

**Beyond  
the Power of Your  
Subconscious Mind**

## WHAT OTHERS SAY ABOUT THIS BOOK

“I have seldom read a book that so clearly leaves the reader to better understand the incredible relationship between the conscious and subconscious areas of the mind. I highly recommend it.”

—Jack Canfield, Co-author of the *Chicken Soup for the Soul* series and a featured teacher in “The Secret.”

“This book has the power and capacity to totally change your life! I guarantee it.”

—George Zimmer, Executive Chairman, Men’s Wearhouse

“Sometimes a book comes along that offers the reader a life changing opportunity. Murphy and Jensen have written one that does just that. I know from first hand experience how you can improve your life by putting to work the principles and concepts contained in *Beyond the Power of Your Subconscious Mind*. If you are going to read one book this year, make it this one.”

—Howard Behar, President, Starbucks Coffee International, retired

“The root cause of human suffering is often thought to lie outside us. And yet, as Murphy and Jensen point out, it really lies within our subconscious mind. So too, we are so clearly reminded, lies the source of great joy and possibility. This book is essential reading for anyone who wants to wake up to their fullest capacities. As the authors note, consciousness ‘brings guidance, freedom, and peace of mind.’ The adventure of our unfolding potentials awaits us all.”

—Marilyn Mandala Schlitz, Ph.D., President/CEO,  
Institute of Noetic Sciences.

“There is a musical form termed ‘call and response’ in which a distinct phrase is played by one musician and a second phrase forms a commentary on or a response to the first phrase. This mirrors a tradition characteristic of African and African American Christian worship in which the speaker makes a statement and the congregation responds with an affirmation, amplifying and clarifying the initial statement. This work by Murphy and Jensen is an exquisite example of call and response—Murphy asserts, Jensen elucidates. Their subject matter may have sometimes been dismissed as too far out or not based on verifiable scientific evidence, but in page after page the call is a clear, declaratory statement of conviction and the response is an offering of anecdotal evidence which becomes increasingly compelling as the chapters accumulate. If it is not enough to convince the skeptic, it is at least enough to shake the certainty and smugness of its critics. Read this and sing!”

—Daniel K. Church, Ph.D., President, Bastyr University.

“We all grew up with the saying, ‘Seeing is believing.’ Only after reading Jim Jensen and Dr. Murphy’s book did I appreciate that ‘believing leads to seeing.’ The power and goodness of the Universe lies within each of us. This book gives us the key to access and focus that power to make our hopes and beliefs a reality. The universal wisdom in its chapters has changed my life forever. . . . as it will for anyone who reads it.”

—Doug Jewett, CEO, Ramgen Power Systems, Inc.

“Every paragraph of *Beyond the Power of Your Subconscious Mind* is filled with wisdom and keen insight. I’ve seen thousands of people who became overwhelmed by outside forces and who felt powerless as a result. Jim Jensen has brilliantly illuminated the sources of power, healing and growth that lie dormant inside each of us. Everyone will benefit from reading this fine book and taking its profound lessons to heart. You’ll be astonished at the power that lies right at your fingertips.”

—John P. Rochon, Former Chairman and  
CEO of Mary Kay Cosmetics, Inc.

“Drawing upon knowledge from both the wisdom traditions and contemporary research, *Beyond the Power of Your Subconscious Mind* shows us ways to advance the exploration of our soul’s further reaches. Every one of us can participate in this adventure, on the greatest of all human frontiers.”

—Michael Murphy, Founder of the Esalen Institute and  
author of *The Future of the Body*.

“The greatest frontier is not the skies or the ocean. It is understanding the power of our miraculous selves. Herein is the primer to get started. Jensen’s book is perfect for the action oriented 21st century. The central themes of Dr Murphy’s landmark work set the stage. Excerpts from many of the finest thinkers of the last generation clarify and reinforce the salient points. Then the closer: Jim’s specific steps of how to implement the most powerful principles of anyone’s life. Get ready to be energized!”

—Stan Freimuth, Retired Chairman & CEO, Ragen MacKenzie, Inc.

“This book is uniquely written and formatted in such a way that one could read this once and begin to take charge of one’s life in ways to manifest unbelievable positive improvements. May I suggest starting with the last chapter on Enlightenment and then reading it cover to cover. I know it will enhance your life as it already has mine

—Lyle Anderson, Chairman, The Lyle Anderson Companies, LLC.

“A brilliant update and revision. The basic principles have withstood the test of time, and Jensen’s updates and additions have made this book even more important. A powerful yet easy way to change your life forever. A must read for every entrepreneur.”

Joe Abrams, Co-founder Intermix/MySpace

“The greatest complement I can give this book is that I want each of my kids to read it and internalize the concepts presented. I know what a powerful impact it can have if we take its principles and apply them to how we live our lives.”

—Mark Geist, former CEO, Montgomery Asset Management

“Dealing with the complexities of the human mind is truly one of the most challenging endeavors one could undertake. In reading this outstanding book by Messrs. Murphy and Jensen, you will be taken on an incredible journey filled with wisdom and profound common sense. At the completion of this journey, you will have a greater understanding of who you are and how you function in meeting the demands of day to day living.”

—Nick Bunick, author and subject matter of the  
New York Times best seller, *The Messengers*

“I just finished your ‘life changing book’ and want to give you my personal thanks and congratulations! I have easily read over 200 books on a quest to learn why and how experiences happen. You have given me all steps and logic in just one beautifully written book. It is all here!! Prior to reading your book, I came away with an emptiness. I had not found the how!!”

—Bob Mayes, Founder/Chairman, The Madison Companies

# **Beyond the Power of Your Subconscious Mind**

by  
**C. James Jensen**

based on the original writings of  
Dr. Joseph Murphy

With Foreword and Contributions by  
Lee Pulos, Ph.D., ABPP



A Waterside Publication

Copyright © 2012 by C. James Jensen

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.

