

EMDR, EMI and Wingwave

Inhalt

The Origins of Eye Movement Integration method	3
by Connirae Andreas	3
History of Development.....	3
What is different about the two methods, EMI and EMDR.....	4
More Differences between EMI and EMDR:	5
What we know and don't know about the history of EMDR	5
Francine's earlier version of developing EMDR:	5
John Grinder's version of EMDR background	5
Other NLP developments tangentially related to eye movement work:	6
A little More History re: interaction between us and Francine:	6
Email March 12, 2021 in response to a Youtube link provided by Peter Schutz	6
 Real origins of EMDR (eye movement desensitization and reprocessing): the genius behind EMDR reveals the true story.....	7
by Andrea Frausin & John Grinder	7
After many years finally revealed the truth about the origins of EMDR (eye movement desensitization and reprocessing).....	7
John Grinder about EMDR.....	7
Buenos Aires tango and EMDR.....	7
The real creator of EMDR: when and how it was created	8
The importance of recognition of the source	9
 Wingwave	10
by Cora Besser-Siegmund und Harry Siegmund.....	10
1980: Eye Movement Integrator	10
Historische Einbettung und Abgrenzung zu anderen Methoden	10
Hemisphärenausgleich	10
Die Ursprünge von wingwave-Coaching	11

Attachment 12

Here is a list of the main ways EMI method differs from EMDR, to our knowledge:.....12

Additional Misc. Notes on EMI and how it works, plus a bit more history.....13

Types of changes reported from EMI work:.....14

EMI Resources:14

Historical Documents 15

Los Angeles Times, February 198515

Holistic Life Magazine, Summer 1985.....25

The La Costan (Carlsbad, Ca), Oct 198528

The Origins of Eye Movement Integration method

by Connirae Andreas

"Over the years people frequently have asked Steve and I about the history, so finally, some years before he passed away, we together wrote up what we know about ...

**history of EMI*

**history of EMDR (Francine's background, etc.)*

**Differences between EMI & EMDR*

The attached doc both Steve and I went over quite carefully and I believe it's all accurate."

Connirae Andreas, April 7, 2021

History of Development

In 1989 or early 1990, when Francine Shapiro was just starting to teach EMDR, one of our trainers called us up and asked us if we knew about it. (I would need to investigate a bit to be sure of the year. I'm fairly certain it was 1989. At the latest it was early 1990.) This trainer lived in the Bay area at the time, and had just attended a workshop with Francine. He described the method to Steve on the phone, plus Francine's explanation for why it worked.

The EMDR method was that the therapist would ask the client to think of the traumatic memory, and then hold a pencil up in front of the person's eyes, and move it rapidly back and forth in a straight horizontal line, left to right, asking the person to follow it with their gaze.

Francine included quite a bit of theory about why it worked in the training: She talked about the two hemispheres of the brain, said that the phobic or trauma response was the result of a hemispheric imbalance in the brain, and that the back-and-forth eye movements from left to right "balanced the hemispheres."

After he hung up the phone, Steve explained the method to me (Connirae). I immediately had the guess that if there was a useful change that happened, I thought it was probably not so much the result of "hemispheric balancing" (as Francine was assuming), but might instead be more accurately described as "integrating and connecting different kinds of brain processing modes."

At that time, the field of NLP already included the "eye movement model", which posits that eye movements in different directions are associated with different kinds of brain processing. (The model is as follows: Looking up to the left indicates Visual Memory, looking up right indicates Visual Construct, or creative imagery, looking down left indicates Auditory digital/verbal processing, looking down right indicates Kinesthetic or feelings. Looking straight left indicates Auditory tonal recall, straight right indicates Auditory construct.)

If Francine was correct that the process involved integration or "balancing" the hemispheres, then straight right/left eye movements would be all that was needed. And that is all Francine did with her EMI. But if the "integrating processing modes" explanation was more accurate, then one could expect to get increased resourcefulness by inviting multiple directions of eye movements. Using only the left-right movement (along the horizon) would only get only a small fraction of the total integration/ resourcefulness possible.

Steve said, "Well if you think that's true, go test it." Our housekeeper was at the house that day, so I went upstairs and asked him if he would be willing to experiment with something. He was interested, so I asked him to think of a situation where he was unresourceful. "That's easy," he said, and he instantly looked unresourceful to me, too. Then I asked him to think of this situation as he allowed his gaze to follow my index finger, and to notice what happened in his experience.

I started with the left-right on the horizon movement that Shapiro was using. When I asked for a report, he said, "Mild change, but not much." Then I began including all the other eye directions, (e.g. up left to up right; up right to down left; up left to down left; etc.). After each set of movements, I paused to ask what, if anything, had shifted in his experience. What happened was that with each new direction of eye movements, he appeared to be more resourceful. Some directions seemed to make much more of a difference than others, but for him, each direction added at least a little something. I don't remember which directions created the most change for him, or his exact comments, any longer. But his comments were generally things like, "When I think of the situation, the image is more in color now," "Now I feel more relaxed," "This time some ideas started coming to me for what to do," etc. The changes he experienced had to do with how he saw things (literally, such as seeing in color), how he felt, and his ability to access creative ideas.

So this quickly confirmed my guess, that systematically guiding a client through each combination of eye directions would increase resourcefulness. My "theory" about what was happening was that since each direction of eye gaze was associated with a different kind of brain processing, these different ways of processing were becoming "connected" or integrated. It is as if the whole brain could now become engaged to work out the "problem" situation.

I used to teach this as an example of how our theory or model for why something is happening can influence what we do. If we have the theory that the hemispheres need balancing, we don't think beyond the back and forth movement, which activates one hemisphere and then the other. But if we have the theory/model that we are connecting different brain processing modes, then we make the guess that adding additional directions to the back-and-forth processing is likely to add value.

Steve and I worked together to create a good outline for the method, and add options, prior to the teaching.

Connirae first taught the EMI as part of the first Core Transformation trainings, which were in 1990. At that time the CT trainings were 4 days long. I always mentioned getting the idea after that phone call hearing about what Francine was doing.

What is different about the two methods, EMI and EMDR.

