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VALUES ~ THE DRIVING FORCE BEHIND BEHAVIOR!

Definitions

Values: Are what's important to us. We expend resources for what we value. They are individually determined and there are no right or wrong values. They are deeply ingrained in our unconscious mind. A value is a 'hot button' that drives a behavior.

Tony Robbins says they "**are like a compass that directs your life**". Values motivate and demotivate, and they justify behavior. Values are organized in hierarchies, with the most abstract ones having the greatest influence. **Values** govern ALL human behavior.

Beliefs: Are those convictions we trust as being true. They either empower us or disempower us. Our beliefs are in the **unconscious mind** and our behavior is a direct result of our values and beliefs. What do you believe to be true about you? We can change our limiting beliefs at the unconscious level using Time Line Therapy ® & Emotion Code Energy Healing to produce our desired outcomes.

Attitudes: Are collections of beliefs and values around a certain subject. They are more conscious, and we are aware of what our attitudes are about certain things.

Graves' Values Systems- There are eight human developmental levels that have been defined so far, for today's seminar, we will focus on learning about values hierarchy and alignment as well as ways to let go of limiting beliefs.

What is NLP? Is a user manual for your brain and is comprised of your neurology or nervous system, the language you use to talk to others as well as yourself, And the P stands for Programming – According to **Dr. Bruce Lipton**, he states that we are programmed by age 6 or 7 with our core values and beliefs'.

NLP was created by Richard Bandler and John Grinder in 1970. They worked at modelling the techniques of Fritz Perls (founder of gestalt therapy), Virginia Satir, and Dr Milton Erickson, hypnotherapist. They developed and cut straight to the heart of techniques that work to produce **behavior change in people**.

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What is Hypnosis?

WHAT IS HYPNOSIS?	
Hypnosis Is Not...	Hypnosis Is...
>> Sleep	>> An Awake State
>> A State of Unconsciousness	>> A State of Relaxation
>> Being Gullible	>> Imagination
>> Being Weak-Minded	>> Exercise for Your Mind
>> Being Controlled by Someone Else	>> Rapport With Your Unconscious Mind
>> A Loss of Self Control	>> Ultimate Display of Control

What is Time Line Therapy®?

Developed by Dr. Tad James 30 years ago and is a process that assists us...To let go of Negative Emotions from the past, as well as let go of Limiting Beliefs from the past. We all have a time line. Its how we store our memories.... Think of a happy memory from your past, it will come to you from a direction in relation to your body. Now, think of something your looking forward to in the future... Which direction is that coming from? This is your time line.!

Masseys' developmental period – Formation of Values...

0-7 years – Imprint period ~ At this stage we are a sponge and absorb all in our environment. There are no filters. Our parents give us their values, beliefs and attitudes. Later, we either accept or reject them

7-14 years – Modelling Period ~ Who was your hero growing up? A parent, teacher, coach, character, TV personality?

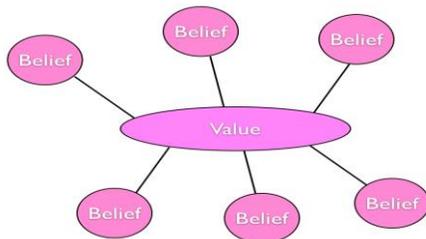
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14-21 years – Socialization Period ~ What is your relationship with others like? Developing friendships and attraction
21-35 years – Business Personal ~ Your first job out of high school, we get values from there which creates and develops your business persona.

Each Value has a cluster of Beliefs. Imagine a stand with cup hooks, the stand is your value with the hooks being the beliefs surrounding that value. When you take out the belief around the value, the value is gone.

Organization of Hierarchy



Sources of Values

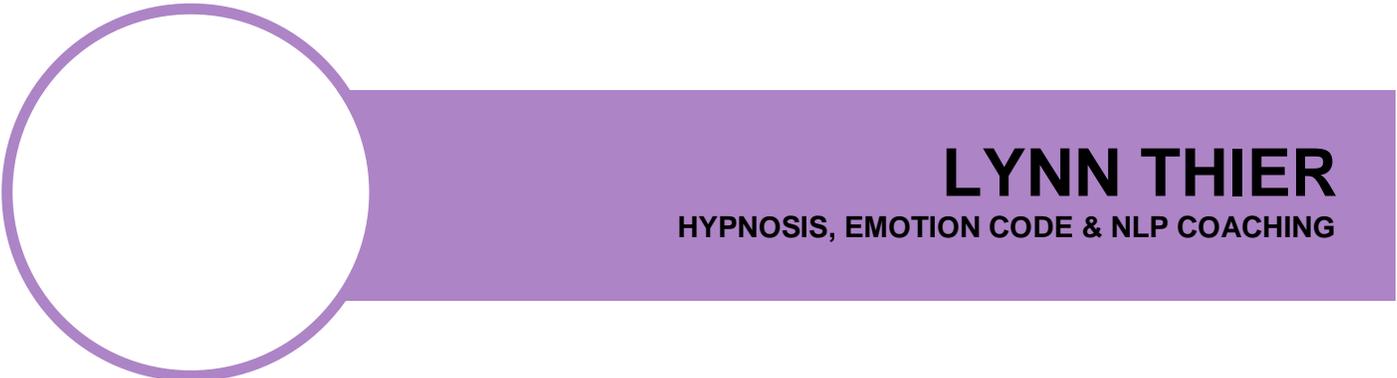
Family: Out of our awareness, unconsciously, we either accept or reject family values. Did your family show love and affection or did they avoid intimacy and feelings?

