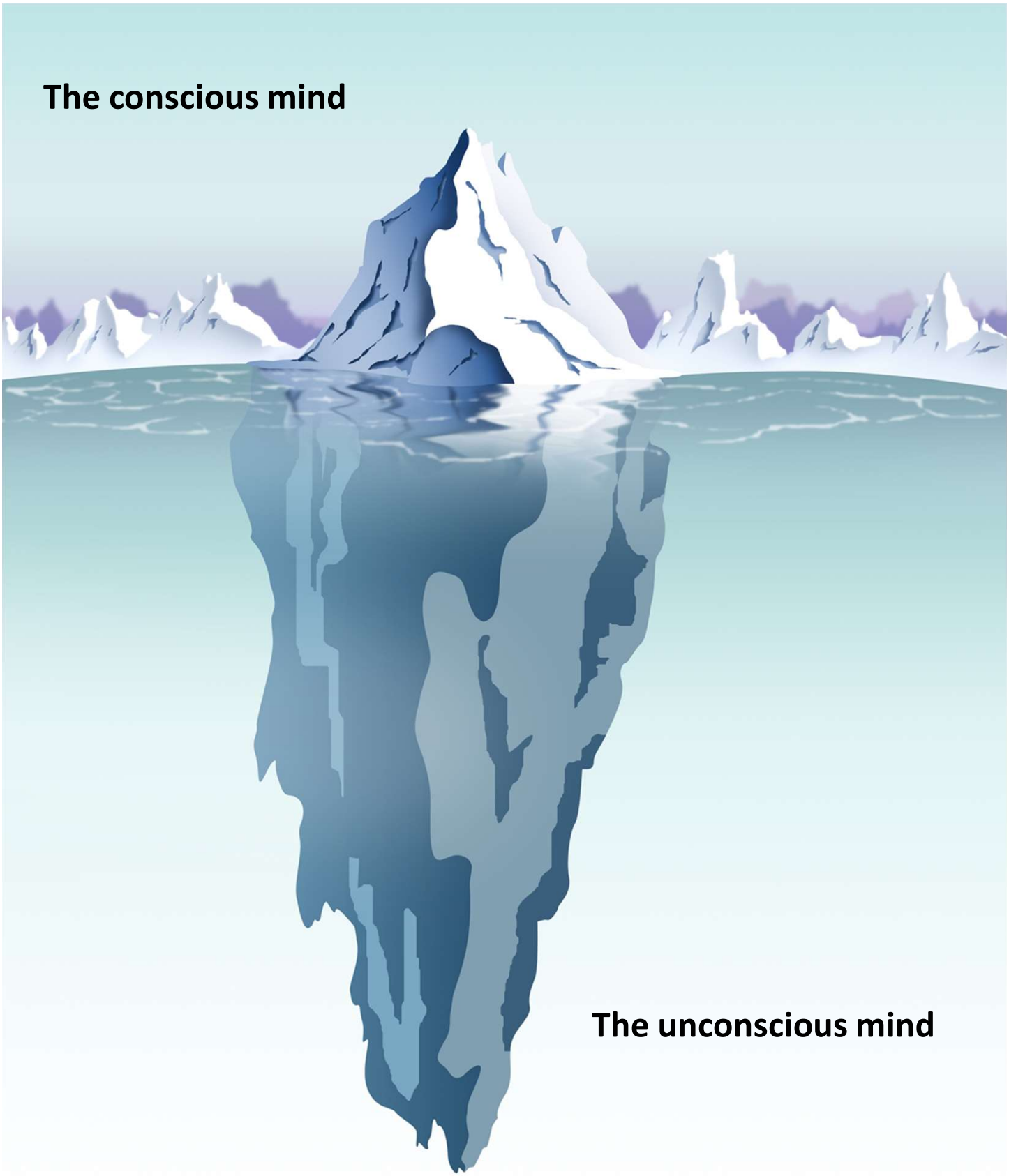
Introduction

- Stories or narratives have been shared in every culture as a means of:
  - Entertainment
  - Education
  - Cultural preservation
  - Instilling moral values

- What Stories Do
  - Communicates new possibilities
  - Illustrates new perspectives
  - Show and create new places in the mind
  - Brings imaginative connections
  - Creates meaning and purpose

