



THE INTERNATIONAL HYPNOSIS RESEARCH INSTITUTE

The Five Guiding Principles of ANNH

By Tim Brunson, PhD

In my last article I explained that I conceived of the ideas related to Advanced Neuro-Noetic Hypnosis™ subsequent to my exhaustive review of the scientific literature supporting the clinical use of hypnotherapy, my investigation into mind/body integration, and my study of neurology and quantum physics. In this article I want to explain the five guiding principles that I used to further the logical development of ANNH.

What I must remind my readers is that the intricately weaved theories that I am about to introduce you to is not based upon unquestioned blind faith, the habituated myths held by the vast majority of contemporary clinicians, or the charisma of various popular leaders in the field. When I surveyed the mountains of research and theoretical discourses involving a multitude of fields, I started seeing associations that came to startle me. By looking closely at classical, contemporary, and even futuristic material, the patterns which emerged from normally isolated disciplines began addressing both causality and providing clues to the potential direction of clinical efforts. Even though I considered the unscientific, faith-based, wishful thinking ideas – as they may also provide clues of yet untested truths – my focus was on concepts that would be more acceptable to those professions that tend to desire evidence-based findings. What impressed me was that I could readily find such a huge volume of material. But I was also shocked by the lack of interdisciplinary dialog. If that existed, just maybe my conclusions would first have been made by others.

The Five Guiding Principles are intended to provide a set of evidence-based concepts upon which a new understanding of mind/body integration and clinical interventions are to be based. These provide an underlying, universal foundation. Although they seem assumptive in nature, they tend to be easily supported by research and clinical experience.

Physicists widely agree that all matter in the universe is made up of energy. As ANNH focuses on the mind and brain, then the first principle should be rather obvious. It states that **The mind/brain and body are organized around concentrations of energy**. In the 19th century James Clerk Maxwell concluded that electricity, heat, magnetism, and light are essentially the same thing. Furthermore, physicists agree that all matter is made up of energy. The difference in type and form is merely a condition of density. So, to understand the functioning of the mind and body, it is necessary to grasp them as energetic entities.

Next you will need to realize that energy is organized in patterns. Of course, the density of the patterns is what I just referred to in the previous paragraph. (This realiza-

tion is what led me to create pattern theory, which is the first of the five core concepts that I will discuss in the next article.) Therefore, the next principle states that **Energy concentrations in the mind/brain and body are organized in patterns.**

The mind and body are patterns of energy. Based upon the structure of these patterns, they may be either functional or dysfunctional. If they are functional, the presumption is that the system is in a healthy state; if they are dysfunctional, unhealthy. Therefore, the next principle reads as **Patterns of energy concentrations in the mind/brain and body represent states of health and functioning.** This means that if health and happiness are to occur, patterns – and especially patterns of energy – must be addressed. As typical interventions include surgery, pharmacology, and psychotherapy, you must understand that these function solely due to their ability to affect energetic patterns of the mind and body.

Of course, my next concern is how this happens. Here I was inspired by the work of Joe Dispenza, DC, (who, incidentally, is also a trained hypnotherapist). During his international study of terminal patients who miraculously survived, he concluded that it was the power of the conscious mind that instigated their recoveries. He stated that the superior power of the human frontal lobe to consciously direct change is related to our self-healing abilities. This is in stark contrast to the “power of the subconscious mind” theory, which is very much in vogue with the hypnotherapy, psychology, and counseling communities today. I surmised from this that the conscious mind has a tremendous ability to direct the nature and flow of energy in the mind and body. Thus the next guiding principle states that **Through the use of will (as exerted by the frontal lobe), humans, have the ability to restructure energy patterns.** This seemingly radical idea may just provide the underlying justification for what we have come to know as hypnosis. The question then is whether thought alone can be a catalyst for healing and other transformation.

When I looked at countless research studies, which were conducted by leading institutions around the world, what I found was that favorable hypnosis results were inexplicable. However, if conscious thought is creating energetic changes in the mind and body and the structure of energy correlates to health and illness, then is it possible that thought alone could have a dramatic effect on transformation? When thoughts change, energy patterns change. This epiphany was one of the most awesome conclusions that led to my desire to establish ANNH as a separate field of transformation. **By using thought to restructure energy patterns, individuals (and communities) can cease dysfunctionality and promote inner peace, health, and happiness** – the final guiding principle. Indeed, if a clinician could understand the nature and structure of energetic patterns, he or she could use conscious thought in a more knowledgeable and purposeful way, which would increase efficiency and effectiveness.

These principles permeate all of my writing and courses that are part of the Neurology of Suggestion series – which also includes Healing the Body, Enhancing Performance, and Healing the Mind. I am glad that some of my students are beginning to grasp these concepts and are applying them clinically on a daily basis. Others – to include those who are still mired in the habituated subconscious mind modality – have tended to center their attention not on the uniqueness of these theories, but instead emphasize the similarity of these ideas with what they have learned earlier. Yes, you will see vestiges of direct (Elman) and indirect/permissive (Erickson) hypnosis techniques, autogenics (Schwartz), and energy psychology/medicine. However, the difference is that my scripts now emphasize the role of thought to change energetic patterns. Additionally, by having a better understanding of physiology and neurology, I further emphasize structuring suggestion and imagination – the language of the conscious mind – in a way that is more customized to the syntax of the mind and body.

In the next few articles I will show you how these principles relate to the five core concepts of ANNH, the ten principles of transformation, and culminate in a system for transformation. These in turn support the three goals of improving physical health, improving mental health, and enhancing masterful human performance.