Purpose

• My primary purpose is to add more multidimensional depth to therapy and the change process
• A secondary purpose is to tell you about Milton Erickson, and the Milton Erickson Foundation and its resources

Standing on the Shoulders of Mentors

Who made therapy into an unusual conversation
Sigmund Freud, M.D.

"Everywhere I go, the poet has already been there before me."

Freud can be credited as the first experiential therapist. He made therapy into a completely unusual conversation.

Milton H. Erickson, M.D. (1901-1980)

Erickson was the quintessential, most radical experiential therapist.

Hypnosis is the “mother” of all therapies

And there is often rejection of the mother.

Hypnosis is the “mother” of all therapies

But, what can we learn from our “mother?”

Opening Thesis

“Clients want to change their “state,” or they want others to change theirs.

Imagine this Diagram is a Car

How to create influence:

1. Thinking
2. Behavior
3. Context
4. Affect
5. Sensation
6. State
7. Physiology
Imagine this Diagram is a Car:

**Thinking** → **Behavior**

**Context**

**Affect Sensation “State”**

**Physiology**

**Thesis**

- Problems (“states”) are located in sub cortical regions of the brain—I think.
- Solutions should address sub cortical regions of the brain— I am sure.
- Animals communicate experientially
- So do movie makers, poets, novelists, artists, and so forth.

**My Background**

To provide an orientation from which to understand my perspectives.

**My Background**

In Hypnosis and Psychotherapy

**Psychotherapy**

I have advanced training in:
- Transactional Analysis
- Gestalt
- Family Therapy
I integrate approaches from diverse approaches including psychodynamic and cognitive behavioral methods.
I consider myself an experiential, integrative psychotherapist.

**Hypnosis**

- I started studying hypnosis in 1971, including learning traditional methods.
- I studied intermittently with Milton Erickson from 1973 until he died in 1980.
- Studying hypnosis changed my orientation to therapy. It has made me experiential rather than didactic or psychoeducational.
My Work at the Milton Erickson Foundation.

- I am the Founder and Director of the Foundation.
- The Foundation organizes Conferences, houses an archive, has a Press.

I will return to this shortly…

Salvador Dali

Representative Case

“Dirty Gertie”

Therapeutic Phenomenology

- Don’t be intimidated by the situation.
- You have resources to change your preconception and cope adequately.
- You can use unusual communication.
- You can use the techniques that I have been teaching you, e.g., embedded commands.
- You can access humor in self and others.
- I have memories that could come alive, and that I use.

Experiential Exercise

Experiential Exercise One

- Think of a problem—Do not share it at all.
- Find a partner who you do not know. (And will never meet again)
- Group Hypnotic Induction from Jeff
Experiential Exercise One
1. Place your problem ceremoniously in the room.
2. Sculpt your self physically into posture that represents The Best That is In You by aligning the three points. Hold the posture. Get suggestions from your partner that will strengthen the Ideal State, and accept them if they help.
3. Look at the problem with compassion.
4. Look at the problem with appreciation. It serves a purpose in some contexts.
Switch and have your partner do the same.

Experiential Exercise One
Step Two
1. Give the problem advice non-verbally from the positions of the Ideal State. Don’t let any sounds come out, but state the advice specifically. Reframe.
2. Reshape the problem from the Ideal State.
3. Describe to your partner the new shape, and how, when and where it can be useful.
Switch so your partner can do the same.

Perception is reality?
“Your problem is that you see, but you do not observe,” snapped Sherlock Holmes to his friend Dr. Watson

Gorilla Experiment
Cleaning Fluid

Pudovkin
“One must learn to understand that [film] editing is in actual fact a compulsory and deliberate guidance of the thoughts and associations of the spectator.”

Movie Clip

Multi-Layered Influence
- Music
- Visual effects
- Sound effects
- Plot
- Plot embellishments
- Set design
- Costume design
- Etc
Zeig

“One must learn to understand that therapy is in actual fact a compulsory and deliberate guidance of the thoughts and associations of the client.” Brain Scripts. Innate representations.

