



ANCHORS

ANCHORING

Anchoring is similar to Pavlov's classical conditioning. He sounded a bell as he gave his dogs their food. The animals salivated when they saw the food. After some pairings of the bell and the food, the bell alone elicited salivation.

ANCHORS

Anchors are stimuli that elicit states of mind, thoughts and emotions. For example, touching a spot in the middle of your chest could be an anchor. Some anchors are involuntary. The smell of bread may take you back to your childhood home; a tune may remind you of a certain person or event; a touch can bring back memories and past states. These anchors work automatically, and you may not be aware of the triggers.

ESTABLISHING AN ANCHOR means providing a stimulus when the target state is experienced so that the resourceful state is paired to the anchor. For example, touching a spot in the middle of your chest when the resourceful state is experienced to pair the two events.

ACTIVATING or **FIRING THE ANCHOR** means producing the anchor after it has been conditioned so that the resourceful state occurs. For example, touching the spot in the middle of your chest after the anchor has been established so that this action produces the target state.

AUTOMATIC UNCONSCIOUS ANCHORS

We are affected by anchors throughout our lives and go into a good mood or a bad one, feel motivated to do something or another, feel confident and resourceful or the opposite, often unconsciously. We are responding to anchors, and we may not even know what they are. These anchors have been built up accidentally. In fact, we often think that our mood has nothing to do with us or that it occurs by chance.

TYPES OF ANCHORS

Anchors can be visual, auditory or kinesthetic.

VISUAL ANCHORS

You can use visual anchors to anchor the resourceful state. You can use external or internal anchors. For example, you could use a figure on a bracelet to anchor being calm and relaxed. The external anchor always has to be there for you to use. You may find it relaxing and calming to view a certain landscape, but unless you can carry it around with you, it is of limited value. You can however use an internal image of the landscape to anchor your resourceful feeling.

Most visual anchors are internal. Some examples of visual anchors are:

- Symbols. For example, you could use a circle as a symbol for being calm and relaxed and anchor this to your state.
- People, such as a trusted friend or mentor ... or even a person from history or current affairs.
- Various objects and landscapes can be used as anchors for being calm and relaxed. For example, you could imagine:
 - A teddy bear
 - A flower
 - A lake

AUDITORY ANCHORS

You can use a sound as an anchor. Like the visual anchors, sounds can be internal or external. Many people have used whistling, the sound of the wind or water, or a friendly voice as an anchor.

You can use an internal voice as an anchor. For example, you could anchor the phrase "Calm and Relaxed."

KINESTHETIC ANCHORS

Examples of kinesthetic anchors are:

- Imagining a comforting hand on your shoulder
- Making a circle with the second finger and the thumb
- Touching yourself on the hand or other inconspicuous place. You can choose a point and treat it like an acupuncture point, pressing on it to fire the required state.

VISUAL, KINESTHETIC, AND AUDITORY ANCHORS

You can use a combination of anchors such as seeing a certain symbol in your mind's eye, hearing something said like “Calm and Relaxed,” and pressing your hand in a spot in the middle of your chest.

INSTALLING ANCHORS

1. Decide on the state you want to anchor. For example, being calm and relaxed.
2. Choose an anchor (or anchors) that you wish to elicit the resourceful state.
3. Recall a memory, imagine, or situation associated with the chosen state.
4. Stimulate the anchor or anchors until the experience is vivid and you are in the desired state. (Peak experience)
5. Release the anchors before the experience begins to fade. If you keep stimulating the anchor when the experience is fading, then you will anchor a reduction in calmness and relaxation!
6. Change state: do something else — open your eyes — count down from 10 and distract yourself.
7. Repeat the steps several times, each time making the memory more vivid. This is not actually required when the anchor is established at the high point of the experience. However, you can strengthen the anchor by establishing it at the high point of several such experiences.
8. Fire the anchor and check that the required state occurs.
9. Futurepace the situation where you want to experience the desired state. Fire the anchor to check that it creates a sufficiently resourced state.
10. Check the anchor several times to ensure it is a permanent anchor.

TIPS

- The anchor (or anchors) should be fired in exactly the same way every time you link them to the resourceful experience.
- Anchor at the high point of the experience containing the resourceful state.
- If you do not experience the state when future pacing and especially if you experience anxiety, then stop applying the anchor. (You will anchor the negative state!)
- You can strengthen the anchor by repeating the above process over several days.
- If you are in a situation where you experience the desired state in reality, then you can reestablish the anchor to that situation.

STACKING ANCHORS

Stacking Anchors occurs when a number of anchors are stacked together to increase the intensity of the required state.

Process for **Stacking Anchors**:

- Elicit several instances of a particular state and anchor them in the same place.
- Take a break between placing each one and test.
- Final test: fire the anchors by pressing on the particular place on the body.