

Attunement

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My Background

Evocative communication



Handout:

www.jeffreyzeig.com/handouts/rennes2016



What is evocative communication?

Communication that prompts an automatic response



Where do we find evocative communication?

In the world of ART



When to use evocative communication?

To elicit (prompt) alterations in:

- Emotion
- Mood
- Perspective
- Conceptual Realization
- State



Emotions/Moods/States

- Emotions
- Moods
- States



Conceptual Realizations

- Ideas
- Concepts
- Beliefs (Orientations)
- States
- Identity



Communication can be Informative
Communication can be Evocative

An example of evocative communication.



Group Attunement Exercise



Group Attunement Exercise:

Sing Happy Birthday to a volunteer



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Happy Birthday: First Rendition

- Start Singing
- Feedback from the volunteer



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Happy Birthday: Second Rendition

- Emphasize the word “you.” Do it softly.
- Emphasize the person’s name. Do it softly.
- Start Singing
- **Stop! Stop! Stop!**
- Feedback from the volunteer



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Happy Birthday: Second Rendition

What we were doing:

- **Tailoring:** In this exercise you better personalized the message.
- **Multi-level:** You were communicating at more than one level: Words and inflection.
- **Destabilization:** A moment of disharmony can pave the way to increase harmony.



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Happy Birthday: Third Rendition

Read the following instructions so the subject does not see them:

Mirror the subject’s posture.

- If possible do not do it concurrently
- Delay a second before you mirror
- Feedback from the volunteer.



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Happy Birthday: Third Rendition

What we were doing:

Attunement: In this exercise you were creating implicit rapport.



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Happy Birthday: Fourth Rendition

- Stand up
- Use gestures as you sing to emphasize important emotions:
- Feedback from the volunteer



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Happy Birthday: Fourth Rendition

What we were doing:

- **Drama:** In this exercise you added drama: Make the intervention come alive visually.
- **Multi-sensory:** You were activating more than one sensory modality. Make the intervention come alive visually.
- **Add Movement:** Keep things moving



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Happy Birthday: Fifth Rendition

- Sit on the floor.
- Sing to the person's inner child.
- The inner child is intuitive, sensitive, and vulnerable
- Sing to the intuitive, sensitive, vulnerable inner child
- Feedback from the volunteer



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Happy Birthday: Fifth Rendition

What we were doing:

- **Experiential Impact:** In this exercise you are working to intensify emotional (experiential) impact: Change the person's "state." You were awakening emotional representations.



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Debrief the Exercise

We just established attunement in this group

Reflect for a moment:

- How does attunement feel?
- What was the effect?
- How did it work?
- Who was attuned to whom?
- What follows attunement?



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Result of the Exercise

- The exercise was an "induction" for the group to change "states," and enter "states" of group attunement.



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Group Realization:

- We just created a moment of attunement.
- Reflect for a moment on how it felt.
- Reflect on why we started with attunement.
- Reflect on how attunement can be a stepping-stone to the subsequent response.



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Attunement

An Experiential (Evocative) Effect



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Attunement Defined (by Jeff):

- Unconsciously coordinated social response resulting from covert interpersonal/contextual stimulation.
- The cues that elicit responses include behavior, thoughts, context, and/or affect. These cues elicit preconscious associations that “drive” responses automatically.



• (Attunement is often associated with spiritual exercises—Google the term)

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Why Attunement?

- To realize rapport.
- Basis of Conceptual Communication
- Conceptual communication is the foundation of influencing states, moods, and perspectives



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My three intentions for this presentation:

1. Make connections between established social psychology research and my personal theories about processes that underlie empathy.
2. Explore, and bring into the foreground of practice, one aspect of the structure of emotional (experiential) impact, attunement, which is a foundation to changing “states.”
3. Offer some ethical perspectives about evocative communication.



