

Why do some people prefer Coke to Pepsi? Why do others profess undying loyalty to their Toyota? Why does the expression on a person's face make one man fall in love and another fume with rage? Witness the subconscious mind at work.

Some of us have already heard about the subconscious mind and are aware that it governs our automatic responses such as breathing and pumping blood. But did you know that the capacity and prowess of the subconscious mind is 20,000 times that of the conscious mind? While the conscious mind is the part of the mind we think with, the subconscious mind is the one running the show most of the time.

Think about it: difficult tasks, inadequate sleep, calorie-laden food and other temptations would never affect a robot. Why? Simply because a robot only has a conscious analytical mind and no subconscious mind. With no subconscious mind, we'll be like robots – unaffected by irrational and

unexplainable impulses.

Digging beneath the surface

The mind is really like an iceberg. What you see above the water (the conscious mind) is a fraction of what exists beneath the surface (the subconscious and unconscious). When we meet someone, we see only the tip of the iceberg. What lies beneath is a rich history of experiences, feelings and memories that affect their day-to-day interactions with others. This is why we often find ourselves wondering why we do some of the things we do. Much of what we do is influenced by latent memories and emotions.

"Most of what we do every minute of every day is unconscious," says Paul Whelan, neuroscientist of the University of Wisconsin. "Life would be chaos if everything were on the forefront of our consciousness."

He makes a good point there. Most our daily tasks such as walking down the stairs are done on autopilot. We don't consciously say, "left foot, right foot, left..."

The conscious mind is handy for

working out a solution to a business problem or an academic question. Located on the left side of the brain, it makes rational decisions and processes information. The subconscious, on the other hand, is located on the right side of the brain and makes decisions primarily to minimise pain and maximise pleasure. For this reason, the subconscious mind is not very good at making important decisions. When faced with a choice between immediate pleasure and planning for the future, the subconscious mind will invariably pick pleasure. This is why most smokers continue to smoke cigarette after cigarette even though they know it will eventually kill them. The subconscious is simply too strong for the rational mind to overcome.

However, the subconscious need not hold us back. It can also help us succeed in whatever we do. The subconscious is the storehouse of memory – every word heard and forgotten, every book read, every event and every action that took place is put away in the subconscious mind.

Dave Thomas provides a classic example of the power of the

subconscious mind. Prior to getting his hands on the material that unlocked his memory powers, Thomas had been a high school dropout. In 1998, however, Thomas was able to memorise the first 22,500 numbers of *pi*, placing him 4th in the *Guinness Book of Records*. Thomas had found a way to tap into his subconscious mind.

Amazing, isn't it? Well, you too can realise your full potential. As psychologists suggest, most of us use less than 10 per cent of our brain capacity. And since most of us are almost stretched to our limits, burning an extra hour of midnight oil isn't going to help much. Learning to access our subconscious mind definitely seems like a more promising and painless alternative.

An important point to note about our subconscious minds is that it easily accepts suggestions. A mother who constantly tells her child that he is going to fail is programming his subconscious mind to think that he is useless and will not succeed. And because the subconscious mind is prone to suggestion, it will believe this.

The subconscious mind is a very obedient servant. It is not capable of analysing and thinking, and it will act on all the messages it receives. These include the things you are told by other people and the messages you send to yourself. And what manifests in the mind will usually manifest as reality.

The good news is, you can purposefully direct your subconscious into thinking thoughts aligned with your goals. So if you wish to be wealthy, think wealthy thoughts. Your thoughts have to be consistent with what you want in life, regardless of present circumstances.

Naturally, this may be easier said than done. That's where hypnosis comes in. Hypnosis is a powerful channel and tool to give you access to your subconscious mind.