Published by Waterside Publications  
ISBN: 978-1-937503-94-9  
WP120P

Manufactured in the United States of America or in Great Britain, when purchased outside of North or South America

Produced and distributed for  
Waterside Publications by  
Worthy Shorts Publisher Services BackOffice  
A CustomWorthy edition

For further information contact  
[info@worthyshorts.com](mailto:info@worthyshorts.com)

*Man alone, of all the creatures on  
Earth, can change his own pattern.  
Man alone is architect of his destiny.*

*The greatest revolution in our  
generation is the discovery that human  
beings, by changing the inner attitudes  
of their minds, can change the outer  
aspect of their lives.*

William James



## Dedication

*This book is dedicated to my grandchildren, Maya and Tucker, and to all the children of planet Earth. The future of our civilization rests in your hands. Only through the evolution of the consciousness of the human species can we fully live in a world of peace, love and harmony. Just as slavery became a no longer acceptable alternative in the United States in the mid-1800s, our future generations need to abolish the notion that it is acceptable to take another person's life because of differences in religious, political, or any other ideologies or beliefs.*

*We collectively do create our own reality.*

*Bompa*



# Contents

Introduction	ix
Foreword	xiii
How This Book Can Work Miracles in Your Life	3
Chapter 1 The Treasure House Within You	5
Chapter 2 How Your Own Mind Works	13
Chapter 3 Self Talk	23
Chapter 4 How Our Self Talk Develops Our Self Concept	27
Chapter 5 The Miracle-Working Power of Your Subconscious	35
Chapter 6 Habit Patterns: First We Form Habits, Then They Form Us	41
Chapter 7 Understanding the Relationship Between the Conscious and Subconscious Mind	49
Chapter 8 Affirmations and Affirmation Techniques	57
Chapter 9 Intentionality: The Hidden Power Within Directed Visualization	63
Chapter 10 Building Personal Power	71
Chapter 11 Mental Healings in Modern Times	81
Chapter 12 The Tendency of the Subconscious Is Lifeward	91
Chapter 13 The Supraconscious and Creative Problem Solving	99
Chapter 14 How to Get the Results You Want	107
Chapter 15 How to Use the Power of Your Subconscious for Wealth	113
Chapter 16 Your Subconscious Mind and Happiness	119
Chapter 17 Your Subconscious Mind and Harmonious Human Relations	125
Chapter 18 From Me to We: Principles of Enlightened Leadership	131
Chapter 19 Constructive Criticism, Dealing with Mistakes, and the Perils of Perfectionism	137

Chapter 20	Accepting Personal Accountability for Our Choices and Reactions to External Events	143
Chapter 21	How to Use Your Subconscious Mind to Remove Fear	145
Chapter 22	Some Additional Thoughts About Fear and Its Correlation to Anger	153
Chapter 23	Emotional Mastery: Common Sense Steps for Total Life Transformation	161
Chapter 24	Moving On . . . An Invitation to the Path of Enlightenment	173
Appendix A	Emotional Freedom Technique (EFT): Treatment Protocol	179
Appendix B	An Affirmation Workshop	183
	Suggested Reading	189
	Acknowledgments	191
	Special Recognition	193

# Introduction

by C. James Jensen

*Dr. Joseph Murphy was an early pioneer in the field of self image psychology. I first became aware of his teachings in 1969, although I had not heard of his name nor was I aware he had written The Power of Your Subconscious Mind in 1963.*

*In October 1969 my wife, Jeri, and I attended a four-day seminar called “Executive Dynamics.” It was taught by its founder, the late John Boyle. (Later the same seminar was renamed Omega.) We were immensely impressed by the content as we had never been exposed to such teachings previously.*

*What we also learned over the four days was the powerful relationship between the conscious and subconscious areas of the mind. We learned how the subconscious is always carrying out the “instructions” given to it by the conscious area of the mind, for better or for worse. We are constantly talking to ourselves (“Self Talk”), making assessments of what we like, don’t like, what we are “good” at and where we are simply “incompetent.” What we will learn throughout this book is how our attitudes, beliefs, opinions and judgments all shape who and what we become. Most people go through life continuing to describe themselves as they have “always been,” excelling in some areas and performing poorly in others.*

*What we also learned from John Boyle is that we can personally take charge in changing or re-shaping certain beliefs or thought patterns that no longer serve us well, and there are **specific** tools we can learn to facilitate such changes. Those tools are taught in this book.*

*Over the next 40 years, I would not only attend numerous Omega seminars, but I became an impassioned Omega instructor as well. I often asked John where he had learned the content of Omega, and the only answer he gave me was that he had studied with a man named Joseph Murphy. This was before the Internet, so there was no way to “Google” Joseph Murphy, nor did John tell me that Murphy had written a book.*

*As I gained fluency and understanding of the principles of Omega, I began to look beyond Omega to every book and seminar I could experience to help deepen my understanding of the subconscious and the power of our intentional thoughts. Many roads would eventually lead to one author: Dr. Joseph Murphy.*

*In 2005, a colleague of mine, Tom Popa, came into my office and handed me a book that he thought I would enjoy. The book was *The Power of Your Subconscious Mind* by Dr. Joseph Murphy. I thought, “Oh, my God! Could this be the same Joseph Murphy that John Boyle had studied with?” In fact, it was.*

*As I read the book, word by word I realized that the content of the Omega Seminar had come largely from this book, and John Boyle’s brilliance was in the construction of the four-day format that enabled the participants to really “get it” and emerge with a tool kit that enabled them to bring about whatever changes in their lives they desired.*

*As stated earlier in this introduction, Dr. Joseph Murphy was truly one of “the great early pioneers in the area of self image psychology.” Since his book was first written in 1963, there has been much more added through research to this exciting field of study. Also, the world in which we live today is considerably different than it was nearly 50 years ago.*

*My first thoughts were to revise and edit Dr. Murphy’s original text and simply add the words “Newly Revised and Edited” following the title, *The Power of Your Subconscious Mind*. But, as I proceeded with my research and editing, I found more and more contemporary data that truly enabled me to provide the 21st Century edition of Dr. Murphy’s original work; thus the updated title, *Beyond the Power of Your Subconscious Mind*.*

*What I have attempted to do in this revised edition of Dr. Murphy’s original book is provide the reader with new research and findings in this field. I have also added many “how-to” tools that were not included in his original text.*

*So that the reader can easily distinguish between the text originally written by Dr. Murphy and text added by me, I have used his original serif type for the words written by Dr. Murphy and sans serif for those words written by me.*

*It is hoped that this revised edition can become a real life-changer for many, as the teachings in the book are not taught in most of our schools or universities.*

*As is written in Jane Roberts’ brilliant book, *Seth Speaks*:*

Many people, I hear, have lived within New York City and never taken a tour through the Empire State Building, while many foreigners are well acquainted with it. And so while you have a physical address, I may still be able to point out some very strange and miraculous psychic and psychological structures within your own system of reality that you have ignored.

I hope, quite frankly, to do far more than this. I hope to take you on a tour through the levels of reality that are available to you, and to guide you on a journey through the dimensions of your own psychological structure—to open up whole areas of your own consciousness of which you have been relatively unaware. I hope, therefore, not only to explain the multidimensional aspects of personality, but to give each reader some glimpse of that greater identity that is his own.

