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C L E A R T H I N K I N G

from Uncommon Knowledge

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In this month's Clear Thinking...

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25% off online courses until Friday only!

Before we start, a quick note to let you know the early bird discount on September's online courses has been extended to Fri 5th September (we thought a lot of you may just have returned from holiday :-)

Get 25% on the online courses here until Friday:

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

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

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Dear Subscriber

Ignorance can be really lethal...

Sometimes simple knowledge can prevent untold human misery - if only it is used. Take this tragic example: in the mid-nineteenth century, washing hands and cleaning medical instruments was seen as an unnecessary waste of time.

Back then, it was common practice for a doctor to move directly from one patient to the next without washing his hands, or to go from performing an autopsy on a dead body to examining a living person.

But Ignaz Phillip Semmelweis had discovered by 1847 that the incidence of death through 'child bed fever' could be drastically cut by the simple precaution of making the medical staff wash their hands. Hand washing and sterilizing surgical instruments seem obvious to us now, but his colleagues thought this no more than quackery, even though the death rate for puerperal fever at the Vienna General Hospital plummeted. Semmelweis was dismissed. His colleagues, and even his wife, thought he was mad, and in fact he was later committed to an asylum, dying there aged only 47.

The principle of hand washing was not accepted until many years after Semmelweis's death, when Louis Pasteur developed the theory of germs as the carriers of disease.

So there's no question that ignorance can cause suffering and death.

And how much suffering and death is caused by ignorance of how to treat post-traumatic stress?

Post traumatic stress can be quickly and comfortably lifted with the Rewind technique. More and more therapists are learning how to use this method to help PTSD. But still ever increasing numbers of servicemen are returning from war zones traumatized (1) and are failing to recover because the approaches used to treat them are outmoded, inadequate and even dangerous.

Basic principles of human psychology, as easy to learn as washing your hands, can save lives. But knowledge of them is not yet as widespread as it needs to be. This is why we have made our Rewind Technique course available online. Our goal is to teach as many therapists as possible how to effectively help PTSD sufferers recover in as short a time as possible.

Our powerful Rewind Technique Training runs from Thursday 6 November. We offer an early bird discount of 25% if you book before 16 October, meaning you will pay only £221.25 for this stream-lined course in an advanced treatment technique which can be used to help phobias and post traumatic stress.

Graduates from the Rewind Technique online training have been able to put their learning to immediate effective use. Niki M from New York works as a helpline coordinator for an agency working with domestic violence and sexual assault. She was full of praise for our online training:

"I use the techniques from all three courses daily! It gives me a confidence dealing with callers and clarity. I know that I am looking for them to calm down, feel hopeful and see things from a different perspective as quickly as possible. I am amazed when people in all sorts of difficult situations respond happily to the suggestion that they will come in and begin to feel better...

I was inspired by these courses to take a hypnosis training course where I live so that I could actually work as a hypnotist. Since then, I have used it at work and with some private clients. I feel as though I have something more than most and I know it's because I have this knowledge from Jill and Mark's training.

Listening to the questions that the other students ask, and the answers they get, really helps. The resources from the classes are wonderful... from downloads, to DVDs to models and maps to practice with.

Lastly, these classes help me personally every day. I have calmed myself and others. I had to take someone to the emergency room of a hospital and found the

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words 'there's always a time after when everything calms down again' just popping out of my mouth, soothing both myself and the person with me (and indeed it all did calm down again!)

In short, these classes were invaluable. One day I used the rewind on someone I knew... I wasn't really sure of myself... until it worked! The courses more than paid for themselves in that moment."

Online booking for the Rewind Technique is available here:
<http://www.uncommon-knowledge.co.uk/training/online/rewind-technique.html>

Other online courses upcoming are:

How to Lift Depression starts on Wednesday 17 September. This fantastically effective and powerful course costs only £395. Places are limited, so don't delay.

You can book online by clicking this link (also with a 25% discount until Friday):
<http://www.uncommon-knowledge.co.uk/training/online/depression.html>

Hypnosis Unwrapped starts on Thursday 18 September (cost £295). This is an excellent introduction to hypnotic skills and how to use hypnosis effectively in many different situations.

