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Maximize your **Enjoyment** in all ways....

Edited and published by Joel P. Bowman and
Debra Basham for SCS Matters, LLC
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Welcome ...

Here is your *Beyond Mastery Newsletter* for December 2011. This newsletter may be duplicated and distributed to those who share an interest in Energy Medicine, neurolinguistics—especially Neurolinguistic Programming (NLP)—and spirituality.

Additional copies of this newsletter may be downloaded at the following link:
www.scs-matters.com/beyondmastery/Newsletter-Dec11.pdf

Archived newsletters are available at www.scs-matters.com/archives.shtml.

This month the featured articles are “Autumn Leaves,” by Joel; “Seeing with the Heart’s Eye” by Debra; “Follow the Money” by Joel; and “Alternatives” by Debra.

Autumn Leaves

Depending on where you live and the nature of your neighborhood, your view of the change in seasons may vary. Debra and I both live in Michigan, where falling leaves mark the “fall” season. My home happens to be situated on a heavily wooded lot. That means that every Autumn I am able to enjoy the changing colors of leaves on the deciduous trees. It also means that I then have the responsibility for raking them and getting ready for what is called “Fall Leaf Removal.” It is a great reminder that blessings tend to be mixed.

If you’re a parent, you know what I mean. The birth of a baby is (usually) a wonderful, joyful event. Getting up for night feedings and changing diapers, however, may not provide so much pleasure. A lot of life is like that. Whether you are an optimist or tend to be pessimistic depends on where you focus most of your attention. You may know the story of the Cherokee Indian boy who tells his grandfather that he has two wolves living inside him, one is good and one bad. He asks which one will win. The grandfather tells him, “The one you feed.” The same is true for autumn leaves and new babies in the house. For most

of life, in fact, you will have mixed feelings. Which aspect of those feelings do you “feed”?

In their landmark book on Cognitive Behavior Therapy, *A New Guide to Rational Living*, Albert Ellis and Robert Harper include “Awfulizing” as a common irrational thought. This is a form of “feeding the bad wolf.” Those who are awfulizing, take a minor problem and magnify it, perhaps turning it into a “life or death” event. “I stubbed my toe. It will probably become infected. The foot will become infected. I will need to have my leg amputated....” You have probably heard the equivalent from someone, and—perhaps—engaged in something similar if not quite so exaggerated.

The other kind of awfulizing is the tendency to anticipate a negative future. You may have heard the story most often told to illustrate this: A salesman making rural deliveries has a flat tire on a country road. When he opens the trunk of his rental car, he notices that the jack is missing. He sees a farmhouse a little bit up the road, and while he is walking there, he starts talking to himself about asking the farmer if he can borrow the jack. You’ve probably done something similar: I’ll say.... He’ll say.... With every hallucinated exchange, he manages to create more reasons that the farmer won’t lend him the jack. He has created so much negativity and hostility that by the time the farmer answers the door, he says, “You can keep your damn jack. I wouldn’t use it anyway.”

This kind of awfulizing creates a self-fulfilling prophecy. Since the early nineteenth century, we have been accumulating a great deal of evidence that supports the idea that we create our futures by what we think about. Early in the twentieth century, Napoleon Hill wrote his classic book, *Think and Grow Rich*, which encouraged people to accumulate wealth by thinking about having money and enjoying spending it. Earl Nightingale’s popular essay, “The Strangest Secret,” summarized the philosophy behind the concept. In more recent times, the speaking and publishing phenomenon known as Abraham-Hicks presents the same concept as “The Law of Attraction.”

The fundamental concept behind all these is the need to choose the wolf you feed carefully. Feed your best desires rather than your worst fears. In the Abraham-Hicks materials, the thoughts you think—including what you pray for—are “rockets of desire” that create a magnetic attraction for the thought. The common thread is that the Universe (The “All That Is,” God) will provide what you desire when that desire is clear and consistent. Unless your desire is clear and consistent, the Universe can’t figure out what you really want. Both the desire and the fear create “rockets of desire.”

If, for example, health has been an “issue” for you, and you vacillate between wanting good health and fearing a major illness, your “rockets of desire” cancel each other. The principal principle is to stay focused on what you really want. In some cases, you may not know specifically what to want, so you may need to focus on what Debra and I (along with many others) call “highest good.” You know that even in really bad situations, good is possible. Even the worst of floods, for example, leave the land more fertile than it was before.

