

WHAT IS A MASTER – Transcript of Zoom Video Webinar

By Adriana James

Good Afternoon. Morning, Evening wherever you are in the world.

Welcome to our first episode in the series dedicated to Mind Mastery. I'm Adriana James and I am thrilled that you can join me. This is the introduction in our series of discussions in Master Trainer programs, and this is a discussion with Adriana.

I'd like to start by presenting a question to all of you.

What IS A Master?

Once one begins the journey of learning about the mind and how it affects the body, behaviors, moods, and results in life which is the NLP Practitioner training, one is surprised and even amazed about the multiple things we do with our minds. However, what is not immediately obvious is how easy it is for our minds to be trained incorrectly.

Then we get to the Master Practitioner and now we have a piece of paper on which is it written MASTER Practitioner and we feel much better about ourselves. But are we real Masters?

Then we take the Trainer's Training and we realize that there is so much more we don't know and now we begin the journey of teaching others about their minds.

And now we're at the MASTER Trainer level.
But WHAT IS A MASTER? And are we Masters?

A real Master is someone with the ability or power to control as in Master one's results, and when I say this I mean, beliefs, values, decisions, attitudes, thus one's MIND – and therefore "fate" or life. A real Master is not a leaf in the winds of "fate". It is the one who is in complete awareness and control over one's life.

A Master is someone who has achieved absolute control, mastery of all his thoughts, feelings and behaviors.

Which means there is no behavior, emotion, or response which "just happens"!

To achieve complete control of all one's thoughts, emotions and behaviors implies the habitual use of everything one has learned, and a profound knowledge not only of the structure of the human mind, but also of the connection between the Unconscious Mind and the Conscious Mind.



It is this relationship between unconscious behaviors and responses that need to be mastered first. I referred to this in many of my articles I posted on NLPcoaching.com as the “knee jerk reflex” when people respond automatically (read unthinkingly and therefore unconsciously) to whatever it is thrown at them.

Let me say something that may make you uncomfortable, however, it is true, and it is not a new phenomenon. One only has to read many of the philosophers and esoteric writers of western and eastern thought starting with Plato, to realize that this has always been the case. Why this is so? It would take me a long time to explain. It is also beyond the topic of today’s webinar and it is also not important. What can we do about it is the point that interests us as trainers and you as Master Trainer to be.

Therefore, it will suffice to say that most people lead unconscious lives where they are controlled and manipulated by words (linguistics), to adopt beliefs, values and attitudes, to purchase certain products or to vote for certain candidates. To be a Master presupposes first that one is a Master of oneself. By Perception is Projection, then, one becomes a Master of his/her environment. You can see here that the more you master yourself, the more you master your training room and the success of your trainings. Your students will be only as good as you are.

We Are Teaching The Technology Of The MIND

We are teaching a technology of the mind. You may have gotten on this path because you want to have more selling skills, or because you wanted to fix your relationship. But ultimately you are working with the mind, and this is what first and foremost requires your full attention.

A Master is someone who is capable of seeing through and finding solutions to the essential problems of life. In NLP this is called the person with the most flexibility of behavior. The second part of the Law of Requisite Variety says “The person with the most flexibility of behavior *ends up controlling the system*”. But what system are we talking about? First of all, your own “system”. Your own self. Your own mind.

A Master Trainer is one whose mind is free from outside programming, which possesses an extremely strong will and inner power, and critical thinking skills. That’s why we advise you strongly to go thoroughly through the Hidden Magical Language training and learn how to think critically and how to notice the language’s ability to change one’s thought patterns through the logical fallacies.

A Master is someone who, above all else, is full of love, kindness, gentleness, knowledge and is willingly sharing all that knowledge with others interested. The love, gentleness, and knowledge starts with the self. Self-sacrifice only for the benefit of others is not what a Master does, neither are only self-serving behaviors. It is a mixture of the two, where the self is honored,

while helping others that make a person into a real Master.

A Master recognizes one's needs as well as the needs of others and is capable of fulfilling these with real....mastery. It takes a tremendous amount of work, concentrated study, and perseverance to become a Master! In this field, as trainers, we have this opportunity, which is not available to most people. We work with the mind, we show people how their minds work, and in the process we perfect ourselves, daily.

