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Editor:  
Lorraine McReight (LM)

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

Publisher:  
Nick Cooke (NC)

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



## Welcome to Hypnoversity – Issue 14 July 2011

Hello and welcome to the mid-summer edition of Hypnoversity. Hypnotherapy has been in the news fairly regularly of late and has received coverage both in the press and on TV. A few weeks ago on 'Breakfast' the BBC interviewed two experienced healthcare workers on the

potential benefits of hypnotherapy for conditions such as anxiety, stress and IBS and how medical practitioners could be trained to use hypnosis with their patients. The guests appeared to have differing views on how feasible this might be.

Hypnotherapists seem divided too about the impact of such news features. For some, suggestions that hypnotherapy should only be practised by medical staff caused agitation, whilst others took the view that 'any publicity is good publicity' and that the raised awareness and acceptance (by some) in the medical profession of the efficacy of clinical hypnosis, would be beneficial. For me, I believe that adequate provision of hypnosis within the NHS will not be available any time soon, so I choose to view this exposure as a positive.

A week or two earlier, hypnosis for childbirth was in the media, as the commissioning of a significant research study by the NHS into the benefits and outcomes was reported. This could prove helpful for hypnotherapists who offer peri-natal services, but only time will tell. By coincidence, our next edition of Hypnoversity will focus on fertility, pregnancy and birth hypnosis and will include a book review, information on training courses and a new website for therapists.

In this issue we feature a variety of courses that start in the autumn, including Mike Mahoney's popular one-day IBS CPD event which offers an opportunity to join the IBS register, David Kato's one-day certificated course on Depression, Christian Baker's recording master class and Nick Cooke's new two-day course in Stress Management

for the Corporate Sector. We hope you enjoy this newsletter and as always welcome your feedback and submissions.

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.

Best Wishes,

**Lorraine McReight**  
**Editor**



## **IBS and Hypnotherapy - Michael Mahoney**

"Three little initials that cause a lot of chaos" that's how Mike Mahoney describes IBS (Irritable Bowel Syndrome). Becoming interested in this condition back in 1991 when in one day he saw three clients all seeking help

through hypnotherapy, Mike began to research the subject. With various factors such as long-term use of antibiotics, surgery (including heart operations), a bad accident or a life issue, being acknowledged as possible psychological contributors, although there remains no clear known cause. "Doctors are just not sure what causes IBS" says Mike "and medications are often ineffective in the long term. They rule out colitis and crohns disease and other conditions, the symptoms of which often mimic those of IBS, and then don't know what to do".

Mike was commissioned in 1996 to work with 20 GP referred intractable IBS patients, and reported reductions of frequency of presentation and symptoms, which on average were over 80% improved.

With further research and a three year patient piloting project, a formalised structure of five or six sessions over 12-14 weeks was developed leading to his current treatment plan. Clients usually experience improvement pretty quickly. "If it's not improving after three sessions, we stop, as we may have missed something" says Mike.

Put simply, IBS is a problem with motility and there are a variety of symptoms that affect sufferers, not all of which are readily divulged to professionals, often due to embarrassment. Mike explains to patients at the initial consultation, that even if they haven't told anyone before, there won't be anything that he hasn't heard many times. What is clear is that there will be a psychological response to coping with the condition, an issue often overlooked by GP's and medical staff.

Referrals come from GP's and both NHS & BUPA Gastroenterologists from all over the northwest of England and beyond. Since 2008 NICE Guidelines recommends hypnotherapy for patients who don't respond to conventional medicine after twelve months of treatment.

"This is an excellent opportunity for Hypnotherapists to be seen by the medical profession to be able to make a difference" says Mike. "IBS is a complicated and puzzling condition, but with over 25 years of scientific research showing hypnotherapy helps IBS patients, as a profession we should be doing more. We need to have a good understanding and structured approach to dealing with IBS, something I have developed and proven for the last 17 years or more".

