



Prospectus

Hypnotherapy Practitioner Diploma
Diploma in Hypnotherapy
Diploma in NLP
Certificate in Discursive Empowerment

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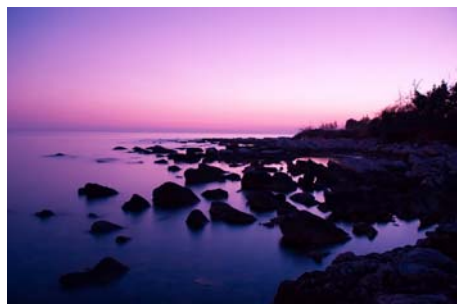
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Introduction

The Academy of Advanced Changework provides high quality, no-snooze hypnotherapy training in a relaxed and supportive atmosphere. We incorporate insights from an eclectic mixture of other therapies and approaches, especially NLP, coaching, psychotherapy and counselling. This is a very practical course with an emphasis on being able to *do* hypnotherapy. Groups are small (maximum 12 people), ensuring you have adequate individual attention.



Whether you intend to change career, work part-time as a hypnotherapist to supplement your income, 'give back' to society, or add to your existing skill set, you will find our course enjoyable and enlightening.

We provide four qualifications in one combined course: Diploma in Hypnotherapy, the externally assessed Hypnotherapy Practitioner Diploma, Diploma in NLP and Certificate in Discursive Empowerment.

We pride ourselves on high quality learning materials. We're a modern training school making good use of technology and doing our bit for the environment. For example, homework is completed, marked and fed back online, saving paper and providing fast marking and feedback. You will also receive a manual and video demonstrations of many of the techniques you will learn. These are distributed over the internet and at the end of the course you will have a library of materials to support you long after qualification.

The course is accredited by National Council for Hypnotherapy (NCH), National Council of Psychotherapists (NCP) and the General Hypnotherapy Standards Council (GHSC). The NCH, NCP and GHSC are independent of the Academy of Advanced Changework and you are free to apply to any professional body. It is important to note that some professional bodies are very closely allied, often inseparable from, training schools. This sometimes reduces choice of professional body membership upon qualification. As well, such training schools may not be *independently* monitored for course standards.

In sum, we provide:

- A complete course with everything you need to set up as an ethical, effective **qualified hypnotherapist** in just **6 months**.
- A pleasantly speedy route to qualification by investing 3 days a month, whilst having time to practice and complete homework (an estimated 7-11 hours per week including practice), and requiring little time off work for most students.
- The only school teaching Discursive Empowerment™ - an exciting tool kit of techniques for use with any presenting issue, including weight, smoking, stress, anxiety and depression.
- An emphasis on practical know-how; not just theory.
- Long practicals running through whole hypnotherapy sessions (you won't just be taught techniques in isolation - you learn how to choose them and integrate them)
- A modern school using video teaching aids to view at home and email homework submission.
- Highly qualified and experienced trainers who are *Psychologists* as well as Hypnotherapists and who have lectured university Psychology students.
- Individual attention (small groups of a **maximum 12 students and 2 trainers**).
- A supportive environment:
 - during training: 2 qualified, experienced, friendly & approachable trainers.
 - between modules: email and telephone support.

- Training accredited with the National Council for Hypnotherapy (NCH), National Council of Psychotherapists (NCP) and General Hypnotherapy Standards Council (GHSC). You will be eligible to apply for registration with the NCH and General Hypnotherapy Register (GHR) as a student member free of charge and receive benefits such as newsletters.
 - Open University recognition.
 - Study for the trusted, well-respected and externally validated 'Hypnotherapy Practitioner Diploma'.
 - Free registration for the Hypnotherapy Practitioner Diploma.
 - All the necessary knowledge you need to be confident starting up a hypnotherapy practice.
 - NLP training on a combined course.
 - A substantial, in-depth course giving you everything you need to become a part- or full-time hypnotherapist.
 - In all likelihood, the most comprehensive training manual available at approximately 650 pages, including scripts and printable assessment forms and information sheets for clients, etc).
- *our main text is mostly in **arial, normal** font size & **single-spaced**. Please be aware that some training organisations, perfectly legitimately, use a large font and 1.5 or double line spacing. However, this can give an impression of there being more text than there is!
- Coffee, tea, herbal teas, and biscuits or pastries provided morning and afternoon.
 - Aftercare - we always like to hear from our ex-students. You can contact us informally or make formal supervision arrangements with Paul who is a qualified and accredited supervisor.