- Why Hypnotic Storytelling?
  - It's a way of telling stories that invites attention and curiosity
  - It focuses and frame outcomes
  - It invokes the inner unconscious world and creates a shared, immersive experience
  - It takes us to feeling and emotion
  - It reaches out to the whole awareness
    - Conscious and Unconscious

Conscious/Unconscious Mind



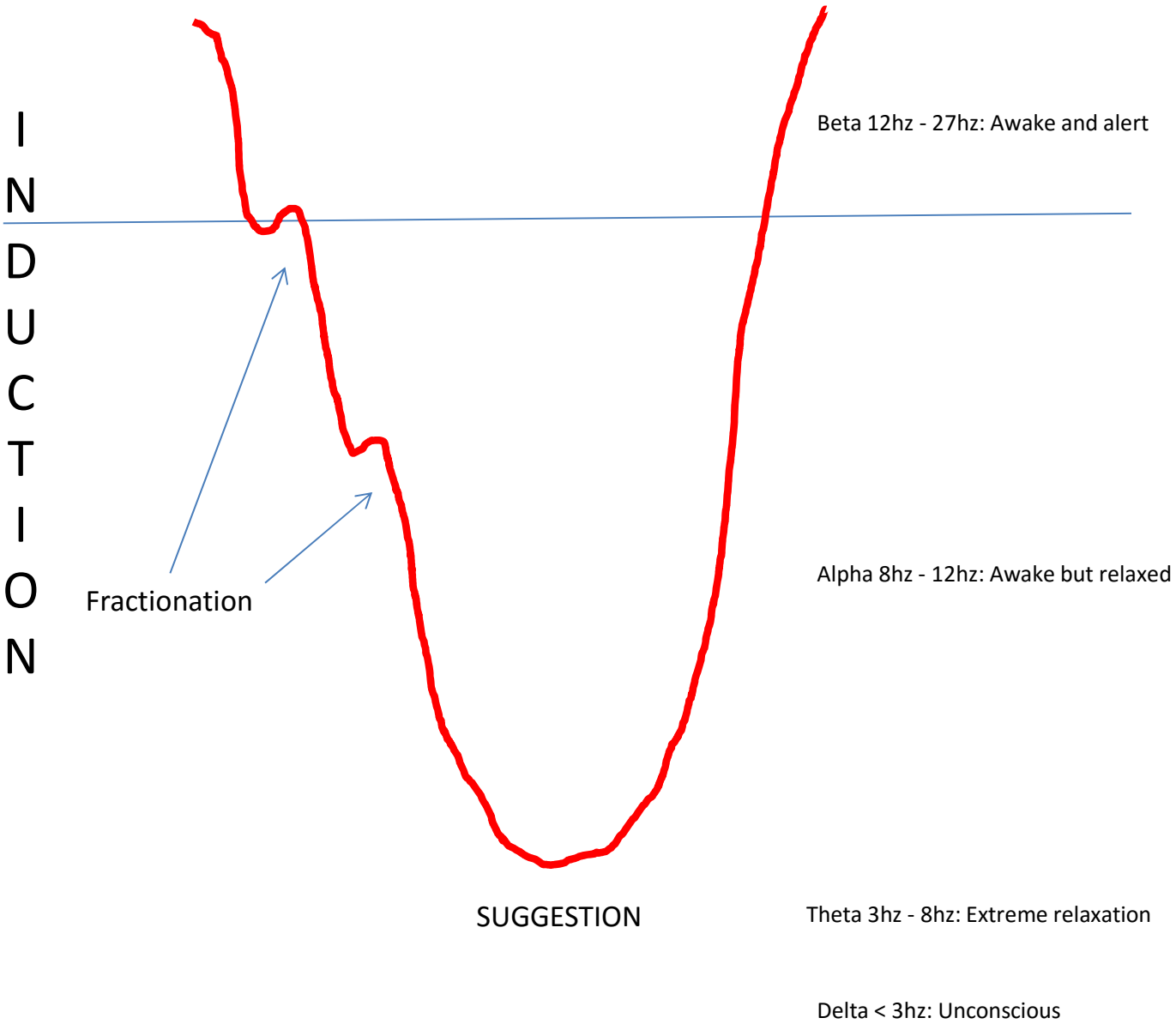
NLP with Purpose

Conscious/Unconscious Mind

- Conscious mind
  - Includes everything that we are aware of.
  - The aspect of our mental processing that we can think and talk about rationally
- Unconscious mind
  - Is a reservoir of feelings, thoughts, urges, and memories that outside of our conscious awareness
  - The unconscious mind is changeable and continuously changes

