




Welcome!
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Erickson-Foundation.org





An Actual Psychological Experiment

Two photos of the same woman:
Which is more attractive?
One of them is judged more attractive.



Going home or away?



Going home or away?



Beethoven Portrait 1804




Beethoven's Fifth: Visual

Ludwig van Beethoven
Fifth Symphony
First movement, *Allegro con brio*




Evocative Communication
(Limbic/Signifying Communication)
and Response

Using the Output Channels of Communication Strategically



Codes of Influence Contained
in the Fifth Symphony

Strategic Development: Theme and Variation



What is your experience when listening?



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For Handout



Beethoven's Fifth



My Presentation

Is About...



It Started with Milton Erickson



Milton Erickson was a Conceptual Communicator Who Used Evocative Communication
 He developed states from which he communicated

Evocative (signifying/limbic) communication "just happens," and...responses "just happen."
 There is response without knowledge of the response or the cue that elicits it.
 It is an evolutionary dictate.



Communication is both informative and evocative.

Cases
 Smoking
 Erickson's anger

The Land of "Knowing" vs. The Land of "Realizing."
 What needs to be known?
 What needs to be *realized*?

Science or Phenomenology
 Science=Facts
 Therefore use informative communication
 Phenomenology=Lived experience
 (Feelings/"States"/Perceptions)
 Therefore use evocative communication to elicit change

Evocative Communication is protospeech. It is the foundation from which verbal speech evolved.
 Animals communicate by signification. They use signals -- limbic communication that does not require consciousness. Animals communicate concepts.
 Animal communication is an instinct of purpose. It is also an instinct of response.



About Communication...
 Everything is communication.
 Everything is interaction.

Facts

$$x^2 + c_1x + c_2 = 0$$

$$x^2 + 2\left(\frac{c_1}{2}\right)x + \frac{c_1^2}{4} + \left(c_2 - \frac{c_1^2}{4}\right) = 0$$


$$\left(x + \frac{c_1}{2}\right)^2 = \left(\frac{c_1^2}{4} - c_2\right)$$

$$x + \frac{c_1}{2} = \sqrt{\frac{c_1^2}{4} - c_2}$$

$$x = -\frac{c_1}{2} \pm \sqrt{\frac{c_1^2}{4} - c_2}$$

Evocative Communication

Sacrifices clarity and uses ambiguity to elicit activation.
The response tends to be automatic and leads to a change in state.



Positive and Negative "States"


Connected	Disengaged
Clear	Confused
Industrious	Lazy
Trustworthy	Deceptive
Constructive	Critical/Contemptuous
Open-minded	Prejudiced
Responsible	Irresponsible
Coping	Falling apart
Alert	Deadened
Present	Absent
Focused	Diffuse
Cooperative	Oppositional
Stable	Wildness
Creative	Pragmatic
Realistic	Naive
Respectful	Disrespectful



The point



Therapy can be promoted from the state that the therapist occupies.



Understanding "States"

Emotions
Moods
"States"



Responsibility

- Ideas,
- Concepts,
- Beliefs,
- States,
- Identities



Some Therapist States for Awakening Representations)

- Being Experiential
- Orienting Toward
- Being Strategic
- Utilization

• We are already versed in each of these states.




"States"


"States" are a complex of interactions, emotions, and moods. They are syndromes, not entities, "states" are titles for groupings that are experienced as singularities.



The point



Therapy can be promoted harnessing implicit (limbic) responsiveness and methods that are evocative and strategic.

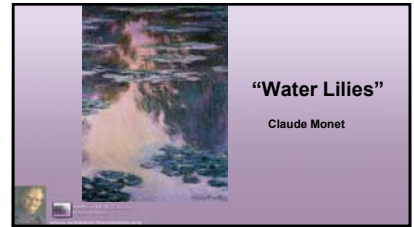


We already know about evocative communication due to media literacy

Art is a necessity
Art signifies



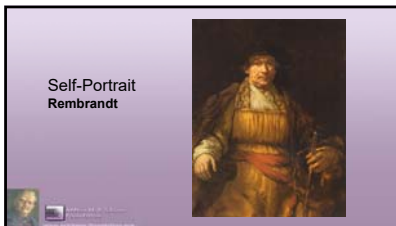
Signification is basic to art.
Miro and Jan Steen.
Rembrandt and Monet.