Who is the course suitable for?

Applications are invited anyone wishing to:

- Change career
- Supplement their income
- 'Give back' to society
- Add to their existing skill set
- Take on a new challenge
- Retrain or gain a new perspective

The course would not be suitable for anyone suffering unmanaged or severe mental ill health, people aged under 18 (and probably under 21), people seeking to use hypnosis for entertainment, people attracted to the idea of exercising power over people, or people who have no desire to practice (studying for personal interest only).



All sorts of people have attended our trainings, including a clinical nurse specialist with NHS funding, plasterer, psychotherapist, counsellor, accountant, dietician, admin manager, marketing and salespeople, personal trainer, life coach, warehouse operative, executive recruitment manager, support worker, complimentary therapists, unemployed, redundant, IT consultant, web designer, teacher, customer service advisor, and

broadcasting producer, for example. Ages have ranged from 22 to 69 years. We have also taught someone who was expecting a baby half way through the course. She still attended every module and used hypnotic techniques to help her relax during birthing! ***If you really want to do something you find a way to make it happen.***

Meet the trainers

Both Paul and Karen have backgrounds in Psychology and Hypnotherapy. Although it is not at all necessary to be a psychologist to be a successful hypnotherapist, you will find the psychology training we give you invaluable. After all, you will be working with people's minds!

Paul Peace is a Chartered Psychologist and full time hypnotherapy trainer and practitioner. He obtained a first class BSc (Hons) degree in Psychology in 1998 at Sheffield Hallam University. He continued his studies at Sheffield Hallam University and obtained his doctorate in Psychology/Social Constructionism in 2001.

He also devised and delivered courses to BSc Psychology and BA Nursing undergraduates at Sheffield Hallam University. The Psychology course was accredited by the British Psychological Society. Paul has published in academic journals and presented a paper at the international conference on language and gender at Stanford University, California.



In his clinical work with private clients Paul uses hypnotherapy, NLP, EMDR and an eclectic mixture of psychotherapeutic approaches. He is a partner in a successful hypnotherapy practice in Sheffield, seeing clients for a wide spectrum of issues, most often for low confidence and self-esteem, phobia and weight issues.

Paul's clinical qualifications are Hypnotherapy Practitioner Diploma, Diploma in Hypnotherapy, EMDR Advanced Part 3, Master Practitioner of NLP, and Certificate in Hypnotherapy Supervision. He has trained in NLP Modelling with the one of the co-founders of NLP and founder of New Code NLP, John Grinder, and Carmen Bostic St Clair. He is an accredited hypnotherapy supervisor (National Council for Hypnotherapy, General Hypnotherapy Register and National Council of Psychotherapists).



The
British
Psychological
Society

Chartered Psychologist

As well as being a Chartered Psychologist with the British Psychological Society, Paul is a Registered Member and Senior Clinician of the National Council for Hypnotherapy (MNCH), Member of National Council of Psychotherapists (MNCP), Member of the General Hypnotherapy Register, and Member of the British Psychological Society's Special Group for Coaching Psychologists. Along with Karen Bartle, he is co-developer of Discursive Empowerment - a new therapy that draws on insights from the latest revolution in Psychology - Social Constructionism.



Karen Bartle completed her MSc in Health Psychology in 2010 and her degree in Psychology in 1998. Since completing her first degree her job roles, and the client groups she has worked with, have been varied. She worked as a lecturer at Sheffield Hallam University teaching undergraduate students on the British Psychological Society (BPS) accredited BSc Hons Psychology course and the BA Nursing course (adult mental health route). She taught subjects such as health and abnormal psychology, research methods, biological foundations of behaviour and psychological development of the child.

She then went on to work as a graduate psychologist in the NHS. She worked with residents in an inpatient unit who were suffering severe and enduring mental health issues including schizophrenia and bi-polar disorder. As well, Karen worked in the community with people with autism and learning disabilities whose behaviour presented significant challenges to the services they accessed. She has also worked as a counsellor with victims of crime and with adult offenders being supervised by the probation service.

Karen is a partner in a successful private hypnotherapy clinic in Sheffield. She treats clients with a wide range of issues. She has a particular interest in weight loss which includes working with groups. Her clinical qualifications include a Hypnotherapy Practitioner Diploma, Diploma in Hypnotherapy and Master Practitioner of NLP. She is an accredited hypnotherapy supervisor (General Hypnotherapy Register and National Council of Psychotherapists).