*(Highly recommended reading, Seth Speaks, by Jane Roberts.)\**

*This is also the hope Dr. Murphy and I wish to provide for you in the pages that follow.*

\*Roberts, Jane. Seth Speaks. Prentice Hall, 1972



# Foreword

By Lee Pulos, Ph.D., ABPP

It is indeed an honor to be invited to write the Foreword to a book that I first read forty years ago and can still remember the visionary and psychological excitement I experienced at that time.

This is not exactly the same book I first read, however, as Jim Jensen has judiciously and wisely edited and reframed some of the concepts that were valid in 1963 and has redefined and upgraded them so they are consistent with current neuroscience, psychological theory and research.

The essence of *The Power of Your Subconscious Mind* has not changed. Our ego or conscious mind skims just the topmost surface of reality and awareness and focuses on the limited confines of our five senses. However, the unrecognized and heroic portions of our psyche lie beneath the prosaic life.

Unfortunately, most scientists today believe that mind somehow emerges from a mysterious but unprovable interaction of molecules in the brain; thus, matter creates mind. This leads to a very reductionistic and limiting explanation of who we are—a cosmic pessimism of human potential and our deeper beingness.

However, Joseph Murphy's brilliant insights about the depth and richness of our different thresholds of intelligence and corridors of consciousness has helped hundreds of thousands of men and women discover what we have known in the deepest regions of our hearts and minds—but have forgotten that we know it. That is, we are much, much more than our rational minds.

This book is a reminder of some of the oldest wisdom such as that of the Buddha who said, "A man is the product of his thoughts." And from an

even older tradition, the *Bhagavad Gita*, “Man is made by his belief—as he believes, so he is.”

The rational mind can be a barrier to the full use of our potential. It limits our capabilities with such a tight focus and has philosophically cut us off from the experimental theatre of our subconscious, the true source of our power. The older-growth forests of the mind contain the true potential—our intuition, our non-ordinary awareness, our dreams, our connection to the cosmic information field, our psychological and spiritual landscapes, and, yes, our mysticism.

This is a book for every generation, in that it comes closest to suggesting an evolutionary adventure that can be comprehended and utilized by every age ranging from a twelve-year-old to his or her grandparents. It also follows and embraces one of Einstein’s favorite sayings, “Make everything as simple as possible—but not simpler.”

In reading *Beyond the Power of Your Subconscious Mind*, I experienced a great joy in following the bold sweep of Joseph Murphy’s and Jim Jensen’s thoughts which ranged from the potential for creating miracles, how to awaken our deeper mind for physical and mental healing, overcoming limiting beliefs and fear-driven behavior, developing a deservability for wealth consciousness, creating healing dreams, overcoming roadblocks to success and how to re-educate and re-program our subconscious for attaining goals and creating and stepping into the most optimal, loving, successful, healthy future possible. And yes, there is even more.

But what resonated most for me throughout the book was how our life is a printout of our beliefs. We create what we focus or concentrate on, and our beliefs are largely responsible for the areas in which we focus most attention. Our life experiences then will follow our focus, beliefs, expectations and intention. The implications of Murphy’s and Jensen’s insights are unlimited in that, if we don’t deal with our limiting beliefs, they will deal with us, in our health, work, relationships, financial prosperity or other areas of our life. Most important, however, Jensen provides the tools and techniques to overcome the psychological antibodies we sometimes set up against ourselves that can impede change.

However, at the very root of every success or failure is self-esteem. It is the official and most important headquarters or base of operations that

determines what kind of experiences we attract into our lives. It is the hub of the wheel of life which contains and holds together all the spokes that are necessary for creating and living our dreams easily, effortlessly, without struggle.

Of the thousands of patients I have seen over the years for a variety of issues, I would estimate that at least 95 percent of them had an issue with self-esteem, a sense of worthiness or unworthiness, which can influence the inner sense of deservability for love, success, health or prosperity.

To keep it simple, however, this book has described in various ways the three most important tools for manifestation, or giving vocal cords to the subconscious.

*Desire* is the first tool for creating change. All change begins with desire, which is the purest of potential seeking manifestation or change. It is the fire in the belly of the beast. Even Plato recognized the importance of desire, which in his words, “Must drive the soul with a reigned-in craziness.”

The second tool is *expectation*, which follows desire. Expectation awakens our slumbering giant, the subconscious, which then leads to our behavior becoming a self-fulfilling prophecy. Expectation is at the root of, and responsible for, all placebo responses in double blind studies. Lowering your expectations, of course, ensures you won’t succeed.

The third tool of manifestation is *imagination*, creating the visualizations and mental movies of the successful future you wish to attain. Imagination breathes life into your goals and is the mental energy for creating your most optimal and brilliant future.

This book is a complete mental tool box that has taken the wisdom of the ages and legitimized it into a vocabulary that we can easily understand and embrace; how to release the past and become more than we ever thought possible. More important, it connects us with the heroic of our strong inner self, the magic within that is yearning to find expression.

Lee Pulos, Ph.D., ABPP  
Clinical Psychologist  
Author, *The Biology of Empowerment*,  
and *The Power of Visualization*  
November, 2011



**Beyond  
the Power of Your  
Subconscious Mind**



# **How This Book Can Work Miracles In Your Life**

By Dr. Joseph Murphy

I have seen miracles happen to men and women in all walks of life all over the world. Miracles will happen to you, too—when you begin using the magic power of your subconscious mind. This book is designed to teach you that your habitual thinking and imagery mold, fashion, and create your destiny; for as a man thinketh in his subconscious mind, so is he.

## **Unique feature of this book**

The unique feature of this book is its down-to-earth practicality. Here you are presented with simple, usable techniques and formulas which you can easily apply in your everyday world. I have taught these simple processes to men and women all over the world, and recently over a thousand men and women attended a special class in Los Angeles where I presented the highlights of what is offered in the pages of this book. The special features of this book will appeal to you because they show you why oftentimes you get the opposite of what you asked for and reveal to you the reasons why. People have asked me in all parts of the world and thousands of times, “Why is it I have prayed and prayed and got no answer?” In this book you will find the reasons for this common complaint. The many ways of impressing the subconscious mind and getting the right answers make this an extraordinarily valuable book and an ever-present help in time of trouble.

## **There is one mind common to all individual men (Emerson)**

The miracle-working powers of your subconscious mind existed before you and I were born. It is with these thoughts in mind that I urge you in the following chapters to lay hold of this wonderful, magical, transforming power which will bind up mental and physical wounds, proclaim liberty to the fear-ridden mind, and liberate you completely from the limitations of poverty, failure, misery, lack, and frustration. All you have to do is unite mentally and emotionally with the good you wish to embody, and the creative powers of your subconscious will respond accordingly. Begin now, today, to let wonders happen in your life!

