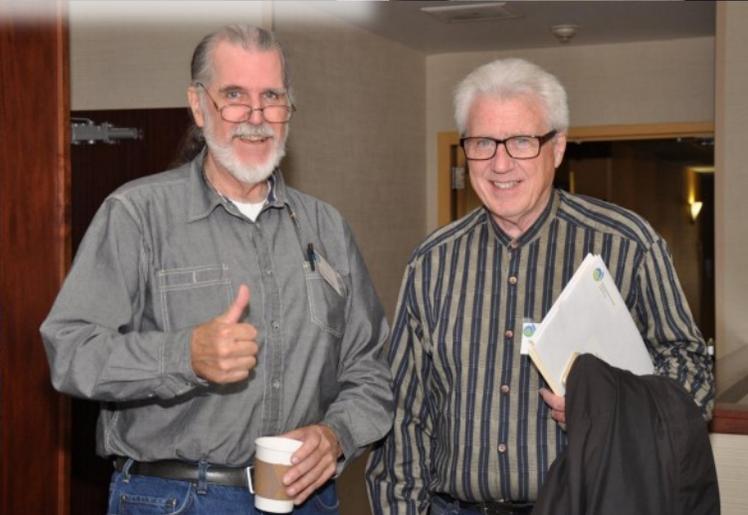




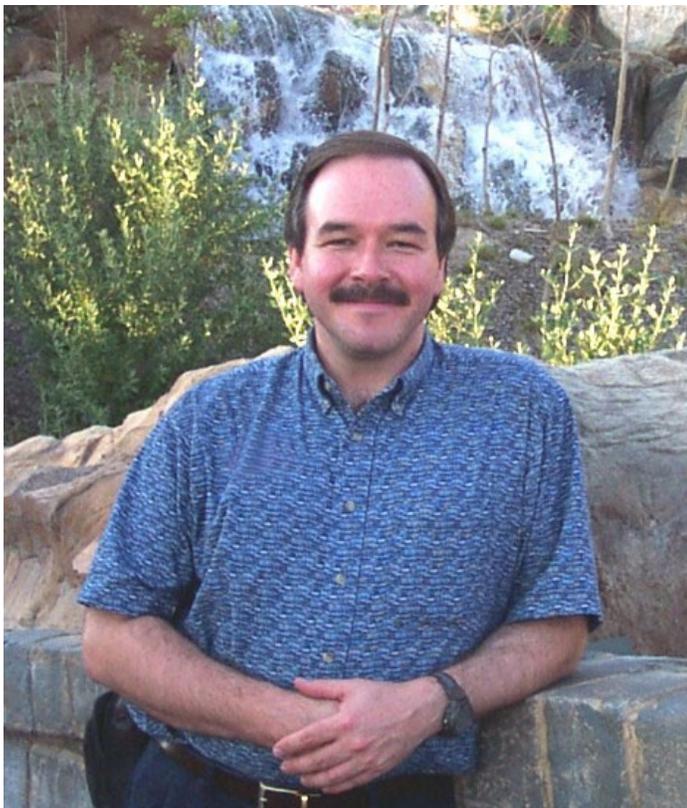
**OHA NORTHWEST**  
Official Publication of the  
Oregon Hypnotherapy Association  
*Connection, Education, Support, Exchange*  
Volume 22, Issue 1 - March 2019



## FEATURED PRESENTERS

### GENERATIVE CHANGE WITH NLP

*Larry Dillenbeck*



**Larry Dillenbeck**, Director of Lighthouse Center for Consciousness Studies, Clinical Hypnotherapist, NLP Master Practitioner and Trainer, Personal and Professional Coach, Trainer, Presenter & Consultant.

Larry has a Bachelors Degree in Psychology from the University of Utah. He is a Certified Clinical Hypnotherapist, Hypnotherapy Instructor and Hypnotherapy Examiner with the American Council of Hypnotist Examiners. He is a Master Practitioner, Health Practitioner and Trainer of Neurolinguistic Programming (NLP). Larry is a Coach University graduate and practicing Life Coach since 2004.

Currently centered in Salem, Oregon, Larry's organization has offered personal and professional change work services since 1989. They have a magnificent network of highly skilled practitioners of various healing modalities as well as trainers, presenters, consultants, coaches, teachers and mentors. Through the association, they support each other and their clients to achieve their clients' purposes and potentials in the world.