Whatever is happening in your life, you will do well to feed the wolf you want to win. Enjoy the autumn leaves, the shorter days, and the winter weather. For one reason or another, in the States we refer to the Winter Solstice as the shortest day of the year. In France, they think of it as the longest night of the year. It may lead you to wonder about that difference.

Seeing with the Heart's Eye

Mark Nepo writes about how perspective narrows when we perceive ourselves to need to protect ourselves. In the olden days, that was probably about a lion or a bear or a member of some warring tribe ... but now it has come to be true when our emotions get triggered about things that have no significant consequence.

I wish I had had held this awareness firmly in mind the whole time I was traveling around Europe with my friend in October. While we may not ever fully understand what happened, by the end of the trip, it would seem we had both begun to perceive a need to protect ourselves. I have given the experience some time to settle. Even so, I would guess more will surface as the months and years go by.

One piece of history that I found especially challenging during the trip was around Rocamadour, in southwestern France. Rocamadour is built right into a Pyrenées mountainside; the images of the town alone are very impressive. Rocamadour consists of three levels. The town, including the hotel we stayed in, is built on the first level. The churches—including the pilgrimage church of Notre Dame which was rebuilt in its present form in 1479 and contains the legendary Black Madonna—are on the middle level. At the top sits the château (built in the Middle Ages to defend the sanctuaries).

The community was home to the Cathars, and this reading from *A Cicerone Guide: Walks in the Cathar Region*, by Alan Mattingly, will give you a sense of the energy of the areas we were visiting. Writing of the Cathars he says:

... they had profound theological differences with the Catholic Church. In particular, they had a belief—dualism—that good and evil spring from different sources. Therefore the material world—which they saw as plainly evil—could not have been created by the God of the Bible. Such a belief was totally at odds with Catholic doctrine. The Cathars even saw the Catholic Church itself as the work of the devil. The broadcasting of such an opinion was not good strategy for surviving the heretic-burning years of medieval Europe. (p. 14)

The Catholic Church and the French Crown launched a crusade just as cruel and bloody as those dispatched to 'save' the Holy Land. After a long struggle, the Cathar Church was exterminated and the French Crown seized the Languedoc. (p.15)

This entry from Wikipedia sheds more light on the history of the region: “The earliest signs of human settlement in the area date back to the stone age, around 80,000 years ago. Evidence of Roman occupation, such as Roman currency and tools, have also been found in and around the site. In the Middle Ages the Montségur region was ruled by the Counts of Toulouse, the Viscounts of Carcassonne, and finally the Counts of Foix. In 1243-1244, the Cathars (a religious sect considered heretical by the Catholic Church) were besieged at Montségur by 10,000 troops at the end of the Albigensian Crusade. In March 1244, the Cathars finally surrendered and approximately 220 were burned en masse in a bonfire at the pog when they refused to renounce their faith.”

What did it mean to me personally to have walked this land? Nepo makes a point of saying when our focus narrows as we are armed for battle, what is blocked from view is as much what we want as what we fear. I think this is the case even when armed against an imaginary foe.

Nepo goes on to say that the truth is that being alert often requires us to widen our focus and to see with what the Sufis call “the heart's eye.” I am quoting him, “For though surprise and crisis can make us squint like a tiger and show our claws, it is the effort to enlarge and stay open that helps us the most.” (*The Book of Awakening*, November 6)

Interestingly, while I was traveling in Europe, Joel was reading *The Better Angels of Our Nature: Why Violence Has Declined*, by Steven Pinker. Pinker includes quite a section on the Cathars. Amazon gives this description of the book:

Faced with the ceaseless stream of news about war, crime, and terrorism, one could easily think we live in the most violent age ever seen. Yet as New York

Times bestselling author Steven Pinker shows in this startling and engaging new work, just the opposite is true: violence has been diminishing for millennia and we may be living in the most peaceful time in our species' existence. For most of history, war, slavery, infanticide, child abuse, assassinations, pogroms, gruesome punishments, deadly quarrels, and genocide were ordinary features of life. But today, Pinker shows (with the help of more than a hundred graphs and maps) all these forms of violence have dwindled and are widely condemned. How has this happened?

