
THE OFFICIAL
SILVA METHOD NEWSLETTER
SPECIAL EDITION: THE SILVA METHOD IN BUSINESS

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-Introduction by Editor, Nelda Sheets, Texas
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2. How I Use Silva For Business

-Diana Weynand, California
Diana Weynand is a Silva instructor based in Los Angeles, CA. Her CalSilva organization (www.calsilva.com) provides Silva BLS courses and on-going graduate meetings to empower Silva users. In her video life, she produced and directed a PBS series entitled "Cinematic Eye," which was nominated for an Emmy; was Supervising Editor for the Barbara Walters Entertainment Specials, Post-production supervisor for a Stevie Wonder music video, and currently provides training to the entertainment industry through her company, Weynand Training International. She is the author of six books in the video field. She still writes songs and is anticipating a musical comeback in the very near future!

3. A Crisis Of Integrity

-Dr. George Desau
Dr DeSau has lectured and consulted in many business areas from banking to manufacturing. He, along with Harry McKnight, modified the Silva Basic Lecture Series to meet the needs of Business. Dr. DeSau is also creator of numerous audiotapes using the Subjective for success. He may be contacted at: GTD323@aol.com

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-Ian Pollock, United Kingdom
Ian Pollock is the Silva Method's Director for the UK and Ireland. Ian used the Silva Method techniques to rebuild himself physically, emotionally and spiritually after an almost fatal road traffic accident and near death experience. He became commercially successful first building a very profitable Office Furniture retail business and then realising how much other people could benefit he used these tools to "create and live the life that he is passionate about... helping others". Ian successfully uses the Silva Method to help people to help themselves and has worked with people from all walks of life, educational backgrounds and levels of success including sports professionals, students, musicians, authors, entrepreneurs and many forward thinking successful companies and organisations.

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-Harry Mcknight

Harry McKnight joined Jose Silva in 1968 and worked closely with him in development. He has taught the Silva Method Basic, Graduate and Ultra Seminars internationally. He is now retired from teaching and is writing a series of essays about the Silva Method, which will be published in 2004. Email: mcknightalhar@aol.com

8. Is Your Bottom Line Sleeping?

-Ken Coscia, Connecticut

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9. Success In Business Stories

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10. Social Awareness In The Business Community

-Lisabeth Caudill, West Virginia

Liz Caudill has a Masters Degree in Library Science/Media Technology. She now is a retired Librarian the Silva Instructor in West Virginia. Liz is active in Wellness and Herbal Organizations and is using her Silva techniques in to study the growing and use of herbs, flowers and vegetable on the park-like farm where she lives with her husband. She teaches the Silva Method in West Virginia. You may call her at (304) 524-2411 and Email at: caudillcove@webtv.net

1. SPECIAL ISSUE: THE SILVA METHOD IN BUSINESS

-by Nelda Sheets, Editor

Robert Stiller's talk at the 2003 Silva Convention in Miami was the inspiration for putting together a special issue with a focus on Business. Bob Stiller is the CEO of Green Mountain Coffee, Inc. and was named Forbes' first "Entrepreneur of the Year." in the cover story of 2001. In his talk he focused on the transformative power of having a clear intention and vision of what one wants to achieve. I first heard of Bob Stiller from Carol Callahan, Silva Instructor for Vermont. He had contracted her to present the Silva Basic Seminar to employees at his business site. The next step was to employ a permanent instructor, Sue Jamison of Vermont to provide classes at the business. So before I heard him speak at the convention, I was impressed. Hearing him explain his vision for his business and his employees made me wish that I could buy Green Mountain coffee in Texas. As Mr. Stiller concluded his talk, I thought what an exemplary business and how hopeful he makes me feel about the world truly becoming "better and better."

Robert Stiller has said, "By offering the Silva Method to (our) employees we provide an opportunity to experience for themselves the power of the mind . . . Experiencing the Silva techniques, rather than just hearing people talk about it, is very powerful. It's like the difference between seeing a travelogue about the Grand Canyon and personally standing on the edge of it . . . Silva demonstrates that there is no limit to what the mind can do."

