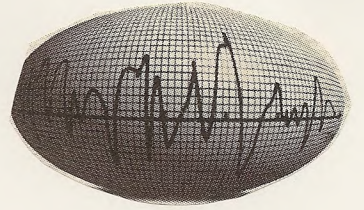


ASK YOUR DOCTOR TODAY ABOUT

N

THE

L O O P



HOW *does* IT KNOW?



In Search of the
Bottom Line

EVERYONE'S heard of networking. How about Netloafing--where we all decide on a specific time to do nothin'. Or Netjiving--we go on line and wax humorous.



does his best thinking at the kitchen table.

Rarely has
sitting down
been so
exhilarating.

I feel so much better ever since I met my new friends with BIG BRAINS.

This is a thinking man's rag. I'm an artist--I don't have to make sence. Just dollars. So . . . keep those cards and (check filled) letters coming. . .



I WAS RAISED TO BE A VIKING! I MAKE NO APOLOGY FOR WHAT I AM!

You can blame the government.

AS LONG AS A NOBLE HEART CAN BE RECOGNIZED NO MATTER WHAT THE DISGUISE ...

You can blame yourself.

N the loop is created under the pre-suppositions that "The more you know, the less you know for sure," and "If one can be legally insane, does that mean sanity is illegal?"

this is an odd kind of revolution. Progress is limited by humanity, not the technology," he explains.

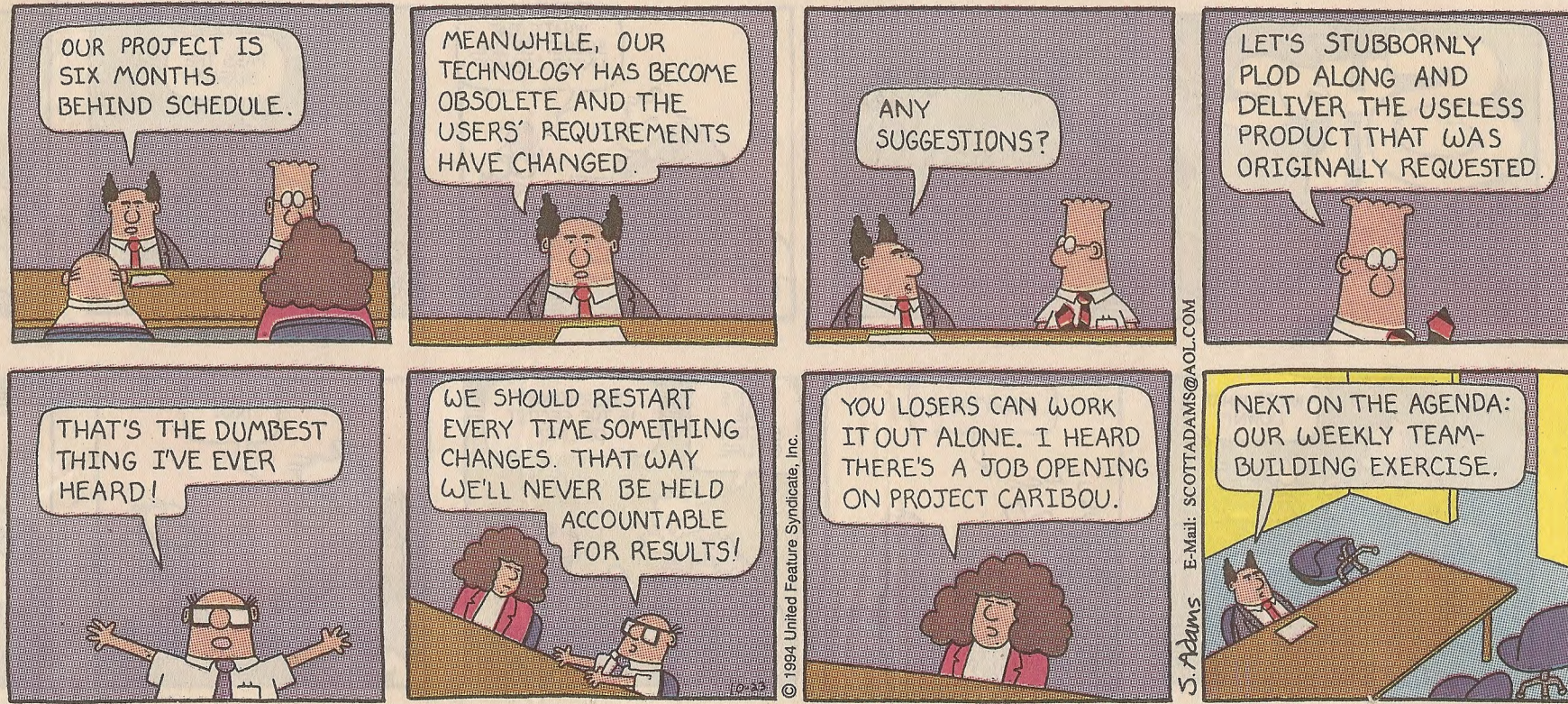
Therefore, I down load this series of "stuff" designed to amuse, bemuse and be used for your perusal. It is modeled after my best friends who are deadly serious one moment and killing me with laughter the next.