The power of a genuine Master lies in the fact that all his actions are in perfect accord with his thinking, and his values. There is no incongruence, and no incoherence. People have trouble in their lives mostly because their real values are not coherent in and of themselves, they are full of away froms and in many cases they are not aligned with their life goals. Their values are not congruent or aligned with the people in their families, relationships, or co-workers. And again, most of your students will be extremely incongruent. Not only that their values are not aligned, and in contradiction with their goals and direction in life, but even more, most of them are completely unaware (read unconscious) of what their motivations truly are.

There is a marked difference between wanting something deeply and truly and wanting to want something because it should be so according to trends, TV, main stream media relentless propaganda, corporate and government marketing, family duties and responsibilities, just to name a few possible outside environmental influences. If I don't want to eat broccoli but I eat it to please my mom or to be an example to my children, because the doctor tells me that it is good for me or because I saw an advertising in the media, or because my favorite character in a movie is eating it, I am incongruent no matter how hard I try to convince myself that I like it. In this situation, I am not my master – someone else is, because, they have taken control over me and my food and I am unconscious of it.

Most of your students will be in this situation. It requires patience, love, care, and determination to move them off their position and teach them how to discover what they truly want. This is the first step in their own journey to inner alignment. A Master is striving to achieve inner congruency every day and in all ways.

Therefore Master Trainers are first to practice, in their own life, what they teach to others; they are to be living examples of mastery. How can you teach mastery of the mind if you are not a Master of yours?

How can you teach a swish pattern when you bite your nails? How can you teach great education skills and work with kids if you don't know what to do? How can you teach prosperity and business success when you are not prosperous and successful? So here in the MT Program, together, we'll learn all of that, step-by-step and we'll also learn from each other aside from learning how to build a business that's successful.

To be a living example is to be a source, a spring to which plants, animals, and human beings

are drawn. This is why there are always students around a Master. They want to learn. They are attracted to you as the source of knowledge and inspiration.

It is important to know that everything that prevents the mind from understanding, creating, and acting freely comes from the accepted belief and values systems inside the Conscious Mind who has trained the Unconscious Mind in a certain way.

We are going back to basics. The NLP Model of Communication tells us that there is an enormous amount of information with which we are faced every second. But we select only a minute part of it, based on what we believe, and all the other filters inside the Unconscious Mind. Fortunately in this field we can change all that – we have the techniques and we have the skills. But do we have the willingness to do so? Do we have the awareness of what exactly is that blocks us, what are the beliefs and the values and the attitudes, the Meta Programs that lead us to where we are facing challenges? This is where we encounter problems, because as teachers, we need first to teach ourselves. So in a way, simultaneously, we are the observer and the observed.

A Master Is Not Perfect – But It Is Striving To Perfect Oneself Every Day And In Every Way.

If you want to really become a Master, you will begin by accepting yourself with all your faults and strengths. There is nothing more tragic than an inflated personality which behaves in a narrow-minded and prejudiced fashion. And the slightest prejudice in a trainer's logical and rational mindset, in human relations or in questions concerning trainings and students, leads to complications in understanding your students and their ability to learn and be thriving on their own. There is no prejudice worse than that of an offended personality which tries to defend and avenge itself and keeps trying to show off its interesting-ness.

Therefore, a Master Trainer of NLP will never take personally issues that students will bring to the discussion. That is easier said than done, as one has to enforce one's own boundaries. However, to trumpet all day long the issue of boundaries while stepping over others in disregard or disrespect is as bad as having no boundaries at all.

Therefore, when in the training context one becomes inspired by self-interest alone, one will be precluded to see the students for what they really are. One's mind becomes so cluttered by self-preoccupation that forgets what is there for. How do I look? Am I making a fool out of myself? Will I know what to say? Will I say the truth or just please my students? Are these people just stupid, or it is me that's not making sense? These are just a few examples of the destructive mind patterns which are far removed from mastery.

When a Master Trainer sees people with highly developed personalities coming to the training s/he may immediately foresee problems. What are these people going to do to me? How are they going to behave in the training room? Am I going to have trouble and difficulties teaching them anything?

The Rule of Thumb

For a Master Trainer there is one absolute rule of thumb: the more one obtains mastery of one's own mind, that is, the more one defines the boundaries of its functioning and controls it, the freer and stronger s/he becomes, and the more masterful of a trainer s/he is.