Karen is a member of the Hypnotherapy Association and General Hypnotherapy Register. She is co-developer, along with Paul Peace, of Discursive Empowerment.

Accreditation & membership

Course accreditation is essential. Legally, anyone can set up a hypnotherapy training school and conduct courses of any length and any quality. Accreditation gives you and your future clients confidence that you have received a thorough training so that you are a competent, confident and ethical practitioner. Please think carefully if you feel tempted by a short, cheap, unaccredited hypnotherapy course. Our course meets National Occupational Standards. This may be important to you later if the government bring in statutory regulation of hypnotherapists. Although no one can say for sure what those regulations will look like, your best insurance is to take a quality course that meets National Occupational Standards.

We do not force you to join a particular professional body but as practicing hypnotherapy students we do require you to join at least one. By joining any of those listed below you would be joining an organisation that accredits our course, ensuring a clear and smooth route through to full membership.



We are an accredited training school with the National Council for Hypnotherapy (NCH). One of the oldest independent hypnotherapy organisations in the UK, the NCH is well-respected amongst the hypnotherapy community and provides low cost insurance and Yellow Pages advertising for its members, an interesting quarterly Journal and a referrals system. It has a comprehensive Code of Ethics to protect members of the public and organises a well-attended hypnotherapy conference each year. The NCH is the only professional body to provide the Hypnotherapy Practitioner Diploma (HPD) which has been validated by NCFE, a government recognised national awarding body, at National Vocational Qualification Level 4 equivalent. More and more hypnotherapists take the HPD every year. By September 2007 1500 hypnotherapists across the UK had registered for their HPD! You are invited to join NCH as a student member. Upon course completion you can apply for Licentiate Membership and after one year in practice you can apply to upgrade to full Registered Membership (MNCH Reg.)



Because we cover a lot of psychotherapy on the course, our course is accredited by the National Council of Psychotherapists (NCP). The NCP is one of the longest established societies of its type in the country, being formed in 1971. A quarterly Journal is published, which now carries an International Standard Serial Number and copies are lodged at the British Library, the National Libraries of Scotland, Wales and Ireland and the University Libraries of

Oxford and Cambridge. The NCP has also organised some very competitive insurance deals that cover work as a hypnotherapist, psychotherapist, life coach, etc. You would be invited to join at Associate level. Upon course completion you can apply to become a Licentiate Member. After one year in practice, possibly sooner by agreement if you have exceptional qualifications and/or experience, you can upgrade to Full Member (MNCP) status.



The Diploma in Hypnotherapy provided by the Academy of Advanced Changework has been assessed and validated at Practitioner level by the General Hypnotherapy Standards Council. Graduates from this course are eligible for professional registration with the General Hypnotherapy Register (GHR - the GHSC's registering agency) at full practitioner status. The GHR is the largest register in the UK with over 3,000 members. The General Qualification in Hypnotherapy Practice (GQHP) can also be applied for. This is an evidence-based award. Rather than being a course, it is awarded to show that a certain level of training has been achieved. The GQHP demonstrates a minimum standard has been reached by applicants who have attended different courses.



The Open University recognises the Hypnotherapy Practitioner Diploma and you will gain 45 credit transfer points towards a degree. Studying with the Open University is not compulsory, of course. More detail is provided later in the prospectus.

The qualifications

Upon successful completion of the course you will receive the following qualifications:

Diploma in Hypnotherapy
Diploma in NLP (Neuro-linguistic Programming)
Certificate in Discursive Empowerment
Hypnotherapy Practitioner Diploma (externally verified)
45 Credit Transfer points towards an Open University degree

Upon successful course completion you will be entitled to use the following designatory letters after your name: HPD, DipH, DipNLP, CertDE. In addition, you may apply to the National Council for Hypnotherapy and National Council of Psychotherapists to upgrade your student membership to MNCH(Lic.) and MNCP(Lic.), and to the General Hypnotherapy Register for the General Qualification in Hypnotherapy Practice (GQHP) without examination.

The qualifications in detail

Diploma in hypnotherapy

The Diploma in Hypnotherapy will equip you with all the knowledge and skills to perform as a professional hypnotherapist.