Your Express Lane On The Information Superhighway.



"If I tried to find all the information I need and that interests me, my head would explode," he jokes. "I'm always anxious I'm not getting everything I need, or that there's

So relax--take a REM state break (medium rare) and double clutch your cognitive processes into low gear: sub-terranean, subliminal and sub-ark ark arktic.



**TIME TRUDGES ALONG.
SO DO YOU.
THEN ONE DAY YOU DISCOVER
THE GAS PEDAL.**

RIDING THE INFORMATION HIGHWAY

HOW SAFE ARE

SMALL Minds ?

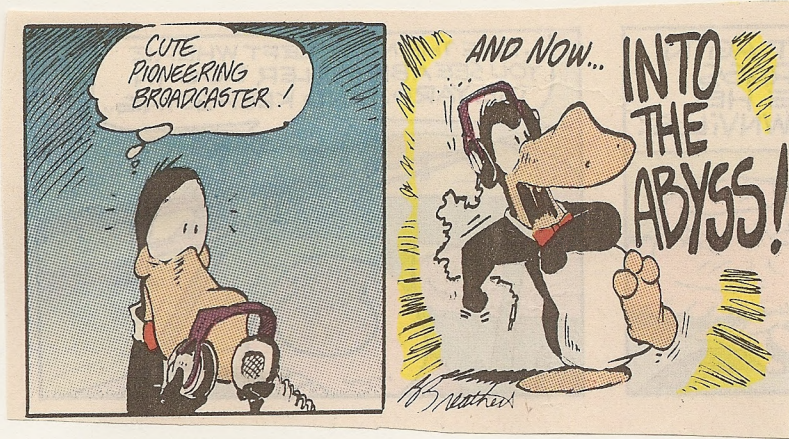


It has been said that the amount of available information doubles every three years.

something different
for everyone.

“They are torn between their addiction to bacon and their aversion to pork.”

operates on a higher plane.



Are we having fun yet, ROY?

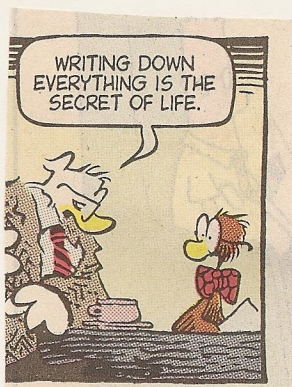
AND NOW FOR SOMETHING
COMPLETELY SERIOUS:

Metaprograms

Perhaps you're familiar with your brain--that two pound lump of synaptic mush with over two billion inter-connections.

In 1987, I read a book with more eye-brow raising, "HUH!" inducing, strategies, techniques and suggestions than ten "normal" books put together. A book wherein I used up two highlighter pens.

Written by a 25 year-old self-made millionaire who is considered one of the brightest stars in the arena of personal development: Anthony Robbins' book Unlimited Power (a title that admittedly turns many people WAY off) was on the NY Times bestseller list for months. Why? It works.



4. Writing and reporting that respect your intelligence

5. Articles that address your specific real-life needs

MORE CONTROL ON ANY ROAD, UNDER ANY CONDITIONS

One of my goals for the "N the Loop" forum is to present useful ideas, or techniques.

How do ordinary men become great commanders?



an oddball fraternity of performers, wannabes and paraphernalia collectors.

Therefore, over the next few issues I will be including some of the key concepts related to Neuro Linguistic Programming. NLP is exactly like it sounds. It is based on how our nervous system communicates with itself and with exterior systems (people). A quote I like is, "The map is not the territory." The map resembles what the real world is like, but it is NOT the real world. We see things differently. Some of us more differently than others. The more we can enter the world view of another, the faster we can gain rapport with them, and ultimately influence them.



If you are interested in motivating people, or convincing them of something you MUST understand these ideas.

Metaprograms are the filters through which we see the world. It is a basic assumption that human beings are all-in-all rather similar. When it comes to perception, this is just flat not the case. It should not be surprising to you that there are more differences between individuals than merely extrovert/introvert, thinker/feeler, etc. . . Let's look through the eyes of NLP for a moment.



The first metaprogram deals with "Moving away or Moving towards." Ask yourself, "Why do I do my job?" Perhaps you would say, "Because it's fun, I get to meet lots of interesting people, it gives me satisfaction. . ." For this person it is clear that he is moving TOWARDS something. Another might say, however, "Because if I don't the power company will cut off my electricity. How could I eat if I didn't work?" He is moving AWAY from bad things. Have you ever wondered why some people respond to HELLFIRE sermons and others to LOVE themes?



psychological and physiological threat.



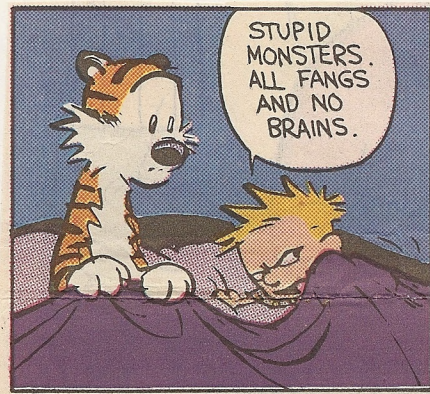
Let me state right here that people are not ALWAYS just one way or the other. We are a mixture of the two. BUT, we have a preference for one modality which we use regularly. It is part of our "hard-wiring" so to speak. As communication specialists, it is OUR responsibility to ascertain where the individual is coming from and then use his own language to speak to him.

