



Protecting Your Mind in These Complex Times: A Neurolinguistic Approach

Your Mind is the battlefield

Richard Benack

Who, What, How

Who: I am Rich Benack, a retired Air Force Intelligence and Counter Terrorism Officer. I am a Registered Hypnotherapist, a Certified Master NLP Practitioner and a Licensed Private Investigator. I have a MS in Criminal Justice and extensive experience in multiple Martial Arts.

What: What is Sean Ciall? The Sean Ciall tradition emerged as part of the European NeoPagan revival of the late 18th century, alongside many other quasi-Druidic sects. "Sean Ciall" is, literally, the "Old Way" in Gallic, but it is also a new face of magick. We believe change is the very nature of magick, and we in Sean Ciall believe in studying the old magicks while continuing to contribute to the evolution of new magickal thought. Sean Ciall Sword Circle focuses on providing security and protection (both physical & magical) to the magical community. <http://seancial.org>

How does this work: *Neuro-Linguistic Programming (NLP) is a model for understanding how people think, behave and communicate. It was originally developed by studying the patterns of communication and thinking to give greater understandings about human behavior and change. It includes methods for learning other people's attitudes, beliefs and behavior.*

Workshop Overview

How This Workshop Can Help You to:

1. Recognize social media, propaganda & disinformation as potential psychic attacks
2. Understand common techniques used to try and manipulate people
3. Mitigate & protect yourself from these attacks
4. Anchor in defenses to recognize & limit these subconscious attacks

Common symptoms of a Psychic Attack:

1. An overwhelming sense of fear & dread
2. Seeing other people or groups as a danger or threat
3. Feeling tired or experiencing fatigue for no reason
4. Having aches or feeling pain on a regular basis with no medical cause
5. Seeing attackers or threats in dreams or thoughts
6. Continuous negative thoughts that seem to pop into our mind from out of nowhere