*“All thoughts are prayers, and all prayers are answered”—positive or negative.*

*Think about that. All thoughts are prayers and all prayers are answered—positive or negative. A basic operating principle of this book is **any thought held on a continuous basis in the conscious mind must be brought into reality by the subconscious mind.***

*We don’t get what we want, we get what we expect, unless what we want and what we expect are the same. We may desperately want our marriage or our business to be successful, for example. But if the internal stream of dialog occurring in our conscious mind is, “My marriage is falling apart,” or “My business is failing,” this is the result you are **commanding** your subconscious mind to fulfill.*

*Dr. Murphy shows us **precisely** why there can be no other result and precisely how becoming fully aware of the cybernetics, or interaction between the conscious and subconscious areas of the mind, is the key to creating the realities we desire and deserve.*

“In life, you often don’t get what you want. But . . . here’s what you do get—you get what you expect.”

“Ultimately, the world treats you more or less the way you expect to be treated.”

*The Go-Givers\* by Burg & Mann*

## **The Treasure House Within You**

Infinite riches are all around you if you will open your mental eyes and behold the treasure house of infinity within you. There is a gold mine within you from which you can extract everything you need to live life gloriously, joyously, and abundantly.

Many are sound asleep because they do not know about this gold mine of infinite intelligence and boundless love within themselves. Whatever you want, you can draw forth. A magnetized piece of steel will lift about twelve times its own weight, and if you demagnetize this same piece of steel, it will not even lift a feather. Similarly, there are two types of people. There is the magnetized person who is full of confidence and faith. He knows that he is born to win and to succeed. Then, there is the type of person who is demagnetized. He is full of fears and doubts. Opportunities come, and he says, "I might fail; I might lose my money; people will laugh at me." This type of person will not get very far in life because, if he is afraid to go forward, he will simply stay where he is. Become a magnetized person and discover the master secret of the ages.

### **The master secret of the ages**

What, in your opinion, is the master secret of the ages? The secret of atomic energy? The neutron bomb? Interplanetary travel? No—not any of these. Then, what is this master secret? Where can one find it, and how can it be contacted and brought into action? The answer is extraordinarily simple. This secret is the marvelous, miracle-working power found in your own subconscious mind, the last place that most people would seek it.

## **The marvelous power of your subconscious**

You can bring into your life more power, more wealth, more health, more happiness, and more joy by learning to contact and release the hidden power of your subconscious mind.

You need not acquire this power; you already possess it. But you want to learn how to use it; you want to understand it so that you can apply it in all areas of your life.

As you follow the simple techniques and processes set forth in this book, you can gain the necessary knowledge and understanding. You can be inspired by a new light, and you can generate a new force enabling you to realize your hopes and make all your dreams come true. Decide now to make your life grander, greater, richer, and nobler than ever before.

Within your subconscious depths lie infinite wisdom, infinite power, and an infinite supply of all that is necessary, which is waiting for development and expression. Begin now to recognize these potentialities of your deeper mind, and they will take form in the world without.

The infinite intelligence within your subconscious mind can reveal to you everything you need to know at every moment of time and point of space provided you are open-minded and receptive. You can receive new thoughts and ideas enabling you to bring forth new inventions, make new discoveries, or write books and plays. Moreover, the infinite intelligence in your subconscious can impart to you wonderful kinds of knowledge of an original nature. It can reveal to you and open the way for its perfect expression and true place in your life.

Through the wisdom of your subconscious mind you can attract the ideal companion, as well as the right business associate or partner. It can find the right buyer for your home, and provide you with all the money you need, and the financial freedom to be, to do, and to go as your heart desires.

It is your right to discover this inner world of thought, feeling, and power, of light, love, and beauty. Though invisible, its forces are mighty. Within your subconscious mind you will find the solution for every problem, and the cause for every effect. Because you can draw out the hidden powers, you come into actual possession of the power and wisdom necessary to move forward in abundance, security, joy, and dominion.

I have seen the power of the subconscious lift people up out of crippled states, making them whole, vital, and strong once more, and free to go out into the world to experience happiness, health, and joyous expression. There is a miraculous healing power in your subconscious that can heal the troubled mind and the broken heart. It can open the prison door of the mind and liberate you. It can free you from all kinds of material and physical bondage.

## **Necessity of a working basis**

Substantial progress in any field of endeavor is impossible in the absence of a working basis which is universal in its application. You can become skilled in the operation of your subconscious mind. You can practice its powers with a certainty of results in exact proportion to your knowledge of its principles and to your application of them for definite specific purposes and goals you wish to achieve.

Your thoughts are answered because your subconscious mind is principle, and by principle I mean the way a thing works. For example, the principle of electricity is that it works from a higher to a lower potential. You do not change the principle of electricity when you use it, but by co-operating with nature, you can bring forth marvelous inventions and discoveries which bless humanity in countless ways.

**All your experiences, events, conditions, and acts are the reactions of your subconscious mind to your thoughts.** Remember, it is not the thing believed in, but the belief in your own mind which brings about the result. Cease believing in the false beliefs, opinions, superstitions, and fears of mankind. Begin to believe in the eternal verities and truths of life which never change. Then, you will move onward and upward.

*As Bruce H. Lipton, Ph.D., wrote in his remarkable book, Spontaneous Evolution.\**

The subconscious mind controls 95 percent of our behavior and gene-regulating cognitive activity through programs obtained primarily from the field of beliefs. When we take command of

\*Lipton, Bruce H. and Steve Bhaerman. Spontaneous Evolution: Hay House, 2009

our own subconscious beliefs and emotions, individually and collectively, we take back creative control over our lives.

Whoever reads this book and applies the principles of the subconscious mind herein set forth, will be able to think scientifically and effectively for himself and for others. Your thoughts are answered according to the universal law of action and reaction. Thought is incipient action. The reaction is the response from your subconscious mind which corresponds with the nature of your thought. Busy your mind with the concepts of harmony, health, peace, and good will, and wonders will happen in your life.

## **The conscious and subconscious minds**

An excellent way to get acquainted with the two functions of your mind is to look upon your own mind as a garden. You are a gardener, and you are planting seeds (thoughts) in your subconscious mind all day long, based on your habitual thinking. As you sow in your subconscious mind, so shall you reap in your body and environment.

When your mind thinks correctly, when you understand the truth, when the thoughts deposited in your subconscious mind are constructive, harmonious, and peaceful, the magic working power of your subconscious will respond and bring about harmonious conditions, agreeable surroundings, and the best of everything. When you begin to control your thought process, you can apply the powers of your subconscious to any problem or difficulty. In other words, you will actually be consciously co-operating with the infinite power and omnipotent law which governs all things.