In one of my (Connirae's) early EMI trainings, two participants came up to me and told me they had gone to an EMDR training with Shapiro, and both had had a strong negative response. One had become intensely nauseous at Shapiro's training and was unable to continue. The other just felt negative. In contrast, they were impressed that the EMI worked quite well for them – they told me they were quite comfortable through the whole procedure (no nausea or discomfort), found it easy to do, and also got good results with the content they were working with.

I asked if they had any guess as to what had made them nauseous/ uncomfortable at the EMDR training. They said it was because Francine had taught that the method should be done in a quite specific way for everybody: the pencil should be moved back and forth quite rapidly, and at a fairly close distance to the client's face. Both of these women found this quite uncomfortable. The rate of

speed was too fast, and the pencil too close. It felt “in their face”. The “guides” at the EMDR training were instructed to do the movement in this way. They weren’t taught to get feedback or input from the client as to what was comfortable.

More Differences between EMI and EMDR:

Originally Shapiro was teaching EMDR as something that was dangerous to use, because of “abreactions.” Only trained professionals should do it, and she spent a lot of time telling people they should be prepared for a negative emotional response. Some professionals called it an abreaction even if someone just teared up a bit, and seemed a bit frightened of any significant show of emotion. We don’t know if she had any useful instructions for how to deal with one of these negative emotional responses. The women who talked to Connirae about Francine’s training did have negative responses at that training, and they weren’t dealt with.

With EMI, we don’t use terms like “abreaction”. (It’s not very specific as to what might be going on and what might be needed.) However when people use the EMI approach, a strong unpleasant emotional reaction is extremely unusual. This is because, 1) EMI includes training in how to adapt the method to suit the individual (this changed things for the two women who had attended EMDR training with Francine). 2) EMI also offers a recommended sequence for the eye movement pattern, which makes a resourceful response more likely to result. There are other aspects that make an “abreaction” response very unlikely with EMI. I can’t recall it ever happening with a client I worked with. The example included above is the closest, but in that situation the “client” was actually going through useful processing—he experienced it as such and thus was motivated to continue.

-> **Note by Editor:** For more info on EMDR and EMI please see *Attachement*.

What we know and don’t know about the history of EMDR

Francine Shapiro worked in Grinder's office back in the mid-1980's for about a year before her “discovery” of EMDR; she was trained in NLP, and knew about both the NLP phobia cure and eye accessing cues before she came out with EMDR.

Francine’s earlier version of developing EMDR:

According to our colleague, (the one who attended one of Francine’s first trainings in EMDR), at that training Francine told the group how she came up with the EMDR method: She said she had been using the NLP fast phobia cure with people, and noticed that a client (or perhaps several) spontaneously moved their eyes rapidly back and forth when they were guided through the fast phobia cure. So she tried out just guiding someone to move their eyes rapidly back and forth to find out if that would result in the same kind of changes as the NLP fast phobia cure. She discovered it worked, and called it the EMDR method.

In later trainings, we heard that Francine omitted any mention of her NLP background. We got the impression that she may have changed the story about origin in an attempt to distance what she was doing from NLP.

John Grinder’s version of EMDR background

We’ve been told that John Grinder has a different version of how EMDR came to be. John Grinder says that he had a conversation with Francine, just prior to EMDR, where she asked him for

suggestions about what to do to help a friend who had been assaulted, and that he suggested she try moving the eyes back and forth.

The part that's totally clear is that Francine was working for John G. and was trained in NLP. Steve met her briefly at the NLP conference in NYC about 1986. We don't know if either John's or Francine's version can be completely trusted for accuracy. Francine appears to have changed her story, and John is known for being loose with such things. We aren't aware of John ever having taught an eye movement process in a group.

Other NLP developments tangentially related to eye movement work:

At some point in time, we think prior to EMDR development, Robert Dilts taught a method involving taking a troubling image and moving it to a different part of the visual field, holding it there, and finding out how it changed when viewed in this new location. This method didn't involve any back and forth movements of the eyes.

A little More History re: interaction between us and Francine:

After we had been doing Eye Movement Integration for a while Francine wrote and asked us to change our name for our process. She wanted us not to use the words "eye movements". We declined, since it seemed to us that "eye movements" were the most obvious part of the method and thus would need to be in the name.

Steve had talked with Francine for some time at the National Association of NLP annual conference in New York about 1985, and he met with her over lunch in 1993 at the Erickson Brief Therapy conference in Orlando Florida. At that meeting, she strongly denied that EMDR had anything to do with NLP or eye movement accessing cues.

Email March 12, 2021 in response to a Youtube link provided by Peter Schutz

Von: Leadership_Summit <leadership_summit-bounces@neurosemanticgroups.com>

Im Auftrag von Steven Leeds and Rachel Hott via Leadership_Summit

Gesendet: Freitag, 12. März 2021 15:11

Thanks for that explanation Connirae. I saw Steve [Andreas] demonstrate the Eye Movement Integration at one of the NANLP (*) conferences and Rachel and I have been teaching it in our Master Practitioner Training ever since. It is a surprisingly simple, but powerful technique.

Best, Steven



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(*) NANLP was renamed and reorganized in 1991 into the IANLP.

Real origins of EMDR (eye movement desensitization and reprocessing): the genius behind EMDR reveals the true story

by Andrea Frausin & John Grinder

from <http://www.andreafrausin.com/real-origins-of-emdr/> (downloaded Jan 3, 2017)

After many years finally revealed the truth about the origins of EMDR (eye movement desensitization and reprocessing)

Many years ago a psychiatrist, who was sending me some of his clients for the application of NLP patterns under his supervision, introduced me what is called EMDR. He talked me about it and borrowed me a book (asking for my opinion). From what he talked about (I hadn't find the time to read that book) it appeared clear to me that there was an obvious connection between what he described as EMDR and NLP (Neuro Linguistic Programming), which I was utilizing from years in my work as a trainer and as a coach.

Some months ago, I was at a dinner with some psychologists and psychotherapists, and a psychotherapist talked with me about the fantastic results she was obtaining in her practice applying EMDR. She told me also about the huge international success of this method within psychotherapists (from what she described to me it seems that in Italy it is the biggest "organization" of psychotherapists) and she was happy to share the strong scientific foundations.