Always get checked out by a Medical or Mental Health Professional 1st

Propaganda - Learning to Frame the Narrative

Sunday July 14, 2019 *Finding A Scapegoat*

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BY SCOTT ADAMS

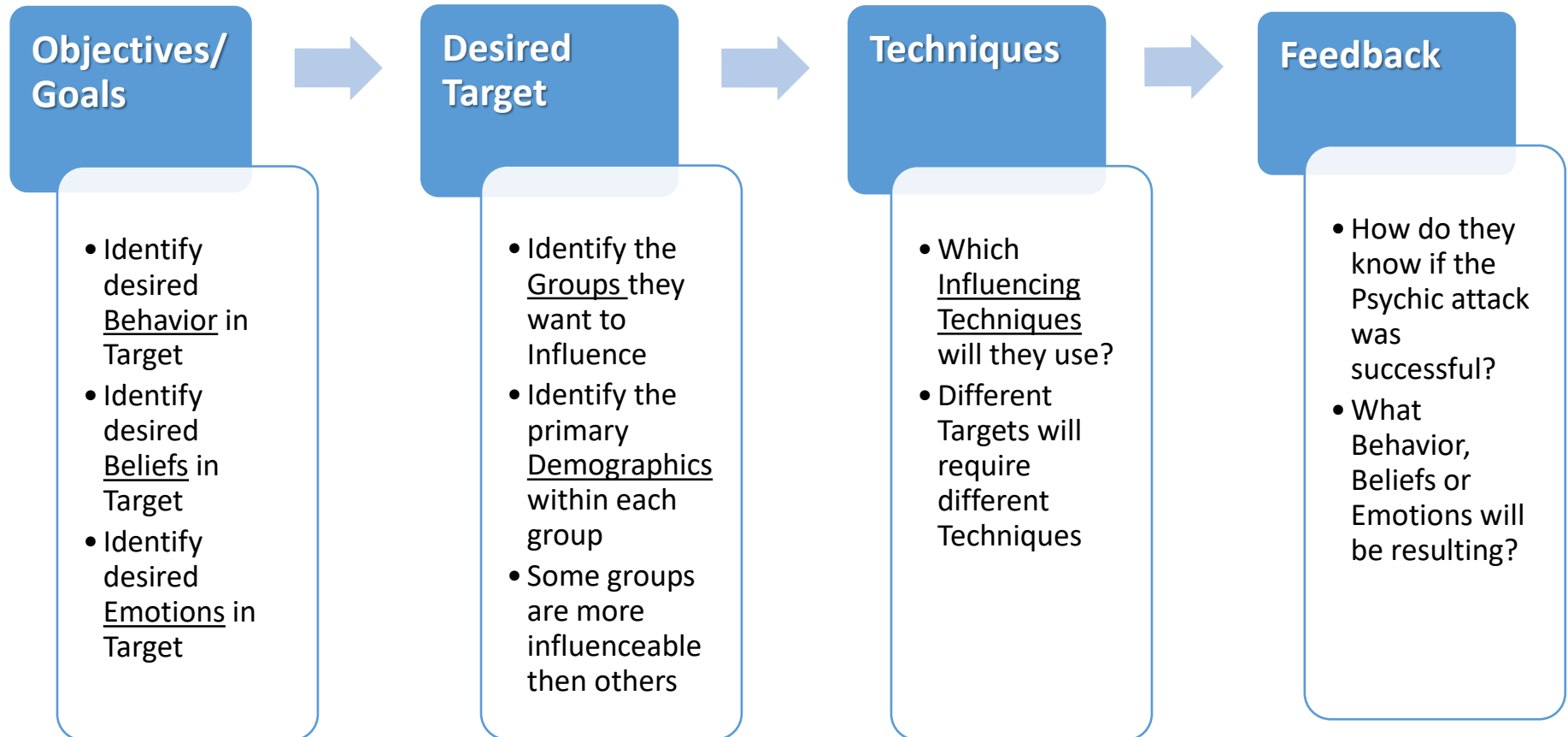


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Influencing/Psychic Attacks: Understanding the Process



We Are Under Constant Attack

OVERVIEW

Hostile Social Manipulation



Who uses these Techniques:

1. Foreign Governments
2. Politicians
3. Political Parties
4. Partisan Activists
5. Corporations
6. Social & Mainstream Media

Perception Management

1. **Perception** is each person's own version of reality based on information gained through the five senses
 - The human mind depends on previous assumptions and preconceptions
 - If new information supports existing beliefs, we usually accept it
2. **Perception Management:** Actions that provide/deny specific information to Targets in order to influence their emotions, intentions, beliefs and behavior.
3. **Deception:** A conscious and rational effort to deliberately manipulate the perceived reality of a Target for advantage

Propaganda and Disinformation are forms of Psychic Attacks

Propaganda – Mostly true information designed to emotionally manipulate a Target

Disinformation – Fake news, Largely untrue information

Influence Targeting

1. Directed toward specific targets including: individuals, specific groups or the general public
2. Use the most effective information channels to reach the Targets
3. Understand Targets characteristics, strengths, vulnerabilities, attitudes and beliefs that affect their willingness to be influenced
4. Influence Targets before they decide to engage in “unwanted” behaviors (to the Influencer)
5. Use messages whose content, format, cognitive and emotional appeal will be most accepted by the Targets conscious & subconscious

Cognitive Vulnerabilities

1. Disinformation uses the cognitive vulnerabilities of its targets to take advantage of pre-existing fears or beliefs into accepting false information
2. Cognitive vulnerabilities is a result of evolutionary neuro-circuitry
 - Individuals or beliefs that are unfamiliar or different are often seen as a threat
 - This natural reaction to the unfamiliar can easily be exploited
3. Successful disinformation campaigns not only create but amplify existing conflicts & divisions in society

Propaganda

1. Propaganda is information intended to persuade and evoke specific feelings and actions
2. Its goal is to make people change what they think, feel and how they act
3. Propaganda is designed to target a specific audience
 - Determine what actions you want to achieve, what feelings you want to evoke in the target
 - You must know what that audience values, desires and fears
 - How do you decide who to target?
 - Who carries weight in that society?
 - Who are the decision makers?
 - Who is crucial to keeping the system functioning?

Propaganda

Propaganda communicates ideas easily and to large numbers of people:

1. It reaches the lowest common denominator within the target audience
2. Simplicity of message ("Peace, Bread, Land" or "No New Taxes")
3. Repetition of message
4. Evoke strong emotions (sex, love, family, fear, anger/outrage)
5. Uses commonly understood symbols (a cross, a peace sign, a woman nursing a baby, the American Flag, the swastika)
 - Will depend on the Target

Uses language in very intentional ways to Influence

1. Uses of shocking or extreme language to inspire or anger the audience
2. Name-calling is used to demonize the opponent
 - Dehumanize the other person/group
 - Making them seem less than human
3. Virtue-words can be used to glorify someone or something.
 - Implied meanings can be very useful. E.g. "family." or "Empathy"
 - What does that word mean to the target audience?
4. Overstatements are used to make a case.
 - Compare everything to the Nazis.
5. Metaphor and analogy are also used to make "threats" easier to understand
 - A Metaphor is a story that is relevant and symbolic, which allows us to bypass conscious resistance of the target and to have the target make connections at a subconscious level

Manipulating the Narrative: How to Make a Story Support Your Agenda

GOAL: Simplify a Narrative to support an agenda and influence a Target

1. **Deletion:** Selectively focusing on certain aspects of the story (that supports one's agenda) and ignoring or removing other parts that conflict with the intended narrative
2. **Distortion:** Deliberately misrepresenting, changing or garbling a story to support an agenda
3. **Generalization:** Getting the Target to draw predetermined conclusions based on one or two selectively provided examples or experiences

Propaganda uses images in very intentional ways to meet specific ends.

