

# Coaching Stuck Emotions

with RIM (Regenerating Images in Memory)



Next Level Emotional Processing

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**WARNING:** This IS NOT an exhaustive discussion of the RIM process. It is meant to introduce RIM to those who are interested in expanding their emotional processing skills and exploring RIM as a tool to help process stuck emotions and remove the blocks that may be keeping them and their clients from the life they want. RIM is considered an advanced coaching technique and does not have any particular educational or licensing prerequisite. It is used by life coaches, health coaches, executive coaches, healers, therapists, retreat leaders, school counselors, clergy and others who want to help clients do their deepest work.

I do not diagnose or treat mental illness. RIM is specifically not for those with bipolar disorder, schizophrenia, and/or paranoia, or any condition that interrupts the ability to discern reality.

**In Gratitude:** I will be forever grateful for all I've learned from RIM creator Dr. Deb Sandella and working with clients and students under her brilliant tutelage. Since 2014, I have been luxuriating in this precious gift of transformation, possibilities, growth, magic, learning, living and of love. The greatest privilege of my life is to be able to bring others to the place Dr. Deb and RIM has brought me.

# Dr Deb Sandella



*Creator of the RIM Method  
Dr. Deborah Sandella, PhD, RN*

*Dr. Deb has helped thousands of people reduce symptoms of stress-related illnesses and increase the quality of their lives giving them access to more laughter, financial success, and deeper more connected relationships. She has served over 40 years as an award-winning psychotherapist, author, university professor and originator of the RIM® (Regenerating Images in Memory) Method. Applying her insatiable curiosity, she consistently soars above limitations to develop ways to alleviate suffering and manifest success more quickly.*

*Deborah has been acknowledged with professional awards, such as “Outstanding Clinical Specialist,” “Research Excellence,” and an “EVVY Best Personal Growth Book Award.”*

*She frequently shares the stage with Jack Canfield as a speaker and they have coauthored a home-study program.*

# Michael J. Kline



*Master Certified RIM Practitioner  
&  
Senior RIM Trainer*

*Michael is the senior RIM-Institute Licensed Trainer, personally trained by Dr. Sandella. Michael teaches RIM Essentials and assists Dr. Sandella in her advanced RIM training programs. He also serves on the faculty of Jack Canfield's prestigious Train the Trainer programs. In 2022, Michael joined a group of friends to purchase a retreat center in Costa Rica, where he teaches RIM, the Retreat Leaders Academy, and personal growth events. He resides in Sarasota, Florida with his husband and their labradoodle, Sir Luke.*

# CHAPTER ONE

## How RIM Found me

I was born in rural Ohio to an abusive, alcoholic father, literally living on a junkyard. I'm the 11th of 12 children (technically the 13<sup>th</sup> of 14 because 2 children died before I was born). I lost my mother to cancer when I was only seven years old. I remember so clearly, one of my older brothers telling me our mother had just died and, "Don't cry, you have to be a grown up now." Of course, all I wanted to do was cry and what the heck does a 7-year-old know about being a grown up!? I felt confused, alone, and scared.

That's when it all started for me; my farther couldn't take care of us, so the family broke up and siblings scattered. Adopted by an emotionally abusive aunt and uncle, I was constantly threatened that I'd be sent back to the junkyard "where I belonged". Another phrase my adopted parents used often, and that stuck in my head for 40 years, was "You can take the boy out of the junkyard, but you can't take the junkyard out of the boy."

I've come to a place of gratitude for them, however, because they provided a decent home, adequate food, lots of chores, a good work ethic, and an emphasis on church and school. In other words, they saved my life. In many ways, it could have been much worse. I will spare you the details of Aunt Jeannie and Uncle Jim, whom I called Mom and Dad from the time I was 7 until sometime in my forties. After many years of fighting my love/hate feelings for them, I demoted them from role of parents back to aunt and uncle. This shift helped me realize that they did more than they had to, even if it was far less than what I would want from parents. Despite my childhood or because of it, I received a scholarship to go to school, albeit, for the wrong major. Fortunately, my mismatched path toward chemical engineering and military science was short-lived. I worked hard and found a way up the ladder, from one lousy job to a slightly less-lousy job, each leading to something better, until I had enough experience to become a corporate trainer, and eventually President of a travel agency franchise company.

Although I was "successful" in many different endeavors over the years, something felt missing. I had started six small businesses including a restaurant, several retail stores, and a training and development business. During those years, I often thought, maybe this business or that business will make me happy. I noticed my excitement waned once I took each new business to the point of grand opening.

I didn't feel the love & connection I desperately needed in my life, even though I was happily married, had successful businesses, a winter home in Florida, very short work hours, and the freedom and money to do what I wanted.

Then a friend told me about Jack Canfield's Train the Trainer program. You may know Jack from the movie *The Secret* or as the creator of the *Chicken Soup for the Soul* series or *The Success Principles*. I'd been a trainer for a long time, although I had no formal education in training or teaching, I learned on the job and had great mentors. I guess Jack's program spoke to my secret insecurity about my lack of formal training credentials. I didn't know what I didn't know, but I was pretty sure there was plenty to learn. I signed up for Jack's Train the Trainer Program for the business content that I thought I needed, to be a more effective trainer. This would take a major commitment of time and money, including three week-long trips from NH to CA for live training with intensive study and practice in between. I justified the expense to myself and my spouse by promising I would sit in front, raise my hand whenever possible, and play full out - and I did.