For this special issue, we have invited instructors who have experience in presenting the Silva Method to businesses or have success in using the Silva Method in their own business or profession to contribute articles. I hope that as you read the articles, you will realize that we are all in some way, a part of business. We hope that you will do what you can to influence business leaders to follow our esteemed graduate, Mr. Robert Stiller

2. HOW I USE SILVA FOR BUSINESS

by Diana Weynand, California

For over 22 years, I have had a film and television training business based in Los Angeles. While it may not be unusual for a business to be in operation that long, in the entertainment business, things change so fast, 22 years is a rarity. The Silva Method has had a lot to do with the success of my business and also helping me keep pace with the cutting edge technology used in creating films and television shows.

I first took the Silva Method training about 30 years ago, in 1975. Since then, I have used the method in so many ways. Of course, there's the simple 3-finger technique to remember points in a meeting or to anticipate what a client needs. When I was qualifying to become an Apple authorized editing instructor, I even used the "test taking" formula of putting my instructor on my mental screen and asking them questions. And one of the most important uses, especially with a busy schedule and long workday, is simply to go to level for a few minutes several times throughout the day. This keeps me performing at my best and connected to my intuition. I find it's more productive than going to level for a longer period of time just once during the day.

For big projects, one of my favorite tools is the memory pegs. I once had to memorize a 2-hour presentation with well over 100 points to discuss. In order to do this, rather than memorize a list of 100 separate items, I decided to extend the use of the memory pegs by turning the first ten pegs into animated scenes on my mental screen. I used each of the ten pegs as a major topic or heading in my presentation and then created several animated steps, one leading to the next, to remind me of the specific points I wanted to make within that heading.

For example, number 1-the glass of iced tea - became a straw entering a glass, then ice cubes dropping into the glass, the straw tapping the ice to break the cubes into pieces, the pieces forming shapes, the shapes becoming items on a soggy piece of paper, and then disappearing and dissolving in the tea, and so on, until the glass no longer had any ice in it. I associated one of my presentation points to each one of the stages in my animated scene. It was like first creating a movie in my mind then playing it back. It worked very smoothly.

Another Silva technique that has been very helpful is projecting my awareness into business situations. This allows

you to define and clarify what outcome you want to achieve. I have recently developed and wrote a course/book used in the Apple Authorized Training Centers around the world. With such a broad audience, I wanted to make sure that I was writing a book that was going to be as helpful as possible. I went to level and projected my awareness into several training situations: I visualized an individual reading the book as well as classroom students, on a professional level as well as a college and consumer level. Each time I projected I was able to sharpen and focus my goals for the book and create a more clearly defined “white” screen image. But as a large corporate project, many people wanted to throw their two cents into the pot and there were times when they disagreed with me about what should be in the book or how a topic should be treated. Like a large family, the business world requires compromise sometimes. So I sifted through the input but always keeping a clear image of the book I had seen in my projections. And then I added something Jose Silva always said, “this or something better.” As a result, this book was recently on the Amazon best sellers list for computer and internet books, and all the comments have been amazingly positive. I programmed for a helpful book and that’s what people feel when they work through the material, that it is very helpful. A clearly defined or imagined goal keeps you on track every step of the way. Adding, “this or something better,” helps you let go of what you can’t see and to create an even better outcome than you could have imagined.

These are problem-solving techniques. But some of my most joyful Silva moments are when I apply the method to enhance my creativity. When I first took the Silva BLS course in 1975, I was working on a masters degree in music and writing songs. By going to level just before a writing session, I found I could increase my creativity. Within the first year of writing at level, I wrote over 100 songs in one year. Today, I use Silva to hone and energize my creativity on other production projects.

Business can be very complex. We can’t always see clearly where we should be going or what we should be doing. That’s why it’s so important that we engage the “second sight” that Silva gives us so we move with our business and not against it. The Glass of Water technique is a good way to engage this second sight. Next time you use it, or any one of the other Silva techniques, to solve a problem, remember to believe it will work and LOVE the fact that it has started working before you even drink the water or perform the exercise. Getting excited about the results before they happen is the clearest direction you can give your mind. And your intuition will guide you along the way to that- or something better.

