

# German Coach discovers new video analysis

Everybody knows that charisma, radiance and appearance are major factors for successful business careers. Many technology, books and seminars, claim to help one to improve one's appearance, but it rarely leads to a long lasting new level of being successful. Hidden factors still seem to exist which limit ones success, charisma and magnetism. Some lucky people were maybe just born with it, while others lack this success factor.

A new discovery unleashes the latest secret in the field of personal development about presentation and appearance.

Marc Steinberg, a young German coach has discovered a sensational technique to reactivate one's full capacities to be charismatic.

#### Marc Steinberg:

During the time he studied acting at the Strasberg Acting School in New York he played around with the videos, which had been

taken in class. He watched what people looked like in slow motion and after a while he scanned the material picture by picture. A second of film material includes 25 single frames or pictures. Mr. Steinberg discovered that in every second of that film material, one or two frames showed a totally different expression on the face of the person on video. He became more interested in this phenomenon and began to investigate it more. He intuitively felt that there might be a key to explain, why people have limited success measured against their potential. In sales training there is a well known factor, called "mixed signals", which subconsciously influences a potential buyer negatively. For example, if you shake your head when you say "No" and speak enthusiastically about your product then your words send out "Yes" and your body language signals "No". The result is, that your client is somewhat insecure, but he can't explain why and normally wants more time to think your offer over. All sales people hate this, because they know by experience, that 90% of potential clients choose to say "No" the next day.

Mr. Steinberg said "These mixed signals are sent exactly every second to anyone a person meets or speaks to".

In 1997 a test was carried out in Los Angeles where they embedded one frame in every 24 with the pic-

ture of a bottle of Coca Cola in a normal movie. After a couple of minutes people started to feel thirsty and experienced an increasing longing for Coca Cola. But they didn't know why, because the physical eye can't distinguish one single frame of 25 moving frames a second. However, the subconscious registers every detail and reacts to it. So every second you subconsciously receive the message: drink Coca Cola. Outrageous, right? Mr. Steinberg, who studied philosophy, psychology and also later acting, filmed between 1993-1998 about 200 people - each one for only 30 seconds - and saw that for every single person, regardless of sex, nationality, age or social status, his thesis was true. "It also has nothing to do with one's temporary mood", he stated. Thirty people were filmed 5 times within a period of 2 weeks in different moods - the result was always the same: those one or two pictures were there.

The breath-taking conclusion is that we cannot avoid the "1-out-of-25-image" phenomenon and it is communicated to our surroundings all the time, whether we like it or not.

Steinberg found only three expressions in these pictures: rage, sorrow and shock. If your profession allows you to express those feelings you are very lucky. If you dare to do so, you will be very successful, no matter what you do. But under normal conditions, everybody subconsciously suppresses those feelings. We want to appear happy and getting our act together. We all started very early

to develop a mask, a role to cover up that self-image, which unfortunately became "natural" for us. But Steinberg's video analysis proves different.

He concludes, "that part of ourselves which possesses most of our energy is suppressed. And that's why we rarely feel really alive with overflowing energy." That's also the reason why people take drugs and do all kinds of things in order to experience that energy for at least a few moments.

What can be done to change this suppression of our natural feelings? Steinberg says, "one can open-up, embrace and integrate this suppressed part of oneself. In doing that one recovers one's full energy. If this is achieved, this is what we call maximum magnetism, charisma".

There are, of course, methods already on the market which aim to achieve this result. But one of their limitations is, that effective methods need a long time to take effect because of our psychological resistance-system. In viewing one's own suppressed self - as is seen in Steinberg's video analysis - all resistance melts because it's a solid undeniable fact that one confronts. This speeds up and improves the impact of many methods in the field of personal development.

Steinberg's video analysis is registered worldwide and there are currently many negotiations taking place to implement this process in many areas concerned with improving each person's individual potential.



Marc Steinberg.



## Genetic research budget

The EU president of Denmark stated on Wednesday that the 15-nation bloc would delay financing of human embryo and stem cell research until end-2003 to save an overall 17.5 billion euro research package to be implemented next year.

On Tuesday, a Danish EU official told Reuters a delay was likely after sharp divisions over the issue of stem cells - the master cells that can develop into any type of human cellular material - even within member states and political parties.

"At the core of the compromise is the commitment to establish by December 31, 2003, detailed implementing provi-

sions concerning bio-ethical scrutiny of research activities within life science involving the use of human embryos and human embryonic stem cells," the EU presidency said in a statement obtained by Reuters.

The EU's funding of such activities will be postponed until then, except in certain specified cases, the statement said, without giving further detail.

Supporters of embryo research claim it has a massive potential for curing genetic diseases like Alzheimer's and Parkinson's, while opponents argue it is an immoral exploitation of living human matter.

The compromise would pave

the way for the EU Council of Ministers to adopt the EU's 17.5 billion euro scientific research programme for the coming four to five years, by mid-August if possible.

Of the total research budget for the coming four to five years, 2.15 billion euros are earmarked for health-related genetic research. Out of this, around 300 million euros would go to research on aborted embryos.

The European Parliament rejected a report calling for a ban on public funding of human embryo research.

National governments will not be bound by the decision of the European Union, however, as they are free to spend their domestic research budgets as they see fit. - Reuters

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