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feelings. I see my role as helping people to make the switch. I maintain that you can actually take your attention out of negative thoughts and they will soon fall away and you won't even remember them. Even the personality that you believe is so much you, is only a collection of thoughts over the years - it's still the past. Any part of that personality is only sustained by the fact that you continue to put energy into it and continually remember it, if you wish. It's like feeding those thoughts - otherwise they would just die off. When you really learn how readily they can die off you take control over your mind and over your life.

Is there much research to support this?

There is an overwhelming amount of research from all over the world which shows conclusively that even a person who is preoccupied with their thoughts to a normal degree is almost in a state of mild depression. Psychologists as far back as Freud pointed out that we build up this collection of thoughts - or programmes if you wish - within our deeper mind, our unconscious mind, and we are no longer in control of our actions as a result of this. What I maintain and what the most up-to-date mind technology shows, is that anytime that you wish you can step outside of all of that and take back control of your mind and your life.

How do you take back that control?

If you focus your attention on what's around you, you come right out of that cling-wrap and make the switch from thought into life. When

people do this it causes a dramatic expansion in awareness and the person immediately starts to become much happier. It is you really experiencing everything around you, your relationship, your job or whatever you may be involved in, instead of looking at it all through thought. Indeed research carried out as long as 30 years ago points out that the secret of happiness is to be totally in life as opposed to thinking about it. Many psychologists explain this distinction in terms of how much of our brain we are using. They maintain that we generally use mainly the left side of our brain. But we can learn to use more of the right side. The result of doing this is what they call 'holistic thinking' involving both sides of the brain which produces increased mental awareness and improved mental

performance. In one particular 10-year study they discovered that at that stage of holistic thinking, sports people, composers, chess players, surgeons etc. were able to perform at their absolute best.

Some people reading this may wonder how practical holistic thinking is?

Once you can use your whole brain you become more aware and you are able to apply your expanded mind, as the super-achievers have done, to your goals. For example in a business situation you are able to see something about the business in a few minutes that other people who have been in it for years can't see. I have had the experience of being involved in as many as five business meetings in a day. In those situations I find that if you stay in the now (in life rather than thought), that allows you to be very creative and spontaneous with people rather than struggling around with thoughts. You are also able to really meet with the person and it becomes effortlessly easy to sell them on an idea or plan.

Can you train people to achieve this level?

Yes, you can readily train a person to do it. In fact one of the favourite things I do at the moment is training private clients to achieve this level of mental fitness. Normally I work with them exclusively for two weeks, generally in The Bahamas but occasionally in places like California, Las Vegas or Palm Springs. These are generally people who are doing very well in the business they are already in but they want to get more out of themselves and life. They often come along and tell me that they make X number of millions a year. Yet while they usually want to make much more money, after we get down to what they really want, it is often to get the most out of themselves and life.

So even very successful people who have reached the top may not like the view?

I have met many successful people in Hollywood and often they tell me about how they're trying to kick a booze or drug habit. Indeed it could be a beautiful sunny day and there is this dark mental cloud around them because they live in their own negative mental climate. Yet these people are incredibly wealthy, are



■ Sean Connery.

very impressive looking also and have all the fame you could possibly imagine. As I said earlier my understanding is that they have, like many people I meet, become trapped in a mental climate that is around them almost like a cling-wrap. Such people are not really able to touch off or appreciate their life or themselves. When I work with them I try and get them to step out of that and into the real world.

What about these exclusive seminars we have been hearing so much about?

Other than the work I do with private clients my other main interest at this point is these very exclusive seminars I do for small groups of people. These would be people who might be doing well enough in different areas of their lives but they feel that there is more to life or to what they can do and they want to know how they can achieve that. What I do is help them train their minds to the point where they can make the switch. Then that same person, who before was only using a tiny percentage of their mind, is suddenly using much more and the whole world looks different to them.

When I work with people for the first time they often describe it as getting outside that cling-wrap and into life. They can't believe the difference and they are shocked and delighted. At that point they can begin to use that increased mental capacity to achieve all kinds of results in their life, from sports or

Unconscious Attention (The Switch).