Curious about knowing his perspective, I sent an email to my friend and mentor John Grinder, Classic Code and New Code NLP co-creator. The response I got revolutionizes what has been written up to today about the origins of EMDR.

John Grinder about EMDR

In the following you find the response (not surprising to me) by John Grinder, a genius of our times (still unknown by many people, I hope in the future he will have the public recognition his extraordinary work deserves):

Buenos Aires tango and EMDR

"learned about EMDR (somewhat surprisingly) at Tango club in Buenos Aires, Argentina a long time ago. The owner of one of the leading NLP institute in Argentina (back in the day) was treating me to a dinner and the tango performance (very good) and asked me whether I was familiar with EMDR. I said that I was not familiar with the term. She said that she had attended a seminar in which a certain Francine Shapiro had offered the pattern, presenting it as her own creation. I asked my companion to describe the pattern. At first she hesitated and then explained that Shapiro had insisted that all participants in the seminar sign a legally binding agreement NOT to divulge the pattern to anyone outside of the participates of the seminar. I laughed and said – *no problem, if you are concerned about this, let's skip it.*

As the evening was drawing to an end and we were on our way to the hotel with our hosts, she again brought the pattern into the conversation and said that, given the fact, that I was the co-creator of NLP, that she had no difficulty in describing the pattern to me. She then proceeded to offer a description. About half way through her description, I interrupted her and completed the description of what she was referring to as the EMDR pattern. She was greatly surprised and said, *Yes, your description is correct!*

The real creator of EMDR: when and how it was created

It was not difficult for me to complete the patterns as I had created it as a special favor for Shapiro. The circumstances surrounding my creation and presentation of the pattern were the following:

Francine Shapiro worked in my office (the company of Grinder, Delozier and Associates, Inc., GDA) on 17th Ave in Santa Cruz, California in the early '80's. She was a hardworking woman and we all appreciate the quality of her work there.

On the occasion of my visiting the office, she approached me and explained that she had just returned from New York. A close friend of hers, she went on to explain had recently been raped in Central Park and she had wished to assist her in overcoming the trauma and its consequences of this incident. As an employee of GDA, she had been invited and had attended a number of the seminars that were presented by me and my trainers during the period of her employment at GDA where she had been instructed in various forms of phobia cure or patterning in the case of trauma.

She explained that she had diligently applied these phobia/trauma patterns to assist her friend but they did not have the desired consequences. She then asked whether I had any further patterning that she might apply (hopefully) successfully with her friend in New York – I asked for a brief description of what she had observed with her “friend” in the way of responses to the application of the patterning she was already familiar with. Her response was quite mixed – I had the impression that she was experiencing in a very strong manner the experience that she described her friend as having had. I did not pursue this possibility – as I suspect you are well aware, I work content-free and whether she or her “friend” had had this experience of of little relevance as I had the opportunity to do the work with her. If, indeed, she had a friend, she would then be capable of applying the pattern to her and thereby complete the work. On the other hand, if she had been the victim herself, the work would be completed on the spot

I then created on the spot what is now known as the EMDR pattern – It's actually a variation on a pattern known as *The Artist's Palette*, a pattern I was playing with at the time. Both her responses directly to the application of the pattern and her ability afterwards to describe and demonstrate the EMDR pattern were quite good. Some weeks later, on the occasion of another visit to the office, I asked her whether what had occurred with her “friend” – her response was that the new pattern had been most effective. We had no further exchanges on the matter. This occurred some years before the experience at the tango club in Buenos Aires – I have had no further contact with Ms. Shapiro.

The importance of recognition of the source

I mentioned above in the opening paragraph that **I considered the issue of attribution or sourcing as an important issue** in this particular case – what I was pointing to was her insistence that the participants all sign a binding agreement to NOT pass this pattern on to any else. I find this attempt to restrict the distribution of a pattern fully incongruent with the spirit of NLP and the work that I have done. In the publishing of patterning in NLP done by me, I have always endeavored to attribute to the source of a pattern (whether in its raw behavioral form or in a coded form of the pattern, the person or group who was the source of this pattern.

It is clear that there are a number of people who present themselves as NLP types who do not share this ethic. I can live with this without difficulty. However, **when someone takes a pattern that I create or create and code (as in this case), passes it off as their own work and then attempts to restrict the distribution of this pattern as a commercial device, I regard such behavior as a double violation of what NLP is all about** from my point of view. This is the sense in which I find this case worthy of disclosure.”

Wingwave

by Cora Besser-Siegmund und Harry Siegmund

from <https://wingwave.com/coaching/methodenelemente/bilaterale-hemisphaerenstimulation-wie-zb-emdr.html> (downloaded January 3, 2017)

1980: Eye Movement Integrator

Ende der achtziger Jahre beschäftigen sich in den USA verschiedene → [NLP](#)-Trainer und -Therapeuten mit dem Einsatz "wacher REM-Phasen" (Rapid Eye Movement) zur emotionalen Regulation von beeinträchtigenden Stresserinnerungen. Man nannte die Vorgehensweise "Eye Movement Integrator". Die amerikanische Psychotherapeutin Francine Shapiro entwickelte die Methode speziell weiter zur Behandlung von posttraumatischem Stress. Mitte der 90er Jahre gab der SPIEGEL dann dieser auch in Deutschland neu eingeführten EMDR-Methode den Namen Winke-Winke-Therapie. Man war fasziniert und alarmiert über die neue Idee aus Amerika, psychische Blockaden einfach wegwinken zu können. Tatsächlich spielen bei dieser Methode schnelle Fingerbewegungen vor den Augen des Klienten eine entscheidende Rolle. Der Klient folgt diesen Bewegungen mit seinem Blick. Die so erzielten raschen Augenbewegungen erinnern an die REM-Phase, welche alle Menschen beim intensiven Träumen zeigen: Rapid Eye Movement. EMDR steht für **Eye Movement Desensitization and Reprocessing**.