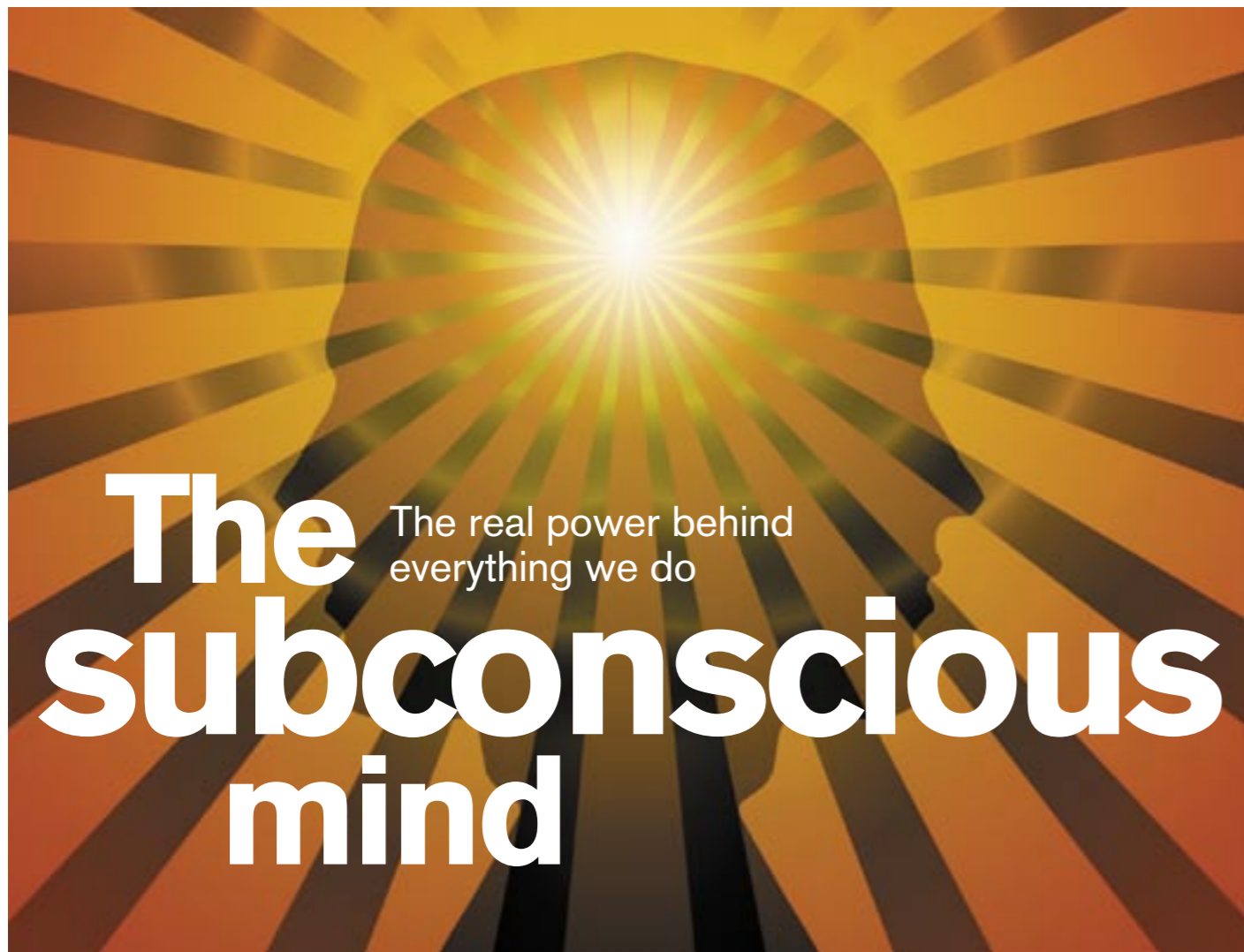
In hypnosis, the mind is coaxed into a state between waking and sleeping, and is completely relaxed. The subconscious is most receptive to suggestion in this state, so when it is told positive things, these new thoughts will replace old thoughts. The subconscious will then be re-programmed through the positive, focused thoughts formed during hypnosis. This way, years of negative programming can be erased, allowing one to develop a winning belief, and achieve peak performance and change bad habits.

The book, *Sing to the Dawn*, by Ho Min Fang illustrates this. In this story, a mother gives her youngest son a beautiful stone before they part during the Cambodian war and tells him it is his courage – as long as he has it, he would be brave. The young boy believes this and survives the atrocities he witnesses in the concentration camp. The stone gives him access to his inner courage.

Hypnosis is this stone that helps us find our inner strength and draw from the qualities that lie latent in us. After hypnosis, the subconscious and the conscious are aligned. With these two minds joined, the goal or intention that was previously unattainable can be achieved. With hypnosis, you can focus your mind and take control of your destiny. ♥

This article is contributed by Dr Casey Chua, centre director of Hypnae Centre Pte Ltd.

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The real power behind everything we do

The subconscious mind

Hypnosis for Wellness @ Hypnae Center Pte Ltd

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FIRST TESTIMONIAL

"When I first went to Dr Casey, I was extremely unhappy and stressed about a particular health issue. After two sessions with him, I am happy to report that this problem has been solved. The physical discomfort has gone away completely. I feel positive about things now.

I am now able to sleep through the entire night without waking up in the middle of the night and feeling apprehensive. I am also able to relax so I feel better about myself in every way. I am very grateful to Dr Casey for improving my outlook on life, solving a major problem and helping me to be positive."

Rina (Conditions: Sleep Disorder & IBS)

SECOND TESTIMONIAL

"I have been a smoker for about 10 years. For the first five years, I smoked a pack a day. The second five years, I found that I was unable to kick the habit of social smoking.

I went to Dr Casey for help and after two sessions, I no longer craved for cigarettes. Now, even when I go out for a drink, I won't be tempted to have one.

I have always been an 'emotional eater' as well. When things happened, be they good or bad, I would eat. After seeing Dr Casey, I no longer panicked when I was around food or focused on it. The way I eat has changed as well – I eat more slowly and eat less. I am very happy with the results of this treatment."

Ms A Duncan [Conditions: Smoking Addiction and Eating Disorder]

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