

Robbins Research Institute

Division of Residential Trainings

CERTIFICATE NO.

This is to certify that **Daniel Longworth**

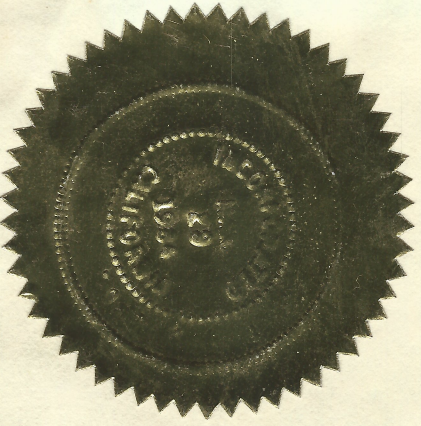
IS A CERTIFIED

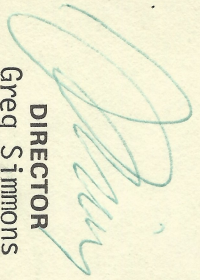
NEURO-LINGUISTIC PROFESSIONAL™

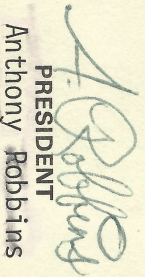
CERTIFIED UNDER THE PROVISIONS OF ROBBINS RESEARCH INSTITUTE

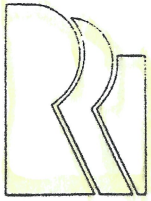
In witness whereof, The Officers of
Robbins Research Institute have hereby
affixed their hands and the seal of the said
Division this 24th day of February A. D.
1985.

Attest:




DIRECTOR
Greg Stimmoms


PRESIDENT
Anthony Robbins



ROBBINS RESEARCH INSTITUTE

Bioscience • Accelerated Learning Systems • Neuro Linguistics • Child Development

April 16, 1985

Dan Longworth
Southwest Outreach Association
3621 Haverhill
Las Vegas, Nevada 89121

Dear Dan,

As you know we cannot do the May 2nd event in Las Vegas because of scheduling conflicts and time commitments.

Tony is extremely interested in your VA programs and would like to support you. June or July seems like a practical time for our first event with the veterans. I will be in touch with you soon to discuss the matter further.

I look forward to seeing you soon.

Sincerely,

Danny Gale
Managing Partner

DG/kw

NEURO-LINGUISTIC PROGRAMMING

The New Success Technology

By Francine Shapiro

What do Rockefeller, Getty, Hughes, Reagan, and you have in common? According to Neuro-Linguistic Programming, the answer is the same neurological system, and therefore the same potential for success.

Neuro-Linguistic Programming is a technology developed over eight years ago by Drs. John Grinder, a linguist, and Richard Bandler, a Gestalt therapist. It has been dubbed the "Super-Achievers" technology because the research team studied the most successful people they could find in law, medicine, business, and psychology to see what made them so successful. How was Milton Erickson, recognized as the world's foremost hypnotherapist, able to "cure" people in one session? How was Virginia Satir, the well-known marriage and family counselor, able to produce such phenomenal results? The research teams showed, through video and transcripts, that all the "successful" people they studied in all the various fields, were using the same behavior patterns, albeit unconsciously. Although they had no conscious recognition of what they did—or why they did it—they had all stumbled upon techniques that achieved results and they intuitively repeated their success time after time.

The videos and transcripts were carefully culled to determine the exact behaviors utilized. The result is a series of techniques and

procedures that are systemitized and now formulate the technology known as Neuro-Linguistic Programming. Dubbed "the most powerful vehicle for change in existence" by *Psychology Today*, the "Super-Achievers" technology is aimed at producing quick and efficient results for business, relationships, and personal growth.

