

NEURO-SEMANTIC[®]

PUBLICATIONS

2023 Catalog

NSP — Neuro-Semantic Publications

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NEURO-SEMANTICS®

When many people first encounter the term, *Neuro-Semantics*, they think it is a really big word and perhaps even confusing, thinking that has something to do with neurology or the neuro-sciences. And it does; and yet it also does not. Neuro-Semantics describes two dynamics—*meaning and performance*. It describes how we literally *embody meaning*. The meaning or semantics is what we know in our heads — our beliefs, understandings, decisions, etc. The embodying is how we transfer, translate, and incorporate these meanings into our muscle memory.

What then is Neuro-Semantics?

- Neuro-Semantics is *actualizing your highest and best*. It is making real your highest meanings and visions, and it is implementing your best values and ethics.
- Neuro-Semantics is a field wherein we model the essential structure of experiences using positive psychology models that focus on accessing the best resources and the highest meanings (models from Maslow, Rogers, Csikszentmihalyi, Seligman, Erickson, Korzybski).
- As such, Neuro-Semantics is about *performance*—*performing* your highest meanings so that what you know you can do. It is about *meanings*—adding the most robust meanings to your life to make things more meaningful and significant.

Neuro-Semantics is Winning the Inner Game to Achieve Peak Performance in the Outer Game

Your inner games are your *semantics*. Your inner game is your inner matrix of meaning frames. Your layers upon layers of meanings make up your inner world. Your *outer games* is your *neurology*. Here you actualize your inner meanings. First, you make meaning, then you perform that meaning via your actions.

All of this raises key Neuro-Semantic questions:

- If every behavior and response is the performance of a meaning, *what meanings are you performing?* What is the quality of that performance? Do you like what you are actualizing or would you like to transform what you are creating?
- If, as a meaning-maker, you create your Matrix, what is the quality of meanings that you are now living? Are there any new or higher meanings that you would like to perform? How meaningful is your life?

- How well are you translating your highest meanings into everyday actions as you close your Knowing-Doing gap? How self-actualized are you today and how much more potential are you ready to release?

Neuro-Semantics is Unleashing ever-higher Potentialities

Neuro-Semantics focuses centrally on the skills and processes for unleashing your potentials by mobilizing your best resources. If you are interested in becoming more resourceful, running your own brain, taking charge of your own life, and actualizing all of your latent potentials, the models and patterns of Neuro-Semantics are designed as tools and processes to achieve that.

- *Models* for understanding the nature of our minds, emotions, and bodies.
- *Patterns* for developing greater competence, self-confidence, resourcefulness, and success in careers, health and fitness, and relationships.
- *Trainings*, coaching, and consulting for living more mindfully and intentionally in adapting to an ever-changing world.
- *Self-actualization* of your best visions and values as you create the richest and most robust meanings for living a meaningful life.

The term “Neuro-Semantic”

Semantics refers to all of the *meanings* you create as a meaning-maker. What are your meanings about yourself, others, life, your career, health, wealth, relationships, etc.? Are they significant and robust? Are they exciting and enlivening? What *meanings* are you seeking to actualize in life? What meanings have you actualized? How well do the meanings that you are living serve you? How ecological are they?

Neurology (neuro-) refers to your body, physiology, and states. It is in and through your neurology that you feel, experience, and *perform* your meanings. What do you perform? What semantic reactions do you experience emotionally and as your skills? Do they reflect your best ideas and meanings? Or is there a big gap between what you know and what you do? Neuro-Semantics focuses on closing the Knowing-Doing gap.

In Neuro-Semantics, we feel meanings in our bodies as “emotions.” These motions move us to act [*e(x)motion*: to move out). This embodiment of our meanings as “emotions” involve what we call “logical levels” i.e., values, ideas, beliefs, understandings, expectations, intentions, decisions, frames, etc. In this, Neuro-Semantics is a process for developing emotional intelligence.

As a model, **Neuro-Semantics** describes *how* we humans *make meaning* through evaluating experiences, events, words, etc. and then experience that meaning as our mind-body-emotional or neuro-semantic states.

This model describes how we live in the world of meaning (our Matrix), part of which we inherit and part of which we construct. Neuro-Semantics describes how we take external references, make them our frames of

reference, and then our meaning frames. Our neuro-semantic states result from our Matrix of frames in which we live and the matrices of meanings that govern our mind-body-emotion system.

As a field, *Neuro-Semantics* developed from the extensive application of the *Meta-States model*. Meta-States describes the operations and principles of our self-reflexive consciousness and how we create layers of fluid levels which textures our mental-emotional states.

Meta-States reveals how we never just think. That's because as soon as we think or feel, we think-and-feel *about* our first thoughts, and we do this repeatedly, layer upon layer. This reflexivity of our states creates the psychological layers that make up our Matrix and which governs the games that we play in life.

In all of this Neuro-Semantics takes NLP to a new and higher level as it expands the **NLP** model as it creates a systemic unifying frame.

It does this by its focus on *meaning* and the higher level structures of the mind. Neuro-Semantics is dedicated to the discovery of empowering frames for truly running our own brains at all of its levels.

The design of Neuro-Semantics is to facilitate your full self-actualization so that you can make real and actual what you have as latent potential within. Our newest set of websites, trainings, and books focus on making self-actualization explicit in terms of the *how*.

Audio, Video and DVD Products

Tom Welch is the official recorder of Neuro-Semantic trainings.
For audio and video products, see the website—

www.nlp-video.com

www.ns-video.com

NLP Video Productions

twelch@nlp-video.com

SELF-ACTUALIZATION BOOKS

Neuro-Semantics, and NLP before it, are in the heritage of the *Human Potential Movement*. Key leaders in that movement that revolutionized the fields of therapy, psychology, self-development, leadership and management, business, developmental psychology, etc. were Abraham Maslow and Carl Rogers — followed by Fritz Perls, Virginia Satir, and Gregory Bateson. All three of these people were part of Esalen —the central growth center of the Human Potential Movement, and were also the people modeled by Bandler and Grinder to create the NLP version of self-actualization.

Until recently this has been mostly unknown and unacknowledged. Yet the very presuppositions of NLP came from the basic premises of the Human Potential Movement. All of this becomes important as NLP and Neuro-Semantics is applied to the emerging field of Coaching. That's because Coaching is uniquely founded upon Self-Actualization Psychology.

Meta-Coaching Series —

- I: Coaching Change
- II: Coaching Conversations
- III: Unleashed: A Guide to Your Ultimate Self-Actualization
- IV: Self-Actualization Psychology
- V: Achieving Peak Performance
- VI: Unleashing Leadership: Self-Actualizing Leaders and Companies
- VII: The Crucible
- VIII: Benchmarking
- IX: Systemic Coaching: Coaching the Whole Person
- X: Group and Team Coaching
- XI: Executive Coaching
- XII: Political Coaching
- XIII: The Meta-Coaching System
- IX: Get Real: Authenticity
- X: Inside-Out Persuasion

Volume I

COACHING CHANGE

Meta-Coaching Volume I, 2005

L. Michael Hall, Ph.D., with Michelle Duval

Neuro-Semantic Publications, paperback, 288 pages, \$25.

Description: In the field of Coaching, there is coaching and then there is *meta-coaching*. *Meta-Coaching* differs by going beyond Performance Coaching to the heights of Developmental Coaching and Transformational Coaching. It “goes meta” to work at a higher level to a client’s performance, states, attitudes, and beliefs.

Discover this difference in *Meta-Coaching* as you explore coaching modalities for unleashing personal power and mastery. The design in coaching is to empower people in developing their best thinking, feeling, speaking, behaving, and relating. It is to tap into hidden and undeveloped potentials, and awakening them. In this, coaching is the premier process for self-actualization.

This first Volume of *Meta-Coaching* describes the theoretical frameworks for Coaching and *Meta-Coaching*. While there are many books on coaching these days, few seriously explore the foundations and premises of coaching. *Meta-Coaching* does. Here you will explore the foundations of a coaching psychology, a psychology that is preeminently cognitive-behavioral in nature and one founded in the principles of the human potential movement. Then going beyond the foundational models in cognitive psychology, we present the key cognitive-behavioral models of Neuro-Semantics. These include three cutting-edge models: the Meta-States model, the Matrix model, and the Axes of Change model.

Meta-Coaching presents the coaching frameworks that inform and govern *Meta-Coaching* to raise the level of skill, competency, and artistry in the field of coaching. Without a solid framework in the hands of a well-grounded professional coach, coaching tends to be fluffy and vague, and a mere grab bag of tricks by the unskilled. The Neuro-Semantic models have set a new benchmark for quality coaching—coaching that’s effective and transformative.

While *Coaching Changes* focuses on change in a healthy person who is not in need of therapy, what is truly unique in this book is that it offers *the only non-therapeutic change model* in the field of coaching. As of 2004, every change model in the field is based on old therapy models about how people change. Here seven chapters presents the new *Axes of Change model*. This generative change model is for self-actualizing people.

Style and Audience: This is above the general reader level and is especially for Coaches, Meta-Coaches, trainers, consultants, and leaders.

Volume II

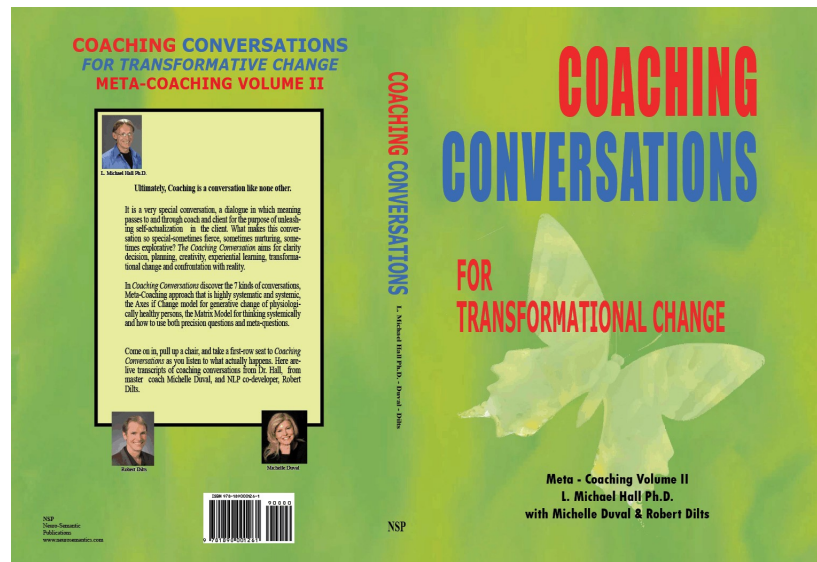
COACHING CONVERSATIONS

Meta-Coaching Volume II, 3rd Edition 2011

L. Michael Hall, Ph.D. with Michelle Duval & Robert Dilts

Neuro-Semantic Publications, paperback, 340 pages, \$25.

Description: As the *coaching* revolution has exploded, it is now recognized as the newest methodology for translating knowledge, principles, and information into actual practical skills to create a measurable difference. Coaching is now proven to be a reliable process for men and women at the top of their fields to take their competence and expertise to the next level of mastery. With this revolution, coaches, managers, supervisors, trainers, and CEOs need some practical tools for this. *Coaching Conversations* provides that.



If coaching is ultimately a conversation, then *Coaching Conversations* is a book that offers new and cutting-edge tools from NLP, Cognitive-Behavioral psychology, and Neuro-Semantics about how to create transformation conversations.

Coaching Conversations also gives an insider's view of the coaching experience. Unlike other books on coaching, the reader is here invited to enter the coaching experience and to over-hear the conversation. If you want an up-close and personal front-row-view of a coaching conversation, then here you will get a peek into a dozen kinds of coaching conversations.

For the curious reader who wants to understand what's so exciting about coaching, *Coaching Conversations* provides debriefs and meta-analysis of the process. This is the first coaching book to provide *actual transcripts of coaching conversations* to invite you into the experience. *Conversations* also offers descriptions about what's going on in the process. As it does this, it demystifies the elitism of coaching as both a movement and as a specialized technology, making its powerful methodologies accessible to anyone who wants to use it professionally and personally. *Conversations* offers a quality exploration into a wide variety of coaching conversations: Outcome, Resource, Matrix, Possibility, Fierce, Narrative, Time-Line, Neuro-Logical Levels, Hero Journey, Metaphorical, etc. This gives the professional coach, the new coach, the manager, leader, or individual a wide variety of choices.

Coaching Conversations goes beyond the change models that have informed therapy for the past 30 and 40 years by presenting a brand new cutting-edge cognitive-behavioral change model, *The Axes of Change*. The coaching conversation is here seen as a dance with various dance steps.

Style and Audience: For the general reader, coaches, Meta-Coaches, Trainers, leaders.