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The Structure of Experiential Impact

- Art versus Science: Inform or Impact?
- Evocative Communication or Informative communication
- Extracting methods used in the Arts for impact



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Twelve Aspects of Evocative/Experiential (Artistic) Impact in Two Categories:

The Place of Attunement in
Emotional Impact



I. Impact Methods Used for Groups and Individuals: All used in the Arts

1. Promote Attunement
2. Create Fascination— the abstract fascinates
3. Oriented Toward—awaken representations
4. Use Signals and Symbolic Representations
5. Be Multisensory
6. Move in Strategic Steps
7. Use Drama
8. Use Movement—keep the eyes/ears moving;
keep the tension moving
9. Destabilize: Consonance and Dissonance in
Music; symmetry and asymmetry; conjunctive and
disjunctive
10. Be Multilevel—monophonic evolved to
polyphonic: Music is multilevel



II. Impact Methods Best Used for Individuals

11. Utilize—Individualize
12. Tailor—Individualize
13. Attunement—Individualize



We will explore one aspect:
Attunement



Attunement is an Interaction Effect

- It happens among and within
- It is an unconscious effect



Attunement is essentially unconscious.

- Attunement is dissociative responsiveness (A response without realization of the response or without realization of the stimuli that prompted the response).
- Attunement is based in implicit responsiveness.



Some Synonyms Related to Attunement:

- Implicit Rapport
 - Emotional Contagion
 - Syntony
 - Entrainment (used in physics, making concrete, etc)
 - Resonance
 - Communion
 - Unconscious compliance
 - Synchronization
 - Unconscious (implicit) identification
 - Implicit Responsiveness*
 - Social Mimicry*
- *the best synonyms



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Attunement: Parallel Processes

- Response to expectations (demand characteristics)
- Response to indirect suggestion
- Rapport



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Attunement: Parallel Processes in Psychotherapy

- Empathy
- Empathy is a relational state.



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Attunement: Parallel Processes in Hypnosis

- Ideodynamic Effects: Ideomotor and Ideosensory Effects
- Response to expectations (demand characteristics)
- Response to indirect suggestion



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Parallel Processes in Social Psychology

- Priming effects
- Attributions
- Obedience to Authority
- Emotional Contagion
- Social Mimicry
- Conformity



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Social Mimicry

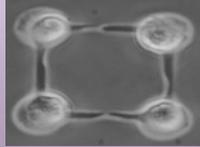
- Research examples
- Social psychology—Chartrand and vanBaaren
- Mimicry is used for social affiliation
- Mimicry leads to influence.



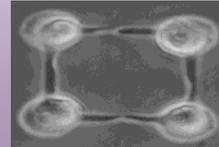
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Attunement in Nature

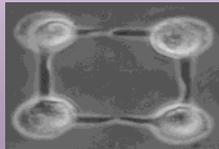
Heart Cell Entrainment
www.jnanobiotechnology.com/content/2/1/9



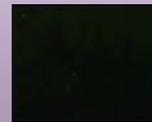
Heart Cell Entrainment



Heart Cell Entrainment Again



Fireflies



Metronome Effect

Metronome Synchronization

N=5
Rate=208+/-2
Initial Phase: Rand
09 Oct 2005
Serial V1322



Flock of Birds

Image Pelicans Flying in Formation:
Attunement



Attunement is an Evolutionary Necessity

- Mammals—herding instinct; hunting in groups
- Birds—flock, formation flying
- People watching movies at the theatre; sporting events; etc
- Unconsciously responding to the environment/others: e.g., repeating a tune in your mind but not realizing that you are repeating a tune you had heard someone else singing.

Attunement with a group inherently (biologically) feels good



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Attunement in Practice

- An initial manoeuvre is to elicit a “state” of attunement in the client
- Attunement as the basis of building interpersonal responsiveness
- Attunement precedes intervention.
- Hypothesis: The highly attuned have more mirror neurons?



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You can implicitly attune to:

- Behavior
- Affect
- Cognition
- Attitude
- Relationship patterns
- Cultural patterns
- Language patterns
- Associative processes



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The Nature of Hypnosis



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The Nature of Hypnosis

- Hypnosis is one of a number of experiential approaches.
- Hypnosis is a Syndrome: Similar to Meniere’s or Fibromyalgia.

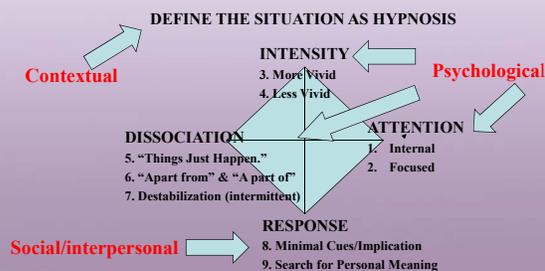
Three Dimensions of Hypnosis

1. Psychological Changes: a. Attention; b. Intensity; and c. Dissociation
2. Contextual Alteration: Define the Situation as Hypnosis (Directly and Indirectly)
3. Social Modification: Build Responsiveness to Implication



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Three Dimensions of Hypnosis



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The Nature of Hypnosis: Temporal

- Hypnosis is a Process: There are alterations over time in all Three Dimensions
- The failure to define hypnosis as a syndrome/ temporal process creates confusion in practice and research.