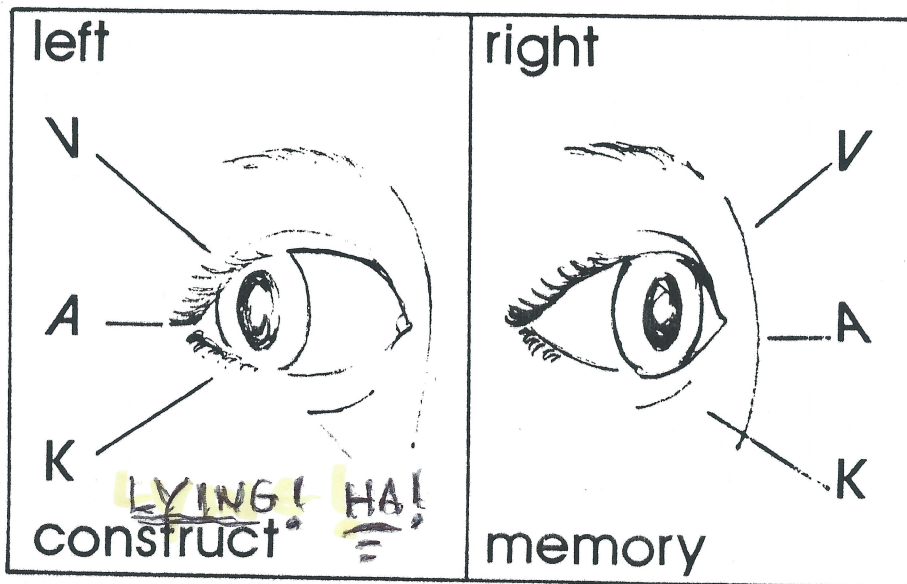
the research team studied the most successful people they could find in law, medicine, business, and psychology to see what made them so successful.

Neuro-Linguistic Programming is defined as "the effect of language (verbal or non-verbal) on the nervous system." Its ancestor is the conditioning process initiated by Ivan Pavlov. During Pavlov's famous experiment, dogs were presented with food and they naturally salivated. Pavlov then presented them with food and rang a bell. The food became associated with the bell tone until he could ring a bell and elicit the same salivation response without the food present. Neurologically, the tones (or in other cases, words,

gestures, pictures, etc.) produced chemicals in the body which activate previously formed responses. In NLP, the key is that since people share the same neurological system, responses are predictable, verifiable, and repeatable. In other words, Neuro-Linguistic Programming (as behaviorial conditioning) is scientifically rather than merely theoretically based.

One of the findings of the Neuro-Linguistic Programming research, is that all people cross-culturally (with the exception of the Basque nationality) show how they are thinking by the way their eyes move. Everyone responds to the world with one dominant perceptive modality. Either they rely more on sight, sound, or feeling. For instance, if we sent 10 people to a picnic and asked them to report their experiences, some would talk about the color of the sky and water (visual); others would describe how the birds and trees sounded (auditory); and the rest would concentrate on how it felt to be there, the feel of the grass, etc. (kinesthetic). While they described the event, their eye movement would reflect the dominant sense (modality) they were using. Even without their saying a word, if you watch their eyes carefully, you can determine whether they are seeing a picture, hearing, or feeling something. As a further refinement, you can tell if they are remembering something or constructing it.





One use of this would be "Where were you last night?" If the eye movement is to the right, the person is trying to remember. If the movement is to the left, the answer is being constructed. The exceptions to this are the Basques and left-handed people. In these cases, the access points are reversed, but up is still visual, to the side is still auditory, and

down is kinesthetic.

A further application is when you are able to determine a person's dominant modality, i.e. visual, auditory, or kinesthetic, you are determining their comfort zone and how they usually best perceive the world. If you are attempting to make a successful presentation at work to your boss, or a successful pitch to a

partner for a date, first determine their modality and coach your language accordingly. As an example, if your boss is visual, use words such as "see", "vision", "clearly", and use visual aides; "Do you see what I mean?" "How does this look to you?" If he is auditory: "How does this sound?" "Does it click for you?" For a kinesthetic: "Does this feel good?" "Let's get a handle on this." Using the appropriate modality can be the difference between failure and success.