Volume III

UNLEASHED: A Guide to Your Ultimate Self-Actualization (2007)

L. Michael Hall, Ph.D.

Neuro-Semantic Publications, paperback, 300 pages, \$25

Description: Everybody talks about self-actualization, yet most people are not self-actualizers. Most people play it safe. Seeking comfort, they avoid risk. Yet within all of us there is both the possibility and a fascination about unleashing our potentials. Why? Because we are made to actualize our best and become all that we can be. That's the vision of self-actualization. Yet that's the talk, how do we achieve it? How does the unleashing of human potential actually work?

Discover it in *Unleashed!* Discover how to unleash your highest potentials. This revolutionary work is a *practical guide* for taking your skills to new levels of peak performances and experiencing new levels of personal transformation. *Unleashed* is about the human journey that embraces the possibility of greatness. This is not an adventure for the faint of heart, it is for those ready to change themselves and their world. Are you ready to be unleashed?

Unleashed presents the self-actualizing process as a drama in three acts. These become three parts of the book: *the Construct* where we invent meaning, *the Crucible* where we experience transformation, and *the Zone* where we experience peak experiences and peak performances. Picking up the mantle of Abraham Maslow, Dr. Hall has extensively researched the Human Potential Movement of the Third Force in Psychology to understand why it ended, what caused its demise, and what critical pieces that Maslow and Rogers missed.

Unleashed is the first practical book on Self-Actualization in the lineage of Maslow and Rogers in 35 years and presents the best of Neuro-Semantic Self-Actualization along with many new models. In *unleashed* you'll discover how the rigid pyramid of Maslow becomes a *volcano* of energy and transformation as you *unleash* your untapped potentials to become all you can become!

Life can be an adventure— explorative, meaningful, enriching, productive, and fun. Life doesn't have to be merely endured and survived. You can thrive! You can live fully with love and humor, connection, and contribution. This is the vision of self-actualization.

Style and Audience: Written for the general reader, an introduction book into the developmental psychology of Self-Actualization. For Coaches, Meta-Coaches, leaders, managers, parents, and anyone interested in self-development.

Volume IV

SELF-ACTUALIZATION PSYCHOLOGY

The Psychology of the Bright Side of Human Nature

L. Michael Hall, Ph.D.

Neuro-Semantic Publications, 2008

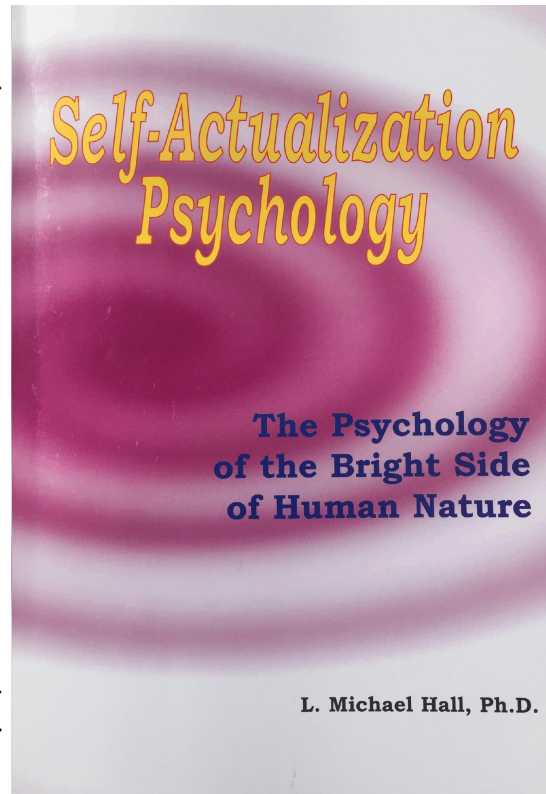
Paperback, 280 pages, \$25

Description: What is the actual “psychology” that fits for and describes psychologically healthy people? If most of the history of psychology has described the sick and neurotic side of human nature, what psychology describes the bright side that’s healthy, robust, alive, and striving to become everything that’s possible? The answer is—Self-Actualization Psychology. This book covers the theory, premises, and nature of *Self-Actualization Psychology* as well as the history of the Third Force in Psychology.

Abraham Maslow launched the Third Force in Psychology in the 1940s as he modeled psychologically healthy people and created his Hierarchy of Needs model. This launched a new paradigm for the field of psychology—the positive psychology of growing and self-actualizing people. By shifting from abnormal and even normal psychology to studying the healthiest and best, the superior specimens of human beings, he began to pioneer “the farther reaches of human nature.” In the 1960 this led to the human potential movement and opened up many new approaches to human nature. And this is the psychology that Coaches—Personal Coaches, Executive Coaches, Business Coaches, etc. use.

While Maslow wrote five books on self-actualization, he never wrote the book that he wanted to on Self-Actualization Psychology. He never brought it all together as a model that makes explicit how the self-actualizing process actually works. So what Maslow did not do, due to his early and untimely death, Dr. Hall has completed.

This book also explores the demise of the Human Potential Movement as an exciting movement and all of the Growth Centers that arose during the 1960s and 1970s. What happened to that movement? Is it possible to launch a new human potential



movement?

Self-Actualization Psychology completes what Maslow began and presents a full model of how self-actualization works, its premises and processes, its mechanisms and so takes Maslow's work to the next level.

Style and Audience: This book complements *Unleashed: A Practical Guide to Self-Actualization* by identifying the psychology of self-actualization. As such it is an advanced book for those who want to understand this new psychology.



L. Michael Hall, Ph.D.

Dr. Abraham Maslow spent his entire life finding self-actualizing persons, studying them, modeling them, and then theorizing, measuring, and presenting *self-actualization*. He pioneered the paradigm shift in psychology from studying sickness to studying health, vitality, and excellence. And while his books present most of the this kind of psychology he never got around to writing the book. His untimely death at 62 cut that short.

Four decades later, Dr. Michael Hall has now picked up where Maslow left off and taken the positive psychology of self-actualization to the next level with the Self-Actualization Quadrants. This book, *Self-Actualization Psychology*, now provides the background for Hall's first book on self-actualization, *Unleashed* (2007).

Discover the genius of Malsow and what Maslow missed in *Self-Actualization Psychology*, learn about the second human potential movement, and how Self-Actualization Psychology today provides the positive psychology for the emerging field of Coaching.

"If ever there was a rallying call for a new movement focused on the deep and profound potential of man, this book is it. L. Michael Hall reminds us that leaders know how to see the potential in people and opportunities and great leaders know how to actualize that potential into reality. Our world is ready for the paradigm shift that Dr. Hall so poignantly summarizes in this landmark book."

Chip Conley, Founder and CEO, Joie de Vivre Hotels
Author of *Peak: How Great Companies Get Their Mojo From Maslow*

NSP

Neuro-Semantic Publications
www.self-actualizing.org

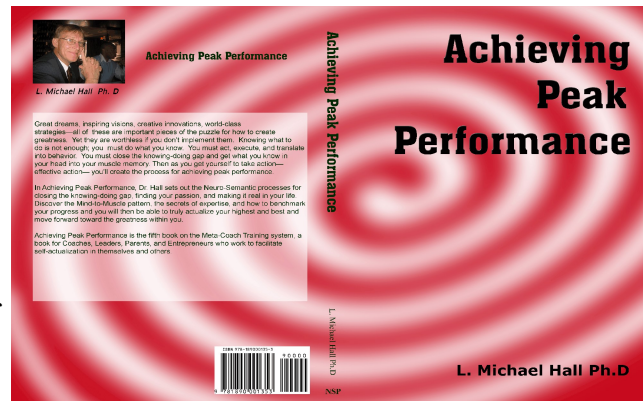


ACHIEVING PEAK PERFORMANCE

The Science and Art of Higher Levels of Performance

L. Michael Hall, Ph.D., 2009, 228 pages, \$25

Description: *Neuro-semantic* is all about *embodied meanings*. It is about getting the ideas that we know without doubt in our minds so that we deeply feel them in our bodies. It's all about transferring the great concepts of the mind so that they become embodied in muscle memory. The source of this book was a previous book that L. Michael Hall originally wrote, "Make It So!" That was a book about the installation patterns and processes in Neuro-Semantic (2002).



Neuro-Semantics presents this as the process of closing the knowing-doing gap to *incorporate* in neurology your greatest and highest meaning frames. How does that happen? What patterns and processes enable us to install that deeply and profoundly? Now the book has been expanded and extended to focus on the self-actualization theme of peak performances.

Great dreams, inspiring visions, creative innovations, world-class strategies—all of these are important pieces of the puzzle for how to create greatness. Yet they are worthless if you don't implement them. *Knowing* what to do is not enough; you must *do* what you know. You must act, execute, and translate into behavior. You must close the knowing-doing gap and get what you know in your head into your muscle memory. Then as you get yourself to take action—effective action—you'll create the process for achieving peak performance.

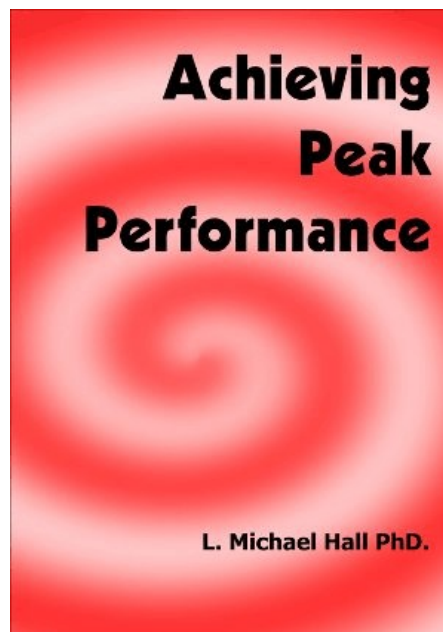
Achieving Peak Performance presents the processes for closing the knowing-doing gap, finding your passion, and making it real in your life. Discover also the secrets of expertise and how to benchmark your progress and you will then be able to truly actualize your highest and best and move forward toward the greatness within you.

Achieving Peak Performance highlights the knowing-doing gap and addresses that gap in numerous ways: How to get yourself take effective action, how to implement performance; and how to eliminate performance blocks and interferences. One

chapter includes the Self-Actualization Quadrants, the meta-levels of peak performance and another focuses on evaluating and measuring performance.

This rich and extensive work will enable you to take your skills to a whole new level of competence. It will enable you to facilitate the development of others as you consult and coach on the inner structure of achieving peak performance.

Style and Audience: Above the general reader level. This book is for people in the training and development field, coaches, Meta-Coaches, leaders, athletes.

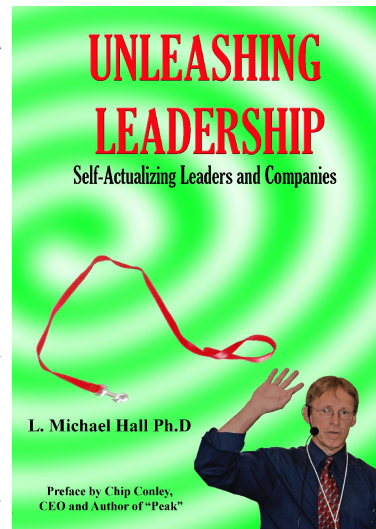


Volume VI

UNLEASHING LEADERSHIP
Self-Actualizing Leaders and Companies (2009)
L. Michael Hall, Ph.D.
NSP, 280 pages, \$25

Why another book on Leadership? Because even though we have most or all of the pieces of the puzzle for creating great visionary companies, we don't have the framework. *Unleashing Leadership* offers that framework.

Based on the pioneering work of Abraham Maslow, Dr. Hall has identified *the missing frame* for unleashing the leadership and creativity for a great company—a company where people are at their best, their potentials are being unleashed, and where people experience work as a passion. The new framework makes explicit the premises about human nature—the self-actualizing drive that enables people to rise to their best. Leaders and managers now have all they need to create *Self-Actualizing Companies*—companies fully able to tap into and unleash the human capital of productivity, creativity, innovation, passion, and engagement. Companies where customers become loyal fans because of the way employees treat people and employees become loyal participants because of how they are treated by management.



Unleashing Leadership is cutting-edge psychology for organizations who want to become effective, productive, and humane. Everybody connected with business (leaders, managers, employees, customers, investors) needs meaning in work, products and services—meaning that enables them to actualize their highest and best.

The jury is no longer out on what makes great companies— it is passionate people who are completely engaged using their creative and intellectual assets—and this book gives leaders the *how* for using this missing frame of the puzzle to lead a self-actualizing company.

