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Percussive Suggestion Technique (PSTEC™)

A revolutionary new therapy that will transform the way in which therapists, self-helpers, educational institutions, corporations and government approach mental and emotional wellbeing.

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Human beings are the product of their experiences and emotions

Every one of us is the product of our life experiences: Our experiences shape our emotional reactions, and the way we experience and interpret the world in turn creates our perception of the world or “world-view”.

Throughout life, we develop fears, anxieties and beliefs that, although perhaps once perceived as useful, can cause us real problems later on in life.

In particular before the age of six or seven, we absorb beliefs uncritically from our parents, siblings, friends and culture because we have no frame of reference upon which to base any judgment. Also, because we have a very short time in which to learn everything needed to be a human - to fit into society, critically judging everything that came at us would slow down our development .

As an example, if a child grows up repeatedly being beaten and told they are worthless, they are likely to develop a “core belief” that they are worthless which they will carry with them throughout their life.

Similarly if a child is ridiculed in front of the class at school , something many of us can relate to, they may well have a lifelong fear of public speaking and dislike being the centre of attention.

It's very easy for negative emotions, beliefs and expectations to form part of a person's reality due to past experience. These can then go on to form the basis for a life of anxiety, depression, lack of confidence, anger, low self esteem and a host of other issues.

Even worse than that, every time someone with one of these issues has a negative response to a situation triggered by their past experiences, more weight is added to reinforce the problem. After all, the most powerful evidence for something being dangerous is a strong feeling of fear when confronted by it.

How this affects you

According to a study conducted by researchers from the University of Queensland, of more than 480,000 people in 91 countries, anxiety and depression affects every country and society in the world. These feelings seem to be an intrinsic part of what it is to be human.

Anxiety is a normal emotional response to danger and is often described as the “fight, flight or freeze” response.

If an animal (you included) senses danger, or perceived danger, a group of responses called the HPA Axis, involving the brain, the pituitary and adrenal glands, takes place in order to prepare us to run, fight or be attacked.

First, the hypothalamus (a central part of the brain) releases a compound called Corticotrophin Releasing Factor (CRF), which travels to the pituitary gland, where it triggers the release of a hormone, Adrenocorticotrophic Hormone (ACTH), which causes the Adrenal Gland to release stress hormones, such as Cortisol and Epinephrine (adrenaline).

In the short term, this response is extremely useful because it helps us to deal with an immediate threat by diverting the body's resources from things like the digestive system, the immune system and the forebrain, towards the major muscle groups needed for running and fighting.

However, long term activation of this system can lead to disease as the body's natural balance or "Homeostasis" is unbalanced. This can cause problems with digestion (think ulcers?), affect our enteric nervous system (our gut-brain) and leave us open to all kind of illnesses through our immune systems being "turned down".

Not only that, but as blood is diverted from the forebrain, where our intelligence lies, we are actually dumber while in this state. After all you don't need to do calculus while running from a tiger!

These responses evolved in a world where we only occasionally had to use them, such as to fight for our lives or chase down prey and were never supposed to be used all day long. But modern society, our own personal experiences, our emotions and our beliefs lead us to react to situations that feel threatening using the only system we have available.

To put it simply, what we often refer to as Stress is actually the result of the long-term overuse of the body's fight, flight or freeze mechanism.

And that's only where the problems start.

How emotions, beliefs and behaviours affect your business

Stress management is a large, expensive and often very underrated problem for businesses. Stress is a complex issue and it can be hard for organisations to understand how they have problems with stress amongst their employees.

Many employees also don't wish to admit feeling stressed, again due to a lack of understanding themselves, from employers and colleagues and for fear of appearing unable to cope.

Not only that but, as we have already covered, two different individuals in exactly the same environment can have very different levels of stress due to their individual life experiences only adding to the misunderstanding.

Prolonged periods of stress can be hugely detrimental to individuals, leading on to unease within teams, conflict, lost productivity, sickness and sometimes even extreme actions such as suicide!