Conscious Mind – Unconscious Mind Relationship And Real Mastery

For thousands of years, in their endeavor to study themselves and understand the principles that govern their structure, human beings have imagined many different ways of dividing the multiple facets of man.

As we know from the Master Practitioner, there is a tendency to divide everything into good and evil, high and low, spirit and matter, masculine and feminine, heaven and earth, etc. Others speak of three: thought, emotion, and will or mind body and spirit. Alchemists see a human being as composed of four levels which correspond to the four elements, fire, air, water, and earth. Astrologers speak of twelve, corresponding to the twelve constellations. Cabbalists divide man into three, four, nine and ten... And then there are those who say that man is an indivisible whole. Whichever system you adopt, it is always true; it depends on your point of view, that is to say, your beliefs. And your beliefs are dictated by the values you chose consciously or accepted unconsciously throughout your life. We will see in a future discussion how easy it is to control one's mind and what does it take to get that control back.

To simplify the question, from the NLP and Time Line Therapy® point of view we can say that a human being is a perfect whole, but that this whole has two different ways of operation. In other words, it works in two simultaneous ways. These are the Conscious Mind and the Unconscious Mind.

They both have the ability to think, to feel and to behave (to take action), but not in the same manner of approach. It is most of all by observing our own behaviors, thinking patterns and emotional responses that we can recognize when we act under conscious volition or simply responding to stimuli and therefore unconsciously. If in the training room, we allow ourselves to respond unconsciously and on the spur of the moment without thinking, we are acting unconsciously. Then the training can get out of control.

Many people get things mixed up: they think that the unconscious re-actions are self-initiated. They are not. They are by definition re-active and not initiating. The emotional response of the Unconscious Mind, the unthinking reaction to a situation, statement or question, the experience of anger, and fear should show one – if s/he could recognize these responses – that one is re-acting unconsciously. Thus one is not in control.

It is impossible to tell a person who acts unconsciously that they're acting in an unconscious

manner. They will not be able to recognize it. In that state, one cannot notice any difference between the two modes of functioning. One may think they're totally conscious of their mind, emotions, and behaviors when one is acting completely under Unconscious Mind's control. For a Master, on the other hand, the difference is perfectly clear.

In reality one cannot distinguish an absolute line of distinction separating the Conscious Mind and the Unconscious Mind, because they blend into each other, although the differences can be clearly distinguished in everyday life. Subsequently, a Master Trainer must train them both simultaneously in oneself and in the trainings.

Awareness Equals Consciousness

Awareness equals Consciousness. The more one is aware of one's own inner self, beliefs and values, the more one is conscious in the accomplishment of the daily actions.

- **Intellectually** (at the Conscious Mind level), Master Trainers perfect themselves daily through the studying and understanding of their teaching and the observation of their own mind(s), and behaviors.
- **Emotionally**, (at both the Conscious Mind and Unconscious Mind level) Master Trainers are in charge of their emotions, recognize them and choose what to feel and when. A Master does not run away from any emotion (including Negative Emotions) as they know it is human and normal to feel all emotions. Nevertheless, Master Trainers are not controlled by emotional responses (by the Unconscious Mind's "knee jerk response"), and are capable of training their own Unconscious Mind to the correct emotional responses. They do not fall into basic flight, fight, or freeze reaction. This is achieved mostly through the benefits of human interactions. It is easy to be peaceful and calm all the time if you're living in a cave. There is nobody to push your buttons. But we all live in society, and interact with people. This is amplified in the training, where we interact simultaneously with many people.
- **Physically**, a Master Trainer is in good health, as an example of mind controlling the physical body.

Human beings can be transformed only by persistent, daily effort.

Those who say, "Use this formula, this quick fix, get rich in three simple steps, buy this product and it will rescue you immediately," are lying because they want to deceive you.

A real Master [...] will tell you: "Everything is possible, but only IF YOU WORK AT IT. If you do so, what you obtain will be so certain that no one will ever be able to take it from you."

A Master Trainer of NLP will not promise to their students something not possible as "get fixed from all your ills in 7 days". It is not credible, although it may get a lot of interested students,

upfront. But it will also bring a lot of trouble at the back end, as it is just another untruth.

