

# hypnoversity

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## In this issue

The much underestimated value of acceptance

Hypnotherapy for Childbirth

My first year in practice

One Mind, One Body

Making up metaphors on the hoof!

Therapy Business Success

Book review

CPD



LONDON  
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# The much underestimated value of acceptance

By Nick Cooke

The term is often misunderstood, as is the importance and significance of it therapeutically. Those who practice or teach mindfulness will understand that acceptance is not about allowing yourself to be 'walked upon' – as in 'Oh I'll just accept it then – let them do what they like'! Accepting a situation or feeling does not mean that we have to like it or that we want in to continue. Much more it means opening up to, and making room for, what may be completely unwanted sensations, painful feelings, negative emotions etc.

It means learning to allow them to be just as they are without giving in the desire to avoid them, struggle with them or get completely overwhelmed by them. This doesn't mean that we should always accept all thoughts and feelings. That would be ludicrous – but it's good to be accepting if it helps in moving towards our value driven goals.

Some other ways of expressing acceptance in the context of therapy and mindfulness would be:

- Stop struggling
- Allow to be
- Open up
- Stop fighting
- Let it be
- Expand around it

## Passengers-on-the-Bus – A simple metaphor for acceptance

Adapted from - Hayes, S. C., Strosahl, K., & Wilson, K. G.

Imagine for moment that you are driving a bus! Also on the bus you have a whole lot of passengers. These passengers are 'aspects of your experience' – thoughts, feelings, bodily sensations, future projections, memories etc.

Some of these passengers are very scary and carrying knives, swords etc. and as you are driving the bus along they start telling you what to do and where to go. You must turn left now, and now you must stop and now go round this island, now go right. All you want to do is follow your route.

The power they have over you is that if you don't do what they say, they are going to come up to the front of the bus! It's as 'if you have some kind of deal with the passengers which says that if you keep to the back of the bus and don't move towards the front, so that you are out of my sight then I will pretty much do as you ask me.'

However, supposing one day you get fed up with this and you say to the passengers at the back of the bus, 'I'm not going to take this anymore I'm going to throw you people off the bus!' Then you stop the bus and you go back to deal with the trouble making passengers.

However, notice now that you're not driving anywhere you just dealing with these unruly passengers. Also they are very strong and ugly and they don't intend to leave the bus. You wrestle with them but it doesn't turn out very successfully.

So what happens is that eventually you go back to placating the passengers to try and get them to sit in the back again where you can't see them. The problem with this is that you have to do what they ask! Pretty soon they don't

even have to tell you to turn to turn left or to turn right. You know as soon as you get near a left turn some unruly passengers are going to crawl all over you.

Eventually you may get good enough the can almost pretend that they not on the bus at all. You can just tell yourself that left is the only direction you want to turn! However, when they eventually do show up again, it's with the added power of the deals that you made with them in the past!

Now the key thing about this is the following: the power that the passengers have over you is based completely on this: 'if you don't do what we say we can come up and make you look at us. We also look very threatening.' Maybe the passengers have knives, chains, axes etc. and it looks like you could be destroyed by them. You made a deal with them to do what they say so that they won't come up and stand next to you and make you look them. You, as the driver have control of the bus, but you've traded away the control with these deals with the passengers.



In other words, by trying to get control, you've actually given up all control. However, notice that even though your passengers have said that they can destroy you, none of it has actually happened. These passengers can't make you do anything against your will!

Acceptance is, quite naturally, a key element in Acceptance and Commitment Therapy (ACT)

**Nick Cooke is presenting a one-day CPD training on Acceptance and Commitment Therapy (ACT), at Central England College, on Saturday 30th June 2018. The fee is £120 for members of The NCH or APHP, and £140 to non-members. Please see the CPD section on the back page.**



## **Easibirthing®** From conception to parenthood; a psychological journey for our clients

**By Sharon Mustard**

As a parent of 3, I am all too aware that the journey to becoming a parent can sometimes feel like an emotional rollercoaster, with the highest highs and the lowest lows. When we embark on this phase in our lives, the only one thing that is absolutely certain is that having a baby changes everything, and life will never be the same again.