On day one, Jack led us through a guided meditation. Having never been successful at following guided meditations, this was an unexpected pivotal moment.



After the meditation, Jack asked who in the audience would be willing to share from their experience, and as promised, I raised my hand. Someone handed me a microphone and I told Jack and about a hundred other people, that I was very excited about the meditation because for the first time ever, I was able to follow easily. I described how full the experience was for me - I went to the center of the earth, I saw the tree of life, I got in the river, and it was amazing. Oh, by the way, I said, I didn't get the end part where there was supposed to be a mother-earth figure, saying she was always there for me. I told Jack that maybe it didn't matter, because what she was saying felt like a lie to me anyway.

As I sat back down, Jack said, "Stay standing..." I immediately knew that I was going to become "that guy". You know, the one who has to/gets to, speak in front of the whole room - my new closest 100 friends. Well, Jack processed me with a version of what we called RIM-light in front of all these people.

What happened was nothing short of a miracle. He had me close my eyes, and after we dipped into my body awareness, within a minute or so, I was my 7-year-old self, standing in my brother's living room. This is the day I was told my mother has just died, and to be a grown up now and not to cry. Using some simple RIM techniques, I was able to regenerate that moment in time in a positive and loving way.

I got to feel an entirely new experience as my child self, and I have the emotional memory now of this new version of events that is just as strong and real to my subconscious, as the original event. I was crying like a baby, literally in Jack's arms. If this sounds like other methods, I assure you it's very different in subtle but powerful ways. We'll talk more about that later. I realized how I saw myself, how I saw my role with others, how I could belong in this world, and what I could do, like I had never previously imagined.

For many years, Dr. Deb Sandella has been providing support for participants at Jack's events. I met Dr. Deb and never looked back. I signed up to learn RIM, simply wanting to have better skills to help clients or students when they get emotional or cry during a workshop. While that's certainly an option, I simply keep feeling the call to go deeper and deeper.

Since 2014, I've continued to train and work with both Jack and Dr. Deb. I was drawn to learn RIM to help myself and clients to overcome the blocks holding us all back. Currently, I am a Certified Canfield methodology trainer, (the highest level of certification offered) and assist Jack at his live and online training programs, and I am a Master Certified RIM practitioner and the senior RIM-Institute Licensed trainer, teaching RIM to coaches, therapists, healers, retreat leaders, and other helping professionals.

## CHAPTER TWO

### What is RIM?

Regenerating Images in Memory is a revolutionary, whole-brained method that naturally processes emotion. Grounded in neuroscience and starting with raw emotion, rather than thought, RIM allows for profound change at a visceral level. RIM is unique from other modalities in a variety of ways. Let us start with four primary differences:

1. The degree to which the client is always in charge.
2. The trust in the subconscious to know the root issue, often surprising both facilitator and client.
3. A bridged, whole-brain experience.
4. Creates new emotional memories and neural pathways.

**First, as facilitator, we are never the expert.** Most coaches already live by this principle, so they are surprised by how much further that principle can go. With RIM, the facilitator is much less in the expert role than in the traditional coaching model.

This has been the subject of many conversations with coaches who pride themselves on always being client-centred, so I mean no offense. Even the prized skill of powerful questioning, can take a client off track and into what the client or the coach thinks the issue might be. Given the significant lack of the thinking mind's access to what's really going on, this is often not the root issue at all. Questions can consciously or subconsciously redirect away from topics that feel uncomfortable or out-of-bounds for the client or the coach. RIM trusts the client's body/subconscious knows what it's doing, and allows the client to discover and dissolve the actual root cause/issue.

Working in a RIM way, we also continue to deepen our own awareness. The facilitator discovers the subtle, as well as not so subtle ways, in which their own psyche shows up in their sessions. The facilitator can dramatically increase their skills at being the neutral witness at much deeper levels than previously experienced. Putting the client's subconscious in charge of generating the experience means the facilitator does not need a particular expertise beyond their RIM skills, to handle whatever shows up for the client. This also creates safety for both the client and the facilitator. The client literally cannot do it wrong and is always in control. Clients have a very emotionally luxurious and empowering experience.

Unfortunately, coaches sometimes shy away from big emotional work, or lose their neutral observer role when tears or difficult stories arise. Many coaches wonder if, or when they should refer clients to mental health professionals and they can miss big coaching opportunities. Facilitator who are not mental health professionals should screen for actual mental illness and stay safely within their own scope of work. They also need to understand that strong emotions are not mental illness. Big emotions provide greater and deeper coaching experiences and results. RIM provides the facilitator with the skills to let clients process their deepest emotions and create their own empowerment and transformation.

