

## *Trends and Evidence*

Pursuits devoted to meaning and transcendence are now as mainstream as a tall latte.<sup>1</sup> Meaning is the new money in the Conceptual Age.<sup>2</sup> A door like this has cracked open five or six times since we got up on our hind legs. It is the best possible time to be alive, when almost everything you thought you knew is wrong.<sup>3</sup>

Results in the Conceptual Age depend on only two things. Communication within people and communication between people. NLP provides the means by which you can influence exactly the outcome you would like to achieve in any communication. It is the most important synthesis of knowledge about human communications to emerge since the 1960s. The reason the methodology is so ground-breaking is that it distils, deconstructs and demystifies the essence of master communicators throughout history and presents it in a comprehensible curriculum. This allows people who choose to be initiated in the methodology to be at the forefront of wealth creation, success and happiness in the new century.

The increased focus on and importance of advanced communication can be seen across different contexts. Students at the Columbia University Medical School and elsewhere are being trained in 'narrative medicine', because research has revealed that despite the power of computer diagnostics, an important part of a diagnosis is contained in a patient's story. At the Yale School of Medicine, students are honing their powers of observation at the Yale Center for British Art, because students who study painting excel at noticing subtle details about a patient's condition. Meanwhile, more than 50 medical schools across America have incorporated spirituality in their course work.<sup>4</sup> Similarly, while Harvard's MBA program admits about 10% of its applicants, UCLA's fine arts graduate school admits only 3%. A master of fine art, an MFA, is one of the hottest credentials in today's world. The MFA is the new MBA according to Daniel Pink's analysis of management consultants McKinsey recruitment statistics.<sup>5</sup> So, what is this telling you about the importance of learning the fine nuances of the communication secrets which NLP holds?

According to Daniel Pink, success is guaranteed for those people who choose to stay abreast of communication developments in the Conceptual Age. He places a premium on empathy - the ability to imagine yourself in someone else's position and to intuit what the person is feeling. It is feeling *with* someone else, sensing what it would be like to be that person.<sup>6</sup> And because it requires attuning oneself to another, empathy often involves an element of mimicry,<sup>7</sup> also known as rapport created through the NLP concept of matching and mirroring. Yawning is an example of a primitive

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<sup>1</sup> Daniel Pink, A Whole New Mind: Moving from the Information Age to the Conceptual Age

<sup>2</sup> Daniel Pink, A Whole New Mind: Moving from the Information Age to the Conceptual Age

<sup>3</sup> Tom Stoppard in James Dale Davidson and Lord William Rees-Mogg, The Sovereign Individual: Mastering the Transition to the Information Age

<sup>4</sup> Daniel Pink, A Whole New Mind: Moving from the Information Age to the Conceptual Age

<sup>5</sup> Daniel Pink, A Whole New Mind: Moving from the Information Age to the Conceptual Age

<sup>6</sup> Daniel Pink, A Whole New Mind: Moving from the Information Age to the Conceptual Age

<sup>7</sup> Daniel Pink, A Whole New Mind: Moving from the Information Age to the Conceptual Age

empathic mechanism. Empathic communication can be learnt consciously and applied consciously to develop your power of persuasion, negotiation, and empowerment.

*Leadership is about empathy. It is about having the ability to relate and to connect with people for the purpose of inspiring and empowering their lives. – Oprah Winfrey*

In a similar light, Daniel Coleman, the author of Emotional Intelligence, argues that emotional abilities are even more important than conventional intellectual abilities. And in age of outsourcing, economic rationalisation, and cost-cutting the one aptitude that's proven impossible for computers to reproduce, and very difficult for the faraway workers connected by electrons to match, is empathy.<sup>8</sup> Just as the mode of the rational mind is words, the mode of the emotions is non-verbal.<sup>9</sup> The Conceptual Age places a premium on this more elusive, but more expressive channel, and will surely award the people who are prepared to learn and implement these cutting-edge tools.

*'Fortune favours the prepared mind' – Louis Pasteur*

Michael Cox and Richard Alm of the Federal Reserve Bank have examined ten years of employment data and discovered that the greatest gains have been in jobs that require 'people skills and emotional intelligence' and 'imagination and creativity'. Frank Levy of the Massachusetts Institute of Technology and Richard Murnane of Harvard University in *The New Division of Labour: how computers are creating the next job market* note that the arrival of PCs and automation of business processes have heightened the value of two categories of human skills : the first is what they call the 'expert thinking – solving new problems for which there are no routine solutions' and 'complex communication – persuading, explaining, and in other ways conveying a particular interpretation of information'.