A Master Trainer understands that some things are immediately resolvable, during the training, and others may take a concerted effort from each and every one of their students to resolve.

Why do we always expect love, knowledge, and power to come from outside ourselves as though we were waiting for food to be placed on the table in front of us? No, it is up to us to work every day to transform our “table”. Unfortunately, very few people stay committed to themselves for long enough because this requires effort. Masters do this for the rest of their lives. That’s why they become Masters.

Unfortunately, many of your future students will be more eager to go for those who promise them all manner of “quick everything”, without their having to lift a finger. This is why there are a lot of people but a very small number of Masters. Human beings operating unconsciously don’t like to hear about making an effort, learning the process, going through the steps, taking responsibility, and more than anything, taking action.

A Master is fully aware that at the beginning the students will be there to hear amazing and sensational revelations trying to avoid the efforts they have to make. But a Master Trainer is mindful of this and obliged to tell the truth without trying to scare the students away. Overall, they’re there because they are searching for something.

The difference between learning something in school, and studying with a Master Trainer of NLP Coaching is that, in school, students learn things that are external to them, that are given to them, so they can repeat or reproduce the same behaviors and the same thinking, in the same fashion. They are not required to think, but to duplicate what they have learned without questioning. After several years of study, they find themselves exactly as they were before, with all the same drawbacks and shortcomings regardless of the amount of stuff they have memorized.

Whereas a Master Trainer of NLP will teach students how to discover themselves in a way which is profoundly transformative: the students’ powers of discernment, their moral strength, critical thinking and control over their own minds and therefore possibilities of action, shift in values levels, and growth of consciousness, both inward and outward, will have increased.

To be Masters requires us first and foremost to become our own Masters capable of presiding, enlightening, and educating the teeming population of thoughts, emotions, and physical cells that inhabit us. To be a Master is, first and foremost, to possess both self-mastery and absolute criteria of discernment.

Having read a few NLP books, or taking a few trainings, some people believe themselves capable of becoming Masters. Instead of taking what they have learned and continue the study with dedication and commitment to themselves first, to see how this applies in their own lives,

they forget about what they have learned and remember to apply the skills only when they have time or only in relation to other clients or students. They do not question, and they go back to life as usual. All it takes is for another smart language pattern to be applied on them and tell them the “newest” way of thinking that they will give them all they want in three little steps and they believe them. They are in a hurry to become “masters”. This is why so many people do not continue on the road to real mastery. Well, since they closed their eyes, since they were obviously set on being cheated, what do they have to complain about?

Here we will do something different and if you have the desire to become a real Master, together we'll get there, because **it is easy to sit around and talk about few things and get excited, but the important part is to DO everything to change things around.** I am here to assist you. Tad is here, Laura and our great trainers and all our staff in both office, the US and Australia are here for you. Let's now see if you are true to your word and actually follow the process.

SPECIFIC PLAN OF ACTION:

Here is what we are going to do:

1. There is an energy of being active and alive. It is called **dynamism**. It is the force that makes your body want to move in general, and to move forward in your life.

So, you want to **dynamically** move forward in your business. Only that **dynamism** does not work by itself. When you walk you don't think of it, but there is another process called **stabilization**, which your body does automatically. Without stabilization, your body would most likely wobble, get out of balance, and fall over. In what we are concerned, this **stabilization** set of processes is made of a lot of little bits and pieces put together, like the different types of muscle cells in the body, that together make the stabilizing of your body easy to do. This is part of what we will be doing here together.

You may have a lot of drive and desire and **dynamism** to create a great training business and make a difference on the planet while becoming a real Master of NLP, Time Line Therapy®, NLP Coaching and Hypnosis, but for most of you, you don't have the stabilization bits and pieces in place...yet! And this is why you don't know what to do, or try certain things and you don't get to where you want to go, or even worse, you try, fail, and give up.

It is not your fault, it is not that you are stupid, but from the neurological point of view, or more correctly said, from the neuro-cognitive point of view, when you try and fail repeatedly, your brain begins to say: “Let's not really do that again. It hurts.” And the brain, automatically (read unconsciously) begins to shut down the neuro-receptors in this “trying and failing”, and then you freeze and do nothing. You do not try something new. Or do nothing at all. Even knowing Time Line Therapy®, very few people have the inner will and power to try repeatedly thousands of times and not give up.