**This brings us to our second point.** The key to all this is that the subconscious knows the root issue. The thinking brain *thinks* it knows, but it often does not. Let's not waste our great skills helping clients advance their success in the wrong direction. Experienced coaches know that the "thing is never the thing". Meaning there is often an underlying issue that needs to be brought to the surface so the client can make better choices. RIM is a tool that allows the client to easily dip beneath the surface to see what is there, that wants to be brought into conscious awareness. Once we have awareness, we can be in choice. Carl Jung famously said, "*Until you make the unconscious conscious, it will direct your life and you will call it fate.*"

We may think we know what is causing our issues, and sometimes we are right. More often, the subconscious knows better. Deep in our subconscious mind, lies all beliefs and memories that are not in our conscious awareness, but still control our behavior and decisions without us knowing it. As much as our culture celebrates cognitive skills, I find it ironic that most people don't trust emotions, yet when we make a mistake, we say we should have trusted our gut!

It is quite common that I work with clients who assume their issue is tied to a traumatic event in their childhood that they just need to accept. They've been told and unfortunately believed that you can't change the past. For instance, I was working with a coach, a woman in her forties, working with women her own age in transition. She was struggling with selling her new more expensive coaching program and "knew" her money beliefs were tied to her alcoholic mother who taught her everything about money and lack. She had done years of therapy and had a healthy cognitive understanding of how to handle this, but still choked when asking a client to enrol with her.

In her RIM session, she did go to a childhood memory, but not involving her mother. She went to a memory of a playground scene where she was bullied and none of the girls wanted to play with her.

By “Regenerating Images in Memory”, she created new emotional memories of a very different experience. In just an hour, she had a completely different relationship with other women. In retrospect, it makes perfect sense. She discovered her block wasn’t much about money, it was about asking women (girls her age) to play with her. Without looking beneath the surface, would she have ever figured it out? She might have been talking forever about what she cognitively thought the issue was before she got to the core. Why would these “girls” her age, pay large sums of money to play with her when she subconsciously believed they never wanted to play with her at all?

You might be wondering what made the change so easy. The subconscious treats a well-imagined event like a real event. So, once we identified the original hidden memory that related to the issue, we allowed the client’s own imagination to regenerate the scene. By attaching it to new emotions, it begins to create new neural pathways in the brain. Now her new felt experience of being liked and playing with her friends as a child, is treated just as powerfully as the original event. Her new feeling makes change instantaneous rather than having to remember to think differently during the stress of a sales conversation.

**This brings us to our third big difference.** This relates to the concept of two minds; often called the left and right brain, or the thinker and the feeler. Even the best, most provocative questions in the world are still questions. As such, they go to the thinker to seek the correct, best answer. No doubt, powerful questioning contributes greatly to effective coaching. I have a great deal of respect for the efficacy of traditional coaching, as well as Cognitive Behavior Therapy, (CBT) used by therapists. Because these are cognitive methods, they are limited of course, to the cognitive capacity of the client's thinking mind. This is very effective - until it isn't. The thinking brain simply does not do emotion. Let's use our own cognitive skills to ponder that for a moment. Emotions, the most powerful influence in our lives and in fact, in the world... the emotions that moves relationships, money, power, stock markets, politics, and everything else in the world... the same emotions that drive our health and our decisions and our behavior from moment to moment... all lie out of reach of our thinking brain. And we spend our coaching and therapy hours asking questions of only the thinking brain, because that's what our culture has rewarded valued throughout history.

The genius of RIM uses the power of spontaneous imagination to build a translating bridge between the metaphoric language of the subconscious and the word and thought language of the thinker mind.



## Coaching Stuck Emotions

For instance, a big part of learning RIM is the simple and subtle, nuanced technique of changing questions into felt experiences. This allows the client to shift into a whole-brain experience and identify stuck emotions they don't know they have. By its very nature, any question to the thinking brain is subject to a potentially wrong answer, or to judgment, or analysis. The client's brain is in a very different state when thinking about a question, even if it's an emotionally charged question.

RIM works with raw emotion found through sensing in the body, rather than thoughts in the thinking brain. Referring to his quote above, I think Carl Jung would be impressed with our ability to bring into consciousness, precisely that which needs to be surfaced.

Once we have brought what was hidden, into awareness, we can be in choice. If we do this while keeping the thinking brain also engaged, we can maximize the power of both the feeling and the thinking parts of the whole client. We then use other skills to follow the client through whatever comes up to create an emotionally safe and easy way to regenerate negative memories and emotions into new positive felt experiences, naturally and effortlessly.

**Creating new memories would require time travel. Can we change the past?** Of course, we can't and of course we can!

I recently read a negative comment on social media from a psychologist. Here's her entire unedited comment: "they are suggesting we pretend our past was different. Create a different reality in our heads? Believe me, I wish I could, but I can't lie to myself. That's delusional."

Unfortunately, the critic is limiting herself to thinking about what makes sense to her thinking brain and missing what's possible for her nervous system. She is likely carrying a great deal of suffering that is completely optional. Of course, we don't change factual memory or events. Factual memory remains intact, while we create what we call a new emotional memory. A new memory of a real feeling. In 2000, researchers at William and Mary College found that simply recalling a memory biochemically destabilizes it. By being *in* the memory, not just talking *about* it, we can work with it, experience it differently, make changes, be in choice, give voice and power that we didn't have before. When we feel the new feelings of the new "pretend" experience, we can anchor the new feeling. As a result, the old factual memory remains intact, but is no longer charged, or felt when recalled. It is simply a story, safely placed in long-term memory where it belongs.

