

The History of the Quintessential Self and the Thought Viruses That Prevent its Realisation

What are the psychological causes that prevent humanity reaching and achieving anywhere near its potential?

What is behind the malaise and violence in our world?

Why do so many attempts to develop ourselves fail?

What is the power that can effect a real transformation in our nature?

These questions have been guiding this work for twenty years now. Coupled with what the British Biologist, Sir Peter Medawar called the 'rage to know'. I have had and still have an insatiable drive to understand the human nature riddles of our age. Why we humans so often receive the opposite of what we say we want. Why most development regimes fail. Why most people are unhappy. Why we are violent and why so few ever come near to reaching their full potential.

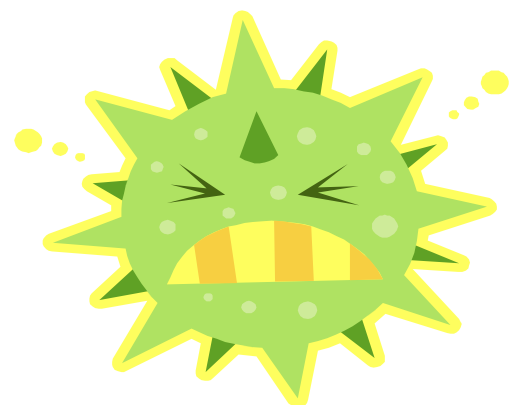
This work was seeded within me in 1985 following a 'nervous breakdown', which I describe briefly below. Following five years of attempting to 'fix' my problem through a multitude of conventional therapeutic and psychological means, nothing actually improved. Not until the insight of the Thought Virus metaphor and the Quintessential Self model, did I discover a permanent cure. In this short piece, I shall highlight the key contributors of this work and some of my personal story. (Some of this appears in the first book.)

Just around my twenty-fourth birthday I began my descent into the hellhole, into the depths of despair, discouragement and darkness. The promotion I received at my place of work into management that I had first thought to be so good for me, was to be the catalyst for the beginning of a journey into the burning furnaces of hell. I believed I was made and set-up for the good life, it seemed (to begin with), that I was a young success story, but I was not at all prepared for what was to come.

Within three months of my new position, I was struggling. I began to experience panic attacks, and for the first time in my life, I was unable to communicate effectively. I found communicate was becoming a real problem and I was finding it difficult to deal with the politics of the Company with my peers and team of twenty engineers, My relationship with my Managing Director was also breaking down. Despite a ten-year curriculum of technical training, it now was of little use in this new world of working within the emotional and psychological world of managing people. I also failed miserably in the management of my own thoughts and emotions.

The distress became too much for me to handle and eventually my mind completely shut me down. I became a vegetable, not being able to communicate to the outside world at all, while living in a scary, hellish, nightmare within. Any words that I write here will honestly not do justice to the world I was to live in for twelve months. I even perceived the loves of my life as forms of evil and dread. My family was conspiring against me, the music I had loved for many years, seemed to have Satan rewrite all the lyrics. It looked as if there was no way out, I was obviously dying, or so it appeared. Little did I know then that some part of me did in fact die and needed to die.

When people talk, they are not upset or scared by their own voice. However, most people are upset and scared by their own thoughts. We know our own voice, but most of us do not our own thoughts.



Being a student of this work, you begin to 'know your thoughts' and you begin to uncover your betraying and self-sabotaging thoughts that continuously trick you.

At twenty-five a new resolve and the birth of a new determination was born within. I found the suffering from 'normal' life intolerable. I found the stupidity of my recurring problems (even though according to educational qualifications I was supposed to be intelligent) unbearable any longer. It was time to search for a personal evolution of another kind. I was determined to discover what had happened to me and became totally committed to find a 'Way' that worked. I wanted to never visit such despair and anguish again. There was a *ferocious-scientific-discovery-madness* released that was determined to find the answers.

I left a ten-year engineering career, we moved house and I started a new job. Much to the shock of my family, I started reading anything that promised some answers. I discovered the world of Psychology and Philosophy. I began shipping crates of tapes, books and videos from all over the world. I began attending seminars and workshops on anything that promised potential insights into the human predicament. I searched heaven and earth for the cure. If it claimed to offer a solution to the ills of humanity and if it was not obviously a scam, I brought it, did it and attempted to work it. (I was hoodwinked by a few frauds as well!)