3. A CRISIS OF INTEGRITY

By Dr. George DeSau

This Crisis of Integrity in both the business and political worlds, at both the national and international levels, affects each of use in personal ways. Business and politics have and will continue to be symbiotically related.

The recent deceptions in national and international companies have shaken confidence in the “system” as reflected in an indicator such as the stock market. On a personal level those who have invested and lost life savings are directly affected as are those who have lost jobs. The question becomes one of “How can we use the Silva Method to protect ourselves and those we love?” Beyond this “How can the Silva Method provide security in times such as we presently encountered?”

There seems to be inherent in the Crisis a set of responses based either in FEAR or TRUST. Which of the two paths do we follow?

The FEAR response looks at the objective reality and senses the power as being out there and external to us individually. We respond with a defensive posture of isolation and distrust of others and perhaps of ourselves to correct the situation.

The potential of a TRUST response by Silva graduates is based on the fact that graduates have techniques and experiences that allow them to recognize that a great deal of power lies within themselves. Graduates have skills and techniques to solve situations and come up with creative strategies as well as focusing energies to create positive conditions objectively.

Silva graduates also have another ability that perhaps needs strengthened. That is the ability to read healthy creative situations. We have been adequately trained in recognizing problem situations. It is now time to focus on recognizing the positive areas of our lives including business dealings. To focus on this aspect puts us in a position to choose the TRUST road as to where to place our energies and efforts.

Watching the world situation today, it appears obvious that most people are in states of FEAR and uncertainty concerning the Business and Political worlds. Most people, unfortunately have little choice. Silva graduates do have a choice as to how they use or not use their skills and abilities. There is a choice: FEAR or TRUST. As a Silva graduate you do have a choice B so choose...

4. SUCCESS STORIES FROM HUNGARY

Contributed by Laszlo Domjan

I am 24 years old, from Budapest and have been living in Sydney for 8 months. I knew no one upon arriving here; I came to learn and see the world. The money I brought with me was dwindling quickly. I programmed intensely to find a job that would really be to my liking. After being here for a month I was hired by the ACCOR Company, which happens to be the biggest hotel chain in the world. I got a sales job: I sell special hotel services, which cost \$30,000. Consequently, making a sale is quite a significant challenge because this sum of money is considered enormous even here. Thanks to my hard core programming, I became a living legend during my first two months; I achieved 'five star' status in both months. This means that I closed at least one sale per day on five consecutive days. There are only about 10-15 people in total throughout the world who have been able to accomplish this and only 2 out of the 200 people here at ACCOR have done it. They think I have some extraordinary ability. They don't know that this 'special ability' is within them too. I am now in the process of organizing a Silva Method course to be held by the local instructors for my entire company. This will let them realize that the potential is within them.

Gregor Tolnai - a Hungarian currently living in Australia

I took the Silva Method course two years ago. Five months thereafter I put together an investment project worth \$10,000 – entirely without cash. I got the machinery without collateral; people I had never met before put their complete trust in me. After my evening programming sessions, I always found the right person who was selling just the machine I was looking for. I was able to make fantastic deals with the sellers.

Jozsef Kovacs, Hungary

I got the idea using the glass of water technique. When going to bed, I drank half the water and posed the question: what business activity would be good for both my family and I, and could also earn me money? I got the answer from a dream that night. I dreamt of my younger brother and an electrician acquaintance of mine. This is where the idea came from. My brother is a cabinetmaker and so we founded a woodworking / cabinet making company. I already had 3 orders the next day! We manufacture wooden products that are in short supply in stores. Nowadays even the lumber yards order from us.

We also do carpentry work in people's homes. A Silva graduate friend of mine wants to join our company now. Up

to now he has been making estimates for interior work on homes and consequently knows many potential customers. My brother and two employees do the actual jobs and I do the sales work and handle sourcing of necessary materials.

