

# hypnoversity

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



central england college



Special Edition

## NEWS

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## Welcome to Issue 10 November 2010

Hello and welcome to this special  
'Quit 4 Life' edition of  
Hypnoversity.

Quit 4 Life is the new (to be launched at the end of the year) national hypnotherapy support programme for people who are serious about quitting. It coincides with the Continuing Professional Development (CPD) training courses being offered on 12th December 2010 and repeated on 30th January 2011.

Quit 4 Life represents a unique opportunity for qualified hypnotherapists to lead the field in this important area of work - further information is below.

Details are also included of the college's CPD training programme for 2011.

As always, your comments, news and questions are welcome.

Happy reading and best wishes

Lorraine

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## **Quit 4 Life National Licensed Hypnotherapy Programme**

### **Nick Cooke**

To coincide with the launch of the Quit 4 Life national hypnotherapy support programme at the end of the year I'm running a specialist smoking cessation course, the dates of which are below. So the purpose of this article is to introduce Quit 4 Life, explain how you can participate in it and give you some reasons why you might want to attend the CPD training.

### **What is Quit 4 Life?**

Quit 4 Life is the national licensed hypnotherapy support programme and website, which I'm launching at the end of this year in support of the UK Government's quit smoking initiative and Cancer Research UK. The Quit 4 Life programme is the result of over 10 years of research by me into effective therapy to help those who have decided that they want to quit smoking. I think that most of us will be aware of two significant problems with hypnotherapy to help people quit smoking, which are 1) - clients may expect us to make them want to stop! and 2) - clients may easily succeed in stopping but can just as easily relapse.

Quit 4 Life utilises a combination of cognitive behavioural and solution focussed approaches which can really help someone who has made a decision to quit, to fully participate in their own therapy.

As well as details of the programme, the nationally optimised website will provide access to a list of qualified practitioners, with links to the practitioner's own websites. A structured, client-centred marketing programme will also maximise the possibility of serious enquirers becoming paying clients, as well as increasing the potential of referrals from genuinely satisfied clients.

### **How can you participate?**

Qualified and experienced hypnotherapy practitioners are invited to extend their training by means of a special one-day CPD event on Sunday 12th December 2010. At the time of publishing this edition of Hypnoversity this is fully booked and a further training has been scheduled for Sunday 30th January 2011. The cost of attendance at either of these events is £80.

Attendees will be invited to sign up to an annually renewable practitioner license to operate the Quit 4 Life programme. This license, which will in future have an annual cost of £300 is offered completely free to attendees. It includes the Quit 4 Life logo and brand, marketing support and access to exclusive marketing materials including website graphics, signage and marketing literature.

To book your attendance for the 30th January 2011, call Isabelle or Michael on 0121 444 1110

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## **Continuing Professional Development (CPD) 2010/2011**

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 of 15 hours, or two days of CPD during each twelve month 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 and 2011.

### **Sunday 12<sup>th</sup> December 2010 or Sunday 30th January 2011**

#### **Quit 4 Life – New Hypnotherapy strategies for people who are serious about quitting**

**Nick Cooke**

Coinciding with the launch at the end of this year of our Quit 4 Life national smoking cessation website, participants will learn how this powerful new coaching/therapy programme, combining cognitive behavioural hypnotherapy and a solution focussed approach, can provide clients with the tools and an easy to follow system to help them to really quit 4 life.

The attendance fee is £80

See article above

### **Tuesday 11th January 2011**

## **Kevin Laye**

### **Positive Shrinking – How to help clients to change their relationship with food, forever**

Based upon his bestselling book of the same name, successful Harley Street Therapist, NLP Master Practitioner and trainer, Kevin Laye taught his unique approach to Paul McKenna, who fully endorses this programme. "It is absolutely not about dieting but instead focuses upon the client's relationship with food and teaches them to deflate the anxieties that cause emotional comfort eating", says Laye. Positive Shrinking blends methods modelled from NLP, TFT and other psychological fields to produce a system which clients can easily learn and implement.

The attendance fee is £80

### **Wednesday 9th and Thursday 10th February 2011      David Kato PhD**

#### **Anorexia, Bulimia, Eating Disorders and OCD Diploma Course**

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 Centre. David presents workshops and seminars at the International Medical & Dental Hypnotherapy Association (IMDHA) in the USA and the International Association of Counsellors & Therapists. 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.

### **Saturday and Sunday 26<sup>th</sup> and 27<sup>th</sup> February 2011      Steve Burgess**

## **Past Life Regression – Practitioner Course**

Steve is a much sought after practitioner and trainer in this field and his highly praised training courses cover a variety of methods to access Past Lives and treat a wide range of physical and emotional problems. Almost any issue brought into therapy by a client may relate back to a former life and Reincarnation Therapy is a deep, fascinating form of therapy that clears problems permanently. Each time we have facilitated this course it has sold out, so early booking is recommended. Come and learn from one of the world's most experienced Past Life Therapists.

The attendance fee is £180 for this 2 day certified practitioner training.