This groundbreaking book continues Pinker's exploration of the essence of human nature, mixing psychology and history to provide a remarkable picture of an increasingly nonviolent world. The key, he explains, is to understand our intrinsic motives— the inner demons that incline us toward violence and the better angels that steer us away—and how changing circumstances have allowed our better angels to prevail. Exploding fatalist myths about humankind's inherent violence and the curse of modernity, this ambitious and provocative book is sure to be hotly debated in living rooms and the Pentagon alike, and will challenge and change the way we think about our society.

As 2011 comes to a close and we prepare to welcome 2012, thank you for joining me in holding the vision for all of humankind to widen our focus and to see with the heart's eye.

Follow the Money

In the U.S. we are about to enter the “silly season” of political advertising. You can probably all remember my (Joel's) principal rule: “The quality of a product or service is inversely proportional to the amount of advertising for it.” A corollary of the main rule is, “The veracity of a claim is inversely proportional to the amount of advertising for it.”

When you remember that people spend money for advertising—especially TV advertising—because they consider it *investing*, it is easy to understand that they expect a return on their investment. They are spending money to make money, and you need to be aware that someone else (perhaps you) will bear the cost.

There's nothing wrong, of course, in letting potential clients or customers know about your products and services. Honest advertising serves a legitimate educational purpose, and that's the reason advertising is ubiquitous. Television, radio, billboards, print media, the Internet, and even bumper stickers are put to work promoting products, services, ideas, and politicians. Even this newsletter contains some self-promotion. In fact, Debra and I would not prepare and distribute the newsletter if we weren't hoping for a return on our investment in time and energy in producing it.

The downside is that, because advertising works, it is used to promote the bad as well as the good. It is a tool, and, as is true of all tools, it is neutral. If you have a typical tool, such as a hammer, you can easily identify good uses (nailing shingles on a roof), bad uses (pounding screws into plastic—and worse), and in-between uses (square pegs in round holes). With advertising, however, it isn't so easy to sort the good from the bad and the ugly. The original Ann Landers used to say, “If it sounds too good to be true, it probably is.” The same is true for the obverse: If it sounds too bad to be true, it probably is. If a spokesperson says, “It stands to reason...,” it probably doesn't.

As the silly season of political advertising approaches, the main thing to remember is that those “shouting” the longest and loudest are doing so because they do not have the facts, logic, or reason on their side. If you, like me, prefer to make decisions based on actual evidence, be prepared to look beyond the obvious. You won't find what you are seeking based on “bumper sticker” slogans or 30-second TV spots. You can, however, tell a lot from the spokesperson's nonverbal behavior (and tone of voice), if you know what to look and listen for. It's worth learning at least a little about nonverbal communication not only for a better understanding of political messages, but also for greater sensitivity to communication with your friends, relatives, and co-workers.

Another principal rule, which is the source of my concept that the quality of a product or service is inversely proportional to the amount of advertising for it, are the concepts that *big lies* are more readily accepted than little lies and that, if you repeat a lie often enough, it will eventually be accepted as the truth. The reason this happens is that the repetition becomes hypnotic over time. This is basically how what Don Miguel Ruiz calls “domestication” takes place. Children hear parents and other adults tell the same stories and give the same instructions repeatedly, and, after a certain number of repetitions, the ideas are accepted as “the truth.”

In some cases, “domestication” serves a useful, civilizing purpose, such as knowing how to eat with utensils rather than fingers and not talking with one's mouth full. In other cases, domestication is not so useful, as was (and perhaps still is) the belief that women can't “do” math or science. As a tool, “domestication” is neutral and can be used for good or ill, with conscious intent or out of ignorance. The same is true for advertising. The tool itself is useful.

The saying, “Let the buyer beware,” is an acknowledgement of the need to consider carefully what is being sold. Everyone (and I mean *everyone*) really needs to have a well-developed B.S. detector. If everyone had a good B.S. detector, Internet scams would fade from sight. The other thing people need is the willingness to do some basic research. In the

movie, "Jerry Maguire," Cuba Gooding, Jr., tells Tom Cruise, "Show me the money." Money is one kind of evidence. A broader concept would be, "Prove it."

