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## Welcome to the Summer edition of Hypnoiversity

The theme of this issue is Mind/Body Connection. With the Olympics just a few weeks away now, we felt it was apt to focus on this important topic. Nick Wright, now Dr Wright (Well done Nick!) is a man who really understands this concept and later in the year will be delivering a one-day CPD event with the title 'One Mind - One Body ... an integrated approach to neurological disorders'. As a hypnotherapist and osteomyologist, whose dissertation was on Dystonia, Nick is a real authority, so we'll look forward to bringing you an article from Nick in our next issue.

Our autumn edition will have a 'Boost your Business' theme and we welcome your input or submissions on this subject. Maybe you have had great success through a marketing method or have learned the hard way 'what not to do'. I myself have been doing some research on therapist's booking and payment procedures, and have sent out many questionnaires, but sadly only a minority have been returned. If you'd like to take part, please email me.

And finally... you may be aware that Hypnoiversity is now available in print as well as online, but now we are tweeting too! Nick and I will be keeping you bang up to date with news and views. Follow us @hypnoiversity\_ed. We hope you have a great summer of sun(?) and sport.

Lorraine McReight



# Summer of Loving Learning

## CEC Hypnotherapy Summer School

August has traditionally been a time for a break in the academic year. Those with kids are often busy arranging or providing interesting activities to keep them safe, stimulated or simply out of trouble but for many therapists, the school holidays are a bit of a 'dry' time client wise. So, why not take the opportunity to learn new skills and meet some great people at our very first summer school in Wimbledon SW London. Scheduled between the end of the Olympics and the start of the Paralympics, our 4-day learning event offers a very affordable opportunity to go deeper (*sorry I couldn't resist it*) into some of those serious topics and techniques that are a big part of many therapists workloads.

With the help of Nick Cooke, Richard Nicholls and Hilary Norris-Evans, you will increase your understanding of disorders such as PTSD, OCD and GAD as well as learning a wide range of therapeutic strategies to help your clients experiencing serious emotional distress, howsoever caused. Some of these are advanced hypnosis techniques, whilst others, such as EMDR and Gestalt (Empty chair) come from other psychotherapeutic schools. This course is about processing and problem solving and utilising a wide variety of approaches for the long term benefit of emotionally distressed clients and is for therapists who are serious about serious issues.

### Why attend?

It's a unique opportunity to work with a small group of therapists in a great location. Priced very competitively at £400 for all four days, this certificated course (The Central England College Advanced Practitioner Certificate – *Serious Emotional Distress*) is aimed at qualified hypnotherapists who want to improve their skills and add to their qualifications. Places are limited, so book now if you want to secure a place call Isabelle or Michael at Central England on 0121 444 1110 or email [info@cecch.com](mailto:info@cecch.com)

### Tutor profiles



Richard Nicholls is an experienced hypnotherapist and tutor and has a busy practise in the West Midlands ([www.midlandshypnotherapy.com](http://www.midlandshypnotherapy.com)). A familiar face for many students at Central England College in Birmingham and members of the National Society of Hypnosis & Psychotherapy, Richard is valued for his enthusiasm and commitment not only to his work, but helping fellow therapists. Richard will be demonstrating imaginative regression methods and include techniques for working through major abreactions and with repressed memories.



Hilary Norris-Evans, who practises in the South West of England as a hypnotherapist, coach and NLP Master Practitioner, ([www.getmindfit.co.uk](http://www.getmindfit.co.uk)) has many years experience of teaching both with The UK Academy of Therapeutic Arts and Sciences and The National College of Hypnosis and Psychotherapy (NCHP) and regularly presents CPD events at Central England College. She is also a therapist supervisor and HPD assessor for Central England College and says she loves helping new hypnotherapists find their way in the world. As a professional linguist, Hilary has an understanding of Ericksonian language patterns that many would envy. Passionate about Milton Erickson – *there's more to Erickson than artfully vague* – Hilary will provide two inspiring days of training on Ericksonian Approaches and on Anxiety States.