To find out which way people move ask them, "What do you look for in a house or car or job . . ." Do they tell you what they want or what they don't want? This information will determine how you promote the product or idea to the individual. You either tell them what it does, or what it doesn't do.

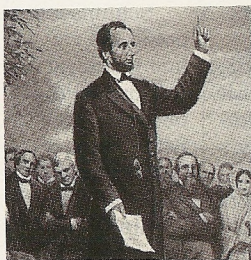


The second metaprogram deals with an INTERNAL or EXTERNAL frame of reference. How do you know when you have done a good job? Do you have to have someone tell you that it was good, or do you just know inside? It has been my experience that most people are externally oriented. They need people to give them strokes in order to feel good about themselves. Are most administrators like this, however. Hardly. I remember Doug Weathers, our Vice President of news, coming into the newsroom and saying, "I shouldn't have to tell you people that you are doing a good job, you should JUST KNOW." Yeah, right, Doug. The only time you got called into the office for a face-to-face conference was when you screwed up. This is the way the vast majority of managers

work. People need to know from exterior sources that they have done a good job.



Suppose you are talking to someone with a strong interior frame of reference. How can you tell? They are probably telling you how to do something. If you wish to convince them of something you have to use phrases such as, "Only you can know what you will gain (or lose!) by making this decision." An externally oriented person would prefer to hear what the experts think. Or perhaps what a celebrity says about the product.



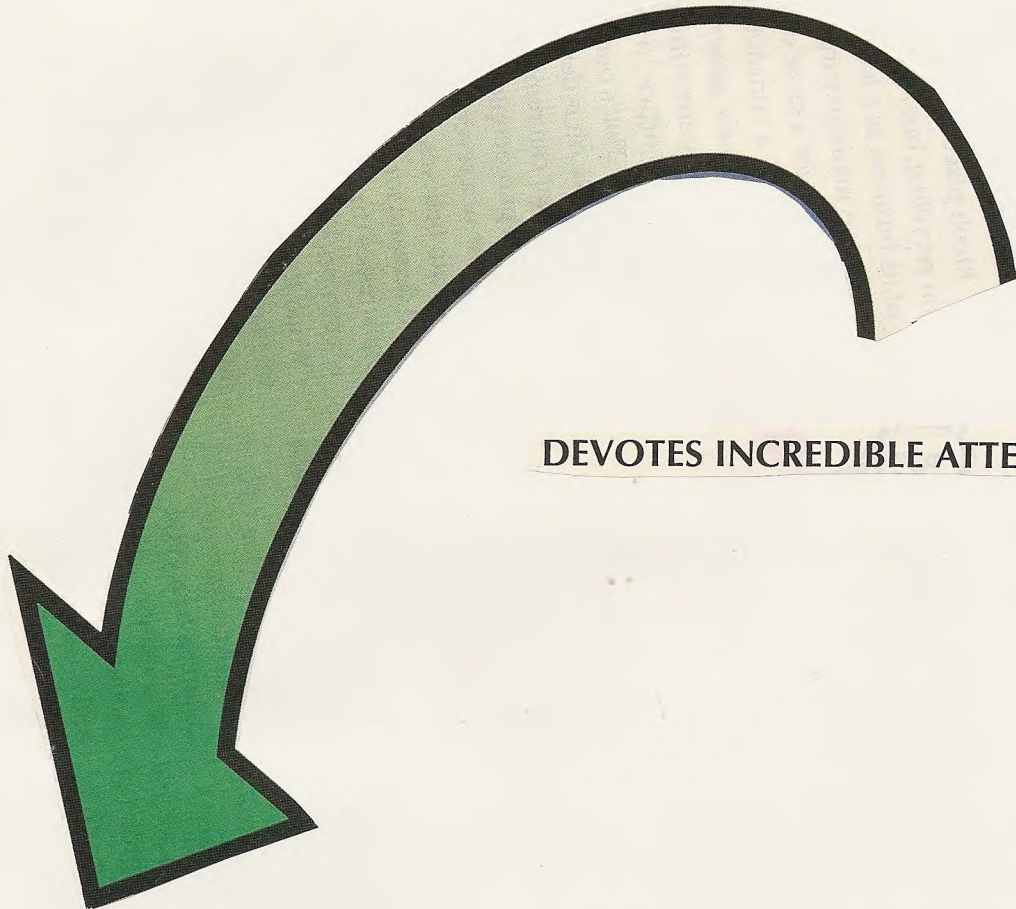
But is the *real* you always going to take a back seat to the wishes of others?



A truly effective leader has to have a strong internal frame of reference. It is important to note, however, that these metaprograms can be context and stress related. If you've been doing a task for several years you probably don't need a great deal of external data. However, under pressure, in a novel situation you will probably be asking for a lot more help. We are not just one way, we change.

Whenever you want to do something, somebody expects something else.