A knowledge of the interaction of your conscious and subconscious minds will enable you to transform your whole life. In order to change external conditions, you must change the cause. Most people try to change conditions and circumstances by working with conditions and circumstances. To remove discord, confusion, lack, and limitation, you must remove the cause, and the cause is the way you are using your conscious mind. In other words, the way you are thinking and picturing in your mind.

It is fascinating and intensely interesting to observe how you can speak authoritatively and with conviction to the irrational movement of your deeper self bringing silence, harmony, and peace to your mind. The subconscious is subject to the conscious mind, and that is why it is called subconscious or subjective.

## **Outstanding differences and modes of operation**

You will perceive the main differences by the following illustrations: The conscious mind is like the navigator or captain at the bridge of a ship. He directs the ship and signals orders to men in the engine room, who in turn control all the boilers, instruments, gauges, etc. The men in the engine room do not know where they are going; they follow orders. They would go on the rocks if the man on the bridge issued faulty or wrong instructions based on his findings with the compass, sextant, or other instruments. The men in the engine room obey him because he is in charge and issues orders which are automatically obeyed. Members of the crew do not talk back to the captain; they simply carry out orders.

The captain is the master of his ship, and his decrees are carried out. Likewise, your conscious mind is the captain and the master of your ship, which represents your body, environment, and all your affairs. Your subconscious mind takes the orders you give it based upon what your conscious mind believes and accepts as true.

*Let's examine this more closely. This is a very powerful metaphor. Our conscious mind is like the captain on a ship barking out commands to the crew, or subconscious mind. In this example, the crew (subconscious) is in the hold of the ship below the water line. The crew can't see nor do they care where the ship is going. They simply carry out the orders of the captain not minding whether the ship runs into another ship, hits an iceberg, or gets the ship safely to its final destination. The crew (subconscious) is completely nonjudgmental. It doesn't question the captain (orders from the conscious mind) or make alternative suggestions, it simply carries out the orders (instructions) precisely. Our subconscious is a servo- mechanism (i.e., servant) whose purpose is to be of service to the conscious mind. Therefore, if we constantly tell our self, and others, "I can never*

remember names,” for example, the subconscious mind responds similarly, and as you are scanning your memory bank to recall a specific name you want to remember, your subconscious will **deliberately** block out that name so you “can’t remember” it, because those are the instructions it has received repeatedly from the conscious mind, i.e., “I can never remember names.”

The subconscious is such a powerful tool and as we learn more fully how to deliberately engage it, we can consciously direct it to serve us consistently to achieve the quality of life we truly desire.

I remember teaching a seminar years ago and a married couple shared with the participants how every June all members of their family got a common cold. This had been a “family tradition” for over 20 years. They shared how this had become part of their individual and family “self talk” for years. “I (we) always get a cold in June.” And, sure enough, the subconscious carried out its orders and a cold was manifested by all, every year, every family member. If one didn’t want to break this pattern they could simply chalk it up to their “genes” and keep affirming the intended result. The fun thing about this story is through the techniques taught in this book, the family changed the instructions to the subconscious through a revision in their self talk, or affirmations (see Chapter 8). I received a letter two years later informing me that this old pattern had been eliminated and all members of the family had not had a cold in over two years. The family lived in the same house, in the same city, with the same weather patterns, but with a revised health “picture” that simply did not allow or include common colds every June, or any other month for that matter.

When you repeatedly say to people, “I can’t afford it,” then your subconscious mind takes you at your word and sees to it that you will not be in a position to purchase what you want. As long as you persist in saying, “I can’t afford that car, that trip to Europe, that new home, etc.,” you can rest assured that your subconscious mind will follow your orders, and you will go through life experiencing the lack of all these things.

Another simple illustration is this: When you say, “I do not like mushrooms,” and the occasion subsequently comes that you are served mushrooms in sauces or salads, you will get indigestion because your subconscious mind says to you, “The boss (your conscious mind) does not like mushrooms.” This is an amusing example of the outstanding

differences and modes of operation of your conscious and subconscious minds.

A woman may say, “I wake up at three o’clock, if I drink coffee at night.” Whenever she drinks coffee, her subconscious mind nudges her, as if to say, “The boss wants you to stay awake tonight.”

Your subconscious mind works twenty-four hours a day and makes provisions for your benefit, pouring all the fruit of your habitual thinking into your lap.

### **Brief summary of ideas worth remembering**

1. The treasure house is within you. Look within for the answer to your heart’s desire.
2. The great secret possessed by the great people of all ages was their ability to contact and release the powers of their subconscious mind. You can do the same.
3. Your subconscious has the answer to all problems. If you suggest to your subconscious prior to sleep, “I want to get up at 6 a.m.,” it will awaken you at that exact time.
4. Your subconscious mind is the builder of your body and can heal you. Lull yourself to sleep every night with the idea of perfect health, and your subconscious, being your faithful servant, will obey you.
5. Every thought is a cause, and every condition is an effect.
6. If you want to write a book, write a wonderful play, give a better talk to your audience, convey the idea lovingly and feelingly to your subconscious mind, and it will respond accordingly.
7. You are like a captain navigating a ship. He must give the right orders, and likewise, you must give the right orders (thoughts and images) to your subconscious mind which controls and governs all your experiences.
8. Never use the terms, “I can’t afford it” or “I can’t do this.” Your subconscious mind takes you at your word and sees to it that you do not have the money or the ability to do what you want to do. Affirm, “I can do all things through the power of my subconscious mind.”

9. The law of life is the law of belief. A belief is a thought in your mind. Do not believe in things to harm or hurt you. Believe in the power of your subconscious to heal, inspire, strengthen, and prosper you.
10. Change your thoughts, and you change your destiny.

*Let me introduce you to “self talk.” Self talk is that little voice in your head that is talking all the time. If you are asking, “What little voice?” that is the one we are talking about. As you are reading these words you are simultaneously talking to yourself. You may be agreeing or disagreeing with what you are reading, you may be thinking about an email you need to respond to, or what you are having for dinner. That little voice asks questions and the same little voice answers the question. It’s all rather bizarre and at times it gets quite busy “in there.”*

*But, it is our conscious mind that is doing all this chattering and it is important to become aware that such chatter is also providing input and instruction to the subconscious. As we become more knowing, more consciously aware that our present thoughts determine our future, we may choose to more carefully monitor the quality of our thoughts and begin to eliminate or change those thoughts that no longer serve us well. The good news is that since we can only focus on one thought at a time, we **can** control our thoughts. As we introduce the concept of affirmations and affirmation techniques, your understanding and appreciation of the power of self talk will expand. Chapter 3 will elaborate more fully on the crucially important subject of “self talk.”*

## How Your Own Mind Works

You have a mind, and you should learn how to use it. There are two levels of your mind—the conscious or rational level, and the subconscious or irrational level. You think with your conscious mind, and whatever you habitually think sinks down into your subconscious mind, which creates according to the nature of your thoughts. Your subconscious mind is the seat of your emotions and is the creative mind. If you think good, good will follow; if you think evil, evil will follow. This is the way your mind works.

