

## PART II

# Neural Optimization Technique

*"If you lack the courage to start, you have already finished!"*

Neural Optimization explores the relationship between how we think, and how we optimize our patterns of behavior and emotional routines. It offers an opportunity to alter or re-engineer the way we function (our in-built neural programs), and it also offers a technology for creating change. ('Neural' the Human Nervous System - the Brain and the five senses, 'Optimization' is to make the best and most effective use of.) The word 'Neural' refers to the fact that we process information about the world neurologically, using the brain and the nervous system, through our five senses: sight, hearing, feeling, smell and taste. Our neural system takes external stimuli and represents them to us with a matching set of "internal representations." These form our subjective experiences. Our internal world is made up of the pictures we see in our "mind's eye". It is the conversations, dialogues or arguments we have with ourselves in our thoughts. It is our feelings and emotions over which we think we have no control.

This technique is a multi-dimensional process that involves the enhancement of behavioral competence and flexibility as well as the strategic thinking, and understanding of the mental and cognitive processes behind behavior. It provides skills for the development of states of mind facilitating individual excellence, and establishes a system of empowering beliefs and presumptions about what human beings are, what mind-power is, and what the process of change is all about.

The neurological system regulates our bodily functions. The term 'Optimization' refers to making the best or most effective use of a situation, or an opportunity. In other words, it is the way we process our thoughts and our behavior effectively, in order to produce desired results. The Neural Optimization Technique is the exploration of HOW each individual experiences his/her own unique set of neural program patterns. With the Neural Optimization Technique it is possible to identify which patterns resource and serve us. Then we can choose to add new patterns to our behavior and be more productive in those situations where we have under performed in the past. If we understand how we are the way we are, we can create choice about how we would like to be in the future. Neural Optimization Technique is a process based on guided imagery and visualization, to analyze and re-program the *Perceptual-Cognitive Loops* of the mind processes, thereby creating change in the way one behaves and responds to life situations.

Neural Optimization has multiple applications for business modeling, counseling, psychology, management development, sports performance, and many more. It also provides a way out of old habits, fears, limiting beliefs, and gives a structure for new and empowering ways of being in the world.

## How *Neuraloptech* Can Make a Difference

The Neural Optimization Technique (Neuraloptech in short) helps you to disentangle and interpret situations, and to clarify your feelings and thoughts to your own advantage. It provides new resources to move forward proactively and positively.

Initially, we need to understand how patterns of thoughts, emotions, and behavior are created and how we develop habits and mental programs over a period of time. Habits are not formed overnight. When we do the same thing over-and-over again - over a period of time, we form a habit. All of us have the capacity to consider ways to re-program our minds and create new neurological pathways to achieve success.

We store information in our mind based on our sensory experiences. This information which is generally associated with certain people, places, or life-events can be positive or negative. Understanding how to use the positive experiences to develop a resource bank is vital, as is dealing with the negative situations in order to stop repeating old habits and negative ways of responding to life situations. Neural Optimization Technique places great emphasis on changing the way we perceive things and the way we interpret things in life. Logical interpretation and flexibility are the key elements in optimization of thought processes. The person who is most likely to do well responds to changing (or unchanging) circumstances and responses appropriately. Once we understand our routine way of responding to life situations, we can make changes to it in order to obtain the life experiences we want.

## The Dynamic Brain

As mentioned in the Part I of this book, the brain is a dynamic bionetwork. The various neuronal networks are engaged in fierce competition for incoming stimuli through the sense organs. Networks that succeed in processing new stimuli or experiences end up as strong, long-lasting members of the effective overall network, while unused weak networks get isolated from the array, wither away and become dysfunctional. In effect, the brain's structure and the neuronal network depend on the information that it receives, and how it perceives that information determines its future state. We always have the ability to remodel our brains. Changing the thinking patterns also changes the brain's structure in terms of its neuronal connections. Thoughts, experiences, emotions, and behavior actually change the structure of our brains in terms of neuronal connections.

When you learn a new skill, a new pattern is established in the brain. Each time you repeat the skill, the pattern becomes clearer, strengthening the connection between brain cells. This process builds the new pattern or habit into the chemistry of the human brain. The more you practice a new skill, the stronger the

connections would be. As you learn, the circuitry of your brain learns too.