As a further example, imagine for a moment a kinesthetic man and an auditory woman who are developing a relationship. He needs to feel it and be touched; she needs to hear it. The outcome is "He doesn't love me. He's always pawing me, but he never says he loves me." "She doesn't love me; she says she does, but she almost never touches me." Both are locked into their version of love and how they perceive the world. NLP assessment skills

and strategies offer a way out.

The Neuro-Linguistic Programming research showed that the "Super-Achievers" had sharpened their sensory acuity to the point that they could judge a person's modality by the eye access, posture, breathing, tone, voice pace, etc., and could therefore achieve their desired results. They further developed their outcomes by using techniques that allowed them to match their clients perfectly and then gradually lead them along to a desired outcome.

Further refinements of Neuro-Linguistic Programming allow a practitioner to model someone's behavior so perfectly that the results they achieve will be the same. Neuro-Linguistic Programming has been used to train the United States Army sharpshooters. They were taught to model the behaviors, posture, etc. of the best available marksmen and soon achieved the same results. Another example is "Fire-walking" in the United States. Thousands have learned to walk on red-hot coals without injury, using Neuro-Linguistic Programming. The Tibetan Fire-Walkers were modeled and the necessary state of mind and physiology was determined to achieve their results. Using Neuro-Linguistic Programming, people are shown how to tap into their own

unlimited source of personal power, get rid of even the basic fear of fire and change their physiology to walk across the coals. Rather than it taking months or years of spiritual work, western technology is now making it available in just a few short hours. However, rather than just a trick for barbeques, these

Neuro-Linguistic Programming is defined as "the effect of language (verbal or non-verbal) on the nervous system."

people can now change their state of mind and physiology at will, and access a state of total confidence whenever they encounter a situation they would otherwise find frightening or upsetting. That ability to cause an automatic emotional and/or physical response at will, is called "anchoring".

"Anchoring", as a Neuro-Linguistic Programming refinement, most closely approximates the work done by Pavlov. By first determining a person's least used modality, you can set up a gesture, word, or touch that will connect with a desired response. When

you touch someone on the shoulder, he will feel good; another touch on the arm, and he will feel a lack of confidence, sexy, confused, or however you choose.

The major dilemma that people are confronted with in Neuro-Linguistic Programming is the question of manipulation and free will. Since this powerful technology allows you to practically "read minds" and have people respond automatically in any way you choose, there is a distinct ethical issue. That may best be resolved by viewing Neuro-Linguistic Programming as a hammer; when placed in a carpenter's hand, beautiful furniture is the results. Placed in an immature hand, destruction can result. The truth is that we are all anchoring and being anchored haphazardly, by ourselves, and by the people in our environment. The song that makes you feel sad, the color that makes you feel happy, the tone of voice that makes you feel responsive, the gesture that makes you angry, are all anchors. The skill is in placing the anchors that work effectively and efficiently for the highest and greatest good of you and others. We all want to communicate our ideas and to be really received. Neuro-Linguistic Programming offers the skills and techniques; the intention guides the outcome.



NLP NORTHWEST

Affiliated with the Society of
Neuro-Linguistic Programming

William B. MacDonald, M.A. Certified Trainer

300 Vine Street-Suite 166-Seattle, WA. 98121 Telephone (206) 622-0970

October 23, 1985

Dan Longworth
3621 Haverhill Place
Las Vegas, Nevada 89121

Dear Mr. Longworth:

This is to review and affirm the telephone conversation we had this afternoon.

We talked about my work with Vietnam Veterans in the treatment of Post-Traumatic Stress Disorder, specifically a technique in Neuro-Linguistic Programming called Visual-Kinesthetic Disassociation and also the integration of parts. I referred you to an article by Peter Gregory which is published as an appendix to MAGIC IN ACTION by Richard Bandler and have enclosed a copy of the book.

