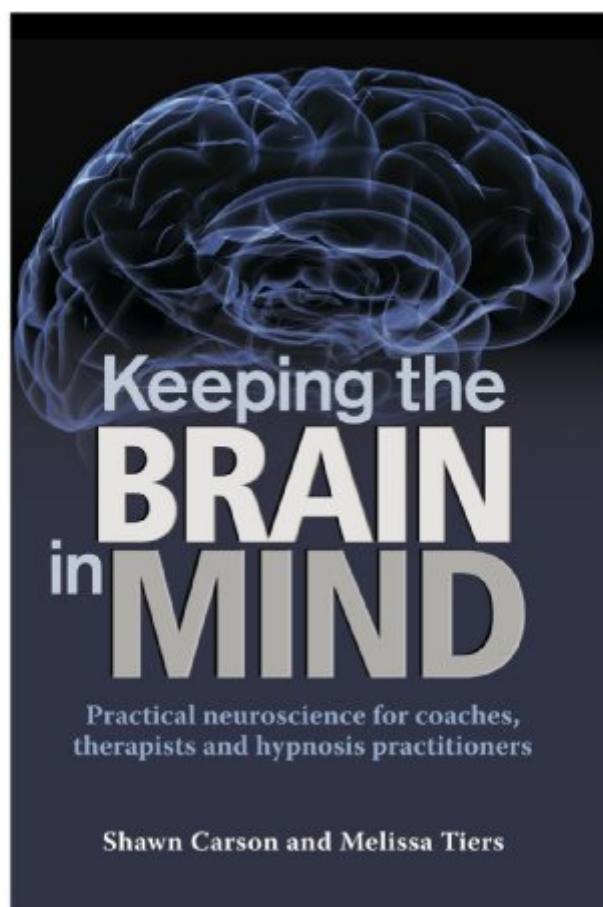


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# Keeping The Brain In Mind: Practical Neuroscience For Coaches, Therapists, And Hypnosis Practitioners



## Synopsis

The latest revelations from neuroscience can transform the work you do, as a coach, hypnotist, or therapist, in ways that make measurable changes in the brain. This book will teach you how to integrate and utilize the research to explain and empower changes in habituated patterns of thought, feeling and behavior. This book makes neuroscience practical. You will learn the neural mechanisms underlying common problems and how to transform them using techniques drawn from hypnosis, mindfulness, and Neuro-Linguistic Programming. Keeping the brain in mind will make your sessions more exciting and dynamic for both you and your clients. From the Foreword by Lincoln C. Bickford M.D. Ph.D. Keeping the Brain in Mind is that rare gem of a book which seamlessly and accessibly delivers deep theoretical understanding with savvy practical guidance on how to apply it. And it does so with a spirit of curiosity and wonder towards this marvelous instrument, the brain-mind, through which we experience our world. It is a textbook, manual, and mental playground all-in-one. After many years studying the brain as a neuroscientist and learning to work with the mind as a psychiatrist and meditator, it is a refreshing surprise to read something that teaches me equally about both, and which brings new insights into their interplay. In particular, the authors present a series of intuitive and plausible models for how the brain and mind co-create one another, can be understood as metaphors for one another, and can be used to reshape one another bidirectionally in feedback loops for positive change. I'm not sure exactly where their "inside scoop" is, but Shawn and Melissa have managed to identify most of the developments in neuroscience that I've found most interesting over the years -- such as neuroplasticity, memory reconsolidation, and mirror neurons -- plus a whole lot more. Either they don't sleep and spend nights poring over the neuroscience literature, or they have an uncanny radar for sorting the wheat from the chaff! They home in on those discoveries that can provide handles by which to understand the most efficient neural avenues to effect change and explain them in straightforward lay terms, they elucidate plausible mechanisms by which many "old standard" NLP patterns -- including the coaching pattern, swish, and fast-phobia cure -- operate on the brain, and they suggest several new technical approaches. They then also flip these neural principles around, translating them into metaphors by which to help clients consolidate and makes sense of their gains and inspire ongoing self-discovery. I would recommend this book even to expert scientists and therapists, expecting that it will reshape, rewire, reconsolidate, and re-enrich understandings and enthusiasm for our fascinating field; it certainly has for me!

## Book Information

File Size: 735 KB

Print Length: 266 pages

Page Numbers Source ISBN: 1940254043

Simultaneous Device Usage: Unlimited

Publisher: Changing Mind Publishing (March 24, 2014)

Publication Date: March 24, 2014

Sold by: Digital Services LLC

Language: English

ASIN: B00J86G63C

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #123,417 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #31

in Kindle Store > Kindle eBooks > Health, Fitness & Dieting > Counseling & Psychology >

Hypnosis #41 in Books > Self-Help > Neuro-Linguistic Programming #5949 in Books > Health,

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## Customer Reviews

I found "Keeping the brain in mind" a fascinating and highly educational book. Even though the subject of neuroscience can be a dry one, the authors Shawn Carson and Melissa Tiers created a rather fascinating read instead. It kept my interest till the end. The book is not only great for anyone in the hypnosis/coaching/therapy field but is also a great tool to use for self-development. It is full of metaphors, techniques, and explanations of the way our mind works and this has been extremely helpful in my coaching/hypnosis practice. The book has given me a much deeper insight on my own behavioral tendencies which has helped me create a better approach to the changes I desire for myself. D. Edwards, CH, LMT

Knowledge is power! There are literally hundreds of books out there presenting this fascinating topic . . . . in theory. It's all very interesting but what do you do with it? This is one book that will not gather dust on your bookshelf. Melissa Tier's and Shawn Carson's genius translates into powerful knowledge that is actually applicable to real life experience and, like all of Melissa's works, the

reader can open this book and hit the road running. If you are a change worker who recognizes that translating how and why theory works to your client is the base for personal empowerment this is the book for you.

This is one of the clearest, most comprehensive books on current brain research around. The information about what is happening chemically and neurologically is so useful and affirming for me as a psychotherapist and reassuring to the people I work with as it explains what is happening in their minds. Every person will be able to find help and support in these pages for understanding what leads us to the choices we make. It is a guide to emotional freedom for people in and out of the helping professions. .

Elegant how Melissa and her colleagues weave practical coaching methods together with complex neuroscientific concepts. Practitioners and clients have practical clinical application and proof to support belief, made simple to understand by the writers unique styles. As the authors emphasize, those who need to grasp the reasons why the methods work, (namely all of us), now can be empowered by mind/brain/body evidence from the same irrefutable methods (fMRI) which traditional psychotherapeutic, pharmacologic research science employs. Doubters can suspend their disbelief now. Thank you for connecting the empirical proof with what some of us knew to work only by intuition, trust, and experience until now!

Being a teacher of Italian to foreigners, I am always looking for ways to let my students acquire the language in the most natural ways, and this book is a treasure mine because it helps me understand a lot of important concepts in a language that is easily comprehensible even for me who I am neither a doctor nor a neuroscientist. Even the most complex subjects have been explained in a way that is understandable for medium educated people. There are a lot of key points in this book: the work of Dr. Schwartz and the chapter about mirror neurons, for example. What follows is one of the most highlighted excerpt from the book: "If you can't see a client as being resourceful and as having the ability to heal or change, then refer her to someone who can. If you don't see, feel, and believe her to be resourceful, then 93% of you is not on her side. Even if you're saying all the right things, a client will unconsciously know how you're feeling. Your tonality, body language, and brain are giving you away." Which for me means: if I don't see, feel, believe that my student is going to speak the Italian language very well, then I am not working in her interest... Thanks Melissa and Shawn for writing this book!

As a change practitioner, what's happening behind the scenes can often feel like a complete mystery. Melissa & Shawn do a great job of giving a peek behind the curtain to understand the neuroscience behind common change techniques. Understanding what's happening at a biological / chemical level helped me fine-tune my work, and to take my practice to a higher level. This is a book that I have highlighted and annotated completely, and one that I refer back to over and over again.

I had the chance to take a workshop with Melissa Tiers and it has revolutionized my work as a hypnotherapist. This book reiterates what Melissa teaches and takes a potentially complicated subject and makes it very approachable. I would highly recommend this book to anyone wanting to understand how to create lasting change within the brain through the process of neuroplasticity.

Melissa Tiers is gifted in her ability to explain complex neuroscience simply. She describes theories of how the mind and brain work together to create, maintain and resolve problems more clearly than anyone. She describes the basic processes that neuroscience is discovering in a remarkably simple, clear and delightful conversational manner. It is amazing how much information she can distill on these pages to explain what is going on with our mind and brain. Using this information she presents more effective strategies and faster techniques for getting the mind to rewire the brain to help people change life long patterns. She offers practical step by step advice on just how to do this in sessions. She is an incredible teacher and this book is an example of the depth of her knowledge and the clarity of her explanations. It is written in a wonderful manner to also give you the feeling of her energy, humor and dedication to helping people change and helping helpers help their clients more effectively. (that is a lot of help for one book and it is all in there to help you be even better) I recommend this book to anyone in a profession that focuses on working with people to give them the tools to change their lives. Actually it can be useful for anyone curious about how their brain processes information, how memory works, and how the mind can use the brain to help people get unstuck and move forward. Larry Drell, MD Medical Director Anxiety and Depression Therapy Services Washington, DC [www.drdrell.com](http://www.drdrell.com)

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