It's easy to book online (and there's loads more information about the course and 25% discount) here:
<http://www.uncommon-knowledge.co.uk/training/online/hypnosis-1.html>

Enjoy Clear Thinking!

Roger Elliott & Mark Tyrrell
Uncommon Knowledge LLP

NOTE

(1) The number of U.S. service members diagnosed with post-traumatic stress disorder increased by nearly 50% from 2006 to 2007, according to Pentagon data released on Tuesday 27 May 2008 (reported in The Washington Post on 28 May 2008). Nearly 40,000 soldiers who have served in Iraq or Afghanistan from 2003 to 2007 have been diagnosed by the military as having PTSD.

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1: Master Series: Charisma

In an astonishing piece of research a psychologist called Howard Friedman devised a test to gauge charisma levels. Questions included how loud you tend to laugh, whether you confidently flirt, whether you find it hard not to tap your toes to the sound of good music and so forth. The very top scorers gained 117 points, with the average score around 71 points.

Friedman then conducted a fascinating experiment. He picked a few dozen people who had scored very high on the test, above 90 points, and a few dozen who had scored very low, below 60 points. They were all asked to fill out a questionnaire measuring how they felt at that instant.

He then put all the high scorers in separate rooms and paired each of them with low scorers. Picture this: They were to sit in the room together for two minutes. The high charismatic and the low charismatic could look at each other, but not talk. When the two minutes were over, they were both asked again to fill out a detailed questionnaire about how they were feeling.

Incredibly, what the researchers found was that Δ after just two minutes without even speaking Δ the low charismatic always picked up the mood of the high charismatic. So if at the start of the two minutes the highly emotionally infectious person felt depressed, while the low charisma person felt happy, by the end of those 120 seconds the low charismatic would feel depressed as well!

If the highly charismatic person started off feeling happy and the low person was depressed, then again they'd be infected by the high charismatic's happy mood (and remember, no talking was allowed) and the low charismatic would then feel happier as well.

So the highly expressive naturally charismatic people always led the mood and passed on their mood to the less-expressive low charismatic. But it never worked the other way...

Read the rest of this essay online at <http://www.uncommon-knowledge.co.uk/articles/uncommon-hypnosis/charisma-hypnosis.html>

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2: Top Tip: Keep Laughing - stay young

Keeping your funny bone active into old age can certainly keep you youthful and vital and there seems to be more reason than ever to keep your humor in prime working order.

According to some new research, older adults may have a tougher time getting basic humor than younger people (which doesn't explain why younger people don't laugh at my jokes either!)

Wingyun Mak and Brian Carpenter from the Department of Psychology in Washington University in St Louis got together to study how our ability to understand humor changes as we grow older.

They studied senior adults as well as young undergraduate students. Subjects were asked to complete a series of jokes and to undertake tests of cognitive capability like abstract reasoning, short-term recall, and lateral thinking.

In general, the older adults performed less strongly on tests of both cognitive ability and humor comprehension than the younger adults.

The researchers hypothesize that our capacity to "get" jokes becomes weaker with age due to general cognitive decline. However, it is recognized that if we keep our brains active it is possible to offset the effects of cognitive decline. Use it or lose it, as they say!

There are also, of course, a multitude of other possible factors - such as previous experience, preference, and personality - that might contribute to how well someone understands different types of humor. Humor is very personal. But it does seem that quick wittedness and sense of humor - like everything in life - need regular exercise as we age.

Having a well-developed sense of humor makes us more attractive to others and therefore likely to become better socially integrated. Humor also keeps our minds flexible so as to be better problem solvers. And humor offers us a way of seeing situations from an different perspective, meaning we are better able to manage change.

So it clearly pays to keep practicing seeing the funny side of life!

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3: Inspiring Quote: Window on the world

"Better keep yourself clean and bright; you are the window through which you must see the world."
George Bernard Shaw (1856-1950) Irish Playwright

We do not see the world as it is - but as we are. Our own moods, our own beliefs, our own attitudes are the window through which we see the world, and color all our experiences.

When we begin to understand this, a great new power is put into our hands. But we don't always use it.

What about you?

Have you noticed how much your 'inner world' influences your outer world? Are you taking responsibility for it? What will you do with your power?

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That's all for this month - we hope you enjoyed it and we'll see you next month!

Roger Elliott & Mark Tyrrell
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