1. Images are a very effective way to reach your Target
2. Images may be very simple
 - Simple poster-like images are more effective than complex images
 - Memes are designed to be propaganda
3. Colors that are unnatural or extreme can be used for psychological effect
 - Red - blood has been spilled
 - Villains may be shadowed or shown in dark colors
 - Heroes wear bright colors or stand in the light

Mememes are Propaganda

1. Memes are one of the most effective mediums for propaganda
2. Memes are primarily a tool for creating an emotional response in a Target and associating it with a message
3. Memes are often used to incite divisiveness among groups



One of the mainstays of propaganda is the Misuse of Logic/Logical fallacies

1. **False Connections:** The politician closes his speech w/ a prayer and has the American flag hanging behind him
2. **Testimonials:** The audience is supposed to assume that the person is both honest and knowledgeable
3. **False Conclusions:** The argument is convincing because the premises are true, but the conclusions are not :
 - Premise: All fishes swim, John swims. Conclusion: John is a fish
4. **Slippery Slope Arguments:** The conclusions are things that might possibly happen, but they may not be likely
 - Usually there is no evidence that they are a real danger

One of the mainstays of propaganda is the Misuse of Logic/Logical fallacies

1. **Ad Hominem Attacks:** You attack your opponent personally, not what he is saying.
 - Appeal to Targets biases and prejudices
 - Often the person's personal flaws have nothing at all to do with their arguments
2. **Post Hoc Arguments:** These assume a Cause and Effect relationship where there is none or none has been proven.
 - If you support XXX, then you hate puppies
 - If you are a Pagan, then you must believe XXX

Propaganda Involves a Good Story/Narrative

1. “Good” propaganda tells a story
 - It has a hero and a villain. The hero supports your agenda while the villain opposes it.
 - This requires name-calling and oversimplification of motive. (e.g. claiming “hate” as a common motive)
 - Basis of most conspiracy theories
2. Propaganda predicts consequences of accepting or rejecting hero’s cause.
 - Consequences will be simplified
 - “Support this cause or the world will end”
3. Need to belong: We all have a need to belong to a group:
 - Appealing to someone’s group identity (political, social, cultural, religious, etc).
 - Promote “Them vs us” view
 - Use popular group symbols
4. Making basic needs (safety, survival, health) an issue will increase acceptance of the Narrative

