



Midwest NLP Monthly Muse

March 2005

Volume 13

See the end of the newsletter for many local upcoming events!

Use NLP presuppositions and learn how to enjoy every moment of every day!

- We experience the world through our 5 senses, it is the "how" we structure of reality.
- All behavior is useful in some context
- All behavior has a positive intention.

IN THIS EDITION!

- Intro:** Welcome To Issue #13!
- Article:** The Four Horseman of the Apocalypse: Lethal Patterns that can ruin relationships!
- Article:** 5 Ways of Dealing with those Gremlins
- Article:** Are You Ready for this NLP Stuff?
- More!** March/April NLP Events
- Must see!** Upcoming local workshops & events!

Welcome to Issue #13

March ON! Can you believe it is March already! Is your year flying by? Yes, it is almost time for spring, for better weather here in the midwest. The winter has reminded me of what I still tolerate in my life... cold weather and snow.

What are you still tolerating in your life...and why?

I tolerate the weather because my higher value is my children, their learning and their security, that they stay in the same school system, with the same peer groups, through high school. Many people take some time to explore their values, to explore that which is most important to them, and as a result, are able to align their lives and do that which is most important to them... to live the kind of life we truly want.

Are you living the life you truly want?

Much of what is written here and in the past is about communicating effectively, building relationships and living true to our values. Although it sounds "simple" enough, so many of you that I talk with, so many others I meet, so many others we have not even met yet have challenges in one or more of these areas:

So what are we doing about it now?!

There are solutions, there are answers, here are a few:

- **Hire a coach:** That's right, hire a coach! Are you a coach now and don't have one of your own? At the very least, talk with several. As coaches, we offer a tremendous value, even in our complimentary sessions, try one and see! See my website at www.trulyhumancoaching.com for more information
- **Read:** Sounds simple, yes read! There are thousands upon thousands of books related to communication, relationships, intimacy, values, goals, etc... You can see many NLP related books and a brief description at www.midwestnlp.com. Go to the resources and bibliography section, or write at jim@trulyhumancoaching.com and I

Feature Article->

“There are many who seek knowledge for the sake of knowledge:

That is curiosity.

There are others who desire to know in order that they may themselves be known:

That is vanity.

But there are some who seek knowledge in order to serve and edify others: And that is love.

--Bernard of Clairvaux

will be happy to offer tips or suggestions depending on what you want.

- **Participate in Trainings:** Many of you participate in ongoing training as a requirement to maintain a certification or license. Many of you also attend trainings for personal and professional growth...there are some of you that do neither. Life is a lifelong learning process.... I suggest attending at least 2 types of workshops or trainings per year... Some of us are “learning junkies” and attending 100’s of hours per year! (I know who some of you are!). And yes, even with all that learning, we still learn. See the end sections of this newsletter for upcoming training and events.

Enjoy this ezine; it is a continuation of last month with the themes of relationships and gremlins... There is truly something here for everyone.

Namaste

Jim Accetta 😊

The Four Horsemen of the Apocalypse: Lethal Patterns that can ruin relationships

Certain types of interactions are detrimental to any relationship: partnerships, parents & children, friends, associates, fellow employees and of course couples. Relationship expert John Gottman has aptly named 4 of these interactions “**The Four Horseman of the Apocalypse**” due to the lethal nature they have on relationships. These include and often follow in order: Criticism, Contempt, Defensiveness & Stonewalling. I will provide a brief description of each here, and as I do, ask you: How often do these show up in your interactions with others? How often do you want them to?

Criticism: Although many of us may have a ‘complaint’ about someone, criticism will be more global, will have with it negative words about the other person, often referencing “who they are”, their character or personality. While a complaint focuses on a specific behavior, criticism includes blame and character assassination.