Demonstration Interview

Six "weapons of influence“
Robert Cialdini

- Reciprocati on - People tend to return a favor.
- Commitment and Consistency - If people commit, verbally or in writing, to an idea or goal, they are more likely to honor that commitment.
- Social Proof - People will do things that they see other people are doing.
- Authority - People will tend to obey authority figures, even if they are asked to perform objectionable acts.
- Liking - People are easily persuaded by other people that they like.
- Scarcity - Perceived scarcity will generate demand. For example, saying offers are available for a "limited time"

Other Social Psychology Orientations

- Priming or Seeding (see www.erickson-foundation.org/10thCongress)
- attributions
- Misattributions
- Cognitive Dissonance
- External Justification/effort Justification
- Destabilization
- Implicit influence/implicit responsiveness (people walking in a mall)
- Emotional contagion
- Perceptual blindness, etc.

Basic Principles of an Ericksonian Approach

1. Utilization
2. Individualized treatment
3. Orienting toward
4. Precision: Communicate for effect
5. Experiential treatment: Using drama
6. Positive expectation
7. Resource elicitation — Strength takes precedence over pathology
Basic Principles (cont.)

8. Athoretical
9. Gift-wrapping
10. Responsiveness
11. Goal orientation
12. Guiding Associations

My Work at the Milton Erickson Foundation.
- I am the Founder and Director of the Foundation.
- The Foundation organizes Conferences and training programs; houses an archive; and has a Press.

An Introduction to Milton H. Erickson, M.D.
The man and his work

Erickson’s parents and older siblings

Milton H. Erickson, M.D.
The Man
Bout with Polio

Erickson’s Three Professional Careers
• Researcher (From 1920s to late 1940s)
• Clinician (from 1947 to 1970 when he retired)
• Teacher (From 1973 to 1980): The Teaching Seminar Years.

Traveling and Teaching

Traveling and Teaching

The Teaching Seminars

Milton Erickson
Respected Intellectual Figure
Margret Mead and Mrs. Erickson at the Erickson Home.

Erickson and Bateson, 1978
In Erickson’s living room.

Erickson’s Intellectual Heirs
- Jay Haley
- Watzlawick, Weakland and Fisch.
- Rossi
- Bandler and Grinder
- Gilligan, Lankton, Yapko, O’Hanlon, etc

With Jeff Zeig, circa 1975

Milton H. Erickson, M.D.
His Work

Revolutions in Therapy
Revolution in Therapy
Commencing in 1885
- Psychoanalysis and Psychodynamic Approaches: Freud and his followers
  - Post World War II
    - Behavioral Therapy: Wolpe
    - Humanistic Therapy: Rogers, and Perls.
    - Systemic Approaches: Bowen, Satir, Whitaker, Haley, and Minuchin.
    - Cognitive-Behavioral Therapy: Beck and Ellis.
    - Experiential Approach: Erickson

The Evolution of Therapy
- Freud’s emphasis on understanding “Why,” which helped him develop a theory of personality.
- Intervention, which came second to developing theory, was based in illuminating the transference. It is based in a traditional (psychodynamic) lens, which presupposes that the problem is something other than its presentation, and that insight (into the transference) is the “royal road” to change.

Lenses
Ways of Viewing Alter
Ways of Doing

Lenses
- Biology
- Developmental History
- Psychoanalysis
- Physical Structure
- Relationship Patterns
- Belief Systems
- Cognitions
- Spirituality
- Etc.

An Evolutionary/Darwinian “Lens”
An Evolutionary “Lens”

Sometimes lenses fail us, and a way of viewing does not lead to the most effective way of doing.

“Dr Zeig, You have to help me.”