Conscious	Unconscious
– Aware of ± 7 bits of information – Sequential – Logical – Linear thinking (cause-effect) – Intellectual thinking – In the now – Seeks understanding of problems and reasons that if it understands them, it can make them go away – Analytical – Cognitive – Limited focus	– Aware of everything else – Multitasks – Intuitive – Connects thoughts, ideas and feelings – Perceiving and feeling – Unlimited in time and space – Decides what it will do about problems. It can forget, distort, or generalize – Literal – Experiential – Unlimited focus

Inducing Trance - The Hypnotic Cycle



- It is not loss of self-control
- It is a natural state experienced by everyone
  - Happens anytime when attention is focused away from external reality into a private world of memories, imagination, emotions, thoughts, dreams, plans, ….or when we become absorbed in an activity
- It is the state in which learning and openness to change are most likely to occur (Milton Erickson)

NLP with Purpose

The Hypnotic Story

- Paints imaginary and multisensory pictures
- Directs attention from the external reality to an internally experienced imaginary world
- Often uses paradoxical language
- Uses altered vocal tones
- Embeds suggestion
- Are highly metaphorical
- Distorts time

The unusually deep stillness which can fall upon storylisteners appears to be a true altered state of consciousness, the storylistening trance. There are many coincidences between the handling of hypnosis and the procedures of storytelling. The kinship between the two arts is striking.

- Fran Stallings

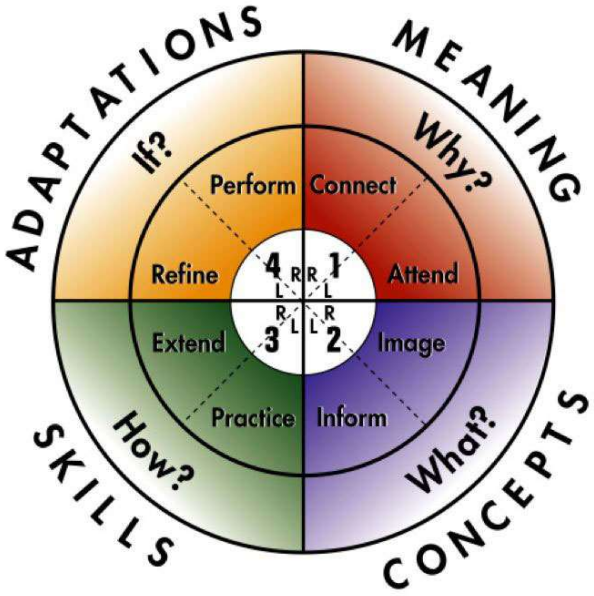
- Youtube:
  - Uri Hasson: This is your brain on communication - TED Talk http://www.ted.com/talks/uri_hasson_this_is_your_brain_on_communication?language=en

Tools

- Loops
  - Zeigarnik effect
  - Creates curiosity
  - Fixates attention
  - How
    - Tell a partial story (open loop)
    - Switch to something else (interrupt and transition)
    - Resume story (close loop)
  - Transitioning (NB!)

Tools

- 4MAT



From http://www.aboutlearning.com

- Stories/Metaphor/Poetry/Lists
- Invoking the senses
- Experience: Remember a time ….
- Emotions: You can feel this… can you not…
- Empathy: Can you imagine being …
- Confusion
  - Pattern interruption
  - Language ambiguity
- Affirmation

That's Right!

Tools

- Questions
  - Good questions:
    - Creates outcomes
    - Is simple and clear
    - Opens new possibilities
    - Is thought provoking
    - Generates energy
- Language
  - Representational language
  - Paradoxical language
  - Suggestion
    - Slow down
    - Squeeze your words
    - Pause
- Attention Shifting