### **Issues around fertility**

The conception part for some might be straightforward. But for other couples, the first steps on that road to becoming a parent can be arduous if month after month it continues not to happen. There are many factors responsible for infertility, and our emotions can affect the delicately balanced hormonal system, which in turn controls ovulation, sperm production and pregnancy. To aid natural conception or assisted options such as IVF, hypnotherapy is one of the most effective ways to reduce stress and subconscious blocks that may be preventing conception. Hypnosis can also help our clients to restore confidence in themselves and their bodies.

### **Hypnobirthing for the main event**

Birth has the potential to be one of the most wonderful experiences of a woman's or man's life.

Childbirth is a natural physiological process that a woman's body is fully equipped for. Each birth is unique, and easibirthing® is about empowering clients to manage their individual experience, not fear it. As hypnotherapists, we can train them to use self-hypnosis, relaxation, visualisation and breathing methods to prepare mind and body for birth. The easibirthing® method teaches them how to use hypnosis for pain management and aims to boost trust in their body so they enter labour feeling calm, confident and in control.

This is about reaching a state of deep relaxation, maintaining perception of control over the process and developing a positive attitude. It is about changing our client's expectation of birth so that they help rather than hinder the natural process, and develop valuable life skills for parenthood.

## Positive Mental Health in the Post Natal period

Parenthood is surrounded by myths. There are myths about what it takes to be a good mother or father, about how to ensure your child thrives, about what material things you need, and about how a good mother should think, feel and act so that her child is successful and happy.

So in the vulnerable period of the weeks and months after a baby is born into the world, our clients can feel like whatever they do is wrong or 'not good enough'. The 'I should be' or 'I shouldn't be' tendency can feel overpowering at times. It is important that our clients have the right support available to enable a smooth transition to parenting so that they can enjoy the experience with their partner, any older children and their new baby. Becoming a parent can be fulfilling and enjoyable. However for some women and men it can continue to feel very daunting and overwhelming after the initial few days/weeks. Post natal depression and/or



anxiety affect 20% of the population of new mums and dads. We empower our clients to recognise and overcome unhelpful thoughts, and to regain a sense of control in their lives.

**Sharon Mustard has been a psychotherapist and hypnotherapist for 23 years. As well as her full time practice in Wiltshire; she provides specialist training for Hypnotherapists in fertility, childbirth and the post natal period. Sharon will be teaching a 3 day Hypnosis for Childbirth qualification course at CEC in Birmingham on 21st, 22nd & 23rd September 2018. The attendance fee is £380, or £350 to CEC students and graduates. Please contact Sharon directly in order to book - 01980 623089 sharon@easibirthing.co.uk www.easibirthing.co.uk (See CPD section later in this issue)**



Stephanie Clarkson-Beever

## My first year in practice

(Interview with Stephanie Clarkson-Beever)

By Lorraine McReight

**Lorraine:** Hi Steph, thanks for making time to talk to me today. You are a holistic as well as a talking therapist; could you tell me a little about your practice.

**Steph:** Yes, I initially trained in massage, aromatherapy, reiki and Indian head massage and I have been offering these treatments to clients for the last 2.5 years. I'd always wanted to do hypnotherapy, but I wasn't sure about investing in private training to begin with, so I did classroom training in holistic therapies first as I knew there was demand in the area.

**L:** Your practice is in Barnsley, did you do hypnotherapy training in Yorkshire?

**S:** No, I did my initial training online. My hypnotherapy course was with Hypnotic World and I did my coaching and counselling qualification with Stonebridge College.

**L:** Since then you have attended a classroom-based hypnotherapy course in London; what led to you do the extra training?

**S:** I'd been practising hypnotherapy for a year, when I decided to undertake face to face classroom training. I wanted to gain confidence and guidance and to have the opportunity to ask questions as they came up and also to feel more professional by having the opportunity to be 'seen in action' and get confirmation that what I was doing was of a good quality. I was also keen to join a PA (Professional Association) so that my clients could access hypnotherapy through health insurance. I enrolled on the practitioner training programme with London Hypnotherapy Academy in Wimbledon.

