



DENVER'S MOST INSPIRING STORIES



THE NON-SNOBBY DENVER DINING GUIDE



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15 AMAZING FEMALE FOUNDERS CHANGING THE WORLD



SEPTEMBER 9, 2019

Meet Deborah Sandella



LOCAL STORIES

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Today we'd like to introduce you to Deborah Sandella.

Deborah, before we jump into specific questions about the business, why don't you give us some details about you and your story.

In 1995 I was awakened in the night with a call from my brother. Dad had a cardiac arrest and was in ICU. His blood pressure wasn't holding although they had given him every possible medication. The nurses wanted us to sign a "no resuscitate" agreement. I found myself feeling angry that they were even asking when they didn't know how important he was to us and his community. Totally out of character (I am an RN), I said, "No." As I hung up the phone to walk back to bed, a spontaneous vision began to play in my mind. My dad was walking off to the horizon and I was there yelling at him how mad I was because I wasn't ready for him to leave.

He paused and turned to look at me, and I noticed he looked different soft and radiant. "Okay, babe, I didn't know you felt that way." "This is just in my head, right, I thought?" And my anger drained away leaving my body feeling like a wet noodle.

The next morning, when I flew to Kansas and walked into the ICU, a nurse said, "Sometime in the middle of the night, your dad's blood pressure began to hold." The epilogue is that my dad survived and lived five more years. He and mom said these were the best years of their lives. We had a second chance and said, "Yes!"

This experience didn't make sense to my mind that was trained to be a mental health professional and academic. Yet, it meant more to me than all the logic and credentials. It was at this moment that I decided to focus my career to understand this power and how to intentionally harness it for healing.

All these years later, my exploration has culminated in RIM (Regenerating Images in Memory) a transformational process that employs imagination and body awareness to tap into our organic Emotional Operating System (EOS). In other words, we have an inherent ability to heal but we have been ignoring and overriding it because we are intimidated by the invisibility and uncontrollable qualities of emotion. But I've learned over the last 25 years that our EOS is more capable of deep healing than any of the techniques and theories I learned in graduate school.

Putting aside what I thought I knew and what I thought was possible and impossible, I've witnessed the immense abilities within us to emotionally and physically heal more quickly and effectively than I ever imagined. Fifteen RIM tools are available to facilitate safety and freedom and redo our emotional memory. My book, "Goodbye Hurt & Pain, 7 Simple Steps to Health, Love and Success" offers readers a self-guided healing journey into themselves. It's so gratifying to receive emails from readers who have experienced self-healing.

Being in my sixties, my focus these days is to support RIM having a life of its own to help as many people as possible. Thus, the RIM Institute has a directory of RIM Facilitators who offer individual and group sessions and RIM Trainers who teach the tools to those who want to help others. In these times, where there seems to be plenty of emotional pain, I find it extremely important to have a tool that naturally dissolves uncomfortable feelings quickly and effectively. It is my mission to change the way we see our emotional selves. We are organically more resourced than we think, but it works through the creative, emotional part of the brain not the logical thinking part of the brain. Yes, we can reframe our thinking to feel better, but we can't think

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RIM uses imagination and body awareness to track down the issue that's stuck in your craw and slowing your success. Like a large boulder in the middle of a stream that constantly creates turbulence in the otherwise natural flow. Once identified the source of the issue can be regenerated to produce a self-affirming experience that is felt as self-confidence and self-acceptance in the body. It's quite remarkable to witness and lovely to see the amazing results.

Has it been a smooth road?

I've always loved innovation. Back in the seventies, I created an innovative program that allowed psychiatric inpatients to remain in the community close to family and friends. At that time, I worked for a newly launched community mental health center in the Denver area. My team was celebrated for cutting the average length of hospital stays from 3-4 weeks to 3-4 days with less recidivism.

Being an entrepreneur with an innovative idea has been harder because there's no formal organization backing my discoveries—it's just me! Honestly, if I didn't feel so passionate about eliminating unnecessary suffering, I wouldn't have done it. But, I couldn't take this knowledge about our inherent ability to heal to the grave with me. I just couldn't. So I continue to move forward step by step engaging people who are called to become part of this movement. It feels incredible to be part of a community of wonderful people working together for the good of all.

We'd love to hear more about your business.

The RIM Institute specializes in the transformation of pain to joy quickly and effectively. We are known for experiences that don't just make you feel better, you feel physically different! What sets us apart is the discovery of how to work with our emotional system rather than against it. When we trust our inner resourcefulness and learn how to tap it, life gets easier and easier and easier. Feelings are controllable, but in a totally different way than we thought. RIM is a simple, nonclinical process that uses fresh language to understand the organic nature of our emotions. You don't have to be a therapist to work with this system because it's not therapy. It's natural and yes, it's therapeutic. It gives us a tool to communicate directly with the nonverbal emotional centers of the nervous system to calm fear and anxiety and redo painful memory.

Is our city a good place to do what you do?

Yes, the Denver metro area is open-minded and welcomes creativity. It's a great place to be an entrepreneur. The culture celebrates what's natural, so you can be successful here without feeling like you need to fake anything or put on an image.

Pricing:

- "Goodbye Hurt & Pain" is available in book sellers everywhere and online at Amazon \$18.95

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- **Facebook:** Think Positive with Dr. Deb Sandella
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Doug Ellis 2018

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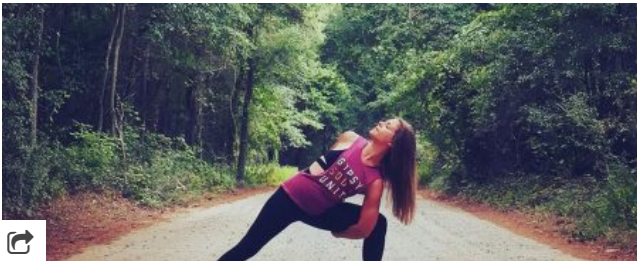
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