Propaganda Targets the Subconscious



Emotions that can be invoked by Propaganda

Identify what emotions you want the Target to feel

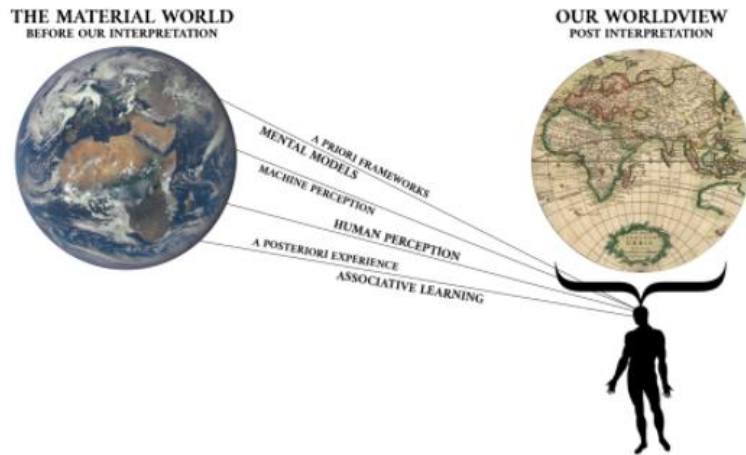


Social Engineering Emotions

- Anger
- Disgust
- Fear
- Joy
- Sadness
- Surprise



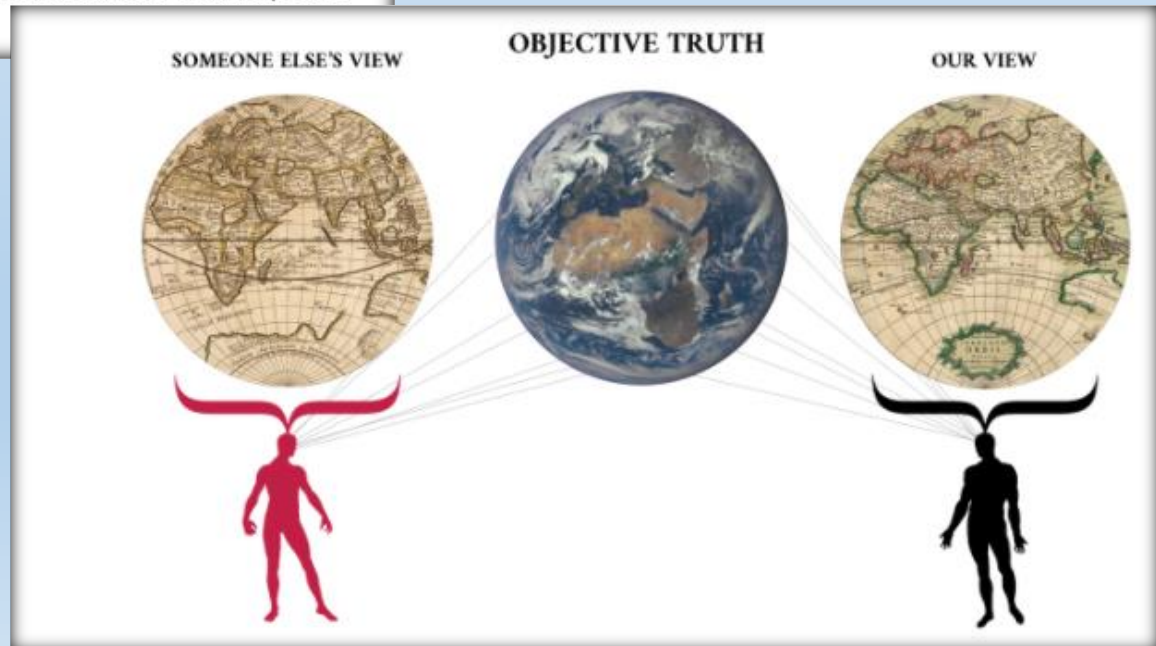
Reality vs Perception of Reality



That world outlook of yours that exists within your mind is theoretically only accurate to a specific percentage of what *actually* is. And it is this inaccuracy in our worldview that makes for endless problems when we enter the open space of human social dynamics. One man's reality differs from that of another—and we're regularly at odds with one another in our respective attempts to navigate the game of life.