I meditated, I visualised, I carried out mind control, I affirmed, I carried out self-hypnosis. I used light and sound machines to alter my state of mind; I even made my own meditation and self-hypnosis tapes. I studied the behavioural sciences; I studied psychology and the Great's such as Jung, James and Freud. I studied Anthropology. I studied Leadership, Salesmanship and the Stress Management techniques of Emotional Cognitive Therapy and Psychosynthesis. I did courses in Maui. I did ropes courses. I walked on hot coals. I studied as many great minds as I could, anyone who had achieved some kind of Mastery in their field, particularly if they were fulfilled as well.

Through the pointers obtained from just a few of the many philosophies that I had looked at, I began to realise that my thoughts had a life all of their own and these thoughts were controlling me, resulting in a state of mind like a Yo Yo. I had begun to discover how thought was the cause of all my problems. I began gleaning insights from geniuses like David Bohm who kept saying the opposite to most of the Personal Development Gurus and books; "the ultimate source of all these problems is in thought itself, the very thing of which our civilization is most proud, and therefore the one thing that is "hidden" because of our failure seriously to engage with its actual working in our own individual lives and in the life of society." Bohm was challenging thought, most others were telling me I needed new thoughts and beliefs. Bohm was directing me to an integral reality; most others were fragmenting reality with further illusions.

If I was to recover, I began to discover that I needed to develop ways of not so easily submitting to the endless disempowering thoughts that perpetually appeared in my mind. Stated another way I had to learn to overcome uninvestigated thoughts running the entire show, even the ones that had been empowered by the Personal Development Gurus. But alas, I knew very little about the inner territory of my mindscape. I needed to master a completely new interior world, even a new language.

'The ultimate source of all these problems is in thought itself.'



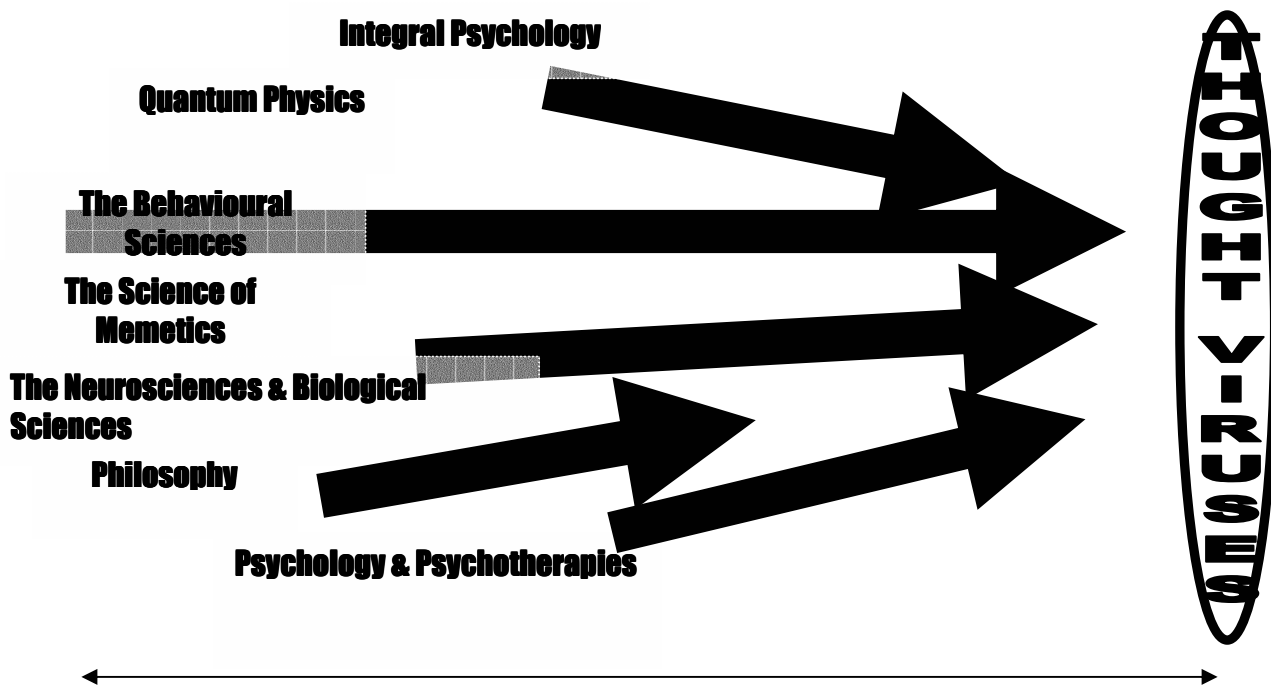
'The reason why we don't solve our problems is that the means in which we try to solve them is the source of our problems.'