- Freudian Therapist
- Rogerian Therapist
- Cognitive Therapist
- Transactional Analyst
- Gestalt Therapist
- Ericksonian Therapist

Hypnosis

An Phenomenological
Ericksonian “Lens”
An Experiential Approach

Cases

- Three lines
- Passive patient
- Patient who had to Validate; Question as an anthropologist; Question using Socratic methods.
- Erickson alcoholic couple

Ericksonian Hypnosis

- An Orientation to Phenomenology and Heuristics
- Hypnosis is a strategic approach to change.
- Practicing hypnosis changes ones orientation to psychotherapy.
Hypotheses that Underlie Contemporary Therapy

1. Patients come to therapy because they want a change in “state,” either that of themselves or that of others.
2. Hypnosis is a way of changing “states.”
3. Hypnotic (heuristic) principles of changing states can be applied without the necessity of a formal induction to facilitate change.
4. To modify states by using heuristics we must first map the phenomenology of the problem and the solution. Additionally, it is best if the therapist can flexibly assume different “states.”

Heuristics and Algorithms

- Algorithms can be used when there are concrete steps that lead to a finite solution.
- Heuristics must be used when steps and solutions are ambiguous.

Mathematics is learned by a series of algorithms.
Learning to love (or be happy) is a heuristic process.

Deconstructing and Reconstructing Hypnosis, Therapy and the Therapist

Important considerations:
- Hypnosis is about altering phenomenology
- Therapy is about altering phenomenology, in the structure of both the problem and the solution.
- BEING the best therapist requires altering phenomenology

Phenomenology

- “What is phenomenology? It’s the bold project to eschew conceptualization of ‘the real’ for description of whatever presents itself as real in our deepest experience. It is, in other words, the discipline that makes the implicit meanings of lived experience explicit...”
  
  Christopher M. Aanstoos, Ph.D

A “non-induction”

Do not go into trance.

A “non-induction”

Do not go into trance.
A “non-induction”

“Do not go into trance.”

- I was not giving information or advice: I was NOT a teacher.
- I was working to influence mood and perspective. I was a Poet, using non-linear communication.
The Phenomenology of Hypnosis

(Define the situation as hypnosis)

**Intensity**
- 1. More vivid
- 2. Less vivid

**Dissociation**
- 3. "Things just happen."
- 4. "A part from" & "A part of"
- 5. Destabilization (intermittent)

**Attention**
- 6. Internal
- 7. Focused

**Response**
- 8. Minimal cues/implication
- 9. Search for personal meaning

Conclusions

- "Hypnosis" does not exist. It is a construct of convenience used to describe a sub-phenomenology.
- It is elicited by using heuristic processes.

Heuristics

To elicit phenomenological changes one must use heuristic principles. These heuristic principles are lessons from hypnosis that inform contemporary therapy. Before listing some heuristics, I will further elaborate phenomenology by discussing the phenomenology of "problems," "solutions," and the "therapist."

The "States" Model

The Phenomenology of Depression

**Depression**
- Internal
- In the past
- Inactive
- Negative
- Hopeless – no goals
- Intropunitive
-Withdrawn socially
- Tactile
- Vision limited
- Judgmental
- Negate/discount accomplishments
- Absorb social energy
- "If only …" vocabulary
- Physiologically deadened
- "I am not okay" existentially
- Victim

Conclusion

- "Depression" does not exist. It is a construct of convenience used to describe a sub-phenomenology.
- It is maintained by using heuristic processes.
The “States” Model
Phenomenology of the solution

Depression
- Internal
- In the past
- Inactive
- Negative
- Hopeless – no goals
- Intropunitive
- Withdrawn socially
- Tactile
- Vision limited

Happiness
- External
- Present
- Active
- Positive
- Hope – directed
- (Balanced)
- Engaged
- Visual
- Scope and depth

Depression (cont.)
- Judgmental
- Negate/discount accomplishments
- Absorb social energy
- “If only …” vocabulary
- Physiologically deadened
- “I am not okay” existentially
- Victim

Happiness (cont.)
- Open
- Acknowledge accomplishments
- Emit Social Energy
- “Yea and …” vocabulary
- Arousal
- “We are okay” existentially
- Victor

Conclusion
- “Happiness” does not exist. It is a construct of convenience used to describe a sub-phenomenology.
- It is elicited by using heuristic processes.

