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JAMP® Therapy: The Healer as Storyteller in the Awakening from Suffering to Strength

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“Listen to the wind, it talks. Listen to the Silence, it speaks. Listen to your Heart, it knows.”

—Native American Proverb



Human beings are storytelling creatures. Our identities, pain, and memories are shaped by the narratives we construct about our lives. Steve Jobs once said, “The most powerful person in the world is the storyteller. The storyteller sets the vision, values, and agenda of an entire generation.” This insight extends beyond technology and culture, it lies at the heart of healing.

In many Indigenous traditions, healers are also keepers of stories. When someone is sick, the healer does not merely treat symptoms; they listen, bear witness, and help transform the story of suffering into one of resilience.

This ancient wisdom finds a modern expression in JAMP® Therapy (Jungian Advanced Motor Processing), a groundbreaking therapeutic model developed by Dr. Lahab Al-Samarrai in May 2020 during the COVID-19 pandemic. Dr. Al-Samarrai observed that many of his students were experiencing heightened anxiety, negative self-talk, and trauma responses that required faster relief than conventional talk therapy could provide. In response, he developed JAMP Therapy, an innovative treatment combining bilateral visual/auditory stimulation, archetypal images, guided affirmations, and narrative restructuring to rapidly reduce symptoms of trauma and anxiety. By weaving together ancient storytelling traditions, Jungian archetypal theory, and modern neurobiology, JAMP Therapy offers

a revolutionary approach to healing—one where the therapist serves as both witness and co-author of the client's transformative narrative.

When we endure trauma, be it raw and real or whispered in perception, our minds become storytellers. They weave tales in the dark, sometimes conjuring the worst that could be, sometimes resurrecting ghosts from the past, insisting that nothing has changed, that we are still unsafe, still unseen. These stories, though born for protection, can become cages. They loop and echo, trapping us in the very suffering they meant to shield us from.

Carl Jung believed we each carry within us an ancient archetypal flame; a pattern, a mythic lens, through which we gaze upon the world. Whether King, Magician, Lover, or Warrior, this inner archetype shapes our thoughts and colors our reality. But these archetypes live on a spectrum. And when we're caught in their Shadow, we see the world through a dark and cloudy lens. We spiral in our memories, see the present as a mere replica of our wounds, and the future as a closing door. The Shadow whispers: "You are still there, still broken, still not enough." And we believe it. But—on the other side of the Shadow lies the light.

When the archetype awakens in its wholeness, it becomes a guide. It reminds us that the past is no longer here, that now is not then. It offers the possibility of renewal, of shedding old skin, of stepping into the vast, unfolding path of the Self. And yet—this awakening, this alchemy of spirit, can only begin when we choose to reimagine the narrative. When we find



the courage to unwrite the old stories and speak new ones into being—held gently in the sacred presence of a witness—we open a window in the soul. Through that opening, light pours in. And in its golden warmth, the frozen places begin to thaw. Hope stirs. Peace breathes. And the long, quiet work of healing begins—no longer alone, but accompanied by truth, tenderness, and the promise of becoming whole. This is true awakening.

“The wound is the place where the Light enters you.” —Rumi

The Archetypal Nature of Trauma

Jung proposed that the psyche is compensatory: If consciousness rejects an experience (e.g., abuse, loss), the unconscious creates a complex to “hold” that trauma. Over time, these complexes possess the individual (e.g., sudden anxiety when triggered), fragment identity (e.g., “I am broken” narratives), and repeat traumatic patterns (e.g., self-sabotage in relationships).

Traditional psychotherapy attempts to “talk through” these complexes, but as Dr. Al-Samarrai observed, the emotional charge often resists cognitive processing. This is where JAMP’s innovation lies. JAMP can guide us to true awakening by integrating the following:

1. **Bilateral Auditory/Visual Stimulation:** Heartbeat alternating between ears to stimulate hemispheric synchronization, Visual stimulation in the form of a light that moves into the form of infinity symbol. This reduces amygdala hyperactivity.
2. **Guided Affirmations:** Positive, archetypally resonant statements (e.g., “I am safe in my body”) to rewrite traumatic narratives.
3. **Archetypal Images:** That connects us to the Collective Unconscious and the
4. **Archetypes**
5. **Narrative Restructuring:** Clients reconstruct their life stories using JAMP’s five healing pillars (Joy, Awareness, Harmony, Meaning, Peace).