"This is a timely book ... an opportunity to explore the human side of leadership in organizations . . . by fitting many known jigsaw pieces of our knowledge on leadership into Maslow's self-actualizing frame. A practical resource for leaders as well as their coaches." Dr. Yvonne Sum

THE CRUCIBLE

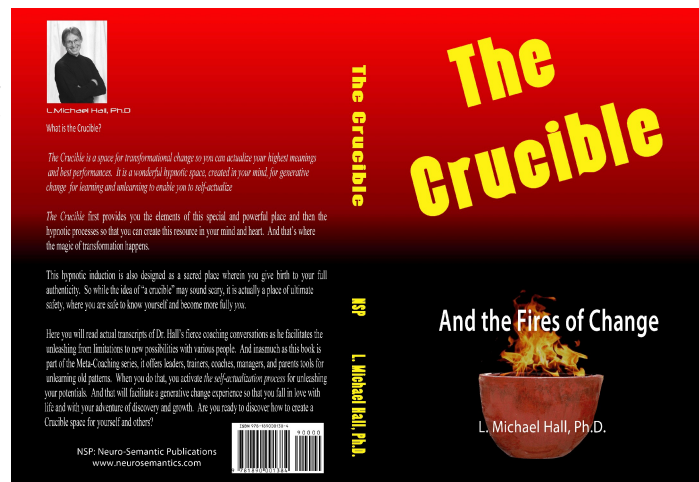
And the Fires of Change

L. Michael Hall, Ph.D.

NSP, pages, \$25

What is the Crucible?

The Crucible is a space for transformational change so you can actualize your highest meanings and best performances. It is a wonderful hypnotic space, created in your mind, for generative change for learning and unlearning to enable you to self-actualize.



The Crucible first provides you the elements of this special and powerful place and then the hypnotic processes so that you can create this resource in your mind and heart. And that’s where the magic of transformation happens.

This hypnotic induction is also designed as a sacred place wherein you give birth to your full authenticity. So while the idea of “a crucible” may sound scary, it is actually a place of ultimate safety, where you are safe to know yourself and become more fully *you*.

Here you will read actual transcripts of Dr. Hall’s fierce coaching conversations as he facilitates the unleashing from limitations to new possibilities with various people. And inasmuch as this book is part of the Meta-Coaching series, it offers leaders, trainers, coaches, managers, and parents tools for unlearning old patterns. When you do that, you activate *the self-actualization process* for unleashing your potentials. And that will facilitate a generative change experience so that you fall in love with life and with your adventure of discovery and growth. Are you ready to discover how to create a Crucible space for yourself and others?

Volume VIII

BENCHMARKING

The Art of Measuring the Unquantifiable

L. Michael Hall, Ph.D.

NSP, 285 pages, \$25

Effective Coaching *measures* results. If a coach cannot do that, *how then would you know* that you have improved? How would you know that your client has made progress? How would you be able to demonstrate that you are performing at a higher level than you did last year? *How do you know* that the quality of your leadership has increased? *How do you know* that you are taking your skills to the next level of development? How do you measure the *quality* of your listening or supporting? How do you know that your coaching skills are improving? How do you know where they are today?

If you're interested in the questions to these questions, then benchmarking is the process that will enable you to find the answers. And in the book, *Benchmarking Intangibles*, you will discover the processes of benchmarking, both those that focus on things tangible and things intangible. Now while there are many books on benchmarking—this is the first book on *The Art of Measuring the Unquantifiable*. Here Dr. Michael Hall will take you into the process of measuring *the most important things of all*, the things that most count and that are the most difficult to count. Yet it can be done. Here you will discover how.

James Lawley writes that here in this book “how we can use the process of benchmarking to stalk excellence—from individuals to large organizations.”

“[Michael Hall has produced] a detail operational manual about those *oh so important distinctions* that seem *oh so hard to measure*.”

The art of measuring the unquantifiable...

Learn “how to use the process of benchmarking to stalk excellence—from individuals to large organizations. [Michael Hall has produced] a detail operational manual about those oh so important distinctions that seem oh so hard to measure.”

James Lawley
NLP Trainer, developer, and
author of Clean Language

“In this book, Dr. Hall breaks new ground with confidence as well he might. His exposure and illustration of process is elegance itself, it reads like a journey from darkness into light.”

Dr. Angus McLeod
Visiting Professor of Coaching and
Supervisor of Applied Research
Birmingham City Business School.



How do you know that you have improved or progressed? *What lets you know* that you are performing at a higher level than you did previously? *How do you know* that the quality of your leadership is better? *How do you know* that you are taking your skills to the next level of development? How do you measure the *quality* of your listening or supporting? How do you know that your coaching skills are improving? How do you know where they are today?

These benchmarking questions are about measurement and about scaling things that are not immediately tangible. While there are many books on benchmarking tangible things, this is the first book on *measuring intangible qualities*. *Benchmarking Intangibles* will introduce you to the processes of benchmarking intangible experiences, how to measure *the most important things*—the things that count most which are the most difficult to count. It can be done and you can learn how to do it.



ISBN 978-187001159-1
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NSP
Neuro-Semantics
Publication

Volume IX

SYSTEMIC COACHING

Coaching the Whole Person

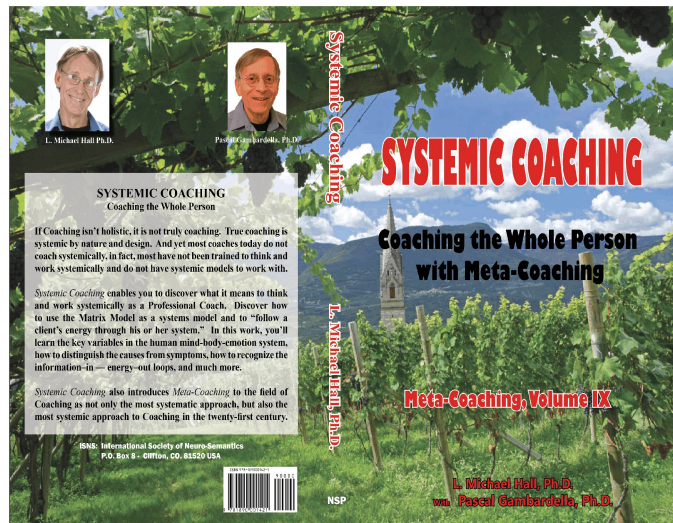
L. Michael Hall, Ph.D. with Pascal Gambardella, Ph.D.

NSP, 280 pages, \$25

Coaching is systemic by its very nature. In fact, if your Coaching isn't holistic, it is not truly *coaching*. And for coaching to be truly effective, it has to be systemic by design. Yet most coaches today do not coach systemically, don't know *how* to coach systemically, and in fact, most have not been trained to think and work systemically and do not have systemic models to work with.

In this book, *Systemic Coaching*, all of that changes! This is the book that will enable you as a Professional Coach to discover what it means to think and work systemically. In this book, discover how to use the Matrix Model as a systems model so that you can effectively and with confidence “follow a client’s energy through his or her system.” In this work, you’ll learn the key variables in the human mind-body-emotion system, how to distinguish the causes from symptoms, how to recognize the *information-in — energy-out* loops, and much more.

Systemic Coaching is the ninth book in the series of Meta-Coaching books and so introduces the most systematic approach to the field of Coaching. And with this work, it introduces also the most systemic approach to Coaching in the twenty-first century.



Volume X

GROUP & TEAM COACHING

L. Michael Hall, Ph.D.

NSP, 290 pages, \$25

Question: Is Coaching a group the same thing as coaching an individual except there's more than one person? *Answer:* No. Moving from coaching individuals to coaching groups means you now have on your hands the challenge of calibrating, understanding, and dealing with many more persons, and all at once. This is a challenge! In addition to dealing with the psychological dynamics of individuals, you also have to deal with group dynamics. Now you have to work with more layers of systems and the multiple groups that each individual belongs to. While it is not easy, it can be extremely rewarding when done well.

Why? Group and Team Coaching enables people to think together, learn together, and solve problems together in ways that can be much more effective, creative, and productive than alone or with just a few talented persons. Group coaching makes teams and organizations much more effective, aligns boards and leadership teams, reduces conflict, eliminates nasty politics, facilitates synergy, and unleashes creativity. Teams, as the primary building blocks of performance in companies are destined to be the future of organizations.



GROUP AND TEAM COACHING

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Discover in *Group and Team Coaching* the power of Group Coaching, the unique Group Conversations, Group Dynamics, Group developmental processes for becoming a high performance team, Group Coaching Skills, Facilitating Group Conflict Resolution, and much more.



NSP Neuro-Semantic Publications
www.neurosemantic.com

GROUP AND TEAM COACHING

L. Michael Hall, Ph.D.

NSP

GROUP AND TEAM COACHING



L. Michael Hall, Ph.D.

Group and Team Coaching
Meta-Coaching Volume X

Discover in Group and Team Coaching the power of Group Coaching, the unique Group Conversations, Group Dynamics, Group developmental processes for becoming a high performance team, Group Coaching Skills, Facilitating Group Conflict Resolution, and much more.

IN THE ZONE

With South Africa's Sports Heroes

Michael Cooper and Tim Goodenough
2007, softback, 250 pages \$25

“The Zone” is the way athletes talk about “the genius state” of flow when a person is in an optimal state with all of his or her resources available. Here Cooper and Goodenough, both sportsmen, mental coaches for sports teams, and executive coaches using the Meta-Coaching System interview and model out the key to getting in and of the zone at will.

The book introduces the idea of “zoning” — how to get into the zone, and a Zoning Pyramid. This pyramid with four levels describes the process of becoming an elite athlete and the key factors that make up excellence in sports. Michael and Tim also introduces many NLP and Neuro-Semantic models, processes, and patterns in this book to enable a person step up to expertise.

Volume XI

EXECUTIVE TEAM COACHING

L. Michael Hall, Ph.D. with Graham Richardson

NSP, 290 pages, \$25

Executive Coaching is unique because it is focused on those who live in the C-Suite — their characteristics, their challenges, and their psychology. Discover the six unique kind of Coaching Conversations that are special for senior managers, CEOs, and business owners. This book is unique also in that it was written along with a leading Executive Coach, Graham Richardson who has been recognized for two decades as a leading Executive Coach and one of the original four expert coaches that Dr. Hall originally modeled for the Meta-Coaching System.

Testimonies about the book:

“Executive Coaching by Dr. Hall is a solid gold and amazing book and I say that, as an Executive Coach for over 15 years, I have dealt with so many of the topics in this book: politics, feedback, derailment, blind-spots, different kinds of Coaching Conversations, and more. I will keep reading Executive Coaching to polish my own work as a Consultant and Executive Coach. I highly recommend this book for anyone who is serious and passionate about becoming an Executive Coach.”

Omar Salom, PCMC, Executive Development, *Salom Change Dynamics*, Mexico

Consultant with Citybank, Scotia Bank, Siemens, Metlife, Bristol, Aion. Axa, Cemex, Kraft, NY Life.

“Executive Coaching is a timely book for Executive Coaches and Executives. In this rapidly changing and demanding business world senior executives must to be able to play their A-Game to resolve challenges, unlock opportunity and nurture their own well being for sustained performance in their professional lives and engagement in their private lives. Getting the A-Game right means the shadow that these executives cast across all areas of their life can be inspiring and empowering to others. This is a book that sets the executive coaching agenda and challenges executive coaches to play their A-Game in supporting their clients.”

Shane Stewart, ACMC, *Managing Partner Bay Consulting Group*, Sydney Australia

Enabling Leaders To Create The Future

“This is a must read for anyone wanting to get into Executive Coaching. It

is the most thorough and relevant book on the subject that is available.”
**Michael Cooper, ACMC, Executive Coach, co-author of *In the Zone*,
 Johannesburg, South Africa**

Executive Coaching
L. Michael Hall, Ph.D.

Meta-Coaching Volume XI

Facilitating Excellence in the C-Suite

**with Graham Richardson,
 Master Coach**

NSP Facilitating Excellence in the C-Suite

Executive Coaching

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ISSN 978-189000145-2
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Volume XII

POLITICAL COACHING

Self-Actualizing Politics and Politicians

Here's a revolutionary thought— *Suppose we looked at politics through the lens of Self-Actualization Psychology?* If we did, what would we see?

- How would politics look and how would that lead to new ways of handling politics?
- What would people feel about politics if they shifted their perspective to that informed by the bright-side psychology?
- What would this mean for politicians in terms of how they operate?

These questions highlight a new book on politics and political coaching and suggest the radicalness of this perspective. Never before has there been an entire book devoted to looking at politics exclusively from Self-Actualization Psychology. That makes *Political Coaching* an entirely new perspective and one that leads to re-thinking most of what we think we know about “politics.” Ready for a paradigm shift? You will never think about politics in the same way.

The shift to viewing politics through the Self-Actualization Psychology lens enables us to begin exploring what is potentially possible for us humans in our homes, groups, organizations, cities, and countries. Until now, the great majority of works on politics starts from inadequate assumptions. They start from a false psychology. They start from the assumption that people are essentially animals in how they work together, communicate, cooperate, and set up rules, laws, and constitutions for governing group life. They are irresponsible, untrustworthy, liars, cheats, thieves, and the only way to manage them is by the control of fear and threat. Governance depends on “command and control” by dictators and by tyranny.

But there's another psychology. Maslow's work on the hierarchy of needs led Douglas McGregor to develop Theory X and Theory Y managers and leaders in his 1960 book, *The Human Enterprise*. Some leaders operate from the idea that the sole needs and drives of people are the lower deficiency needs (Theory X). Other leaders operate from the idea that there is in people higher needs and drives— the need to actualize the highest and best (beauty, meaning, justice, contribution, love, responsibility, etc.). It is this distinction that began a paradigm shift in business which continues to this day.