Influencing Attacks: Target Their **PERCEPTION** of Reality

- People who believe their "Perception of Reality" & Reality are identical are highly vulnerable to manipulation
- They often see other views as being "wrong" or "evil"



Targets of Influencing Attacks: Peoples Filters

The *Filter* is the Targets perspective through which they view the world

It their psychological profile and biases

Locate a Targets weak link in the filter and exploit it

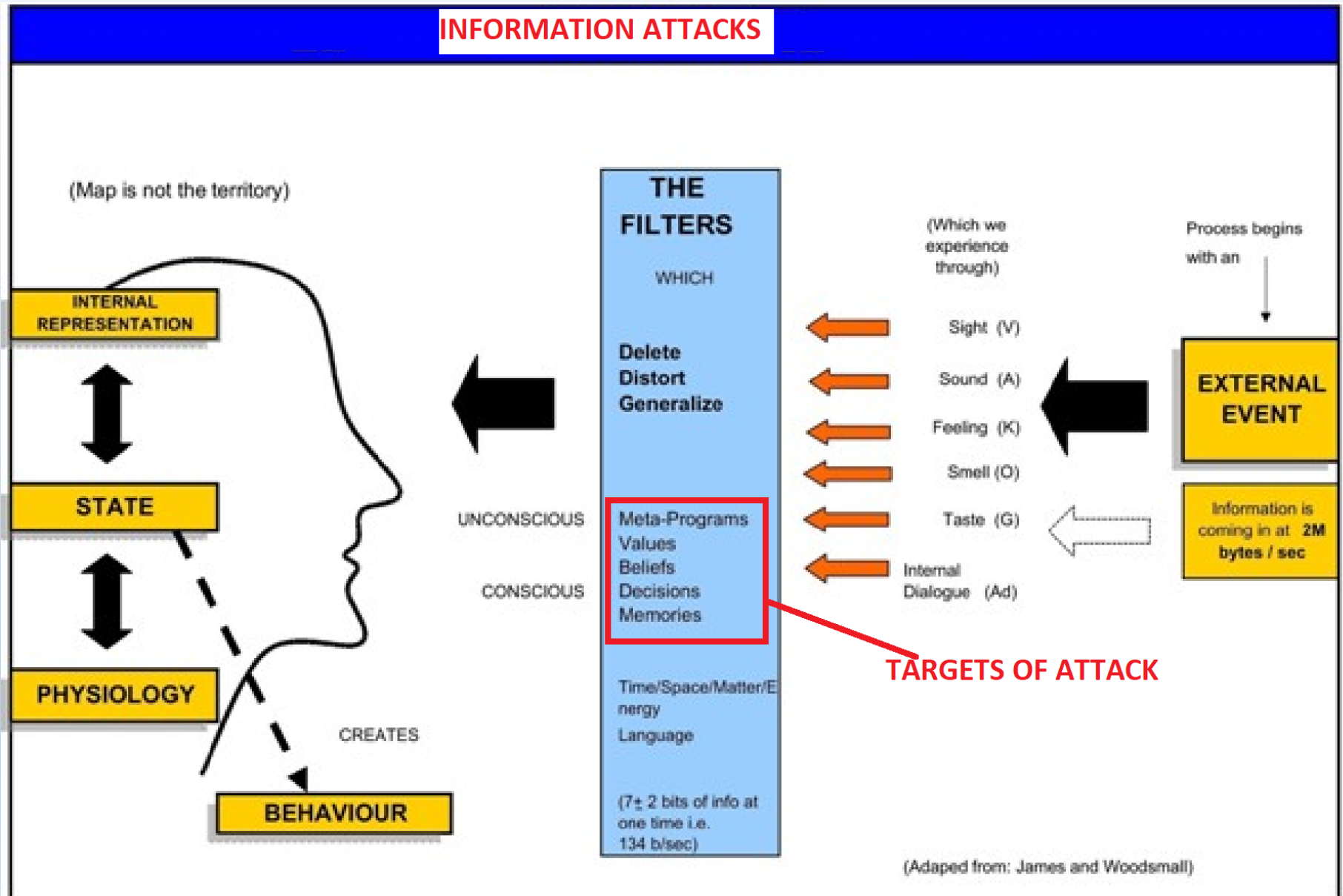
The *filter* is the Targets moral, psychological, personal characteristics, habits, and psychological deficiencies that can then be exploited through deception

