

# hypnoiversity

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



central england college

## NEWS

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Editor:  
Lorraine McReight (LM)



## Welcome to the May/June edition...

Hello.

Well here we are with a brand new government, and few could have predicted such a surprising mix! What isn't unexpected though, are the adjustments that governments

around the world will need to make in the near future. With uncertainty about the economic situation continuing and the effects of possible cuts worrying many families and individuals, hypnotherapists and stress counsellors could be in for a busy time.

As therapists, is it wrong to view this misery as a business opportunity? Well, put like that it certainly sounds so, but for me, the answer is a clear 'No'. We aren't responsible for their distress and if we don't help they may simply continue to suffer. With cuts to the NHS quite likely, waiting lists for the talking therapies could increase and medicating or 'self-medicating' with prescription or illegal drugs or alcohol could for some seem like the 'only' option.

For new therapists wanting to build their business into a full-time, thriving concern, this period of change could benefit both them and their clients alike. In this issue, Nick's practice-building challenge, may give some inspiration, or encourage us all to review our current marketing ideas and strategies.

One therapist who clearly has a busy schedule, is APHP chairman Terence Watts, who I met up with recently to discuss his forthcoming 'Rapid Cognitive Therapy' CPD event at Central England College, and it was, as you

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might expect, a fascinating exchange.

I hope you all enjoy this edition of Hypnoversity, and as ever, we welcome your feedback and submissions.

Best wishes

Lorraine

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## What's your type - Talking with Terence Watts



Various methods have been used over time to group individuals into characteristic 'types' and those of you who have studied NLP will be very familiar with the descriptions such as 'Auditory digital' or 'Visual' which relate to individual's representational systems. Possibly more fascinating is Terence Watt's 'Warrior, Settler, Nomad' classifications, which he first describes in the book 'Rapid Cognitive Therapy' (which he wrote with Georges Philips in 1999) and expands on in his later book, 'Warriors, Settlers and Nomads'. This volume is viewed by many as a self-help title, but the ability to recognise personality types and the inherent tribal traits they demonstrate can be an enormous benefit to therapists.

Criticised by some for its lack of annotations, this is nevertheless a well researched piece of work and Terence confesses to many hours of research at the British Library, before the internet made information seeking instant and easy. Purists may argue that some of the anthropology is questionable, but Terence stands by his hypothesis. For those who prefer a professionally recognised description of personality types, 'Warriors' equate to the *Resolute Organisational* personality, while the title for 'Settlers' is *Intuitive Adaptable* and 'Nomads' *Charismatic Evidential*.

So, why do we need to decide what category or personality type a client falls into before we start to work with them? Well, because it helps us as therapists to see the best way of helping our client. Warriors who are ambitious and goal directed will respond to a different approach to their Settler counterparts, who are by nature more easy-going and less driven, and Nomads who are larger than life extroverts who love attention and delight in change. An interesting discovery, useful to therapists and doctors alike, is the relationship Terence observed between personality types and pathology, though whether general practitioners will rush to embrace this connection is doubtful.

Rapid Cognitive Therapy, of which personality typing is

just a small part, is a title coined by Watts and Philips and is about fast change and fast understanding. Despite being similar in name to Cognitive Behavioural Therapy, it isn't about behaviour, and clients are not tasked to record their thought and behaviour patterns. RCT is client-centred and objective rather than subjective. "It's about the client seeing themselves in a more favourable light", Terence explains "and viewing themselves for instance, as 'tenacious and determined', rather than 'pig-headed or stubborn', or 'soft and kind', opposed to 'a wet weekend'"

Terence is concerned that too often therapist's egos feature in sessions with their clients and invites all of us to examine the type of client and 'issues' we attract. The fashionable phrase "*It's not about you*" springs into my mind. "If you're always getting the same stuff" says Terence "Look inside yourself!"

Terence Watts, the AHP chairman, is delivering a one-day CPD event on Rapid Cognitive Therapy at Central England College on Sunday June 20th 2010. Held only once a year at Central England, this training course is fantastically entertaining as well as informative, and as one who packed into a fully booked classroom last year, I can safely predict that it'll be a sell-out, so book now to secure a place.