What if we apply the same psychology to politics? What if we begin distinguishing Theory X Politics and from Theory Y Politics? We could then start imagining and describing what a Self-Actualizing Politician and Politics would be like. And that's

exactly what I have done in the book, *Political Coaching: Self-Actualizing Politics and Politicians* (2015).

Can politics be a potential for good? Yes if you believe that there is a self-actualization drive in people, then it can even be a drive for greatness. The question is how to coach people to be more politically intelligent and to operate from the healthy side of politics. As Self-Actualization Psychology starts from the assumption of all people being equally important—it is fundamentally democratic, against every form of tyranny, injustice, and inequality. It assumes that people can be responsible, self-managing, contributing, etc.

Politics at the office, politics in international corporate organizations, politics in volunteer organizations, and politics in government can be a whole lot better than it has been. *Coaching Politics* is a book full of the kind of Coaching Conversations which help people manage political environments.



L. Michael Hall, Ph.D.

Political Coaching

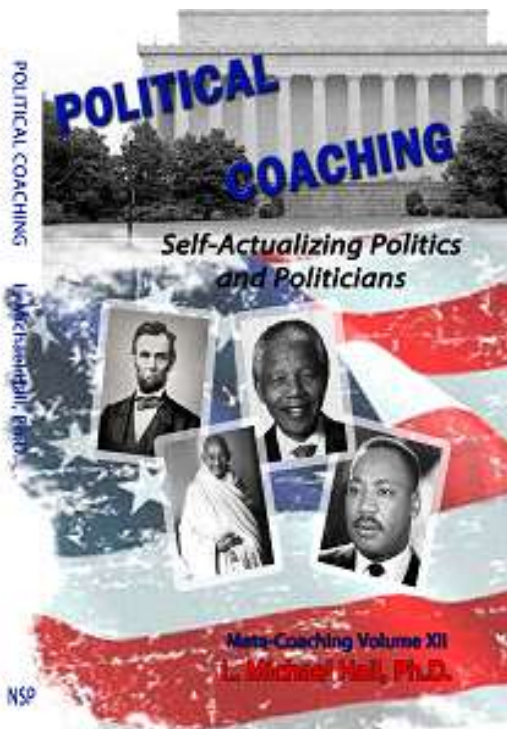
If your first thoughts when you hear the phrase, Political Coaching, is, "Coach a politician? Are you kidding? What planet did you grow up on?" Then you will both love and hate this book. You will be surprised and then shocked. Shocked when you discover that you too are a politician. Surprised that to be human is to be political because we are political beings. Love because politics is about how we relate and get along with each other (it is a psychological experience that we all have). Hate because politics can so easily and quickly go wrong even when you have the best intentions. The possibility of positive and healthy politics may seem utopian, yet it is a potential. That's because the quality of politics in any and every group is up to us. We can have self-actualizing politics, politicians, and governments if we so choose and act. It may not be easy, yet it is possible. This book is about the how, we can innovate Self-Actualizing Politics one conversation at a time as we use the healthy Political Coaching Conversations described here to transform the politics in our families, organizations, and government. By these intense and deeply meaningful conversations, we can then design the way we interact and govern ourselves can be healthy and positive.

"When the people have the government, they can safely offer the government back to the people, through liberty."
Thomas Jefferson

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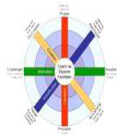
Volume XIII

THE META-COACHING SYSTEM Systematic Coaching at its Best L. Michael Hall, Ph.D.

Can Coaching be systematic? Is there a structure and order to the process of Coaching? In *The Meta-Coaching System: Systematic Coaching at Its Best* the answer is a definite “Yes!” Beginning in 2001, the Meta-Coaching System is now in twelve volumes and three training manuals. That’s a lot of material for the entire system. But now, in a single volume, you can get an over-view of the whole system and discover the most systematic approach to coaching anywhere. *The Meta-Coaching System* provides a summary description of the eight models which make up Meta-Coaching and a full description of the Coaching Psychology that informs and governs Meta-Coaching—Self-Actualization Psychology. Discover the single uniqueness of Coaching, the principles of Coaching, the Art of Process Facilitation, and much, much more.



L. Michael Hall Ph.D.



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THE META-COACHING SYSTEM



THE META-COACHING SYSTEM

Systematic Coaching at Its Best
L. Michael Hall Ph.D.

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Volume XIV

GET REAL: UNLEASHING AUTHENTICITY

Real is not how you are born, *real* is what you become which is the ultimate human adventure. When we are not real, we hide behind a persona, we manage our public image, and down-deep we may not really know who we are or what we are about. The danger of not becoming real or authentic leads to suffering human diminution. Then we do not become our best self and then sadly, we may die with our music within us.

Conversely, when you *get real*, you experience your Self *alive* to life and to your potentials. You are growing and developing with a sense of vitality and purpose. You are then able to come out from behind yourself and into the adventure of life, you are more yourself, more present, and more engaged in expressing your highest values and visions. Life becomes joyous. When you are real, you are able to tap into your core human powers and the clamoring potentials within you—you make actual the possibilities and live more fully. You become fully human/ fully alive.

L. Michael Hall, Ph.D.



GET REAL!

Unleashing Your Authenticity To Become Your Best Self

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ISBN: 978-149000148-3



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Get Real! - Unleashing Authenticity

L. Michael Hall, Ph.D.

NSP

GET REAL!

Unleashing Authenticity



Meta-Coaching Volume XIV

L. Michael Hall, Ph.D.

Volume XV

INSIDE-OUT PERSUASION

For Healthy and Authentic Persuasion

- Do your friends say that you are a highly persuasive person? How persuasive are you? How much better would your life be if you were more persuasive?
- How persuasive are you in *influencing* your own thinking, feeling, deciding, and acting so you can do what you want to do?
- How much more persuasive would you like to become in communicating your ideas, causes, products, and services?

The art of persuasion suffers from the negative connotations of manipulation and trickery. Yet *persuasion* is what we all do everyday. Whenever you speak and relate, you exert an influence. Whenever you share your ideas, dreams, hopes, visions, values, or plans, you seek to influence minds and hearts. The question is: Are you effective, elegant, charming, and authentic in your persuasion?

Inside-Out Persuasion integrates persuasion with personal responsibility to make it ethical, human, and authentic. *Inside-Out Persuasion* de-mystifies persuasion as it details the actual processes of persuasion. The design is so that you can become personally persuasive.

Inside-Out Persuasion situates *persuasion*, not as a tool for getting your way with people, but how to more effectively relate and communicate, with grace and elegance. *Inside-Out Persuasion* positions persuasion as not about manipulating and controlling, but presenting your best ideas in compelling and respectful ways.



L. Michael Hall, Ph.D.

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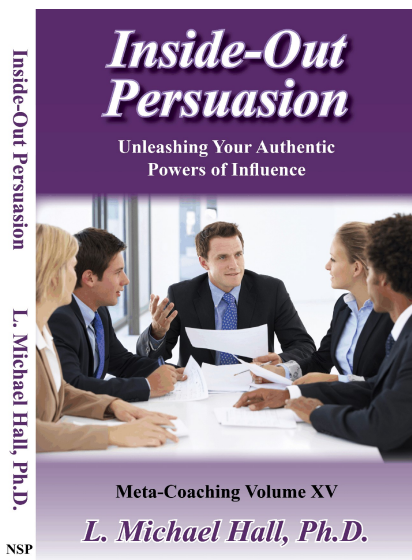
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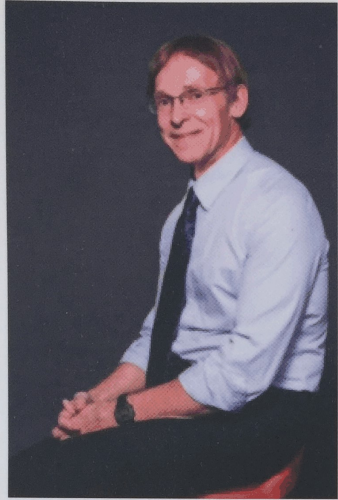
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ISBN 978-1890001506



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COLLABORATION LEADER

The Ultimate Leadership Challenge
L. Michael Hall, Ph.D. & Ian McDermott
Crown House Publications \$20



Leadership is challenging enough, leadership that invites, creates, facilitates, empowers, and actualizes *collaboration between people*, however, is the ultimate leadership challenge. Unlike the Heroic Leader or the Raising Star Lone-Range Leader, the collaborative leader enables a mutual interdependency between a group of highly skilled people to achieve something beyond what any one person could achieve alone. And that's the magic of collaboration— being a part of something much bigger than any single person.

Collaborative leadership on this order requires an extraordinary vision that excites an adventure, the robustness to handle the dragons that will rise to challenge and undermine the collaboration, the facilitative competence to lead and coach people to collaborate by integrating differences, creating a collaborative culture, synergizing self-and-other, and that enables people to transcend to the bigger game.

If you're up for an adventure— one that will change you and enable you to change the world, collaboration is the name of this bigger game. It is certainly not for the faint of heart because collaboration demands a lot of heart— and a lot of trust, care, transparency, and authenticity. That's what this book is about.

Collaboration is inherently the leadership skill. After all, if a leader cannot lead people to cooperate and share their intellectual and creative capital, then an organization will not be on the cutting-edge of business. The Collaborative Leader begins within him or herself by *being* a collaborative person.



Volume XVI

CREATIVE SOLUTIONS:



Creative Solutions

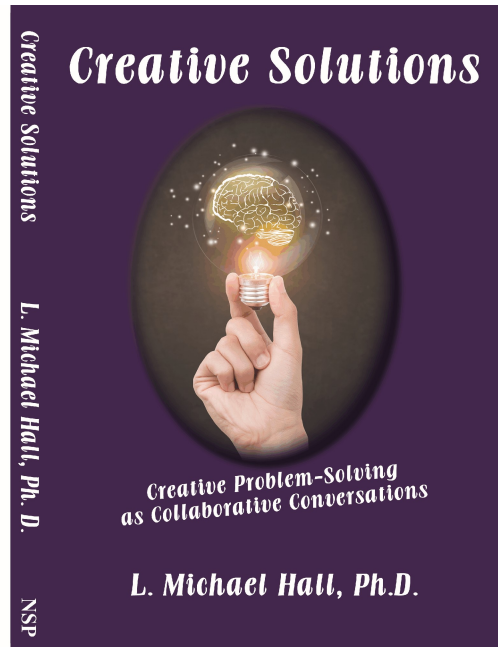
L. Michael Hall, Ph.D.

Creativity starts with thinking. When you think, you create ideas. That's why the quality of your thinking determines the quality of creativity. When do you think? When you have a goal to achieve and when that objective is blocked. We call that a problem — something thrown in your way. This landscape of creativity — outcomes, problems, solutions, and innovation — has many variables — the creative space, the creative strategy, the attitude of loving problems, your singularity, risk management, implementation, and more. These are the components of the creative process from dream to creative solution to implementation.

What makes this practical is that each of these landscapes is managed by a *creative conversation* — a collaborative conversation by which you can gain new perspectives, mobilize needed resources, handle innovation, risks, etc.

Creative solutions drive business, enhance groups and culture, and define how we evolve. Discover in *Creative Solutions* the rich complexity in the creative experience and strategy. Discover its vital engagement and joyous pleasure. If you're ready to discover how to tap your own creative powers, become a creative person, enjoy the flow and joy of creating, and how to coach others through creative collaborative conversations—this book is definitely for you.

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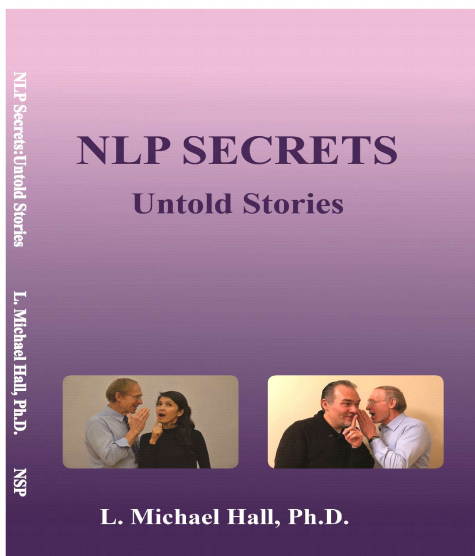
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NLP SECRETS

Untold Stories (2019)

L. Michael Hall, 216 pages, \$25



Discover the hidden secrets about NLP as exposed in *NLP Secrets* to get free from the distorting and deceptive mythologies surrounding NLP. *Secrets* will give you new eyes for seeing where NLP truly came from, its actual sources, the people who have contributed to its success, and what it is truly about. As *Secrets* pulls back the curtains, it exposes the shallow and false propaganda. You will be able to hear the amazing Story for what it is.