The side that best is able to understand the opponent's thoughts or predict their behavior, will have the best chances of winning

Study the Targets filter and exploit it for their own benefit.

Targets of Influencing Attack – Peoples Filters

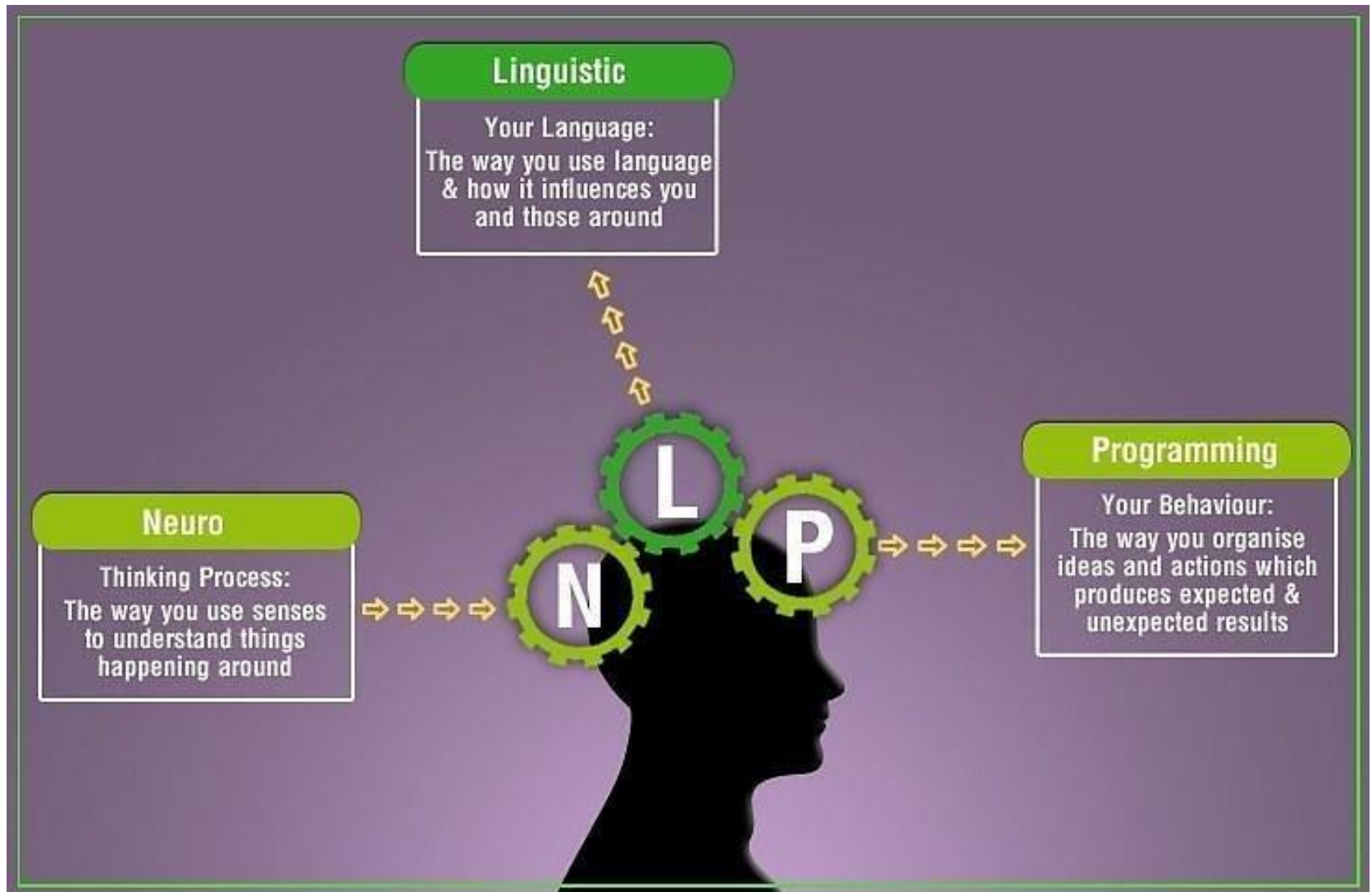
INFORMATION ATTACKS



Targets of Influencing Attacks: Peoples Filters

- **MEMORIES:** Our mind filters information through our memories. As we get older, our actions are more often based on past memories. Change a Targets memories (i.e. what they remember), change their reality
- **DECISIONS:** Past decisions can create beliefs or affect our perceptions. Changing a subject's belief of a decision can change their actions
- **META-PROGRAMS:** Meta Programs are patterns of thinking that control how you perceive an event.
 - Knowing someone's Meta Programs can help you predict people's actions
- **BELIEFS:** Beliefs are generalizations about how people perceive the world.
 - What people perceive to be true is what they project on to others and the world
- **VALUES AND ATTITUDES:** *Values* are how we decide what actions are good, bad, right or wrong. *Attitudes* are a combination of our memories and the decisions we make in life. It is how we think and feel about our beliefs, and the expression of these beliefs

NLP and Influence

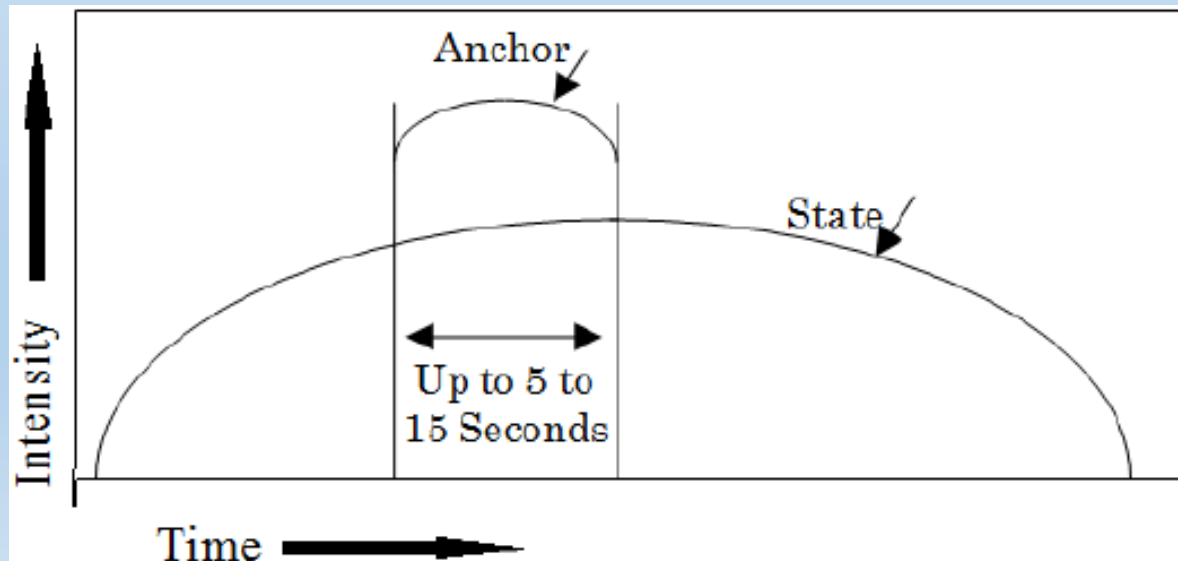


NLP & Influencing

1. Neuro-Linguistic Programming (NLP) is a tool for understanding how people think, behave and communicate
2. Based on studying patterns of communication and thinking to give greater understandings about human behavior
3. NLP is the practice of:
 - Understanding how people organize their thinking, feelings, language and behavior
 - Causing change to a persons behavior, perception, thoughts, & emotions
 - Accessing & Influencing peoples decision making processes