We also have a new memory of a more positive feeling of the pretend experience. And with those new memories, thoughts and feelings, new neural pathways are building in the brain. That new pathway is a much more desirable and easier path to take in the future. Because the client also identified and dissolved the old stuck negative emotions, we could surmise that abandoning the old way is much easier or even instantaneous.

In my own experience, as you read in chapter one, the traumatic experience that needed work was not the death of my mother at age seven. It was the memory of being told not to cry and that I had to be a grown up. In the forty-three years between her death and that session, the power of that memory was unknown to me. I had already spent decades talking about my mother issues, so we may never have gotten to that powerful point through cognitive work. Like magic, that was the piece of the experience that popped into my session. Other techniques could use similar skills, but likely not have identified the key issue. We virtually time-travelled back to that scene, went into it and redid it in a way that was generated by my own subconscious. We did not follow just what the thinking brain thought was possible, or what a coach or therapist wanted me to do. I created a new emotional memory of learning about my mother's death, knowing that I could in fact, cry. And I did not have to be a grown up now.

We didn't change the past tragic loss, but we could say we did time-travel and redid the conversation and the emotions and beliefs created there. I got to speak, hear, and feel an entirely new experience. Now I know I had spent most of my childhood and adulthood trying to be more of a "grownup" than was appropriate or helpful. Having this in awareness, I was much more open to coaching and feedback and new possibilities. Getting the big blocks out of the way makes our regular coaching skills much easier and more effective.

This RIM experience gets its power by finding the true root issue, and being a felt experience, not a thought process. It is always client-generated not expert generated, and is built on a foundation of safety features, so the client can go as deep as possible to get to the root issue.

So, can we time travel and change the past? Every week, I have a few more clients who do exactly that.

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# CHAPTER THREE

## How Change Happens

We've already talked about your brain's two hemispheres, the left intellectual "thinking" brain and the right creative/emotional side. Each side communicates differently. The left brain uses verbal language with words, thoughts, concepts, and ideas, which is how we figure things out. The right side communicates nonverbally in feelings, emotions, metaphors, and images.

Let's do a quick exercise. With your eyes open, think of the most beautiful scene you can remember and verbally describe what it's like. This is your left brain in action. Now close your eyes, take a few deep breaths, and place yourself there. Imagine being in the scene, and just notice and feel what it's like to be there right now. Perhaps you notice the fragrance, or a breeze, or just how it feels to be so safe and peaceful. Notice all your senses, the feelings, and emotions this place evokes.

Michael J. Kline

That's your right brain in action. The RIM process engages both hemispheres in a whole brain experience.

Neuroscience has now confirmed that emotions and emotional memories live in your body. Scientist and researcher Candice Pert, called it the BodyMind. Pert was an internationally recognized neuroscientist and pharmacologist who published over 250 research articles and was a significant contributor to the emergence of mind-body medicine as an area of legitimate research in the 1980's. She is widely regarded as the mother of a new field of science known as psychoneuroimmunology. Her research into brain biochemistry at the National Institute of Mental Health contributed to a radically new understanding of mind and body. This quote speaks to the power of the skills we use in RIM *“The more conscious we are, the more we can listen in... by bringing awareness to past experiences and conditioning – memories stored in the very receptors of our cells – we can release ourselves from stuckedness. We free ourselves to see and act on that seeing”* ~ Dr Candace Pert (1946 – 2013).

Let's do another quick exercise. Stand up, close your eyes, and imagine you are standing at the edge of a very high cliff, or even at the edge of the roof of a tall building.

## Coaching Stuck Emotions

When I have students do this in a live training, I take time to have them feel the cool breeze and envision all the details. Many often hold on to the back of their chair – most claim to have felt it in their legs or stomachs, even though it was all imagined. Our thinker brain knows it was imagined, but our bodies feel it as if it is real. This is how fear works, and we've all felt fear at one time or another.

If you did the exercise, you would likely remember the feelings you had in your body. Your heart rate may have increased, maybe you got a knot in your stomach, a sinking feeling, tension, weak legs, etc.

What you discover from this exercise is that the mere image of this fearful scene created in your right brain, is felt in the body. You know intellectually in your left brain, it wasn't real. Your subconscious mind and your nervous system doesn't know the difference between a well imagined event and a real one. This test of fear demonstrates how the body responds to the power of imagination. The genius of RIM captures the power of imagination in a positive way. Perhaps you are familiar with the power of visualizations for creating positive future outcomes. This is similar but can be used to regenerate the past experiences that 'programmed' our subconscious in ways that are no longer serving us.

## Michael J. Kline

We can safely and easily Regenerate Images in Memory (RIM) that feel very real to the body's nervous system and subconscious mind. This gives us the power to create new imagined sources of voice, power, safety, confidence, health, abundance, love, support, agency, freedom, etc.