With an investigative reporting point of view, *Secrets* boldly goes where no one has gone before— as it *reveals* character flaws, unethical practices, and self-sabotaging activities which have given NLP its negative press. *Secrets* also reveals the communication power of NLP—a power for precision, clarity, for modeling expertise, and for enhancing the quality of life. In *Secrets* you will discover the shocking truth that NLP was *not* founded solely by two men, there was “a third man,” and there were communities of experimenters without whom it would not have developed. You will discover that NLP was not a discovery of New Agers or 1970s hippies in southern California—it had roots in many scholars and disciplines— Bateson, Korzybski, Miller, Chomsky, etc.

Ready to be surprised and let in on some revealing secrets? Then get ready for an emotional ride— surprises, excitement, discouragement, disbelief, anger, fear, love, etc. They are all a part of the secrets within the story and the truths that today forges NLP as a Professional Communication Model.

THINKING AS A MODELER

Inside Modeling Expertise
L. Michael Hall; 245 pages, \$25

It is one thing to learn the tools of modeling, it is an entirely different thing to *think like a modeler*. NLP and Neuro-Semantics offers lots of modeling tools—models and templates and processes for capturing the expertise of a highly skilled person. Based on the fundamental premise that every experience has a structure and that structure can be identified, coded, and replicated, NLP and Neuro-Semantics have been creating hundreds of models of excellence. There are now wonderful strategies available for leadership and management, for therapy and coaching, for parenting and partnering, and for just about any other highly valued human experience. There are also many books and trainings on the modeling tools and on how to use them.



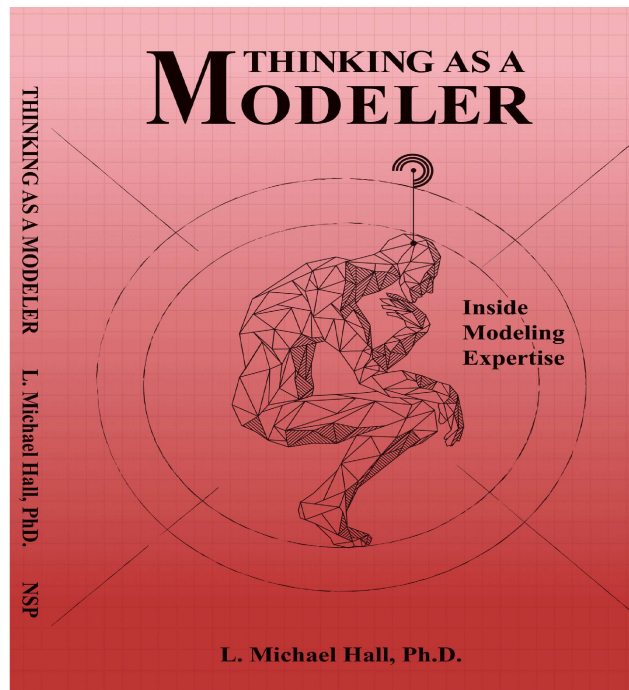
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What there is far too little of is the kind of thinking within and behind the modeling process itself. That's what this book offers—an insider's view for how to think as a modeler. Here Dr. Hall overviews his 27 modeling projects and describes some of them in detail (e.g., modeling resilience) to provide an inside view of the thinking patterns that enable one to capture expertise and encode it for others.

Several things new and exciting are here, primarily the introduction of thinking systemically, culturally, and recursively. For systemic thinking, there are chapters on thinking via the Matrix Model. For cultural thinking, there is John Searle's model about the construct of social reality, and for recursive and self-reflective thinking, there is the Meta-States Model. These and other models will enable you to think like a modeler.

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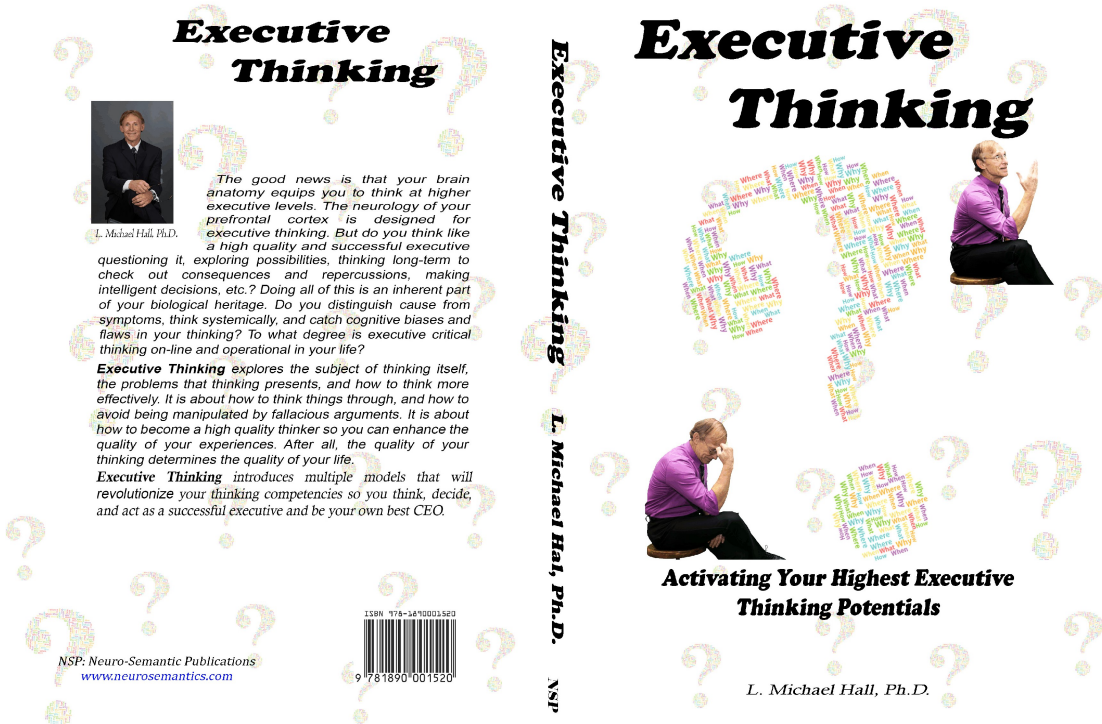
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EXECUTIVE THINKING

Activating Your Highest Executive Thinking Potentials Executive Thinking

L. Michael Hall; 338 pages, \$25

The good news is that your brain anatomy equips you to think at higher executive levels. The neurology of your prefrontal cortex is designed for executive thinking. But do you think like a high quality and successful executive? Do you think like an



executive in gathering information, questioning it, exploring possibilities, thinking long-term to check out consequences and repercussions, making intelligent decisions, etc.? Doing all of this is an inherent part of your biological heritage. Do you distinguish cause from symptoms, think systemically, and catch cognitive biases and flaws in your thinking? To what degree is executive critical thinking on-line and operational in your life?

Executive Thinking explores the subject of *thinking* itself, the problems that thinking presents, and how to think more effectively. It is about critical thinking, it is about creative thinking, it is about how to think things through, and how to avoid being manipulated by fallacious arguments. It is about how to become a high quality thinker so you can enhance the quality of your experiences. After all, *The quality of your thinking determines the quality of your life.*

Executive Thinking introduces multiple models that will revolutionize your thinking competencies so you think, decide, and act as a successful executive and be your own best CEO.

THINKING HYPNOTICALLY

For Unleashing Potentials (2020)

L. Michael Hall; 273 pages, \$25



Hypnotic Thinking

L. Michael Hall, Ph.D.

While everybody thinks hypnotically, that is not a common perceptive. More commonly, we think of hypnosis and trance as strange, mysterious, and possibly dangerous. Yet thinking hypnotically simply describes how you *go inside*, narrow your focus of attention, and activate ideo-dynamic functions in your mind-body system. These ideo-motor responses then can activate hypnotic phenomena which do seem quite extraordinary—hallucinations, age regression, age progression, time distortions, amnesia, anesthesia, pain relief, healing, vivid memories, etc.

Your ability to intentionally think hypnotically enables you to manage your mind, emotions, body, and life to a greater extent than you have ever thought possible. This ability enables you to access your best trance states—the learning trance, healing trance, creativity trance, love trance, writing trance, athletic trance, etc. Thinking hypnotically can empower you in your problem-solving skills, developing expertise in your chosen area, and turning on your best relational skills to enrich your world with love, compassion, excitement, curiosity, etc.

Ultimately, *hypnosis is communication*. A special form of mind-body communication, you can integrate what and how you conceptualize things and how you perform them in the outside world. It is communication for tapping into your potentials, getting yourself to do what you want, and staying mentally, emotionally, and physically alive and healthy, unleashing your ability to actualize your highest and best. If you're ready to turn on your hypnotic powers for better memory, skill development, well-being, and vitality—welcome to *Thinking Hypnotically*.

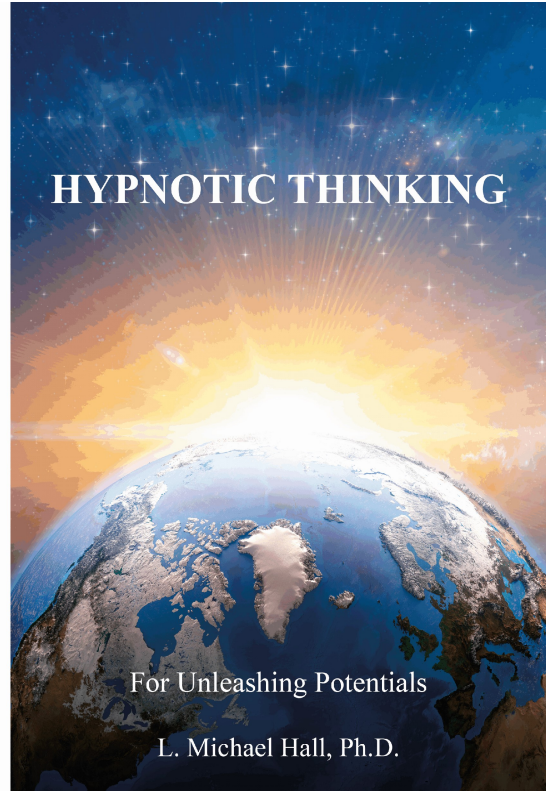


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NSP



While everybody thinks hypnotically, that is not a common perceptive. More commonly, we think of hypnosis and trance as strange, mysterious, and possibly dangerous. Yet thinking hypnotically simply describes how you *go inside*, narrow your focus of attention, and activate ideo-dynamic functions in your mind-body system. These ideo-motor responses then can activate hypnotic phenomena which do seem quite extraordinary—hallucinations, age regression, age progression, time distortions, amnesia, anesthesia, pain relief, healing, vivid memories, etc.

Your ability to intentionally think hypnotically enables you to manage your mind, emotions, body, and life to a greater extent than you have ever thought possible. This ability enables you to access your best trance states—the learning trance, healing trance, creativity trance, love trance, writing trance, athletic trance, etc. Thinking hypnotically can empower you in your problem-solving skills, developing expertise in your chosen area, and turning on your best relational skills to enrich your world with love, compassion, excitement, curiosity, etc.

Ultimately, *hypnosis is communication*. A special form of mind-body communication, you can integrate what and how you conceptualize things and how you perform them in the outside world. It is communication for tapping into your potentials, getting yourself to do what you want, and staying mentally, emotionally, and physically alive and healthy, unleashing your ability to actualize your highest and best. If you're ready to turn on your hypnotic powers for better memory, skill development, well-being, and vitality—welcome to *Thinking Hypnotically*.

HYPNOTIC CONVERSATIONS

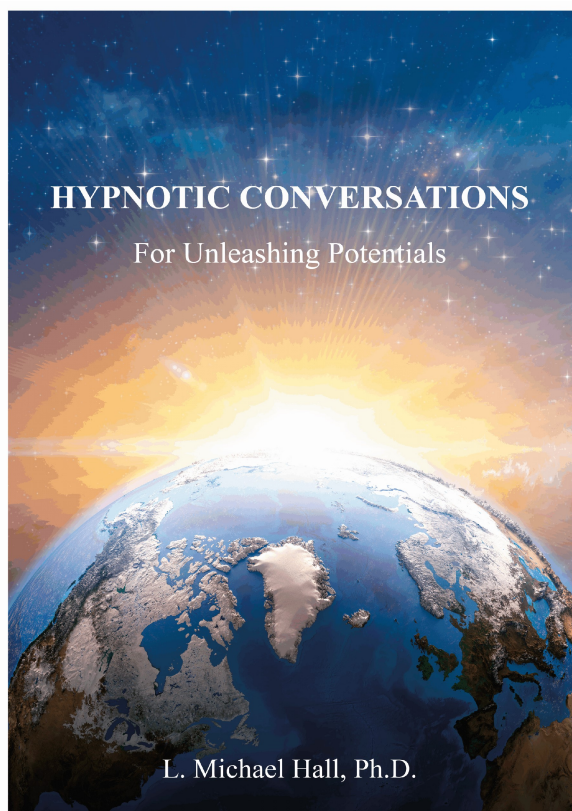
For Unleashing Potentials

L. Michael Hall, 186 pages; PDF on the Shop

Given the nature of mind and language, you already talk and relate hypnotically. You may be aware of this or you may not be aware. Even if you are aware, you may not know *how* or *when* you so think and speak. Yet as you send messages and ideas to yourself and others—most of it is hypnotic in nature. This is not mysterious as it occurs whenever you *go inside* and entertain ideas in your mind by which you reason, think, interpret, explain, believe, decide, etc. Hypnotic thinking and speaking is built into the very nature of communicating and relating. Yet most do not know how to do so effectively, skillfully, and elegantly. But now you can!