More at [www.lightstudies.org](http://www.lightstudies.org)

### MARKETING YOUR PRACTICE

*Mike Peterson*

Small businesses and solopreneurs are being attacked by the very systems that should be helping them grow their businesses. Every week small business owners receive phone calls, emails, and advertisements for where they should spend not only their marketing dollars but also their precious time. In addition to this,



our world moves increasingly faster and as business owners you face an ever-growing competition base for reaching your ideal customers. Cutting through the noise can be hard, but it's not impossible.

In this workshop, you will learn how to remove yourself from getting swept up in the next marketing frenzy, where to focus your time, money and energy, and how to get clarity and start marketing on purpose.

Mike Peterson and Michael Clark have been providing their clients with this purposeful clear direction since 2010. They have helped solopreneurs and small businesses grow from a single location to multiple locations, have helped clients go from 3 months of work to over 3 years of work and educated their clients all throughout the process.

As a full-service marketing agency, 5ive Marketing has seen entire industries and the marketing tools and tactics change almost overnight. Through their experience, they have learned what it takes to stay relevant and build your business on strong foundational systems so that you can start planning on your success instead of reacting to it.

More at [www.5ivemarketing.com](http://www.5ivemarketing.com)

## PRESIDENT'S MESSAGE

Welcome to 2019! As I write this I'm looking out my window at a few inches of snow, a layer of ice where there isn't snow, and sunshine. I forgot to plug in my car (it's all-electric) and the hatch was frozen shut. My husband needed to go get his mom and of course his windshield was covered in snow and ice - my scraper busted getting through it. The tires on the wheelbarrow pick up the snow and quickly stop turning so cleaning out the horse's run-in shed is a problem.

But the sun is shining, the latch on my car just takes a little work around the edges, what was left on my husband's windshield after my scraper broke is removed with some water, and the horse's shed is big and he doesn't have to stand in there all day so I can just pile the manure in a corner.

This reminds me of what we do every day for our clients. We help them re-frame their experiences. Their view of life. Sometimes it's making the frame smaller. "I know that your goal is to go to the gym 5 days a week. You've also said that you can't see yourself doing that right now. What's a small step that you could take right now? How does that step feel? Imagine yourself doing that for the next week. Why might you want to do that one step?"

Or it might be making the frame bigger. Looking at the bigger picture. "I know that your goal is to go to the gym 5 days a week. You've also said that you can't see yourself doing that because you don't have time. When we were talking earlier you were telling me about all the things that you're looking at on Facebook, the YouTube videos that you're watching, and the Netflix binge watching that you've been doing. How much time do you spend doing those things? How much better would you feel if you spent that time at the gym helping your body get healthy and making new friends? Imagine yourself going to the gym every day after work, just for half an hour, for the next week. Why might you want to do that?"

Our clients gain tools to use when they aren't with us. There are a couple that my clients find especially helpful. One is Emotional Freedom Techniques (EFT.) Although I use the method that Sylvia Hartman teaches when I use it in my office what I teach to clients to take home is the abbreviated version that Robert Smith teaches at FasterEFT.com. What I really like about Robert's version is how he anchors holding the wrist with the word and feeling of "Peace." Once you practice it a bit you can just think about holding your wrist, taking that breath, and saying Peace and you can change your state.

The other tool that I've been using more of recently is Heart Breathing from the Heart Math Institute at HeartMath.com. With just 5 - 10 minutes of breathing through the heart twice a day you can really change the way that you act (as opposed to reacting) to whatever life throws at you. Again, people expect you to breathe so taking a few Heart Breaths



Joni Brewer, President

doesn't attract any attention from those around you. My clients have been using this successfully for everything from anxiety to changing how they think about food to controlling urinary incontinence. It's a wonderful tool.

Maybe you're like me and notice that when you're working with a client, teaching and using these wonderful tools, you benefit also. What a great profession where we help ourselves while we help others. What are some of your favorite tools?

In order to help more people we have to be present to them, that means growing our businesses. Business strategies is something that many of you have asked for so we'll be adding that to our presentations this year. I would love to hear from you about what has worked, and not worked. There's no sense in reinventing the wheel so let's share what we know.

Along those lines Mike Peterson will be teaching us some marketing strategies that we can put to use right away. After all, if people don't know that we're here we can't help them. There seems to be so much out there - Facebook, Instagram, Google, etc. - it all gets to be a bit much. What to do? What's right for me and my style? What's best for my practice? I'm looking forward to gaining some insight and direction.