The “States” Model
Phenomenology of the therapist

Traditional Therapist
- Empathic
- Attentive
- Accepting
- Quiet
- Educational
- Inquisitive
- Placid
- Warm
- Present
- “Vanilla”

Traditional Hypnotist
- Directed
- Commanding
- Powerful
- Active
- Suggestive
- Imperative
- Dynamic
- Calculating
- Future
- “Colorful”
Ericksonian Therapist

- Experiential
- Dramatic
- Active
- “Tour guide” – in charge
- Flexible
- Metaphoric – “oriented-towards”
- Utilizing
- Expectant
- Systemic
- Gift-wrapping

Conclusion

- “Therapists” do not exist. At least they should not exist. They are a construct of convenience used to describe a sub-phenomenology.
- By using heuristic processes flexibly in a way that is individualized to the patient, they can stimulate generative change.

A Phenomenological View

<table>
<thead>
<tr>
<th>Depression</th>
<th>Happiness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal</td>
<td>External</td>
</tr>
<tr>
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<td>Present</td>
</tr>
<tr>
<td>Inactive</td>
<td>Active</td>
</tr>
<tr>
<td>Etc.</td>
<td>Etc.</td>
</tr>
</tbody>
</table>

Hypnosis

- Attention
- Intensity
- Dissociation
- Response

Therapist

- Experiential
- Dramatic
- Flexible
- Etc.

Important Leanings from Hypnotic Induction: Heuristics

1. You can alter “states” and phenomenology.
2. Utilization
3. Be experiential: Create experiences to catalyze change.
4. Orient towards, elicit do not induce.
5. Use multiple level communication.
6. Create a process: (SIFT—Set-up, Intervene, Follow Through).
7. Destabilize habitual sets.
8. Gift-wrap goals.
10. Individualize; no set scripts

Important Leanings from Hypnotic Induction: Heuristics

11. Build responsiveness
12. Precision in communication.
13. Raise the tension; guide the tension.
14. Do the opposite of the prevailing norm. Be paradoxical.
16. Use expectations.
17. Small changes snowball.
18. Use ambiguity.

Important Leanings from Hypnotic Induction: Heuristics

19. You can be strategic, have a goal in mind, be outcome-oriented.
20. Promote systemic change.
21. Use drama.
22. Communication can be ambiguous.
23. Elicit possibilities.
25. Establish a context for change.
26. Trance is a systemic phenomena.
27. Talk to the physiology.
28. Build on the positive.
29. Reframe
The Experiential Approach

Major streams

Contemporary Therapy Approaches Derived From Erickson

1. Strategic Therapy (Haley & Madanes)
2. Interactional Therapy (Watzlawick, Weakland, Fisch, Nardone, etc.)
3. NLP (Bandler, Grinder, Dilts, Andreas, Gordon, etc.)
4. Mind-Body (Rossi)
5. Solution-Focused (DeShazer, Berg, O’Hanlon, Weiner-Davis, Dolan, etc.) (Derived from #2)
6. Self-Relations (Gilligan)

Contemporary Therapy Approaches Derived From Erickson (cont.)
7. Neo-Ericksonians (Zeig, Lankton, B.A. Erickson, Yapko, etc.)
8. Outcome Informed (Miller)
Plus: Many experts openly acknowledge the influence of Erickson in their approach including Nick Cummings, R. Reid Wilson, and Peggy Papp.
Family Therapy (especially through Haley and Madanes, but also acknowledged by Minuchin and the Ackerman Institute)

Strategic Approaches

Jay Haley and Cloe Madanes

Jay Haley
www.jay-haley-on-therapy.com
Jay Haley

Cloe Madanes
www.CloeMadanes.com

The Interactional School
Watzlawick, Weakland and Fisch
Nardone
www.MRI.org

Paul Watzlawick

John Weakland

Dick Fisch, M.D.
Solution-Focused Session

- What will make today’s session useful?
- Exceptions
- Miracle Question: “As if”
- (Plan Follow up.)
- Scaling questions: Confidence in accomplishing goals? 1-10.
- What will continue your success?
- Summarize