Now, empathy is neither a deviation from intelligence, nor the single route to it. Sometimes we need detachment; many other times we need attunement. And the people who will thrive in this new age will be those who can toggle between the two. The Conceptual Age requires androgynous minds.<sup>10</sup>

*'People who lean on logic and philosophy and rational exposition end by starving the best part of the mind' – William Butler Yeats*

Our fundamental drive, the motivation engine that powers human existence through our minds, is the pursuit of meaning.<sup>11</sup> We are born for meaning, not pleasure, unless it is pleasure that is steeped in meaning.<sup>12</sup> Robert William Fogel, the Nobel Laureate economist, echoes Victor Frankl's concerns from a half-century earlier: 'People have enough to live but nothing to live for. They

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<sup>8</sup> Daniel Pink, A Whole New Mind: Moving from the Information Age to the Conceptual Age

<sup>9</sup> Daniel Coleman, Emotional Intelligence

<sup>10</sup> Daniel Pink, A Whole New Mind: Moving from the Information Age to the Conceptual Age

<sup>11</sup> Viktor Frankl, Man's Search for Meaning

<sup>12</sup> Jacob Needleman in Daniel Pink, A Whole New Mind: Moving from the Information Age to the Conceptual Age

have the means but no meaning.’ For people in the West, ‘spiritual inequity is now as great a problem as material inequity, perhaps even greater’.<sup>13</sup> Ronald Inglehart, political scientist at University of Michigan notes that the advanced world is in the midst of a slow shift from Materialist values toward ‘post-Materialist’ priorities (emphasising self-expression and the quality of life’.<sup>14</sup>

*‘It is one of the most beautiful compensations of this life that you cannot sincerely try to help another without helping yourself’ – Ralph Waldo Emerson*

Gregg Easterbrook, an American journalist who has written insightfully on this topic, puts it more boldly :‘a transition from material want to meaning want is in progress on an historically unprecedented scale – involving hundreds of millions of people – and may eventually be recognised as the principal cultural development of our age.’<sup>15</sup> So next time you visit Starbucks, consider a ‘grande meaning’ rather than a tall latte.

*The very motion of our lives is towards happiness – Dalai Lama*

On the same note, Ian Mitroff, Professor at the University of Southern California’s Marshall School of Business and Elisabeth Denton found in a *A Spiritual Audit of Corporate America* that companies that acknowledged spiritual values and aligned them with company goals outperformed those that did not. As more companies grasp this idea, we are likely to see a rise in spirit *in* business – a growing demand from individuals for workplaces that offer meaning as well as money. We’ll also see a continued rise in spirit as business – commercial ventures that help a meaning-seeking population slake its craving transcendence.<sup>16</sup> Rick Karlgaard, the savvy publisher of *Forbes Magazine*, says this is the next cycle of business. ‘Meaning. Purpose. Deep life experience. Use whatever word or phrase you like, but know that consumer desire for these qualities is on the rise. Bet your business on it.’

*‘Somewhere out there is a unique place for you to help others – a unique life role for you to fill that only you can fill’ – Thomas Kinkade*

So how do you achieve meaning and communication? [Thingue™](#) offers the pre-eminent trainings in NLP, Hypnosis and Time Line Therapy in Australia, custom-designed to provide you and your networks of influence with the incredible dividends that these techniques always yield.

*‘Games are the most elevated form of investigation’ – Albert Einstein*

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<sup>13</sup> Robert William Fogel, Nobel laureate economist, *The Fourth Great Awakening and the Future of Egalitarianism*

<sup>14</sup> Ronald Inglehart, ‘In America, the Meaning of Life is on Most People’s Minds’, *Spirituality and Health* (March/April 2004)

<sup>15</sup> Gregg Easterbrook, *The Progress Paradox: How Life Gets Better While People Feel Worse*

<sup>16</sup> Daniel Pink, *A Whole New Mind: Moving from the Information Age to the Conceptual Age*