The main point to remember is once the subconscious mind accepts an idea, it begins to execute it. It is an interesting and subtle truth that the law of the subconscious mind works for good and bad ideas alike. This law, when applied in a negative way, is the cause of failure, frustration, and unhappiness. However, when your habitual thinking is harmonious and constructive, you experience perfect health, success, and prosperity.

Peace of mind and a healthy body are inevitable when you begin to think and feel in the right way. Whatever you claim mentally and feel as true, your subconscious mind will accept and bring forth into your experience. The only thing necessary for you to do is to get your subconscious mind to accept your idea, and the law of your own subconscious mind will bring forth the health, peace, or the position you desire. You give the command or decree, and your subconscious will faithfully reproduce the idea impressed upon it. The law of your mind is this: You will get a reaction or response from your subconscious mind according to the nature of the thought or idea you hold in your conscious mind.

Psychologists and psychiatrists point out that when thoughts are conveyed to your subconscious mind, impressions are made in the brain cells. As soon as your subconscious accepts any idea, it proceeds to put it into effect immediately. It works by association of ideas and uses every bit

of knowledge that you have gathered in your lifetime to bring about its purpose. It draws on the infinite power, energy, and wisdom within you. It lines up all the laws of nature to get its way. Sometimes it seems to bring about an immediate solution to your difficulties, but at other times it may take days, weeks, or longer.

## **Conscious and subconscious terms differentiated**

You must remember that these are not two minds. They are merely two spheres of activity within one mind. Your conscious mind is the reasoning mind. It is that phase of mind which chooses. For example, you choose your books, your home, and your partner in life. You make all your decisions with your conscious mind. On the other hand, without any conscious choice on your part, your heart is kept functioning automatically, and the process of digestion, circulation, and breathing are carried on by your subconscious mind through processes independent of your conscious control.

Your subconscious mind accepts what is impressed upon it or what you consciously believe. It does not reason things out like your conscious mind, and it does not argue with you controversially. Your subconscious mind is like the soil which accepts any kind of seed, good or bad. Your thoughts are active and might be likened unto seeds. Negative, destructive thoughts continue to work negatively in your subconscious mind, and in due time will come forth into outer experience which corresponds with them.

*A Chinese proverb:*

All of the flowers of all the tomorrows lie in the seeds of today  
*(as do the weeds)*

*Which do you water all day long?*

Remember, your subconscious mind does not engage in proving whether your thoughts are good or bad, true or false, but it responds according to the nature of your thoughts or suggestions. For example, if you consciously assume something as true, even though it may be false, your subconscious mind will accept it as true and proceed to bring

about results which must necessarily follow, because you consciously assumed it to be true.

## **The tremendous power of suggestion**

You must realize by now that your conscious mind is the “watchman at the gate,” and its chief function is to protect your subconscious mind from false impressions. You are now aware of one of the basic laws of mind: Your subconscious mind is amenable to suggestion. As you know, your subconscious mind does not make comparisons, or contrasts, neither does it reason and think things out for itself. This latter function belongs to your conscious mind. It simply reacts to the impressions given to it by your conscious mind. It does not show a preference for one course of action over another.

The dictionary says that a suggestion is the act or instance of putting something into one’s mind, the mental process by which the thought or idea suggested is entertained, accepted, or put into effect.

*Lee Pulos, Ph.D., ABPP, who wrote the Foreword to this book, is a practicing clinical psychologist and hypnotherapist in Vancouver, B.C., Canada. I have been in workshops with Lee where he will put a participant in a light trance and then start to prick his hand with a pin. He tells the subject that he is injecting a numbing substance into his hand. “Your hand is getting very numb,” he tells him repeatedly until the subject states he can’t feel anything on his hand. To test the “numbness,” Lee will give the participant a good pinch. “Can’t feel a thing.” Then the subject is invited to stick the pin clear through the skin on his hand with the further suggestions, “There will be no pain, no bleeding, and no infection.” The participant then sticks the pin (not sterilized) through his hand and per the power of the instructions given to the subconscious, he/she feels **no** pain, there is **no** bleeding (not even a drop) and **no** infection ensues. This is pretty amazing! I know because I have been that “subject.”*

*I have seen subjects under hypnosis be told that a piece of chalk is a lit cigarette. The hypnotist then touches the subject on the skin of his arm. The subject recoils as though he was actually touched with a lit cigarette. But, what happens next is even harder to believe. A red welt appears on the arm which becomes an actual “heat blister,” even though the only thing that touched the subject’s arm was the blunt end of a piece of chalk!*

*Many of you have heard of, observed, or even participated in “fire walks” where, through the repetition of strong suggestions to the participants, the skin on their feet will be “protected” as they walk over red-hot coals. I have seen this ritual performed many times including native Fijians standing on molten white-hot rocks for several seconds with no feeling of the heat or any burning sensation.*

*As a point of disclaimer, I have also seen where, occasionally, a participant will actually experience a burn on their feet. But, in every such instance they confessed they had “great doubt” that they would be safe from being burned.*

*Imagine unleashing that same power to more easily help us to achieve our goals and the things we truly want in our lives. Imagine being able to turn off the switch of that little voice that likes to constantly remind us of our doubts and fears. Imagine that same power used to proactively manage our health and physical well-being. That’s where we are headed as we move forward with this work.*

## **The subconscious cannot reason like your conscious mind**

Your subconscious mind cannot argue controversially. Hence, if you give it wrong suggestions, it will accept them as true and will proceed to bring them to pass as conditions, experiences, and events. All things that have happened to you are based on thoughts impressed on your subconscious mind through belief. If you have conveyed erroneous concepts to your subconscious mind, the sure method of overcoming them is by the repetition of constructive, harmonious thoughts frequently repeated which your subconscious mind accepts, thus forming new and healthy habits of thought and life, for your subconscious mind is the seat of habit.

## **The constructive and destructive power of suggestion**

Some illustrations and comments on heterosuggestion: Heterosuggestion means suggestions from another person. In all ages the power of suggestion has played a part in the life and thought of man in every period of

time and in each country of the earth. In many parts of the world it is the controlling power in religion.