We all have heard the story of Thomas Edison's teachers who said he was "too stupid to learn anything". He was fired from his first two jobs for being "non-productive". As an inventor, Edison made 1,000 unsuccessful attempts at inventing the light bulb. When a reporter asked, "How did it feel to fail 1,000 times?" Edison replied, "I didn't fail 1,000 times. The light bulb was an invention with 1,000 steps."

So, step-by-step we will get that stabilization of your business skills and business entity going. You need to be willing to go through the process of learning step-by-step. You don't have to fail 1000 times. We are here to prevent that and to give you the steps so that part is avoided.

However, without help, and on your own, if you don't know what to do to **stabilize** your business enterprise and anchor it solidly in the reality and the context in which we live, the experience can be traumatic to the mind. Not traumatic because it does any damage to your physical body or brain, but cognitively, it impacts you – it impacts all of us – and in time this translates in loss of cognition in decision making process. In a situation like this, you don't know what to do, what decision to take, you end up confused and overwhelmed. That only confounds you even more, as now you begin to accumulate more and more Negative Emotions because you cannot do what you really want, you build frustration, disappointment, beliefs like "I am not good enough, not smart enough, not creative enough " begin to creep in... and so, you end up in a down-spiraling loop. Here we won't allow that to happen.

2. You will learn to patiently gain control over you own decision making in business because here we are scheduling of specific tasks. Your decision making will become clearer because here we are doing it on keeping in mind **time referencing sequence and order**. **Time referencing** of course takes into consideration the notion of Time Line. Moment to moment you structure your time from past to the future based on your daily tasks, objectives and goals. If these small and specific goals (our projects here) are structured correctly and you do them, you will create the stability we are talking about here. If you have not watched my short 3 min video on time sequencing, do so. It is directly connected to what we are doing here, and at your level you will understand this video differently from a beginner.

Here is the link: <https://www.youtube.com/watch?v=dmXw-CqFjVg>

If you have done your Project No. 1, and set your realistic business goal, the one year goal needs to be **time referenced** in a specific way: where are you going to be in 6 months, then half that time, 3 months, then half that time, 6 weeks, and then half that time and so on, keeping in mind all the while that you need to add the bits and pieces that add to the **stability** of your business without losing **dynamism** (drive, desire and action force). This is something that your brain should do automatically, and it already does in other areas. You don't have to think of how to get to the bathroom, you just go there. But you have the **stability** necessary to move your body easily, to walk without wobbling and falling. You don't have that in business, as your business is like a new born baby – it does not know how to walk yet, but it will learn as a result

of all the projects we are doing together!

3. So you will learn here how to organize the tasks necessary for the **stabilization** of your business, and in the process how to **build a business mind** for you, that works and produces results. We are going to build together a better business brain! And then, what you will notice are a lot of synchronicities happening because your business mind works correctly.

If you're not greatly successful now, it is because your brain got trained to work on pathways that are not successful. So, by creating **stability** for your business, you will also create more **stability in your life**.

This is why together here we will go through the procedural steps (the Projects) leading to new neurology of the brain. As a side effect, this will propel you through to higher values levels, by activating more of the higher brain functions, and will change your Limiting Decisions and Limiting Beliefs and make the Self-maintaining and Self-sustaining beliefs stronger. It will build new neurology and when that happens, the result is more **sustainability** where success and positive results are a given. Why do you think that the Tad James Co. is **consistently successful** for 37 years? Because we apply **sustainability techniques** and strategies and these we will share with you step by step here in this program.

Lofty goals? Absolutely! Can you do it? I am absolutely convinced you can! I have done it with many people before, individually and in groups, not to speak of how many people with whom Tad has done it. But it requires YOU to put in the work, do the Projects, participate in the forum, and get going.

