

The Goodfield Method: An Interview with Dr. Barry Goodfield

By Leann Long, Editor in Chief

Goodfield's Background



Dr. Barry Goodfield has an extraordinary background. In addition to being a professor, international lecturer, and author, he has advised presidents, prime ministers, and other top leaders. He helped negotiate the Baltic crisis and the conflict between Chechnyan leaders and former Russian President Boris Yelstin. He developed the only patented psychotherapeutic process and has used it to profile war criminals for law enforcement, prosecutors, and international courts and to help senior corporate executives, attorneys, ranking international civic servants, and cabinet-level officials on five continents. He's even published two articles in the prestigious journal, *The Forensic Examiner!* So it was my honor to be able to interview Dr. Goodfield and find out more about his career and the Goodfield Method.

▲ Check out The Summer 2006 and Summer 2007 issues of *The Forensic Examiner* to read about Dr. Goodfield's analysis of the Non-Verbal Leaks of Slobodan Milosevic and Saddam Hussein.

“ The Non-Verbal Leak brings together, in a geometric way, the power of the conscious and the unconscious to see, understand, and solve what was only felt before.”

Leann Long: You have analyzed the non-verbal behaviors of some of the world's most notorious criminals, including Slobodan Milosevic and Saddam Hussein. Please describe your professional background and experience and how you got to be where you are today.

Barry Goodfield: I trained in general semantics and communication theory with S. I. Hayakawa [psychologist, semanticist, teacher, writer, and former U. S. senator]. My educational background includes a PhD from Alliant University in professional psychology, leadership, and human behavior. Before that I did doctoral work at U.C. Berkeley and Rutgers University. Later I spent many years working in Europe conducting workshops and training sessions with international organizations. I've also done work for the United Nations and NATO.

The Goodfield Institute was formed in 1974, but our primary objective still remains the same. We teach, train, and treat people interested in learning about the non-verbal messages from the unconscious, or as I call it, the Non-Verbal Leak. Of course, there is a clear application for anyone interested in understanding their own deep motivations or that of others.

I advised cabinet level officials from the former East Block countries on ways of rethinking their strategies so that they could overcome

the challenges they would face when trying to meet the criteria to become a full member of the North Atlantic Treaty Organization. During this time I began to use my clinical skills developed during years of training psychotherapists and treating clients in Europe, Africa, and the United States. In time I began to analyze some of the main players on the world stage for governments and international organizations and senior state officials. I worked with companies transitioning to a new direction or structure.

After 9/11, these skills became useful to many who wanted know the inner workings of the terrorist's mind. This led to an appointment at Henley-Putman University as senior professor. The University, located in San Jose, California, offers courses online to the intelligence, law enforcement, and military communities. The facility is composed of mostly former senior Secret Service and CIA officials.

LL: The Non-Verbal Leak you just mentioned was referenced extensively in both of your articles in *The Forensic Examiner* (Summer 2006 and Vol.16 No. 2 Summer 2007). Can you explain a Non-Verbal Leak in more depth?

BG: The NVL is a repetitive, patterned movement from the shoulders up, reflecting an unresolved perceived trauma and manifesting an old decision or strategy from the past. It is a way of looking at the strategies that the individual presents in his or her total non-verbal behavior.

LL: It's pretty remarkable that you can determine how an individual coped with past, unsettled traumas from studying his or her shoulder, head, neck, and facial movements. What are the specific implications of being able to read the Non-Verbal Leak?

BG: It brings together, in a geometric way, the power of the conscious and the unconscious to see, understand, and solve what was only felt before. Many questions previously obscured by the unconscious become clear when this method of analysis and evaluation is employed. The Non-Verbal Leak is the other half of the message in a communication. When a person recognizes these organized unconscious messages, he or she is then able to clarify behaviors of which he or she was previously unaware. When the Non-Verbal

Leak of an individual is accurately deduced, his or her underlying motivation in almost all situations becomes apparent.

LL: You organized this ground-breaking information [the evaluation of Non-Verbal Leaks] and developed the patented Goodfield Method. Could you briefly describe the method and its development?