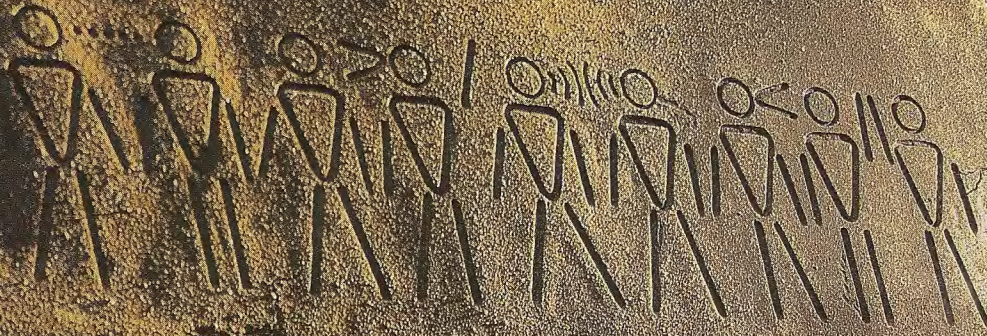
Aren't your own desires just as important?



DEVOTES INCREDIBLE ATTENTION TO DETAIL

As Robbins would say, "If you want to effectively communicate with him, you have to do it in a way that works, not in a way that plays to your idea of how the world should work. The key is to observe a person as carefully as possible, listen to what he says, what sort of metaphors he uses, what his physiology reveals, when he's attentive and when he's bored. People reveal their metaprograms on a consistent, on-going basis."

Here
it is.



PEOPLE TO PEOPLE TECHNOLOGY

The third set of metaprograms deals with sorting by SELF, or sorting by OTHERS. Some people look at human interaction by what's in it for them, or how can they help others. A certain airline received 85% of their complaints from 5% of the employees. These individuals were sacked, but how could they keep from repeating the same scenario? They called a meeting of prospective employees and told them they were to give a speech as to why they wanted the job. The roomful of candidates then listened to the person speaking. The people were judged NOT by their speaking performance BUT by how they listened to the people who were speaking! Did they show a lot of eye contact and smile? The people who sorted primarily by others tended to be the most re-assuring to the candidate who was speaking.

The next set of metaprograms involves MATCHERS and MISMATCHERS. Try this experiment. Look for the relationships between these three objects. Describe them as relates to each other.



CAT

You could say they were all basically the same shape. You have seen the similarities between the objects. You might also say that two were lying down, one straight up. That the lines of the drawings were not exactly the same. You were seeing the differences. This metaprogram determines "how you sort information to learn, understand and the like. Some people respond to the world by finding sameness. They look at things and see what they have in common. They're matchers." Most people in the world see things this way and then look for the exceptions. Some people ONLY see the exceptions, they are the mismatchers. They see the differences first. "Mismatchers often have difficulty creating rapport with people because they are always creating differences. . . .They see the holes, the incongruities, how things don't fit, how they don't match." (These quotes are from the book UNLIMITED POWER by Anthony Robbins, Chapter 14, pages 224-231.) "Mismatchers are the minority. The generalizations offered by survey show that about 35 percent of teh people interviewed were mismatchers. (If you're a mismatcher you'll probably say the surveys are not accurate.)"

Oops ... Wrong Answer

"Mr. Polite Speaking"

My wife is a mismatcher. I used to think she was just a negative person. It has nothing to do with attitude at all! It is a matter of PERCEPTION. It is how she sees the world. She is not truly happy until she finds that exception. "Yes, but. . . what about this?" To motivate a person like this you have to think in reverse. "You probably wouldn't want to do this. . ." to which they think, "Yes, I would." It completely changed my attitude towards Kathy. Once I understood cognitively that she needed to find that exception, I could always think up one, and then she would be satisfied.

Find More Ways

Applications Development



It is really not their fault. It's just the way it is! Once we understand the way they are convinced we can use "their language" to reach the goal.

It's good
for your output.

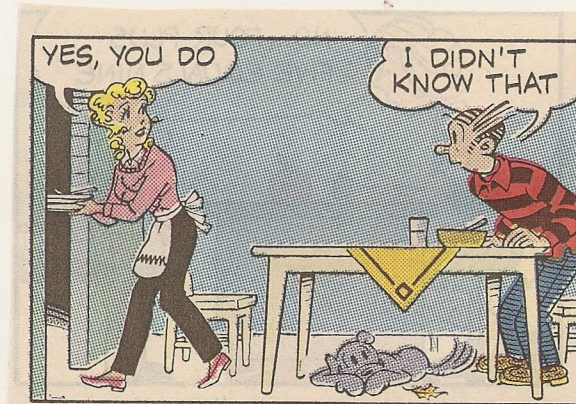
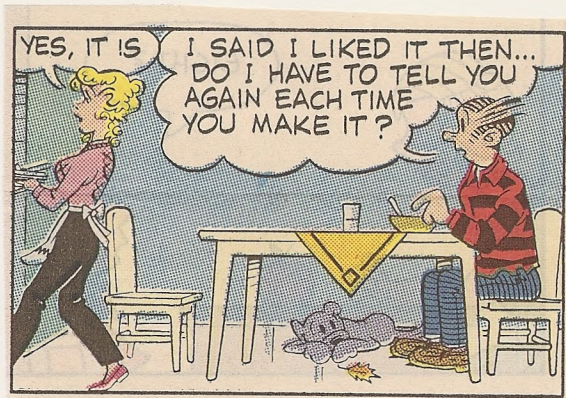
$MSRP \times \sqrt{MPG - PDQ}$
+ July rebate (if July) $\times .789\%$
 $E = MSRP^3 - \text{warp factor } 8 +$
 $* @ \& \# !! \times \pi + \odot^2$
equals:

The value of the concepts taught in Neuro-linguistics is that we can reach people who were formerly unreachable (by our methods). Let me tell you something. Until you actually try these ideas you will never truly believe they work. Why? Because inside us, deep down, we really think that everyone sees the world JUST LIKE WE DO. The sooner we get away from that limiting concept, the faster we can actually begin to COMMUNICATE in the true sense of the word. How long it takes you to be convinced that NLP works is up to you, and your own convincer metaprogram!



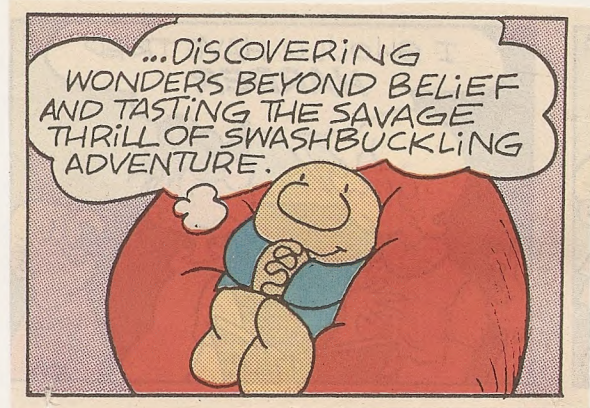
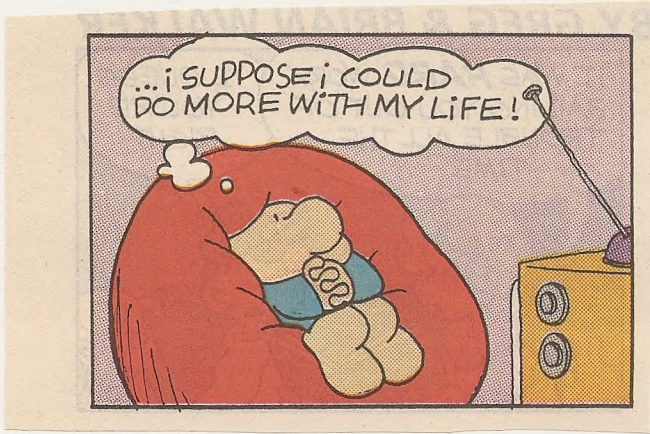
IT'S ABOUT A NEW WAY OF DOING THINGS.

The next metaprogram "involves what it takes to convince someone of something." It has two parts. You must first "figure out what building blocks he needs to become convinced, and then you must discover how often he has to receive these stimuli before becoming convinced. To discover someone's convincer strategy, ask, 'How do you know when someone else is good at a job? Do you have to a) see them or watch them do it, b) hear how good they are, c) do it with them, or d) read about their ability?' The answer may be a combination of these. You may believe someone's good when you see him do a good job and when other people tell you he's good. The next question is, 'How often does someone have to demonstrate he's good before you're convinced?' a) immediately, (for example, if they demonstrate that they're good at something once, you believe them, b) a number of times (two or more) c) over a period of time (say a few weeks or a month or a year), and d) consistently.'"

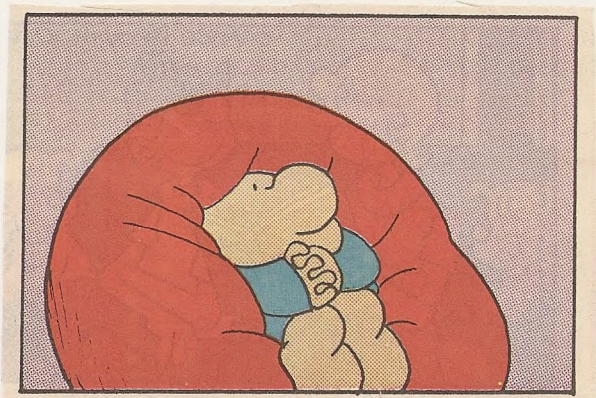


Much of what we do as communicators is convince people of things. We tend to get impressions about people, either positive or negative, because they don't see the world the way we do. I'm usually convinced about someone's competence after seeing them in action once or twice. This is especially true if I hear someone else talking positively about them. How do you think I react around someone who has to be constantly convinced that this other individual is doing a good job? I generally think they don't trust people. Why SHOULD it take so much to convince them?