Use Anchors to Control an Emotional State

- Use “Triggers and Anchors” to create behavior or emotional change
 - An Anchor is created when an emotional state is linked to an object, person, sound, smell, place, color, story, picture, etc
 - A Trigger (event) then invokes an Anchor (emotional state) in the Target
- EXAMPLE: Use a story/meme to create a desired emotional state (angry, happy, fear), then subject the person to a stimulus until the emotion becomes linked/anchored to it
 - Whatever event/object the person was exposed to during the anchoring process becomes trigger for that emotion



NLP & Laws of Persuasion

1. **Law of Association:** Our minds and brains link objects, gestures, and symbols with our feelings, memories, and life experiences.
2. **Law of Obligation:** When others do something for us, we feel a strong need to return the favor
3. **Law of Connectivity:** The more we feel connected to, a part of, liked by, attracted to someone, the more influential they become
4. **Law of Social Validation:** Humans want a sense of belonging & acceptance
5. **Law of Scarcity:** Whenever choice is limited or threatened, this makes us crave it more.
6. **Law of Verbal Packaging:** Using the right words and phrases is captivating, while using the wrong words and or phrases is devastating.

NLP & Persuasion

1. **Law of Expectations:** a person will usually comply with a given expectation.
2. **Law of Involvement:** Engage someone's five senses, and involve them mentally and physically in issue;
3. **Law of Esteem:** People want praise, recognition, and acceptance. Praise boosts the self esteem, and it can make that person easier to want to be influenced.
4. **Law of Balance:** When you are trying to influence someone you must keep your message balanced.
5. **Law of Dissonance:** People are more inclined to follow people who are consistent in their behavior, beliefs, attitudes, and values

Jungian Projection

1. **Jungian Projection:** When we attribute an aspect of our personality & subconscious to another person or group
2. Because we can't easily accept these qualities within ourselves, our minds project them onto others
 - When you get angry at others selfishness, you are observing their selfishness. But your anger is a result of not owning your own selfishness
 - Otherwise, you wouldn't get angry. There would be no emotional trigger to cause the anger.
3. We easily see projection in others but rarely in ourselves or our group
4. Those unwilling or unable to face their shadows are easy prey for Propaganda & Disinformation

Protecting Your Mind With:

Critical Thinking
MetaModeling
SenseMaking
Shadow Work

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Critical Thinking: Working at the Conscious Level

It is natural to seek to simplify problems and experiences to make them easier to deal with

- People often oversimplify & misrepresent problems and situations
- Complex, ambiguous, or subtle issues are often mistakenly viewed as simple, clear, and obvious



Use reliable sources of information

- Give less weight to sources which lack a track record of honesty, are not in a position to know, or have a vested interest in the issue
- Understand the content authors agenda & goals



Recognize if there is more than one reasonable position on an issue

- Compare alternative sources of information, noting areas of agreement
- Determine if the source is in a position to know
- Gather more information when sources disagree



Recognize the difference between facts relevant to an issue and those which are not

Critical Thinking Questions to Ask About Any Story

Who, What,
Where, When,
Why, How

Who	<ul style="list-style-type: none"> ... benefits from this? ... is this harmful to? ... makes decisions about this? ... is most directly affected? 	<ul style="list-style-type: none"> ... have you also heard discuss this? ... would be the best person to consult? ... will be the key people in this? ... deserves recognition for this?
What	<ul style="list-style-type: none"> ... are the strengths/weaknesses? ... is another perspective? ... is another alternative? ... would be a counter-argument? 	<ul style="list-style-type: none"> ... is the best/worst case scenario? ... is most/least important? ... can we do to make a positive change? ... is getting in the way of our action?
Where	<ul style="list-style-type: none"> ... would we see this in the real world? ... are there similar concepts/situations? ... is there the most need for this? ... in the world would this be a problem? 	<ul style="list-style-type: none"> ... can we get more information? ... do we go for help with this? ... will this idea take us? ... are the areas for improvement?
When	<ul style="list-style-type: none"> ... is this acceptable/unacceptable? ... would this benefit our society? ... would this cause a problem? ... is the best time to take action? 	<ul style="list-style-type: none"> ... will we know we've succeeded? ... has this played a part in our history? ... can we expect this to change? ... should we ask for help with this?
Why	<ul style="list-style-type: none"> ... is this a problem/challenge? ... is it relevant to me/others? ... is this the best/worst scenario? ... are people influenced by this? 	<ul style="list-style-type: none"> ... should people know about this? ... has it been this way for so long? ... have we allowed this to happen? ... is there a need for this today?
How	<ul style="list-style-type: none"> ... is this similar to _____? ... does this disrupt things? ... do we know the truth about this? ... will we approach this safely? 	<ul style="list-style-type: none"> ... does this benefit us/others? ... does this harm us/others? ... do we see this in the future? ... can we change this for our good?