**Sunday 20<sup>th</sup> March 2011    John Castleton**

### **Working Effectively with Substance Misusers**

John Castleton is a chartered psychologist and clinical hypnotherapist and founder and former director of 'The Warehouse', a charity based in the West Midlands which helps young people overcome drug addictions.

Unless we have been there ourselves, few of us would have much idea of how to identify substance misuse, let alone be able to offer effective treatment. This fascinating training fully covers drug awareness and identification as well as a study of addictions. This is an area where much client help is needed and where there are opportunities for interventions with clinical hypnosis which John will cover.

The attendance fee is £80

**Friday 8<sup>th</sup> April 2011    Hilary Norris-Evans**

### **Building Self-Esteem and Confidence**

At the very core of our therapy work, lack of confidence and self-esteem can be a major obstacle to making positive changes. Often clients may show 'resistance' to changing an unwanted pattern, whether it's a feeling such as anxiety or a behavior such as drinking to excess. Often clients are only too aware of their lack of confidence and low self-esteem but have absolutely no effective strategies for changing.

Hilary has a wealth of experience of helping clients successfully with these issues. As a practitioner and a trainer with the UK Academy of Therapeutic Arts she has lectured to many groups in the UK and overseas and has developed a strategy for assisting with gambling addiction which she will discuss in this day of theory and practical exercises.

The attendance fee is £80

**Sunday 22<sup>nd</sup> May 2011 Michael Mahoney**

### **Hypnotherapy and Working with Cancer Patients**

There are few of us whose lives have not been touched in some way by cancer. This course teaches us about cancer and its medical treatments as well as exploring the many ways that we, as hypnotherapists, may offer help. This is a full and busy day and ideal for those considering entering this rewarding area of practice. Michael is generous in sharing his knowledge, skills and resources which include such topics as psychological impact, integration of complementary therapy and clinical governance. Specialised scripts are provided.

Michael is well-known for his work in this field, in particular in connection with breast cancer and emotional recovery. Author of the widely acclaimed CD 'An aid to Emotional Recovery after Breast Cancer (used or recommended in over 110 UK hospitals) Michael received an Innovation and Research Award in 2005 and a certificate (accredited by the University of West England) from the National Cancer 'Czar' Professor Mike Richards, in respect of his work with cancer patients.

For further information about Michael Mahoney see 'Hypnotherapy and IBS' – below.

The attendance fee is £80

**Sunday 19<sup>th</sup> June 2011 Terence Watts**

### **Rapid Cognitive Therapy**

Co-author of the well-known hypnotherapy text book of the same name, Terry is a true innovator and prolific writer. The recipient of numerous awards, Terry is a global lecturer on topics as varied as analytical hypnotherapy, psychosexual disorders and archetypal parts imagery. This course teaches the fascinating subject of 'personality profiling' as described in his book "Warriors, Settlers and Nomads". Client profiling can enable us to carry out assessments more thoroughly and plan our interventions, including inductions and deepeners in such a way as to personalise them to individual clients needs, thereby improving our chances of success.

Terry is an inspirational trainer who somehow manages to combine a wealth of knowledge and experience with a very down to earth approach.

The attendance fee is £80

**Friday 1<sup>st</sup> July 2011      Shaun Brookhouse**

### **Ericksonian Hypnosis Masterclass**

Dr Milton Erickson was the USA psychiatrist who was probably the most influential person worldwide in the establishment of mainstream hypnotherapy practice. His unusual and highly innovative approaches were largely responsible for moving hypnosis from the stage into the consulting room. His methodologies were 'modelled' by Richard Bandler and John Grinder in their development of NLP.

Erickson's fellow countryman Shaun Brookhouse has been regarded for many years as one of the world's leading trainers in Ericksonian Hypnosis. Be warned – Shaun's own teaching style can also be very unusual so boredom is likely to be completely off the agenda! Shaun is the recipient of numerous awards on both sides of the Atlantic for his work. He is currently principal of both The National College of Hypnotherapy and Psychotherapy and The UK Academy of Therapeutic Arts.

The attendance fee is £80

**Sunday 18<sup>th</sup> September 2011  
Michael Mahoney**

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

It is considered that between 10 and 15% of the UK adult population experience IBS at some point in their lives. It's an unpleasant, uncomfortable and sometimes painful condition which, whilst not life threatening, can make normal life very difficult for sufferers. The great news is that hypnotherapy can be a very effective treatment and is recommended by the UK Government's National Institute for Health and Clinical Excellence (NICE) as a treatment of choice. This means that as a hypnotherapist this may well be an area of work where it would be worth developing expertise.

Michael Mahoney is a hypnotherapist who has done just that for the past 15 years. Principal of The IBS Register, Michael is internationally recognized for his work with IBS sufferers from within an NHS medical practice where he is based. The Government is committed to disbanding Primary Care Trusts (PCTs). This means that GPs will effectively be able to hire in specialist complementary therapists. Michael will explain how we can go about grasping this potential.

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

## Coming up in future issues:

- Supervision - why is it so important and what does/should it involve?
- TimeLine Therapy TM - making imaginative use of this powerful model of working
- Regulation - update on voluntary self-regulation as it commences for the hypnotherapy profession

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