

# NEURO-SEMANTICS®

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## **What do we mean by personal mastery?**

Personal Mastery means finding your passions, aligning them to your values, creating a great vision for life, accessing your best resources, running your own brain, regulating and managing your states, developing a great attitude, and rising up in your mind to your highest intentions to texture your everyday life with meaningfulness.

## **What do we mean by Neuro-Semantics®?**

Neuro-Semantics refers to the fact that when we create meanings in our minds (semantics), those meanings become incorporated in our bodies and nervous systems (neurology). When something means something to us? we feel it in our bodies. We experience these meanings as our "emotions." Mentally, we think about these meanings as our values, ideas, beliefs, understandings, paradigms, mental models, frames, etc.

Neuro-Semantics is a model that describes how we make meaning through classifying, associating, and evaluating what we experience. It describes how we live in a Matrix of Frames of Meanings at many levels.

## **How does Neuro-Semantics coach one to achieve personal mastery?**

First by using the NLP (Neuro-Linguistic Programming) model for "Running Your Own Brain."

Second, by using the Meta-States model for rising up to master the higher logical and psycho-logical levels of the mind. This allows us to set the frames of mind that create our everyday attitudes.

Then, by using the 7 Matrices of the Mind model that unifies the four meta-domains of NLP (meta-model, meta-programs, meta-states and meta-modalities or "sub-modalities"). The Mind Matrix model is a systemic model that provides an unified field theory and is used in coaching, consulting, psychotherapy, managing, and profiling.

Meaning does not occur apart from a meaning-maker. It is a thing of the mind that signals the body and nervous system about how to feel, respond, and act. As a species, we experience embodied meaning (semantics) as our ideas are translated to muscle. In NS we have numerous patterns that Mind-to-Muscle great ideas and principles so that they become our way of being in the world. The art of mapping great meanings for the theater of your mind enables you to take charge of your own brain (rather than being its victim). Our books, products, and trainings provide detailed information about all of this.

Neuro-Semantics began as a model and has more recently become a movement, a community, and a field. It is a cognitive-behavioral model about human functioning

and draws upon the cognitive sciences, the neuro-sciences, general semantics, cognitive linguistics, cybernetics, and system dynamics. Neuro-Semantics is also the registered trademark in the USA and many other countries. The International Society of Neuro-Semantics governs Institutes of Neuro-Semantics in Europe, England, South Africa, Australia, New Zealand, Japan, Mexico, and around the world.