4. During the tasks, you will also not only learn to be a correct **observer** but also the correct **interpreter** of the reality you experience in your business life. I will give you here an alternate interpretation with each Project we do, with **efficiency** attached to it. But I cannot do it without your participation. Therefore, I need you to start talking among yourselves, and talking to us on the forum, I need you to start asking questions and sharing ideas and things you tried and worked, and things you tried and did not work. I need you to participate in this forum; otherwise it will not work for you.
5. **Tell me what are you going to do with your successful business once you are a Master Trainer?** If you have read and done Project No. 1 and Project 1b. you have noticed that there is a bigger goal I asked you to think of, which is beyond your individual business goal. This bigger goal is connected to your life path, a goal which could be at planetary level that truly influences masses of people not only you and which a.) Takes care of ecology but also b.) Take into account the previous question: what are you going to do with your successful business once you are a Master Trainer? Post all your answers in the forum. I will be looking for them.

6. So to recap, when your brain goes into a state of freak-out, “hypo-cognition” or the state where emotions take over the higher functions of the mind (Unconscious Mind takes over the role of the Conscious Mind), something on the order of: “I don’t even know how to begin” or “I don’t even know what is the problem”, or “I failed thus I won’t try again”, it creates a lack of coherence in the neurology. We talked a lot about coherence in the MP and Trainer's Training. This is your typical MD who gives you some drugs to mask some symptoms without even knowing what the real cause of a disease really is, or your typical motivational speaker, or leadership training, or how to master social-media last hype course, all of which have no idea of how to really make things happen but offer a temporary band-aid and sell it well.

But here what we are doing is different. We are here to help you to deal with the learning growth implied in the building and growing your business and Master Trainer program. You are not alone. You are not by yourself. All these details which you don't know how to deal with about sales, marketing, advertising, closing, networking, and so on, plus your personal stuff that comes up in the process, you don't have to get bogged down with all these details because you won't be by yourself. **We are changing the way you represent success in business in your brain and we are changing the way you act outside yourself in the real world to replicate the inner mind so that you react differently to transformations occurring in your life, and to your business life as it begins its growth to fulfillment.**

This is why **Transform the Planet** is such a **Dynamic** and **Stable** goal to have as an overall bigger picture.

However, you cannot run (Transform the Planet) before you learn how to walk (Build Your Successful and Prosperous Business step-by-step, first.

7. We'll be working with and **referencing your decision making process** – where you will not only learn how to take quick and efficient business decisions but you'll know what's happening and why what's happening is happening. Becoming very successful as a small business is not the problem. it is the logistics of getting there. And at this point you might not know some of the details, and this is another thing we'll do together during all the projects, but we will teach you how to:
 - a). **experience efficiency** which is not only being busy. Many people are busy all the time – but how to be **efficiently busy**, how to cut out what is **non-essential VS what is essential**, how to make the difference between **urgent, important and essential**, etc.
 - b). **understanding potential opportunities** and
 - c). Learning how to quickly pick the one that's the most **functional and optimal**. **This is done by a combination of timing and right order and sequence.**

Imagine now that you could know what's the most optimal solution to everything, including business decisions. If you did, that could save you a lot of failing, isn't it true? And not failing will not stop your decision making strategy and therefore you will not end up into a "freeze" mode, which could be cognitively scary, correct? Then what do we have instead? We have a correct **decision making strategy** that is automatically geared toward **functionality and efficiency**, with a neurology in which is **embedded success** because you have an automatic way of doing **time referencing sequence and order** leading there. Will your business be **dynamic and stable** in those conditions? Absolutely!

So together we will rewire all your past cognitively scary events, and we'll learn how to create a new brain, a new neurology while in the meanwhile build a successful business.

You already know how to do this. You don't think that you know but you do! In the business world you're stumbling, but you know already how to do a full breakthrough session with another person and transform their life, and turn things around for them and you don't have any ambivalence about that process. We know how to give you the thinking necessary to implement the same certainty in your business as you have in your coaching one-on-one. It is true, you are missing details, strategies and knowledge that could be and will be learned through the projects. Through the Projects we'll take out the wiring of failure that you're responding to automatically and replace it with the neurological wiring for success. **It is harder neurologically to walk than it is to think about your business from the amount of neurology involved in the process and yet you're stumbling.** Do you realize the absurdity of this?

When you were kids you had all the time in the world to learn how to walk and you did not worry about falling. You tried again and again and again until you mastered walking. Now you fall once and your brain says "Oh noo! It is the end of the world!" Do you realize the absurdity of that?

