Rob Williams and the art of nurturing positive, life-transforming beliefs. BY JURRIAAN KAMP

“THE MIND IS THE DOCTOR”

Ever since he saw Disney’s animated classic Fantasia as a young boy, Rob Williams has dreamed of being a magician. Now, a half-century later, he might just have become one. Williams doesn’t use magic to clean the kitchen, like Mickey Mouse does in Fantasia. He cleans something far more important: the subconscious, which drives most of our behavior and experience.

There is no shortage of personal growth gurus today. Yet many of the techniques they proffer fail when conscious commitments fail to overwrite self-limiting subconscious beliefs. Changing the subconscious is precisely the focus of Williams’ PSYCH-K method, which he developed almost 25 years ago. PSYCH-K offers a simple, direct process to overcome self-sabotage.

Rob Williams didn’t set out to become a psychotherapist. After studying philosophy in college, he took a job in the backpacking industry, inspired by a powerful experience in nature he had as a teenager. He later moved on to executive positions in the energy management and telecommunications industries, until one day he realized that his work was not fulfilling. So he got a master’s degree in counseling and began a career as a therapist.

He quickly discovered that the worlds of business and counseling were far apart. In business, he had always learned “to get results, no matter what”; in therapy, he discovered that it was all about the process. “The process is the end itself,” he says. “You just need therapy.”

That dichotomy felt unsatisfying, so Williams took courses—in neurolinguistic programming, hypnosis, touch for health, educational kinesiology and reiki—in search of more effective treatments to help clients make positive changes in their lives. “I was also frustrated by the limitations of the old counseling formula of ‘insight + willpower = change,’” Williams says. “Many of my clients, up to their eyeballs in insights about how and why they had become the way they were, were still not experiencing the satisfying lives they sought.”

Then one very frustrating December day brought Williams the answer. He had spent the day putting together a mailing to promote his counseling services and encountered all the maddeningly familiar printer and photocopy challenges. When he finally gave up, he flew to his garden and sat on a half-frozen lawn chair. Still fuming, he said out loud, “Okay God, if you don’t want me to do what I’m doing, what do you want me to do?”

Not considering himself susceptible to spiritual experiences, Williams didn’t expect an answer. But to his astonishment, he recalls, “Within minutes the details of a pattern for changing subconscious beliefs showed up in my head, like on a teleprompter.” He ran to his computer and typed what he had seen, most of which was new to him. That was the beginning of PSYCH-K.
We meet in a San Francisco hotel that looks out over the bay. In the distance is Alcatraz, once the site of a notorious prison. Today, the spooky empty buildings are a popular tourist destination. Staring in the direction of Alcatraz, Williams says, “Many people are prisoners of their own beliefs. PSYCH-K is all about breaking out of these prison cells.”

Today, Williams is a spry, energetic, and rapid-fire speaker, still the same colossus of self-confidence who can do anything he sets his mind to. “I respect myself” or “I do my best, and that’s good enough.” He believes that this internalized positive thinking builds layers of psychological protection that serve to keep us safe, and also to help us keep our psychological boundaries intact.

Williams also focuses on the business community. “Most of the business people making decisions that are trash can put pressure on you to say yes, but you don’t do it even if you are wise enough to use it properly.”

Williams first tested his new approach on himself and a few close friends. “I felt physical changes in my body,” he recalls. “I was astounded, because I’m not that sensitive. I don’t feel things in my body, but I did then.” He vividly remembers his first major case with a client, a woman addicted to smoking and drinking who came to him from a rehabilitation center. She also had Crohn’s disease. After about 45 minutes into her first PSYCH-K session, on a massage table in Williams’ office, she said, “I don’t know what, but something just happened.”

“I said, ‘That’s great, I don’t know either,’” Williams recalls. “A few months later, I heard from the woman that the doctors who had diagnosed her Crohn’s disease couldn’t find it anymore. New tests and X-rays didn’t show anything. The doctors said that they must have misdiagnosed because Crohn’s is an incurable disease. This was my first major indicator that I was onto something.”

Williams explains how he believes PSYCH-K works with sets of paired words. “Somebody may say: ‘I want to get well.’ PSYCH-K calls this secondary gain. ‘Somebody may say: ‘I want to work and get back to work,’” he says. “And then, when they do, they find that they are missing something. They were getting attention, for instance, when they were sick. A disability was also an advantage. For that reason, people will fall back to that same thing that you have done and over-analyzed for years and you write some new ‘software’, and then that becomes what you boot up with in the morning.”

Williams explains that “in physical bodies” at the same time, there is really only one disorder: I call it the illusion of separation. If you believe you are separate from the source of all that is and separate from each other, you will have all kinds of problems in your life. The illusion of separation gives us the idea that we can harm somebody else and not harm ourselves at the same time. You can’t bomb another country if you realize that these kids are our kids. You cannot make a decision in New York City or Sao Paulo to destroy a rainforest if you know that forest is part of the ecosystem that your life depends on.”

Ultimately Williams sees PSYCH-K as an instrument for spiritual growth. “I think we all have one purpose and that’s to manifest our full divinity while we are incarnate in physical bodies.” At the same time, he observes that few people pursue this highest of goals: “I think the biggest misuse of PSYCH-K is that people settle for too little. All they want is money or health or the right partner, all those things that people think they want. But if they get them, they find they are hopelessly inadequate to get what they really need. Those things don’t produce the stuff that really counts—love, joy, purpose, satisfaction and peace. In fact, they are often distractions to that.”

“Someone may say, ‘I want $10 million.’ But if you delve deeper you will eventually come down to an emotion, an intangible. That person wants to be happy. People think they need tangibles to get to the intangibles. They think they know what they want; seldom do they know what they need. Laughter and music rise from the street beyond the window of the hotel. San Francisco is enjoying summer. My thoughts go back to the wizard in Fantasia as Williams concludes: ‘Deciding what’s worth wanting is a lot harder than getting what you want. I can teach you how to get what you want.’”

JURRIAN KAMP added a missing piece to his subconsciously and watched Fantasia for the first time while writing this article.

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If you believe you are separate from the source of all that is and separate from each other, you will have all kinds of problems in your life.

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Neuroscience research tells us that at least 95% of the time, our subconscious beliefs are running our lives, and it’s almost impossible to change them with conscious effort. That might be a grim sentiment if it were not for the work of Williams, who has developed a program called PSYCH-K (find out more at psych-k.com) that can help you rewire your subconscious faster than the speed of thought. Join Williams and neuroscientist Jeffrey Fannin at this online event and learn more about how to apply this cutting-edge process to your life.”

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