My other company is a sports management business which I founded with a lawyer friend of mine. (I am a basketball player.) We raise funds for sports associations of which we get a few percent commission. We also act as player agents in three sports: handball, volleyball and basketball. We have already signed deals for three players in the first month.

5. THE SILVA METHOD FOR BUSINESS

-by Ian Pollock, Director for United Kingdom and Ireland

What can the Silva Method programme offer businesses? Increased sales, increased profit, improved productivity and efficiency, a happy well-balanced workforce.

Yes, all of this and much, much more. Sounds too good to be true! Well these are just some of the benefits claimed by companies and organisations after completing the Silva Method world leading business programme.

Here in the UK a number of companies ranging from small financial service companies, multi-level marketing organisations and a number of National Health Service Trusts have benefited from the Silva Method Business course. The Silva Method Business training methods are directed at whole brain thinking and learning and the programmes offered use both subjective experiential mental exercises as well as intellectual objective learning.

Many companies are now more aware of staff needs and are starting to adopt a more holistic approach to staff development realising that staff are their best assets and what affects the person at work affects their home and personal life and vice versa. The Silva approach of valuing and empowering the person is an excellent vehicle to create dignity and respect within the workplace leading to greater productivity, morale and well being.

The Silva programmes are directed at self-empowerment and provide the individual with life management strategies and tools. These programmes have been proven to improve self-knowledge, self-confidence, self-esteem and intuition leading to enhanced performance and well-being positively

affecting both work and home life. The Silva Method process achieves this by enabling the participant to do their thinking at the optimum brain level and apply a system of learned techniques. The individual needs of the company and individual goals are used when applying the tools and techniques to maximise the overall benefits.

What we have found is that there are major benefits for both the company and individuals within the workforce such as: Line managers can expect their staff to:

1. Play a more active role in the department with regard to setting and achieving of goals.
2. Demonstrate problem solving on an individual and team basis.
3. Be more motivated, self confident and creative.

By the end of the programme the participant should be able to:

1. Relax more physically and mentally
2. Sleep and rest better to aid an improvement in health and an increase in productivity
3. Set and achieve realistic goals
4. Solve problems more easily B both personal and business
5. Use visualisation and imagination to be more creative
6. Control unwanted pain, e.g. tension headaches
7. Control unwanted habits
8. Concentrate and focus better on a given task

It has been an honour and a privilege to assist companies to improve their business results and at the same time honouring, respecting and empowering their workforce. We have received many letters from people and companies who feel they have used the Silva concepts and tools to make major changes. Here a just a few of their comments:

“Once again your course has had a powerful impact on the delegates who took part and has been an aid to team development”

“ We team more effectively now and there is a greater sense of common purpose and bonding”

“I would recommend it without reservation to any individual or organisation. No similar course/book/article has ever prompted me to do so.”

“The Silva Method has helped me immensely to become relaxed in all aspects of home and work life and to focus clearly on setting and achieving goals which are self imposed and achievable”

The Silva Method 3 Day Business Course offered in the UK is designed for entrepreneurs and senior managers to learn lifelong tools which empower the individual to bring real vision to the organizations, to find business and human relationship solutions, increase their productivity, reach new goals, improve health and lead a more fulfilling life. The programme will achieve this by enabling the participant to do their thinking at the optimum brain level, use visualization and imagination in a very creative way and apply a system of learned techniques.

Description:

This is a three-day programme utilizing a series of guided dynamic meditation exercises that enable the participant to use more brain and mind to achieve their full potential. The Silva Method techniques are based on accessing the Alpha brain state and learning to think at a more optimum level in order to use visualization and imagination creatively.

Evidence is mounting from all fields of human endeavor that right brain mental training is essential for success in setting and achieving goals. The research of people such as psychologist Charles Garfield has made it clear those superior achievers in all walks of life including business and finance, make particular use of mental training and mental rehearsal. Garfield has found that peak performers use their minds differently!

Corporate superstars such as Thomas Watson, the founder of IBM, and John Sculley, former president of Apple Computer, are but two examples. This programme provides that mental training and is focused on enhancing the internal dynamic potential of the individual. More and more multinational businesses have started using Silva Method Training for their executives and senior managers for the simple reason that these courses lead to improved performances and morale.