Nick Cooke is the principal of Central England College in Birmingham (CEC) and is an accredited member of the NCH (National Council for Hypnotherapy) and a Fellow of APHP (Association of Professional Hypnosis and Psychotherapy). Nick runs a busy therapy centre, training school and private practice in Kings Heath, and is known for his total dedication to his clinical hypnotherapy, teaching work and corporate training. CEC has twice been awarded 'International Training School of the Year' by APHP. Nick will introduce the 4-day course and open the first training day with strategies for safeguarding, then go on to demonstrate techniques for helping clients suffering from PTSD and trauma, including the powerful application of pattern interruptions, including EMDR.

This event will be hosted at my own therapy centre, which will be closed to clients for the 4 days of the course. I will be present each day, along with my receptionist (& right hand woman) Ann, to ensure that you are comfortable and catered for and know where to find parks, cafes, shops or the pub! We can also advise on parking and transport if you are new to the area. Please call me on 020 8947 3338 for local advice. For bookings, use the main college number (below).

### Location

The Hypnotherapy & Natural Health Centre is on the borders of Wandsworth, Earlsfield and Wimbledon Park at 421, Durnsford Road, London, SW19 8EE. There are good transport links from Central London, the suburbs and beyond and parking is available nearby. For location see: [maps.google.co.uk](https://maps.google.co.uk) and enter the postcode.

LM (editor)

*Call now to book your place (numbers are strictly limited) on 0121 444 1110 or email [info@cecch.com](mailto:info@cecch.com). Priority is being given to those wishing to book for the complete 4 day course, and up until the 9<sup>th</sup> July bookings will only be taken on this basis. If any places remain on and after 9<sup>th</sup> July then individual days (each carrying 8 CPD points) may be booked.*



## Healthy body, Healthy mind

Most people who exercise regularly would probably agree with this statement and some who miss their exercise 'fix' will claim to feel the worse for it, but is this due to missing the emotional 'high' from the release of endorphins or is it about the guilt felt when an individual's self-imposed regime has been broken? Does exercise really make a difference to our wellbeing and if so, why is this? and what type of exercise has the most benefit? These are some of the questions in my mind when I attended a talk in June this year by Professor Stuart Biddle at the NHSP (National

Society of Hypnosis & Psychotherapy) conference in Leicester. Biddle, (Professor of Physical Activity & Health at Loughborough University and Chartered Psychologist) spoke eloquently on the topic of Physical Activity and Mental Health and shared the findings of multiple research studies. Despite one recent research study picked up by the media that appeared to indicate that depressed people who exercised experienced no change in their mood, compared with a similar group who didn't, most studies *do* show that exercise improves emotional wellbeing. Is anyone surprised? Probably not, but the problem lies in motivating a depressed client/patient to exercise. Getting a depressed individual to do anything much can sometimes be a challenge. I recall a friend of mine many years ago relating the advice he'd had from his GP to "Go and kick leaves in the park" when he'd consulted him for depression. My friend had been singularly unimpressed (would he have preferred a prescription?) and only later discovered the therapeutic value of walking in the park.

As a dog owner for most of the last 25 years, I appreciate the benefits, physically and emotionally of going out for a walk twice a day, come rain or shine. Whilst doing this a few years back, I met a man who had been 'prescribed a dog' by his GP. As a result of trauma as a child combined with an extremely dysfunctional family life, this chap had become withdrawn and obsessive. The acquisition of a dog did result in an upturn in his mood and improvement in his social skills, although interestingly he had chosen a breed of dog that had a very long life, because he was terrified of the grief he would experience when the creature died! Pondering what I'd call 'The Fido Effect', how much of the emotional wellbeing is due to the exercise, how much to the socialising with other people – dog walkers will almost always make conversation with other owners of hounds – and how much to being outdoors? George W Burns, the author of 'Nature Guided Therapy: Brief integrative strategies for health and wellbeing (published by: Brunner/Mazel) developed a sensory awareness inventory (SAI) where clients were asked to list 10-20 items or activities which gave them pleasure, enjoyment or comfort. The categories were: Sight, Sound, Smell, Taste, Touch and Activity. Burns found that the majority of stimuli listed under each heading were nature-based. So it seems that the means of 'self-soothing' is often related to the outdoors. The growth in popularity reported by personal trainers of 'working out' in parks, rather than inside health clubs or gyms may also relate to the 'Ecopsychotherapy effect' and not the cost of gym membership.