Mutation and Metamorphosis:
Signification in Art
Joan Miro and Jan Steen
Dutch Interiors



Art is about Intention



Let's illustrate with an Experience.
Exercise


Connection Exercise I & II

In pairs




Connection Exercise II

Keep the same roles.
Do not change roles




Connection Exercise III
Orient to the State of Enter/Offer/exit

1. Reverse Roles
2. Goal to Offer: Look at your neighbor meaningfully, valuing him or her with your interest. See this person as if for the first time.
3. Get into the Enter/Offer/Exit "state."
4. Add elaborations to each step. DON'T think!!! Let the elaborations emerge seamlessly from the "state."
5. "Do overs" are fine.
6. Discuss what it was like to enter/experience the Enter/Offer/Exit "state."




Connection Exercise

- Turn to your neighbor.
- Establish Roles: One Pitcher, one Receiver.




Connection Exercise II

1. Pitcher: Look down to the floor. Then look up at the person deliberately, in slow, step-wise manner. Smile. Take 3 seconds to do this.
2. Look at your neighbor meaningfully, valuing him or her with your interest. See this person as if for the first time. Make a sound (or sounds) that represents your interest. Take 5 seconds to do this task.
3. End by silently make a gesture of appreciation.
4. How specifically did that procedure increase the impact? What procedures caused the most effect?




Connection Exercise IV
Intention

1. Reverse Roles: One Pitcher/One Receiver
2. Look at each other, once with Curiosity, once with Appreciation. Do this nonverbally. Chose the order.
3. Discuss the effect.
4. Reverse Roles: One Pitcher/One Receiver
5. Look at each other, once with Positive Expectation, once with Interest. Do this nonverbally. Chose the order.
6. Discuss the effect.



Connection Exercise I

- Pitcher: Look at your partner meaningfully valuing (honoring) him or her with your interest. See this person as if for the first time. Take five seconds to complete the task.
- What is the impact? What created the impact?





Discussion




Discussion


This is about intention, not being an actor




The purpose of therapy (hypnosis) is to  elicit conceptual realizations, similar to art, similar to humor.
A purpose of therapy is to evolve the therapist.




A joke is an induction for humor to happen. It is a rollercoaster ride.
Therapy can be an evocative communication targeting a conceptual realization. It is a rollercoaster ride.
Erickson used humor for psychotherapy and hypnotherapy for evocative effect.




Changing a "state" happens due to an evocative experience, not by giving information. E.g., Love, e.g. Hypnosis 

Eliciting realizations/states/identities requires the use of signifying methods that are part of our evolutionary sociobiology.



What does evocative (limbic) communication have to do with hypnosis?

Answer: Everything!
Hypnosis is more similar to art than science.
Hypnosis at its essence is conceptual communication



Problems "just happen."
"States" "just happen."
Implicit responsiveness "just happens" because of evolutionary design.




SIDEBAR 

Clients signify.
Symptoms ("Communications") signify.


Therapists traditionally interpret the client's meaning.
If the client is intelligent enough to use signifying communication, therapists should be equally intelligent.



Contrast a Joke and Therapy



An excursion into the nature of hypnosis




Problems are limbic, not cortical 

To reach problem states, use limbic communication



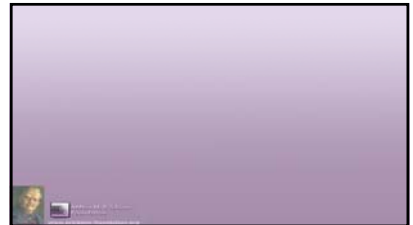
**Limbic resonance.
Implicit responsiveness.**

Designed by evolution as instincts of purpose
Social (implicit) responsiveness happens by
virtue of signals — signifying (limbic)
elements.



IMHO

Psychotherapy should be anchored in
evocative/signifying communication that
addresses the limbic nature of problems and
evokes realizations.



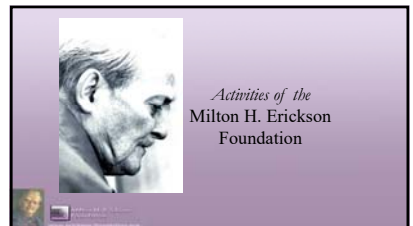
Thanks!

[jeffreyzeig.com/handouts/
Porto2018/](http://jeffreyzeig.com/handouts/Porto2018/)
For Handout

**And for those who require an
empirical basis.**

Signification in its various forms
is researched in social
psychology.

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in Brief Psychotherapy

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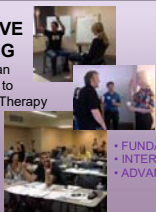


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Audiobook

Blank slide with a small portrait of Milton H. Erickson in the bottom left corner.