So, we now know that emotions occur in the body and the mind. We are all equipped with a natural organic Emotional Operating System or EOS. Our EOS is designed to allow negative emotions to naturally dissipate and positive emotions to expand. For our EOS to function, we must allow the emotions to flow. Unfortunately, when we experience a negative emotion, we want to resist it because it's natural to resist the unpleasant, negative experience. According to Carl Jung, that which we resist, not only persists, but expands. We don't have to carry those stuck emotions for the rest of our lives.

Dr Deb Sandella describes the metaphor of the river of emotions flowing through our body. Our emotions are constantly changing and flowing through our body, as water flows through a river. If you were to throw a big boulder into the river, it would block the flow of water and the water would need to work its way around the boulder.



## Coaching Stuck Emotions

If you were to do this numerous times, eventually you will have built a dam, blocking the flow of water. Similarly, when you resist emotions, you are building a dam of stuck emotions in your body. Life goes on, but you need to work around these stuck emotions so that you can function in life. For some people these blocks can be so debilitating, that they can hardly function in life. For all of us, there is always some more clearing to do as new emotions are always coming down stream, inviting us into a rich and enjoyable life or more optional suffering.

In the RIM process, we use the power of imagination to follow whatever shows up from the BodyMind, identifying the stuck emotions, and gently releasing them.

We are not broken. We are perfectly capable of healing ourselves when we turn on our body's EOS.

We trust that the subconscious mind knows exactly what boulder in the dam needs to be dealt with first. The body reveals it so it can be released without reliving old hurt and pain.

Michael J. Kline

The infinite combinations possible in your own imagination is so vast; much greater than what an expert might devise for a solution.

Take Sharon in St Louis. (Not her real name), Sharon was diagnosed with PTSD. She did not disclose this when she came to a group coaching event I was hosting. I'm glad, because this was very early in my work with RIM, and at the time, I might have referred her elsewhere for help. I learned about her full story after working with her.

What I didn't know until after her session, was that she had several major losses in her adult life involving the death of her first husband, the serious illness of a child and a serious auto-accident. Finally, as she is remarried, and putting her life back together reasonably well, she has an allergic reaction at the hospital where she is being tested for allergies. As she becomes paralyzed, they place an oxygen mask on her face, but the oxygen wasn't flowing. She began to suffocate in terror because she could not move to tell anyone.

## Coaching Stuck Emotions

After months of recovery from the resulting heart damage and nearly dying, she was diagnosed with PTSD and given psychiatric treatment. She reports that each visit to the psychiatrist makes her feel worse, so she stops going. She awakes every morning in a state of fear. She spends each day trying to avoid events, movies, scenes, or conversations that would trigger her. I met her five years into this lifestyle of constant suffering.

According to one of the world's leading trauma researcher, Bessel Van der Kolk, PTSD treatment that involves the body along with the mind is producing the best results. He explains in his book, "The Body Keeps the Score", that PTSD triggers occur inside the body, rather than as an external trigger as shown in the movies. According to Van der Kolk, when we can experience the emotional event in the body without it being a trigger, we are cured.

So how does RIM help the client without setting off a trigger response? First, we are careful to release the stuck emotions without the client reliving the event or being re-traumatized. RIM has built-in safety features to create inner safety where the client is always in control.

Michael J. Kline

And where we always follow what is already present in the client, not introducing any sort of psychological manipulation. The results are astonishing because we can let the client's imagination take them where they need to go. Often, this is something totally original and not something I could have ever thought of in a hundred lifetimes. The client is also often pleasantly surprised at how easily they arrive at new experiences.

Sharon's RIM experience took her on a journey to her teenage self, where she was loved and supported by her parents. Her imagination created a fantastical journey with her loving and supportive father at her side. They enjoyed a lengthy dialogue as they moved through scenes created by Sharon's own imagination, the likes of which you would only expect from a dream or a really good Disney movie. She was completely awake, alert, and in charge at all times.

The power of every detail being created by Sharon's subconscious gave her everything she needed to finish the session feeling completely different. We never went to her trauma.

## Coaching Stuck Emotions

It was as if she time-travelled to an earlier age when she was tuned into her strong and emotionally resilient self and perhaps created a new memory of being more emotionally resilient. When she finished her session, the traumatic events of her adult life were no longer traumatizing. She awoke the next morning symptom free and remained that way over the years that we stayed in touch. I continue to marvel at the creative ways our subconscious mind heals us.

RIM can be used with many circumstances, whether we're talking about personal or professional situations. Take for instance, Susan (not her real name) who is a 60-year-old small business owner who is proud of her accomplishments yet feels she should be happier. After all, she's paid off her house, stayed happily married to the same man, is physically healthy, has financed two children through college, and runs a business that affords her time to travel and enjoy her income. She even felt a little guilty about scheduling a session to address a lack of excitement about her life. After a very brief closed-eye breathing exercise, Susan quickly and spontaneously remembered a scene from her childhood. As the new girl in the first grade, six-year-old Susan was walking home from school and was pushed from behind by a boy, we'll call Tommy.

Susan feels silly talking about a 54-year-old memory that surely is no longer causing a problem in her life, since she doesn't remember thinking about it since she was a young child.

