

# hypnoiversity

The on-line journal for Hypnotherapy,  
Coaching and NLP.



central england college

## NEWS

See below  
for latest news from  
Hypnoiversity

Contents this issue:

Welcome...

Hypnotherapy and Working  
Effectively with Substance  
Misusers

From the Desk of the Principal  
NLP Practitioner conversion  
course

Stress Management  
Professional Coaching &  
Consulting - Accredited 5-day  
Practitioner course

Confidence and Self-Esteem  
for Therapists and Clients  
Continuing Professional  
Development  
(CPD) 2011

Coming up.....

## LINKS

Editor:  
Lorraine McReight (LM)



## Welcome to Issue 12 February /March 2011

Welcome to the first  
edition of Hypnoiversity in  
2011 and a belated Happy  
New Year to you all. In  
this issue we have some  
celebrity interviews – well,  
conversations with  
hypnotherapy heroes and

heroines, a bit of gossip and news on exciting  
new courses, including two 5-day practitioner  
courses. The first is Debra Carter's Stress  
Management and Consulting course at the end  
of March and hot on the heels of that is a  
fantastic new NLP conversion course, where  
qualified hypnotherapists can add to their  
skills and qualify as a full NLP practitioner.  
There's an opportunity to fast-track as a  
Timeline Therapy™ practitioner too! More  
about these and all the other courses and CPD  
events further in this issue.

Quit 4 Life trainings continue to go well. Don't  
forget to sign up quickly to use the  
programme at no cost if you have attended a  
founder Q4L course – free subscription to this  
£300 programme will end soon. The course in  
Wimbledon in March is fully booked, so look  
out for more dates in London and  
Birmingham.

[editor@hypnoversity.org](mailto:editor@hypnoversity.org)

Publisher:  
Nick Cooke (NC)

[publisher@hypnoversity.org](mailto:publisher@hypnoversity.org)

Earlier this month we were lucky enough to have Dr David Kato deliver his two-day Eating Disorders and OCD diploma course. Incredibly informative and even light-hearted for such a serious subject, I think I can say without fear of contradiction, that it was a fantastic course with great content and delivery. Having seen David present at a couple of conferences previously, I saw a different style of presenting that was received well by all the learners. We hope that he will return before too long to offer the training again and also another training course on Body Language, which sounds absolutely fascinating. Not about the basics, which as therapists we may consider we have a good grasp of, but the advanced, micro signals that give so much away about a person's thoughts and feelings. If you would like to register your interest for either of these courses, please let us know by email.

I hope you enjoy reading this issue and I look forward to speaking to some of you soon. We are hoping to talk to therapists about the way they follow up clients, if they do, and how they keep them and the wider public informed about their services. Your help and input would be greatly appreciated if you can spare a few minutes as this might be an area that we could all share our views and ideas on. Please feel free to email me at [editor@hypnoversity.org](mailto:editor@hypnoversity.org) .... or give me a call on 020 8947 3338 if you'd like to have your say.

**Lorraine McReight**  
**Editor**



**Hypnotherapy and  
Working Effectively  
with Substance  
Misusers**

**With John Castleton**

Starting as a volunteer back in 1982, John Castleton has spent much of his career working in the arena of substance misuse. A chartered psychologist and hypnotherapist, John has not only worked as a practitioner in this field, but has also been involved in managing and developing, as well as evaluating and commissioning substance misuse services. Operating independently now, John sees clients whose substance misuse has resulted in court proceedings. Such clients tend to be at the higher end of the problem scale.

When asked about changes in substance use in the last two and a half decades, John told me that it is constantly changing. "When I started it was about a heroin explosion" John explained "Crack was unheard of." There is, it seems, an increasing availability of a number of substances, and all (including alcohol) are easy to get and relatively cheap. "Awareness of these substances has been raised by the media" continues John "and some of the substances have been around a long time, but didn't get publicity before". An increasing trend, John tells me, is for poly-substance use, which because of the combination of chemicals involved can be less predictable in terms of effects.

As for typical users, there is no pattern. Any stereotypical ideas people might have about "addicts" or "alcoholics" are not borne out by statistics. Problem users come from all backgrounds, races and ages and will have either used substances as a lifestyle choice that then 'got out of hand' or have other issues and are 'self-medicating.' "What they all have in common", says John "is that they are using substances to change how they feel - to feel different." Effective treatment, especially for those with underlying issues, often involves families and needs to include factors such as where they live and how that affects them.

Clients who 'self refer' are most likely to be at the lower end of the problem scale, who are becoming aware that their substance use is causing them - or those around them -

difficulties, but they will still need to be assessed by their therapist to work out 'where they are' before treating them. "One of the things that problem users present is behaviours, such as impulsivity, lack of tolerance and frustration, and we can help with this" says John "but any therapist who wants to 'dip their toe in' must have an idea of models of addiction and what various drugs do, so that they can decide what is due to the substance and what is due to underlying problems."