Contempt: This horseman shows up in the form of sarcasm, cynicism, name calling, eye rolling, sneering, mockery and hostile humor. Contempt is poisonous to the relationship as it often conveys disgust (ouch!). Often coming from a place of hurt, anger, isolation, etc... the main purpose of contempt seems to be to demean or hurt the other person and is often fueled by long-simmering negative thoughts about the other person.

Defensiveness: This horseman will show up in many venues, and often as a response when approached from a place of criticism or contempt. Although this may seem “understandable”, defensiveness often has the message of blame, in effect saying “The problem isn’t me, it’s you”. Instead of resolving a conflict or issue, defensiveness often escalates the conflict, which makes it so lethal.

Stonewalling: This horseman will show up often as a result of some one or

“We must be
the change we
seek in the
world.”
- Gandhi

combination of the above horsemen showing up, eventually one partner simply “tunes out”. This “tuning out” is what is referred to as stonewalling. By shutting down or tuning out the other, one partner may be “avoiding” a conflict, but they are also avoiding the other person and the relationship! Stonewalling usually shows up later in the relationship as it takes time for the “negativity” from the other horsemen to reach a level of “tuning out”.

****How much of this is going on in your life?****

Knowing, awareness and understanding are some of the first steps in creating change in your life. If you are seeing these patterns in one or more of your relationships, and are not sure what to do about them, contact me for a complimentary consultation or relationship coaching session at jim@trulyhumancoaching.com. Be sure to watch next month for some hints for positive, constructive ways to deal with the horseman! Until then, may I suggest, come from a place of giving and love.



5 Effective Ways to Deal with “Gremlins”

You might recall from last month and in previous issues the notion of “the gremlin” in which I offered an NLP approach to dealing with this pesky critter.

Gremlins, in coaching terms are those nasty irritating voices that remind so many of us what we can or can’t do, how we failed, or how we are going to fail, how people may not like us, etc... “The Gremlin” is really a concept developed by Richard Carson that embodies *a group of thought processes and feelings that maintain the status quo in peoples lives* (sound familiar yet?).

Do you want more than the status quo?

This month I offer 5 more effective ways to deal with this irritation:

1. Simply acknowledge or name the Gremlin.

By acknowledging or naming the gremlin, we reduce or eliminate its power. Now we know it is something that is trying to hold us back, keep us in place, and keep us living the status quo.

2. Ignore the Gremlin, do not interact with it.

Ignoring the Gremlin presupposes that we acknowledge it and make a conscious decision to ignore it. For those of you who are regular readers, you may recognize this as part off my living on purpose theme.

3. Give the Gremlin a job to do or a place to go, and then direct the

Available now!



gremlin.

This too presupposes we are acknowledging the Gremlin, and perhaps even acknowledging that it likely has a positive intention. By giving it a job to do or a place to go, we eliminate it from irritating or affecting us in the moment. We may send it to Hawaii for a vacation, or have it find several ways for us to achieve a useful outcome for which the Gremlin is trying to “protect us” by keeping us from acting.

4. Talk to the Gremlin and move it out of the way.

Again, acknowledging the Gremlin and simply asking or directing it to move out of the way! This is just a bit different than ignoring it.

5. Give the Gremlin a name and a life of its own!

By naming the gremlin and giving it an identity or life of its own, this further separates it from “us” and makes it easier to identify it when it shows up, now or in the future.

Write jim@trulyhumancoaching.com and let me know how this has worked for you!

Are you ready for this NLP Stuff? (Some or all of this stuff?)

(Repeat article from December 2004)

A client of mine told me recently, “I don’t think I’m ready for that NLP stuff, what I really want is to be able to build better relationships. I want to be able to be able to get a better read on people, to be able to see when what I am saying is making a difference, to be able to have more of an impact with people.”

What a perfect place to start!

NLP is about the structure of experience. NLP is about communication excellence. Inherent in all my NLP training are the presuppositions of NLP! All the trainings we do focus on two main points:

- *How to point your brain in the direction you want.*
- *How to become exquisite as a professional communicator!*

In many parts of the training, we focus on paying attention to others. Paying attention to their words, their body language, and their small and large behaviors that are “the difference that make the difference”.