SEE, HEAR
AND FEEL THE
DIFFERENCE!™

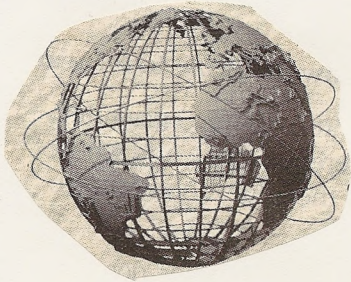


Another metaprogram is "POSSIBILITY versus NECESSITY. Some people are motivated primarily by necessity, rather than by what they want. They're not pulled to take action by what is possible. They're not looking for infinite varieties of experience. They go through life taking what is available. Others are motivated to look for possibilities. They seek options, experiences, choices, paths. The person who is motivated by necessity is interested in what's known and what's secure. The person who is motivated by possibility is equally interested in what's not known. He wants to know what can evolve, what opportunities might develop. It's important to know what your own personal metaprograms are so that if you're looking for a job, you can select one that will best support your needs."



Revenge of the centrists

Do you remember the cartoon earlier in this edition of N The Loop where the man says, "I say we've become too obsessed with defining people by what group they're part of?" People change. They are not always one way. It bothered me when people wanted to classify me as ENFP or whatever. I was way out there on the E scale, yes. But the others were nearly 50/50. I don't like pegging people. The trouble with pegs is we are hesitant to pull them out once we've stuck them in. NLP postulates that personality is fluid. We have trends or preferred strategies. The realization that people react in different ways is helpful, especially to people in the communication business.



“We Americans are always trying to find out exactly what other people are doing in their lives in order to rate ourselves.”

PERFORMANCE ARTIST



"Think of almost any communication problem you have, and you'll probably find that understanding the person's metaprograms will help you adjust communications so that the problem disappears. When you speak in the wrong key, the message that comes through is the wrong one. Many of us have not developed the acuity to recognize and calibrate the basic strategies that others use. When you fail to get your message through to someone, you don't need to change the content. You do have to develop the flexibility to be able to alter its form to fit the metaprograms of the person with whom you're trying to communicate."

meaning to the language

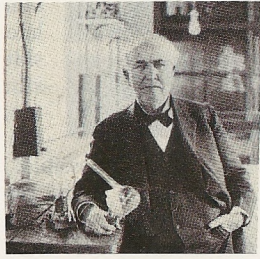


"The number of metaprograms you're aware of is limited only by your sensitivity, awareness, and imagination. One of the keys to success in anything is the ability to make new distinctions. Metaprograms give you the tools to make crucial distinctions in deciding how to deal with people. Constantly gauge and calibrate the people around you. Take note of specific patterns they have for perceiving the world and begin to analyze if others have similar patterns. Through this approach you can develop a whole set of distinctions about people that can empower you in knowing how to communicate effectively with all types of people."

Client

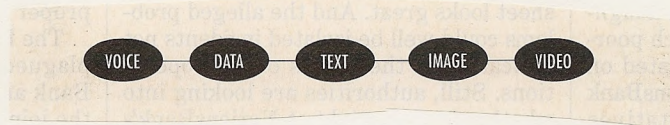


Server



"I wouldn't do anything for the sake of excitement."

This metaprogram can help you motivate people. By understanding whether they are driven by possibility or necessity, you can adjust your strategies to suit the situation. Suppose you'd like to get someone to come to a meeting. You can either tell them, "If you come to this meeting you'll be able to handle situations better, open up opportunities for you. . ." OR "It is absolutely necessary to come this if you want to succeed in life. If you don't have this training you won't survive long in the real world." There are shades of "moving away/towards" in this metaprogram.



Another metaprogram is "a person's working style. Some people are not happy unless they're INDEPENDENT. They can't work well under a great deal of supervision. They have to run their own show. Others function best as part of a group. We call their strategy a COOPERATIVE one. They want to share responsibility for any task they take on. Still others have a PROXIMITY strategy, which is somewhere in between. They prefer to work with other people while maintaining sole responsibility for a task. They are in charge, but not alone. The key is to have the acuity to know how people work best and then find a task they thrive in."

Two Strategies

THE CHOICE: MIDDLE GROUND OR QUICKSAND



It is my hope that people that are N the Loop will make use of this information. It will change the way you communicate and think about other people. The more we learn about other people and how they think, the faster and more efficient will be our ability to communicate with them. If we don't use these tools we will be constantly stymied by the way we want things to work and how they REALLY WORK. Knowledge is power. Ignorance is impotence.

It's not just a step above.
It's the new plateau.

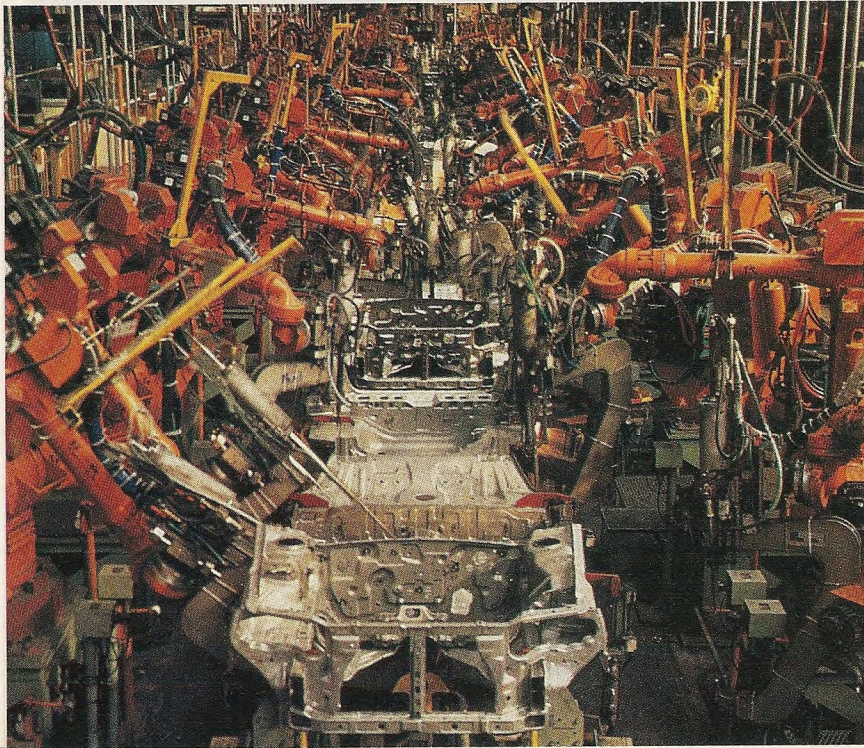
The book Unlimited Power by Anthony Robbins is published by Simon and Schuster and is available in Nairobi at the Bookpoint on Moi Avenue, and Yaya center at the main bookstore on the second floor. It costs around \$17 in Kenya.



I consider N the Loop a type of ink blot test. Don't ask me what it means. Ask yourself why did it mean THAT to YOU? Graphics provide a method of self-analysis. Look into the mirror of ambiguity and see the reflection ordered by your Sub-conscious. The more concrete and objective a piece appears, the more likely the chance of a subtle alternative existing. Use your own creativity to have fun with the graphics. Aloha, loopsters!



You simply create the exact opposite
of everything people wanted the day before.