**L:** What was the appeal of hypnotherapy?

**S:** It was the idea of working with the subconscious mind and breaking down barriers. I'm in my early thirties now, but in my twenties I had hypnotherapy for issues around worthiness, social anxiety, and making friends and it worked really quickly. I think that the holistic work will fall away as I prefer the analytical work; asking the right question and using my mind to help others. I would like

to offer coaching, counselling and CBT in packages that include hypnotherapy, rather than as separate treatments.

**L:** Do you have a speciality?

**S:** I specialise in anxiety, but get a lot of variety. Three quarters of my clients are women between the age of 40 and 60. People often come for a holistic treatment and then book for hypnotherapy. I also run group meditation and mindfulness classes in my room.

**L:** What kind of work did you do before you became a therapist?

**S:** I love language and have a degree in creative writing. I was an English teacher at a college for 5 years, but it took over my entire life and I had no work/life balance. Therapy allowed me to have that and still help people.

**L:** Do you work from home?

**S:** No, I have a treatment room in an office complex just outside Barnsley. There's a reception service and parking outside which is handy. Two hundred businesses are located in the centre and I get referrals. I also advertise on a notice board in a nearby hospital and get staff as clients.

**L:** Do you do any other marketing?

**S:** Yes, the most successful for me has been Facebook, but I also go to networking meetings.

**L:** What have been your biggest challenges?

**S:** Probably presenting and selling my services. Originally I advertised from my perspective rather than the clients. Now I use their language and talk about their problem. The local council run workshops in sales and marketing for new businesses and this was useful.

**L:** What advice would you give to new hypnotherapists?

**S:** I'd say, don't waste time getting more and more qualifications, get going and get stuck in. 'Go for it'.

**L:** Thanks Steph.

Steph has recently moved to Oxfordshire and is in the process of setting up her practice in Thame, where she intends to specialise in hypnotherapy.

**Lorraine McReight**



## One Mind, One Body

### Working with neurological disorders

by Dr Nick Wright

As Hypnotherapists we are well aware of the powerful 'Mind-Body' connection and how treating a client's mind and body as a whole can bring about effective and lasting solutions. This approach is particularly effective with neurological disorders, which are diseases of the central and peripheral nervous system. When something goes wrong with this system (which includes the brain, spinal cord, nerve roots, autonomic nervous system and muscles) you can develop difficulties with moving, speaking, swallowing, breathing, memory, senses and moods. There are over 600 known neurological disorders and conditions which affect the human nervous system; you will be familiar with many of them such as epilepsy, Alzheimers, Parkinson's, migraine, brain tumours and neuro infections. The treatment options for many of these conditions are limited whilst the physical and mental impact of the symptoms on the person can be enormous.

Hypnotherapy, using the principle of the 'Mind-Body Connection' is uniquely positioned to offer effective help with many of these conditions. Not only in helping with the stress, lack of confidence and self-esteem that results, both in the patient and also their immediate family, but also in helping the patient to regain some control over the condition itself. Disorders such as Parkinson's disease, Dystonia, Bell's Palsy, Essential Tremor, are well within a skilled practitioners reach.

Therapists who have an understanding of these conditions and of the Mind-Body Connection, can learn how to push the boundaries and cross over into the world of Medical Hypnosis, which is an underutilised therapeutic modality, and by doing so can expand their practice into this extremely interesting and satisfying field.

'One Mind, One Body ... an integrated approach to neurological disorders' will give you the necessary knowledge and skills to confidently offer effective help to clients with these conditions. Those skills will include a thorough understanding of the conditions together with

the treatment protocols, plus an introduction into the world of the Psycho-sensory Therapies appropriate to these conditions, essential tools for these and many other conditions.