Mike does no hypnotherapy at the first session, concentrating on information gathering. "We have to really understand the psychology of the patient" he says, "and they also need to understand how we help them". He also believes that people need time to think before deciding to start hypnotherapy treatment. "It is natural for someone to jump into therapy when they identify with someone who can help them. However I find the outcomes are improved if people just take a little time to consider what has been said at the initial consultation", says Mike.

Although he feels a learning structure is required, Mike is also aware that people learn in different ways, so he adapts the sessions as change takes place between visits. "It's about the brain/gut connection" Mike explains "the dialogue between brain and bowel" and as hypnotherapists we can appreciate this and how hypnosis can help. We also use the patients innate learning process to maximise the sessions "Every thought creates a physical response" continues Mike, who teaches clients how to dispel negative thoughts 'at the first flicker'.

Since 1998 Mike has also sold a home audio programme which he developed over five years and which is now used in 43 countries (The IBS Audio Programme 100) which can be bought on the internet and is considered to be the leading product in the field. "If my home caught fire, the only thing I know I'd save would be Mike's tapes" said one of his customers, a sentiment that demonstrates the impact of this condition on sufferers.

In Mike's forthcoming CPD event at Central England College on September 18th, he will explode any myths about IBS and give attendees a good understanding of what IBS is and what it isn't, and how we, as hypnotherapists, can help clients achieve positive results. The workshop will include advice on communicating with medical professionals and includes free scripts. His approach to IBS is a proven structured

process for working with IBS patients.

Places are limited and interest in this workshop is always high, so please book now to avoid missing this fantastic opportunity, not only to expand your client base and generate more revenue, but also to learn how to develop links with local surgeries and the NHS. Mike who is based in a GP medical practice has been in practice since 1986 and is known for his generous giving of information and the sharing of his experiences, which contribute greatly to his relaxed informed approach.

LM



## **From the desk of the Principal**

### **Stress Management, and why no employer can afford to ignore it!**

Stress may be defined as "The reaction people have to an imbalance between the demands they perceive to be placed upon them and the resources they have to cope".

(Source – The Society of Stress Managers)

According to The Royal College of General Practitioners, some 80% of patients sitting in a doctor's surgery are there because of a stress-related or psychosomatic illness.

According to The Health & Safety Executive, 360 million working days are lost annually in the United Kingdom and half of these absences are stress-related. The results of a national survey into stress at work reveal that every day of the week 270,000 people are absent from work with a stress-related illness.

Employers have a duty of care to manage stress in their workplace and employees who have been found to have suffered due to stress which has not been managed have legal recourse to make claims against their employer. A healthy workplace will bring employers and employees improved productivity, lower rates of sickness absence and less illness". (NHS White Paper).

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

- avoid costly legislation
- retain good staff
- reduce absenteeism

- improve productivity / efficiency

Again, according to the Society of Stress Managers, the campaign 'Our Healthier Nation' conducted in the year 2000 by the United Kingdom Department of Health identified stress as the biggest cause of absence from work after muscular-skeletal disorders. This was confirmed by the Confederation of British Industry in its survey, 'Focus on Absence', again conducted in the year 2000, which identified stress as the second highest cause of absence from work. According to the CBI Survey, absence from work was now costing business and industry an average of £13 billion a year."

Many well-documented cases of very large settlements have been made by employers to their staff and these are well documented at the UK Government's Health and Safety Executive website at [www.hse.gov.uk/index.htm](http://www.hse.gov.uk/index.htm)

## **Stress Management Coaching and Consulting Training**

I've personally worked over a number of years coaching and consulting managers in organisations in the management of stress. On the 17th and 18th November 2011 I'm presenting a course at CEC to share my knowledge and experience, In particular I'll be covering:

- How to incorporate your hypnotherapy, coaching and NLP skills into stress management coaching and consultancy
- How to identify stress
- How to find work within organisations
- How to negotiate contracts
- The legal requirements of Stress Management
- Structures for stress management coaching and training programmes
- How to provide a consultancy service
- How to build a thriving stress management coaching and consultancy practice

For details of cost and booking information on this course please refer to our CPD section below.