6. OUR HISTORY OF SUCCESS IN BUSINESS

RCA EXECUTIVES STRENGTHEN MANAGEMENT SKILLS

Reprinted & condensed from the Silva Method Newsletter, 1982

Executives at RCA Records in Lyndhurst, New Jersey, have found the Silva Method “an outstanding experience which left a positive mark on all who participated.” That was the enthusiastic comment of J.K. Mangini, divisional vice-president, operational services, for RCA Records after Eileen Buehler presented the Silva program to a group of 25 of the company executives.

“Most companies recognize the value of having capable and motivated people on the payroll,” Mangini said. “The Silva Method has provided a definitive way of allowing people to be self-motivated.”

Silva consultant Dr. George DeSau conducted pre-and post-testing of 20 of the executives who participated in the program, to demonstrate the personality characteristics that were enhanced due to the experience. The psychological testing “demonstrated clearly the extent of the benefits derived from taking this course,” Mancini said. “Approximately 75 percent showed a significant change in their personality profile between the pre- and post-tests. The greatest change found was in characteristics which indicated an ability to >adjust to the facts; directing emotional energies along integrated as opposed to impulse channels and being calmer and more emotionally mature” he said. The second greatest change involved becoming “more assertive, competitive and able to find enjoyment in meeting challenges.” Increases in being “action oriented, self-confident and resilient” also ranked high. The test results “reflect a real change in what I perceive as a very positive and potentially valuable direction,” Dr. DeSau commented. “The group showed significant changes in skills reflective of positive self and organizational management,” the researcher observed. “For some who have taken the course, Magnani concluded. The course clearly depicted a way for all to enrich their lives, to gain better control of circumstances which, in the past, may have negatively affected them. I am grateful for understanding this rather uncomplicated way of approaching my job and personal life and I know that RCA Corporation will come out a winner also for having endorsed such a progressive program.”

REALTOR REVEALS HER STRATEGIES FOR WINNING MORE SALES

by Linda Almarez, real estate agent in Oklahoma.

These comments are from a video tape she made for Silva.

When I started selling real estate, I said that I was not going to be known like some other realtors. I was going to be known for my professionalism, my caring, my willingness to help other people. (And I wanted to make money) When I anticipate a difficult confrontation with one my clients, I do a case on them. I will pretty much know ahead of time what their anticipated problems is and will have an answer worked out for them. The case studies give you a sensitivity so you know what the people you are dealing with, are having difficulty with. It gives you a head start. The sensitivity skills that you develop in the Silva Method help you to tune in to people. The best part is you do it for the highest good. I wouldn't trade it for anything. I have achieved my goal . . . I m known as a professional realtor. And I make money!

THE TRUTH ABOUT PROSPERITY

By Jose Silva

Condensed from The Silva Method Newsletter 1987

Prosperity is a topic of continuing interest to people, and we are frequently asked how to program for more prosperity. I tell people that it is easy to get a million dollars if you need it: Just give ten million dollars worth of service to humanity and you qualify for your million dollars.

For many years, writers have written about the law of compensation. You find it in all religions. As ye sow, so shall ye reap. In the east it is called karma, which simply means you get what you deserve. When you find a product or service you can offer, go to level and think of all the ways it will help humanity.

Prosperity is yours. First, help humanity. By doing this, you qualify to obtain more for yourself. Build your faith. Increase your desire by programming to help as many people, in as many ways as possible. Build your belief by practicing all of the Silva Method techniques and developing more confidence in them and your ability to use them successfully. And program yourself at a deep alpha level. The kind of deep level you reach when you have been programming to help other people. Program to help humanity. And program for your needs plus a little bit extra. There is no need to force prosperity. It will come to you when you use the correct ingredients in the correct manner, as we have outlined here. Keep in mind always to “Do unto others what you like others to do unto you.”

