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Su Ricks-McPherson

## Weighty Issues

By Su Ricks-McPherson

When we start out on our therapeutic career, we have a view about those 'types' of clients with whom we feel an affiliation; Ten years ago, I, like so many new therapists felt this with weight management clients and I have worked successfully with many of them (and indeed, on my own processes) over the years.

There is though, one statement, which always brings a wry smile to my face when speaking with trainees or newly qualified therapists, which goes something like "I think I'll focus on simple, easy clients, like smoking or (yes, you've guessed it) weight loss. Why the wry smile? Well because working successfully with weight management clients is neither simple, nor easy.

Don't get me wrong, there can be a lot to be gained from using very simple suggestion based hypnosis. After all, the basic maths for the vast majority of people stands; consume more than you burn, weight goes up. Burn more than you consume, weight goes down. So a suggestion such as "You'll find yourself becoming more aware and when you are not physically hungry, you'll have no desire to eat" have their place. They can promote mindfulness, awareness and a behavioural change.

There are of course, certain conditions which prove to be the exception to the rule; hypothyroidism, use of steroids, hormonal fluctuations etc., but for most clients, that basic maths is just not enough.

Some client's don't know the equation at all, whilst others know it, and operate in a 'diet mentality', either logging intake sporadically (chips off of someone else's plate do count actually), eating low fat foods, drinking diet drinks which may actually hinder rather than help weight management or not fully understanding other side of the equation, activity. Most of us are not nutritionists nor personal trainers, so providing advice on such matters should be avoided. That said, many clients do need a certain amount of education on the maths, so it is worth putting together a sheet of 'resources' like free calorie logging apps, online body composition calculators and weight loss goal calculators, to help them understand the fundamentals of weight management.

Another aspect of the diet mentality is that it can focus the mind on the problem rather than the outcome, so rather than thinking "yummy, I've got all these calories I can consume", the tendency is to think "oh no, I've only got x or y left and I really want...(a doughnut, glass of wine, piece of chocolate etc)". These clients clearly understand the maths, but nevertheless, find themselves unable to modify their behaviour to balance the equation.

So to log, or not to log, that is a key question; will it help the client to work the maths, or will it make them obsess about it? As a life-long logger I find it helps me to know what is going on in terms of the simple maths, but for others this is just too onerous. So maybe for these clients, we might task them to photograph everything they eat for a week. What would this do? Well for some, it would actually help them to become more aware, more mindful of what they are eating.

Whichever option you decide with your client though, simple suggestion or behavioural interventions can bring early wins, which is usually what clients want. Remember that up to 65% of people who lose weight through dieting return to their pre-diet weight (or higher) within 3 years, so to help them achieve sustainable change, which is more about what they need rather than want is something else

That something else includes developing and teaching a portfolio of tools, techniques and strategies to keep them going long after they have finished their sessions with us, but the key is knowledge and understanding about why they might currently be eating when they are not physically hungry and helping them to establish more appropriate solutions to meet those needs.

Think about the term 'comfort food'; it is so widely used in the media that it is easy to treat such a concept as a fact, but the fact is, that there are more helpful ways of finding comfort than eating all the pies.

One of the keys to sustainable success for weight management clients is to help them understand what they are currently attempting (but failing) to achieve with food and to find a better way of meeting those needs.

If we take a multifaceted approach to weight management clients, we can help the clients to achieve this; achieving early wins with behavioural change and scale movement, whilst on a deeper level, helping them to develop their self-esteem and sustainable life changes.

The focus of my Weighty Issues workshop is about helping you to work with clients to deliver this multifaceted approach through the integration of a wide range of psychotherapeutic approaches with hypnosis in order to help clients achieve not only what they want – weight loss, but also what works, by helping them to make life long changes to the way they think, feel and manage their relationship with food.