BG: In the 70s it was mood rings and “Oh, you have changed so much.” This comes from weekend workshops, 24-hour marathons, and what was referred to as “The Growth Movement.” I generally saw this as nonsense. There was, however, some change that seemed genuine. I wanted to discover if it could be measured. I decided to explore this question at the University of California Medical School. We used the same thermographic equipment used during the school’s breast cancer research project. I was able to establish a positive relationship between a person’s external naturally emitted infrared radiation from the surface of his or her body and his or her psychological state. In 1976 the United States Patent Office granted the first patent for a psychotherapeutic process. The findings demonstrated that when a person experiences contact with an old traumatic event, his or her body shows it in unique radiation patterns.

On May 21, 2007, we filed in the United States Patent Office for a second patent—“Process for Diagnosing and Treating a Psychological Condition for Assigning a Personality Classification to an Individual.” This ties the individual’s NVL to a specific personality type, making the process of predicting behavior based upon specific observable behavior easier.

LL: So how successful has the Goodfield Method proven to be?

BG: There has been no longitudinal research to demonstrate its effectiveness. What has been clear, however, is that the thousands of therapists (primarily in Europe) trained in and using this method have presented anecdotal evidence that the method has been helpful and lasting for their patients.

LL: I’d say the fact that you’ve been selected to advise some of the world’s leading authorities in crisis management and conflict resolution is a testament to the success of the method. Can you share any information about how your ability to analyze non-verbal leaks contributed to these major affairs, or am I asking too much?

BG: Much of this information is classified or privileged. What can be said is that the skill to read the message behind the message in conflict or crisis can save lives and be instrumental in the development of more effective strategies and governmental policy. I can say without reservation that some potentially dangerous situations were averted. People endangering the lives of others have been stopped, and children being held hostage have been freed.

LL: The Goodfield Method’s ability to contribute to events of national and international importance is quite impressive, but what about individuals who aren’t interested in working in such extreme situations? You also have a clinical practice. To what capacity can the method be applied in a clinical setting?

BG: The wonderful thing about the Goodfield Method is that there is a variety of activities associated with its application: reading NVLs and personality types, conduct psychotherapy with individuals or groups, or even performing intensive psychoanalysis over a 5-day period. There are training programs for the law enforcement field, such as interrogation and witness evaluation, offered regularly as well as training programs for human resource departments, management, etc.

LL: Thank you, Dr. Goodfield, for taking the time to share information about the Goodfield Method. How can our readers find out more about the Goodfield Institute?

BG: Interested individuals should go to our website at www.GoodfieldInstitute.com, or they may contact me directly at bgoodfield@aol.com. We offer courses that help professionals develop skills that will enable them to read unconscious messages or NVLs. ■

The Goodfield Method

It has long been acknowledged that if we could identify, see, and know an individual’s hidden motivations, we could help that person grow and improve as an individual and improve how he or she interacts with others.

Now, with assurance, we can.

What’s more, we can know with certainty that what we are seeing is right because our findings are predictable, repeatable, and, finally, testable.

These findings are based on a phenomenon I call the *Non-Verbal Leak*.

To master the identification and significance of the Non-Verbal Leak is to arm oneself with an incredibly powerful tool.

Understanding how the Non-Verbal Leak can be used in therapy, business, and law enforcement is called The Goodfield Method.

I proudly invite you to join me in the education, mastery, and application of this enlightened and enlightening technique.

– Dr. Barry A. Goodfield

▼ Visit The Goodfield Institute webpage, www.goodfieldinstitute.com, to learn more about The Goodfield Method.

The screenshot shows the homepage of The Goodfield Institute. At the top, the logo reads "THE GOODFIELD INSTITUTE". Below the logo is a navigation menu with links: Home, About Us, Goodfield Method, Goodfield Therapy, Goodfield Training, Training & Events, Login, Business Services, and Contact. The main content area features a section titled "About Dr. Goodfield" which describes his specialization in identifying and codifying unconscious signals known as "Non Verbal Leaks (NVL)". It mentions his work is based on a patented psychotherapeutic process developed in the 1970s. Below this is a section titled "Dr. Goodfield's Memberships & Associations:" which lists several professional affiliations and achievements, including being a Fellow of the American Board of Forensic Examiners and a Diplomat of the American Board of Forensic Medicine. At the bottom of the page, it states that he has a private practice in Scottsdale, AZ as a Marriage and Family Therapist.