Look out for much more on stress management coaching and consultancy training in future issues of Hypnoversity

NC

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## Do you like the sound of your own voice?

Many of us don't, but often our clients do. They may enjoy and benefit from hypnosis CD's that we make for them too. If you don't routinely record sessions or offer to create bespoke

recordings, you might be missing an opportunity to help your client and yourself. Some therapists simply record their client's therapy session on a digital recorder and then burn it onto a CD on their pc. This is a cheap way of producing a basic product that will be effective if the client uses it...and if they don't, it's only cost the price of a blank CD! Other therapists produce a better quality product by taking time out to make a recording that they spend some time preparing and possibly editing. If this is given free, then the price charged for a session has, in real terms, been virtually halved.

Many therapists build in the price of a recording into the session fee while others offer a generic CD and produce a range of recordings for the most common problems for which they are consulted. Those who have an interest in E-commerce may even book a session in a recording studio and produce a very high quality professional product that they can sell in their clinic or online.

Booking a session in a studio isn't always as expensive as you might think either. I recently attended a master class ( [www.therecordingmasterclass.com](http://www.therecordingmasterclass.com) ) run by Christian Baker at the Fit Dog Studio in Northampton ( [www.fit-dog.com](http://www.fit-dog.com) ) and discovered that making a recording can cost as little as £25 per hour! Of course one needs to allow more than an hour to produce the finished article and Chris Furner of Fit Dog, advises that a 30 minute CD might take 3 to 4 hours to complete. The more experienced or confident therapist may take less time and a novice or nervous individual may take longer. As one who is familiar and comfortable in a studio setting and with much experience of marketing his audio products, Baker has some great tips to offer hypnotherapists seeking to improve their products or boost their income stream.

The one-day course at the studios covers how to make quality home recordings, including the best microphones and software to use, and how to edit. Each therapist gets a chance to try out the studio and to hear themselves before and after editing and the addition of any sound effects. This was the best part of the day for me, although wailing like a police siren in the voice coaching session was fun too - although I think it was meant to be a serious lesson in how to care for your vocal chords! Vocal coach Lisa has some great tips on vocal technique and how to care for your voice.

If you feel that you could benefit from some friendly, professional guidance on home or studio recording, this master class could be for you. Prior to attending the course I'd explored the idea of booking a studio to do some recording, so was pleased to meet music technician Chris, and to learn how studio services differ. Having previously spoken to a London studio that works with famous bands and artists, I now know that I need a studio like Fit Dog – one that has a lot of experience working with hypnotherapists and voice recording, rather than one run by musicians for musicians!

The next master class is being held on Saturday 22nd October 2011.

LM



## Helping clients with depression

Following a sell-out 2-day course on Eating Disorders and OCD in February this year, David Kato returns to Central England College to deliver a one-day Certificated CPD course in depression. Many of us will see clients who either want help with a depressive state or whose underlying depression is causing problems in other areas of their life. Hypnotherapists have reported being given very different advice on how to work with depressed clients, or indeed whether they should work with them at all and we hope that David, who specialises in working with depression of all types, will help therapists to feel more confident in their approach. Although David trains therapists in working with some pretty 'heavy' emotional conditions, there is nothing 'heavy' about his teaching style.

David is a clinical lecturer in depression and Cognitive Behavioural Therapy (CBT) in England, Scotland, Ireland, the United States and the Middle East. He is the vice president of the Academy for Continued Hypnosis Education in Michigan and president of the CBT Association for Hypnotherapists. David is also a member of the collaborative for Hypnosis Educational Standards in the USA.

David outlines the course content below.

The Psychology of Depression & Therapeutic Modalities  
David Kato PhD MA (Psychology).  
Clinical Hypnotherapist / Psychoanalyst / Behavioural Therapist.