So, getting back to the benefits to body and mind of taking regular exercise; should we as therapists encourage clients in low spirits to get active, and if so, how can we best achieve this? A CBT therapist friend, who works with anxious and depressed patients within the NHS, often describes their lack of commitment to completing tasks. In order to see them complete their 'prescribed tasks' she often carries out the tasks alongside her patients and this may be the only way of ensuring clients with depressed mood or mental health problems partake in physical activity. A rather interesting picture is now developing in my mind of GPs jogging in the park alongside their depressed patients! Given the anecdotal evidence of the stress suffered by, and self-medicating practises of some GPs, maybe this would be no bad thing!

LM



## Are you anxious about Anxiety?

Anxiety has oft been described as 'Fear spread thinly' but if you have a client experiencing acute anxiety and/or panic attacks, they may not feel that this description adequately describes their distress. Psychotherapists and scholars are divided on the number of categories into which all fears fall - some say four, others five or six, but Shaun Brookhouse (Hypno-psychotherapist and principal of The National College of Hypnosis and Psychotherapy) has quoted five. These are:

- Fear of annihilation (death),
- Fear of mutilation (injury/ill health),
- Fear of losing autonomy,
- Fear of separation (loss of love),
- Fear of ego death (humiliation/shame/guilt).

I'm sure many therapists will concur that many unwanted behaviours stem from one or more of the above.

Hypnotherapist, trainer & HPD assessor, Hilary Norris-Evans believes that anxiety and self-esteem is at the root of why people come to see us and results from a crisis of confidence in today's world. She recounts the existentialist

view that the basic nature of humankind is to have anxiety. Whether you believe this to be true or not, it is clear that some individuals suffer from imagined or exaggerated fears, more than others. PTSD (Post-Traumatic Stress Disorder) can fairly easily be attributed to experiencing or witnessing a traumatic event, whilst the child of anxious parents, may have learned specific behaviours or processes to follow. Others, who could be considered as 'stressy' personalities, may describe an outwardly functional early and adult life, yet still suffer from anxiety. In these situations, some further exploration, possibly using regression may be beneficial.

Many therapists have reported an upsurge in clients seeking help with anxiety since the economic downturn and maybe this is your experience. If so, how optimistic do you feel in effecting permanent change with clients who are suffering from anxiety states? Scripts on anxiety, panic attacks, fears and phobias and OCD abound, but whilst using these may result in a highly anxious client leaving your consulting room feeling calmer, how surprised are you if they return weeks (or days) later in a similarly stressed out state? If anxiety in all its guises is on the increase, maybe becoming an expert in these destructive emotional states would be a sound business decision.

Hilary Norris-Evans is very experienced in and passionate about working with anxiety states and will be delivering a one day CPD event for Central England College in Birmingham and London this year. She will be looking at the similarities and links between anxiety and depression, the differing effects on introverts and extroverts, and the impact of anxiety in the workplace. This will be a very full day with an emphasis on practical application, lively discussion and demonstrations, including NLP anchor and trigger work and safe regression techniques.

LM

Hilary Norris-Evans is presenting her 'Anxiety States' CPD training at Central England College on Friday 14<sup>th</sup> September 2012. The attendance fee is £90. See CPD listing below.

## Working with Cancer Patients – The value of hypnotherapy

As therapists we may have an appreciation of the psychological impact of bad news, and be used to seeing clients experiencing distress, but the diagnosis of a catastrophic illness such as a cancer, may bring a wide variety of emotions, from fear or anxiety about the treatment or prognosis, to worries about practical issues or financial stresses. Friends and family will inevitably be impacted too. It could be that we have personal experience of living with or beating cancer. We may have supported a friend or family member through treatment, or indeed have lost someone close

to us to these diseases, but our experience could be very different to that of a client who has cancer or one of their loved ones. Patients, partners, carers or children may be very well informed about their individual condition and have done research on treatment options, survival rates etc, but if they seek professional help and support outside the NHS, they will appreciate seeing a therapist who has an understanding of the cancer journey.