As she imagines being her 6-year-old self, with her virtual resources there with her, she returns to the moment just before Tommy pushed her, and in her new imagined version, she turns around and speaks out loud to Tommy... and tells him what it feels like to be pushed. The conversation continues until Susan gets to express everything there is to say to Tommy. Then she looks out from Tommy's eyes and senses that he was trying to get her attention because he liked her.

Susan realized that she didn't feel heard in her life, but now that she has spoken up for herself, she feels completely different, relieved, and empowered. What is most important to Susan is that at the end of her RIM session, she feels in her body like a woman who has always stood up for herself, and always had a voice.

## Coaching Stuck Emotions

Susan contacted me a week later and said that the following morning after the RIM session, she went to her closet and saw nothing she wanted to wear – every article of clothing she owned was for a role she played— businesswoman, wife, mother... nothing to just be herself. That was powerful!

Susan would never have sought counselling or coaching on the issue of Tommy. In traditional intellectual coaching models, she could have talked forever about her perspective, self-concept, life purpose, values, roles in the world and yet it would not have gone to the hidden original moment when she first needed to stand-up for herself and didn't. She now has the emotional memory of speaking for herself. Remember, the subconscious mind doesn't recognize the difference between a real and a well-imagined event. Behavior change is much easier when you actually feel different, rather than using willpower to act differently.

With the RIM tools, neither the client nor the facilitator needs to know in advance what's blocking the client from resolving an issue. The subconscious mind is very purposeful and automatically finds it. Because we trust the power and wholeness of the client to be self-healing, the process is client generated.

Michael J. Kline

Once our subconscious finds an issue(s), the RIM process turns on our EOS which allows the emotions to surface and to be released. By the end of a RIM session, not only do clients think differently, but they also feel different. That's key. They have a different body feeling because the client regenerates a new positive memory which created new neural pathways in the brain.



# CHAPTER FOUR

## What Happens in a Typical RIM Session

Most RIM sessions are done by phone or Zoom. I would ask you to find a quiet and comfortable place to sit, without interruption. As the client, you cannot do it wrong, and you are always in control. Wouldn't it be nice if more things in life worked this way? The process is client-led and client-generated and the facilitator is following the client's organic process. As I mentioned before, we trust that your subconscious mind will automatically find whatever is needed to show up. This is where people often ask me if this is like hypnosis, so I'll say here, that this is actually the opposite of how most people think of hypnosis. In RIM, the thinking brain is a partner in the whole-brain process, so while we dip into the subconscious, the client is completely aware, interacting and in-charge throughout the entire process.

RIM uses skills, not steps, so no two sessions are alike. We often start with relaxing and breathing and slowing down the brain waves to an alpha or theta state, but this is not always necessary. Our training teaches the facilitator how to dip below the surface, and how to discern when this is helpful or not if the client is agitated or strong emotions are present.

We build emotional safety every step of the way, so the client can do their own work without our direction and without reliving traumatic or painful events. Since the process is client generated rather than protocol driven, it would be impossible for me to tell you where the process would go from here. It is usually a closed-eye process, but not required to be. It is all verbal, so there's no touch. As the client goes through their experience, we will follow their organic sensations and images as they unfold. Sometimes there's even humor in what surfaces. Everything is welcomed in a safe and neutral space. We often dialogue with people who show up, or with body sensations or metaphoric images. This process takes a client much deeper than asking questions to the thinking brain, but includes the thinking brain as a partner, capturing and benefiting from new insights along the way.

## Coaching Stuck Emotions

Sometimes clients need to release emotions that pertain to

people who have died or who are not otherwise available or willing to participate. The good news is, the power to heal is not reliant upon others being physically or emotionally involved. Compassion and healing can be reached without participation or permission.

In my own journey, I had worked on forgiving, and letting go of shame and guilt for years, until I went through the RIM process. These feelings were gone almost instantly, and my family was only there in my imagination. Again, we trust that the subconscious mind will find whatever needs to be dissolved. Once identified, the natural EOS (emotional operating system) is engaged, allowing the stuck emotions to flow until the issue is resolved and has lost its negative charge. One of the most important things about the RIM process is, whether we find major/minor, current/past issues or traumas, there is no need to relive any of the pain and suffering you experienced from these issues. We are NOT retelling or reliving the event, only finding stuck emotions, and allowing them to dissolve naturally. Emotions are neutral regardless of its origin. Emotions are not out to make us suffer. It is our resistance that keeps them with us, and the very human part of us is afraid of being consumed by them.

Michael J. Kline

The reality is, by resisting emotions, we are creating what we are trying to avoid. RIM creates the path for us to easily allow them to flow on their own, so we can stop working so hard at letting go.

\* \* \*

# CHAPTER FIVE

## Who Can Learn RIM

RIM does not require any specific educational prerequisite to be safe, legal, and effective. I teach RIM primarily to coaches, healers, therapists, and retreat leaders. Coaches working with executives, leadership, trauma, addiction recovery, or weight loss, are finding their programs are more effective when their clients easily and quickly remove hidden blocks. RIM does not replace coaching or therapy, rather it makes it faster and more effective. We have also taught consultants, corporate trainers, holistic healers, chiropractors, Functional Medicine Physicians, Rabis, teachers, nurses and other professionals who encounter emotional work with their patients and clients and need a fast, efficient way to process big emotions.

