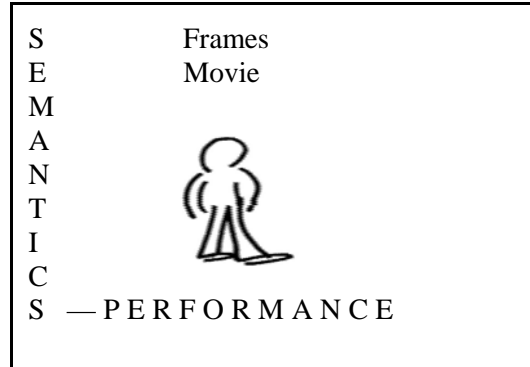


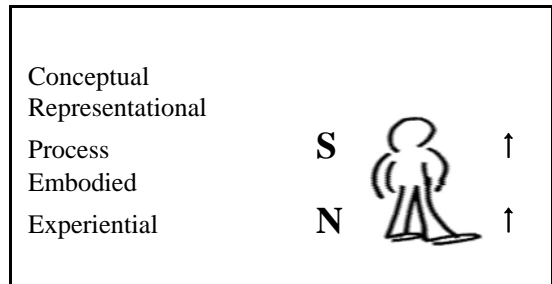
# INTRODUCING NEURO-SEMANTICS

*How shall I introduce Neuro-Semantics?* I will start with the words themselves—neurology and semantics. These words speaks about our mind-body system—a system which you and I experience as our *states*—as a state of body and as a state of mind. And regarding our states, we never leave home without them, we are always in a state, and whatever our state—that powerfully influences our experiences and effectiveness.



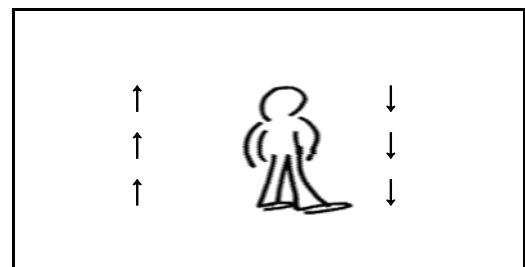
*Why do you feel as you do?* Neuro-Semantics answers this. It is because of these two mechanisms—your neurology and your semantics. These two processes creates your emotional states. These two processes also are the very mechanisms by which you create meaning.

*What do you do most fundamentally as a human being?* Neuro-Semantics answers this also. By these two processes *you create meaning* and then you *perform that meaning*. It is your nature to do both. And that makes you a Creator and a Performer of Meaning. This is what you do. This is what all of us do. And this is the heart of the matter.



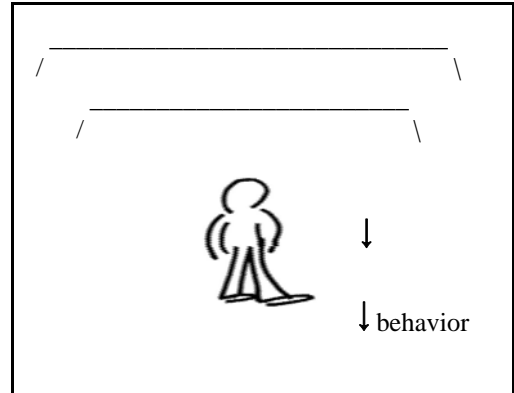
*What are the dimensions of reality that we live in?* We most essentially live in a two-fold dimension of *meaning and performance*. That’s because we are without instincts. So being instinctless in our mind-body system, we have to create meaning. And as meaning-makers we do this with a vengeance! We invent meaning and we invent lots and lots of meanings with our neuro-semantics. And we invent lots of meanings at multiple levels; these become our higher frames of mind.