Historische Einbettung und Abgrenzung zu anderen Methoden

Natürlich kannte man schon vor NLP und EMDR therapeutische Stimulationstechniken über Augenbewegungen - allerdings nicht so rasch wie beim EMDR durchgeführt. In der Kinesiologie beispielsweise lässt man die Augen den Bewegungen einer liegenden Acht folgen, bekannt ist ebenfalls das Bild der pendelnden Taschenuhr bei der klassischen Hypnose. Auch beim Yoga - mit einer der ältesten Körpertherapiemethoden der Welt - gibt es eine Reihe von Augenbewegungsübungen. Sogar in traditionellen asiatischen Tänzen sind sich rasch hin- und herbewegende Augen ebenso wichtig und eingeübt wie Tanzschritte, was vielleicht neben der kulturellen auch eine gesundheitspflegende Bedeutung haben mag.

Hemisphärenausgleich

Immer mehr Experten vermuten, dass der positive Effekt dieser Stimulationstechniken durch die Bahnung einer optimalen Zusammenarbeit zwischen den beiden Gehirnhälften und somit aller Gehirnareale entsteht. Deswegen stimuliert man inzwischen im EMDR nicht nur über die Augenbewegungen, sondern nutzt auch wie bei anderen Methoden die auditive und taktile links-rechts-Anregung der beiden Hemisphären. Dieses Vorgehen kommt beispielsweise ganz ausführlich in verschiedenen Richtungen der Kinesiologie zum tragen, man denke da nur an die speziellen Arm- und Beinbewegungen in der Edukinästhetik zur Verbesserung der Lernleistung. Und

Anwender des Neurolinguistischen Programmierens wissen, dass eine Intervention nur als gelungen einzustufen ist, wenn der Klient zum Schluss aus einem inneren Impuls heraus völlig körpersymmetrisch dasitzt oder -steht - wahrscheinlich ein Zeichen dafür, dass alle Gehirnareale durch die Veränderungsarbeit zu einer optimalen Zusammenarbeit vernetzt wurden.

Die Ursprünge von wingwave-Coaching

Diese verbreitete Erkenntnis stand Pate für **wingwave-Coaching**, wo jetzt alle bekannten Techniken zur bilateralen Hemisphärenstimulation integriert wurden. Entscheidend für die Auswahl der jeweiligen Stimulationstechnik (visuell, auditiv oder taktil) ist immer der Klient: der **wingwave-Coach** setzt stets die Methode ein, auf die das Gegenüber am positivsten reagiert. Denn dadurch werden offensichtlich die entscheidenden *brainwaves* ausgelöst, welche den Klienten in den bestmöglichen Kontakt mit seinen mentalen Ressourcen bringen. Der Wortbestandteil wing beim wingwave-Coaching deutet darauf hin, dass ein zielgerichteter und sicherer Flug erst dann gelingt, wenn die *wings* - also die Tragflächen oder Flügel - in optimaler Feinabstimmung zusammenarbeiten - genau wie die beiden Gehirnhälften es idealerweise tun sollten.

Trotz der scheinbaren Einfachheit in der Anwendung zählt beispielsweise EMDR heute weltweit mit zu den effektivsten Psychotherapiemethoden bei posttraumatischem Belastungsstörungen. Die vielfältigen guten Ergebnisse sprechen für die positive Wirkung von Ansätzen zielgerichteter bilateraler Hemisphärenstimulation in Therapie und Coaching. Die Zeitschrift GEO schreibt bereits in Ihrer Mai-Ausgabe 2002: "Inzwischen ist EMDR die am gründlichsten untersuchte Trauma-Therapie". Auch das Hamburger Ärzteblatt 10/01 bezeichnet die Methode in seiner Ausgabe bereits im Jahre 2001 als "gut erforscht".

Attachment

Here is a list of the main ways EMI method differs from EMDR, to our knowledge:

1. **EMI includes 6 eye directions**, minimally. (This adds up to 12 combinations of 2 points). EMDR includes only 2 eye directions. (1 combination of 2 points.)

(We know the early EMDR trainings only included 2 eye directions, and at various times people have confirmed for us that this has remained the way Francine teaches it. Definitely a video demonstration Shapiro presented at a conference about 3 years ago still showed this single-line, 2-point method. Francine has been aware of our work with EMI for some time now, so it's possible she may have made some additions. (Steve met with Francine for lunch in 1993 at the Erickson Conference in Orlando)

2. **EMI includes additional phases of integration and processing.** (One does not need to use all of them in one session.) These include exploring 3 point combinations of eye direction (so triangles instead of just back-and-forth), circles and figure 8's, the "woosh" step (where the point of least resourcefulness is simultaneously connected with all other "points" along an arc). These were all included in the early teaching of EMI (although often there wasn't time to include them all in a single training). Sometimes we would suggest to the client to allow the eyes to spontaneously go however they seemed to want to move, rather than trying to direct them—letting the eyes feel for where they need to go. Sometimes we would suggest that the eyes go in the front/back dimension as well, or in a figure 8 lying horizontal. This needs to be done in imagination and creates a kind of 3-D space experience.

3. **EMI includes explicit training and instructions** for the therapist/guide to get lots of feedback from the client, and to adapt the method to the client. The first level of feedback is non-verbal. (There are quite a few non-verbal signs that can clue the therapist to make a change in how the method is done. Too many to include here.) We also explicitly instruct the client to give us immediate verbal feedback about the speed and distance of the finger. We ask them to let us know in the event of any other discomfort, so that we can make adaptations. (For example we can stop a particular direction of movement and shift to doing a different one first, rather than continue with something that is unpleasant for the client.) This made the process much more collaborative, giving the client an active role.

4. **With EMI we taught people to watch** for when the person's eyes actually followed the finger smoothly, and when they didn't, noticing when the eyes jumped or jerked rather than moved smoothly across some portion of the visual field. We encouraged spending more time on those directions, until the jerkiness smoothed out. Steve had the idea to gently "massage" any area where there was a jerk or a jump, by using a small circular motion, as if polishing a dirty spot on a table, before returning to the wider movement, and this seemed to eliminate the jerks and jumps, and add to the integration.

5. **EMI has a wider range of use.** EMDR was taught, at least originally, as a way of working with traumas and phobias. We taught EMI as a method for creating resourcefulness in almost any area of problem/difficulty. In some of the early trainings, I

had people utilize it with eating issues, for example, as well as any type of problem feeling. The EMI alone is not likely to completely “solve” every area of difficulty. However, I think that due to its inclusion of more areas of brain processing (through more directions of eye gaze), its range of usefulness is considerably larger.