I discovered that we live in a social world of people, in a physical world of manmade objects and in the natural world of nature. But, for the most part, you and I live in a psychological world of emotions and states of mind, all of which is *thought*. It is important that you understand that this is your primary world and your location in this world determines the quality of your experiences in all of the other worlds.

I started a completely new career as a Business Development Trainer while I continued the search. I worked through three different training and development organisations. I had begun to share the resources I was beginning to learn. But it was clear that each organisation was only interested in creating the illusion of growth and development. I was to discover over the years that most training companies only want to stay at the superficial level of skill development. (You can read about this in my report the ‘Missing Element’.)

Now I was thirty and it was 1990 and I felt the world of development was completely missing the point. Most of the trainers were living only in a little part of themselves; they were hiding behind superficiality and ego, which, incredibly, seemed to grip them with hypnotic intensity. They certainly would not have helped me five years earlier with their emphasis on rearranging the furniture on the sinking Titanic, when what is required is an inner transformation.

I decided I was incompatible with these organisations because they were not interested in true change and growth. I decided to set up my own development organisation. I called my process Performance Coaching so as to distinguish it from what everyone else was doing in 1990. In the work there were many varied models, most of which still exist in my body of work today. However, by 1991 a major growing piece to this work was my metaphor known as ‘Thought Viruses’. I am describing this history so that you can understand the enormity of my research and the integral knowledge that it has been drawn from. Thought Viruses stands upon the shoulders of a multitude of disciplines, integrating and synthesising them into a 21st century breakthrough body of work, creating a truly new paradigm of common sense and psychological science.



The Multi-Disciplined Evolving System of Thought Viruses

These bodies of work and many other psychological theories formed the very first version of Thought Viruses, originally called the ‘Diseases of the Attitudes’. Then heavily influenced by the English Victorian Philosopher and author James Allen who through his 19 books written at the beginning of the twentieth century, proclaimed the ‘Science of Self-Control’ repeatedly. He said that to progress in life we must “rise above the lower, debilitating and destructive thought forces.” “That while man is ignorant of the nature of thought, he will continue his degradation.” The eloquent Allen asked of us all to “Drug your soul no longer with the poisons of false beliefs.”

Even in 1909 Allen knew what our modern scientists have now proven, “Thoughts are charged with a cumulative and selective energy.” And **“A sickly mind is more deplorable than a disordered body.”**

While working for another Training and Development Organisation, Integrated Training, I had the privilege to work alongside Behavioural Scientist John E. Davies. This opened up the growing Thought Virus model to the vast field of the Cognitive Neuroscience’s. The Neuroscience’s gave the ‘Thought Virus’ model a depth that it needed, based upon the differing and unique functions of the mind and brain.

The next building block to the model was from the field of Quantum Mechanics and Physics, in particular the great work of one of the foremost thinkers of the twentieth century, Professor David Bohm. Professor Bohm’s addition to the Thought Virus body of work became the unifying factor that brought the Thought Virus cures and preventative measures into a new light. The Thought Virus System then began to take on the position of representing a body of work that in reality could create a transformation in a person’s thinking. Professor Bohm’s many dialogues, some with the Indian philosopher Jidu Krishnamurti and others with prominent scientists (for example see Professor Bohm’s book ‘Thought As A System’) have had an immeasurable influence in their efficacy to the Thought Virus work.

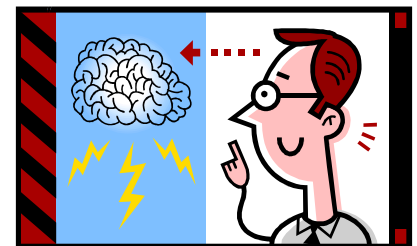
A simple representation of Professor Bohm’s insight is that **“Thought observed behaves differently to thought not observed.”** Because an understanding of the enormity of observing our thoughts alters them has profound implications, this insight deserves to be posted up on huge banners literally all over the media and shouted from every television screen. Professor Bohm’s work on fragmentation has also helped formulate an integrated, integral Thought Virus System.

The great challenge today is that most people do not truly think, let alone think about how they think. *Most people are thought.* Meaning, that they merely repeat past thoughts and all past thoughts emerge from our conditioned mind. It is the conditioned mind that creates all our problems. Yet it is this fragmented, past-orientated mind that the great mass of humanity mostly relies upon to create its reality.