**Su Ricks-McPherson is presenting her CPD Course 'Weighty Issues – Success with Weight Loss Clients' on Saturday and Sunday, 4th and 5th October 2014 at Central England College. The attendance fee is £180 (NCH and AHP members) and £240 to non-members.**



Sarah Thomson

## Fun and Fizzy times ahead

by Sarah Thomson

I've always had an interest in hypnosis and related therapies, right back as far as I can remember. Over the years I'd read articles about hypnosis, or seen bits and pieces on TV, but I never took it any further. In 2003 I was fortunate enough to be contacted by a national publication and invited to take part in a feature on different types of coaching. There was a health coach, a singing coach, and the coach who I was fortunate enough to work with, Terence Watts. Terence, as you may know is the chair of the AHP (Association for Professional Hypnosis & Psychotherapy) and a very experienced therapist. He worked with me using his Warriors, Settlers & Nomads model and it was really helpful. It was my first real experience of hypnosis as a client and one that fuelled my interest in therapy and coaching. It was several years later that challenges at work led me back to this path and to enrolling on a hypnotherapy course.

### I'm a stronger and better person

Recent years proved to be quite difficult for me in terms of health issues, redundancy, workplace bullying and a whole host of other experiences. I'm not going to pretend that it was an easy time, because it wasn't, as those of you who have been, or who are going through similar experiences can appreciate. I do honestly believe however, that I'm a stronger and better person for having been through it and that my experiences will serve me in good stead in my professional practice.

### I followed my heart, rather than my head

Everything came to a head in 2013 when I met an amazingly talented man called Tom Smith; we'd both been working in the digital arena for years and had nearly 30 years' experience between us! Sadly, despite managing prestigious multi-million pound projects, neither of us was enjoying our job. We were both increasingly disillusioned by the bad service that smaller companies were receiving and the exorbitant fees that such businesses were charged for poor quality websites. So, for possibly the first time in my life, I followed by heart rather than my head, took the plunge and decided I'd set up two businesses; a therapy and coaching practice and a website design and digital media business - I never do things the easy way!

I took time to carry out lots of research into hypnotherapy training schools before having a very helpful conversation with Nick Cooke at Central England College, who convinced me (no hypnotic suggestions involved – promise!) that the Hypnotherapy Practitioner Diploma was the right training for me. I started training in September 2013 and finished in April 2014. I've met the most fantastic people along the way, both within the college and students on the course too. I've learnt and grown so much along the way and I can't thank Nick enough.

I'm now the Director of the digital agency FizzyNova, which I set up with Tom. We are based in Coventry where we design and build websites, help with search engine optimisation (improving where you appear in Google) and social media marketing (LinkedIn, Facebook, Twitter, etc). What's really important to us both is that we work ethically. We are committed to working to the highest of standards, charging reasonable prices, and never selling people things they don't need. My hypnotherapy training has given me a great insight to what therapists need from their sites, and I really enjoy building websites which will convey their unique message to prospective clients. Ultimately, Tom and I are in it to be happy, to help others and to deliver a valuable service to small businesses and individuals.

**Sarah can be contacted on 024 76 95 99 55 or at [sarah@fizzynova.co.uk](mailto:sarah@fizzynova.co.uk). [www.fizzynova.co.uk](http://www.fizzynova.co.uk). See advert on back cover.**



## Is stress always harmful? by Lorraine McReight

The Oxford dictionary definition of stress is that it is "a state of mental or emotional strain or tension resulting from adverse or demanding circumstances." We're all aware that a high level of stress or ongoing low-level stress can leave us feeling pressured, exhausted or overwhelmed. This can lead to various health problems and negative feelings which may manifest as anger, fear and low self-esteem. Such emotions and their associated behaviour naturally impact on relationships both at home and at work.

An accumulation of ongoing stress can lead to a feeling of overwhelm or lack of control. Life events or a combination of events, even a seemingly positive one such as a new relationship can cause stress. Change of any kind can be deemed stressful by some, especially if there is a lot of change happening at the same time. Many people try to deal with stress by drinking too much, overeating or smoking and these can bring their own problems. Insomnia

and irritability are usually the result of stress and/or anxiety and these can lead to difficulties at home, in social settings and also at work.