Suggestion may be used to discipline and control ourselves, but it can also be used to take control and command over others who do not know the laws of mind. In its constructive form it is wonderful and magnificent. In its negative aspects it is one of the most destructive of all the response patterns of the mind, resulting in patterns of misery, failure, suffering, sickness, and disaster.

Unless, as an adult, you use constructive autosuggestion, which is a reconditioning therapy, the impressions made on you in the past can cause behavior patterns that cause failure in your personal and social life. Autosuggestion is a means releasing you from the mass of negative verbal conditioning that might otherwise distort your life pattern, making the development of good habits difficult.

*Another word for autosuggestion is **Affirmation**. We define affirmation as:*

***“A statement of fact or belief, positive or negative, that tends to lead you toward the end result you expect.”***

*Two things are important here:*

1. *The “statement of fact or belief” may be completely true or completely erroneous (but believed to be true). As written by Dr. Murphy just above:*

**Your subconscious mind cannot argue controversially. Hence if you give it wrong suggestions, it will accept them as true and will proceed to bring them to pass as conditions, experiences, and events. All things that have happened to you are based on thoughts impressed on your subconscious mind through belief.”**

*Any statement that follows the words “I am \_\_\_\_\_” is an affirmation. “I am lousy at (you can fill in the blank)” is an instruction to the subconscious to bring that statement into reality. Likewise, the statement (i.e., affirmation), “I am really good at \_\_\_\_\_” causes the subconscious to bring that belief into reality.*

*\*Lipton, op. cit., p. 3.*

*As Bruce H. Lipton, Ph.D., writes in Spontaneous Evolution:\**

Our minds actively co-create the world we experience. Consequently, by changing our beliefs, we have an opportunity to affect world change .

The fact that the mind of the observer influences the outcome of experiments is one of the most profound insights introduced by quantum mechanics. This new physics acknowledges that we are not merely passive observers of our world but, rather we are active participants in its unfolding. . . . Quantum physics has absolutely verified that information processed by our minds influences the shape of the world in which we live.

*This is very profound! When Dr. Murphy wrote his book in 1963, a reader had to make the choice of whether he/she believed what Dr. Murphy taught. Although Dr. Murphy knew what he taught was true, he couldn't prove it through scientific analysis. Therefore, the disbelievers took on the role of "victims" and stayed stuck in their same old B.S. (Belief Systems). Those who embraced and practiced the principles taught by Dr. Murphy were labeled "optimists" or just plain "lucky."*

*Today, students of this material can eliminate the need to believe or disbelieve as any inquiring mind can find the scientific evidence to validate its veracity.*

*Thank you, Dr. Bruce Lipton.*

- 2. **The law of expectations.** Seldom does an individual exceed his/her expectations. Remember, an affirmation is "a statement of fact or belief, positive or negative, that tends to lead you toward the end result you **expect.**" It doesn't read, "The end result that you **want.**" We don't get what we want, we get what we expect. High-performance people develop high expectations which they hold firmly in their minds as though this picture (or goal) is already achieved.*

You see and feel what you expect to see and feel. The world as you know it is a picture of your expectations. The world as the race of man knows it is the materialization en masse of your individual expectations.

*The Nature of Personal Reality,\* by Jane Roberts*

*\*Roberts, Jane, The Nature of Personal Reality. Amber-Allen Pub., New World Library, 1994*

*If you want to enhance your performance or alter your behavior in any area of your life, you must simultaneously embrace the mental picture of that accomplishment and hold it tight to you as an imagined end result.*

*Don't let lower expectations become the lid on the box that holds you down and sabotages your efforts to achieve new goals.*

## **You can counteract negative suggestions**

Pick up the newspaper any day, and you can read dozens of items that could sow the seeds of futility, fear, worry, anxiety, and impending doom. If accepted by you, these thoughts of fear could cause you to lose the will for life. Knowing that you can reject all these negative suggestions by giving your subconscious mind constructive autosuggestions, you counteract all these destructive ideas.

Check regularly on the negative suggestions that people make to you. You do not have to be influenced by destructive heterosuggestion.

The suggestions of others in themselves have absolutely no power whatever over you except the power that you give them through your own thoughts. You have to give your mental consent; you have to entertain the thought. Then, it becomes your thought, and you do the thinking. Remember, you have the capacity to choose. Choose life! Choose love! Choose health!

## **The subconscious does not argue controversially**

Your subconscious mind is all-wise and knows the answers to all questions. It does not argue with you or talk back to you. It does not say, "You must not impress me with that." For example, when you say, "I can't do this," "I am too old now," "I can't meet this obligation," "I don't know the right politician," you are impregnating your subconscious with these negative thoughts, and it responds accordingly. You are actually blocking your own good, thereby bringing lack, limitation, and frustration into your life.

When you are seeking an answer to a problem, your subconscious will respond, but it expects you to come to a decision and to a true judgment

in your conscious mind. You must acknowledge the answer is in your subconscious mind. However, if you say, “I don’t think there is any way out; I am all mixed up and confused; why don’t I get an answer?” you are neutralizing your desire.

Still the wheels of your mind, relax, let go, and quietly affirm: “My subconscious knows the answer. It is responding to me now. I give thanks because I know the infinite intelligence of my subconscious knows all things and is revealing the perfect answer to me now.”

## **Review of highlights**

1. Think good, and good follows. Think evil, and evil follows. You are what you think about all day long.
2. Your subconscious mind does not argue with you. It accepts what your conscious mind decrees. If you say, “I can’t afford it,” it may be true, but do not say it. Select a better thought, decree, “I’ll buy it. I accept it in my mind.”
3. You have the power to choose. Choose health and happiness. You can choose to be friendly, or you can choose to be unfriendly. Choose to be cooperative, joyous, friendly, lovable, and the whole world will respond. This is the best way to develop a wonderful personality.
4. Your conscious mind is the “watchman at the gate.” Its chief function is to protect your subconscious mind from false impressions. Choose to believe that something good can happen and is happening now. Your greatest power is your capacity to choose. Choose happiness and abundance.
5. The suggestions and statements of others have no power to hurt you. The only power is the movement of your own thought. You can choose to reject the thoughts or statements of others and affirm the good. You have the power to choose how you will react.