Too often, people are in their own head, thinking about what to do or say next, rather than paying attention to what is most important in most communication situations: THE OTHER PERSON! That’s right, noticing-listening-seeing and simply *attending to the other person* **and then** responding intentionally

Upcoming local events:

Larry Garrett
Hypnosis open forum
discussion, Sunday
3/6: 1pm. Chicago
3020 N. Kimball Ave.

Toastmasters
Coaches Elite:
(always the 2nd
Wednesday of the
month) Wednesday
3/9: 7pm Hinsdale-
Wild Oats Market
Come as a guest and
hear the speech
contests!

Windy City
Professional
Speakers -
Toastmasters,
Sunday 3/13: 6pm
Doubletree Hotel,
1909 Spring Road,
Oak Brook, IL Come
on in and join us!

Coachville Study

with great effectiveness is the signs of and excellent communicator. *How intentional are you in your communication? How intentional do you want to be? It is a choice, what choices do you want to make? See NLP Trainings next!*

Upcoming NLP Trainings Call 847-749-0759 for early registration discounts!

Communication Excellence

Saturday-Sunday March 26th-27th 10am-6pm
Holiday Inn 3405 Algonquin Rd. Rolling Meadows, IL. 60008

Have you ever noticed people that were so influential and persuasive? In any situation? No matter what? Were these people born gifted? Did they learn these secrets from some guru? The answer is, most of them do not even realize how they do what they do, but now you can learn these patterns yourself!

ANYONE CAN LEARN TO BE MORE INFLUENTIAL

It all has to do with how we use our own brain—how we connect our language, its how we use our verbal and non-verbal behavior, and how you can increase your influence!

****GAIN THEIR INTEREST, ENTHUSIASM AND DESIRE****

Ever wonder how you can create a sense of wonder and curiosity...a strong desire to learn and listen even closer to what you are teaching or saying? LEARN NOW what thousands of others have learned. Gain for yourself the insight that allows you to create the results you want, in almost any situation Contact Jim at jim@midwestnlp.com or call 847-749-0759 to **sign up NOW!!**

**Purchase
Now!**

2005 NeuroLinguistic Programming 3 Weekend Intensive Practitioner Training!

**Friday-Sunday 10am-6pm: April 8-10; April 22-24; May 13-15
Northwest Suburban Location!**

Learn the secrets of communication excellence, influencing with ease, and how to create states of excellence and motivation! *Learn how to point your brain in new directions* in order to **get more of what you want**: more success, more happiness, more fulfillment and in more ways than you ever thought possible! Join us for this special 3 weekend intensive seminar and learn the art and science of Neuro-Linguistic Programming™!

Group: Tuesday, 3/29:
7-9pm. Buffalo Grove.
Contact:
sandee@sandeeabern.com

Chicago Coaching
Alliance Monthly
Meeting: Saturday
3/19: 9:30am-12pm
Hinsdale- Wild Oats
Market

*"I suggest that we live in the world as if there are endless possibilities. If you must talk about what you cannot do, or believe what you are unable to do, add the word "yet" to the end of your sentences. "Yet" presupposes that the possibility exists that you may not have found out how to make it occur; how to reach your goals; or how to live your dreams...yet."
-From: Getting What*

The Communication Patterns of Influence NLP™ are a way of thinking about the world, an attitude, a series of techniques and more designed to help you to **build** and easily access mental, physical & emotional **resources, innate skills, & creativity!** Participating in this experience accesses your potential both personally and professionally! When you **learn NLP**, there are no limits to what you can get, how much you can gain the generative changes and growth that continue to occur well after the training! **See the results in situation after situation!** Hear the difference in how people respond to you! Gain the attention of others through ways that were once secret to only the most effective professional communicators

Go to <http://www.midwestnlp.com/nlptraining.php> for more information.

Early Registration! Purchase now for and save!