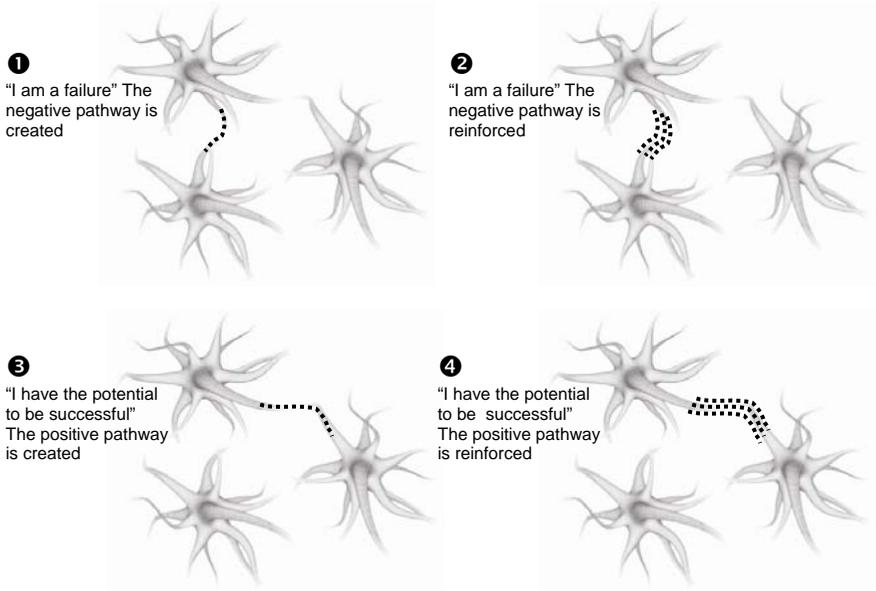


Fig. 10 - Neuronal Wiring

Rewiring your neural circuits is a valuable tool to help create new pathways and new habits. The following situations highlight where rewiring may be helpful:

- Developing new approaches to situations
- Gaining a new perspective
- Trying something new by being innovative
- Replacing negative self-talk with positive ones
- Exchanging limiting thoughts with enabling thoughts
- Encouraging new ideas and creativity
- Altering old harmful habits

The thoughts you entertain determine your reaction to life situations and how you may communicate with someone or interpret a particular event. Your thoughts affect your emotions and in turn

emotions affect your behavior. By redefining your thinking you can have a positive effect on your emotions and behavior.

## Functional Components of the Mind

Once upon a time, there lived six blind men in a village. One day the villagers told them, "Hey, there is an elephant in the village today." They had no idea what an elephant was. They decided, "Even though we would not be able to see it, let us go and feel it anyway." All of them went where the elephant was. Every one of them touched the elephant to make out how the elephant 'looked like'.

"Hey, the elephant is a pillar," said the first man who touched his leg. "Oh, no! It is like a thick branch of a tree," said the second man who touched the trunk of the elephant. "No, no! It is like a rope," said the third man who felt the tail. "It is like a big hand fan" said the fourth man who touched and felt the ear of the elephant. "No! It is like a huge wall," said the fifth man who touched the belly of the elephant. "It is like a thick solid rod," Said the sixth man who touched the tusk of the elephant.

They began to argue about the elephant and every one of them insisted that he was right. They were getting agitated as each of them firmly believed that each of them was telling the truth. A wise man was passing by and he heard this commotion. He paused and asked them, "What's the matter?" They said, "We cannot agree on what the elephant is like, though all of us touched and felt the elephant." Then each one of them told the wise man, what he thought the elephant was like. The wise man calmly explained to them, "All of you are right. The reason each of you are interpreting it differently is because each one of you touched a different part of the elephant. So, actually the elephant has all the features what you all expressed."

"Oh!" everyone said. There was no more argument and fight. They felt happy and pleased that all of them were right.

The moral of the story is that there may be some truth in what one says and interprets. Sometimes we can see that truth and

sometimes not; because one might have different perspective with which we may not agree upon.

Like in the case of trying to understand the elephant on the surface by the blind men, the attempt to define mind seems superfluous, since it is so fundamental to us. However, the explicit verbalization of an intuitive understanding of mind is fairly difficult, because it requires us to transform the subjective first-person experience into an objective third-person description.

Dividing mind into faculties involves a great deal of abstraction, because in reality there are no clear boundaries between them. For example, the simple process of catching a ball involves sensation, cognition, and reasoning processes without there being a clear separation between the single actions of seeing the ball, calculating its speed and angle, and coordinating body movements.

Another more serious problem is that the scientific definition of mind makes no reference to conscious experience and its subjective qualities. It is not easy to see how the experience of sensations and feelings could be part of the physical world. For example, how can emotions, such as love (affection, attraction) and hate (aversion, repulsion) which we seem to share with some animals, be described in terms of physical structures and processes?

For us to have a functional model to facilitate the understanding of the mind and neural optimization, in broad terms let's consider the human mind as consisting of four major divisions. I call them the **"4Rs of the mind"**.

- Receptive Mind
- Retentive Mind
- Reasoning Mind
- Responsive Mind

These interactive components are analogous to the modern digital computer model as shown below. However, it should be noted that the brain does not process information or construct images by