Hypnotherapists, John tells me, can be of great help to substance misusers by addressing any root problems, identifying triggers for behaviour and looking at secondary gains. Cravings too, can be reduced and future pacing employed along with a range of other techniques to support the client in their pursuit of change. It is important, John stresses, that where clients are already receiving help, that liaison (with their client's permission) is established with the other service, so that therapists work in concert, rather than conflict with, other agencies.

In John's CPD training he will give us insight, strategies and assessment techniques which will equip us to work with problem users, or know when and where to refer on. He will also challenge us to examine our own attitudes to substance use and misuse. Unlike many other areas where we may 'go with our gut instinct' this is an area where most of us could benefit from some solid information and advice that will help us, to better help our clients.

**LM**  
**Working Effectively with Substance Misusers CPD is on Sunday 20th March 2011. Cost of attendance, £80.**

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**From the desk of the  
Principal**

**Licensed NLP**



## **and TimeLine Therapy – conversion course.**

Over the years one of the questions I've had from a number of students and graduates is how they can go about gaining a full licensed NLP Practitioner qualification with international recognition and eligibility for membership of ANLP, the UK umbrella body for NLP. Up until now, this has meant signing up with an NLP training provider for a full NLP Practitioner qualification at a cost of not much less than £1,500!

I'm pleased to let you know that Central England College now has a working relationship with a leading training provider who can offer a full Practitioner training qualification which is licensed by Dr Tad James (the creator of TimeLine Therapy™) and the American Board of Neuro Linguistic Programming (ABNLP). The training also exceeds the membership requirements of ANLP.

**OPT2XL** is the training provider and their website is [www.opt2xl.co.uk](http://www.opt2xl.co.uk). Mark and Nicky, the course trainers have developed what they describe as a conversion course, exclusively for graduates of CEC. This fantastic opportunity is available because of the NLP which CEC graduates will already have learned in their hypnotherapy diploma modules. OPT2XL are offering a **5 day fast track course for only £600** with the option to attend an additional one day training course leading to certification as a **TimeLine Therapy™ practitioner for only £120**. This is normally offered by NLP training providers as a two-day course (only available to NLP practitioners) and represents a great opportunity for those attending the conversion course.

For more information please see the [OPT2XL](http://www.opt2xl.co.uk)

[website](#) and if you'd like to contact Mark or Nicky regarding this or other OPT2XL courses, just follow the contact links on the site.

I hope this will be helpful

Best regards  
Nick



Click on the PDF image to download the OPT2XL document



## **Stress management Professional Coaching & Consulting**

**Accredited 5-day  
Practitioner Course  
28th March – 1st April  
2011**

Facilitated by Debra Carter

Debra Carter, the course author and facilitator, is an accomplished and experienced stress management consultant, coach, course developer and trainer. Having first trained as a stress management consultant in 1998, Debra has subsequently delivered stress awareness sessions to hundreds of consultants in the IT industry as well as courses for the West Midlands Police, public groups and individuals.

A mind/body Nutrition Facilitator, Hypnotherapist, Style Coach™ and Sedona Method Level 1 coach, Debra is a regular and popular trainer on Central England College's NLP Coaching course and is the owner of The Wellness Centre in Birmingham's historic Jewellery Quarter.

### **Why attend this course?**

The management of stress is a key life skill and this 5 day intensive course will train and

qualify you to provide professional coaching and consultancy in stress management, both with individuals and within organisation / corporate settings.

According to the UK government's Health and Safety Executive, stress affects one in five of the working population and is the UK's single biggest cause of sickness related absence from work. Over 105 million working days are lost to stress annually, costing employers £1.24 billion.

Employers who implement effective stress management programmes are more likely to:

- avoid costly legislation
- retain good staff
- reduce absenteeism
- improve productivity / efficiency

### **Who should attend?**

The course is designed for hypnotherapists, coaches, counsellors and trainers in the field of human potential / personal development, as well as HR managers and consultants.

### **What does the course offer?**

Accredited by The Society of Stress Managers, this 5 day intensive course will train and qualify you to provide professional coaching and consultancy in stress management.

Specifically you will learn:

- An understanding of stress, including its causes
- How to identify stress (signs and symptoms)
- Short term v long term stress
- Identifying stress triggers
- The effects of negative stress
- How the brain and thought influences stress
- The physiology of stress (fight or flight response)
- The autonomic nervous system, stress responses
- Stress and the heart-brain link
- The effects of good or poor nutrition

- Techniques for stress control, physical, emotional, behavioural and cognitive
- Stress in the workplace
- Developing coaching and consulting in the workplace
- The role of a stress management consultant and coach
- How to set up and operate a corporate stress management programme
- Setting up one-to-one sessions of stress management coaching
- How to create and present a one-day stress management workshop
- Designing and presenting a 6 – 12 week programme
- How to build your own stress management coaching and consultancy practice

This practical course utilises a variety of teaching styles including plenty of opportunities to practise techniques in role-play sessions. Assessment is provided during, and upon completion of the course.

