stop believing we had any.

Intention; Is part of the language of the limbic system. Our intentions come direct from our feelings, what separates us from others is we can control whether we should act or not upon those intentions.

Intentions are everything and the Limbic System can be utilised to empower the rest of your living system:

Setting and living your intentions allows you to focus on who you are in the moment, to recognize and live your values, and to raise your emotional energy, which in turn raises your physical energy. Many entrepreneurs are excellent at identifying their values and know that living within their interpretation of them is a powerful way to achieve success, and more importantly, happiness. Daily intentions can help you do that. They also provide a roadmap and reminder for how to live out each day. Intentions give you purpose, as well as the inspiration and motivation to achieve your purpose. The practice of setting daily intentions can change your life.

I give intention to just about everything I do throughout each day, from being receptive to limitless possibilities to getting behind the wheel of my car and arriving at my destination safely and without incident. There are no rules around setting intentions, but here are the benefits, guidelines, and reminders that work best for me. My intention is to share them here so that anyone who is meant to receive and benefit from this information will find their way to it.

Intentions have no limits.

By now, we all recognize and accept that human consciousness has an effect on everything from the molecular structure of water to the well-being of humankind. Think about this: Your body is 90 percent water. Dr. Masaru Emoto proved that [water can be influenced](#) by intention and thought. Imagine the changes that can take place within your body as you begin to consciously give intention to positive choices. And it doesn't stop with you, since your energy has an impact on those around you.

Intentions are expansive.

Intentions aren't to be confused with goals: They are about who you want to be, what you wish to contribute to the world, and how you choose to touch the lives of others.

Example: I intend to show acts of kindness today, opening myself to any possibility to bring joy into the life of another.

Setting intentions can make you more effective.

While you can set an intention to be productive, you'll find more power in stating an intention to open your mind and heart to the thinking that will result in higher productivity and other desirable states.

Example: I intend for my mind to be receptive to clarity, inspiration, and any information that will guide me toward my goals.

Setting intentions will help you to get out of your head.

Voicing intentions will take your mind off of your problems and perceived limitations. Instead, it will place your focus on something that will have a positive impact on your life. Clearly stating how you *intend* to feel today instead of wishing that you felt better puts the power of change in your own hands.

Example: I intend to live in gratitude for all that I have and all that I am, allowing joy and love to fill my heart and positive energy to fill my body.

Setting intentions opens your eyes to things you may have otherwise missed.

Do you ever go through the day so absorbed in thought that you don't notice much of what's going on around you? Observing the little wonders of the world provides many benefits and can shift your perspective in an instant. For instance, I often work outside in my garden and I set the intention of maintaining an awareness of my beautiful surroundings. As a result, while I am focused on my work, I remember not to get so lost in it that I neglect to observe and appreciate the very thing I'm outside to enjoy. Every hummingbird, butterfly, and new bloom boosts my energy, enthusiasm, and creativity.

Example: I intend to expand my focus so that I may enjoy, appreciate, and contribute to the beauty of nature. Or: I intend to LISTEN to what others are saying without allowing those internal voices to interrupt. (That's not an easy one.)

Conclusions:

Bonus 1

Taking everything into consideration in today's messed up world, there is, I believe hope for a better future but it has to start from within. Our emotional states are being manipulated, from media infiltration of our minds to the sometime rocky relationships of all types.

Once we begin to understand the language of the Limbic System and just how powerful those drivers are, we start to move from simply "giving out data" to creating an emotional outcome conducive to both parties, if we make the effort to do so.

Many relationships, if they be personal or professional stem from misunderstandings of communication and this is usually down to not being able to notice the emotional needs or drivers of those involved. If only we could stop that inner chatter for long enough to focus on what and more importantly HOW something is being said, we may find our relationships become more meaningful.

So with that in mind...

I like to conclude this brief look into Limbic System Thinking by giving you a simple but effective challenge over the next few days...

It is all about perfecting out communication from within to the external and this simple exercise will help you move forward in many aspect, not just the obvious.

It includes your "intent" and your "attention" and both MUST BE GENUIN.

Are you ready?

Over the next few days during any conversation see how much information you can draw out of the other person. To do this you must follow these instructions:

"ONLY ASK QUESTIONS BASED ON WHAT THEY JUST SAID"

Let me explain that for you...

When we communicate we tend only to listen to small parts of the conversation that "piques" OUR interest. We think we are hearing conversations all over the place when in reality, if we pay attention we find out we are listening to TWO conversations since all that is really happening is one person is waiting for the other to stop talking long enough for the other to say what they want to.

Next time you overhear a conversation anywhere, just listen, not to the content but to the "style" and you will see it is, in many cases TWO conversations.

Which means in reality most people are NOT listening.