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Induction Example



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Attunement Manoeuvres in Hypnosis I

- Pacing and leading—the effect of, the purpose of...
- Cross Pacing, e.g., time the breathing when you speak even when the patient's eyes are closed
- Tonal matching
- Vocabulary matching
- Emotional matching
- Matching predicates
- Gesture what you suggest: The hypnotist can make gestures complementary to those requested of the patient, even though the patient's eyes are closed. E.g., arm levitation. Attune to behavioral processes



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Attunement Manoeuvres in Hypnosis II

- Postural mimicry: Attune to behavioral processes
- Gestural mimicry, etc. (e.g., blink rate)
- Linkage: Attunes to the associative processes
- Using imagery attunes to sensory processes
- Interactional trance: Magnify the positives
- Using anecdotes: That is how people think
- Tailoring: An essential method of attunement



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Attunement and Hypnotic Induction



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Attunement and Hypnotic Induction

- An initial purpose of hypnotic induction is to elicit a "state" of attunement in the patient
- Induction is the time to elicit attunement
- Attunement as the basis of building interpersonal responsiveness
- Attunement precedes intervention.
- Hypothesis: Highs Hypnotic subjects are social chameleons; highly attuned: Have more mirror neurons?



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How Induction Parallels Therapy

- In Induction: Say A, Mean B; To get response C
 - In Therapy: Say X; Mean Y; To get response Z
- Build responsiveness prior to intervening.



Induction Parallels Therapy: The place of attunement

INDUCTION

Create Attunement

- Say "A"
- Mean "B"
- To get response "C."

THERAPY

Create Attunement

- Say "X"
- Mean "Y"
- To get response "Z."



Illustrative Cases from Erickson

- Erickson Cases: E.g., predicting that she would move her arm.
- My Introduction to Erickson
- Erickson's precision was a necessary foundation for attunement to happen: Iron-fisted procedural control



Summary

- Attunement is the Herald of Implicit Responsiveness: A Precursor of Responsiveness
- If there are existent "stages" of increasing responsiveness, attunement is the first stage
- Attunement Primes the Pump of Realizations
- Attunement manoeuvres are ways to "knock on the door" of the "unconscious."
- Attunement is a matter of heart, the heart of the heart of the matter. It is at the heart of change.
- Attunement is experiential: It is a "bottom up" not "top down" method
- Attunement is fundamental to an experiential approach to eliciting modifications in state.



Therefore I

- One. There is a link between mimicry on one hand and liking and rapport on the other. Mimicry leads to rapport and vice versa.
- Two. When individuals want to affiliate with each other they unconsciously engage in more mimicry, and when they want to disaffiliate they automatically engage in less mimicry, suggesting that mimicry is an unconscious tool to create rapport.
- Three. Mimicry can lead to empathy, which facilitates understanding the emotions felt and displayed by others.



Therefore II

- Four. Mimicry leads to a merging of the minds--to more similar attitudes and shared viewpoints.
- Five. Mimicry leads to more pro social (i.e., helping) behavior towards the mimicer.
- Six. Individuals are more persuaded by people who mimicked them by then by people who do not.

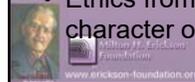


Ethical Considerations



Ethics:

- There are ethical considerations for both profession, professionals, and consumers
- Some of which are explicit such as licensing governing bodies and confidentiality while others are more implicit roles, skill sets, competencies and reimbursement.
- Ethics from the Greek word *ethos* refers to character or custom.



Ethics

- One role of ethics is to prevent dangerous practice from harming clients, the public or the professional. Ethical violations resulted in attention to, in disregard of, ethical codes and standards what consequences follow.



Informed Consent



Conclusions:

- Call for attunement in clinical practice
- Call for research that addresses mimicry in hypnosis: Social mimicry and hypnosis
- Attunement in affecting hypnosis is good for the hypnotist—reciprocal pro-social effect



In Conclusion

Smile a lot





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