It is estimated that last year UK businesses lost a staggering £26 billion in sickness absence and lost productivity, of which the HSE (Health and Safety Executive) estimate that £8 billion could be removed with greater mental health awareness. Employers also have a duty to ensure the health, safety and welfare of their employees.

For instance in the UK this comes under the Health and Safety at Work Act 1974. They're also required to conduct risk assessments for work-related stress.

However emotional issues also have a number of less obvious effects on business:

Conflict

Wherever people are asked to work together the potential for conflict will arise. Although staff having conflicting goals, opinions and objectives is a normal part of business and can often be worked through, sometime emotions can run high leading to catastrophic results.

Presentation & Meeting Anxiety

Public speaking is perhaps one of the most common fears in modern society. Often with a root in our earliest experiences at school, it can severely impact the presentation of new business ideas.

This is extremely common but at the same time often well hidden. Even people who are outwardly confident suffer from a rush of anxiety when facing the prospect of expressing themselves in front of a group of any size, with their thoughts drifting back to standing in front of the class at school while a well-meaning but misguided teacher publicly criticised them.

Sales Anxiety

Some people shine in a sales environment, however many more people with outstanding technical ability or product knowledge are simply too scared to pick up the phone, or panic when dealing with customers.

Again, "demons" from their past pull on emotional triggers, activate their fight, flight, freeze response and they find themselves unable to function.

Stress & Emotional Issues within Education

The education environment, whether at school, college, university or adult education is naturally a breeding ground for stress, anxiety and emotional conflict.

Society places huge weight on the concept of success and failure and as if that wasn't enough we also are also judged by ourself and others based on our ability to perform and achieve the highest grades.

Performance of students has an effect on the standing of educational establishments. A single stressed teacher can potentially harm the results of an entire class and ultimately the whole establishment.

It's understandable that education of any kind is often the most stressful time of our life, and of course, in the case of children, their experiences at school shape the path of their entire lives!

What you can do about it

Until recently the options for dealing with stress and other emotional issues in the business and education environments have been limited.

The most commonly discussed methods of dealing with stress are ideas such as time management, talking about your problems, having the confidence to speak out, "staff engagement", medical intervention and such like. And as for other emotionally driven issues such as conflict, public speaking and other forms of anxiety the options are even more limited.

Although these ideas can help, none of them get to the core issue of emotionally driven behaviour.

But what if there was a way to easily remove unwanted emotional responses?

Since 2009 a new type of therapy, Percussive Suggestion™ or PSTEC™ has been rapidly gaining recognition as an extremely powerful, yet easy to use, way to remove unwanted emotions and their attachment to memories.

Created by Tim Phizackerley, a UK based hypnotherapist, as a result of many years research into the mechanisms of the human mind PSTEC™ calls on well-documented psychological principles.

Sometimes described as an eraser for the mind, PSTEC™ works by neutralising unwanted emotions and behaviours by interrupting the usual patterns of negative responses in uncomfortable situations.

PSTEC™ has been available from <http://pstec.org>, for non-commercial use, since 2009 and is in use by tens of thousands of self-helpers and therapists all over the world.

Following extensive adaptation PSTEC™ is now available for licensing to businesses, schools and organisations exclusively through a network of skilled agents.

In the business environment PSTEC™ is astoundingly effective at reducing anxiety when giving presentations, during interviews/interviewing, at times of pressure and when attending training courses, as well as the areas mentioned above.

Within the Educational field it can usefully be applied to reduce the effects of low self esteem, bullying, exam stress anxiety and the many other unwanted emotions experienced by students.

It can also be a very effective tool for dealing with issues experienced by teaching staff.

Where can you learn more?

All independent PSTEC™ Services agents are carefully selected therapists in their own right and will be more than happy to arrange no-obligation demonstrations of the power of Percussive Suggestion Technique™.

To contact your closest PSTEC™ Services agent please visit <https://www.pstecservices.net> or respond to the agent who sent you this document.