Larry Dillenbeck will be teaching us some NLP techniques during the March meeting. Although I haven't taken any focused NLP training it has been a part of many of the

*(Continued on page 8)*

## HYPNOTHERAPY IN GESTALT DREAM THERAPY

**Dr. Steven Ruiz Bettencourt, Psy.D.**

*Peaceful Warrior Wellness Services, LLC*

*OHA Board Member*

“You are the maker of the dream; whatever you put into the dream must be what is in you.” (Fritz Perls)

Fritz Perls, the founder of Gestalt therapy stated, “In Gestalt therapy, we don’t interpret dreams; we do something much more interesting with them.” In traditional dream interpretation, through psychoanalysis or another modality of psychotherapy, the therapist attempts to interpret the events in the dream. In Gestalt dream therapy, the client is the dream interpreter. According to Fritz Perls, the client is the only one who can reach a clear understanding of their own subconscious. In so many ways, the power of the subconscious can be a shortcut to a multitude of neuroses.

Even though the term “neurosis” was removed from the 3rd edition of the Diagnostic and Statistical Manual of Mental Disorders (DSM III) in 1980, the term is still used by many therapists and psychologists who subscribe to psychodynamic theories and is still used by the ICD-10. A neurosis is a mental disorder that causes a significant amount of distress and a deficit in functioning. It can be characterized by anxiety, depression and other feelings of unhappiness that interfere with healthy social or occupational functioning. Sigmund Freud, Carl Jung, Alfred Adler, Milton Erickson and Fritz Perls are among famous psychodynamic theorists who described and treated neurosis. Fritz Perls referred to a neurosis as a growth disorder, given that the patient was ‘stuck’ and at an impasse. It makes perfect sense that since these neuroses are subconscious, hypnosis is a viable, and often favored method of resolution used in Gestalt Therapy.

As always, trauma plays a significant role in repression. Freud’s “Ego Defense Mechanism” of repression serves to direct “desires and impulses to more pleasurable instincts by excluding them from our consciousness”. (O’Mahony, 1993).

In general, suppression operates on a conscious level. It pushes away unwanted thoughts and memories. Repression is the mechanism for holding these unwanted elements from the conscious mind by maintaining their imprisonment into the depths of the subconscious mind. The energy required to maintain repression becomes greater with time. When this neural energy is drained in this way, less energy is available for boosting our immune system, being creative and productive, for intellectual pursuits, relationship building, and so on. Living a fully functional life requires all of the vital energy we can use.

Although Gestalt dream therapy can be used on any dream, I have a special interest in recurring dreams or recurring themes. These tend to have the most powerful messages and seem to cause the most distress with my clients. The process begins by using a deepening induction, directing the client to find and enter their recurring dream. Gestalt therapy encourages the therapist to direct the client’s focus on every element in the dream. The therapist then asks the client to become that element or object in the dream. I never cease to be amazed at the insight obtained by each object explaining their reason for being in the dream. When the client “becomes” each aspect of their dream, they are able to find meaning in the message that is residing in their dream. This is what Perls was referring to when he said that Gestalt therapists do something “much more interesting” with dreams than trying to guess at the symbolic nature of the dream.

I was an adjunct psychology professor for 10 years, teaching in three community colleges with classes of 120 students. What I liked to do was to interview students to find a volunteer to be the subject of a Gestalt dream therapy demonstration in front of the class. I always had more volunteers than I could use so I met with the ones that had both recurring dreams and passed a test induction, then I had them sign a consent for treatment form. It’s always exciting when someone goes into deep trance within few minutes. I was usually able to find a subject who was able to quickly enter deep trance and had a great story to tell. The interesting thing is that when the session is over, students have a lot of excited questions. After a brief reorienting pause, their classmate was able to share their intimate and powerful experience with them.

The Gestalt therapist strives to find and stay with the “impasse” of the mental or emotional block. For example, one session focused on a recurring dream where the client was walking slowly down a hallway toward something very scary. She would become overwhelmed with fear and was bombarded with a variety of images hanging on the walls. When asked to become each object in her dream, as she walked down the hall, she began to understand the significance of their presence. She was able to continue down the hall and realized that, after becoming each object, she was at the hospital and as a little girl, she felt afraid to look at her recently deceased grandmother’s body. The objects were the hospital furniture, and family members encouraging her to say goodbye to her grandmother. She must have been about 5 years old at the time.