A major area of concern in our training is emotional safety. As such, we focus on creating safety and making sure each student knows how to stay within our ethical standards and works only in their area of expertise. Like many coaching models, RIM has therapeutic benefits but IS NOT therapy. When we teach RIM skills to therapists, they are amazed at how different it is from therapy and how they too can use this method to get clients unstuck and to make their traditional therapy more effective. Some therapists regularly refer really stuck clients to me for deeper RIM work. RIM is approved by ICF (International Coach Federation) for 36 continuing education credits and 27 NASW (National Association of Social Workers).

Many coaches say the difference between therapy and coaching is that with therapy, the therapist is the expert, and the client is “broken” or in need of “fixing” in some way. Coaches see themselves at the other end of the spectrum, with the client being their own expert. After learning RIM, even the most client-centered coaches discover that the continuum is twice as long as they previously thought. The surprise is that RIM is much further away from the therapy model than coaching is. The confusion often comes with dealing with strong emotions, as our culture thinks that emotions belong to therapy.

## Coaching Stuck Emotions

Surprisingly, therapy doesn't really deal with emotions, but mostly thoughts. I like to point out that emotions are not a mental illness; they are coaching opportunities. And yes, coaches should screen clients, unless you are also a licensed mental health professional, refer clients with a mental illness to someone who is.

So how does one learn RIM? If you were to read a manual on how to ride a bicycle, you could study it forever, and it would never replace the experience of getting on the bike.

Learning RIM is very experiential. We offer several RIM Essentials classes each year. I offer a 5 day live online Zoom version, an in-person 5-day class in Sarasota Florida and a very special annual 7-day training retreat at our own private retreat center in Costa Rica. All followed by three months of mentoring and follow up support. For more details, you can contact me via email at [mike@intus.life](mailto:mike@intus.life) or by phone at 603-986-8541.

As for career opportunities, there is no limit to the continued growth and learning available. RIM Essentials is designed to be an adjunct to the work you are already offering and does not require any additional training to be very effective in this work.

## Michael J. Kline

For those wanting to go further, or to work specifically with trauma or health issues, advanced RIM training is recommended. RIM Certification is offered once a year and involves two live in-person weeks of training, several months apart, along with additional mentoring and support and another personal growth track. For serious practitioners, a Master Certification is also available which is a one-two year program of additional deepening of skills and personal growth along with contributing to the body of knowledge of the RIM method. Finally, a licensing program is available for masters who want to apply for training to be a licensed RIM trainer or a Goodbye Hurt & Pain Retreat Facilitator.

Learning RIM Essentials will give you a feel for the work, and if it resonates with you. It's also a personal growth path. A private session can resolve issues, and clear blocks you might not even be aware of. Many clients tell me that they have spent years struggling and thousands of dollars on other methods. These same people have told me RIM resolved more issues in just a few sessions than they did in years of therapy. They are blown away with the outcome. Getting results is the goal, isn't it? Life happens. Suffering is always optional. If you have questions and want to send me an email or have a phone conversation, I'm happy to do that. My best contact is [mike@intus.life](mailto:mike@intus.life). Or by phone 603-986-8541



## Testimonials



*“RIM work produces such immediate and extraordinary emotional and physical results, it may at first appear unbelievable,*

*but I have witnessed it in action in my own life and the lives of hundreds of my students and trainees and can testify to its profound impact.”*

*~ Jack Canfield, NY Times bestselling author, Creator of Chicken Soup for the Soul® Series and The Success Principles, internationally renowned corporate trainer & speaker.*

*Michael - The physical aches and pains that have plagued me for years are significantly reduced. The persistent lump in in my throat for two months is gone. I have been to multiple doctors, had an upper GI endoscopy and throat dilation. Had I gone to your first, I would not have accumulated all these bills! I will definitely recommend you to my friends and family! Thank you again! ~ Lauren, Pittsburg, PA*

Michael J. Kline



*"This is the most inspirational workshop I've experienced! The amount of personal growth and skills development has been extremely life-changing and encouraged me to deepen my experience with RIM in my quest to grow and help others." ~ Alice Lebron, FL.*



*"If you are a trainer, speaker, coach - any professional helping people grow, you need the RIM tool in your toolbox. No matter your pathway for helping people, you will be infinitely more effective and transformational if you learn to incorporate this technique." ~ Garrett Biss, CAPP, Speaker, Trainer, Coach, USMC(Ret.) New Bern, NC.*



*"I love RIM. It's the missing piece in my coaching tool kit."  
~ Jane Barr, CEO, Kinnexion, Sarasota, FL*



*"I am astonished at the power of RIM to so quickly and directly shift stuck emotions and old stories. I feel an obligation to share this with my clients. It needs to be in the world! ~ Marla Dufek, CPCC, Atlanta, GA*

## Coaching Stuck Emotions

*"I can't thank Michael enough for our powerful session and the real-life results. I will no doubt use this tool again and again because of my right and responsibility to be safe and secure in my world."*