Whether working with this client group is something that you already do, or is something you would like to add to your areas of expertise, then Michael Mahoney's forthcoming 'Working with Cancer' CPD event at Central England College will be hugely beneficial. By attending this specialised course you will learn what cancer actually is and what causes it; about benign and malignant tumours, metastasis, staging, and tumour classifications (and the medical terminology used), the role of the immune system and lifestyle factors. Current treatment options and their side effects will be explained, including the mitigation of causes, the patient experience, survivorship and end of life issues.

Michael will explain clinical governance and the basics contract with patients and will look at the integration of complementary therapy with allopathic treatment. The role of the therapist and the benefits and uses of hypnotherapy in cancer care will be explored in this full and busy day and Michael will generously provide all attendees with a pack of hypnotherapy scripts for relaxation, anticipatory nausea, pre/post surgery, pain control, emotional recovery, and end of life. When this course was run at Central England College last year it was over-subscribed, so if you'd like to learn more about this rewarding area of work, we recommend booking early.



#### About Michael Mahoney

Michael qualified as a clinical hypnotherapist in 1986 and has extensive experience working with cancer patients and has a particular interest in breast cancer and emotional recovery. He holds membership of several primary care societies and his services are used by GP's and NHS & Private Hospital Consultants throughout the North West of England and

beyond. He has medical research project experience funded and audited by the medical profession and is the author of the CD 'An aid to Emotional Recovery after Breast Cancer' which is used or recommended as an additional treatment option in many NHS hospitals and for which he received an Innovation and Research Award in 2005. Mike is also a well known specialist practitioner in Irritable Bowel Syndrome (IBS) and originator of the IBS Register.

LM



## From the desk of the Principal

## Taking Stress Seriously

### Why should employers be bothered?

Very simply because they face potential litigation from employees if it can be proven that they didn't take reasonable care to protect those employees from the effects of stress. The floodgates opened over 20 years ago when Northumberland County Council employee John Walker successfully sued his employer after he had experienced a nervous breakdown which was attributed to undue pressure at work resulting in severe stress. The employer in this case incurred the cost of a payout of over £200,000.00, plus their own and their employee's legal costs. Over the years hundreds of other employers, large and small have fallen foul of employment law and been forced to make very large payouts.

### What does the law say?

Health and Safety law dictates that employers are required to have a duty of care to take all 'reasonable' steps to manage the working environment to help all employees to control / manage stress. This is law with teeth and many employers have taken their lawyer's advice to put measures in place to actively manage stress. Indeed, according to the UK Government's Health and Safety Executive, employers who can demonstrate that they have a scheme in place to manage their employee's stress are far less likely to be successfully sued.

### How do effective stress management programmes work?

Effective stress management programmes work by engaging the participants in a presentation and discussion about stress, how it occurs and what can be done to manage it. Of course it's true that we can't eliminate stress – it's part of life – but we can learn awareness of it in ourselves and others and find ways of dealing with it, ideally in a preventative way before it gets a grip of us.

This all applies whether we, as therapists, are working one-to one with individuals in our hypnotherapy practice or with a group of people in an organisation. Our approaches will be a combination of solution focussed and cognitive / behavioural. Our clients learn how to work on

their own ability to cope in whatever situations they face, and to switch off and relax. In a corporate setting they learn that by honing their ability to relax they can actually work with greater energy and effectiveness. Stress management programmes are likely to include:

- Stress awareness
- Identification of stressors
- Understanding of how stress occurs
- Identification of types of stress (active and passive), the risks of each and how they affect our personalities
- Examination of stress coping mechanisms (good and bad)

#### What opportunities exist for hypnotherapists, coaches and NLP Practitioners?

I guess we are all aware that stress is an area that we are all likely to be consulted about, so learning as much as we can about the subject and being as proficient as we can in helping to provide solutions, seems to make good sense. When clients consult us with stress related issues there are frequently deeper issues bubbling / festering away, so we must be watchful and at times a little challenging, to help the client 'discover' those issues and then provide a therapeutic climate to facilitate positive change.