Friends: Around the age of 4-5 we start to play with and find friends and socialize. Friends values could become more important than parent's values.

Church: Did you go to church? What was your experience there? Who did you connect with? OR are you spiritual and what led you to that?

School: Has changed greatly, now there are computers, electronics and we change the way we communicate. Kids text now and are insecure with face to face interaction. What is being taught has changed, its more humanistic. Adapting the human mind to adapt to all the technology.

Geography: Where do you live and where did you grown up? In NY? Noisy is normal, people are in your face... Alaska? Quiet and there's no one around. Live in Canada? Mexico? US? Africa? Different cultures and Climate ~ Warmer VS Colder area forces you to adapt neurologically.



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Economics: When were you born? 1920's, 1970's, 80's, 2000? Thinking of your parents are very different from the depression to the have it all era. Did they scrimp and save or spend, spend, spend? How do you think about money\$? Now we pay more for less whereas before we paid less for more.

Media: Has changed the environment we live in. Just look at what has taken place over the past 100 years ~ Radio, TV, Internet and computers, we have no patience anymore, the faster the better. We don't even want to scroll down anymore, it should just pop up-answers we want! Now! It has changed our neurology, our attention span and how we relate to others...

Social media: Facebook, twitter, Instagram, snapchat, etc.... our kids are outside playing and chasing Pokémon go going around like zombies and take over our unconscious mind which is dangerous! Social media can make our kids socially inept when they hide behind a keyboard instead of face to face communication. What's coming? Brain to cloud interface, there is no privacy as all is catalogued... changing humanity.

While our values are usually **out of our awareness**, we constantly express them through our **language** and indicate which are the most important through our **behaviour**. The simplest way to discover someone's values is to ask:

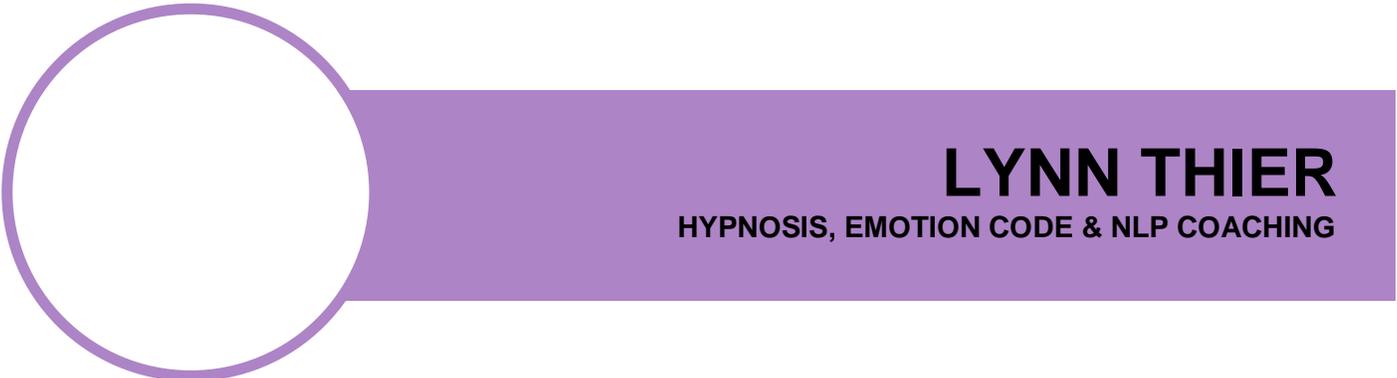
Values Elicitation: What is important to you about... Your career, your family, your health, your personal development, your spirituality?

You will get a list, and then bottom out. Wait a few minutes and more will come to you. Once you have them, number them in order of importance to you. Is there something lower than 5 that should be in the top 3? If so, there is an **NLP technique to move and change your values which are stored in the unconscious mind!**

Not everyone has a functional value system. As an adult, you are stuck with them unless you make an effort to change them.