It is believed by many that in order to live well, a certain amount of stress is needed, although this is not a universal belief. It has been suggested that an absence of any kind of stress can leave an individual under-stimulated, bored or lacking in focus or motivation and that this lack of excitement might result in a search for stimulation through activities such as drug or alcohol misuse or risky sexual behaviour. Although this may be the case for some, many who are bored or under-stimulated will instead, instead slip into a low state. But is either a given? Do we really need to be stressed to perform or live well or is this just a modern perception?

Stress can be triggered by events outside work, such as relationship breakdown, bereavement or debt and in the workplace there are many triggers too. It could be too much or too little responsibility, a bullying colleague or boss or difficult working conditions, to name just a few. Stress in the workplace is nothing new, but there is an increasing awareness that healthy workers are more beneficial to a business. Stressed employees are likely to be less effective and to take more sick days, which inevitably brings challenges to a business. Millions of working days are lost each year through stress, anxiety and depression and businesses are keen to avoid litigation over workplace conditions or health and safety breaches. Most employers now take the mental and physical wellbeing of their staff more seriously than in previous times, but many individuals seek their own solutions to managing stress.

There are many ways that a person may use positive, rather than destructive coping strategies, and these include, exercise, meditation, yoga, massage, reflexology or other complementary therapies. Simply taking time out to put our feet up and read a book or watch a movie, can help us to unwind and work/life balance is really important whether feeling stressed or not. In addition to these practical steps, it is helpful, when stressed, to re-frame our thinking, to learn to view things in a different way and to help our clients to do this. As we all tend to run habitual patterns in our thoughts and behaviour, this can be tricky for individuals to master this alone.

Hypnotherapy, NLP and CBT (or a combination of these) can be really effective in changing entrenched thinking and behavioural patterns and provides clients with positive coping mechanisms for life's challenges. In my work teaching Mindfulness to stressed, anxious or depressed clients, I encourage them to be 'in the moment', rather than thinking about the future or the past. I help them to acknowledge and accept events, which will inevitably pass, rather than teaching them to relax. This results in a more peaceful state of mind and better resilience to life's challenges.

**LM**



## From the desk of the Principal

### It's all in the eyes – how a walk in the park led to a groundbreaking new therapy!

Once upon a time (in sunny California), psychotherapy researcher Francine Shapiro was taking a stroll in a park during a period when she was experiencing some emotional turmoil. Due to the amount of bright sunlight she was moving her eyes from side to side. As she continued her walk she noticed a reduction in the amount of emotional stress she was experiencing and was curious as to whether her eye movements could have had any affect.

This seems an unlikely start for what is arguably one of the most important new developments in psychotherapy in the last thirty years. Most new therapeutic approaches are based upon modifications to already existing therapies whereas EMDR\* was, as Shapiro describes it 'discovered'. It represents a highly creative and an entirely new approach and is completely unlike any other therapeutic intervention.

Shapiro's research led her to consider how traumatic thoughts and experiences are normally processed in something which is known as the 'Accelerated Information Processing Model (AIP)'. During our regular periods of sleep we normally enter a period of sleep known as 'REM' (meaning rapid eye movement) which corresponds to the period when we dream. It is during this period when scientists believe that we 'process' all our experiences, good, bad and on occasions very unpleasant and our subconscious mind performs a kind of 'sorting' process which normally allows traumatic thoughts to be gradually integrated and accepted, over a period of time.

However for some people there are occasions on which the AIP does not seem to work effectively and people who have (for example) been severely traumatised may be stuck in a repeating pattern known as post-traumatic stress disorder (PTSD).

Another area of Shapiro's research led her to consider the effects of bi-lateral stimulation, of which rhythmic eye movements are just one example. Some of the early pioneers of hypnotherapy such as James Braid frequently used side to side eye movement, often with the client looking at a swinging pendulum or pocket watch, as a method of hypnotic induction. Could it be however that the eye movements which have often been discounted as a mere gimmick, can potentially be part of a powerful therapeutic process?