MetaModeling of Information

1. The meta-model is a set of questions designed to challenge and expand a person's model of the world (e.g. perception of reality)
2. The Meta Model Processes:
 - Listen carefully to what is said/presented
 - Construct a representation in your mind based on what was presented
 - Ask yourself: What's missing? What or who is being limited? What just doesn't make sense?
3. The Secret of General Modeling is:
 - Listen to and look closely at everything they present
 - Form a tentative model/hypothesis about **what they intend you to perceive**
 - **Ask yourself:** What is missing? What info is needed to make this reasonable? Is this enough information to understand the other persons perspective?

MetaModeling of Information

Language Pattern	Description	Meta Model <i>Clarifying questions</i>
<i>Deletions</i>		
Unspecified Noun	What or whom is not specified	'Who specifically?'
Unspecified Verb	How is not specified	'What specifically?'
Nominalisation	Process words turned into nouns	'How specifically?'
Lack of Referential Index	Does not specify who it refers to	'How am I understanding?'
Simple Deletion	Information is deleted	'Who gets jobs?'
Comparative Deletion	To whom or what is it being compared?	'Do what?'
<i>Distortions</i>		
Complex Equivalence	Implying two things are equal	'What specifically?'
Lost Performative	Value judgement – by whom?	'What specifically?'
Mind Reading	Claiming to know someone's thoughts	'How does x mean y?' or 'So x is the same as y?'
Cause and Effect	Implying one thing causes another	'Who says so?'
Presuppositions	Basics that must be true in order for the sentence to make sense	'What leads you to believe that?'
<i>Generalisations</i>		
Universal Quantifiers	All, every, etc.	'How does me being curious cause me to listen to you?'
Modal Operator of Necessity	Identifies basis of personal rule	'How do you know I can learn this?' or 'What leads you to believe I will enjoy learning this?'
Modal Operator of Possibility	Identifies basis of limitation or possibility	'Always?' 'Counter example'

SenseMaking: Understanding the “Story”

1. Don't uncritically accept a story
 - **Red Flag:** Someone demands you accept their Narrative
2. Using instincts and knowledge to explain behaviors and make sense of situations by creating logical, consistent and coherent narratives describing the situation
 - Read environmental, behavioral & linguistic cues, interpret their meaning and then connecting them in a plausible story
3. Focuses on understand connections (among people, places, and events) in order to anticipate future events

SenseMaking

ELO: Given information about a situation, Marines will identify the relevant perspectives within it, clearly articulate the motives associated with each, and then use these to justify specific actions taken in that situation

SUB-SKILL PERFORMANCE CRITERIA



Empathetic

Demonstrates understanding of the thoughts/emotions of others

Supports interactions: Understanding others' thoughts and emotions help Marines work tactfully and tactically with other people



Reasoned

Correctly accounts for uncertainty and own biases

Supports readiness: Taking into account your uncertainty and bias supports accurate inferences about others' behavior



Adjustable

Updates interpretations as actions and events evolve

Supports adaptation: Correctly taking perspective requires you to recognize that people's motivations are dynamic

TRAINING BENEFITS

- Supports understanding the motives of others
- Increases overall understanding of the environment
- Improves social interactions
- Provides a basis for estimating future behavior

Jungian Shadow Work

1. The Jungian Shadow is the “dark side” of our personality because it consists chiefly of primitive, negative human emotions and impulses like rage, anger, fear, envy, greed, selfishness, desire, and the striving for power.
2. Whatever bothers you in others is likely an unresolved part of yourself
3. “Projection” is the result of failing to acknowledge & integrate ones Shadow
4. The Shadow is elusive; it hides from us. Our defense mechanisms are designed to keep our shadows repressed and hidden.

Shadow Work Exercise: Watch Your Emotional Reactions

1. You can recognize your shadow by paying attention to your behavior and emotional reactions toward other people
 - Your coworker may be aggressive, arrogant, inconsiderate, or intolerant, but if you don't have those same qualities within you, you won't have a strong reaction to their behavior
2. You can train yourself to notice your shadow when you witness your strong negative emotional responses to others
3. Everyday: Take five or ten minutes to reflect on your interactions with others and your related reactions, feelings and emotions
4. **Focus on what and who evokes an emotional charge in you. It doesn't matter what the emotion is; it's a clue you are denying something within you**
 - Get to know that part, accept it, make it a part of you.
 - Perhaps next time, it may not evoke as strong an emotional charge when you observe it in others

Conclusion

1. We are surrounded by Information based Psychic attacks every day
 - This will likely get worst over the next several months
2. These attacks focus on your subconscious by attempting to exploit your biases & manipulating your emotions
3. You can increase your resistance to these attacks with:
 - Critical Thinking
 - MetaModeling
 - Sensemaking
 - Doing Shadow work

QUESTIONS???

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