Theoretical Foundations: Jungian Psychology and the Narrative Self

Carl Jung’s greatest contribution was his structural model of the psyche, which provides the theoretical backbone for JAMP Therapy. Key components include:

- **The Self:** The central archetype governing wholeness and order in the psyche.
- **Ego-Consciousness:** The limited “I” that perceives reality. Trauma often overwhelms the ego’s capacity to integrate experiences.
- **Complexes:** Emotionally charged clusters of memories (often traumatic) that operate autonomously in the unconscious. Jung described them as “splinter psyches” that hijack emotional responses

(e.g., shadow, Anima, Animus & persona)

- Archetypes: Universal psychic patterns (e.g., Mother, Shadow, Anima/Animus) that shape human experience.

JAMP Therapy builds on Jung's assertion that complexes form around the shrapnel of psychological trauma. This shrapnel is the trigger that activates the complex and continues to drain energy from ego consciousness until it is processed.

How JAMP® Works in the Brain

Neurobiological research (van der Kolk, 2014) shows that trauma disrupts the brain's "default mode network" (DMN), which governs self-referential thinking. JAMP's bilateral stimulation:

- Repairs DMN dysfunction, allowing traumatic memories to integrate.
- Reduces somatic symptoms (e.g., panic attacks, chronic pain) by calming the nervous system.
- Accelerates emotional processing, with many clients reporting relief in 1-2 sessions.
- JAMP activates both narrative memory systems and sensory networks simultaneously.
- Reduces amygdala hyperactivity, allowing traumatic memories to be integrated.
- Forward progress oscillates between insight, regression, and transformation.

Case Study

Consider the story of Andy Rose. At 33, she was a mother of six, overwhelmed by anxiety and unable to function under the weight of unresolved childhood trauma. She came to therapy burdened by a deep sense of unworthiness, shaped by years of abandonment and sexual abuse. Her inner dialogue was filled with painful beliefs: "I'm not good enough." "No one will ever rescue me." "I'm crazy." "I have to do everything for everyone, but no one ever helps me." Her story had become a prison, keeping her locked in a pattern of helplessness and isolation.

As we worked together through JAMP therapy, Andy Rose began to revisit the early moments of her trauma, not to relive them, but to see them with a new perspective. In one pivotal session, she met the part of

herself that had long been hidden: the frightened, abandoned little girl who still lived within her. For the first time, Andy Rose could look at that inner child with compassion rather than shame. She began to understand that what happened to her was not her fault. The neglect and abuse were never reflections of her worth.

With this awareness, something shifted. Andy Rose spoke to her younger self with tenderness. She told her what she had always needed to hear: “You are enough. You are not broken. I’m here now, and I won’t leave you.” At that moment, she stopped waiting to be rescued. She became the one who could rescue herself.

From there, her healing began to unfold. Confidence returned. She started to believe in her own strength—perhaps for the first time. She became more present with her children, more grounded in her choices, and more capable of setting boundaries that honored her needs. She launched her own business, faced the shadows of her past, and reclaimed her voice.

Andy Rose was able to integrate JAMP’s 5 healing pillars (Joy, Awareness, Harmony, Meaning, Peace) in the following ways:

- Joy (“My pain doesn’t define me. I am free.”)
- Awareness (“I am not the victim. I am the survivor.”)
- Harmony (“My body knows how to calm itself.”)
- Meaning (“My pain taught me how to soothe myself and nurture others.”)
- Peace (“I am loved, I am wanted.”)

Andy Rose’s story is no longer one of victimhood, it is one of resilience, courage, and renewal. She didn’t erase her past, but she changed its meaning. And in doing so, she stepped into a new ending—one marked by strength, not shame. She has never looked back.