**Purchase
Now!**

Upcoming Local Events

Toastmasters Coaches Elite

7-9pm

Wednesday, March 9th 2005

Wild Oats Market, Ogden Ave. & I 294, Hinsdale

Do you want to:

- Learn or practice your ability to speak in front of groups?
- Become comfortable with developing varied presentations?
- Enjoy networking with other coaches?
- Like to have fun?

If you said yes to any of these, then Toastmasters coaches Elite is for you. We meet on the 2nd Wednesday of every month. Join us once and experience the fun for yourself! Contact jim@trulyhumancoaching.com for more information.

International Coaching Federation- Chicago Chapter Event:

Presenting to Win: Using Presentations to Build Your Coaching Practice

4-7pm

Monday, March 14th 2005

American Academy of Orthopedic Surgeons

6300 N. River Road, Rosemont, IL

Do you want to:

- Build your data base?
- Increase your prospects?

*You Want: The Art of
Living on Purpose, p. 19
Jim Accetta*

*"Treat people as if they
were what they ought
to be and you help
them to become what
they are capable of
being."*

-Goethe

*"In learning to sail
you do not change the
current of the water
nor do you have any
effect on the wind, but
you learn to hoist
your sail and turn it*

- Sign people up for more complimentary sessions?
- Gain more clients and...?
- Grow your business?

I am presenting this evening and will start by sharing how to use your own passion and enthusiasm along with tools from the field of NeuroLinguistic programming to create excitement and interest in your audience! Both entertaining and informative, Jim will show how to use your presentation skills to build your network and data base, to gain more prospects, more clients and to make more money!

****Be prepared to take your business to the next level****

Whether you are a novice or an accomplished speaker, this presentation will help propel you and your business to the next level; it is here that you will learn the fundamentals of Presenting to Win!

Chicago Coaching Alliance

Wild Oats Market: Ogden Ave. & I 294, Hinsdale

9:30am to 12:00pm

Saturday, March 19th, 2005

Join this open and comfortable group for some coaching networking and learning when Aline Vieira presents "Synergy in the Coaching Relationship".

Contact Michelle Knight at mknight@mmkenterprises.com for more information.

Demystifying Hypnosis-Self Hypnosis Made Easy!

Thursday March 17th, 2005

1:00-3:00pm

Hypnosis and trance happen every day! Reveal the mystery of hypnosis along with learning how to relieve stress, reduce tension and relax deeply. These are but a few of the benefits of self-hypnosis. Learn how to direct your intentions to those goals that are most important in your life and more!

The College of Lake County Annex

1120 South Milwaukee Avenue

Vernon Hills, IL 60061

contact Laura Rovang at lrovang@clcollinois.edu to register

NSA Fabulous Friday!

Friday, 3/18/05: Maggiano's in Oakbrook

10:00am-2:30pm (lunch included)

**POP! CREATE PURPOSEFUL, ORIGINAL, AND PITHY BOOKS, BRANDS,
AND SLOGANS THAT CATAPULT YOUR BUSINESS**

this way and that to utilize the greater forces which surround you. By understanding them, you become one with them, and in doing so are able to find your own direction."
-June Singer

"Wisdom does not show itself so much in precept as in life—in a firmness of mind and mastery of appetite. It teaches us to do as well as talk; and to make our actions and words all of color."
-Seneca

Have you always wanted to write books and articles, but worry that you have nothing new to say? Do you get depressed looking at all the other people speaking on your topic and wonder how you can differentiate yourself? Would you like to create an original approach to a subject that makes you the go-to resource for media and meeting planners?

Yes? Plan on joining Sam Horn, author of *Tongue Fu!(R)*, *ConZentrate*, *What's Holding You Back?*, and *Take The Bully By The Horns* (all from St. Martin's Press) for this session that shows you how to develop innovative titles, topics, and techniques that help you be one-of-a-kind instead of one-of-many. Visit [HTTP://WWW.NSA-IL.ORG](http://www.nsa-il.org) or write SUEBLACK@NSA-IL.ORG for more info.

