



THE INNERMETRIX COGNITIVE SCRIPTING GUIDE

Self-improvement with a new take on an old practice

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Introduction

There are lots of examples throughout history of things once thought ineffective eventually being proven the opposite. In most cases it had less to do with the thing in question not being effective, and more to do with science not being advanced enough to actually understand why it is effective. The medical world offers up two of the easiest examples to understand.

A century ago leeches were a commonly prescribed treatment. In the last 75 years, though, such practice was considered malpractice - at least until science caught up. Now modern medicine understands why leeches were indeed effective in certain circumstances and it has even become an accepted treatment method in the most places of healing...again.

For Millennia, the indigenous peoples of the Amazon have known that certain plants contain healthy benefits like treating nausea, joint pain and infection. For example, the bark and roots of the Iporuru shrub have been used as an analgesic for muscle and joint pain, and the Brazilian Peppertree leaves have been crushed and used as an antibiotic or antimicrobial for centuries. For many years modern medicine considered such "treatment" as pseudo-science. However, in more recent years science has caught up with this ancient knowledge and now understands the science behind the wealth of phytochemicals contained in these plants.

Positive affirmations are another example of something practiced throughout the history of mankind, but because science has not formerly understood the science behind it, it has been much maligned in popular culture. Such work has been the fodder of many a comedian, and the majority of scientists have tended to view affirmations as a fanciful but ineffective way to pacify someone's need to feel like they have some control over something they really don't. Recent scientific advances, however, say that we actually do have more control than perhaps they once thought.

Advances in Neurogenesis, neuro-physiology and neuro-psychology have demonstrated that the human mind can indeed create new brain cells (every day), these neurons do form new neural networks and our conscious and subconscious minds can hold sway over how these networks are built and maintained. Quantum physics has even raised the possibility that our thoughts even affect our physical world in a tangible way.

When you look back through history, you find almost every single society practicing some form of thought alteration or reinforcement. Unfortunately, some of these practices were to the detriment of people (e.g., thought control, brain washing, etc.), but a great many were dedicated to improving individual life.

One of the most common forms of developing or reinforcing a specific belief or thought is found in repetition. Like the leeches and plant rubbing practices of old, modern science is beginning to find hard evidence to support such practices.

The ability to actually influence how you think through consciously repetition of certain thoughts is no longer an inane thought but one that has real science behind it.

By using the Cognitive Scripting methods described in this guide, you will be able to create a targeted statement which addresses a specific axiological dimension, and by repeating it a sufficient number of times over a long enough period of time, you will find that you are actually able to create new neural networks, and new habits for thinking.

There is still much to understand about how our minds work, but the practice of repetitive thinking is simple and effective, and holds the potential to transform the way you think and believe in yourself.

It has made a significant difference in my life and I'm sure it can in yours as well.

Thanks and enjoy,

J. Niblick
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Background

For many years I've struggled with ways to help people change their thinking habits. So many times I've had to sit by feeling helpless after interpreting a person's profile yet not able to offer any advice on how they might be able to change the very thinking habits I just described. On a recent trip to Istanbul, however, I saw countless men and women wearing prayer beads (Subhas) around their wrist. They were everywhere and as I watched these people use them in their prayer rituals, it hit me. If these beads could provided a structured way for people to keep track of their prayers, could using them to keep track of repetitive axiological statements help people build new thinking habits? I mean 3,200 years of formalized use in every formal religion in the world must mean something, right? The Hindu and Buddhist faiths called them Malas. To Christians they are known as Rosaries, Anglican prayer beads or brigantine beads. Muslims call them Subhas or Tasbihs and even the Jewish faith has the Tallit, which incorporates a similar form of repetitive thinking.

Many, from Dr. Maxwell Maltz to Og Mandino, have argued that the repetition of synthetic experiences (i.e., mental imaging) can create new neural networks. So, in an attempt to prove or disprove this theory I adapted the use of prayer beads to help people facilitate such repetitive thinking exercises in their daily lives. I call them Cognitive Scripting Beads, or CS beads for short.