While most people think and speak hypnotically, they are not aware of what trances they induce themselves (and others) into to their own detriment. Every day people create personal limitations, induce psycho-somatic states of illness and disease, fill their internal world with misery and pain—and all because they do not know how to use this innate power effectively for health, love, success, and well-being. Yet now you can discover that!

Hypnotic Conversations (2020) offers you a way to think about conversational hypnosis as you identify your own trance states, de-hypnotize yourself from trances that undermine your well-being, and create great trance states that will empower you to be much more effective personally and in your career. *The transformative conversations* here will enable you to create a solid inner sense of self and enrich you in all of your relationships. You will learn how to communicate in multi-levels simultaneously and how to use both your conscious and unconscious minds in tandem.



HUMOROUS THINKING

Essence of Creativity, Reframing, Innovation, Well-Being

L. Michael Hall, 2020, 189 pages, \$25

On the surface, humor seems superficial and silly which is also probably why we so easily dismiss it. Yet deep within humor is one of life's magic ingredients that turns on a heart, inspires the spirit, and brings sunshine into relationships.... if done well.

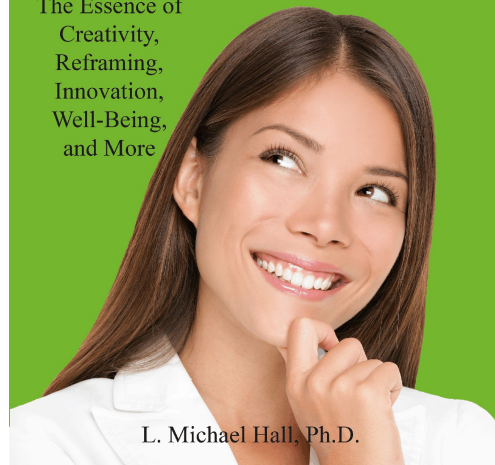
Healthy humor not only makes for well-being, but for learning, creativity, and enriched meanings for a meaningful life. And it is the world's quickest and briefest hypnotic induction.

With a humor perspective, you can gain psychological distance from your own history and pain (both physical and psychological), regulate your stress, interrupt negative emotional states, and be astonished at what is holy and sacred around you. When you develop a hardy sense of humor you'll attract more friends, be more winsome in your business dealings, and manage everyday stress thereby improving your health and well-being.

Maybe there is something profound within *thinking humorously*. What if there are hidden riches within a comic perspective? With that premise, *Humorous Thinking* explores the layers of hidden *thinking* which makes humor possible and delivers numerous insights designed to make life more joyous and fun. The comic perspective is uniquely neuro-semantic because humor wakes us up to *meaning*— the significance of being a fallible human being who does silly, even ridiculous things, and is forever imperfect. Humor also liberates us from perfectionism. Humor is a perspective of hope— it enables you to be resilient as you keep trying to make your life and the life of others better. In *Humorous Thinking* you will discover just how deep humor goes into the human spirit, how profound it is, and how to turn on a comic perspective for more joy, more hope, and more love.

HUMOROUS THINKING

The Essence of
Creativity,
Reframing,
Innovation,
Well-Being,
and More

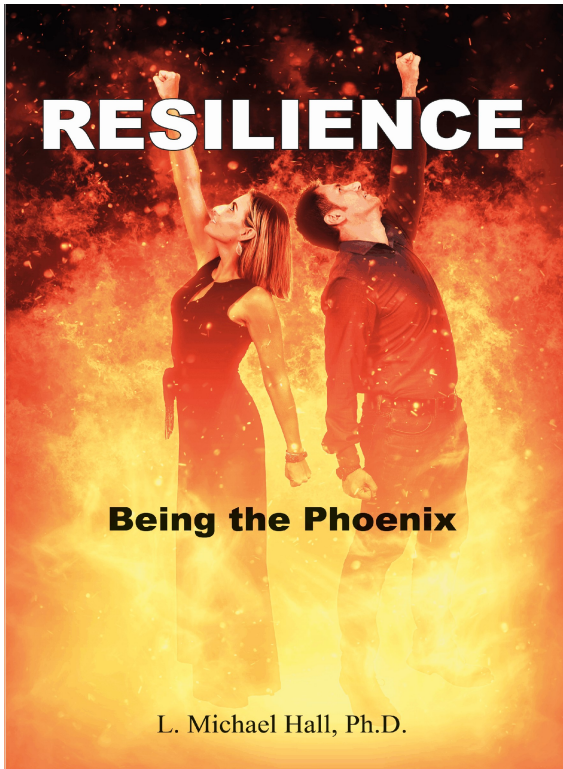


RESILIENCE

Being the Phoenix

L. Michael Hall, 189 pages (2020), \$25

You have the potential of being a highly effective *resilient* person so that when setbacks occur, you simply *bounce back with a spring in your step and a vision in your mind*. When you tap into that potential, it is not that you prevent the ups-and-downs



of life, no one can do that. But when you are knocked down, you don't stay down. In fact, with resilience you have a bounce inside so that you persist in making your dreams come true.

For that undefeatable spirit, for that “never-say-die” attitude, for that power of discipline to ward off upsets and crisis, resilience gives you a fire in your belly. Resilience is the solution for depression, procrastination, for thinking and acting like a victim, for settling for less than you can be, for selling human nature short.

If resilience is so powerful, why are not more people highly resilient? It is powerful *and* it is also complex and requires significant personal development. It is not for the faint of heart. It is not for those looking for the

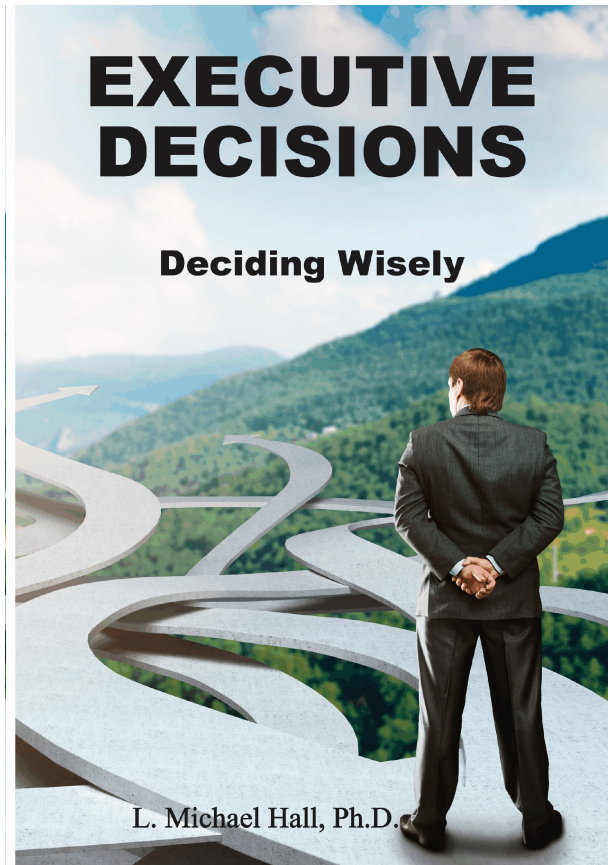
path of least resistance. Resilience empowers people because it requires many empowerment states: ego-strength, acceptance, responsibility, unconditional self-esteem, ownership of own's meaning-making skills, courage, and much more.

Resilience also requires a strategy. You can have many of the ingredients for resilience and yet not know how to put it together so that you have that inner bounce-back-ability. That's what you will discover here—the inner dynamic structure of resilience and how to make it yours.

EXECUTIVE DECISIONS

Deciding Wisely

L. Michael Hall (2020), 200 pages, \$25



What's the quality of your decisions?

How well do your decisions turn out in creating a high quality success in achieving your goals? Do you feel proud and confident that you can make intelligent decisions? Ultimately, the quality of your life is the quality of your decisions.

There's a problem with decisions. We humans have an astonishing weak and miserable history in making intelligent decisions. Why do we make so many poor decisions? Because smart decisions is an advanced skill requiring explicit learning and practice. Many things expose our poor record of decision-making: the divorce rate (50%+), failed mergers (87%), hiring incompetent employees, closets filled with unused items, conflicts between business partners, people choosing drug addiction, stealing, shootings, etc.

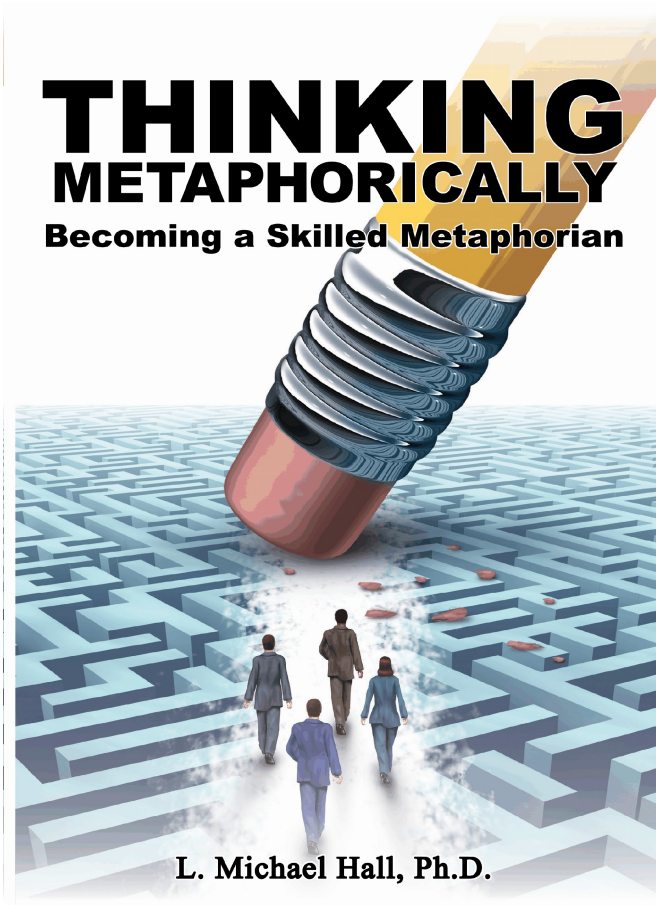
While it is our glory as human beings to be able to choose our attitudes, beliefs, lifestyle, career, and ten-thousand other choices, choosing is complex. Choosing well also involves navigating many hidden biases and cognitive distortions.

While you make thousands of decisions everyday, most are small, ordinary, and seemingly inconsequential. Yet they are functions of higher level executive decisions which we mostly make unconsciously. The brilliance (and danger) of decisions is that they accumulate. They build up. One small inconsequential decision today can set in motion a series of actions leading to serious problems. Little decisions can wallop us with a devastating impact making life a living hell. The solution? Tap the powers of your prefrontal lobes for *high quality executive decision-making*.

THINKING METAPHORICALLY

Becoming a Skilled Metaphorian (2021)

L. Michael Hall, 200 pages \$25



You think in metaphors! It's one of the most basic ways we think. Yet we hardly notice the multitude of metaphors in our thinking and languaging. This can be to our detriment. Metaphors can *do a trip on you* if you're not careful. You can be *tricked* by metaphors into biased and fallacious thinking. You can be *trapped* by metaphors that leave you feeling *stuck and doomed*. You can be *toxified* by metaphorical frames.

The solution? Develop quality metaphor skills and become the master of your metaphors— a skilled metaphorian. Become mindful of the metaphors *in* your life and those you *live*. Tap into the power of managing metaphors—and make them your servants rather than your master. Use them for the magic of healing, renewal, rejuvenation, creativity, humor, and inspiration.

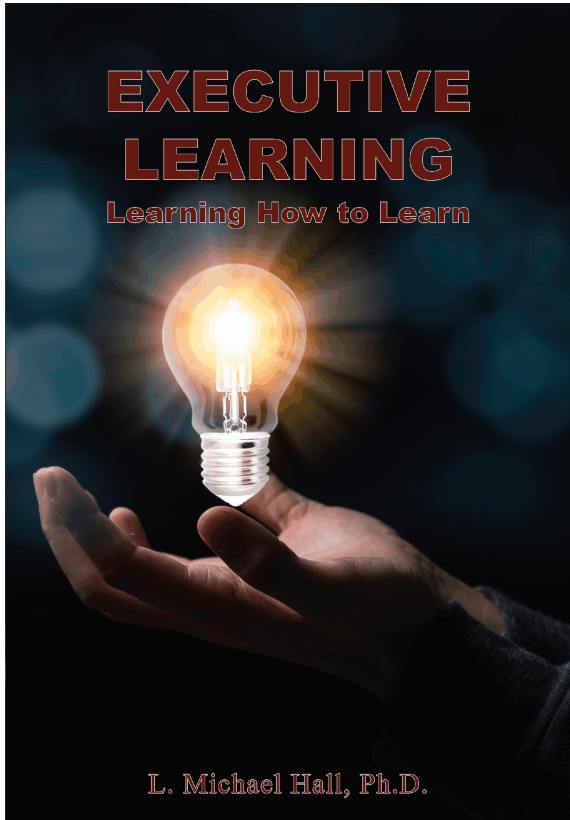
The secrets of effective metaphor management lie in learning metaphorical skills—detecting metaphors, running with them, de-metaphoring, creating new empowering metaphors, playing with metaphors, etc. You will be more elegant in your communications and more effective in framing and reframing. Metaphors not innocent, but *do* things to us by working covertly.