Another Credit Note for EMI: The circles and figure 8s we used as part of the EMI have been part of chi kung practice and some other ancient spiritual exercises for centuries. What was new was using these eye movements while thinking of a specific memory/thought pattern.

Additional Misc. Notes on EMI and how it works, plus a bit more history

Sometimes the client would begin with thinking of their “problem scene”, and then as they began going through the eye movement series, their image would spontaneously shift to another scene or scenes, such as a past trauma. When this happened we would instruct people to just continue the process with this new content.

The first time I recall this happening was quite dramatic. We were having a photo shoot at our house, for promotion, and our photographer asked, “What is NLP, anyway?” We often like to demonstrate instead of just talk, so I (Connirae) asked him if he would like to experience it, and he liked the idea. So I asked him to pick some life situation where he wanted to feel more resourceful, and began doing EMI. I didn't know the content. As I was doing this, his face started turning strange colors, and he began perspiring profusely, breathing heavily, etc. It looked extremely intense, and I wouldn't have called it positive. I wasn't sure at the time if this was going well or not, but something was definitely happening, and thought I would continue a while and see what happened, since he wasn't asking to stop. Each eye direction took a long time. There would be some version of extreme physiological response, and then eventually this would diminish. Then I went to a new eye direction. He always willingly went along (no hesitation), and things did seem to settle after going for what seemed a long while in each direction.

He seemed so into his process I almost didn't want to interrupt to ask him about it, but after about 3 or 4 directions I asked him what was happening. He said that he had started with his relationship with his teenage daughter, with whom he was in conflict a lot. The first image he saw was of the two of them arguing. After the first eye direction, the image changed from them arguing, to them riding separate motorcycles along a road going in the same direction—a nice metaphor for individuation. Then, after the next eye direction he spontaneously saw an image of himself as a young child, huddled in a dark corner in fetal position. He had been abused, and he said he realized this situation was “really” about that. As he continued with more eye directions, the little “him” in the corner naturally grew up, and the image also became lighter and more colorful. He said he felt very different at the end.

It was interesting to me that each eye direction added something—even when things looked worse for a while in the middle, and we found this happening a lot with others too, as if something difficult was being processed and “digested.” I thought of it as connecting different brain areas so more and different resources would be naturally available to process the memory.

I stopped teaching the method when we shifted to a 3-day Core Transformation workshop, and Steve has taught it more since then. He may have added in some other

variations and of course he has a somewhat different style. He tested it with a variety of clients for some time, and then got bored with the repetitive movements.

Steve found that it seemed most effective for memories and anticipations, but he also used it for headaches, and once in a seminar when he asked for a demonstration subject, a woman came fuming up to the front of the room. She had just found out that her boyfriend had dumped her and gotten together with another woman, both of whom were present in the seminar. He was a little apprehensive, but after about 20 minutes, the two women were hugging and apologizing to each other.

Once one of our sons had a perceptual distortion at about 9 years old. He would look at his hand and it seemed to be about twice normal size, which was a little disturbing to him. Steve guided him through EMI and after about 10 minutes, his hands looked normal to him.

One of the great advantages of this method is that it can be quickly taught to people with little or no background. This can be particularly important when a large number of people are affected by a war or natural disaster.

Types of changes reported from EMI work:

People report many types of changes with the EMI work. It's interesting that sometimes people reported that the picture moved farther away spontaneously (giving a sense of perspective), and then sometimes in a later phase the picture would come in closer again, but it was usually a somewhat different picture by that time. Generally it had spontaneously become a more positive image.

EMI Resources:

Demonstrations:

1. Steve Andreas has a clinical demo using EMI with a vet, filmed at the 1993 Erickson brief therapy conference, available in video format from RealPeoplePress.com
2. An "audio only" demo of EMI is included in the "Aligned Self" audio set, taught by Connirae. It's on Day 4 of this 4-day training audio set. Also available from RealPeoplePress.com

Other Resources:

3. Dani Beaulieu's book on EMI. Danie has been teaching EMI to therapists world-wide, and has quite a few trained practitioners. She teaches a more in-depth program than we have ever taught. (We can add the name/publisher of this book if it would be helpful. It's a very detailed EMI book.)
4. Ron Klein in Washington DC has been teaching it for years.
5. Andrew Austin of the UK has been teaching a streamlined version of the EMI. He also teaches practitioners.

Historical Documents

Los Angeles Times, February 1985

Downloaded March 22, 2021 from

<https://www.latimes.com/archives/la-xpm-1985-02-13-vw-4747-story.html>

Aiming at Superachievers : NLP: Influencing Anybody to Do Just About Anything

By DAN MCLEAN

FEB. 13, 1985 12 AM PT

SAN DIEGO — How to win friends and influence people.

That was the question John Grinder, a linguistics professor at the University of California, Santa Cruz, and psychotherapist Richard Bandler set out to answer when they received a research grant in the early 1970s to study what makes certain people "super-achievers."

They appear to have found more than they bargained for.

About 14 years later, the results of their research are being touted as a way to reduce stress; make love relationships work; make anyone your friend; aid in education, business and child-rearing, and influence anyone to do just about anything.

Their theories have been dubbed neuro-linguistic programming.

These claims sound like the sensationalized rantings of followers of the latest pop psychology craze. And like other trendy self-help therapies such as est and scientology, little scientific evidence has been found to support neuro-linguistic programming--or NLP--theories. Asking advice from experts is also a problem because many practicing psychiatrists and psychologists have little knowledge of NLP techniques.

53,000 People Trained

Despite these drawbacks, NLP is taken seriously enough to find its way into workshops held by such firms as Chase Manhattan Bank, Avon, Coca-Cola and IBM. And more than 53,000 individuals had taken NLP training as of 1983, independent studies show.

In San Diego, NLP training is handled by the nonprofit Human Development Institute, situated in Mission Valley. The founder and executive director of the institute is Francine Shapiro, a former high school English teacher.

“My research in NLP started when I was told I had cancer,” Shapiro said. “Everything I learned about cancer showed that it was a stress-related disease.”

Shapiro began to study alternatives to high-stress life styles. During the research she discovered NLP. Her cancer went into remission, but her interest in NLP remains. She came to San Diego in 1979 and, along with Shirley Phares-Kime, set up the Human Development Institute, which promotes NLP training and research.