The reason that—in the U.S., at least—politicians and pundits spend so much time shouting at one another is that they want to prevent you (and me and *us*) from looking at the evidence. They are counting on you (and me and *us*) to be too lazy to look at the evidence. The evidence, however, is what sets you (and me and *us*) free. The search for the evidence is behind the NLP questions, "How do you know," and "Are you sure enough to be unsure." Be unsure enough to "follow the money."

Alternatives...

It has been many, many years ago that Christmas was a time of shopping and wrapping for me. In some ways, I started thinking about alternatives when our daughter was small and, with John still in high school, our money was even smaller yet. It just did not make good sense to me to spend money we did not have to buy stuff we did not need. As time went by, the amount of discretionary income we have increased, but my sense of the senselessness of Christmas buying increased as well.

Over the years I have instituted homemade gifts, white-elf gifts, drawing one name, or supporting a family in need in lieu of gifts. In the past, I have given a number of flocks of chickens and several shares of sheep. Here is an online catalog for Heifer International if you are interested in alternatives: <https://secure1.heifer.org/gift-catalog>.

If you are open to some practical gift giving, here are a few suggestions someone sent to me: gift certificates for haircuts; gym membership; car detailing; driveway sealed; certificates for oil changes; house cleaning; hand knit items; home-made jewelry; pottery; certificates to a local theater; certificates to a locally owned and operated restaurant; a book by a local writer; a CD by a local musician; or my favorite—WINDOW cleaning. (My husband has operated Johnny on the Spot Window Cleaning Service since 1999.)

Most people are familiar with some version of the story about the woman who cut off the end of the ham before putting it into the oven to bake. This had been going on for generations before someone thought to ask about the behavior only to discover at one point, years ago, the end was cut off because the pan was too small. Rather than just laugh about it, be intentional to create alternatives to the way things had been done.

This year our daughter and her family will be forgoing gifts in exchange for time together in Florida. We are looking forward to the Magic Kingdom for New Years Eve.

Here are a few wonderful stories I hope will touch your hearts and minds and inspire you to old and new ways of celebrating this magical time of year.

- Sisay Shimeles was five years old when he was attacked by a hyena outside his home in Ethiopia. His nose and lips and teeth were ripped away. Sisay came to America and was treated at Geisinger Medical Center in Pennsylvania. Two years later, Sisay is being adopted by the Doerschler family, who have two girls, one a bit younger and one a bit older than Sisay. This news comes to us from Debra Johnson, one of Joel's former students at Western Michigan University. Deb meets with us for the Thursday Morning Book Club, and Deb's partner, Butch, is the proud new grandpa! Sometimes you hear such amazing stories of courage...
- Terry Crolley was in Egypt in June of 1953. His mother sent him a post card that did not arrive at his army base. 58 years later, Terry's nephew found the card listed in a sale on Ebay. Sometimes you just have to marvel at the way things seem to be orchestrated....
- Tarra, an elephant at the Elephant Sanctuary in Tennessee recently lost her best friend, Bella, the dog. They had been inseparable pals for over ten years. It is suspected that Bella was killed by coyotes and that Tarra carried her body almost a mile to bring her home. The other elephants recognized Tarra's loss and grief and began offering support right away. Joel says he hopes they get another dog for Tarra.

Maybe it is the saying goodbye to another year that has me a bit emotional. It might be that my oldest grandchild will be graduating college on December 17. Perhaps it is preparations for leaving our home and going to Florida for a couple of months. It might just be all that is coming to be and all that is passing away. Whatever the reason, because of the season, I will close with two more sweet stories....

A letter to the editor of our local newspaper was about a man (Don Burg) who had recently lost his dog. In pondering the loss, and the way nature deals with letting go, Don wrote these lovely words:

What got me thinking about this uneasy business of saying goodbye was the very colorful fall we had this year and how after many thousands of years, Mother Nature has perfected a glorious and beautiful way of saying goodbye to the warm breezes and sunshine of summer, preparing us for the cold and dark days of winter.