Other bi-lateral stimulation which can be used in therapy includes rhythmical tapping and sounds. In EMDR the therapist uses bi-lateral stimulation as part of the client's mechanism for processing or desensitising of unwanted emotional feelings. Shapiro developed an 8 step protocol which includes client history and preparation, assessment and scaling of negative thoughts, images and feelings, and also the positive coping statements that the client would like to be able to say to themselves and believe as true.

During the desensitisation and reprocessing phases the client follows the therapist's fingers from side to side with their eyes or focuses on the bi-lateral hand taps or sounds whilst at the same time keeping in mind the disturbing (unprocessed) memories - images, feelings and thoughts. It is sometimes necessary to process connected and earlier memories although EMDR does seem to have a wonderful generalising effect. By selecting the worst or most severe traumatic memory, other connected memories are often processed.

Over the years a number of other clinicians and academics including Laurel Parnell have modified the interventions contained in EMDR and developed powerful therapeutic interventions which can be integrated within other therapeutic modalities. It is these modified and integrated approaches which I use in therapy and teach.

EMDR is well researched, and proven to be particularly effective in helping overcome PTSD. Other conditions such as anxiety and panic attacks, phobias, drug and alcohol addictions have also responded well which makes EMDR a powerful and most useful tool to include within hypnotherapy.

\*It should be noted that EMDR is a registered trade mark

**Solution Focussed Hypnotherapy including EMDR is taught regularly at Central England College in a fully certificated 5 day training course.**

## Mindfulness



### Mindfulness – what's all the fuss about?

7 Reasons why mindfulness makes it into the news quite so often!

At the time of writing this, (11th June) I was able to count, just in the last week, no less than 4 double page spreads in the national press, and two BBC national radio programmes, including BBC Women's Hour, all devoted to mindfulness! Just why is there so much fuss about something that is far from new?

In its secular, therapeutic form mindfulness has been practiced and taught as part of main stream medicine for over 30 years now, ever since Dr Jon Kabat-Zinn set up the Stress Reduction Clinic in The University of Massachusetts Medical Centre. It was scientifically proved that 6 to 8 weeks of his Mindfulness Based Stress Reduction (MBSR) achieved a significant reduction in stress levels and also, very importantly, taught participants ways of identifying and tackling stress, at a very early stage, which could support them for the rest of their lives. Since then therapeutic mindfulness programmes have spread across the globe mainly via the academic / medical route, through universities and teaching hospitals.

What has happened now is that writers and practitioners in 'talking therapies' have woken up to the potential of therapeutic mindfulness as a powerful way of achieving change, every bit as valid as other psychotherapy tools such as counselling and hypnotherapy. It is not being suggested that mindfulness is superior to, or will replace other psychotherapies and there will be times when it will not be the answer.

These are 7 reasons why mindfulness is getting so much attention:

### **A brilliant stress reducer**

Stress is still a hot topic and the ability, or lack of ability to control it has profound effects on our long-term health. Research has proved that mindfulness which is taught, one-to-one, or in a group, has quite dramatic benefits in controlling stress. A key part of mindfulness is the adoption of certain key attitudes, including letting go of judgement and self-criticism. Participants are taught a number of mindfulness exercises – some of them formal, such as meditations, and some informal, such as learning to carry out ordinary everyday activities in a mindful (fully aware) way.

### **Completely safe alternative to mindless medication**

Medication prescribed for depression, although it does at times reduce the symptoms, does not deal with the root causes of the problem and can have significant adverse side-effects. Mindfulness Based Cognitive Therapy (MBCT) was developed by Dr Mark Williams and colleagues at Oxford University, and more recently of The University of Bangor which is a leading centre for mindfulness research and training. In contrast with medication, mindfulness has no adverse side effects and plenty of positive ones, such as increased relaxation and calmness.

