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CLEAR THINKING

from Uncommon Knowledge

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Psychology for success, health and happiness
September 2007
Sent only to subscribers

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In this month's Clear Thinking...

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* Learn (live online!) how to lift depression quickly *

You may know that Uncommon Knowledge created the Depression Learning Path six years ago, since when over 3 million people have used it.

You may also know that we teach therapists how to treat depression quickly and to enjoy doing it (yes, really!).

Now you can learn this uniquely clarifying and effective approach online in live teleclasses and forums.

It starts Wednesday 17th October and right now you can get yourself a pleasing 20% early bird discount:

<http://www.uncommon-knowledge.co.uk/training/online/depression.html>

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* Learn uncommon hypnosis online *

Our popular 'Hypnosis Unwrapped' training course is available for your delectation again.

And, because you're an early bird, you can get 20% off the course price just now.

We'd love to chat with you, and you'll love what you learn on the course, we think :-)

The course starts Thursday 20th September. Book here:

<http://www.uncommon-knowledge.co.uk/training/online/hypnosis-1.html>

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Hi

We bet you printed out the first of our Master Series on hypnosis which we sent you last month so you can build a portfolio of reliable information about hypnosis and hypnotherapy.

You didn't?

It's not too late!

Click the link and save it now!

<http://www.uncommon-knowledge.co.uk/articles/uncommon-hypnosis/what-is-hypnosis.html>

Having perused it, we wonder if you spotted our mistake (deliberate, of course!)? A feature of our hypnotherapy diploma course is to encourage student therapists to sharpen up their perceptions and notice more of the information which they receive in a session. And the same goes for the readers of Clear Thinking.

You, of course, being one of our sharper readers, will have noticed at once that the text extract in the last issue did not come from the essay linked above. And you (rightly) deduced that it must have come from a different one. Read on to find out more!

Talking about perceptions, we believe you will be intrigued by our article on the processes people use to determine how to react to problematic events to which they are a witness. You might think that everyone will react according to their beliefs and principles, but although this is true to a certain extent, it turns out that principles are far from the determining factor...

And last, but certainly not least, if you fancy really getting the lowdown on our Diploma Course, you can come along to our Open Day on Tuesday 16th October between 10am-7pm. You can read more about it on this link:

<http://www.unk.com/open>

Enjoy Clear Thinking!

Roger Elliott & Mark Tyrrell
Uncommon Knowledge Ltd

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Want to find out what we do in the 'real world'?

Come to an Uncommon Knowledge Hypnosis Workshop. These inspiring and instructive Workshops take place regularly in Brighton and in Richmond (London).

Put the dates in your calendar today!

London: 27 and 28 October

Brighton: 17 and 18 November

<http://www.uncommon-knowledge.co.uk/workshop/hypnosis/workshop.html>

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1: Master Series: How hypnosis works

Hypnosis is a wonderful tool for changing our automatic unconscious responses. We can take deliberate control of the way you feel by relaxing you and having you imagine things that make you feel good, and then get you to rehearse the problem situation which usually brings on a negative response while

feeling the way you want to feel.

When you can do something without thinking, you have assigned it to your unconscious mind – talking, driving, writing, walking, eating, catching a ball and so on.

And you usually get there by repetition.

But you can get there much more quickly by attaching emotion to it. Here's what I mean:

- You have an embarrassing experience and afterwards, you only need think of it to blush (it's an unconscious response – try blushing deliberately!)
- You have a terrifying experience and afterwards, any situation even remotely similar to it makes you feel anxious
- A film makes you laugh and afterwards, just thinking of the scene makes you chuckle

The common factor in all these scenarios is emotion. Emotion makes the 'pattern' stick. The more emotion, the more stuck it gets, and the greater the effect in the future.

This crucial fact is what we make use of in hypnosis to help you change.

Read the rest of this essay online at

<http://www.uncommon-knowledge.co.uk/articles/uncommon-hypnosis/how-hypnosis-works.html>

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2: Article: Bystander apathy - none of my business

In the Monty Python film 'Life of Brian', Brian the reluctant messiah shouts exasperatedly down to his throngs of followers: "You must think for yourselves!"

To which they all slavishly respond (in unison!), "We must think for ourselves!"

He then shouts out, "You are all individuals!"

And again the masses collectively and robotically echo

his words: “We are all individuals!”

A tiny voice pipes up from the crowd: “I’m not!”

Absurd as this may seem, it neatly matches what psychologists have discovered about much human (group) nature. We like to think of ourselves as ‘individuals’, but a surprising amount of what we do and think is really prompted by group-action and group-think.

When I was thirteen I saw a boy having an epileptic fit at school. He writhed and rolled around on the floor, and I just watched. I wanted to help, but no one else was helping, so I didn’t either. Eventually he came out of the fit and a teacher arrived. I had experienced ‘bystander apathy’ first hand, and I’m not proud of it.

The concept of bystander apathy – which refers to witnesses of a problematic event who do nothing when they could or should – has grisly and horrific origins...

You can read the rest of this article at

<http://www.uncommon-knowledge.co.uk/articles/bystander-apathy.html>

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3: Inspiring Quote: Forgiveness

“Always forgive your enemies; nothing annoys them so much.”

Oscar Wilde, Irish wit, poet and dramatist, 1854 – 1900

“Forgiveness is almost a selfish act, because of its immense benefits to the one who forgives.”

Lawana Blackwell (in *The Dowry of Miss Lydia Clark*, 1999), US author, 20th Century

When you forgive your enemies, you take away whatever emotional power it is they have over you. The emotion is turned back on them - which can be very annoying!

Holding a grudge against your enemies does no harm to them, but can do immense harm to you.

<http://www.uncommon-knowledge.co.uk/newsletter.html>