**Dr Nick Wright is running a CPD event 'One Mind, One Body ... an integrated approach to neurological disorders' at London Hypnotherapy Academy on Sunday 2nd September 2018. The attendance fee is £120 (for NCH & APHP members) and £150 for non-members. (See the CPD listing below for details.)**



Lorraine McReight

## Making up metaphors on the hoof

Stories have been used since the development of language to impart wisdom from one generation to the next. From childhood we are exposed to indirect metaphors in the form of fairy tales where each story has a hidden meaning that can be taken and applied to our lives. As adults we encounter indirect metaphors whenever we read a novel or watch a movie. What stories do is activate the imagination and stir emotions which are the language of the unconscious mind. When a person becomes absorbed in a story and enters a trance state, disbelief and critical analysis is suspended and the unconscious mind accepts the story as though it is the truth. In formal hypnosis this effect can be even more powerful.

There are many different forms of metaphor that you can use throughout a therapy session with a client; they don't need to be a formal story with an obvious beginning and end. By using a metaphor for a problem we can encourage clients to view their issues in a different light which can give them more flexibility to come up with their own solutions. A common metaphor in therapeutic work is to ask the client to view their mind as a garden and the unwanted and unhelpful thoughts or habits that are holding them back as weeds. This allows the client to dig out, burn, poison or somehow remove those things which are stopping them from making changes.

In hypnotherapy, approaching a problem using

metaphor is helpful on several levels. Some clients do not react well to an authoritarian approach and even the slightest suggestion of being told what to do can lead to them digging their heels in (consciously or unconsciously) and resisting the change. Using a metaphor with a client that seems different to their issue can bypass any conscious critical resistance. The unconscious is then able to recognise any patterns or associations and learn from the story new ways to do (or view) things.

Erickson, the founder of modern day hypnotherapy and pioneer of the use of metaphor in hypnosis believed in the principle of 'utilisation' and whatever the client brought into the therapy room he used to form the basis of his therapy. Erickson believed that metaphors are more powerful when they fit the interests and beliefs of the person to whom you are speaking. When you engage with a client using their hobbies and interests you will increase rapport and the client enters a more resourceful state.

Stories can be relayed in a conversational manner, sprinkled throughout the session in such a way the client doesn't even begin to realise that you are giving them a suggestion. Perhaps you might have a client who has terrible exam anxiety and during the session you begin to praise how wonderful something automated is, how it just knows when the time is right and does what it needs to do, fulfilling its task without thought or pause. On a conscious level the client will simply think that you have gone off on a tangent, or perhaps that you are rambling, little realising that a powerful suggestion has been made.



Metaphors can be woven into a therapy session in a conversational style and these reinforce any messages or motivation for change. There are many books and resources which contain stories designed to be used in hypnosis and these are a great way to get started with therapeutic metaphors. Making up metaphors on the go can be daunting for therapists regardless of experience levels, but as with most things, confidence is gained through study and practise. Learning what makes a metaphor liable to work is important as you will need to be clear about what you are trying to communicate if you are to be effective. Subtlety is also important to avoid 'conscious consideration'. Stories can come from many different sources including everyday life, previous clients or tales that you create in the moment. It is worth experimenting with this approach as the results can be very rewarding for client and therapist alike.

**Lorraine McReight is presenting a one-day course on 'Therapeutic Metaphors' at the London Hypnotherapy Academy on Sunday 6th May 2018. This practical workshop will help you feel more confident weaving your own stories and experiences into therapeutic work with clients. The day will include a demo with a volunteer client, analysis of techniques and opportunities for attendees to work individually or in small groups on creating their own metaphors. The attendance fee is £120 (NCH and APHP members) and £140 for non-members. Please see the CPD section on the back page for more details.**



## Are you working in your business or on your business?

By Lorraine McReight

The resulting answer will likely have a huge impact on how you operate your therapy or coaching practice! It may be that it isn't even something you've given much thought to, but perhaps you should!

'On the business' suggests you are a business owner and likely to be goal driven and clear about how your business will operate. You'll know who your typical client is and what makes you different from other therapists.

You'll also have measurable objectives and business plan of how your goals will be reached. You'll have your finger on the pulse around the figures and the profit and loss.