In this forum we'll save you the time and the money of trying out by paying others again and again, and we'll put your brain back into the coherence it had before you started the failure strategies. So, **Dynamics** comes back up. **Dynamics** can be taken as **energy, life force, vigor**, and thus **empowerment**.

So we are dealing with the same challenges here as everywhere else: the lack of bits and pieces in your strategies and behaviors which neurologically create disruption in your brain, because failures, even if only imaginary, create cognitive shocks which make people freak out and freeze up and then you're tempted to do nothing. And we'll get over all that here, together.

We're going to "recodify" (this is **neuro-linguistic programming** overall) your brain for understanding differently the business world, your own business, what does it take to make it a success and we're going to implement the strategies and behaviors that will then automatically lead you to success, how to recognize solutions and how to select the most functional and best for the circumstances and context solution to any business problem and challenge. How's that?

Because that's what the doing of the Projects will give you. However, if you don't do the Projects very little will happen if anything at all. So, yes, we are giving you a lot of assistance and help, but the responsibility is yours. The ball is in your court.

And as I said, this is already familiar to you, you're already doing it. Now we'll move over what you know in coaching on-on-one to the business context, all the while filling in the missing details and doing this efficiently and competently functional way.

That's why I am here, that's why we are all here, but your part is to interact, help each other, help yourself by asking questions, sharing, answering questions for each other. We're not just learning to walk with a cane here, we're learning to walk and run solidly, and flexibly. We're learning to walk well!

Therefore:

- We expect you to fully participate in the forum. Ask questions when you don't know how to proceed, and exchange ideas amongst yourselves. Exchanging ideas could be as simple as "I tried this elevator pitch and it did not work, but then I changed just three words, and it worked" or "I could not handle the objections of this person. They said blah, blah.... And I could not handle that objection. Anybody with ideas? Anybody who heard this before? What did you do to circumvent the objection? What do I do? Anybody with a good idea?"
OR
"I tried this _____ and it did not work. Then I changed it and tried it in this way and it worked. Here is what I did....."
- We are creating here our own social media for our specialized field. **The International NLP Forum!** So, instead of posting your dinner picture on FB, post a good question or comment on the Forum. It'll serve you better in the long run, anyway.
- During the Projects, you will hit obstacles. These are the cognitively scary things I mentioned before. That's for sure. You'll bump against your own fears, Limiting Beliefs, Limiting Decisions, anxieties, etc. Some people will not want to post anything so they don't look bad or stupid. That's a Limiting Decision. There are no stupid questions. Only those not asked are stupid. As I mentioned before, not posting anything counts against you, as we cannot notice your growth through the logical levels and your mental development to a Master Trainer level from the Trainer to Master Trainer. If we know nothing we cannot assist you in any way. Just posting a smiley or a comment like "Oh that's great" does not count!
- As we discussed in our Practitioner and Master Practitioner trainings, whenever you set up to achieve a new goal, in that moment you create the obstacles leading to it. You set up to develop a brand new business, and to grow your mind, understanding, and capabilities several logical levels above that of a trainer. You set up to develop and implement business skills and strategies which you will have to apply and take action on

them. So you have a lofty goal. We are here to assist you. But you will have to face your own “inner monsters”. The good news is that this time you are not alone, but in a community of like-minded people.

- If you’ve done something that worked, share it on the forum. If you have a video of yourself – post the link so we can all see it. All the other participants can learn from you and when they post something you can learn from them. I know some people operate under the impression that if they share their thinking with others they’ll create their own competition. If that was the truth, the Tad James Co would not have been the #1 excellent company in NLP for 37 years based on the number of successful graduates. So forget about lack mentality. “You are not alone” means you ask, and everybody chimes in and answers if there are intelligent answers to be given or a piece of good advice that produced results. It is a “give and take”, not only a “take”. This is why we created this forum, so you can discuss your obstacles, your barriers, and to give information and assistance to others. With advice from us and exchange of great ideas from other participants you can overcome all your obstacles and be of assistance to other people around the world.
- Together we would have developed a truly **International NLP Community**, which will work to support all of us, even if we never see each other ever again. It is the morphogenic field that we will create, which will act synergistically to support each and every one of us.

In the words of Edgar Cayce:

Spirit is the life
The mind is the builder
and Physical is the result.

Together we are TRANSFORMING THE PLANET.