I enthusiastically support your efforts to establish a treatment resource pool of people trained to treat Post-Traumatic Stress Disorders. I am also interested in establishing a treatment team for research in to more effective ways to treat the special problems of the Vietnam veteran and to make those findings available through workshops, video tape, and internships.

Please keep me informed of developments and feel free to call on me at any time.

Sincerely yours,

William B. MacDonald

LRI ASSOCIATES
CARL F. STERNBERG, Ph.D.

2669 Spruce Street
Boulder, Colorado 80302

(303) 443-9008

October, 1981'

To Whom It May Concern:

Dan Longworth is preparing an important publication that will offer significant help and information to Vietnam Era Veterans experiencing service-related difficulties in their lives, as well as much needed help and information to the partners and families who share their distress.

I have worked extensively with Vietnam Era veterans for the last decade, and presently head a program for veterans that is sponsored by the Boulder County Veterans Office, United Way, and the Longmont, Colorado, Chapter of the Disabled American Veterans. Dan knows of what he speaks and writes. As a veteran who was in heavy combat, Dan has in his own life and relationships experienced the post Vietnam traumatic stress reaction and the displaced person phenomenon, and has overcome these. He is a long standing member of a group I lead to work with such veterans, and is very effective working with troubled veterans, both in the group and in the community.

Dan is one of the few veterans I have met through the years who is able to articulate the plight of the veteran in a way that is graphic, precise, and has a good deal of impact. He joined me in presenting a paper I wrote (on the displaced person phenomenon as it affects the Vietnam veteran) to the annual conference of the Society for Descriptive Psychology. Participants in the conference, who came from around the nation, found Dan's words to be enlightening, informative, and inspiring. Many commented that their views of Vietnam veterans were entirely changed by our presentation, and that hearing Dan, as a veteran, speak so eloquently on the topic as he did heavily influenced the way in which they as professionals will now treat veterans in their clinical work.

I heartily recommend Dan be given every assistance in bringing to publication the important work that he is developing. Please feel free to contact me for additional information.

Sincerely,

Carl F. Sternberg

Carl F. Sternberg, Ph.D.

**Wendy Lipkind Agency
225 East 57 Street
New York, New York 10022
(212) 935-1406**

April 21, 1982

Mr. Dan Longworth
25 McKinley Place
Glencove, NY 11542

Dear Dan,

Attached you will find the letter you requested. I was delighted to have found it and I hope it will help you.

I'd really like to see you put your Vietnam Veteran book together. Within the last few months, my agency has taken a new direction and it saddens me to say that I don't think I'd be the best person to represent your book at this time. I'm sure that Penthouse can come up with another agent for you.

I send my very best wishes.

Sincerely,

Wendy Lipkind

Wendy Lipkind

WL:il
Enc.

Parador San Sebastian
Mesones 7, Apt. 14
San Miguel de Allende 37760
Guanajuato, Mexico
September 1, 1982

Mr. Owen Laster
William Morris Agency, Inc.
1350 Avenue of the Americas
New York, New York 10019

Dear Owen:

Pursuant to our conversation of November 18, 1981, concerning my Last Will & Testament, of which you are executor, please be advised of the following:

- (1) Upon the occasion of my death, neither Martha Dominguez Cuevas, of Mexico City, nor any member of my family, is to benefit in any way whatsoever from any rights, properties, or incomes due to me;
- (2) The legitimate heir to these rights, properties, or incomes from all and whatsoever sources, will be Daniel Jerome Longworth III, whose permanent address is 25 McKinley Place, Glen Cove, New York. In the event of Daniel Longworth's death, these incomes and properties will go to the heir or heirs of Daniel Longworth as stipulated in his own Last Will and Testament;
- (3) It is also my wish that you and Daniel Longworth make arrangements for the cremation of my remains.

I would appreciate your advising Bob Morris of these wishes.

Affectionately,


Hal Bennett

cc: