

FUTURE SEEING

Using Trance States & Hypnosis To Unlock Your Insight Intuition

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Closed eyes, open mind

What does your mouth feel, do your ears want to say, your nose suggest, your eyes notice?.....and what images do you see in your mind's eye?

Trance allows a diffuse focus which enables people to make unexpected and random connections



What Hypnosis is

- ◆ **Attention directed inward**
- ◆ **Relaxation of body and the conscious mind**
- ◆ **A way of reaching and working with the unconscious**
- ◆ **A way to bypass ordinary critical judgment and explore unconscious thought processing directly**



What's so important about accessing the unconscious

◆ The unconscious:

◆ T

▼ with many possibilities, the conscious mind helps us choose



Unconscious thought, a key to creativity

- ◆ ***“Conscious thought is better at making linear, analytic decisions, but unconscious thought is especially effective at solving complex problems. Unconscious activation may provide inspirational sparks underlying the ‘Aha!’ moment that eventually leads to important discoveries.”***

Galinsky et al, University of Toronto



The Unconscious is simply profound

- ◆ **Meaning without language**
- ◆ **Complex information - simplified**
- ◆ **Colour, taste, texture, touch, smell feelings – linked**
- ◆ **Archetypes**
- ◆ **‘Through time’ not ‘in time**

- ◆ **Talking to the ‘spirit of louse’ gave a simple insight into the louse’s core motivation**
- ◆ **Accepting that insight, the brand determined how it could grow**



Hypnosis - a slow fast-track to creative insight

- ◆ A generator of fresh ideas, a problem solver, associating laterally and thus connecting diverse factors in fresh ways

- ◆ Rather than produce multiple ideas as might happen in 'brainstorming mode', the trance brain synthesises and selects one or several key concepts for particular attention

- ◆ Once trance insights are generated, the analytical conscious mind is engaged to evaluate their strategic potential



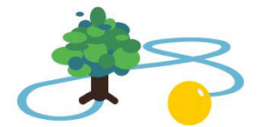
Trance reveals emotion

- ◆ ***‘..consumers in an altered state of consciousness verbalize their decision making in ways that are significantly different from when they are functioning normally. .. those differences include the extent of emotional versus rational descriptions, where those hypnotized use more emotional characterizations of their decision-making processes.’***

Source: Consumer Decision Making and Altered States of Consciousness - William J McDonald, Hofstra University, New York, USA



What's in your neural web?



**What's there now depends upon
your state of mind**



Mood dictates what you think about

EMOTIONS ARE SHORTCUTS

- ◆ a key component of thought
- ◆ essential ingredient in decision-making

MOOD AFFECTS MEMORY

- ◆ a mood activates a network of associations in our memory that surrounds that mood / emotion
- ◆ emotional experiences leaves strong traces in the brain
- ◆ mood sensitises people to information congruent with that mood and also affects retrieval



Hypnosis methods encourage group insights

- ◆ Finding new connections through a



Hypnosis research deep dives

Using hypnosis with consumers we:

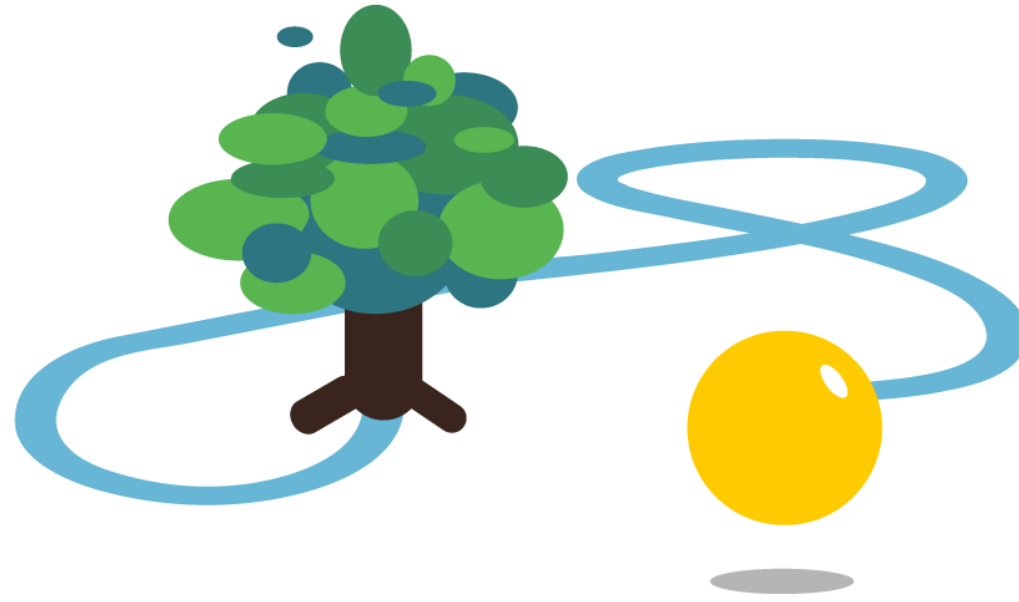
- ◆ **Explore neural webs - of associations, memories, moods, affiliations to behaviours, habits, brands, products and categories**
- ◆ **Understand decision making – the internal dialogue between emotion and expectations**
- ◆ **Retrace buying steps in granular detail**
- ◆ **Discover emotional hooks that tie people to brands**
- ◆ **Reveal internal representations of brand communication**



..and develops hypotheses for next stage evaluative research

- ◆ Brand insights, associations and context
- ◆ Decision making steps and ‘convincers’
- ◆ Thinking & feeling user relationships to brand
- ◆ Emotional hooks that might stimulate consideration or ‘tie’ people to brands
- ◆ Communication hotspots





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