“What Bandler and Grinder did was to study what made certain people super-achievers,” said Shapiro. “Why some lawyers won case after case, why some therapists were able to consistently pull off cures in one session. They interviewed the top people in law, business, medicine, psychiatry. During the interviews they found that none of these people had a clue as to why they were able to accomplish what they did. They all said, ‘I don’t know how I do it.’

“Bandler and Grinder began to videotape sessions with these people--business meetings, court sessions and so on,” she said. “That’s when they discovered that all of these people were doing the same thing. They found that these people were able to set up an instant rapport with others, to tap into how people were communicating and thereby influence and guide that person to whatever decision or direction they wanted.”

Based on Perception

NLP theory, Shapiro explained, is based on how people organize their experiences--their thoughts, feelings and behavior. According to the theory, each person experiences the world through three perceptual systems: visual or sight, auditory or sound, and kinesthetic or feeling. One system or mode of perception tends to dominate an individual.

Most people, about 60% of the population according to NLP theories, are highly visual. These are people who think in terms of pictures. They remember, for example, how people looked or what color a dress was.

Another mode, which comprises about 30% of the population, is auditory. Auditory oriented people think in terms of sound--what was said or how loud or soft something sounded.

Kinesthetic people comprise about 10% of the population. They remember how warm the sun was, how their mother's hand felt or how comfortable a bed was.

Visually oriented people, according to NLP, tend to express themselves in visual terms. "Do you get the picture?" or "Do you see what I mean?" are examples. Auditory people might say, "Does that ring a bell?" "I hear what you're saying," or "That doesn't click for me." Kinesthetic people might state, "Let me get a handle on this," "I don't grasp it," or "I'm not comfortable with this."

Body Language Clues

This theory, which can be fun to play with, becomes more than a simple parlor game when the NLP practitioners determine how the subject is thinking. This is done through a series of body language clues, which include how a person is breathing, the set of the shoulders and the position of the eyes. People thinking visually, for example, are said to look upward and breath shallowly. Normal breathing and eyes moving side to side signal that the person is in an auditory mode. Deep breathing and eyes cast downward mean the person is in a kinesthetic mode.

Also, visually oriented people tend to act and talk quickly. Auditory people are slower and kinesthetic people are the slowest.

“Kinesthetic people can drive visual people crazy,” said Shapiro. “They seem so slow. That’s where mistakes occur, especially in education. A kinesthetic child can be mistakenly thought of as slow or stupid.”

Once it is established how someone is thinking, the NLP practitioner can plug in to that person’s wavelength and set up a feeling of rapport and trust. That then allows him or her to influence the person’s decisions.

These NLP techniques are taught by the Human Development Institute. A weekend session, which gives students the basics, costs \$225. During this workshop, lectures are given on the theory of NLP, along with basic instructions in its use. Demonstrations are held, and the students are given hands-on experience in its techniques. The next session is scheduled for March 30.

All in a Weekend

NLP techniques are used in teaching the techniques, which accelerates learning, Shapiro said. She added that although the weekend session is all that's needed for a solid working knowledge of NLP, the institute also offers a follow-up eight-

Los Angeles Times

"That's how NLP differs from other self-help theories," she said. "They always tend to be very cult-oriented and always deal in vague concepts rather than practical tools. Once the person has taken NLP training, there's no real need for them to return to us. It's not a cult. And we show them how to use

NLP in practical situations."

Practical situations, for example, include personal relationships, Shapiro said.

"In the beginning of a relationship, all the senses are being tapped--there's flowers, candy, hugs, words," she said. "But as the relationship progresses, people tend to drift back into their comfort modes, doing what they're used to. A kinesthetic male may hug a lot. But an auditory female would rather hear 'I love you' and not be pawed. She needs to hear it. He needs to feel it. They're not communicating."

Its practical applications as an effective means of communication in law, medicine and business prompted Bandler and Grinder to market entire NLP packages to doctors, lawyers, corporate executives, salesmen and advertising agencies.

Little Scientific Evidence

But that also led to one of NLP's major problems. The founders spent little time establishing scientific proof of their theory. According a 1983 article in Science Digest, Grinder, Bandler and associates have written more than a dozen books on NLP but have never published any professional papers. The article, written by Flo Conway and Jim Siegelman, also cited a 1980 study that found no connection between eye movements of 40 people and the visual, auditory and kinesthetic systems.

"To date," said Conway and Siegelman, "NLP has not met the rigorous demands of science. In their efforts to market NLP as the ultimate behavioral engineering tool, Bandler, Grinder and their colleagues have been disrespectful of the imperatives of scientific enterprise. If NLP is to flourish, its developers must produce scientifically valid evidence to substantiate their claims for effectiveness of neuro-linguistics."

Shapiro agreed that little has changed in scientific backing of NLP since the article appeared and hopes that her institute will be able further scientific research in it. Dr. R. Lee Greene, president of the Academy of San Diego Psychologists, also agrees that lack of research is a problem.

“There’s no question that it’s a drawback,” he said. “I have a profound respect for empirical scientific research, and there appears to be little in NLP. Of course it’s still relatively new.”

‘Innovative Tool’ for Therapists

Despite these problems, Greene, a teacher at Grossmont College who also has a private practice, is very supportive of NLP.

“I believe it’s the most innovative and practical tool for therapists to show up in many years,” he said. “Despite no scientific research, we who are in the trenches as practical therapists have found that it works. Its use in therapy has almost magical results and can cause changes in behavior traits in an amazingly short period of time. Days instead of years. Its effects are potent, quick and dramatic. This is very powerful stuff.”

Those who have taken the NLP course in San Diego--more than 1,000 people have--are also effusive in their support.

Ron Horvitz, a 30-year-old San Diego businessman, took the weekend class and its follow-up eight-week course.

“I took it because I wanted to improve myself,” he said. “And I

did. I'd say it's had a dramatic effect on me, both in my business and personal life. I still make mistakes in dealing with people, but I realize what they are now and can correct them."

Nancy Whitman, 30, is a hospital administrator who also deals with victims of traumatic brain injuries.