To me, having used Gestalt Dream Therapy, for the last 36

*(Continued on page 8)*

## GENERATIVE CHANGE WITH NLP

**Larry Dillenbeck** – Director, *Light-house Center for Consciousness Studies*, OHA Board Member

There is a famous quote from Einstein where he said, “We cannot solve our problems with the same thinking we used when we created them.” This same principle is also captured in a common colloquialism that says, “If you always do what you’ve always done, you’ll always get what you’ve always got.”

One of the opportunities we have as Hypnotherapists and Neurolinguistic Programming (NLP) Practitioners is to assist our clients to see things **differently**, take on new perspectives, think and speak about their experiences differently – ideally in ways that support their chosen outcomes and ways of being in the world.

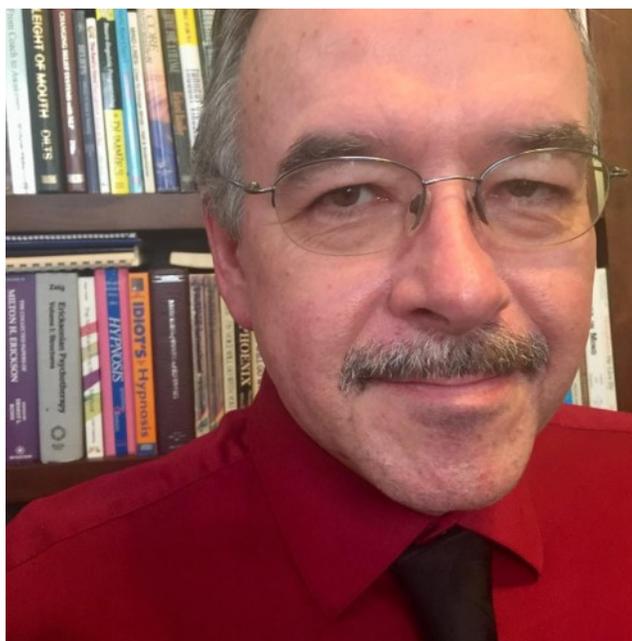
In NLP, we think of change on different levels. For example, one kind of change is what we call “Remedial Change” which is corrective change - basic problem solving. A client comes to us to quit smoking, relieve stress or make a difficult decision they are struggling with for example. We can help them solve that specific problem and both client and practitioner have a sense of mission accomplished.

Another level of change is “Generative Change.” This is where we can take a resource and make more of it, increase its strength and make it easier to access in multiple contexts. It is change that facilitates more change. For example, helping a client feel more confident and trusting of themselves in general, can touch many areas of their life in beneficial ways.

A third level of change we call “Evolutionary Change” where we create something completely new. These often involve a paradigm shift in one’s world view, sense of Self

(identity) or one’s purpose or mission in life. As you can imagine, such a shift can be quite dramatic and change the course of a person’s life significantly.

Metaphorically speaking, you could think of remedial change is like pulling weeds and clearing rocks and debris from your garden. Generative change is about planting the seeds of flowers, vegetables, herbs, etc. – what you want to grow in your garden. Evolutionary change would be working with and expanding the landscape itself in which the plants are growing to create more and different kinds of gardens.



One of my favorite NLP processes is the Generative NLP Process. The Generative NLP format was developed by Robert Dilts in 1990 as an application of the “Unified Theory for NLP.” It is a process that utilizes multiple perspective shifts in time (past, present and future), perceptual position (self, other and observer) and neurological levels of change (environment, behavior, capability, beliefs/values, identity and mission). In doing so, we can take a resource like confidence for example and make more of it, make it easier to access in multiple contexts and strengthen it so

that it is just right for the context.

Think for example a skill like establishing and maintain rapport. We can learn many ways of inviting and maintaining rapport with our clients and others we interact with. This would be the “width” of the skill set – having many ways to access and apply the skill. How elegant, effective or skillful you are with a particular skill set would be the “depth” of that skill. To borrow a quote from the martial arts to make the distinction, “I fear not the man who has practiced 10,000 kicks once, but I fear the man who has practiced one kick 10,000 times.” –

Bruce Lee. The first part speaks to **width** of skill (how **many** techniques you know), the second to the **depth** of the skill (how **well** can you do them). Quantity and quality work together.