7. THE SILVA METHOD: ENHANCING HUMAN RESOURCES

By Harry Mcknight

What could business do without human intelligence as a factor? Today's information age speaks directly to the answer to that question, if only that it takes intelligence to generate and process the information of the age, and intelligence to generate the equipment and instrumental tools for locating, analyzing, interpreting and applying what is processed. Rather than eliminating the human factor of intelligence, business is more and more dependent on improving the resourcefulness of the human beings involved in business. Persons involved in business realize that human beings need educated guidance, assistance and tools to improve themselves, both as suppliers and demanders.

That's where THE SILVA METHOD comes in quite practically, whether one is involved in business as supplier, demander or both. By using THE SILVA METHOD one can enhance one's resourcefulness. Simply noting how the Basic Lecture Series progresses from simple relaxing techniques for managing and eliminating harmful stress, through solving problems like needing to improve one's sleeping, waking and dreaming practices reveals that. In addition, as one learns to relax more and more, one also cultivates one's imagination and mental movie-making abilities for improving memory, concentration, and focus on internal awareness and use of one's external and internal sensing; in other words, developing one's mind and opening levels of consciousness by focusing intuition to supplement outer world input via the so-called five senses by creative intuiting of information.

As one progresses through the Series, one is also learning how to empower one's will for making major DESIRABLE choices and changes with undesirable habits like smoking, over/under eating, damaging addictions, relationship problems, and poor self-concept; the list goes on and on of opening one's resourcefulness by using THE SILVA METHOD. During that process of experiencing a more serene, secure strength that flows from claiming holistic balance, one also expands one's sense of freedom from the bonds of limiting beliefs and begins to enjoy the true meaning of "I want to, I can, I am." What a boost in the human resources pool when persons bring such BELIEF and EXPECTATION to the business of the give and take of life. And all focused in practical techniques that one could use and apply in the business of our workaday, playaday world at home or in the workplace.

We become better employers, employees and customers! Supply and demand are enhanced. And, oh, the leap in claiming our creative heritage when we learn that we can and do process information at an intuitive level for practical problem solving, getting more and more accurate and effective the more we practice. Our role as creators is enhanced as we experience success at creating, joining the host of artists, inventors, scientists, entrepreneurs, teachers, parents, brothers and sisters, fathers and mothers in our resourceful family.

Give yourself the gift of opening your treasury of resourcefulness within you as we are about the business of making the planet a better, more loving place for ourselves, and those who follow us. Better yet, bring someone else with you so you can enjoy the gift together. Being a consumer of your own product to supply your own demands and help others meet their needs is a great model for any business. Do it THE SILVA METHOD way.

8. IS YOUR BOTTOM LINE SLEEPING?!

By Ken Coscia

Here's a question that can help you and your business. On a day-to-day basis, do you know the primary cause of lost productivity, job related accidents, and higher medical claims? Here's a clue. It's not drugs or alcohol. It's distress and sleep deprivation and it's probably costing you more than you know. If you're nodding your head (hopefully only in agreement), here's how you can revive your bottom line and improve your employee's performance while adding quality time to their, as well as your own, personal lifestyle (a real win / win situation).

Jose Silva developed a training program called The Silva Method Basic Course. Its components are based on more than 30 years of R&D and proven results from millions of participants all over the globe over a span of another 30 years. The program includes relaxation and focusing techniques, guided imagery, positive affirmations and very specific techniques that will improve the quality of life in the workplace as well as at home.

The Better Sleep Council reports that over the past 20 years, we have added nearly 14 hours a month to our job schedules alone. That's not including the time we spend caring for our families and home. We're working more and sleeping less. According to the National Sleep Foundation, more than a

third of Americans surveyed, reported levels of sleepiness known to be hazardous on a scientific sleep measurement scale. And according to Dr. William Dement, founder of the National Sleep Foundation, 90% of all sleep disorders are caused by stress.

The Cost To Business Stress is one of the greatest inhibitors of personal and professional effectiveness. According to the American Psychological Association, the American Institute of Stress and Northwestern National Life Insurance Company, disabling stress has doubled over the last six years and 72% of American workers experience frequent stress-related physical or mental conditions that greatly increase health care costs. More than one million people per day are absent from work due to stress-related disorders and 40% of employee turnover is due to stress. One in three Americans seriously thought about quitting work in 1990 because of job stress, and one in three expects to “burn out” on the job in the near future. And that is old data.