An interesting possibility exists for practitioners to find their way into the corporate world, if they have an inclination to do so, and to provide services to assist employers to manage stress in the workplace for the reasons outlined in the first two paragraphs of this article. There is no point in targeting large 'Blue Chip' organisations since they will already have schemes in place. However with the small to medium size enterprises (SMEs), perhaps with between 50 and 200 employees there are plenty of opportunities for practitioners to offer programmes which, as well as helping employers to meet their legal obligations, can also assist them in reducing stress related absenteeism, retaining valued members of staff and optimising productivity at work through employees feeling cared for.

However many practitioners wishing to enter the corporate world will feel that they are lacking in expertise and resources to help them first of all to 'break into' the field, and then to provide expert services once they are there.

#### What my Stress Management Coaching and Consultancy Training offers?

My two-day Stress Management Coaching and Consultancy training is a certificated course of a very practical nature based upon my own experience of gaining

and operating programmes within organisations. With a very 'how to' perspective the course assumes that attendees will be qualified hypnotherapists with some knowledge of NLP and coaching. Working within a small group, attendees will learn:

- An understanding of Health and Safety Law in respect of stress
- The physiology of stress and all aspects of stress management
- How to work with individual clients to manage stress
- How to build a successful stress management practice
- How to find corporate clients
- How to make corporate appointments
- What letters to send, and to whom they should be targeted
- How to make a stress management presentation
- How to conduct individual sessions of stress coaching
- How to produce and run a group stress coaching session
- How to produce and run a six weeks stress management group
- How to avoid the common pitfalls

... and, much, much more! All slides and documentation are provided to enable attendees to start their own stress management practice. Our training is recognised by The Institute of Stress Managers. I will be presenting this course once only during 2012 so do book early to secure your place.

*The cost of attendance and certification is £180. The course runs at Central England College in Birmingham on the 15<sup>th</sup> and 16<sup>th</sup> November (See CPD courses information below).*

## NLP Quiz

For answers to the NLP Quiz in the Spring edition of Hypnoversity please go to the CEC website [www.cecch.com](http://www.cecch.com)



## NSHP Conference

On the 9th and 10<sup>th</sup> of June this year I attended the NSHP (National Society of Hypnosis & Psychotherapy) conference in Leicester. Over the two days there were speakers from the world of hypnotherapy and psychotherapy and it was a fascinating and thought provoking weekend. Below I share some of my weekend's highlights.

**Dr Andrew Samuels**, recently retired chair of the UKCP and Professor of Analytic Psychology at Essex University, who gave what I considered to be a brilliant, if controversial, talk on **promiscuity**. I can safely say that I have never known a speaker at a conference provoke so much debate – he was still being talked about the next day! Opinion on the man and the topic were divided and given the response, I think he may have pushed a few buttons!

**Sharon Mustard** explained the emotional and relationship problems couples can face when they experience conception difficulties and are pursuing or considering fertility treatment or therapy. Sharon, who is based in Wiltshire, specialises in **fertility** and natural birth hypnosis and teaches the **Easibirthing™** method around the UK. Approximately 70% of Sharon's work, she tells me is fertility related, which demonstrates the benefit of having a specific therapy niche.

**Rae Jensen**, hypnotherapist, spoke on **disordered eating** and her non-diet approach to weight and eating issues. It was refreshing to hear of her considered and holistic attitude to clients who 'soothe the storm within' by eating which offers, in my view, better prospects of long-term change than suggestion therapy or the Hypnotic Gastric Band!