CCASTD EVENT! Learn Guerrilla Marketing Strategies: from Al Lautenslager

Wednesday March 23rd, 2005

Lunch Session 11:30am-1:30pm Dinner Session 5:30-8:30pm

Al Lautenslager, Certified Guerrilla Marketing Coach, is an award winning marketing/PR consultant, direct mail promotion specialist, author, speaker and entrepreneur. His strategies have helped hundreds succeed in their own business. Al says' "Effective marketing is the key to business survival, growth and success." At CC-ASTD's program, Al Lautenslager will present tips from the latest book in the Guerrilla Marketing Series, *Guerrilla Marketing in 30 Days*. Al will help you learn strategies that you may have deemed unreachable in your business.

Al will give you a marketing blueprint to increased profits. He will cover

- **What to Do If Your Answers To These Questions are No:**
- Do you have MORE customers than you can handle?
- Can't decide where to begin marketing?
- Aren't sure how to put the pieces together or can't stay motivated and focused?
- **What to do if your Advertising Budget is virtually non-existent**
- **How to get massive PR without an agency.**

Go to <http://www.ccastd.org/event-050323.html> for locations and sign up!

The Magic of Beliefs!

Thursday, March 24th, 2005

1:00pm-3:00pm

How we think about our goals, and what we believe are what make the difference between meeting our goals and not! Learn how we use language to limit ourselves and learn how harness the power of our beliefs and shift our thinking to achieve whatever we desire! Stop the 'hypnotic suggestions' of the

past from limiting who you want to be today!

The College of Lake County Annex
1120 South Milwaukee Avenue
Vernon Hills, IL 60061

contact Laura Rovang at lrovang@clcollinois.edu to register

Coachville Study Group

50 ½ Raup Blvd., Buffalo Grove

7:00 to 9:00pm

Tuesday, March 29th, 2005

Please join us in March when Jim Accetta talks about Using Presentations to build your client base and make more money! Sandee will be sending out a questionnaire to all participants so that this presentation can be developed to meet the needs of the group! If you are coach or simply have an interest in coaching, please join us for this highly interactive session! Contact: sandee@sandeeabern.com or jim@trulyhumancoaching.com for more information.

The Coachville Suburban Study Group is a group of dynamic, interesting, supportive coaches. We meet once a month in the evening at a Chamber of Commerce Building in Buffalo Grove to exchange ideas and information regarding the coaching profession. Hear presentations on subjects such as Marketing, Speaking, Getting Clients, etc. Call Sandee Abern at (847) 634-3704 or email her at sandee@relationshipdiva.com. for details.

21st Century Speaker Boot Camp

4/2/05 9am-4pm \$477.00

Location TBA

Do you have a Message....

Do you want to Speak to groups and be **PAID** for It...if so,...

The real question for you is Not...*What or How you will I do it...*but *When* will you do it? *When* will you take that first step toward your dream & *When* will you start earning a good living from speaking? In both cases plan on...

**Join Johnny Campbell On April. 2, 2005 at
The 21st Century Professional Speaker BootCamp
In this program.**

You will ONLY receive: Business Clarity and Money-Making Techniques

1. How to Define yourself as a speaker
2. How to set your speaking FEES....

3. How to help people with no

"Where no plan is laid, where the disposal of time is surrendered merely to the chance of incident, chaos will soon reign."

-Victor Hugo

The sun never says to the earth "you owe me".

A love like that, lights up the whole world.

-Rumi

Budget...find Money for You...

4. How to overcome the typical Objections.....
5. How to develop Low cost books and CD's for High revenue
6. How to find local high fee speaking engagements
7. How to write Moneymaking copy....
8. How to design Moneymaking websites that generates cash for you

To Register call: 888-255-8626 or

Email me at: Johnny@transitionman.com

Website: www.transitionman.com

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