*This is very important. Too often we “idolize” certain key figures in our lives who may have good intentions for our well-being, but often underestimate the power their words have upon us. Especially when we are small children. A parent who says in frustration, “What’s the matter with you, any-*

*way!” doesn’t understand the impact such a “statement of fact or belief” may have upon the child.*

*As we begin to fully learn and understand Dr. Murphy’s teachings, we can take direct control of our lives and liberate ourselves from the negative influence of others’ misdirected comments. We can simply smile inwardly and say, “I am not accepting that destructive criticism because the truth is I am (and we describe the condition we choose for our healthy, happy life).”*

*In truth, the words of others have no power over us. It is only how we choose to interpret the words with our own self talk that influences or “instructs” our subconscious.*

6. Watch what you say. You have to account for every idle word. Never say, “I will fail; I will lose my job; I can’t pay the rent.” Your subconscious cannot take a joke. It brings all these things to pass.
7. Your mind is not evil. No force of nature is evil. It depends how you use the powers of nature. Use your mind to bless, heal, and inspire all people everywhere.
8. Never say, “I can’t.” Overcome that fear by substituting the following, “I can do all things through the power of my own subconscious mind.”
9. Begin to think from the standpoint of the eternal truths and principles of life and not from the standpoint of fear, ignorance, and superstition. Do not let others do your thinking for you. Choose your own thoughts and make your own decisions.
10. You are the captain of your soul (subconscious mind) and the master of your fate. Remember, you have the capacity to choose. Choose life! Choose love! Choose health! Choose happiness!
11. Whatever your conscious mind assumes and believes to be true, your subconscious mind will accept and bring to pass. Believe in good fortune, divine guidance, right action, and all the blessings of life.

## Suggested Reading

1. *The Nature of Personal Reality* by Jane Roberts
2. *Higher Creativity* by Willis Harman, Ph.D.
3. *Psychocybernetics* by Dr. Maxwell Maltz
4. *Creative Visualization* by Shakti Gawain
5. *The Power of Now* by Eckhart Tolle
6. *Love is Letting Go of Fear* by Gerald Jampolsky, M.D.
7. *The Biology of Belief* by Bruce Lipton, Ph.D.
8. *The Inner Game of Tennis* by W. Timothy Gallwey
9. *The Brain That Changes Itself* by Norman Doidge, M.D.
10. *Seat of the Soul* by Gary Zukav



## Acknowledgments

*My first acknowledgment is to you, the reader. The fact that the title of this book would be of interest to you speaks volumes of where you are in your own evolution. Thank you. I welcome you as a fellow change agent to assist in the transformation of the quality of life on our planet.*

*Next, I would like to thank the more than 5,000 employees I have had the privilege to work with in three companies over a period of 30 years. Each company became the leading company within its respective industry. Many of the principles taught in this book were made widely available to our work force(s). For those who chose to drink the “kool aide,” I have witnessed many, many significant transformational changes both personally and professionally. “I love you (all) unconditionally.”*

*To my life partner, Jeri, who has read the multiple drafts of my manuscript many times and provided her constructive input to help make this a better book.*

*And to my assistant of 14 years, Mary Fabish, who has typed every word in this book many, many times as well as her editorial contribution. Thank you so much Mary.*

*To our daughter, Julie, and son-in-law, Ted Kalmus, who surprised me on my 70th birthday and told me their present to me was four hours of reviewing the latest draft of my book. They had clandestinely procured a copy of my draft from Mary. Their observations and input led to many changes in the final draft of the book.*

*To daughter, Jill, and her husband, Jason Anderson, for their input as well as assistance in graphic design. To our sons Brian, JJ and his beautiful wife, Wendy, for their continuing support. Special kudos to JJ and Wendy for their technical assistance.*

*And to the people who made it possible for you to be reading this now. Thank you Bill Gladstone for your leadership and to all of the people at Waterside Productions, Inc., and Worthy Shorts, Inc. You are a remarkable team. And a thank you, in advance to award-winning journalist and best selling author, Jesse Dylan of Good Life Networks. We look forward to where you are going to take us.*

*Thank you all so much.*

*Jim*



# Special Recognition

*I would like to recognize two organizations that have special meaning to me. I invite you to explore how their teachings may be of value to you in your life as well.*

## **Institute of Noetic Sciences**

### **Our Vision**

The Institute of Noetic Sciences serves an emerging movement of globally conscious citizens dedicated to manifesting our highest capacities. We believe that consciousness is essential to a paradigm shift that will lead to a more sustainable world. We encourage open-minded explorations of consciousness through the meeting of science and spirit. We take inspiration from the great discoveries of human history that have been sourced from insight and intuition and that have harnessed reason and logic for their outer expression. It is our conviction that systematic inquiries into consciousness will catalyze positive concrete transformations in the world. In this process, our vision is to help birth a new worldview that recognizes our basic interconnectedness and interdependence and promotes the flourishing of life in all its magnificent forms.

### **Our Mission**

Broadening our knowledge of the nature and potentials of mind and consciousness and applying that knowledge to enhancing human well-being and the quality of life on the planet.

IONS has two locations

- EarthRise at IONS, our Retreat Center, is located on 200 acres of rolling hills about 10 minutes from downtown Petaluma.  
101 San Antonio Rd., Petaluma, CA 94952 USA
- IONS' Research and Educational Offices are at Foundry Wharf on the Petaluma River in downtown Petaluma.  
625 2nd St., Suite 200, Petaluma, CA 94952-5120  
Tel: 707-775-3500

Fax: 707-781-7420

Web site: [www.noetic.org](http://www.noetic.org)

## **The Pacific Institute**

### **Global Vision**

From the beginning, The Pacific Institute's co-founders, Lou and Diane Tice, have held to the vision that the education they assembled would be beneficial to people all over the world. Yes, cultural differences do exist. However, the basic knowledge of how the mind works is constant from individual to individual, continent to continent. "The hardware is pretty much the same; what we are dealing with is the human software—and that, my fiends, can and should be upgraded on a regular basis," says Tice.

1980 marked the beginning of a rapid expansion of The Pacific Institute beyond North America. Today, the Institute's varied curricula have been translated and adapted to serve organizations in Europe, Africa, Asia, Latin America, and the South Pacific, as well as North America. It is an honor for The Pacific Institute to be able to serve as an agent for positive transformation in the world.

### **Our Mission**

As we continue to expand our reach around the world, our mission continues as a standard of excellence:

"We affirm the right of all individuals to achieve their God-given potential. The application of our education empowers people to recognize their ability to choose growth, personal freedom and personal excellence. We commit ourselves to providing this education, all over the world, through all means that are just and appropriate."

### **Contact**

1709 Harbor Ave S.W.

Seattle, WA 98126-6007

Tel: 206-628-4800

Tel: 800-426-3660

Fax: 206-587-6007

Web site: [www.thepacificinstitute.us](http://www.thepacificinstitute.us)