### **What's the cost of attending?**

The cost of the 5 day intensive training, including comprehensive training manual, assessment and certification is **£600**.

### **Special offer!**

**For enrolments before 14th March 2011  
A discount of £100 and a free place on a  
CPD day course from the 2011 CEC  
programme (see below).**

Phone and book now on 0121 444 1110 – numbers are strictly limited.



### **Confidence and self-esteem for therapists and clients with Hilary Norris-Evans**

Always mentioned but rarely elaborated on, confidence and self-

esteem should be integral to all therapy sessions. So says Hilary Norris-Evans, hypnotherapist, coach, tutor and HPD assessor, who feels that too little emphasis is placed on this vital element. But where do we get it from and how do we develop it in our clients?

As therapists do we routinely use Hartlands-style ego-strengthening for all clients or just those that demonstrate or report low self-esteem? And is an ego-strengthener really what's required? Discussing the topic of self-esteem and confidence with Hilary, we debated the term 'ego' - what it means and whether ego is what clients, or indeed ourselves, require. She also said that to her, the opposite of anxiety is actually confidence and not calmness, as many people state. This may of course be seen to be semantics, but what is clear is that many of us could benefit from a large dose of self-belief.

Sadly, in Britain we live in a culture that often sees self-deprecation as good manners and confidence as arrogance. As a child I remember my mother remarking on anyone who seemed 'a bit pleased with themselves' and my work as a therapist definitely supports the view that negative attitudes towards positive self-regard are far from unusual. "We need to separate arrogance from true confidence and assertiveness" says Hilary who believes that the latter is often perceived in our society as selfishness or big-headedness. "Confidence building needs to be core to our work and should be cultivated in therapists so that they in turn can cultivate it in their clients" she continues.

So, back to where we acquire this quality....Well, experience, good old-fashioned practise, will help therapists become more confident as their skills develop, but training in techniques for tackling low self-esteem could fast-track this process. In Hilary's forthcoming CPD event in April she will be giving practical demonstrations of confidence building and coaching techniques that can be used with clients, but will benefit therapists too. She is also keen to resolve resistance to

trying new approaches with clients and the tendency to stay within therapeutic 'comfort-zones'.

If you are someone who feels that confidence is one of the essential qualities needed for people to be happy and successful, then this event is a must for you. Hilary, who often works as a stress manager within organisations as well as facilitating assertiveness and hypnotherapy training courses, is very generous with her time and knowledge and has been invited back to Central England after fantastic feedback on her Gambling Addiction training last year.  
LM

**Building Self-Esteem and Confidence CPD is on Friday 8th April 2011.  
Cost of attendance, £80**

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## **Continuing Professional Development (CPD)2011**

Hypnotherapists are required to maintain their Continuing Professional Development (CPD) to uphold professional learning standards and to meet the requirements of whichever professional association they belong to. Normally this is a minimum is 15 hours, or two days of CPD during each twelve month period. The list below shows CPD and other training events for hypnotherapists currently scheduled for 2011 but new events are being added all the time.

Please note – by booking (between now and the 14th March) on the new Stress Management Professional Coaching and Consulting course you will be entitled to one day of free CPD from the following programme.

**CPD Training Days at Central England College - 2011**

**Sunday 20th March 2011**

**John Castleton**

**Working Effectively with Substance Misusers**

The attendance fee is £80

**Friday 8th April 2011**

**Hilary Norris-Evans**

**Building Self-Esteem and Confidence**

The attendance fee is £80

**Sunday 22nd May 2011**

**Michael Mahoney**

**Hypnotherapy and Working with Cancer Patients**

The attendance fee is £80

**Friday 20th May 2011**

**Nick Cooke**

**Quit 4 Life Practitioner Training**

The attendance fee is £80

(includes Quit 4 Life License – normally £300)

**Sunday 19th June 2011**

**Terence Watts**

**Rapid Cognitive Therapy**

The attendance fee is £80

**Friday 1st July**

**Shaun Brookhouse**

**Ericksonian Hypnosis Masterclass**

The attendance fee is £80

**Sunday 18th September 2011**

**Michael Mahoney**

**Irritable Bowel Syndrome (IBS) and its Successful Treatment with Hypnotherapy**

The attendance fee is £80

### **Booking information**

All courses are certified and training notes are provided. The courses are open to practitioners of hypnotherapy, NLP, coaching, counselling and related fields. Numbers are strictly limited and places can be booked by calling:

**Central England College on 0121 444 1110**  
[info@cecch.com](mailto:info@cecch.com)

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Coming up in future issues:

Special feature on Neuro Linguistic Programming (NLP)

Using Hypnotherapy with Cancer Patients (interview with Michael Mahoney)

Rapid Cognitive Therapy – with APHP Chairman and RCT developer, Terence Watts

Ericksonian Hypnosis with Masterclass presenter, Shaun Brookhouse

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Sent By:  
**Central England College**  
240 Alcester Road South  
Kings Heath  
Birmingham West Midlands B14 6DR  
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