On this course you will learn to induce, deepen and terminate a trance, build rapport and communicate effectively with clients, develop sensory awareness regarding client changes in breathing, skin tone, pulse, posture, etc., and feel confident working with clients. If you are dealing routinely with minds it is important to understand them! As you would expect learning from two Psychologists, you will develop a good basic working knowledge of psychological theory and therapeutic approaches - as they relate to hypnotherapy - so that you really understand what makes people tick. We encourage a professional, caring, empathic approach that recognises personal and professional boundaries.

As part of the Diploma you will also learn how you can set up a successful practice. We often hear people say you have to choose whether you are a 'caring person' or a 'business person'. We deconstruct this and enable you to choose when to wear a 'therapist hat' or a 'business hat' and to know and respect the boundaries between the two. There is no reason you cannot be earning a substantial income *and* be caring. Hypnotherapy can literally change people's lives and lasts longer than an expensive hair cut or night on the town! We run a very successful practice of our own and we can teach you using our experience, including which forms of advertising tend to work and which do not.



Diploma in NLP

A Diploma in NLP will provide a therapist with the major tools from NLP that are relevant to hypnotherapy and therapy more generally.

NLP can be used routinely with conflicts, confidence-building, eating disorders, addictions, phobias, public speaking, performance, and much more.

NLP stands for 'neuro-linguistic programming'. 'Neuro' refers to the brain/neurones, 'linguistic' refers to language and 'programming' is a computer metaphor for changing the mind. NLP in its broadest sense is the study of human excellence and how it can be modelled. The originators of NLP were then Professor of linguistics John Grinder and mathematician and psychology student Richard Bandler. They studied therapists that were achieving amazing results, in particular, hypnotherapist Milton Erickson, family therapist Virginia Satir, and Gestalt therapist Fritz Perls, to try to understand why they were so effective. Even the therapists themselves couldn't explain what they did differently to other, lower calibre therapists.

The therapists were found to be using particular patterns of language. They also had highly developed sensory acuity - an ability to unconsciously monitor their clients' breathing, pulse, etc. With these unconscious skills, the therapists were able to build rapport with clients, know when to probe the surface structure of their clients' talk for deeper, hidden meanings, and to encourage new ways of thinking in clients that brought about fast, effective change. Having identified these patterns of language and behaviour, it was possible to build models to show other therapists the route to therapeutic excellence.

NLP techniques are ideal companions to hypnotherapy and coaching practice. There are special types of questioning that get clients thinking deeply, methods to release stuck thoughts and find resolutions to age-old problems, ways to resolve conflicting thoughts, and timeline techniques to help people safely revisit memories and deal with them to release emotions, find new ways of thinking and change physiological symptoms.

Certificate in Discursive Empowerment

Social constructionism and discourse theory are at the cutting edge of Psychology. This exciting new discipline is making its way into many areas of life, bringing new insights in healthcare and anywhere else where language use is important e.g. education and business. Discursive Empowerment has been developed by Paul Peace who obtained his PhD in this field, and Karen Bartle who is using these insights in her MSc Health Psychology research.

Paul and Karen have now taken these insights into therapy and produced excellent results with clients in terms of rapport building, insight and change. You will learn the importance of respecting difference, and seeing people as 'people' rather than 'labels' or 'tick boxes'. You will

also look at 'discourses'. These are repetitive patterns of taken-for-granted speech that circulate in society. Individuals often draw on these e.g. *disclaimers* such as "I'm not angry but..." (they are really!). Another example would be "biological discourses" such as "I think it's in my genes" - which undermines a client's potential to change and justifies inaction because genes are beyond the reach of talking therapy. A further example is how people say "I am depressed" or "I am fat" which creates a static and passive representation of the mind and body when in fact living is a *process* and the depressed or overweight person makes many choices each day that keep the problem in place. We'll highlight common discourses and offer ideas for what you can do with them, such as ways to challenge them to move clients on.

Hypnotherapy Practitioner Diploma (externally verified)

The Hypnotherapy Practitioner Diploma is a qualification that is verified by the National Council for Hypnotherapy (NCH) and NCFE. The award is externally verified which is very important. With many hypnotherapy training schools you are awarded a qualification by the same organisation that you pay your fees to and there may be pressure for them to award certificates to students in return for their attendance and payment. As well, training courses vary widely in



quality, substance and duration. An externally verified award overcomes these potential problems, ensuring a certain standard of training is provided across different training schools, a definite minimum number of hours is spent on class training and homework, and a measurable standard of learning is evident in all students. The award is a vocational qualification at Level 4 (i.e. NVQ Level 4 equivalent). For these reasons, the award is held in very high esteem in the hypnotherapy community. It will also permit a swift and smooth rise to Registered Member status within the NCH.