"It's been tremendous," she said. "I took the techniques I learned back to work. I found I have a better attitude in dealing with staff and patients and got better results, too. I'm acting on knowledge instead of instinct. And I'm more in control."

Debbie Porter, 15, a student at Mission Bay High School, also took the NLP course.

"It's amazing," she said. "For example, I was having problems in algebra before, getting D's. Now I'm receiving A's."

Nevertheless, Greene worries about people becoming overly enthusiastic.

"There has been an over-sensationalizing of it. People are getting caught up in it and making claims for NLP that simply aren't true," he said. "What you can say is that it has dramatic results for some people some of the time. It's just another tool, but a very effective one."

"And I have mixed feelings about it coming into the hands of laymen. Like hypnosis, use of NLP can put people in situations they're not trained to handle. But the cat is out of the bag. It's public knowledge. It's amazing. I've had business majors come to me and ask me about NLP."

“Personally I believe that after all the dust settles and the sensationalism ends, NLP will be found to have a tremendous impact on the entire field of therapy.”

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Holistic Life Magazine, Summer 1985

NEURO-LINGUISTIC PROGRAMMING

The New Success Technology

By Francine Shapiro

What do Rockefeller, Getty, Hughes, Reagan, and you have in common? According to Neuro-Linguistic Programming, the answer is the same neurological system, and therefore the same potential for success.

Neuro-Linguistic Programming is a technology developed over eight years ago by Drs. John Grinder, a linguist, and Richard Bandler, a Gestalt therapist. It has been dubbed the "Super-Achievers" technology because the research team studied the most successful people they could find in law, medicine, business, and psychology to see what made them so successful. How was Milton Erickson, recognized as the world's foremost hypnotherapist, able to "cure" people in one session? How was Virginia Satir, the well-known marriage and family counselor, able to produce such phenomenal results? The research teams showed, through video and transcripts, that all the "successful" people they studied in all the various fields, were using the same behavior patterns, albeit unconsciously. Although they had no conscious recognition of what they did—or why they did it—they had all stumbled upon techniques that achieved results and they intuitively repeated their success time after time.

The videos and transcripts were carefully culled to determine the exact behaviors utilized. The result is a series of techniques and

procedures that are systemitized and now formulate the technology known as Neuro-Linguistic Programming. Dubbed "the most powerful vehicle for change in existence" by *Psychology Today*, the "Super-Achievers" technology is aimed at producing quick and efficient results for business, relationships, and personal growth.

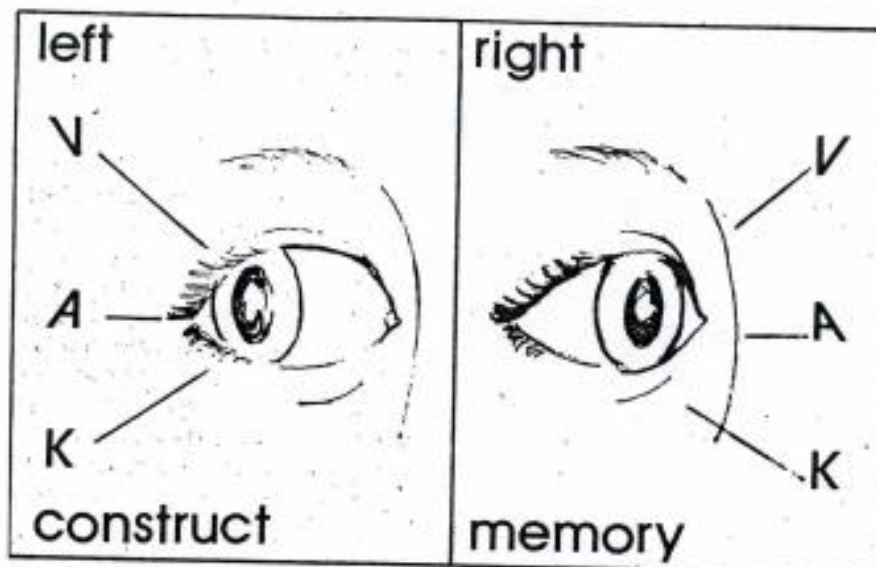
***the research team studied
the most successful people
they could find in law,
medicine, business, and
psychology to see what
made them so successful.***

Neuro-Linguistic Programming is defined as "the effect of language (verbal or non-verbal) on the nervous system." Its ancestor is the conditioning process initiated by Ivan Pavlov. During Pavlov's famous experiment, dogs were presented with food and they naturally salivated. Pavlov then presented them with food and rang a bell. The food became associated with the bell tone until he could ring a bell and elicit the same salivation response without the food present. Neurologically, the tones (or in other cases, words,

gestures, pictures, etc.) produced chemicals in the body which activate previously formed responses. In NLP, the key is that since people share the same neurological system, responses are predictable, verifiable, and repeatable. In other words, Neuro-Linguistic Programming (as behavioral conditioning) is scientifically rather than merely theoretically based.

One of the findings of the Neuro-Linguistic Programming research, is that all people cross-culturally (with the exception of the Basque nationality) show how they are thinking by the way their eyes move. Everyone responds to the world with one dominant perceptive modality. Either they rely more on sight, sound, or feeling. For instance, if we sent 10 people to a picnic and asked them to report their experiences, some would talk about the color of the sky and water (visual); others would describe how the birds and trees sounded (auditory); and the rest would concentrate on how it felt to be there, the feel of the grass, etc. (kinesthetic). While they described the event, their eye movement would reflect the dominant sense (modality) they were using. Even without their saying a word, if you watch their eyes carefully, you can determine whether they are seeing a picture, hearing, or feeling something. As a further refinement, you can tell if they are remembering something or constructing it.





One use of this would be "Where were you last night?" If the eye movement is to the right, the person is trying to remember. If the movement is to the left, the answer is being constructed. The exceptions to this are the Basques and left-handed people. In these cases, the access points are reversed, but up is still visual, to the side is still auditory, and

down is kinesthetic.