Healing as a Narrative Alchemy

JAMP Therapy bridges Jungian depth psychology and cutting-edge neuroscience to offer a uniquely rapid healing modality. Its power lies in recognizing that:

1. Trauma is archetypal—it follows universal patterns (e.g., the Orphan, the Warrior).
2. Complexes can be “discharged” through bilateral stimulation and

narrative restructuring.

3. Healing is communal—clients like Andy Rose reclaim their stories in the presence of a witnessing healer.

Human consciousness is fundamentally narrative yet paradoxically fluid. We construct meaning through ever-shifting stories that blend memory, imagination, and embodied experience. JAMP Therapy responds to our era's existential crises by offering an embodied, nonlinear path to healing that honors the multiplicity of human experience.



Conclusion

In many Indigenous traditions, it is said that the one who holds the stories is the one who holds the power to heal. The storyteller is not merely a keeper of the past—but a weaver of futures, a guardian of memory, and a guide to transformation. Through the telling of stories, wounds are named and traumatic pathways are cleared. The healing does not lie in forgetting, but in the courage to remember differently—to reclaim the narrative, and in doing so, reclaim the Self.

We each carry within us this sacred capacity. No matter how lost or broken the beginning may seem, we are not bound to its script. As C.S. Lewis reminds us, “We can’t go back and change the beginning, but we can start where we are and change the ending.” And so we begin—not in perfection, but in presence. We begin by choosing to see with clearer eyes, to speak with a braver tongue, to walk with the guidance of archetype, light, and witness.

We begin by becoming the storyteller.

And in telling the new story, we invite the light to enter. We summon hope. We create a sacred space where peace can dwell and slowly gather the fragmented threads to weave the new ending which ultimately guides us to our awakening.

Final Thought:

“What you seek is seeking you.” — Rumi

JAMP® Therapy helps clients not only find that light—but learn to story it into being.

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Dr. **Lahab Al-Samarrai** is a licensed psychotherapist (MA Clinical Psychology, PhD with child/adolescent specialization) who has treated individuals, couples, and families across diverse settings. A Jungian scholar trained at Chicago's Jung Institute under Dr. Murray Stein, his work was profoundly influenced by Dr. Allan Guggenbuhl's conflict resolution theories, which shaped his doctoral research.

An internationally recognized speaker, Dr. Lahab has presented at IAAP/IAJS conferences and lectured at the University of Zurich and Seattle Children's Hospital. His leadership as past President of the Washington Counseling Association demonstrates his commitment to advancing the field.

In 2020, he revolutionized trauma treatment by developing Jungian Advanced Motor Processing® (JAMP®), creating three training platforms (JAMP® Training Institute, University, and Online) to certify practitioners worldwide. His published works include two books and three peer-reviewed papers on this breakthrough modality.

Through the Institute for Conflict (IFC) – sister organization to Zurich's IKM – Dr. Lahab implements conflict resolution strategies in institutional settings while hosting popular psychology podcasts (Archetypes of Destiny, The Four Archetypes, The Magician's Call) and an annual

international conference.

Bilingual (Arabic/English) and multicultural, his 30-year career integrates clinical practice with philosophical inquiry, enriched by professional engagements across the Middle East, Europe, and North Africa.

Kindee Nielsen holds an associate license as a clinical psychotherapist with a master's degree in clinical mental health counselling. She also holds a master's degree in health sciences, is a JAMP Transformational Coach (focusing on a Jungian approach to healing trauma), and Director of Training at JAMP University.

Kindee also holds certifications in Foot Zoning (Reflexology), Akashic Records, Theta Healing, Emotional Release, and has studied extensively how the mind and body work together to promote healing. Additionally, she co-developed and continues to facilitate an ongoing mindfulness course at Rocky Mountain University in Utah, USA. She has been coaching individuals in the US and internationally for over a decade and specializes in parts work, somatic processing, trauma therapy, and Archetypal healing. Her main emphasis is helping people to rediscover who they were always meant to be.

Kindee has lived on three continents and has visited over 40 countries, always seeking ways to help others as she learns about herself. She has volunteered for the past 25 years as the VP of Warm Hearts Foundation emphasizing the building of schools and clean water wells in Africa. She loves laughter and creating meaningful adventures with her three children.

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