Let's use the example of money. If, in the context of fitness business, if money is not in your **top 3 -4 values** then it is unlikely you will be successful at making a lot of money.

You may think that money is important to you. You may work hard for money. You may worry about money but that does not mean that money is in your hierarchy. In fact, poor people probably think



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about money more than anyone else, and because they are focusing on lack, that's what they get. They usually have a high away-from value on poverty, but money is not in their toward-values hierarchy.

Just because you consciously think about money does not mean your unconscious mind thinks about money in the same way. Your decisions and behaviours are guided by your values at the level of the **unconscious mind**, then to bring about change we have to work with the **unconscious mind**. *And this is where the NLP tools and techniques are worth their weight in gold.*

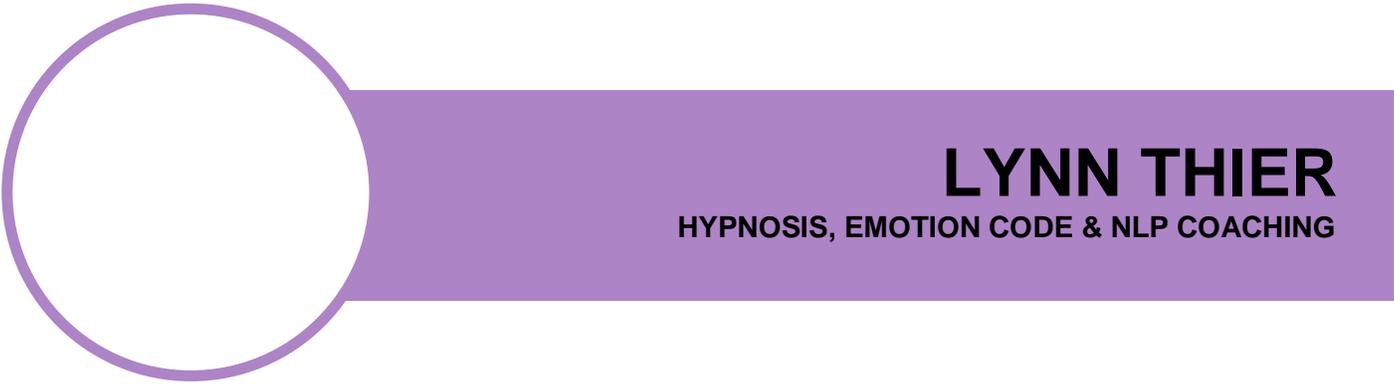
In simple terms, my approach is to help the client remove the poverty value from the away-from hierarchy and add money as a value to the towards-value hierarchy. There is a bit more to it than that but the procedure is quite straight forward.

You may not have any problem in making money but what about other areas of your life? Can you see value in being able to elicit values in health, life, relationships, career, business, politics, sales, marketing and so on? Once you have a thorough understanding of values, do you think you might better understand yourself; be able to create more harmony in relationships, and find it easier to motivate others to action?

Values Utilization! Let's take an example of Health Values... and how to utilize what people tell you.

What's important to you about your health/wellness?

- Having more energy
- Better sleep
- Stronger, toned, sexy
- Reach my ideal weight of 145lbs
- Look and feel better in my own skin
- Fit into my clothes again, size 6
- Feed back someone's values to them – “Jane, if I could show you a way to have **more energy, get better sleep, feel and look great**, would that interest you? And if I can show you how to easily **fit back into that size 6 and reach your ideal weight of 145**, would you want to learn how? Great did you want to start tonight or tomorrow?



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Beliefs – Surround each value that we have. Limiting beliefs are a Belief or decision we make about ourselves and/or our model of the world that limit the way we live. When you say or hear someone saying words/phrases such as: I can't, I'm not able to do that... I'll never be successful. OR I'm not (fill in the blank) _____ enough. (Smart, thin, tall, short, funny, pretty, handsome, sexy, good).

When we argue for our limitations, we get to keep them. You choose.
Change your language from I can't - to how can I make this happen? How can I do this, what do I need to learn to do _____ .

Make a list of any limiting belief's that you hold and choose to change them!

So, let me ask you... what is **important to you**? Why is that important to you? Listen to your language, are you moving toward or away from those values? Do they need to be cleaned up, so they are all toward values? Do they need to be moved in the hierarchy? I encourage you to elicit your values in each area of your life. Health & Fitness, Career/Business, Relationships, Personal Growth, Spirituality. Do this with your clients!

I hope you enjoy learning about yourself, your values and what drives your behavior. You can go back and re assess your values every few months because our values will change over time. What was important to you 10 years ago, will not be the same today.

Become trained in NLP, Hypnosis, Time Line Therapy® – Send your inquiries to lynnthier@gmail.com

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