The IMX Cognitive Scripting process is designed to create new cognitive scripts that build up under developed neural networks dedicated to thinking in one of the three core styles as defined by Axiology. By repeated exposure to conscious thoughts (i.e., repeatedly exercising under developed networks of thought), some studies have shown that it is possible to create new habits of thinking that support your success instead of erode them.

In an attempt to prove this theory, I enlisted the help of 182 consultants I worked with. I had each of them use the Cognitive Scripting process for 30 days. The rules were that they had to focus on only one dimension of thought, repeat their script 100 times a day and do this every day for 30 days. We conducted a pre and post assessment using the Attribute Index to see what resulted. After 30 days, 84% of the participants saw an average improvement in just their target dimension of 0.74 points. That is a statistically significant difference of <0.05 . While more research needs to be conducted, and although this was not a rigorously conducted study (e.g., double blind, randomized, cross cultural) it does provide substantial evidence that Cognitive Scripting does indeed change the way a person thinks. Subsequent experience with others since that study has further proven to me that this process can play an effective role as one part of an overall self-development program.

Cognitive Scripts

Cognitive scripts: *the subconscious self talk that we generate, the themes or schemata we habitually apply to ourselves.*

Cognitive scripts are conscious thoughts we have, in this case, about ourselves, that with sufficient exposure and repetition become subconscious stereotypes or prejudices we possess about ourselves. Famous Philosopher Immanuel Kant talks about “sense impressions” (i.e., impressions on our senses or thoughts). Industrialist Henry Ford used to say, “Whether you think you can or you can’t – you are probably right”. These ways of thinking can become very fixed in our minds and because they occur on a subconscious level we are generally completely unaware of them. Never the less, they affect our every decision, and thought about ourselves. They are grounded in the present, but deep rooted in our past experiences and self-talk.

When we talk about your Intrapersonal Intelligence, we’re talking about how you see yourself (i.e., what do you say in your mind about yourself). It is unlikely that you give it much thought, but a significant percentage of control over how you feel about yourself is due to cognitive scripts you play over and over again in your mind. To develop your Intrapersonal Intelligence, you have to change these scripts. As so many of us have heard, you can’t get rid of a habit, you have to replace with it with another one.

The process of cognitive scripting was developed as a way to help you create new thinking habits that are positive and support your success to replace existing habits that are negative or limiting your success. It has a multi-disciplinary foundation and is based, in part, on the new science of Neurogenesis, the established science of mental states, Cognitive Behavioral Therapy and historical cultural ritualism.

- Neurogenesis is a nascent field of science that only in the last ten years has turned the neuro-physiological community upside down by empirically proving that the human mind does indeed create new brain cells all the time, throughout the course of its life. So creating new neural networks or changing existing ones is much more feasible when you consider that your mind is in a constant state of renewal already.
- It is also a process based on what we know about the four states of the human mind. We are in the beta state for most of our waking hours. Our brain radiates these waves (13 cycles per second or greater) when we are thinking, reasoning or engaging in problem solving. As our brain waves slow to between 8 and 13 cycles per second, we enter the alpha state of mind. Here, in the Alpha state, the door between our conscious and subconscious mind is opened, and it becomes easier to access the memories and store new information. This is also often referred as the meditative state, in which the mind and body become so relaxed. We are much more suggestible in this state. There are Theta and Delta states below this state, which involve much deeper sleep or total unconsciousness, but we want to focus on the Alpha state because we want the conscious and subconscious minds talking to each other. In the other states one is always asleep while the other is awake. This would make communication somewhat difficult.

- The very well validated and universally accepted practice of Cognitive Behavioral Therapy (CBT) is based on the understanding that our subconscious mind both strongly influences our decisions and behavior, and can be accessed through the conscious mind through the proper application of self-talk and repetition. CBT provides lessons learned from psychologists and therapists around the world who use it with the patients every day.
- Finally, it has basis in history as well. Arguably, every society throughout antiquity has practiced some form of ritualized scripting technique involving the use of physical markers to help facilitate the process. Many of these rituals involve religion, but the practice of making substantial impressions on one's way of thinking through the simple act of repetition has been around for millennia.

Cognitive Script Creation

There are three simple steps to get started using your new CS beads.