**Anna McGee**, a psychotherapist based in East Anglia, delivered a presentation on **Transactional Analysis**, and offered some interesting insights into Eric Berne's model of how relational transactions work. Hers was one of the most enjoyable sessions of the weekend for me and I am looking forward to learning more about TA at a forthcoming CPD day at Central England College.

I'd like to thank Shaun Brookhouse and Fiona Biddle of NSHP for a really inspiring and fun weekend. Looking forward to next year!

LM



## The Body-Mind Connection by Lynda Roberts

Before qualifying in hypnotherapy in 2007, I worked as a complementary therapist and tutor for more than ten years. During my time as a body worker, I noticed that clients found relief from their symptoms almost immediately and for as long as they were receiving treatment such as massage, reflexology or reiki healing, but once the treatment stopped, their symptoms often returned. To complete the jigsaw of their holistic health, hypnotherapy was a very logical next step, helping them alleviate their symptoms permanently.

Common symptoms such as back pain, neck pain, eczema, asthma and migraines are prime examples of the subconscious mind saying – "Listen to your body, because I am creating this symptom to get your attention". Chronic (long term) conditions are often a sign of conflict, suppressed or unresolved emotions which have been ignored over a long period of time – often a lifetime. When we hold something in over a long period of time, like unexpressed negative emotions, it can create a pressure cooker type of build up, which has to come out somewhere! It is the mind's cry for help, manifested in a physical condition which is chronic and often debilitating. In very severe cases, the physical manifestation is accompanied by mental health problems. Whilst conventional medicine plays a valuable part in alleviating symptoms, if the original cause of those symptoms is not addressed, the symptoms may worsen, or morph into other, more serious symptoms leading to sometimes life threatening conditions.

I have found that by using the appropriate method of hypnotherapy for each individual client, what the mind has created, it can also dissolve, which offers clients a natural and drug free way to control or alleviate pain and discomfort. To demonstrate to the client just how powerful the body-mind connection is, I ask them to talk to me about two colours for two minutes each – red and blue. I then ask the client how they felt whilst talking about the colours, and I also give them feedback on their body language.

Their response is always one of surprise that they could feel so differently in their body just by talking about a colour! Red will always boost the sympathetic nervous system, which in turn will raise the blood pressure, heart rate and increase breathing, whilst blue activates the parasympathetic nervous system, which brings all systems back into a state of homeostasis (balance).

Most people know they can think themselves into feeling unwell. The classic example is the person throwing a

“sickie” from work, only to find they actually do feel ill! My job is to show clients they have all the power and control to see themselves as being fit, healthy, free from pain and discomfort, and to make that vision a reality with the right tools of guidance and self hypnosis. Of course no client would be advised to stop taking prescribed medication, and GP approval should always be sought by the client where it is deemed appropriate.

Lynda Roberts

## Continuing Professional Development (CPD) 2012

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 of 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 2012 but new events are being added all the time.

CPD Training Days at  
Central England College – 2012

### Thursday 12th July 2012

**Liz Amesbury**

**Hypnotherapy Strategies for Dyslexia**

(See article in Hypnoversity Issue 17)

The attendance fee is £90

### Friday 14th September 2012

**Hilary Norris-Evans**

Anxiety States

(See article in this issue)

The attendance fee is £90

### Sunday 9th October 2012

**Michael Mahoney**

**Working with Cancer Patients – the value of hypnotherapy**

(see article in this issue)

The attendance fee is £90

## Thursday and Friday 15th and 16th November 2012

**Nick Cooke**

**Professional Stress Coaching and Consulting**

(see article in this issue)

The attendance fee is £180

## Sunday 9th December 2012

**Dr Nicholas Wright**

**'One Mind - One Body ... an integrated approach to neurological disorders.'**

The attendance fee is £90

### 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)

### To come in future issues:

- Top tips for constructing your own hypnotherapy scripts
- It's all in the eyes! – How EMDR and new derivatives of it can be effective in helping clients to overcome PTSD
- How Transactional Analysis (TA) can assist us to tailor our hypnotherapy interventions to good effect
- One Mind - One Body ... An integrated approach to neurological disorders.