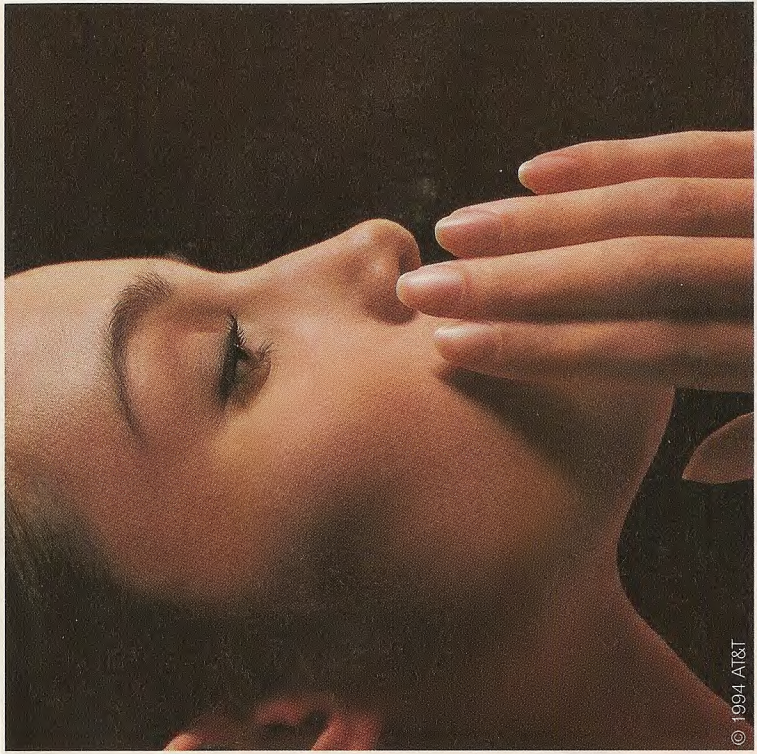


one of them

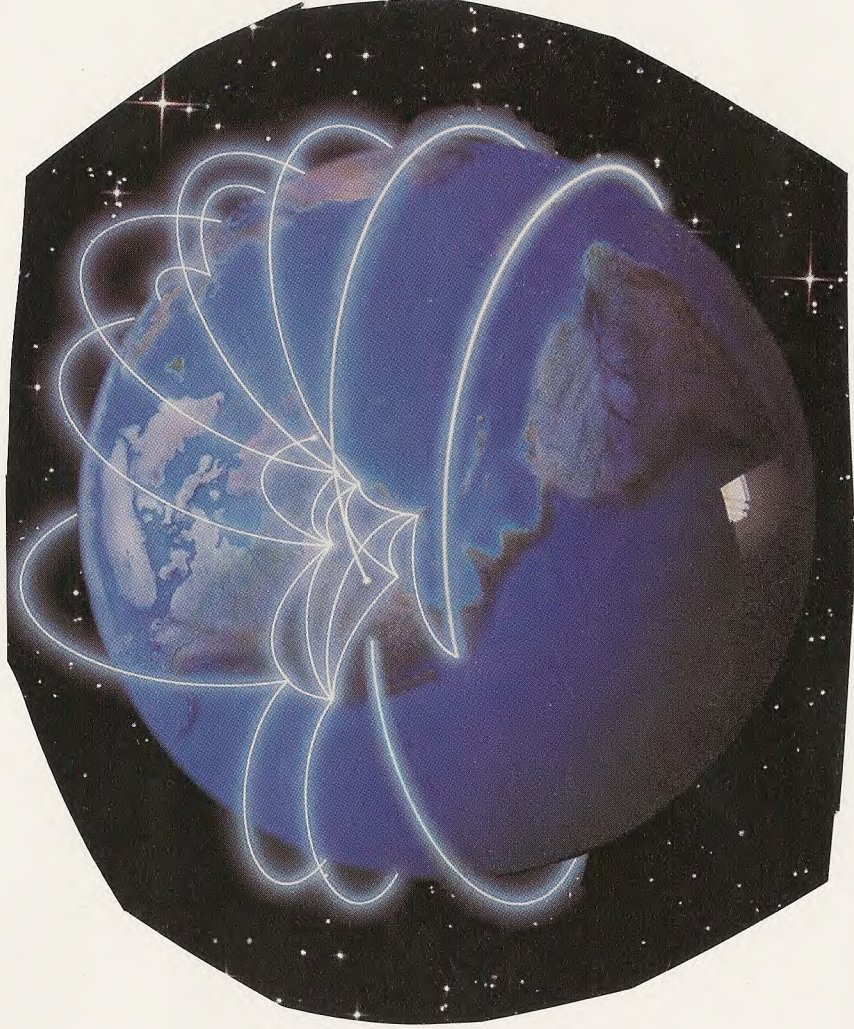


Mind Of Its Own.

Wake up



© 1994 AT&T



fun page

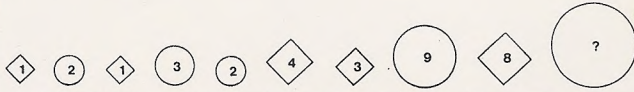
The dwarf

Here is quite a well-known trick question, to which people normally give the first answer that happens to come to mind. Being creative also involves being able to direct our imagination to seeking the most probable answers and not allowing spontaneous fancy to have its head. The story goes as follows.

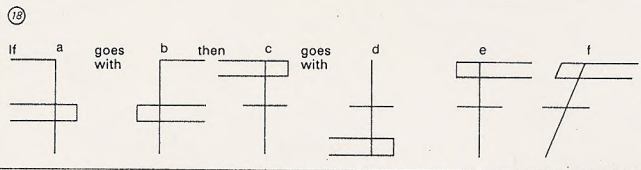
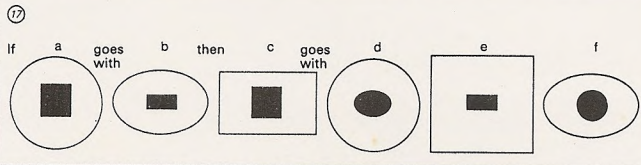
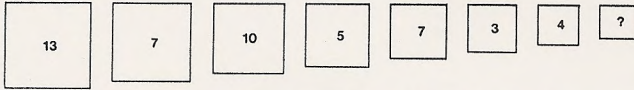
On the twentieth floor of a skyscraper there lived a dwarf. Methodical in his habits, and dedicated to his work, he would rise early, get himself ready, make breakfast, take the lift down, and go off for the day. Every evening at the same hour he would return and relax. All so far seems perfectly normal. However, one feature of the dwarf's day was odd: on his way back in the lift in the evenings, he would stop at the tenth floor and walk the remaining ten. A fair hike!

Why did he not take the lift all the way to the twentieth floor? Was there some reason?

15
How does the series continue?



16
How does the series continue?



28

I GUARANTEE THAT IT IS UNTENABLE TO DENY THE OPPOSITE OF THE VERACITY OF MY AFFIRMATIONS

Does this mean "I am lying" or "I am telling the truth?"

"I HAD A TOUGH TIME GOING THE DISTANCE."

How old is Peter?

One day Peter was invited to a meal with an uncle to whom he was close.

"Tell me, Peter," his uncle began, "I've forgotten the date of your birthday."

After a moment's thought, Peter jokingly replied with the following riddle:

"The day before yesterday I was fifteen, and next year I shall be of age (eighteen)."

His uncle was stunned by this answer. He smiled and straight away went and bought a superb present for such a witty reply.

What was the date of Peter's birthday, and how could his reply make sense?

IT'S ABOUT LIFE BEYOND WALLS.



Rhino recitals

Shrook!

Sure of being on the right road, the traveller-sociologist now prepared mentally for the quandaries that lay ahead. The problem at the road junction taught him one thing about this society: people at least acted according to rigorous logic. He thus resolved to think along the same lines. This would enable him to understand the inner workings of a rather singular human community!

Suddenly in front of him he spied two people. At once he thought this would be a good chance to test his resolve. He determined to find out which group each belonged to. Courteously approaching them, he addressed the most affable looking of the two: "Are you one of the group that always tells the truth?"

"Shrook!" came the rather confusing reply.

What does "Shrook" mean? he thought to himself. Then, just as he was on the point of addressing the other stranger, he was forestalled.

"He said, 'Yes,'" interpreted the second stranger. "But he's a terrible liar!"

What are the two strangers? Are they both liars? Or both truth tellers? Or is one a truth teller and the other a liar? In which case, which is which? The solution is much simpler than might appear: all rests on patient reasoning.

It hadn't been the easiest of assignments. But now I had the data and samples I wanted.