Step 1. Pick your dimension. Which dimension of thought do you want to work on, intrinsic, extrinsic, systemic, and which realm external or internal? We recommend you choose the lowest on your dimensional balance page, however, if you are motivated to improve in one area more than another you may ignore the lowest on the page and instead focus on the lowest in a specific realm (i.e., external or internal). The area you chose will be your primary focus for a minimum of the next 30 days so make your choice carefully. I do not recommend trying to affect multiple dimensions at the same time. Limit yourself to one dimension at a time.

Step. 2. Anchor your dimension. Once you have decided what you want to achieve (e.g., improved self-esteem, gain better role awareness, develop higher empathy) write out a complete description of your thoughts about this dimension. This document may be a long paragraph or even pages. It doesn't matter. What does matter is that you tap into your core reason for why you are attempting to change the way you think. To that end, it is absolutely vital that your document answer the following questions:

- What is this dimension about? Don't fear getting personal here. If you aren't sure what this dimension is then stop right now and refer to the master interpretation manual from Innermetrix to get the in-depth understanding of the dimension you'll need to proceed
- How does your current ability for using that dimension affect your life? Be specific, use real examples
- How will your life improve if you increase your ability in this dimension? Don't talk about what could be; rather envision what it will be like to stand there in your life after you have reached your goals. What "do" you see? How "do" you feel?

Step 3. Create your "cognitive script". This is a very simple phrase or statement that you will be repeating to yourself while you use the beads to keep track (*see sample statements at back of this guide*). The key is to create a statement that accurately but succinctly represents the axiological dimension you are trying to improve. Here are some rules for creating your cognitive script:

- Succinctness is good. Try to keep it between 5 to 10 words. This isn't a hard-fast rule, but if it's too short it won't contain any real meaning and if it's too long it may contain too much. You have to be able to understand what it means while not going mad trying to repeat it 75-100 times a day
- Make it unique to yourself. We will provide sample thought statements for you but if you use one of these make sure to personalize it somehow
- Always make it positive!
- Restrict your statement to only one value dimension. Don't try to double the effect by doubling the meaning to include valuing yourself more intrinsically and extrinsically at the same time, for example. One value dimension for one script
- Restrict it to only one statement. Don't create more than one statement for any single dimension or 30 day period. **One statement for one dimension for one 30-day period.** A maximum return is realized with a very target

focus. At a later point, when you come back to this dimension (typically after working on others) you may want to create a new script to keep things fresh, but once you start using a script it should run its 30 day course before you create a new one.

Specific dimensional rules: for each dimension there are specific guidelines to follow in how to write your script as well:

- For Intrinsic (Emotional or Self-worth) scripts:
 - Make them unconditional about human value, not tied to successes or achievements or comparisons to others
 - For Self-esteem, make them about your value for yourself, not what others think of you
- For Extrinsic (Practical or Self-application) scripts:
 - Make them present tense
 - Make them about what needs to be done today, not what could or should be done tomorrow
- For systemic (Structural or Self-concept) scripts:
 - Make them future tense
 - Make them conceptual and proactive

The Cognitive Scripting Development Program

You are ready to get started, well almost. You've selected your dimension, fleshed out a comprehensive understanding for that dimension and why its important to you, and created the cognitive script you're going to repeat to help create a new thinking habit within that dimension.

The only thing left to tell you is that **you have to have the CS beads on your body, at all times**. I played around with putting them in a drawer and using them throughout the day, but it didn't work very well. As with all the world religions, users of the beads either wear them somehow or put them in their pocket at all times. It serves as a constant reminder so even when they aren't consciously making the statements, they are aware of them even if only subconsciously.

If there's one rule for this program, it's that you wear or carry your CS beads with you at all times. We have specifically had the beads manufactured to make them something you can wear on your wrist, and I strongly recommend you wear them daily.