For us as practitioners, when we expand our width by learning new inductions, techniques and processes, that allows us to work with a wider variety of clients, issues and outcomes. When we deepen our skill sets, we become more effective, efficient and even elegant as we work with people. For each of us, there is the opportunity to discover our ideal blend of width and depth as practitioners and we

can assist our clients in doing the same to accomplish their outcomes and ways of being in the world.

In our March OHA gathering, I will teach the Generative NLP Process which is a very flexible, effective process that can be applied to nearly any issue or outcome and has many hypnotic features that are fun and interesting to weave throughout the process. I look forward to sharing this amazing process with you and offer the opportunity to expand both your width and depth of your trance-formational skills!

## To NLP OR NOT TO NLP, THAT IS THE QUESTION?

*Tish Paquette, OHA Board Member*

Everyone remembers their fledgling years as a Hypnotherapist. Wanting to master the techniques, have a successful practice etc. Along the way you realized that continuing education was vital for your practice and mental well-being as well as preventing you from becoming stale, dull and disillusioned. So you decided to become the best, competent, confident explorer of Hypnotherapy vowing to keep abreast of various modalities that could further your discipline.

Being an avid learner and astute listener you sought out like-minded company to continue to hone your skills. One day when co-mingling in the Hypno-world, you heard experienced hypnotherapists using phrases like, “the map is not the territory,” rolling off their lips. One of your mentors explains they are talking about the success they were experiencing when they coupled their hypno-techniques with NLP. Curious, you decided to check it out.

Neuro, meaning states of mind pathways, networking, and in this case, the connection between communication and behavior. Linguistic, how our states are expressed through our verbal and non-verbal conscious and subconscious dialogue, showing the patterns of our thinking and behavior. Programming, exposes our beliefs, values, habits and how we live programmed scripts. Once understood, NLP helps the client to see they have the power of choice to alter their mind towards what they do want rather than a numbing life, repeating what they don't want.

This NLP modality culminated in the 1970's with roommates linguist John Grinder and computer/mathematician Richard Bandler. They noticed the link between people's conversations and their perception of their world. And determined that everyone has a map of their world (belief/reality) created through their experiences and confirmed by their senses. They also learned through careful assessment that everyone has a primary representational system (e.g., auditory, visual, kinesthetic etc.) in which they discover/experience their world.

Grinder/Bandler were keen observers and exposed to concepts from the 1930's by Alfred Korzbski who coined the phrase the “map is not the territory” explaining that people get confused between belief and reality. They learned we can never know a thing in itself, we can only know our neurological translation of it. By the time we are aware of anything through our senses, it has already undergone deletions, distortions and generalizations by our nervous system concluding with our “perception of the event”. (Hoag)

Linking these ideas and language they could see how with proper guidance the territory could be exposed, and once understood, be shifted to reality rather than a limiting belief based on one's perception without having all the facts, or the complete map.

The two men wrote a couple of books: Structure of Magic I and II and later a third entitled Frogs Into Princes explaining NLP

and techniques to achieve quick and lasting change. One of the primary conclusions they made was the idea of modeling. That one could create positive outcomes by studying and modeling successful others. This led them to study Virginia Satir, Milton Erickson, and Fritz Perls, to name a few.

Though the two eventually went their separate ways, they left NLP practitioners with concepts and skills that can enhance our ability to hear, understand and help our clients achieve their desires through their own method of behavior modification. This is where they claim that challenging the client's linguistic distortions, specifying generalizations and recovering deleted information when observing the client's expression through belief language etc., we can transform their linguistic process (representational system) and thereby create new pathways of thought through various NLP methods.

They created the Four Pillars of NLP: 1) Gaining rapport. mirroring not only body position but internal messages, too. Kinda like the idea in hypnosis when we say “go there first”. 2) Gather information and determine what state they are in when they come to see you. 3) Help them choose their desired state or goal. Remember, the idea is to move them from current state to desired state. Explore pros and cons of all outcomes. Create well-formed outcomes. 4) Help them access any additional resources to accomplish the goal. Pay attention to self-talk, reframes and representational processes. Help set affirmations, visualizations, and anchors. Then future pace.

As you can see this is similar in many ways with techniques we use in Hypnosis. Though hypnosis is a tool to help access the subconscious through trance for change, NLP accesses both conscious and subconscious.

There is so much more I could say about NLP. Claims have been made that it is useful with a number of human issues. Clinical psychologist, Frank Bourke, PhD, of England, decided to use NLP techniques on over 800 survivors after 9-11. He said he was able to alter the protocols of NLP somewhat and saw that it quickly and effectively assisted those suffering from trauma. He was so impressed with the results he founded the NLP Research and Recognition Project.

I encourage you to do your own research and determine if you can use some of the tools NLP provides. I would venture to say as a conscientious, caring, Hypnotherapist, you already are using them. How could you not?

Final note: NLP is a certification and not a license. Therefore, it is not regulated in Oregon. Classes and courses are available in most areas served by OHA practitioners. Research it thoroughly and find training that is thorough and competent in its practices and education.

I and many of my colleagues have found NLP with Hypnosis invaluable for our clients as well as augmenting our skillset.

Good hunting... Tish

## Event Preregistration Form\*

Fairfield Inn, 6100 SW Meadows Rd, Lake Oswego (Off I-5)  
Members \$45, Non-Members \$65, Students \$35

Name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Tel: \_\_\_\_\_

Numbers I wish to register: \_\_\_\_\_ Members, and/or \_\_\_\_\_ Non-Members, and/or \_\_\_\_\_ Students  
(To qualify for student rate you must be currently enrolled in a course that upon graduation will result in qualification for membership in the Oregon Hypnotherapy Assn.)

I am enclosing my check for total amount due: \$ \_\_\_\_\_  
(Please make checks payable to Oregon Hypnotherapy Association)

**Mail this registration and fees to:**  
Oregon Hypnotherapy Association  
PO Box 3511  
Salem, OR 97302

### \* Notes:

- Your canceled check or online email confirmation of payment is your receipt.
- Please do not mail cash.
- Post at least 4 business days prior to event.
- Add \$10 if payment not received by event date or if paid at the door.
- We accept only cash or check at the door.

**Register ONLINE  
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## FEATURED PRESENTERS

**Larry Dillenbeck**

*Generative Change with NLP*

**Mike Peterson**

*Marketing Your Practice*

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## GESTALT DREAM THERAPY

(Continued from page 4)

years, I see it as a powerful way to use hypnosis to find relief in yet another way to help our clients become fully functioning.

### References

O'Mahony, Hank. Irish Association of Humanistic & Interpretive Psychotherapy Spring 1993

Perls, Fritz. Gestalt Therapy Verbatim, 1969

*Dr. Steven Ruiz Bettencourt, Psy. D., is a practicing psychotherapist and hypnotherapist. His private practice is at Peaceful Warrior Counseling in Oregon City, OR, and he is Director of Adult Rehab mental health programs at Lifeworks Northwest in Milwaukie, OR. He is an OHA board member, has been a member for four years and has been practicing with Gestalt Dream Therapy since 1983.*

## PRESIDENT'S MESSAGE

(Continued from page 3)

trainings that I have taken. I've also read many books that have NLP as their base. NLP is a wonderful and versatile tool to help people see things differently and Larry is an amazing teacher; I'm excited to learn more from him.

On the legislative front, we're keeping an eye on what's going on. A big thank you to Steven Ruiz Bettencourt and Joseph Bennette for keeping an eye on what's happening in the capital. We would like to head off any problems before they start and we'll certainly be involved if we hear of anything that requires our attention. If you have any legislative contacts I would love an introduction.

We've been talking about moving to a different location that is more conducive to smooth running, full meetings; the way the meeting room is set up now isn't ideal. It would need to be near I5 somewhere between Lake Oswego and Salem. If you know of a meeting space that you think would work please let one of the board members know.

As always, please feel free to reach out to me or another member of the board if you have any questions, concerns, ideas, or just want to say hi. We appreciate all of you and work hard for you.

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### 2019 Event Dates

Put these event dates on your calendar:

Spring: **March 23**  
Summer: **June 22**  
Fall: **September 28**

*Earn 5 CE credits for each event you attend!*

**See you then!**

## Event Info

**Saturday, March 23, 2019**

Fairfield Inn, 6100 SW Meadows Rd, Lake Oswego, OR

11:30 - 12:00 - Registration  
12:00 - 1:00 - Catered Lunch  
12:00 - 5:00 - General Meeting (5 CEUs)

Members \$45  
Non-Members \$65  
Students \$35

(Add \$10 if paid at event)

(We accept only cash or checks at event)