Our intent is picked up by the other person (and so is yours btw) and we have become accepting of others that this is the way we communicate. Which if you think about it is not communication at all rather than talking at someone, not with them.

What would make YOU stand out from the crowd?

Easy, to break this unconscious internal chatter, since you cannot hope to really understand the other person if you're busy listening to your own inner voice. You will miss key points of the conversation and in many cases misunderstand what is being transmitted.

So in order for you to improve your communications skills on so many levels at once...

"ONLY ASK QUESTIONS BASED ON WHAT THEY JUST SAID"

This will force you to **FOCUS**.

It will **STOP** the internal chatter which interrupts the meaning

Your **INTENT** will be picked up from the other person.

To help you further with the task here is an example of how to follow those instructions...

Let's say your meeting a friend for the first time in weeks or months and they have just come back from holiday.

You ask them how was their vacation and they proceed to tell you things that happened, or they recall. Now, let's be honest here, this is usually "surface-talk" and

does not lead to any type of meaningful interaction. But now you have read this book you are going to turn on the attention and your focus like a laser.

[Side-note] Do not ask question like it was an interrogation! Be natural and patient with what information comes your way and "pick out" things you can ask BUT save them for when they stop speaking, do not interrupt.

So, they mention they went water skiing while on holiday, you may ask about how did they get on, or did they take anyone with them as long as it related to what they just said.

They may say that they fell off the ski's or they went with a new partner, whatever the case is "Only ask questions based on what they just said!"

How often have you managed to get away?

Have you been to [XXX] before?

How long have you been seeing [xxx]?

You get the picture.

Now to put a complete STOP to the ego creeping into this conversation about THEM add the following FAILSAFE.

Make it a point of NOT using the word "I" or "ME"

Once you do this a few times, and yes you will be a little "clunky" to start with but once you have had a few conversations with different people you will feel more at ease with your new style and others will notice there is a change but believe it or not, they won't know what. All they will know is it makes them feel good to be around you!

So there you have it my BIG TIP that I know has changed people's lives and saved relationships by following these simple but powerful ideas.

I hope you go on to using this and see how your communication skills improve.

Bonus 2

How to find out what their emotional drivers are

I appreciate the faith you have shown in my work so here is something that WILL CHANGE YOUR LIFE.

Please DO NOT use this information to harm anyone since it is a powerful set of instructions and Karma is a bitch, hope you got that.

This works best on people you have met for the first time but can work in many instances on practically anyone:

Why?

Because their favourite subject is Themselves!

Here is the 64 million dollar question...

If I asked you to name three of the most important personality traits you look for in someone. What would they be?

Now keep silent and let them think since that is a powerful question that needs serious consideration...Sssshhh. (Count to 5 quietly)

Now what they are about to give you is the "keys to the kingdom" These are the emotional drivers they measure others by. How fast was that! It sometimes takes years to figure this stuff out about a person and you just did it in 10 seconds!

Now why is this so important?

Because when looking for a professional or personal relationship these are the "markets" the world is judge by.

YOU now have those "pointers" and the rest of your conversation should INCLUDE demonstrations or discussions (not too quickly) of ALL those emotional drivers!!!

Say they list Honesty, Loyalty and sense of humour.

Your ensuing conversation WILL demonstrate or include all of these over the next part of your conversation (if you have time) Do not rush into all three that would be silly. Take your time, demonstrate your level of honesty buy using words like "Well to be honest" or I find it perplexing when people are not completely open with me, what about you?

They will obviously respond based on what you already know and the best part...

They will NOT recall they gave you the "keywords" to start with I can assure you since it was taken from the unconscious and that, during the ensuing conversation will not be accessed save for the "feeling" not the DATA!

Loyalty could be mentioned as a reference to your PET DOG! or How you hope someday to find someone who was as loyal as your mother and father were to each other.

Sense of humour should be easy to demonstrate while speaking of other things and make sure it's aimed at YOURSELF not others.

Now if you bind this "emotional keywords" with the first bonus I gave you [only ask questions based on what they just said] you will start to see just how powerful your conversations can now be.

WORD OF WARNING

DO NOT ATTEMPT TO ABUSE THESE COMMUNICATION SKILLS BECASUE IF YOU FAKE YOUR INTENTIONS THEY WILL BE UNCOVERED SOONER THAN YOU THINK

If anyone asks for a copy of this e-book could you please direct them to the information below, it is my income and although you could "give this away" you take away my income when you do. There is not password on this document since I put trust in your integrity not to give my work away for free.

By all means pass on my PayPal address so they too can purchase a copy and it will help support my ongoing work.

All the very best for your future.

Robert Observation Deck YouTube.

**Limbic System Thinking can be purchased for \$5 by sending a PayPal payment to:
robert@pegasusvideos.com**