Learn about depression, clinical depression, major depressive disorder, Uni-polar and Bi-polar, ante and

post natal depression, which is a speciality at the Bristol Hypnotherapy Clinic. I am sure you will consult with many patients / clients with different forms of depression.

Depression is a multi-dimensional disorder, there is no one specific problem in life that causes it, although many people get to a stage where something goes wrong, which tips them over the edge, hence they believe, that's what has caused their depression.

The treatment for depression that works well is cognitive behavioural therapy (CBT) and interpersonal related therapy. These therapies are all used within hypnosis, and shows greater therapeutic outcomes than drug therapy. This is termed as 'brief therapy', as opposed to elongated years of therapy, and may take between 5 - 9 sessions.

CBT in conjunction with hypnosis, provides a different way of thinking and feeling regarding depressive negative thoughts and feelings.

Because humans are creatures of habit, the more the client thinks and feels in a positive way and obtains better coping skills and strategies, the more this becomes apparent. Therapists need to be aware that just using positive suggestion, could bring about an increase in depression and produce the opposite effect with some depressives.

Any person young or old, male or female can become depressed. Depression is increasing in all age groups, but particularly in the younger teenage group. Females tend to experience depression twice as frequently than males, and depression is estimated 25 - 40% more common amongst children, that have grown up with a parent that is depressed.

Mild, moderate and suicidal depressed client's find themselves in situations that are extremely distressing and who need help to find a way out. It can effect them physically, instigating problems such as eating too much or not at all, sleep disturbance, cannot get to sleep, or sleep too much, a reduced sex drive, a decrease of pleasure or interest, fatigue and anxiety. It causes problems with their ability to think clearly, making it difficult to concentrate, and includes poor memory creating errors in judgement and decision making. There are possibilities of other co-morbid mental health conditions that are intermeshed with depression. There can be many underlying medical disorders that create depression, where a full investigation is required.

Whether it is clinical depression, ante or post natal depression, mild, severe, with or without suicidal ideology, an individual has the ability to break up their depression if they want to. It is a very important step to recognise depression and then to obtain help. Ante natal

depression that includes relevant CBT (analysis should never be used during pregnancy) significantly reduces the possibility of post natal depression occurring.

Depression is controllable and the outcome is excellent, when approached correctly by a skilled hypnotherapist.

David Kato's one-day course on working with depression is at Central England College on Friday 7th October 2011 and the attendance fee is £90

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## **Continuing Professional Development**

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 2011/12 but new events are being added all the time.

### **CPD Training Days at Central England College 2011 - 2012**

#### **Sunday 18th September 2011**

##### **Michael Mahoney**

Irritable Bowel Syndrome (IBS) and its Successful Treatment with Hypnotherapy  
The attendance fee is £80 (see article above)

#### **Friday 7th October 2011**

##### **Dr. David Kato**

The Psychology of Depression & Therapeutic Modalities  
The attendance fee is £90 (see article above)

#### **Thursday 17th and Friday 18th November 2011 Nick Cooke**

Stress Coaching and Consultancy within Organisations  
The attendance fee is £180 (see article above)

#### **Tuesday 6th December 2011**

##### **Christian Baker and Richard Nicholls**

On-line Marketing and the effective use of Social Networking Media  
The attendance fee is £90

#### **Friday 6th January 2012**

##### **Nick Cooke**

Quit 4 Life – Smoking Cessation Masterclass

The attendance fee is £90

## **Saturday 21st and Sunday 22nd January 2012 Steve Burgess**

Inner Child Healing – Advanced Practitioner Training  
The attendance fee is £220

### **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:**

- Effective hypnotherapy for fertility, pregnancy and childbirth (special feature in next issue)
- How can on-line marketing and social networking media work for you?
- Tapping your way out of trouble – how clinical hypnosis can integrate with meridian therapies for achieving rapid and effective changes.
- Top ten tips for success as an NLP Coaching Practitioner.