Thinking Metaphorically takes you on a journey into the wild and woolly world of metaphors and into profound areas of linguistics, philosophy, meaning, psychology, and communication. As you feast on delicious metaphors, you may not become a Sherlock Holmes of metaphor detection, exploration, analysis, creation, play, reversal, negating, designing, or delivering, but you will be invited into the banquet of metaphors that will make your life richer, fuller, and delightful.

EXECUTIVE LEARNING

Learning *How To Learn* (2021)

L. Michael Hall, 255 pages \$25



While learning is about information processing, it is about *so much more!* Actually, *learning lies at the very heart of being human.* Learning enables you to be fully alive/fully human. Learning opens up everything beautiful and transcending about being human. Learning drives self-understanding — how to tap into your strengths and pull up your weaknesses, how to cope, how to get along with others in respectful and loving relationships, how to develop your talents, and how to unleash your potentials to be the very best version of you. Learning enables you to know how to succeed in business, finances, and career. Learning drives your ability to solve problems, invent solutions, innovate life transforming products, and on and on. Everything you *are* and everything you *achieve* comes through learning.

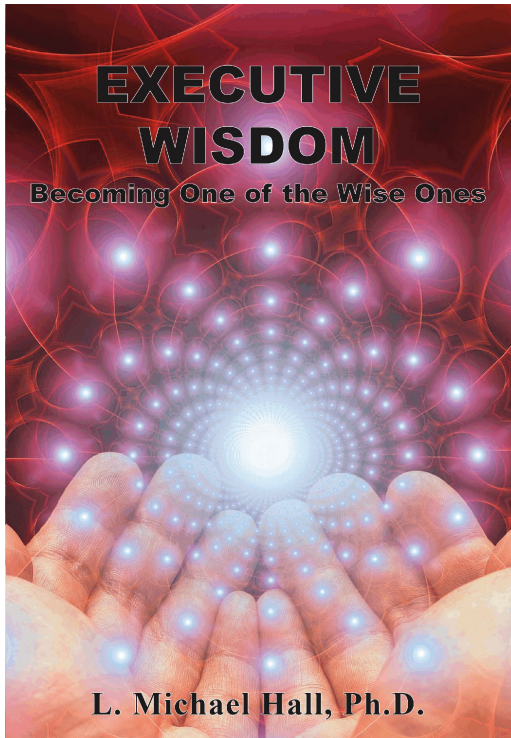
Yet learning has gotten a really bad rap. It also has a dark side. For many, it is the last thing that they would want to do voluntarily on Planet Earth. Others struggle with left-over problems created by “education”—“learning disabilities.” Most people do not know how to access a great learning state or discern the best learning strategy for developing expertise.

The solution: *Executive Learning*. Then you can **learn** *how-to-learn* and stay ahead of the game. As you discover the secrets of the executive functions in meta-learning, you can fully activate the seven dimensions of learning. Out of that will emerge *learning as an exciting adventure of discovery*. Learning will transform into a joyful exploration and you as an adventurer actualizing your best learning potentials.

EXECUTIVE WISDOM

Becoming One of the Wise Ones (2022)

L. Michael Hall, 213 pages, \$25



To achieve your full potential as a human being, you will want to activate all of your executive powers— for thinking, learning, choosing, and being wise. The quality of your life depends on it. It begins with clear and independent thinking and culminates in developing penetrating insights about how to live and relate wisely.

Wisdom is the ultimate executive function. Beyond your intelligence, by which you build up knowledge and understanding, *there is the mystery and the power of wisdom.* Paradoxically wisdom is practical, yet heavenly. It speaks about how you treat yourself and others, yet it deals with timeless truths. In moments of creative insights you have an *Aha!* which you can develop into *lifestyle wisdom.* Instead of foolish words and actions, you wisely know what to do, when to do it, and how to do it. In this, wisdom is the magic that deeply transforms the heart.

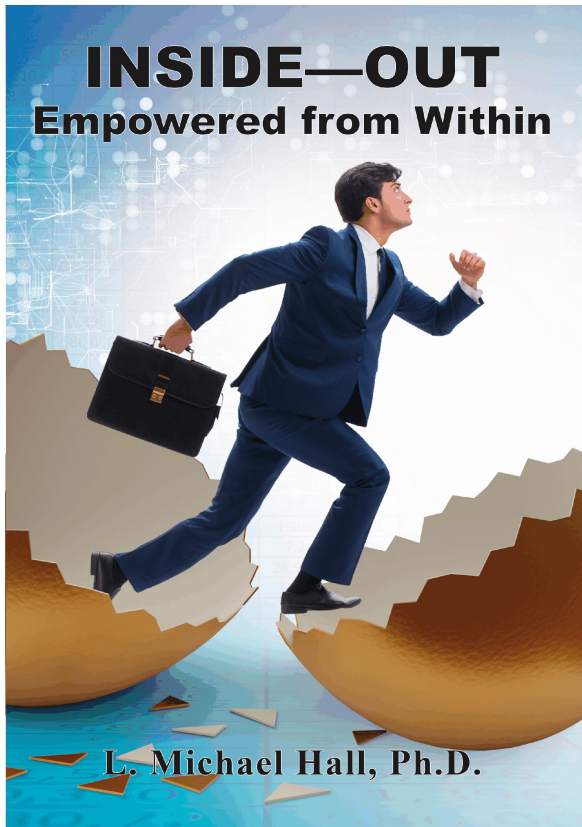
Wisdom transcends intelligence and knowledge empowering you to avoid both the foolishness of rash responses and forgetting to contextualize an insight as you speak, make decisions, and respond. Wisdom is also disconcerting because it has no content—there’s no curriculum for wisdom. And even though wisdom emerges in a context of uncertainty and you know it is extremely important, it does not *feel* urgently important. Yet given the omnipresence of human folly, we desperately need wisdom.

Having modeled *wisdom* as a highly desired experience, Dr. Hall in *Executive Wisdom* presents the “aspects of wisdom” required for wisdom which are not, in themselves, wisdom. He presents the three dimensions of wisdom and then the wisdom skills which arise as your executive functions from your prefrontal cortex. With wisdom you can live with more grace, more compassion, more insight, more creativity, and more elegance.

INSIDE–OUT

Empowered From Within (2022)

L. Michael Hall, 175 pages, \$25



Two worlds—one inside, one outside. One the world of *being*—person, spirit, self, the other the world of *things*—doing, using, possessing, having. One is the world of mind, imagination, and communication, the other the world of objectives, activity, and people. Because everything human is *inside–out* and everything socio-cultural is *outside–in*, we experience tension. If the socio-cultural is too dominant, the inside life suffers and is diminished. We are domesticated. Not good.

Yet the inside–out orientation is the secret for becoming *fully alive/ fully human*. It is the secret for stepping up as the CEO of your own life. Yet learning the inside–out life is a challenge in today’s outside–in culture.

All of human life is uniquely *inside–out*. Thinking is inside–out, learning is inside–out. So also are all of the highly desired experiences of—love, joy,

serenity, understanding, productivity, communication, persuasion, well-being, humor, resilience, etc. While all of these, and many more, operate from the inside to the outside, society is structured *outside–in*. We are also trained from childhood for outside–in living, yet outside–in reduces things to living like animals in a deterministic stimulus–response world.

The solution is to get to your center, to *being*, and to live *inside–out*. It is the foundation for personal empowerment, proactivity, and productivity. It is the secret to the joy of flow and the meaningfulness of everyday life. With the *inside–out* orientation, you have an inner aliveness and vitality that enables you to take charge of your life, an inner gyroscope for stability and mindfulness. This orientation is a rich life since you live out of your own inner abundance.

INSPIRING THE HEART

Unleashing Inspiration (2022)

L. Michael Hall, pages \$25



How's your heart? Do you *take heart* everyday no matter what happens and maintain an optimistic attitude or do you easily *lose heart*? Whatever you do and to whatever degree—it will make the difference between living a joyous and satisfying life versus one of despair and misery.

Like the body needs vitamins, *your heart needs inspiration to stay vigorous*. Your heart needs *meaning*, but not only meaning, it needs a special kind of meaning—*meaningfulness*. And there's really only one source for that kind of meaning—the *being-realm*. This is the special realm where human beings can become *fully alive/fully human*. It is the abundance area where we become what we are at our essence—meaning-makers.

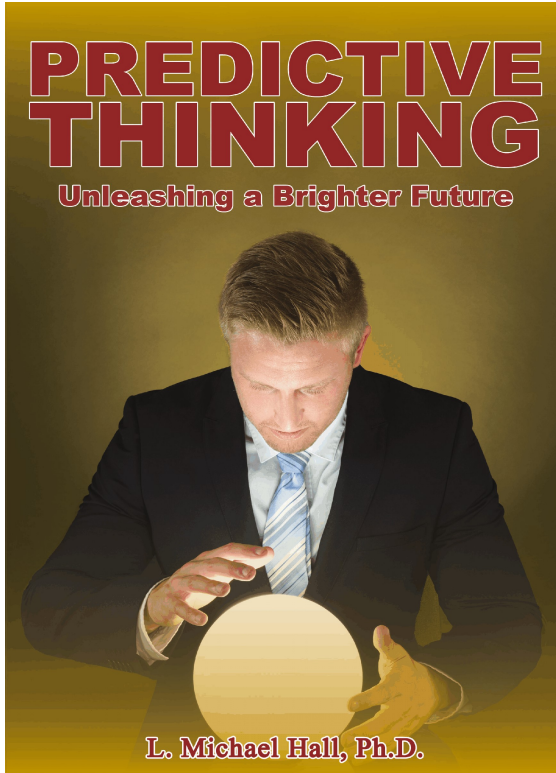
Inspiring the Heart will take you on a journey inside, a journey into your meaning-making powers and expose you to the *being* realm where you will find the *being-values*. Here you will discover the very structure of hope and the structure of inspiration so that you can tap into its power to sustain your mind-and-emotions, and beyond, to your very spirit or heart.

Because human life is most essentially an *inside-out* experience, *Inspiring the Heart* picks up where *Inside-Out: Empowered from Within (2022)* ends and continues the journey—a journey designed to unleash inspiration into you and into the world around you.

PREDICTIVE THINKING

Unleashing a Brighter Future (2022)

L. Michael Hall, 171 pages \$25



You don't have to be a futurist to be enchanted by or have a tendency to live in the future. Your brain is designed to think about and to predict what is to come. You do that whenever you set a goal, hope for a desired outcome, plan your weekend, anticipate what you will say to your boss, worry about what could go wrong, talk about your dream home, and on and on. From morning to night, you cannot *not* think of the future nor make predictions about it.

Yet you, along with all of the rest of us, suck when it comes to making accurate predictions. We human beings are ingloriously incompetent at it! Nor is that an insult, it is an inevitable reality for a singular reason: *The future is unpredictable.* It is uncertain and unknown, and to a great extent, even unknowable. Given this,

the solution is not only to develop our prediction skills, but to become flexibly resilient persons who can make wise decisions when surprised by the future.

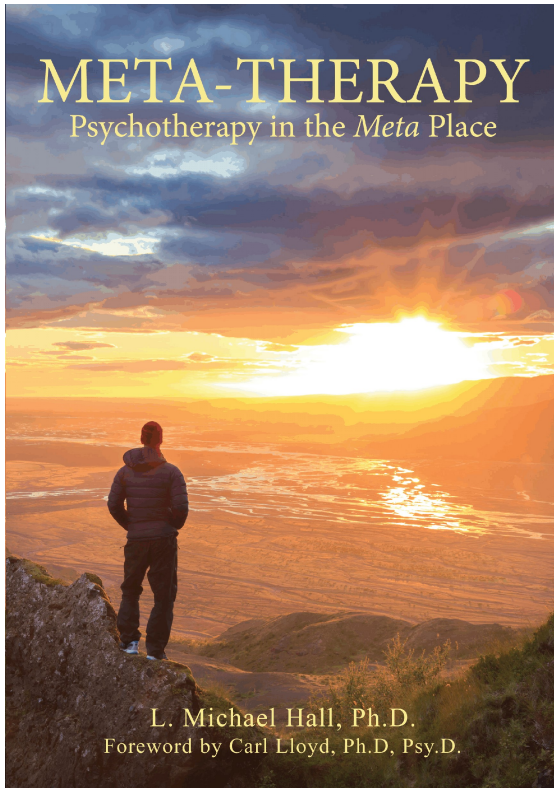
In *Predictive Thinking*, you will discover principles, understandings, and skills to become unfazed by unexpected Black Swan events. You will learn about, and adjust for, the natural biases that set you up to mis-predict. You will learn the art of hope—how to keep it healthy and robust so that you live joyfully in an anticipation of the future. That hope will, in turn, enable you to live forward embracing every day and preparing for a brighter future.