LM



## From the desk of the Principal

### My practice building challenge!

The first of my three practice building tips in this issue is in the form of a challenge which is well worth taking on by anyone who is starting or developing their own business, including hypnotherapists.

#### Be creative

Each month adopt three new ideas to grow your business. It almost doesn't matter what the ideas are. The point is just to experiment. Get the book "The Success Strategies" by Jack Canfield. It's a classic text, crammed with good ideas.

Remember Thomas Edison reputedly carried out almost 5,000 experiments before inventing the electric light bulb. At one point, one of his colleagues said to him, "why don't you admit, you have failed! Man is always destined to light his way with candles and gas" Edison is said to have replied "I haven't failed. What I've learned is thousands of ways that don't work and that puts me one step closer to finding what does work." Fortunately for us he continued his work.

### **Talk, Talk, Talk**

Your ability and willingness to talk enthusiastically and positively about what you do will be contagious and will draw clients into your practice. If you don't feel confident enough to give talks then seek some help yourself. You can only help clients to be more confident if you, yourself are. Prepare an "Otis" speech. I don't know if you've heard the expression but the idea is to imagine you were in a lift (Otis!) travelling between floors. You get chatting to someone who says "What do you do"

A simple, clear description, in a few words gives a favourable impression that you are confident and positive about what you do. "I'm a clinical hypnotherapist and coach – I help people make positive changes in their lives." This may well prompt the person you are talking to to remember changes that they would like to make. Remember though to show an equal interest in the person you are talking to. Let them be aware that you are a listener and that you are interested in them.

### **Remove your invisibility cloak!**

Although Harry Potter found it useful to escape visibility, you need to be found by prospective clients. You need to be searchable through search engines, and professional registers such as AHP. If you live in Stoke on Trent and a potential client searches for hypnotherapist or hypnotherapy, Stoke on Trent and they can't find you then your website needs optimisation (making sure that it is constructed in such a way that search engines recognise it). You could also consider a listing on yell.com and pay per click advertising on Google to really boost your chances of being found.

Spend time putting your literature and business cards in every appropriate professional location (hospitals, GP's dental surgeries, etc). This needs persistence and effort but it will normally be well worth it.

## **Central England College forges links with The Society of Stress Managers**

I'm delighted to announce that The Society of Stress

Managers now formally accredits the hypnotherapy, NLP and coaching courses of Central England College.

Graduates of our courses are now eligible to become members of the society and to receive referrals from the society's database. Further news will follow in future editions of Hypnoversity and in the meanwhile please visit the society's website at

[www.manageyourstress.co.uk](http://www.manageyourstress.co.uk)

The website contains valuable information for aspiring stress managers and may be particularly helpful if you intend to develop work within organisations.

The contact the society is Gill Hines - 08000 937149

NC

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There's no such thing as a free lunch....  
Or is there?

Surfing the net recently I came across a site that appeared to be the answer to many a therapist's prayer. A click away were tips and advice to make every practice a thriving one and the author spoke enthusiastically, with much waving of hands, of the transformation we'd see if we downloaded his 'Hypnotherapy Report'.

Wondering how much this practice-building document would cost and at the same time pondering viruses, scams and the like, I nevertheless decided to submit my details. Three emails followed in quick succession and I was assured that this was going to be 'A very exciting day for me'. Feeling rather un-excited (maybe you need to be American to get that excited) I read on and was assured that everything could be about to change. I was instructed to view the report as the starting point of a new journey, where I'd get to build the hypnosis business I'd always wished for."Oh, here we go" I thought cynically, "What's the catch? How much is it?" But download it I did, and forty-five free pages arrived in my inbox ready for reading or printing off.

Reassured by acknowledgements to three UK hypnotherapists who I've met, I scrolled through the document with renewed interest. With headings such as 'What's wrong with Hypnotherapy today' and 'The truth about hypnotherapy today' one might have expected something negative, but it was positive and motivational – or at least I found it so.