*What exactly are these meanings that we create?* The first meanings are our *neurological or experiential meanings*—these are felt, embodied, and unconscious. From that level of meaning we then invent all kinds of *semantic or conceptual meanings*—meanings that are cognized, represented, understood, assumed, etc. But what goes up must come down. So our neurological



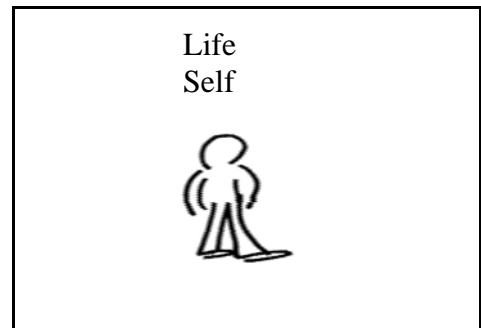
structuring inevitably seeks to actual or make real our meanings. This is your internal self-communication.

*Are all meanings of equal value?* No. In fact, you have to be careful about the ideas you entertain in your mind; check them out. Your self-communication of your meanings creates your sense of reality and the matrix of frames that you live within. So *Quality Control* the meanings before they are made real in your body, emotions, and life. The meanings you invent then in turn create your states (your emotions and energy) and your actions (behaviors, responses, and style of life). And these combine to create your Sense of Self and your Identity. Pretty powerful stuff—these meanings!



*My meanings create my emotions?* Yes, your emotions and your energy as well as your identity and sense of self reflect and express the meanings you have invented and actualized. That's why you feel your meanings as your emotions. Emotions gives you the feel of your meanings. So the quality of your life is the quality of your meanings. And that raises some questions, doesn't it?

- Do you have quality meanings for your performances in life?
- Have you endowed your performances in life have quality meanings?

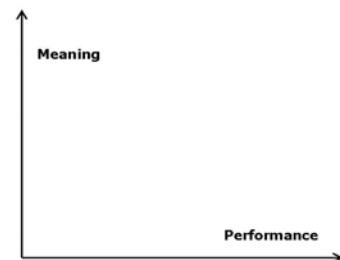


*So Neuro-Semantics is all about meaning and performance?* Right! And Meaning and Performance combine to give us the quality of our lives. Because of this, Neuro-Semantics focuses on developing two skill-sets:

- 1) High level meaning-making competencies and
- 2) high level performance competency.

These become the two axes of the Self-Actualization Quadrants model which we use to scale and measure the development of our potentials.

*On the Meaning Scale or Axis* we measure the quality of our meanings—how rich, flexible, robust, inspiring they are. We can also identify the competencies required for meaning-making in terms of skills of detection, suspension, and transformation.



*On the Performance Scale or Axis* we measure the quality of our performances from

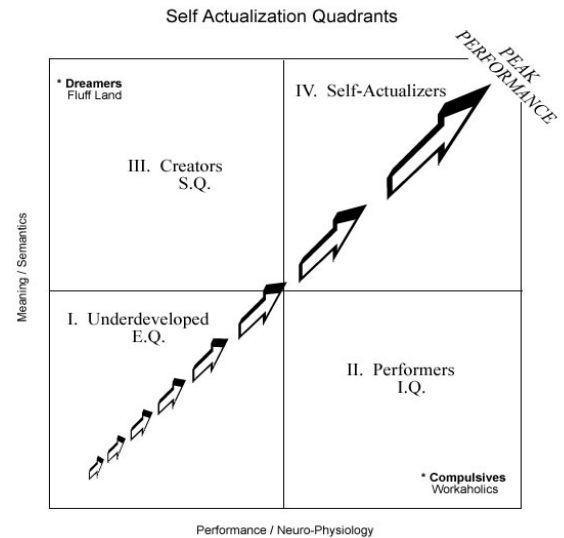
incompetence to competence, expertise, and mastery. We can also identify the skills of implementation and execution as well as the skills for closing the gap between what you know and what you actually do.

The two Axis, of course, generates the 4 Quadrants of the Self-Actualization model by which you can then diagnose where you are in your development of your potentials and identify the pathway of self-actualization.

Quadrant 1: Underdeveloped is where we all begin.

Quadrant 2: Performers who focus on actions.

