

PERFORMANCE ENHANCEMENT WITH HYPNOSIS

Imagine the following scenario...

You are in a meeting at work, one of those big important meetings and you have got to give a presentation speech. The room is filling with colleagues and maybe strangers from other companies whom you will be expected to impress. As luck would have it, the air-conditioning has decided to pack up today so it's starting to feel rather hot and stuffy in here. You notice that your palms are beginning to perspire a little as people take their seats. Then you notice that your heart is pounding in your chest. You feel a little shaky. Then you notice you can't seem to breathe properly. People are looking at you. You are expected to deliver the goods; to give an impressive speech. But now you can't even remember your opening line. You stand there frozen with what seem like hundreds of eyes staring at you...waiting...waiting...waiting. It's no good. You have to leave the room and rush for the toilet.

The above scenario describes a panic attack. It's one of the most frightening things anyone could ever experience. It feels like you are going to suffocate, have a heart attack and die or, in the least, go crazy. It's certainly not the kind of performance you want to give when making a speech in public or presentation at work.

The same, of course, can apply to other walks of life. As a singer and musician in a band I used to suffer from nerves to the point that before going on stage I would have to visit the loo several times! My mind and emotions were in a turmoil, wracked with self-doubt and negative thoughts. What if I play a bum note? What if I forget the lyrics? What if I sweat a lot and look stupid? What if I break a string on my guitar? Thankfully, through the use of hypnosis I no longer suffer from anxiety at all when performing and thoroughly enjoy myself up there in front of people. For me, being on stage performing is when I am at my best. It's when I lose myself or the world disappears. I become one with the music.

This, of course is a classic description of a trance state. I now perform at my best in a hypnotic state, full of confidence and enjoying myself. And you can do the same, whether it's in business, public speaking, sport, music or the performing arts.

What we have to realise is that fear and anxiety are also trance states. Anytime our attention becomes 'locked' or focused we can be said to be in a trance. Fear means that we are locked into a trance. This is all well and good if we are being chased by a sabre-toothed tiger but very detrimental to our performance at work, in sport or on the stage.

So, fear is neither good or bad; it depends on the situation. Without it we as a species would never have survived; we'd have all been eaten by those tigers! What is needed is the ability to control fear instead of it controlling us. This is what I will help you to do in your sessions so that you can perform at your best and feel a real sense of achievement.

Remember, we all need a degree of anxiety or stress to perform at our best; it's no good being too relaxed. You need just a little bit to give you that edge, to make you stand out and above the rest.

But how do you learn to control it? That's the question.

If you have had previous 'negative' experiences in business, sport, performing arts, those that resulted in feelings of humiliation, embarrassment or severe anxiety, your brain could have set up a pattern that now produces the same emotions again and again and again when you are in similar situations. What's happening is that your brain is 'pattern-matching' to the embarrassing/humiliating/anxious memory because something in the current situation matches the previous experience. Before we know it we are going red or feel panicky all over again.

Your brain is perceiving the current situation as potentially threatening because you felt 'negative' emotions before in a similar setting. In effect, it wants you to get the hell out of there, so makes you feel anxious in the hope that you won't put yourself through it again. In a word, it's trying to protect you by making you avoid the situation.

Now, you could have counselling for this. Talking to someone could help a bit. You could try CBT and try to change your emotions through changing your thoughts. The problem is that when it comes to the fight or flight response the *emotions come first*. Nature has designed us this way. It's no use standing around scratching your chin, thinking about that sabre-toothed tiger when he's already running towards you! The emotional part of the brain kicks in and we are off and running for our lives, before the conscious/thinking part of the brain has even registered what is happening.

The good news is that pattern-matching to old negative memories can be switched off with a specialised hypnotic technique that has an 80% success rate.

Thus, one of the things to improve your performance is to first look at the possibility of old patterns being triggered. Once these are dealt with we can really get down to business. It's a bit like emptying the trash or wiping the slate clean. You don't forget the memories, but you do wipe away the associated negative emotions and in so doing turn off the pattern-matching, freeing your brain to view things differently.

This is when things really start to change. It's as if you free up your intellectual and creative abilities whilst, at the same time, unleashing your potential. Once free of negative feelings, thoughts and expectations (based on old experiences) you can begin laying a blueprint based on what you actually want. Thus when it comes to optimizing your performance in sport, business, music and the performing arts (be it dance, acting or whatever), hypnosis and NLP (Neuro Linguistic Programming) are the most powerful tools we know of to help you...

- ***Eliminate negativity and self-doubt***
- ***Control performance anxiety, anger and frustration***
- ***Increase your confidence and self-belief***
- ***Improve focus and concentration***
- ***Improve your mind/body memory (great for actors learning lines, singers remembering lyrics, musicians' fingering and in dance choreography)***
- ***Increase your motivation to succeed and achieve your goals***
- ***Promote positive expectation through powerful visualization techniques***
- ***Unleash your true potential***

Of course, not all of us have suffered from panic and humiliating memories that might still be causing pattern-matching. It might be that anger or frustration impede your performance on the

tennis or squash court. Maybe the stress of having to meet targets and deadlines badly effects your performance at work or in running your own business. What about those feelings of self-doubt that can hinder your performance on stage? And we've all experienced nerves when taking exams and tests.

Perhaps you just want to improve your handicap at golf or perform more effectively in the office or in meetings. I know from personal experience that the more relaxed I am the better my musical performance. When I relax my fingers and throat I can play and sing much better than in the past when I felt stressed.

Thus, the second step to optimising performance is in learning how to relax and trust your abilities. I will teach you hypnotic relaxation techniques so that you will be able to access a positive trance state whenever you want to. It won't be down to chance; you will just feel more relaxed. It's in this more relaxed state that you can access the resources of your unconscious mind and trust that you do actually already possess the knowledge and skills that you need.

Thirdly, I will help boost your confidence through powerful hypnotic NLP visualization techniques so that when you are in the situation for real, be it on the golf course, in front of an audience of thousands or selling to a potential new customer your brain will now trigger the new blueprint that was laid down in your hypnosis sessions; a pattern of calm confidence and positive expectation.

What you have probably gathered through reading this report is that it is our imagination that is so vital. Einstein said that the imagination is more powerful than knowledge. It can make a heaven of hell and a hell of heaven. If we let it run astray and use it negatively with all those 'what if' scenarios we end up feeling anxious and ruining our performance. But if we can learn to harness it and use it in the way nature intended, focused toward what we actually want, it can do marvellous things for us.

So, whether you want to improve your performance and achieve your goals in sport, business, public speaking or the performing arts, hypnosis can help you be your best.

Imagine how good that feels...

Call 0845 450 2326 and prepare for success

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