*~ Marissa Zwetow~*

*Licensed Marriage and Family Therapist, Orange County, CA*

*Michael - Thank you for the amazing RIM session... It has rippled through-out my life in amazing ways. I highly recommend it for anyone who feels "stuck" or hindered in any way. Very effective!*

*~ Michelle Rober~*

*Soul Luminous Coaching, NH*

*"As a Master Certified Coach since 2006, I was looking for a tool to expand my skills in service of my coaching clients. Not only are my clients experiencing extraordinary self-discoveries using the RIM technique, but I have also grown as a person in ways that continue to astound me!" ~ Chanda Carlson, MA, MCC, Master RIM*

*Facilitator*

*"The advantage that RIM has over other "therapies", is the relaxed state that the client is in compared to a more "traumatic" experience that one-on-one therapy can sometimes bring. I do think RIM can take someone through their particular issues in a much shorter period of time."*

*~ Edward J. Jedlicka PhD~*

*"I had the pleasure of having a RIM session with Michael Kline. His professional approach and his natural warm ability to help people release and open up to be the person they desire to be was phenomenal. I encourage anyone who wishes to have a RIM session with Michael. If you can follow instructions, you'll be amazing, open up go with the flow and enjoy the ride. Thanks so much Michael"*

*~ Terry Careswell- United Kingdom*

Michael J. Kline

*"Thank you so much for the RIM session. First of all, I felt like I was talking to my brother on the phone with you. I don't know you but was very comfortable. I am feeling like a load has been lifted off my back, I am standing taller and feeling strong. Resolved past issues in a matter of minutes. Wow, amazing results. Had a super-duper day yesterday going ahead with plans I have been putting off and it sure feels great!" - Judy Lee, Alberta, Canada*

*"Do you ever feel stuck? Emotionally? A traumatic experience? Stressful life? All the above was me. Then I attended a few free workshops with Michael Kline, I felt a shift and an even greater shift after a private consultation. It has changed me. Has changed my life." - Scarlet, Sarasota, FL*

*"My job as a group therapist in a recovery center for women is challenging, and getting worse, leading to one awful day when I knew a change had to take place. In a powerful RIM session, I realized that my task at hand was like being asked to dance with a large metal sculpture with sharp prongs sticking out. Michael introduced me to child proofing to make the situation safe and it became clear that I was absolutely within reason to walk away due to the dangerous situation. I decided to step up once more and dance, but this time with child proofing. The following day at work was amazing. The "sharp object" appeared, and I did not get hurt and I had support. Additionally, the child proofing allowed me to watch the chaos through curious eyes and the answer to the question "is it me?" became so clear. I can't thank Michael enough for our powerful session and the real-life results. I will no doubt use this tool again and again because of my right and responsibility to be safe and secure in my world."*

*- Marissa Zwetow, Licensed Marriage and Family Therapist*

## Coaching Stuck Emotions

*Dear Mike, Thank you for working with me. As skeptical as I was, it actually worked, and I was not comfortable working with anyone else. Over the last few weeks, I continue to become lighter and lighter and seem more at peace. ~ Chris from NC.*

*"Michael has a lovely manner, within minutes I felt at ease. I have experienced RIM before and am blown away with the insights I get. It enables me to connect the dots of present issues I'm facing with past hurts or patterns. This has been key for me to let go and move through really challenging circumstances. I felt 'held' during my session. The safe space he created in our session gave me permission to dig deep without fear of judgement. His questions were powerful and seemed to create a wonderful feeling of leading me without being lead."*

*~ Natalie from CA*

*"I initially reached out for a RIM session to find out how this process could potentially help my clients move more quickly through their internal blocks. I discovered that it helped me see a story that was running unconsciously in my life. When we started the session, I had nothing in particular to address, though with your expert guidance of creating an internal focus I was able to uncover how feeling responsible as a kid, for stuff that wasn't even mine, was holding me back from having more fun in my life now. Bringing this story to the surface created a shift that allows me to see that being responsible and having fun are not exclusive, I can do both. I now have the tools to be more lighthearted. Thank you."*

*~ Dorothy Lazovik, President, Authentic Leaders Edge*

Michael J. Kline

*Dear Mike,*

*I have to be honest, my skepticism can sometimes get in the way of new experiences, but I have to say, I was blown away.*

*Your care and commitment to creating a sacred space was wonderful. I felt safe while allowing myself to be vulnerable and the outcome was incredible. What a gift you are giving the world through this truly transformational work. Hugs and love,  
~ Diane~ CA*

*"Dear Mike, I think of our session often. It was a very personal and emotional experience. I was struck right away by your ability to get to the heart of the issue. You were patient, compassionate and direct. You did not let me get away with anything. Your voice was comforting and steady. I made several revelations during the session. All my most private and challenging issues were touched upon because I felt safe exploring them. You have a tremendous gift in making others feel heard and unconditionally loved. I would recommend this powerful experience to anyone willing to get honest, go deep and find themselves. Love you Mike, as much as my German blood allows me to express it!" ~ Pasha~ NH*