If you are working in your business you will have a few general aims but no clearly defined plan. The chances are you'll be keeping an eye on the numbers, rather than keeping a proper track of them or planning for business growth. If you are working 'in' the business you'll support clients and the business in a purely reactive manner, working it all out as you go. You won't make much use of technology and only dabble in a bit with marketing. This approach allows you to remain in your comfort zone and focus on the things that you like to do or find easy, but probably won't lead to significant

If you are working on the business, you'll probably have systems and processes in place, making use of tools and technology to automate as much of the business



as you can. You'll do all you can to make the best use of your time and appreciate the necessity of marketing and its value to your practice. You'll have more clients, make better money and of course, be in a position to help a larger number of people.

Neither approach is right nor wrong; it's about your expectations. What's important is that you are where you want to be and with the practice that you choose. If you're not, perhaps you need to ask yourself why? Take a close look at your practice and yourself so that you can work out how to get the practice you desire.

LM

## Continuing Professional Development (CPD) 2018

Hypnotherapists and mindfulness teachers 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 2018, but new events are being added all the time, so please check the relevant websites regularly.

**CPD Training at Central England College – 2018**  
**Bookings on 0121 444 1110**  
**or email [info@cecch.com](mailto:info@cecch.com)**

**Saturday 30th June 2018**

**Nick Cooke**

**Acceptance and Commitment Therapy**

The attendance fee is £120 (NCH and APHP members) and £140 to non-members (See article earlier in this issue)

**Friday 21st to Sunday 23rd September 2018**

**Sharon Mustard**

**'Easibirthing' – hypnotherapy for childbirth – 3 day qualification course**

The attendance fee is £380 (£350 for CEC students and graduates)  
Please contact Sharon directly in order to book - 01980 623089;  
[sharon@easibirthing.co.uk](mailto:sharon@easibirthing.co.uk)  
[www.easibirthing.co.uk](http://www.easibirthing.co.uk)  
(See article earlier in this issue)

**Saturday 1st December 2018**

**Nick Cooke**

**The Resilience Effect**

**Experiential workshop on developing corporate work through mindfulness based interventions. A guide to learning, developing and presenting stress management programmes.**

The attendance fee is £120 (CEC and LHA graduates) or £150 to others.

**CPD Training at London Hypnotherapy Academy – 2018**  
**Bookings on 020 3369 3360**  
**or email**  
**[info@londonhypnotherapyacademy.co.uk](mailto:info@londonhypnotherapyacademy.co.uk)**

London courses are held in Wimbledon, SW19 unless otherwise stated.

For full details see the LHA website

**Friday 27th April 2018**

**Annabel Roberts**

**Coaching for Hypnotherapists**

The attendance fee is £120 (NCH and APHP members) and £140 to non-members.

**Sunday 6th May 2018**

**Lorraine McReight**

**Therapeutic Metaphors**

The attendance fee is £120 (NCH and APHP members) and £140 to non-members.  
(See article earlier in this issue)

**Sunday 2nd September 2018**

**Dr Nick Wright**

**One Mind, One Body ... an integrated approach to neurological disorders**

The attendance fee is £120 (for NCH & APHP members) and £150 for non-members. (See article in this issue)

**Sunday 16th September 2018**

**Annabel Roberts**

**Coaching for Hypnotherapists**

The attendance fee is £120 (NCH and APHP members) and £140 to non-members.

**Sunday 18th November 2018**

**Abbey Robb**

**Mindfulness for Hypnotherapists**

**Learn easy techniques you can teach your anxious, stressed or depressed clients**

The attendance fee is £120 (NCH and APHP members) and £140 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, mindfulness and related fields. Numbers are strictly limited and places can be booked by contacting:

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

London Hypnotherapy Academy  
020 3369 3360  
[info@londonhypnotherapyacademy.co.uk](mailto:info@londonhypnotherapyacademy.co.uk)  
[www.londonhypnotherapyacademy.co.uk](http://www.londonhypnotherapyacademy.co.uk)



**3 day Hypnosis for Childbirth qualification course**  
**at CEC in Birmingham on**  
**21st, 22nd & 23rd September 2018**

The attendance fee is £380, or £350 to CEC students and graduates.

Please contact Sharon directly in order to book 01980 623089

[sharon@easibirthing.co.uk](mailto:sharon@easibirthing.co.uk)  
[www.easibirthing.co.uk](http://www.easibirthing.co.uk)

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