### **Simplicity**

The simplicity of mindfulness has been emphasised in the recent media coverage and the idea that you can just read about it and then do it is certainly true in respect of some non-formal mindfulness practices. However, more formal mindfulness practices are best learned from a qualified

teacher who can also help participants to maintain a sufficient level of motivation. Mindfulness does, of course, have to be put into practice, on a very regular basis in order to achieve positive benefits. Even quite simple mindfulness practices are not necessarily easy, of course. It's quite simple for me to get up an hour earlier and walk to work every day but.....

### **No pain**

We all know the expression 'no gain without pain' but the kind of pain we are talking about here is emotional pain of the kind associated with certain types of psychodynamic therapy, where past issues and trauma are effectively re-lived. Clinical mindfulness, although not always a suitable alternative to therapy, certainly offers a promise of a more 'pain-free' journey.

### **Helpful to children and parents**

Now being taught in a number of schools, mindfulness is in some cases offered as an opportunity for some quiet reflection, for children and teachers, as part of a busy school day. Wellington College in Berkshire provides a two-minute mindful breathing space as part of the daily assembly while older students in years nine and ten receive a weekly mindfulness class. They are also encouraged to teach mindfulness to their parents.

### **Valued by individuals and organisations**

Of huge value to individuals, organisations ranging from small community enterprises to vast, multi-national corporations are not being slow in reaching out for, and adopting mindfulness, particularly for stress reduction.

In a recent press article, Sally Boyle, Human Resources Director of US investment bankers Goldman Sachs says 'In few years we will be talking about the benefits of Mindfulness in the same way that we currently do about exercise'.

It's not just the financial sector, although the ultra-conservative Bank of England has just run mindfulness taster sessions as part of its wellbeing programmes. Many global organisations including Google have started to employ mindfulness for wellbeing and to enhance creativity.

### **Evidence based and approved by NICE**

It is the very strong evidence base of mindfulness which has prompted an all-party parliamentary group on social mobility to recommend it being adopted in the national educational curriculum. The National Institute for Health and Care Excellence (NICE) has already approved the use of mindfulness as a treatment of choice for depression.

**The UK College of Mindfulness Meditation offers a unique, externally accredited teacher training course in mindfulness. Generous discounts are available to former students of Central England College. For further information please visit [www.mindfulnessnow.org.uk](http://www.mindfulnessnow.org.uk)**



Hilary Norris-Evans

## 'Just fix your eyes to a spot on the ceiling...'

### Using creative and rapid inductions

How often do you use rapid inductions in your work with clients? When you think about 'rapids' do you think 'Brilliant, a great way to get to the content quickly, or 'No, not for me'. And if it's not for you, why is that? What deters you from using fast hypnosis inductions?

For many it seems, rapids are the Marmite of inductions - you love them or hate them. Some therapists and graduates have told me that they feel vulnerable delivering rapids, compared to when they use progressive relaxation, visualisation or other techniques that they perceive to be safer. This is a real shame as 'rapids' can allow more time for therapeutic content and can also serve as a convincer for sceptical clients.

We know from our work with clients that there is comfort in the familiar and this often extends to us too, with many of us sticking to one or two favourite 'reliable' inductions. This may be because rapids weren't covered in much depth in our training or that we didn't practise it after graduating, so didn't feel that we'd mastered it sufficiently. Do you have a preferred style of inducing hypnosis? If you do and it isn't a rapid induction, would you like to gain confidence in using this range of techniques?

Having been trained initially using only rapid inductions, Hilary Norris-Evans is not only supremely confident with these methods, she is also a great advocate. At her Rapid & Innovative Inductions CPD training day in London last year, Hilary received brilliant feedback and real praise for her delivery. After many years as a hypnotherapist, trainer, NLP Master practitioner and HPD assessor (to mention just a few of her titles) Hilary is familiar with all induction and hypnotherapy styles, and recommends using different approaches for different clients. To coin an oft used phrase - "It's not about you", it's about what's best for your client. In order to best serve her clients, Hilary decides on the induction method after she has started work with them and tailors all her sessions to suit their needs.

