
Submodalities: The Difference that Makes the Difference!

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Sub-Modalities:

The special sensory qualities perceived by each of the five senses. For example, visual submodalities include color, shape, movement, brightness, depth, etc... auditory submodalities include volume, pitch, tempo, etc...and kinesthetic submodalities include pressure, temperature, location, etc

Submodalities have been referred to as “the bar code” of experience. Many of you are familiar with representational systems (seeing, hearing, etc...). Submodalities are the details of our experience within these submodalities. Let me give you an example. Recall a pleasant memory. Some of you made a picture, some of you heard some words, some of you had a feeling. If you made a picture, where is the location of the picture? Is it in color or black & white? How big is the picture? Does it have a frame around it? For those of you who heard some words or sounds in or about the pleasant experience, from what direction was the noise coming from? Who’s voice was it? How loud was the voice? How far away?

Now, shift these “details” of experience and notice how your feelings about the experience change. Make the picture bigger, brighter, full color. Make the picture into a movie! Or for the sounds/voice, make the voice/sounds even more soothing! Turn up the volume just a touch, bring the sound closer and make it a surround sound!

These nuances of experience are the difference that make a difference. Many of you may have had an annoying voice reminding you to do things, or telling you how you can’t get something done (no, not a real voice from someone you know, the voice in your head!). If you are one of these people that hear this (we all have them to some degree), then take that voice, move it away from you about 5 feet... Now 5 more feet... keep it moving off so it is very quiet... and now, change the voice so it is going at 78rpm speed... really fast! Now, notice the difference this voice has on you and how you feel. Is it enough of a difference to “make a difference”? Write and let me know at

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Be well!