Possibility Therapy

Bill O’Hanlon
www.brieftherapy.com

Bill O’Hanlon

NLP

Bandler, Grinder, Dilts, Gordon

Richard Bandler

John Grinder
Resolving Shame Process Outline

1. Contrastive Analysis
   - Compare the following two experiences, and list the content differences and the submodality differences between:
     a. An experience of shame. (This will always be a response to not meeting someone else's standard.)
     b. An experience of not meeting someone else's standard without shame, and with a more resourceful coping response.

2. Testing (Optional)
   - Test to find out which of the content and submodality differences are most powerful in increasing or reducing the feeling of shame.

3. Transformation:
   - When these changes have been made, usually all the other submodality differences will have changed automatically. Check to be sure.
   - Map across the content of the shame experience to that of not shame, using the most powerful content and submodality elements you found by testing in step 2.
   - Change one difference at a time to find out how powerful it is in changing the person's feeling of shame, and then change that difference back again.
   - Change another difference, and keep shifting any that remain unchanged. When the mapping across is complete, the person will not feel any shame, and will feel resourceful.

4. Evaluate Standards:
   - Now that the person feels resourceful, it's important to examine the external standard, its outcome, and the possible consequences of meeting or not meeting it.
   - a. Whose standard is this?
   - b. What is the outcome/intention of the standard?
   - c. Keeping the outcome in mind, "Is the external standard in this situation one that you want to have for yourself?"

5. Overall, the Shame Resolution pattern first eliminates the feeling of shame in response to not meeting someone else's standards, by utilizing shifts in submodalities. Then it teaches a decision process to examine the external standard, and determine:
   - a. Whether the person's standard is the same as, or similar to, the other person’s standard.
   - b. If your standard is the same as, or similar to, the other person's standard, you might want to consider an apology, or some kind of amends, a specific commitment to meet that standard in the future, etc.
   - c. If your standard is different, you might want to consider not associating with that person, explaining that your standards are different.

6. Congruence Check
   - Does any part of me have any objection to having this ability to evaluate a situation, and the standards involved, and decide what I want to do?

7. Timeline Generalization
   - This timeline generalization process can have a dramatic impact on a multitude of past experiences as it installs this ability as a "through time" and cross-contextual ability that becomes part of the person's sense of themselves, their identity.

8. Resolving Shame Process Outline Continued
   - a. Same standard. "If your standard is the same as, or similar to, the other person's standard, you might want to consider an apology, or some kind of amends, a specific commitment to meet that standard in the future, etc."
   - b. Different standard. If your standard is different, you might want to consider not associating with that person, explaining that your standards are different.

9. Mind-Body
   - Ernest Rossi

10. Robert Dilts
    - www.nlp.com

11. David Gordon
    - www.nlpu.com

12. Steve Andreas
    - www.steveandreas.com/shame.html

13. Ernest Rossi
    - www.steveandreas.com/shame.html

Camillo Loriedo

Outcome Informed
Scott Miller

Integrating from Erickson
Peggy Papp, R. Reid Wilson

Jeff

Scott Miller, Ph.D.

Peggy Papp, MSW
R. Reid Wilson, Ph.D.

On Line Resources

- Book on Milton Erickson from Sage Publishers:
  http://www.sagepub.co.uk London office
  http://www.sagepub.com USA office
- Books edited by Jeff Zeig including,
  "A Teaching Seminar with Milton Erickson"
  can be found at Taylor & Francis London or NYC
  http://www.tandf.co.uk/ and www.taylorandfrancis.com
- Zeig Tucker & Theisen Publishers:  www.zeptucker.com
- Jeff Zeig's Web Site:  www.jeffzeig.com
- Erickson Foundation Listserv:  www.topica.com/lists/EricksonList