



BETTER HEALTH FOR BUSY WOMEN

# TRANSFORMATION ACCELERATOR

*Coaching Training*

## MODULE 7

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# The Conscious Use Of Language

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## **Outcome:**

The desired outcome of the Language Section is for all participants to be able to successfully use language to produce their desired results using language by chunking up or down to levels of greater ambiguity or specificity.

## **Process:**

### **1. Using Specificity or Ambiguity in Language**

### **2. Hypnotic Language Patterns**

- a. Utilization
- b. Unspecified language

### **3. The Agreement Frame**

- a. I appreciate, and...
- b. I respect, and...
- c. I agree, and...
- d. Avoid using “but” or “understand”

### **4. The Purpose Frame**

“For what purpose...?”

### **5. The What If Frame**

“What would happen if...?” or “Just suppose...?”

### **6. Using Words that Create Positive I/R's – Say it the way you want it:**

At least 5 positive I/R's of being involved.

### **7. Conditional Close:**

“So if we did this, would you do this?”

### **8. Tag Questions:**

“This is something you are interested in, isn't it?”

# Linguistic Presuppositions Defined

**Definition:** Presuppositions are **Linguistic Assumptions** and are useful for:

- **Recognizing** what is assumed by the client's speech and assisting in
- **Creating new I/R's** for the client.

1. **Existence** – (Tip-off: Nouns)
2. **Possibility/Necessity** – (Tip-off: Modal Operators)
3. **Cause – Effect** – (Tip-off: “Makes”, “If ... then” )
4. **Complex Equivalence** – (Tip-off: “Is,” “Means” )
5. **Awareness** – (Tip-off: Verbs with V, A, K O, G)
6. **Time** – (Tip-off: Verb Tense, “Stop”, “Now”, “Yet”)
7. **Adverb/Adjective** – (Tip-off: An adverb or adjective)
8. **Exclusive/Inclusive OR** – (Tip-off: “Or”)
9. **Ordinal** – (Tip-off: A List)
10. **Comparative Deletion** (Tip-off: comparing extremes)

# Presuppositions Exercise

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*In the following sentences, please distinguish between the presupposition and the mind read. Put a 'P' or an 'MR' next to each one:*

1. **"I'm not sure whether or not I should stop beating my wife."**
  - A. He has a wife.
  - B. He doesn't want to beat his wife anymore.
  - C. He is currently beating his wife
  - D. He is a low life slob who should be shot!
  
2. **"I don't see why I can't do it. All my friends are doing it!"**
  - A. He feels that he is treated unfairly
  - B. He wants to be liked by his friends
  - C. This person's friends do something he doesn't do
  - D. All his friends are bums who should be shot!
  
3. **"If I don't learn how to communicate with my boss, I won't get a raise."**
  - A. He feels that he is treated unfairly
  - B. He doesn't know how to communicate with his boss
  - C. He wants to learn new behaviors
  - D. His salary is connected to his communication skills
  
4. **"I have to set up unrealistic expectations."**
  - A. He can't stop making unrealistic expectations
  - B. He feels trapped
  - C. He has expectations
  - D. He knows when he is being unrealistic
  
5. **"I'm feeling much better now! I can see how some of the things I was doing just made me unhappy."**
  - A. Some behavior he engaged in was related to some internal state
  - B. He has feelings
  - C. He has much more control of his life now
  - D. He fixed himself so he shouldn't be shot

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*In the following sentences, please state what is presupposed and also identify the major presuppositional structure.*

1. "If the cat meows, again, I'll have to put him outside."
2. "It was her friendly smile that made me walk up and say 'Hi'."
3. "If only he had come home on time, the party wouldn't have gotten out of control."
4. "People have always given me more to do than I can handle."
5. "His easy-going personality is good P.R. for our company."
6. "Stop watching over your shoulder."
7. "Only you can learn this."
8. "Either she goes to the store or I do."
9. "First the winds came then the rain."
10. "Oprah makes me want to cry."

# Hierarchy Of Ideas

## THE MODEL

*Meta K-Type*

### Chunking Up Agreement

↑  
 "What is an Example of?"  
 "For What Purpose...?"  
 "What is your intention...?"

In Mediation, chunk up to get agreement. Chunk-up until you get a Nominalization.

The Structure of Intuition: The ability to chunk-up to find connections & relationships, and then to chunk back down & relate to the current situation. It's rare to find a large chunker who sorts — for information -- they are usually small chunkers.

↓  
 "What are examples of this?"  
 "What specifically...?"  
 -- any Meta Model Question

### Details & Distinctions Chunking Down

*Meta Ad-Type*

## In Trance

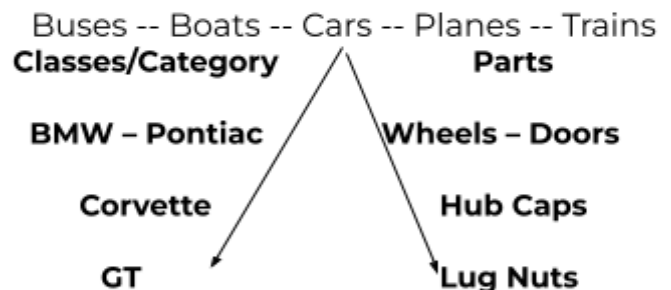
Intuitor  
**Big Picture**

Abstract–Milton Model  
 The Structure of Overwhelm: Too Big Chunks

↑  
**Existence**

↑  
**Movement**

↑  
**Transportation**



The structure of Nit-Picking: Chunking Down and Mismatching

Specific – Meta Model

## Details

Sensor

## Out of Trance