Today it is even worse. Restructuring... Downsizing... Multitasking... There is no escaping change these days. Our employees, however, are left shaken and unsure. With so much uncertainty surrounding them, people cannot help getting a little “frayed,” and their performance deteriorates. The strengths of the individual and organizations are then caught under this pressure of physical and emotional stress reactions. This added pressure prevents our strengths, resilience and full potential from being accessed.

The Silva Method programs through unique methods enable you to gain access to awareness of these stress reactions. The Silva programs target the real cause of loss of productivity... the physical and emotional effects of stress. Early Warning Signs Leading to Overwhelm:

Emotional Symptoms: angry, impatient, fearful, boredom, anxiety, unable to cope, inability to laugh, easily upset, feeling helpless, lack of a clear focus.

Physical Symptoms: constant fatigue, inability to cry or cries too easily, shortness of breath, nervous energy, difficulty sleeping, increase of headaches, increase in minor aches and pains, colds and viruses.

Behavior Changes: increasing use of alcohol, caffeine, chocolate, tobacco... The Silva method is a key to preventing overwhelm and it is an inside job.

Some of The Benefits the Silva Method can deliver to you and your organization the impact and expertise of rapid acting stress solutions when, where and the way you want them. Freedom from the negative effects of stress translate into less absenteeism, higher morale and motivation, optimal health and increased vitality, decreased disability, lower medical costs, increased frustration tolerance with improved customer service, improved team cohesion, increased productivity, and better working conditions at all levels.

And Silva’s programs fortify health and well being with proven skills to:

- Improve personal productivity and performance.
- Reduce, relieve and release physical and emotional tension associated with stress.
- Increase inner strength during times of uncertainty. Promote resilience. Manage anger.
- Cope with accelerated change, Discover inner strengths.

9. SUCCESS WITH SILVA IN BUSINESS: TESTIMONIALS

-collected by Marjorie Dearthmont

“What a great investment your program was! We have been averaging \$20,000 to \$25,000 gross profit per month prior to your course. We took the Silva Method from August 4 to August 6 and on Friday, August 18 (just a little more than two weeks from finishing the course) we had closed more than \$76,000 on gross profit and the month is not even finished. With the Silva Method techniques we were able to attract Purchase Orders: new customers, new vendors, new employee prospects, and bankers willing to eliminate our cash problem. This all started immediately the Monday we got to work and since then it has been one wonderful surprise after another.”
-name on file

“I have been in high-technology information technology sales for a number of years and I wanted to see how the Silva Method could help increase my success in this highly competitive arena. Soon after taking the Silva Method BLS I was determined to test the practical applications of the various techniques. I was working on a major deal with a chemical company in trying to sell them a large software package. Prior to major meetings, I would work health cases on the major decision makers and use the “three finger technique” to help me to ask the right set of questions and have the right answers to increase my value to them. Working health cases on the participants and asking questions of them when I had them in my mind, gave me insights on what would be valuable to

them and I also focused heavily on establishing rapport at the alpha level before I met with them in the beta world. Using the “three fingers” prior to and at meetings seemed to work wonders in terms of having close rapport and discussions that seemed to be more close on a mark in terms of what they were looking for. The end result was the securing of a large software contract against more well-known software companies against overwhelming odds.”

-name on file

“As an electrical engineer doing a difficult job on the island of Borneo where I had to repair tools, I directly used the techniques. Since I was doing data gathering and analysis on oil rigs, when I was working and one of my tools would break, it was crucial that I repair it as soon as possible. I learned to do the scanning technique to find the area of the tool that I should check and would then repair the problem. This decreased down time.”