I know from having studied your material that you place a lot of emphasis on the concept of unconscious attention?

As I understand it there are three types of attention: The first is inattention, where you are just not interested in the subject, person or event. The second is conscious attention where you consciously make an effort to pay attention. This is the way most people operate their minds. There is a division in their attention between thought and life. For example, a person with an inferiority complex talking to someone that they would really like to impress. Most of their attention is focused on their complex with only a tiny amount of their potential reaching the other person. Just think of that word 'impress'. They would have to be free of their complex to 'impress', otherwise they will never know their true potential. This division can be caused by limiting beliefs, poor self-image, attitude, the past, background, stress etc. Yet, with just a small switch of the mind you can achieve Unconscious Attention. The third is Unconscious Attention, where your mind is totally absorbed and paying full attention to whatever is happening at that moment or to a goal, to the exclusion of all opposing thoughts - and there you have the key to a totally different way of life.

What happens during unconscious attention?

Research shows overwhelmingly that if a person can learn to focus, that is pay attention, to the exclusion of opposing thoughts, they use both sides of their brain which immediately increases their brain's capacity. Because they are using more of their mind their awareness expands and their capacity for thinking changes. Many research studies support this view. For example, a very interesting study, by Dr Alder PhD examined the top 150 business leaders in the UK and found conclusively that all of them were able to use both sides of their brains and were what he described as 'holistic thinkers'. They had all learned how to focus on a goal they wanted to achieve, to the exclusion of opposing thoughts, even logical thoughts.

Another researcher, this time in the field of mind-body medicine, Dr. Herbert Benson, concluded from his research that people can cure as much as 90% of their own illness and even change their personalities if they are prepared to learn to enter levels of focused relaxation. Benson, who has been involved in 30 years of research with the Harvard Medical School, has written a book on this area. In it he talks about the importance of relaxing away thoughts of illness and ill-health to the point that you are totally able to focus on health and getting the most out of life, which I have termed unconscious attention. He claims that in this way you can cure the majority of illnesses. Indeed there is overwhelming research to show that in the process of entering unconscious attention we dissolve away stress, tension, worry, fears, phobias etc. The more we do so the more it benefits our health.

How can someone like me use unconscious attention to be successful?

All of the research in many different fields indicates that once we learn to focus the mind through unconscious attention we can apply that ability to achieve a goal in any area of life including health, business success or any area of achievement. Once the required level of unconscious attention has been reached what the mind is offered to focus on at that point is vitally important. If the person's goal is introduced at this point and stated in such a way that their mind will readily absorb it then that dramatically improves their level of success in any area of their lives. This is known as mental programming and once in unconscious attention, through a process almost similar to hypnosis, a person can readily absorb a programme for a specific goal. This is the fastest way I know to learn new skills.

Is there any research to back this up?

In my own research work I have looked in detail at this process. One university research project some years ago involved the health stores we operate where I demonstrated that this process was possible. I took all of the staff and trained them to enter this state of unconscious attention. I then offered them a programme that they were better able to relate to the customers, were better sales people and could achieve increased sales. In a very short period of time the revenue in the shops doubled and maintained that increase. The results were verified by Price Waterhouse.

What about the research you did on pain-free operations without anaesthetic?

In research for a Master of Science degree I used that same level of unconscious attention to help four people control pain during surgical operations of about an hour's length, without the use of an anaesthetic. They all proved very successful and were supervised by a number of doctors and featured on the Late Late Show and more recently on US cable TV. Essentially the process involved getting the person not to divide their mind but instead, using unconscious attention, to totally focus both sides of their brain, their whole mind, on the belief that they could have a pain-free operation. The same approach can just as readily be applied to any goal.

How did you come to apply these ideas in your work with Steve Collins?

After that research the university was curious to see whether or not the same approach would work in other fields. So my next project was with the boxer Steve Collins. Here was someone who would obviously have to have their wits about them in a fight situation unlike the operation patients, so it was interesting to see if the same process would work here. In fact it seemed to work quite well and the results were widely publicised at the time. I will always be grateful to Steve because he certainly helped to draw attention to my work.



■ There's one on every seminar.