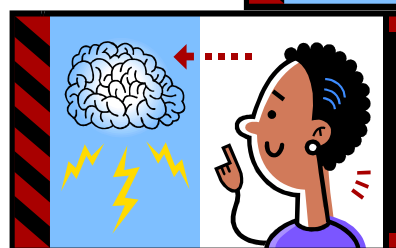
The most recent pieces of the jigsaw came via the Science of Memetics, which is the study of how ideas, trends and habits spread virally through cultures. The Meme is the basic unit of cultural transmission.

Psychological Health has absolutely nothing to do with thoughts; Mental Health is beyond the contents of the mind.

The major contributors to the Science of Memetics include Richard Dawkins, Douglas R. Hofstadter, Daniel C. Dennett, Susan Blackmore, Mihaly Csikszentmihalyi, Robert Aunger and the work of Arron Lynch who calls Memes **‘memory abstractions’**.



Coupled with the gauntlet thrown down by Dr Maurice Nicoll, the Scottish protégé of Carl Jung and the Fourth Way teacher who stated in one of his books that somebody needs to research all the sicknesses of the mind. I took up the challenge. Since 1991, I have been committed to not only researching this body of work but also to the delivery of it, primarily in its application to Leaders and Entrepreneurs in the business world.



Thought observed behaves differently to thought not observed.

That is what makes this body of work and the book so different from the work on Memetics or those drawing on the concept of Memes. This work, whether it is in workshops, it’s one-to-one coaching, or the book, is a Personal Development philosophy with a difference. We have had ‘more of the same’ from the vast majority of Personal Development Gurus for decades now that just do not get to the crux of the matter. They fall into many categories, but basically, they are too simplistic and represent, in many cases, pseudo-science and pseudo-psychology. Most traditional Personal Development only attempts at getting better thoughts into you, which is like rearranging the deckchairs on the sinking titanic.

Courses, Therapy or Coaching that talk about ‘dysfunctional beliefs’, (which is thought) and endeavour only to replace the limiting beliefs with new affirmations are missing out on the potential of transformation. Training Workshops, Coaching and Psychotherapy usually fail all because the student was not given the insight that ‘Nobody has to be at the mercy of the thought system.’

Many trainers, coaches and therapists have experience in a field called Neuro Linguistic Programming. It has become very popular since the mid seventies because of its promises of both improved rapport and influence with people and its insights and techniques on state of mind management. However, Neuro Linguistic Programming has placed its focus upon developing techniques with which to condition individuals. Despite the field having ‘The map is not the territory’ as one of its presuppositions.

Instead of pointing to the illusory and abstract nature of thoughts, beliefs and emotions, the majority of NLP Practitioners have created a field whereby they merely create a modified ‘map’ at best within themselves and their clients. (See the free ‘Director’s Report’ for further insights on this limitation of NLP.) It is the age-old comparison of conversion vs. transformation.

Cultures, gangs, cults, tribes, religions and political groups tend to work at conversion. What is conversion? It is a change of one belief or thought system for another. The newly adopted belief system may be better or may be worse than the old one, but even when it is an improvement, it is still a horizontal shift of thoughts, which will still fragment, limit and distort reality. Transformation on the other hand, is a vertical shift to an integral perspective where thoughts, beliefs and objectives are ‘seen’ and no longer identified with.

The ‘Quintessential Self’ work and ‘Thought Viruses’ falls into the transformational category. It draws from the ‘best of the best’ of the development fields of cutting-edge science, together with understandings from Psychology, Philosophy and the Wisdom Traditions to form a breakthrough integral model. Many people have studied aspects of psychology and the sciences. However, most are fragments that have arisen from reductionism and are merely separate pieces, not organised or correlated with any whole. Isolated by themselves, insights, understandings and actions can be useless or even harmful and can certainly lead to imbalances. To try to understand any area by itself is good for research in the short term, but for application in the real world of development, it must be balanced with an understanding of other fields. This is Integral Thinking where everything is connected and nothing is meaningfully understood separately. Only an idea that is aligned with reality can change human nature and Integral Consciousness is the closest we humans will ever get to reality.

Most Training, Coaching and Therapy is an attempt at conversion as opposed to transformation.



The Great Wisdom Masters of old provided us with many pointers and guides as to how to live. Yet for the great majority of the followers, their wisdom never achieved the potential ‘transformation’. This work provides you with the ‘missing element’.

As soon as you see your thoughts as a map, the self and its history as a fabrication, then you are loosening the ‘self-knot’. This self-knot means that you are often in turmoil because of the continuous stream of attack thoughts. This stream of thoughts is a monologue. It is a one-way flow of judgements, accusations, doubts, fears, worry and erroneous beliefs that you tend to be identified with.

Only through observation, inquiry, and dialogue can you set yourself free.