A further application is when you are able to determine a person's dominant modality, i.e. visual, auditory, or kinesthetic, you are determining their comfort zone and how they usually best perceive the world. If you are attempting to make a successful presentation at work to your boss, or a successful pitch to a

partner for a date, first determine their modality and coach your language accordingly. As an example, if your boss is visual, use words such as "see", "vision", "clearly", and use visual aides; "Do you see what I mean?" "How does this look to you?" If he is auditory: "How does this sound?" "Does it click for you?" For a kinesthetic: "Does this feel good?" "Let's get a handle on this." Using the appropriate modality can be the difference between failure and success.

As a further example, imagine for a moment a kinesthetic man and an auditory woman who are developing a relationship. He needs to feel it and be touched; she needs to hear it. The outcome is "He doesn't love me. He's always pawing me, but he never says he loves me." "She doesn't love me; she says she does, but she almost never touches me." Both are locked into their version of love and how they perceive the world. NLP assessment skills



Francine Shapiro is Director of the Human Development Institute and an affiliate seminar production company, MetaVox, both based in San Diego. She holds advance degrees in both Literature and Psychology, and is a facilitator of Neuro-Linguistic Programming.

After 10 years as an educator in New York City, she moved to San Diego, and started the companies to recruit the most powerful speakers and workshop leaders in the United States for the education of the general public.

Human Development Institute presently offers workshops in Neuro-Linguistic Programming, and a variety of other topics to the public, as well as special corporate, medical, and organizational trainings nationwide.

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The major dilemma that people are confronted with in Neuro-Linguistic Programming is the question of manipulation and free will. Since this powerful technology allows you to practically "read minds" and have people respond automatically in any way you choose, there is a distinct ethical issue. That may best be resolved by viewing Neuro-Linguistic Programming as a hammer; when placed in a carpenter's hand, beautiful furniture is the results. Placed in an immature hand, destruction can result. The truth is that we are all anchoring and being anchored haphazardly, by ourselves, and by the people in our environment. The song that makes you feel sad, the color that makes you feel happy, the tone of voice that makes you feel responsive, the gesture that makes you angry, are all anchors. The skill is in placing the anchors that work effectively and efficiently for the highest and greatest good of you and others. We all want to communicate our ideas and to be really received. Neuro-Linguistic Programming offers the skills and techniques; the intention guides the outcome.

43

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Success

Why it eludes some of us and how to obtain it

By J. BONASIA
La Costan Staff Writer

SAN DIEGO — More than a decade ago, two scientists set out to study why the world's super achievers were so successful. Today, their findings are being applied in the form of neuro-linguistic programming, a body of teachable skills for more effective communication.

Throughout the early 1970s, Dr. John Grinder and Richard Bandler conducted exhaustive interviews and videotapes of successful psychologists, business leaders, and attorneys. It soon became clear that all were using the same techniques, often unconsciously.

Grindier, a linguist, and Bandler, a psychotherapist, decided to blend their discoveries into a complete behavioral technology. They called their new discipline neuro-linguistic programming, or NLP for short.

In 1979, *Psychology Today* called NLP "the most powerful vehicle for personal and social change in existence."

Francine Shapiro, co-founder of the San Diego-based Human Development Institute, tends to agree with that assessment.

explained that most people are less resourceful in upsetting or stressful circumstances, such as when they are called on to give a speech.

By anchoring body and mind on a past state of confidence, one can induce a neurological pathway in the brain which allows more efficient thinking in these times of trouble, Thomas explained.

"With anchoring, I can teach how to change your own state of mind and emotions to be effective in any situation," Thomas said.

Another primary thrust of NLP is achieving what Thomas calls "quality communication." This level of interaction occurs when two people attain complete rapport — they understand each other without repeating themselves.

Grinder and Bandler discovered that the super achievers developed rapport through an intricate combination of nonverbal cues, including mimicking the breathing patterns and postures of their listeners.

"Just as a song can be a stimulus for moods, a particular gesture can be a neurological link to set up a given response in another person," Thomas said.

Clearly, we all live in a world of continual visual.



La Costan/Meri Boyles

that assessment.

A non-profit entity, the institute was formed two years ago to examine the latest advances in behavioral and physical therapeutics.

"We can be objective because we have no vested interest in any of the technologies we study," Shapiro said. "And right now, NLP is absolutely the most effective because of its wide range of applications."

Shapiro said NLP could be applied to improve one's personal life, health and love relations, as well as improving one's career.

NLP incorporates several techniques. One of these is known as anchoring, a method for achieving confidence, poise and power.

Thomas Grinder, brother of John and NLP's top trainer,

Clearly, we all live in a world of continual visual, audio and tactile stimulation. What Grinder and Bandler learned was that each of us favors one particular sense for defining and recalling that world.

Some of us are primarily auditory, some kinesthetic, and some visual. For instance, a visual person can block out extraneous sounds to concentrate only on the pages of a book.

Shapiro explained that this essential difference between people is what causes many romances to fail. An auditory person might need to be told she is loved to feel truly loved, while a kinesthetic person must be touched or caressed to experience the same sensation.

Under normal circumstances NLP suggests

Francine Shapiro is co-founder of the Human Development Institute.

that a person who looks upward and breathes shallowly is operating in a visual mode. Likewise, someone who looks side to side and breathes normally is in an auditory mode; and someone who looks down and breathes deeply is thinking kinesthetically.

How can this information be used to one's advantage? By gauging subtle physical variations during conversation, one can improve rapport and possibly influence another person's decisions or behavior.

"NLP teaches you how to work in an uptime state," Thomas said. "It makes you aware of the maximum amount of available information oc-

curing outside yourself at a certain time."

Many business leaders have recognized the advantages of this uptime state. Companies such as IBM, General Electric, Citibank, Avon and Standard Oil have all incorporated NLP programs for managers and salesmen alike.

All of which leads to the ethical questions posed by NLP. Critics contend that such covert methods of communication are unfair in business dealings, courts of law and other places.

The implications are far-reaching. So far, less than 100,000 people have been exposed to NLP. What if such a

weapon of communication were employed by the wrong people on a much larger scale?

Who can guess how the fields of education, sales and the military might possibly be undermined?

While these ethical considerations continue to be debated, both critics and proponents do agree on one point for better or worse, NLP works.

Shapiro and Grinder have scheduled two free NLP workshops, on January 23 and 30, for those who would like to learn more. The pair can be contacted at the Human Development Institute by phone at 692-9707.

La Costan/Meri Boyles