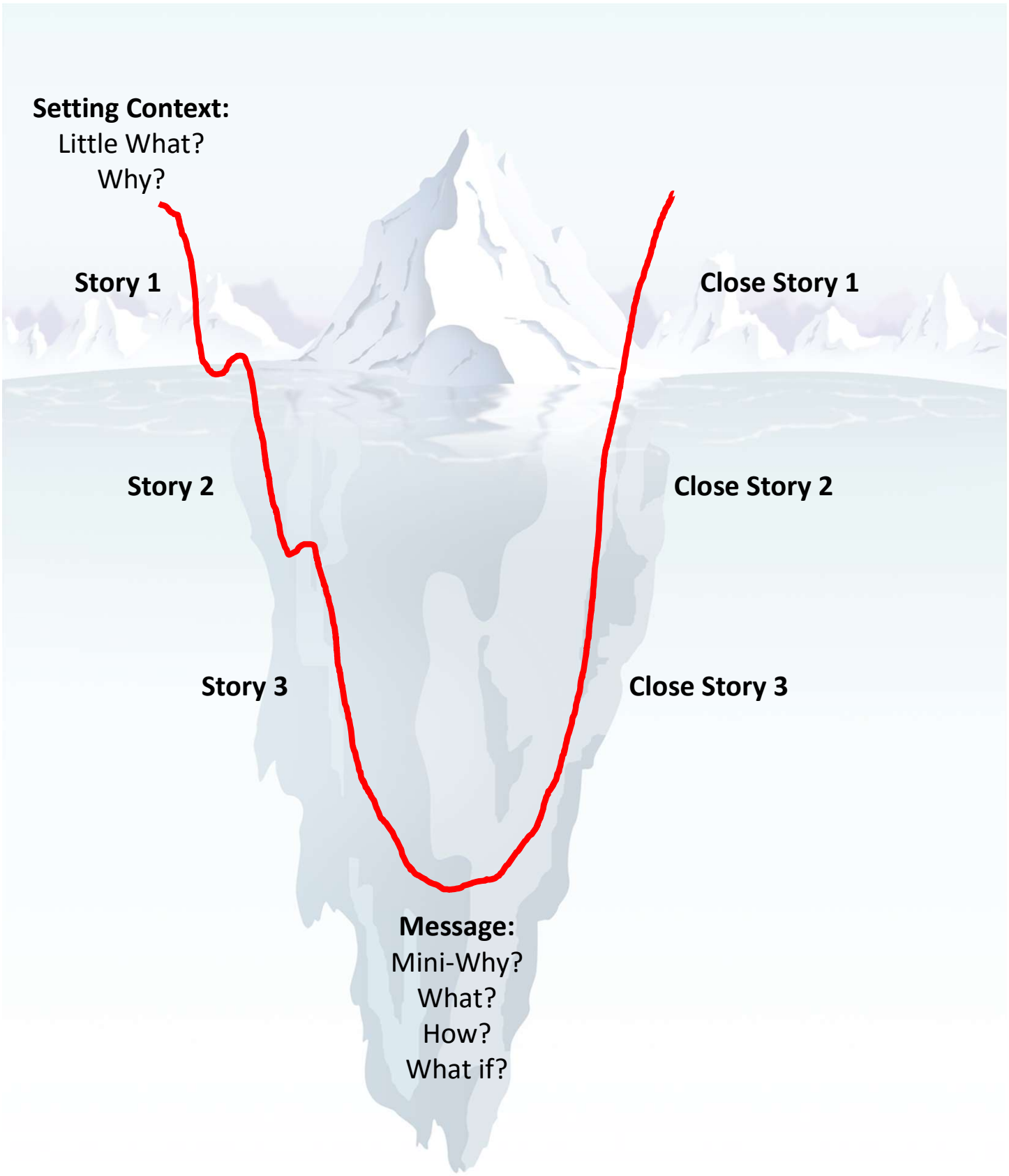
Conscious	Unconscious
What are you experiencing, now?	What have you not been experiencing, that you are now?
What are you seeing, now?	What have you not been seeing, that you can now?
What are you hearing, now?	What have you not been hearing, that you can now?
What are you feeling, now?	What have you not been feeling, that you are now?
What are you thinking, now?	What have you not been thinking, that you are now?
What are you considering, now?	What have you not been considering, that you can now?

Design Your Hypnotic Story

- What is your session outcome?
- 4MAT
- What are the themes you want to explore that supports the outcome and 4MAT?
- Select your stories/metaphors/poems according to themes
- Decide which tools are going to be used where
- Put it together!

NLP with Purpose

Session Design



NLP with Purpose