During the summer months we hardly notice the leaves' warm shades of green. They are just there, part of our busy shirts and shorts activities. Then one day the wind has a chill to it. We notice a few leaves have turned pale and there are some light

yellows and whites and reds among them. Then, within a couple weeks, they explode into a beautiful and glorious pallet of brilliant colors that can never be matched. And then, in only a few short days, strong winds blow those colorful leaves to the ground, to their final resting place. And it's over - just like that. But in those few short days of brilliant color those leaves seemed to say, "It's OK, we had a wonderful time being here but it's time to go." And somehow that farewell show of color softens the harsh reality of time passing, and life changing.

The next time I have to say goodbye I'm going to think about how those leaves celebrate their own passing. I hope it will make it easier for me.

This last story is about Steve Jobs, and the last moments as he completed his transition. The story was written by his sister, Mona Simpson. Laurene is Steve's wife. Here is the link: <http://nyti.ms/rroHxh>, and this is the closing:

He made it through the night, Laurene next to him on the bed sometimes jerked up when there was a longer pause between his breaths. She and I looked at each other, then he would heave a deep breath and begin again.

This had to be done. Even now, he had a stern, still handsome profile, the profile of an absolutist, a romantic. His breath indicated an arduous journey, some steep path, altitude. He seemed to be climbing.

But with that will, that work ethic, that strength, there was also sweet Steve's capacity for wonderment, the artist's belief in the ideal, the still more beautiful later.

Steve's final words, hours earlier, were monosyllables, repeated three times. Before embarking, he'd looked at his sister Patty, then for a long time at his children, then at his life's partner, Laurene, and then over their shoulders past them.

Steve's final words were:

OH WOW. OH WOW. OH WOW.

Language Tip

In a previous "Language Tip" column, we discussed *The Magic But*. The "magic but" is a way to control emphasis in a sentence because what follows a "but" is more important than what comes before:

I really like you, **but** I'm not going to buy your dinner.

I'm not going to buy your dinner, **but** I really like you.

Note that the first sentence ends on a negative note, while the second emphasizes a positive point. An-

other way to achieve the same objective is to put the less positive aspect of the sentence in a subordinate clause:

Although I really like you, I'm not going to buy your dinner.

Although I'm not going to buy your dinner, I really like you.

Again, the first sentence ends on the negative note, whereas the second sentence emphasizes the positive aspect.

Another way to control emphasis and subordination is to use active and passive voice appropriately. Active voice emphasizes both the action and the person or thing doing the action. Passive voice subordinates both the action and the person or thing responsible.

Active voice: John hit a home run.

Passive voice: A home run was hit by John.

Passive voice: A home run was hit.

Notice that active voice lets you know right away who hit the home run. The first passive voice sentence above makes the home run more important than John. The second passive voice sentence eliminates John completely.

This aspect of passive voice is useful when you need to let someone know that he or she has made a mistake. In most cases, you want to emphasize actors and actions, but when it comes to something less than pleasant, emphasizing the responsible person may not produce the result you want.

Active voice: You made a mistake.

Passive voice: A mistake was made.

In most cases, the person will know who made the mistake without your "rubbing his or her nose in it." In some cases, however, you may need to be specific about who caused the problem.

The wonderful thing is that you have a choice about what you want to emphasize and what you want to subordinate. Learn to choose wisely. In general, in both writing and speaking you will do well to subordinate negative aspects of the idea you are expressing and emphasize the positive.

What's New?

The most new is Debra's winter schedule of spending time in Florida again. Most of the time, she will have email access and cell phone coverage and she is now able to text on her new iPhone 4S! The learning curve is still steep, but Joel's generous gift is designed to provide you with access to more of the best stuff more of the time. While Debra is Florida, Joel will make a couple trips to be with his family in Middle Tennessee, and when he is not traveling, he is looking forward to enjoying more time for reading and relaxing with his two cats nestled cozily in front of the fireplace in his living room.

At least for now, most everything is still available in CD as well, but we are not sure how long we will continue to produce actual products. If you have not yet done so, be sure to check out how easily you can now download our transformational audios at www.scs-matters.com/products_download.shtml. The cost is just \$9.95 and it is a simple process you can pay for with your credit card using our PayPal service. Thank you for spreading the word about both <http://www.ImagineHealing.info> (for patients) and <http://www.SurgcialSupport.info>. We think technology is here to stay....