-name on file

“At the next Silva Method Basic Lecture Series in October my company sent three employees and we saw such good results we asked Marjorie to come for a private class in March. We see great results and tremendous comradery among the graduates (employees). We expect to have other classes in the future. In the past many people have complained that I had a terrible temper and would easily get defensive about things. I’ve become aware of God’s miracles and the sights and sounds of nature. I’m more relaxed and much of that is being aware of the power we have to control our responses to things. My golf game has improved. I now have a 16 handicap and have won two tournaments. The story goes on and on. I am extremely grateful for the Silva Method in my life.”

-name on file

10. SOCIAL AWARENESS IN THE BUSINESS COMMUNITY

-by Lisabeth Caudill


One of the highlights of the 2003 Silva Convention was the presentation by Bob Stiller, CEO, Green Mountain Coffee Co. As one of those who has become very disillusioned with corporate America, Mr. Stiller gave me hope that there are ethical men in today’s business world.

In addition to making Silva training available to all of his company’s employees, Mr. Stiller is committed to economic independence for the coffee growers supplying their coffee. A team of office staff and growers has established workshops to equip them to compete successfully in the world market.

As consumers, and more importantly as Silva graduates, we have a responsibility to investigate and support those companies that practice social awareness/responsibility. It seems only logical that a company sensitive to the needs of its workers will be equally committed to producing the best product with a minimal risk to the environment or the stockholder - the best for all concerned.



Tools for Better Living Expo

Presented by The Silva Method & The Wisdom Media Group
August 7th & 8th, 2004 in Miami, Florida 

Over 50 Mind, Body and Spirit Exhibitors plus 25 intensive workshops from around the world.
(Large number of workshops translated into Spanish)

The luxurious 5-star Intercontinental Hotel in beautiful downtown Miami, Florida is the setting for our visionary event of global energetic unity dedicated to the memory of founders Jose Silva and Bill Turner.

The Tools for Better Living Expo expands on the rich, 35-year tradition of the internationally attended Silva Method Convention. Previous years have seen various like-minded programs and services such as NLP, Reiki, Transcendental Meditation, Yoga, Psych-K, Dowsing, Aroma Therapy, Faith Healing, Feng Shui, The Chopra Center, The Silva Method and many more. As always, the exhibition area and workshops are open to the general public- So pass it on!

The 2-day event of over 50 exhibitors and 25 intensive workshops features world-renowned self-improvement and empowerment leaders and is designed to give you specific tools for improving all aspects of your daily life. Topics to be covered include creating abundance, better relationships, weight reduction, age-regression, anti-aging, intuitive problem solving, increasing sexual vitality, nutrition, changing limited beliefs, change perception change your biology, the power of now, sports zone, and much more. We expect to attract over 800 Silva friends and graduates from the U.S. and abroad plus 2,000 Floridians. Our goal is to generate and exude a positive, dynamic living energy all around the world.

Silva International will sponsor a series of Advanced Silva Method Programs for those wishing to become Silva Masters. Programs begin July 30th, the week before the “Tools for Better Living Expo” and end the week after on August 13th. Contact Silva International for program schedule and prices.

The Intercontinental Hotel is offering attendees a very special Silva rate of just \$89.00 a night (single or double occupancy) for both weeks. The regular room rate is \$259.00. Come and enjoy the turquoise blue waters of southern Florida, pamper yourself and take the advanced programs.

Book your room early.

Call 1-800-327-3005 or 1-305-577-1000. Space is limited.

View hotel online.

<http://www.ichotelsgroup.com/h/d/ic/1/en/hpt/miaha?cat=prop>

What can you expect to receive at the Tools for Better Living Expo? Education to enhance your mind, body and spirit plus the incredible positive energy generated by the unity of intelligent caring human beings from all corners of the globe.

ARE YOU READY? WE ARE! The energy will last a lifetime. Guaranteed!

Register early and save.

*Package Price \$299.00

(Price includes 2 full lunch buffets and welcoming gift bag)

*Register before May 31st and pay only \$199.00

Call 1.800.545.6463 or 956.722.6391 to register today

First 100 to register receive a special Jose Silva CD

Are you interested in being an exhibitor at the expo?

Contact event coordinator Mr. George Williams via e-mail George@silvamethod.com for details.

10 x 8 booths are available and issued on a first come first served basis.