Contrast a Joke with a Hypnotic Induction

Relational "States"

Forgiving	Unforgiving
Vulnerable (Open)	Hardened (Closed)
Independent	Dependent
Inspirational	Uninspiring
Agreeable	Disagreeable
Resilient	Vulnerable (Easily Hurt)
Social	Withdrawn
Generous	Miserly
Liberal	Conservative
Adventurous	Inhibited
Pursuing	Avoiding

Communicating is a relational state. So is marriage

Self-communication does not have the same meaning, neither does self-marriage.

"Practicing medicine" presupposes a relationship. Self-medicating does not have the same meaning.

A joke is an induction for humor to happen. It is a rollercoaster ride.

Hypnosis is evocative communication targeting a conceptual realization. It is a rollercoaster ride.

Erickson used humor for psychotherapy and hypnotherapy for evocative effect.

Relational "States" Continued

Altruistic	Self-Serving
Considerate	Inconsiderate
Humble	Inflated
Honest	Deceptive
Delegate	Micromanage
One-Up	One-Down
Strong	Impotent
Positive	Negative
Allured	Not Allured
Empathic	Unaring
Trusting	Suspicious

Self-hypnosis is a misnomer. It cannot be adequately discriminated from other self-imposed "states" including relaxation, meditation, active imagination, or mindfulness.

Implicit (limbic) responsiveness is central to hypnosis.

Hypnosis is a relational "state," similar to humor. Telling a joke is relational. It is not the same to tell yourself a joke.

(Relational states are based in communication that is evocative/experiential/limbic.)

Relational "States" Continued

Praising	Thoughtless
Patient	Colluding
Moral	Immoral
Respectful	Disrespectful
Engaged	Disengaged
Forgiving	Unforgiving
Diplomatic	Tactless
Humility	Narcissism
Assertive	Passive
Assertive	Aggressive
Concerned	Unconcerned
Sophisticated	Boorish

Interactional Definitions

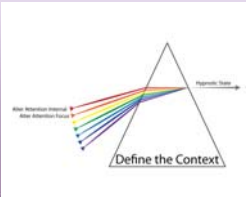

Being systemic

- Problems can be define internally or interactionally.
- States can be defined internally or interactionally.
- Love → TOPIAH (Take Obvious Pleasure In Another's Happiness)
- Hypnosis can be defined interactionally


Remember! 
Hypnosis as a syndrome.
It is the synergistic amalgamation of elements
some part of which must be interactional.



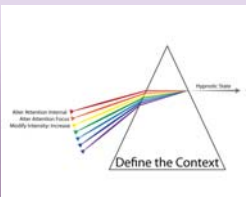
Hypnosis Deconstructed
Using a Prism



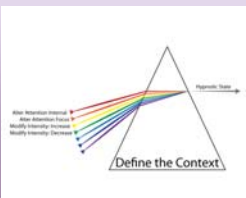
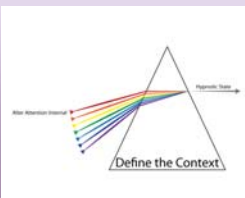

Solving Problems in
Theory, Research, and Hypnotizability

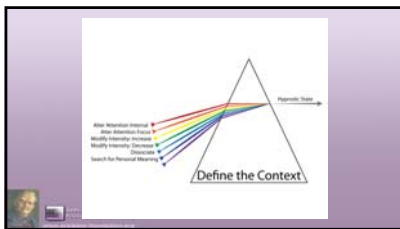
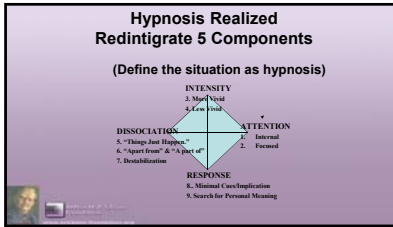
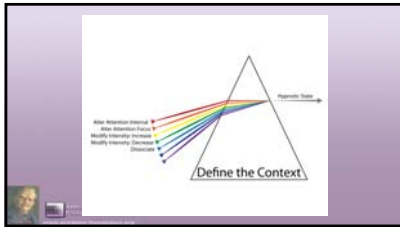



Prism



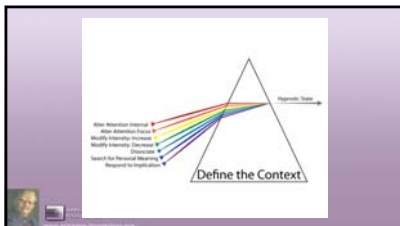

The Essential Nature of *Eliciting* Hypnosis



The Point!

Don't try to induce hypnosis. Elicit components.

Defining Hypnosis

Experts emphasize elements.
Most important is responsiveness.
Hypnosis does not exist without implicit (limbic) responsiveness.