What's Coming Up?

January 15, 2012, from 12:30 to 2:30, Debra will offer an introduction to the Imagine Healing process at Unity (Unity of Fort Pierce, 3414 Sunrise Boulevard, Fort Pierce, Florida 34982). Because humans process their subjective experience, in part, as pictures, when someone says, "I just cannot see how I will get through all of this," according to Dr. Emmett E. Miller, author of *Deep Healing: The Essence of Mind/Body Medicine*, we are not just hearing words, we may well be witnessing destiny. The Imagine Healing process might be your key to well-being.

Saturday, March 17, 2012, from 8:30 a.m. to 5:30 p.m., you can join us at Borgess Health and Fitness Center in Kalamazoo, Michigan, for **Using Guided Imagery (Imagine Healing)**. This is the program for learning to use the Imagine Healing Process to assist others, but whether your primary motivation is to work with others or to bring healing into your own life, this workshop will provide you with the tools to achieve amazing results. Learn neuroscience techniques to reduce pain, change limiting beliefs, replace nonproductive attitudes and stop destructive behaviors. This class is ideal for nurses, massage therapists, doctors, energy healers, and everyone who believes in our healing potential. The cost is only \$150, which includes the comprehensive manual plus the CD set. Register online at www.scs-matters.com/workshop-ap.shtml or call/write now at (269) 921-2217 or debra@scs-matters.com.

Continuing education credits for nurses or massage therapists are available upon completion of this course. [Healing Touch Program is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's COA. The Healing Touch Program is approved by the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) as a continuing education provider under Category A. Provider Number 150588-00. 8 CE contact hours available for \$15.

March 28 to April 1, 2012, we will be in Lexington, Kentucky, at the Integrative Medicine Conference (see www.IntegrativeMedicineConference.com). The description on the website, this description lets

you know it is a great fit: "The International College of Integrative Medicine (ICIM) is a community of dedicated healthcare professionals advancing emergent innovative therapies in integrative and preventive healthcare by conducting educational sessions, supporting research and publications and cooperating with other professional and scientific organizations, while always promoting the highest standards of practice." The focus of the conference is Rapid Therapeutic Response, and we will be doing a lead-in workshop, "Anchoring: Stimulus-Response Conditioning for Overcoming Phobias, Relieving Trauma, and Eliciting the Relaxation and Healing Response."

Our breakout session will be "Beliefs, Values, and Effective Strategies for Lasting Interventions." We are grateful to Pamela Chappell for introducing us to this group.

We have submitted a proposal to present at Wellness for All Touch for Health and Energy Medicine (37th Annual Touch for Health Conference), which will be held at the Hyatt Lodge at McDonald's Campus, in Oak Brook, Illinois, July 2 through 5, 2012. Donna Eden (author of *Energy Medicine*) is the keynote speaker, and Debra is already registered. The campus is a gorgeous retreat setting with four miles of walking trails. Maybe this is something you are interested in attending, too. Check it out at <http://bit.ly/rRnZgP>.

SCS continues to be committed to a comprehensive understanding of healing with language and energy, and we will continue our commitment to reach out and network with other organizations to bring this awareness to others. In the same way that body, mind, and spirit cannot really be separate, energy and language are both part of the Subtle Communication Systems many want to know more about. We consider that blend (energy and language) to be what helps SCS—and Joel and Debra—provide a wonderful learning environment.

Be sure to let people know the NLP training is available online. Joel has that set up to go right along with *Healing with Language: Your Key to Effective Mind-Body Communication*. Joel is looking for ways to use streaming video for the NLP training. "Developing Your Intuition with SCS," which is designed to help you learn to distinguish among desires, fears, and intuitive insights, continues to be a goal for Joel. This program is for you when you're ready to begin using your "sixth sense" to its fullest capacity.

The real question is where you want to go next.... Stay in touch with us by Skype, or send us a quick email message: debra@scs-matters.com or joel@scs-matters.com, or call Debra at (269) 921-2217

Because subtle communication matters, and because everyone needs to do more with less these days, you need better tools to achieve better results. SCS can help....

See more...

Hear more...

Feel more...

Be more ... SCS

