

A Practical Taboo for Business

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This is an article describing and defining hypnosis, a process which can be beneficial to the business community. The author 'demystifies' and provides the reader with the benefits that can be derived both to employer and employee.

Strange title for an article that hopes to provide a method for increasing motivation, productivity and employer/employee satisfaction? Most probably, yet there is a tool available to industry that can accomplish just that.

Has your curiosity been aroused? Then let me present to you the use of hypnosis in industry. Yes, hypnosis. It is apparent that hypnosis is being used in many areas, camouflaged under the guise of other names. Such areas as medicine, dentistry, and stress management have become more aware of the benefits hypnosis has to offer individuals. If so, why not take the principles used in other areas and utilize them in business and industry?

As a tool in business it can be developed to increase motivation, maximize production, reduce stress, encourage self-development, and many other constructive elements to help enhance the individual inter and intrapersonally.

I call it "Taboo" because the term has a negative connotation to upper management. It has not been proven scientifically that it works and industry has been reluctant to explore the role that it plays.

To better understand the uses of hypnosis, one should first understand what it is. Hypnosis is not some magical, charlatanistic mind control, nor is it some panacea for curing all the woes of the individual. It does not profess to magically provide an individual with unconquerable strengths that will create miracles. Then what is it? It is a process. A process where the individual who elects to use it can, through suggestion, whether external or auto enables the self to focus more closely on whatever it is that he/she desires to change.

To understand this process more specifically, some mention of definition is pertinent. It is interesting to note that there is no specific, single definition of hypnosis. It is difficult for there to be one, since it is a process which can not be scientifically proven. Therefore, if one was to investigate definitions one would find a multitude of explanations, as many definitions as there are theorists. Yet when reviewing different theories and definitions, there does exist certain commonalities that continuously follow from one definition to another.

All definitions, although different have a common thread and almost always appears in some way:

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There is an altered state of consciousness

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It involves both the conscious and unconscious

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There exists a heightened suggestibility.

If we combine all of the above elements then we could most likely say, that hypnosis is a process that produces relaxation, causing for a distraction of the conscious mind providing heightened suggestibility and increasing awareness.

There are many 'myths' and misconceptions re-garding "hypnosis," which adds to the reasons for it being a practice of "taboos."

One can't be hypnotized -this is absolutely incor-rect. Anyone can be hypnotized if they choose to be. It is so basic that I have developed a formula for hyp-nosis and that is: hypnosis = belief + expectation. If one believes they can be hypnotized and also expects to be, they will be.

Another contributing myth making hypnosis a "taboo" is the idea that the one who is hypnotized will lose control or they will abdicate control to someone else specifically, the hypnotist. This couldn't be further from the truth, since all hypnosis is self hypnosis. By that I mean, the person who calls himself a hypnotist is purely a facilitator who helps someone to place themselves under hypnosis. One can stop the process at any point since they never have given up their control in the first place,.

There are many misconceptions that one could expound on which are explainable when properly understood. It is incumbent upon practitioners to allay the fears and misunderstandings so that the full benefits of the use of hypnosis can be appropriately used.

From the above definition, look at the potential hypnosis offers to industry. Can you imagine having the working force in such a state, to be relaxed enough, to open their thinking to being positive? Such benefits would maximize their productive qualities both internally and externally? It provides for a mutually beneficial situation.

The benefits are infinitesimal, since training sessions could be specifically developed to meet the specific needs of a particular environment within a working situation, vis a vis stress. In working with industry, I have developed a program for automotive service managers. They can reduce stress induced situations when irate customers complain of their malfunctioning autos. While hearing complaints, and as stress develops they can use immediate stress reduction techniques. Sales motivation, providing positive sales suggestions to create positive motivational sales techniques Hypnosis opens our

awareness within business, which ranges from individual benefits to complete benefits of the total operation

Hypnosis can be used to provide the employee with better self-esteem and therefore enhance one's image, providing for a more content and healthier worker. By increasing self-satisfaction and personal growth the productivity percentage of individuals can easily increase. Reducing stress in an employment environment will also increase employee satisfaction and productivity.

Even offering smoke cessation and weight reduction programs to employees provides for increased work potential, not only benefiting employee, but also the employer, via a vis health insurance programs, for the rate decreases if one is a nonsmoking participant.

The process of hypnosis works in such a way to allow the conscious mind, which is so preoccupied with many things going on at one time, to become relaxed enough, so the unconscious can become open to suggestion. This happens by providing an opportunity for the mind to focus on a single object. In creating this single focus, all other objects or ideas are no longer competing and are pushed aside, allowing for a heightened attention, allowing one to be more receptive to acceptance of suggestions.

The unconscious can now accept this suggestion and incorporate into its memory without any reservation. Since the unconscious has greater control over an individual, its decisions prevail. What the mind believes the body will follow. So with positive and creative suggestions placed deep within the unconscious, the body will seek to follow. This process can therefore create and achieve positive and lasting changes in ones' behavior.

I started this article by stating hypnosis to be a "taboo" to industry. Although there still are many who would "poo-poo" its value, we know it works and that the outcomes can be of substantial benefit. Though we are not completely sure as to the 'why' it works, we can see it does- and it is with that recognition that we should attempt to utilize it to its maximum, and view it as a "practical taboo" to optimizing our behavior in the best manner we can.

References

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Biography of Murray Fullman

MURRAY FULLMAN holds degrees from C.W. Post College, St. John's University and Nova University in the fields of Psychology, Social Science, Education and Public

Administration. He has been in the private practice of psychotherapy and hypnotherapy for the past 25 years. He is also an academician who has taught at numerous collegiate institutions. Dr. Fullman is an Adjunct Professor of Psychology at Nassau Community College.