Development Program rules:

1. This is a 3-month program, minimum. *Many of us continued long after that and I continue to find it beneficial. As my life seems to be constantly changing, I find the way I need to think about myself is constantly challenged as well, and the CS process helps me clarify how I think about myself in that change.*
2. In the development program, you can only work on one dimension at a time
3. You must work on this one dimension for 30 straight days, without interruption
4. You must repeat your CS statement 100 times a day during those 30 days. *See the tips below for how and when to do this*
5. Once you finish the first month, you can choose another dimension to work on or you can craft a new CS statement and work on the same dimension
6. You must record your progress daily in your CS Journal. *Your CS Journal is provided at the back of this guide*
7. As you say the statement in your head roll a bead through your fingers for each statement you recite to help keep track and concentrate
8. Visualize in your mind what you are saying as you say it. *Actually saying it out loud is Ok too*

Note on Reinforcement

After your initial 3-month period, you can move to a reinforcement level where you can focus on all three dimensions at once, while repeating a CS Statement for each dimension 33 times per day. I have been doing this for over two years now and I continue to find it beneficial in helping guide my thoughts. We are bombarded every day with so much data, and so many times a day we are forced to make judgments about so many things. A great many of those judgments are about us. As long as that bombardment continues, I intend to continue practicing my cognitive scripting so I can ensure I'm thinking the way I want to be. In doing so, I stay in control of how I think. I'm not at the mercy of the world around me.

Development Program Tip:

- I strongly recommend that you make your statements all at one time while working out or exercising. No, this isn't a new weight loss scheme, there's actually some science behind this too. Dr. Abraham Maslow and Hartman worked together and Peak experiences, as Maslow defines them, are those fleeting moments where you become completely lost in what you are doing. He called it B-cognition, and in this state your mind is much more receptive and uncluttered. Peak experiences happen most often while someone is playing a musical instrument, being creative through some art form, or exercising. While it is difficult to repeat statements in your head as you play a guitar or paint (I've tried...it's a bit tough), doing so while you are running (or walking or swimming or riding or anything else you do for exercise) is very easy. Not only does it help you pass the time while you are exercising, but the likelihood that you can reach a state of B-cognition is much more likely. The belief is that statements made in such a state (without the rest of the day's noise drowning out our thoughts) are heard more clearly by your subconscious mind. I run on an elliptical 6 days a week and I actually close my eyes and repeat my statements during this time of my day (I strongly recommend keeping your eyes open if you decide to run on the street).
- You don't have to exercise to get into B-cognition. Restful silence, meditation, working on your car, planting...anything that allows you the freedom to not have to actually "think" too much about what you are doing, but manages to "take you away" (yes, Calgon and a warm bubble bath would be fine too)
- You don't have to enjoy a peak experience either. While I find this is the most effective way to hear myself, and I believe there are aspects to this state that make it preferable, you can choose to simply repeat them in a quiet place all at once or even broken up throughout the day (e.g., 25 repetitions, 4 separate times a day at morning, mid-morning, after lunch and night time).

Sample CS Statements

External Dimensions

Emotional

- People are more important than results and rules
- People are more than the sum of their parts
- I will value someone today not for what they do but simply who they are

Practical

- I will get things completed on time today
- Set my goal then “Get R’ Done”
- Focus on the details and deliver results

Structural

- Think conceptually, see the big picture
- Having a system in place makes me more productive
- Clarity of thought is to success as water is to life

Internal Dimensions

Self-worth

- Sometimes we’re the windshield, sometimes we’re the bug, eventually everyone is both
- My strengths and my weaknesses - combined - make me who I am
- I can’t love myself without accepting all that I am, good and bad
- I am miraculous and unique in all existence

Self-application

- My job is to lead this company to success one day at a time
- Being a good father today means ensuring a happy future for my children
- The best way to be a good husband is to be that best friend I used to be

Self -concept

- I need to have an objective if I am to reach it
- I see abundance and multiple channel of revenue materializing for myself and my company
- The future is just as much a part of today as is today

Cognitive Scripting Journal

Print this page as many times as you need it. Make sure to record your progress daily. There are three sets for each of the core internal dimensions.

Dimension _____ **Start date** _____

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1	Reps						
Week 2							
Week 3							
Week 4							

Dimension _____ **Start date** _____

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1	Reps						
Week 2							
Week 3							
Week 4							

Dimension _____ **Start date** _____

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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