As a step to more clear and precise thinking, *Predictive Thinking* will enable you to apply critical thinking skills to the natural tendency to think ahead so you can do so with wisdom and grace. And so that you can become the kind of person whose resilient flexibility will enable you to handle any surprise the future may have in store for you.

META-THERAPY

Psychotherapy in the *Meta Place* (2022)

L. Michael Hall, 259 pages, \$25



Psychotherapy occurs in a very special place inside of people—in the *meta* place. Here you find the dynamic *meta*-structures which comprise a person’s background knowledge, beliefs, values, understandings, reference points, meanings, assumptions, prohibitions, memories, imaginations, etc. Meanings which define a person’s sense of reality and well-being.

Here *meta* structures function inside us as if they were instincts— automatic, unconscious programs for thinking, feeling, acting, and relating. Yet they differ from instincts in that you have access to them so you can manage and control them. You can do your own ‘programming’ for healing, well-being, health, effectiveness, productivity, resilience and much more.

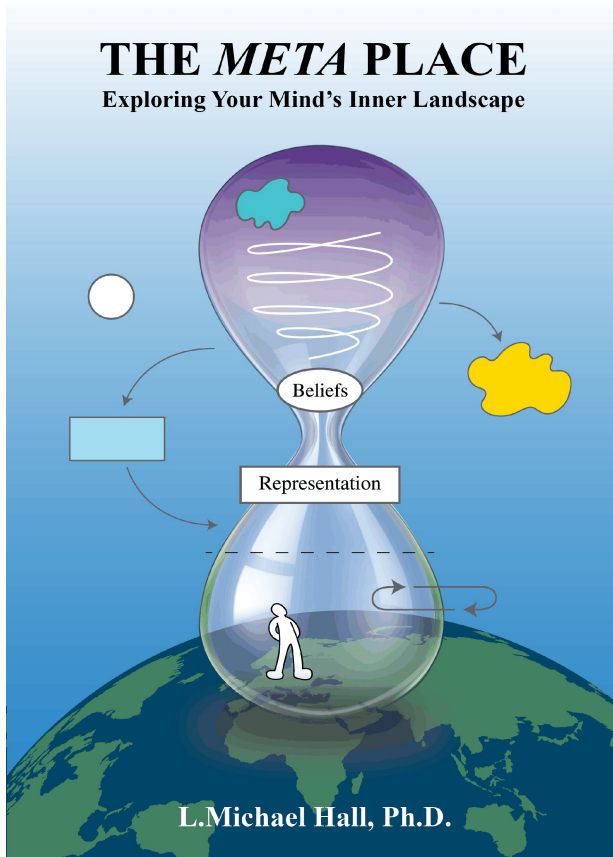
Meta-Therapy will take you on a journey to the inside *meta* place giving you an understanding of how human life is inevitably lived *inside–out*. You will learn how to access the *meta* place, how to use observation, questions, metaphors, etc. to introduce transformative change. You will learn how to negotiate ‘problem definitions’ and solutions in the *meta* place. How to use presuppositional questions and comments to implicitly set new frames of meaning to enrich and empower a person.

Without a rich understanding of the dynamic *meta* system within a client, a therapist’s interventions will be superficial and deal mostly with symptoms, rather than the overarching causes. Discover how the *meta* place is organized in yourself and your clients. As *Meta-Therapy* repeatedly emphasizes “the person is never the problem, if there’s a problem, the frame is the problem,” it frees you to look for and transform those frames.

THE *META* PLACE

Exploring Your Mind's Inner Landscape (2023)

L. Michael Hall, 236 pages \$25



You live in two worlds—the outside world of sights, sounds, sensations, smells and tastes and the inside world of ideas, thoughts, memories, imaginations, beliefs, etc. The outside world is given; the inside world is what you make of the outside world. What you see, hear, and feel in the outside world—you bring inside and create *the world of mind*.

It is your *meta place*, control central of your experiences that governs life from the *inside-out*. When you learn to master your *meta place*, to see it, to enter it, to design it, to transform it, *you then become the master of your own fate, your experiences, and the quality of your life*.

Your meta place is a rich, wondrous, and mysterious world. It is the hidden and invisible world that you live in and that you operate from. Its development is a gift to you—what you fill it with, however, is your gift to yourself. It is what makes you uniquely *you*. What you do with your capacities is your choice and responsibility. And while you may have had very limited choices as a child growing up, as an adult, you are now free to make it as you will. So as an adventure in being human, make it a great one.

While some people put up a sign, “Closed for business,” and try their best to avoid, deny, and reject their *meta place*, but in the long run, it does not work. To be human is to have and live from the inner world of your mind and memory. The *meta place* describes the architecture of that place and this book gives you the keys for how to manage your *meta place* with grace, elegance, humor, and power.

Training Manuals

Once upon a time we printed these manuals, but no longer. They are now in PDF formats which you can find on www.neurosemantics.com Click on “The Shop.” Most are \$9.97 or thereabout.

Winning the Inner Game Series

Winning the Inner Game
Games Wealthy People Play
Games for Mastering Writing
Games Great Sales People Play
Games For Accelerated Learning
Games Fit and Slim People Play
Matrix Games: Taking the Red Pill

Advanced Neuro-Semantic Trainings

Advanced Flexibility Training
Advanced Neuro-Semantics Modeling
Cultural Modeling using Neuro-Semantics
Neuro-Semantics and NLP Trainers Training
Collaborative Leadership Train. Manual
Brain Camp I — Critical Thinking
Brain Camp II — Executive Learning
Brain Camp III— Executive Decisions

NLP Trainings

Meta-NLP: NLP Practitioner Training
Meta-Masters: NLP Master Practitioner Training
NSTT: Trainer’s Training Manual \$45

Meta-States Trainings — Manuals

APG—Accessing Personal Genius
Defusing Hotheads & Cranky People
Resilience: The Power to Bounce Back
Living Personal Genius
Mastery Skills: Mastering Inner & Outer Games

Self-Actualization Training Manuals (Modules of Self-Actualization Psychology)

I: Unleashing Potentials
II: Unleashing Vitality
III: Creativity and Innovation
IV: Unleashing Leadership
V: Unleashing Productivity
VI: Unleashing Authenticity
VII: Unleashing Persuasion

Stroke of Genius Series

Accessing Personal Genius
Wealth Genius (Inside-Out Wealth)
Writing Genius
Selling Genius
Learning Genius
Selling Genius
Perceptual Genius (Meta-Programs)
Living Genius (LPG)
Reframing Genius (Mind-Lines)

Meta-Coach Training System Manuals

Coaching Essentials —Basic NLP Module I
Coaching Genius — Introduction to Meta-States (APG) Module II
Coaching Mastery — The ACMC course Module III
Executive Coaching
Transformational Coaching
Group and Team Coaching
Parenting 101

Thinking Series — all \$25

Executive Thinking
Thinking as a Modeler
Hypnotic Thinking
Hypnotic Conversations *The Shop*
Humorous Thinking
Executive Decisions
Metaphorical Thinking
Predictive Thinking The Shop
Inside-Out The Shop
Inspiring the Heart The Shop

PRICING OF BOOKS

Neuro-Semantic Publication Books

are all \$25 — *except* for the following:

<i>Hardback</i> Meta-States	\$35
<i>Hardback</i> , Neuro-Semantics	\$35
Source Book, Vol. II	\$35
Figuring Out People	\$30

Crown House Publication Books

CHP
(purchased from CHP and resold)

States of Equilibrium:	\$39
Secrets of Personal Mastery	\$30
Games Business Experts Play	\$39
User's Manual – Vol. I	\$60
User's Manual – Vol II	\$60
The Source Book of Magic	\$35
The Spirit of NLP	\$30
Time-Line: Adventures (Meta Pub)	\$30
Communication Magic	\$32
The Structure of Personality	\$55
Instant Relaxation	\$20
Innovations in NLP	\$35

Meta-States Books

Secrets of Personal Mastery	see CHP
Neuro-Semantics (2011)	
Dragon Slaying	
The Matrix Model	
NLP: Going Meta	

Frame Games Series

Winning the Inner Game	
Games Slim People Play	
Games for Mastering Fear	
Games Business Experts Play	see CHP
Games Great Lovers Play	

NLP Books

MovieMind	\$20
User's Manual – Vol. I	CHP
User's Manual – Vol II	CHP
The Source Book of Magic	CHP
Source Book, Vol. II	\$35
Mind-Lines	\$25
The Spirit of NLP	CHP
Figuring Out People	\$30

Sub-Modalities Going Meta

Time-Line: Adventures	CHP
Communication Magic	CHP
The Structure of Personality	CHP

Self-Actualization Books

All — \$25

I: Coaching Change	
II: Coaching Conversations	
III: <i>Unleashed</i> : Self-Actualization	
IV: Self-Actualization Psychology	
V: Achieving Peak Performance	
VI: Unleashing Leadership	
VII: The Crucible & Fires of Change	
VIII: Benchmarking Intangibles	
IX: Systemic Coaching	
X: Group and Team Coaching	
XI: Executive Coaching	
XII: Political Coaching	
XIII: The Meta-Coaching System	
XIV: Get Real: Authenticity	
XV: Inside-Out Persuasion	
XVI: Creative Solutions	

Neuro-Semantic Application Books:

Inside-Out Wealth	
Patterns for Renewing Mind	
(For Christian Counseling)	

By Neuro-Semantic Trainers

How to Chill Out, Alan Fayter	\$15
In the Zone - Goodenough & Cooper	\$25
World-Class Coach, Aldem Salvana	\$20

Thinking Series

all \$25

Executive Thinking	
Thinking as a Modeler	
Hypnotic Thinking	
Hypnotic Conversations	PDF–The Shop
Humorous Thinking	
Executive Decisions	
Metaphorical Thinking	
Predictive Thinking	on the Shop
Inside–Out	Shop
Inspiring the Heart	Shop

Meta-Detective Board Game \$39
(*\$59 with Figuring Out People*)

Books that are now on The Shop

Go to www.neurosemantics.com click on
The Shop

Predictive Thinking
Inside–Out
Inspiring the Heart
Becoming More Ferocious
NLP Propulsion Systems

The Bateson Report
Persuasion Engineering Simplified
Languaging: Therapy as Language

Pre-NLP Books — all *free* on the Shop

Apocalypse Then, Not Now
Motivation: How to be a Positive Force
Emotions: Sometimes I Have Them
 Sometimes They Have Me
Speak Up, Clear, Kind

Other books:

- 1) *Emotions: Sometimes I Have Them/
Sometimes They have Me* (1985)
- 2) *Motivation: How to be a Positive
Influence in a Negative World* (1987)
- 3) *Speak Up, Speak Clear, Speak Kind*
(1987)
- 4) *Millennial Madness* (1992), now
Apocalypse Then, Not Now (1996).
- 5) *Over My Dead Body* (1996).

LIST OF BOOKS

- 1) *Meta-States: Mastering the Higher Levels of Mind* (1995/ 2012).
- 2) *Dragon Slaying: Dragons to Princes* (1996 / 2000).
- 3) *The Spirit of NLP: The Process, Meaning and Criteria for Mastering NLP* (1996).
- 4) *Languaging: The Linguistics of Psychotherapy* (1996, spiral).
- 5) *Becoming More Ferocious as a Presenter* (1996, spiral book).
- 6) *Patterns For Renewing the Mind* (with Bodenhamer, 1997 /2006).
- 7) *Time-Lining: Advance Time-Line Processes* (with Bodenhamer, 1997).
- 8) *NLP: Going Meta—Advance Modeling Using Meta-Levels* (1997/ 2001).
- 9) *Figuring Out People: Reading People Using Meta-Programs* (with Bodenhamer, 1997, 2005).
- 10) *SourceBook of Magic, Volume I* (with Barbara Belnap, 1997).

- 11) *Mind-Lines: Lines For Changing Minds* (with Bodenhamer, 1997/ 2005).
- 12) *Communication Magic* (2001). Originally, *The Secrets of Magic* (1998). Recent update: *The New Meta-Model* (2021).
- 13) *Meta-State Magic: Meta-State Journal* (1997-1999).
- 14) *Sub-Modalities Going Meta* (with Bodenhamer, 1999, 2005). Originally, *The Structure of Excellence*.
- 15) *Instant Relaxation* (with Lederer, 1999).
- 16) *The User's Manual for the Brain: Volume I* (with Bodenhamer, 1999).
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