Confronting negative limiting beliefs that we may hold about our profession or our own potential for success is a key theme to this report, which goes on to suggest the potential for increasing our

prices, client-base and controversially the number of visits a client makes to us. Experiencing an immediate sense of unease on reading this last recommendation, I nevertheless reversed my view after giving his point consideration.

Marketing tips follow in a straightforward 'Say' and 'Do not say' style, with advice that may seem obvious to some, but could prove useful to others. Flagging up learning shortfalls and suggesting additional formal or informal training and supervision seemed pretty reasonable too, albeit unsurprising. Ultimately, this report aims to empower therapists and coaches and encourage us to set goals and plan for success, which of course, might involve further training.

As a post-script, the report's author, Ed Lester, mentions his 'Cascading Change Coaching System' for hypnotherapists, which is conducted by phone and video. This programme, he reveals, is fully booked until January, but email announcements will alert the keen and committed to future opportunities. After gaining at least one useful and attitude-changing tip myself, I certainly feel that I've had value for money, though I probably won't be investing in his mentoring programme.

To download the report, please visit [www.theartofoptimism.com](http://www.theartofoptimism.com) and scroll to the bottom of the products page to see the link.

LM

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## **Continuing Professional Development (CPD) 2010**

Hypnotherapists are required to maintain their Continuous Professional Learning (CPD) to uphold professional learning standards and to meet the requirements of whichever professional association they belong to. Normally a minimum is 15 hours, or two days of CPD during each 12 months period. The following list is of CPD programmes and other training events for hypnotherapists being presented at Central England College during the remainder of 2010

### **Sunday 20th June 2010 Rapid Cognitive Therapy - Terence Watts**

Prolific writer, course developer and therapist, Terence has three published books. "Rapid Cognitive Therapy", co-authored with George Phillips, is one of the most successful hypnotherapy training manuals of all time. His personality profiling system "Warriors, Settlers and Nomads, a main topic of this course is a highly valuable diagnostic tool for all therapists.  
(See feature earlier in this issue)

### **Sunday 5<sup>th</sup> September 2010 Sports Hypnotherapy – with former UK Open Golf**

## **Champion – Anne Smith**

This workshop offers a great opportunity to learn about a whole new area and a potentially new client base for many practicing hypnotherapists. During this course, involving a mix of theory & practical exercises, Anne will cover issues of motivation, concentration and relaxation as well as triggers, performance inhibitors and self belief. No prior knowledge of sports or sports coaching is required for this course.

## **Wednesday 13th and Thursday 14th October 2010 Anorexia, Bulimia, Eating Disorders and OCD Diploma Course – David Kato PhD**

Anorexia, bulimia, eating disorders and OCD are more common in our society today. The therapeutic approach can be extremely complex and needs to be of great value to the client / patient. David will help you accomplish a better understanding of these conditions, and more importantly, provide you with a well established means of assisting the individual with these disorders.

This specialist course which provides information on methodologies, treatment plans and scripts is supported by a comprehensive support manual/pack including a specially produced interactive CD of the course as well as a multiple choice based exam paper which can be taken away, completed and returned for marking.

David Kato is a Clinical Hypnotherapist / Psycho-analyst / Behavioral Therapist and works at the Bristol Hypnotherapy Depression. David presents workshops and seminars at the International Medical & Dental Hypnotherapy Association (IMDHA) in the USA and the International Association of Counsellors & Therapists in the USA. He is also an adjunct professor at Alpha University, Alabama, and a member of the committee of Collaborative for Hypnosis Educational Standards in the USA.

The attendance fee for this diploma course is £220. Demand is expected to be high and early booking recommended.

All courses are certified and training notes are provided. The courses are open to practitioners of hypnotherapy, NLP, coaching, counselling and related fields. Apart from the Eating Disorders course (see above) the fee is £80 per person, per day. Numbers are strictly limited and places can be booked by calling:

**Central England College on 0121 444 1110**  
**Full details on: [www.centralenglandcollege.org/cpd](http://www.centralenglandcollege.org/cpd)**

## Coming up in future issues:

- Supervision - why is it so important and what does/should it involve?
- Transference - hindrance or benefit? - making it work for effective therapy
- TimeLine Therapy TM - making imaginative use of this powerful model of working

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