

**From:** John Grinder  
**Sent:** Wednesday, December 23, 2009 3:36 AM  
**To:** 矢込俊吾  
**Cc:** Carmen Bostic  
**Subject:** RE: Once again, Shungo is here!

Greetings, Shungo-san

In fact, Carmen-san and I will be (as we did last year) dividing the time available between the two of us for the presentation. I will assume therefore that the times that you listed are committed to the topic of Metaphors and Butterflies (this makes sense to us as we typically spend three days presenting metaphors).

Given the information that you offered, here is a description of what we intend to do with your students. Please feel free to suggest any differences in emphasis or even the wording of the description to make it more effective for your students.

Best to you!

John

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## **Metaphors and Butterflies**

Since time immemorial, each culture has developed the art and skills surrounding the ability to present information, counsel and guidance in the form of stories. Consider within the rich history of Japan, the use of bedtime stories by parents and especially the traditional role of the gaito kamishibaiya-san and the loud sound of the two pieces of wood being slapped together to call the children for story time.

The use of stories as a mechanism of communication is highly congruent with our neurology as humans. What is easier to remember, a series of isolated facts or a story that weaves these facts together in the form of a narrative. All traditional sources of information and values use stories as the means, the mechanisms of transferring information - all religions, all institutes, all cultures etc

support and promote themselves through the use of stories for the simple reason that STORIES STICK. There is something about the structure of a story that fits our ability to process neurologically the information that it contains.

One additional advantage of the use of stories as the protocol for offering information is the deep respect the presentation of a story by a storyteller signifies to the person who he or she is presenting the story to. One profound concern that all counselors must ultimately face is the question of how to influence positively their clients and assist them to discover the possibilities of a world of choices that the client never before was aware of WITHOUT IMPOSING the counselor's own beliefs, values and perceptions on their clients. During our presentation last year before the counselors, one of the woman asked precisely about this concern. There were two parts to her question to me:

*While I am anxious and enthusiastic about working with my clients, how can I interact strongly with my clients without imposing any of my own perceptions on them? and How can I advise my clients about things in their lives if I myself have NOT had such experiences?*

These are excellent questions and reveal a deep and appropriate concern for the integrity and well-being of their clients. Fortunately, one of the answers to these two important questions is the use of metaphor.

Consider the following benefits of the use of metaphor: in direct communications (where the counselor says directly what they think the client might do in response to the challenges in their lives) the counselor is stating what they consider to be an appropriate course of action for the client. Both the counselor and the client are explicit about what the suggested course of action for the client is. Now, in some cases, this is perfectly acceptable and will lead to successful changes for the client. However, in other cases, the direct presentation by the counselor of a course of action for the client to consider simply places an additional pressure on the client. Now, with the presentation of the direct communication, the client experiences an additional pressure - the pressure to follow the explicit instructions of the counselor. This can place an additional burden on the client - something that no counselor wishes to do. And here comes the advantage of the story: when the counselor tells the client a well-composed metaphor - one designed to assist the client in making new and more satisfactory choices in their life - as the client listens carefully to the story by the counselor, he or she is faced with interpreting the story. There is no direct communication; at no point in the story does the counselor make explicit what the advise or counsel being offered it. The counselor is simply telling a story - the task of the

client is to listen and to allow the unconscious processes that are naturally engaged in listening to the story to select all and only those portions of the story that have a relevance to the challenges being faced by the client. In other words, the deliberate use of ambiguity and vagueness allows the unconscious mind of the client to extract the appropriate parts of the story and apply them, all unconsciously to their situation and thereby achieve a new perspective about that situation and to exercise new choices in responding to it.

In this sense, metaphor is a far more respectful form of communication than direct communication - the counselor does NOT force a piece of advice or counsel on the client. Rather through the process of composing and delivering a well-crafted story, the counselor makes available to the unconscious of the client a range of possible interpretations which will include several of direct relevance to the client. No advice is forced on the client, no demands to follow the instructions of the counselor are made(not even implicitly) to the client, no impositions of perceptions, beliefs or values are present in the story - simply a series of liberating possibilities are offered and the unconscious of the client is invited to the dance. In such a dance, the unconscious of the client will select only those parts of the melody and rhythm of the dance offered by the story that fit their unconscious requirements will be responded to, and typically outside of the conscious appreciation of the client. The client is never troubled with the task of CONSCIOUSLY deciding what to do. Such choices occur at the unconscious level and the client becomes aware of their new choices typically only as they find themselves performing in the appropriate context with new, effective and creative choices.

In a culture that values indirectness and deep respect for the integrity of others such as that found in Japan, metaphors offer a brilliant way to influence positively the experiences of clients while simultaneously ensuring the clients are protected from even accidental impositions by the counselors. In addition, of course, this allows the counselor, when faced with a situation presented by the client in which they (the counselors) have no direct experience to serve the needs of the clients by composing and delivering a compelling story that contains a range of possible choices for the client to consider unconsciously even through the counselor himself or herself has no experience in such matters.

In the three day presentation by Carmen Bostic St. Clair and John Grinder and ably assisted by Yumiko Hirose in interpretation, the counselors will be instructed in the following skill sets:

how to compose metaphors that offer a range of choices to the client - three distinct models of composing metaphors will be offered with supervised exercises, the students will be supervised in creating metaphors

how to deliver a metaphor effectively so as to engage the unconscious processes of the client and to allow those unconscious processes to make a selections from the range of possibilities presented in the metaphor so as to initiate the processes of change

how to discover and utilize the inherent metaphors already buried in the unconscious processes of the clients to create more effective choices in their lives

If time permits, Bostic and Grinder will also present the topic of living metaphor - the use of unannounced and unframed (like a short theatre piece) but precisely designed metaphors to deliver messages to larger groups for effective action in the world.

We look forward to seeing you in Maym 2010 - please bring along your favorite metaphors from various times and places in your lives for consideration - metaphors you heard as a child, metaphors that have been effectively offered to you by friends, by teachers, in movies and plays that have had a strong and positive effect on you in your lives.

All the best and until May

Carmen Bostic St. Clair and John Grinder  
QUANTUM LEAP, Inc.