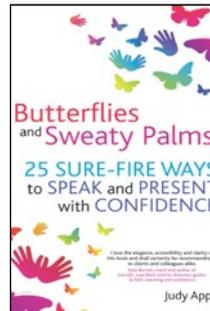
If you feel you could benefit from learning more about rapid approaches and would like to attend a practical, workshop-style training day, Hilary is repeating the course that was so highly praised in London, at Central England College in Birmingham in ..... A great fan of Milton Erickson, Hilary will also include in this course, the uses and benefits of multiple embedded metaphors. So, whether you're a newly qualified

therapist or an 'old-hand' this could be a great way to increase your expertise and get your CPD points.

LM

Hilary Norris-Evans is presenting her one day CPD training 'Creative and Rapid Hypnotic Inductions' at Central England College on Sunday 30th November 2014. The attendance fee is £90 (NCH and APHP members) and £120 for non-members.

## Book Review



### Butterflies and Sweaty Palms - 25 Sure-Fire Ways to Speak and Present with Confidence

by Judy Apps

I saw this book on a book stand at the APHP conference and was attracted by its colourful cover. A quick flick, revealed an easy to read style - highlighted sections for case studies and troubleshooting tips, bullet points and cartoon-style graphics. Its user-friendly style allowed me to glean in a few moments that this is a book with a wealth of great tips and strategies for those nervous about presenting. Like many hypnotherapists, I regularly see clients with performance nerves and thought this book might be worth stocking at my therapy centre.

This little book (a mere 136 pages) is divided into two parts, the first, entitled 'Exploring the Territory' deals with limiting beliefs and fears that an individual might be running. The second part, which forms the larger part of the book is named 'Confidence Strategies'. This is the 'how to' part of the book which covers a wealth of exercises from modelling to future pacing, breathing techniques to physical preparation and getting 'in the zone' to connecting with your audience and much, much more. It's difficult to do justice to the wide-ranging content of this book in a couple of paragraphs, so I would definitely recommend buying it to read as well as considering stocking it for customers to purchase.

The approach and strategies in this book are definitely NLP, but in a very accessible and non-jargon way. As it's aimed at the public, rather than therapists, this is understandable, although the easy-read style makes it suitable for all. To consider 'Butterflies and Sweaty Palms' a purchase for the public only, is to ignore the valuable addition it could be to newly qualified therapists and students. This great little book could be a very useful manual on how to help clients who are fearful of public speaking or even for therapists who want to do demonstrations, talks, or teaching.

LM

## Continuing Professional Development (CPD) 2014 / 2015

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 2014/15 but new events are being added all the time.

**CPD Training at Central England College – 2014/15**  
Bookings on 0121 444 1110 or email [info@cecch.com](mailto:info@cecch.com)

### **Saturday and Sunday 4th and 5th October 2014**

**Su Ricks-McPherson**

#### **Weighty Issues – Success with Weight Loss Clients**

The attendance fee is £180 (NCH and APHP members) and £240 to non-members

See article earlier in this issue

### **Sunday 30th November 2014**

**Hilary Norris-Evans**

#### **Creative and Rapid Hypnotic Inductions**

The attendance fee is £90 (NCH and APHP members) and £120 to non-members

See article earlier in this issue

### **Sunday 15th February 2015**

**Su Ricks-McPherson**

#### **Understanding and Supporting those who Self-Harm**

The attendance fee is £90 (NCH and APHP members) and £120 to non-members

### **Sunday 12th April 2015**

**Aston Colley**

#### **Mindfulness of Movement, Breath and Sound**

The attendance fee is £90 (NCH and APHP members) and £120 to non-members

### **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 contacting Central England College on 0121 444 1110 [info@cecch.com](mailto:info@cecch.com) [www.cecch.com](http://www.cecch.com)

### **To come in future issues:**

- Delivering wellbeing programmes in the workplace
- Can therapy be made simple? – an interview with Dr Brian Roet
- Understanding and Supporting those who Self-Harm
- How intuition can guide us to be creative and ultimately successful therapists
- Can 'Tapping' (EFT) be a serious therapeutic modality?

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