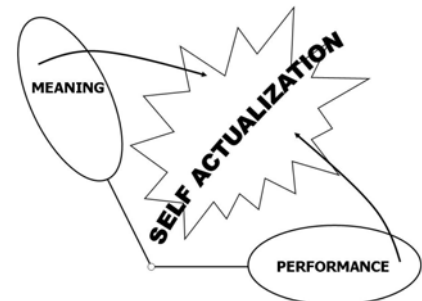
Quadrant 3: Dreamers who focus on inspiring ideas.



**Quadrant 4** is where you enter into the zone of Self-Actualization and there synergize your highest and best, experience “peak experiences” and live in a state of meaningfulness that makes life a joyous adventure. It is in this zone that you unify and integrate competencies and challenge, inspiration and implementation, and close the Knowing-Doing gap.

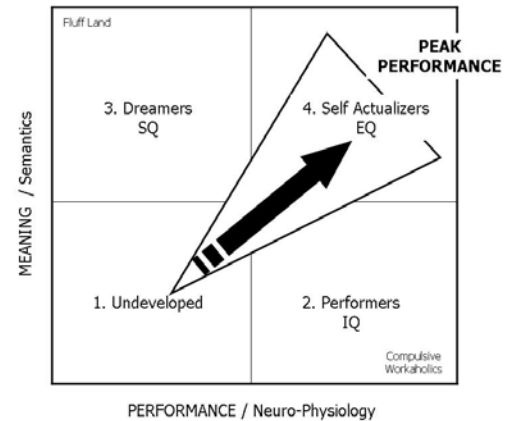
### So what is Neuro-Semantics?

- *It is a model that maps out the unique instinct of human beings—our self-reflexive consciousness.* Neuro-Semantics maps out how you take your states, your mind-body states and invent your inner reality of meaning—layers of frames of meaning. That’s why the Meta-States model lies at the heart of Neuro-Semantics. Because we not only think or feel, we think about our feelings, and feel about our thinking, and we do so time and time again, our meta-stating of meaning is how we use our ability to reflect upon ourselves to create layers of meanings. It’s our higher or meta-states that primarily govern the whole belief frames of our matrix.
- *It is a model that describes how our two great powers interface to create our inner and outer realities.* Our thoughts-and-feelings first creates our inner reality (our inner game) —the matrix of our frames of meaning— our inner game of ideas, insights, inspiration, knowing. And our speaking-and-acting then creates our outer reality—how we actualize our meanings into our posture, voice, behaviors, style, etc.
- *It is a model for taking ownership so we are able to respond as we wish, desire and intend.* By meta-stating ourselves with awareness and ownership of our powers, we become response-able and thereby empowered as the authors of our own lives. Neuro-Semantics enables us to take charge of our meanings, close the Knowing-Doing gap, and use our fundamental powers to live our highest intentions—to live purposefully.



- *It is a model for facilitating self-actualization in ourselves and others.* As a model it awakens our vision of what's possible and then synergizing our powers for creating the reality of our highest potentials. It is a model for being real and living authentically as we find and develop our real self.

- *It is a model of frames for framing and all of the framing operations that guide our communicating and experiencing.* The meta-stating process sets frames and frames about frames so that we can frame, deframe, reframe, and outframe. Ultimately, it is all about frames. The bottom line is that the person is never the problem, the frame is always the problem.



**So if that's what Neuro-Semantics is— what is it good for?  
What can you do with it? What value and benefits can it give you?**

- Self-discovery and new heights of self-awareness
- Self-control, self management, state management, higher levels of EQ
- Taking charge of your states
- Accessing your best states at will
- Stepping in and out of your peak states of resourcefulness
- Turn your dreams into reality and live your inspirations
- Experience a higher quality of life with more energy, vitality, and health
- Suspend old meanings that no longer serve you and unlearn limiting beliefs
- Create rich and exciting meanings in any context
- Actualize your highest and best potentials
- Live life in a state of meaningfulness
- Close the knowing-doing gap
- Replicate the excellence and expertise you see in others
- Win both your inner and outer games for more success
- Become the author of your own life
- Influence others more effectively
- Communicate with more precision
- Develop richer and more loving relationships