Open University Credit Transfer Points

Upon successfully completing the NCH Hypnotherapy Practitioner Diploma, you will be entitled to 45 credit transfer points at Undergraduate Level 1 towards an Open Degree with the Open University. They count towards degrees of Equal BA/BSc weighting (i.e. combined BA and BSc) and certain named BA or BSc degrees. This means you would be exempt from having to study certain parts of the course.

Learning Outcomes

For a full course outline please see 'Course Content'.

- To be able to induce, deepen and terminate a trance.
- To develop competence in a large number of techniques e.g. glove anaesthesia, suggestibility tests, depth of trance testing, anchoring, fast phobia, swish, association and dissociation, reframing, timeline techniques, regression and ideomotor response.
- To confidently explain to clients and interested members of the public what hypnotherapy is, to demystify it, build trust and be a good ambassador for the profession.
- To gradually feel confident breaking away from scripts and creatively utilise clients' own thoughts, language, physiology, etc. (scripts are provided, however, and no one is pressured to do this).
- To be able to read beyond a client's language e.g. when they say "I don't blame my dad but..."
- To understand and thoughtfully and respectfully critique ethics, professional standards and codes of conduct.
- To be able to build rapport and communicate effectively with clients.

- To reflect on your strengths and weaknesses and recognise the importance of continuing professional development.
- To be able to contextualise hypnotherapy amongst other therapies and healthcare and know when to refer a client to another specialist.
- To understand when not to take on a client.
- To be confident with therapy planning.
- To respect difference, seeing people as 'people' rather than 'labels' or 'tick boxes', and understand power relations in the therapy room and society at large.
- To have a good basic knowledge of psychological theory e.g. un/conscious mind, psychodynamic theory, behaviourism, cognitive psychology, humanistic psychology, social constructionism.
- To have a basic knowledge of the key concepts of various relevant therapeutic approaches that can be dovetailed with hypnosis in an eclectic manner, e.g. humanistic, psychodynamic, NLP (neuro-linguistic programming), EFT (emotional freedom techniques), CBT (Cognitive Behavioural Therapy), Gestalt, transactional analysis, coaching, motivational interviewing, SFT (Solution Focused Therapy).
- To make full use of sensory awareness and utilise this e.g. noticing changes in a client's skin colour, breathing, pulse, posture, etc.
- To understand social constructionism, the concept of 'discourses', and be able to utilise Discursive Empowerment techniques.
- To know how to handle abreactions (emotional outpourings) sensitively, safely and effectively.
- To demonstrate a professional, caring and empathic approach that recognises personal and professional boundaries.

These learning outcomes will be met during course practicals and through homework questions. There are no 'all-or-nothing' exams, tests or essays!

Course structure

There are many course structures provided by various training schools. Most that provide a Hypnotherapy Practitioner Diploma (usually 20 days in total) take place over 10 weekends. On the plus side, this structure provides ample time to learn, read, practice and complete homework between modules but it does have the disadvantage of being a long, drawn out course at 10 months for just 20 days total learning.



Some schools provide week-long modules delivered in three instalments with gaps in between. These offer rapid progress on each instalment but the course as a whole still needs to be held over a period of time to allow students chance to absorb what they have learned, and to practice, read and complete homework between modules. This format has the disadvantage for employed students of requiring a commitment of large blocks of annual leave from work. For some students it means staying in hotels for long periods at a time and being away from home.

Uniquely, we get you into practice quicker (including recovering course fees quicker), while still leaving ample time for reading, homework and practice, and yet requiring minimal time off work for students continuing in employment.

The course is a total of 20 days in length and runs for around 6 months. Each month you will attend for 3 *days over a weekend* (usually Sat, Sun and Mon). The final month is run on Sat and Sun. You therefore need to be able to attend on 6 Mondays in total (sometimes they fall on Bank Holidays, reducing annual leave).

If you are unable to attend one of the units in your chosen location, you are welcome to join us for that unit in a different location.

Each module consists of lectures, group exercises, games, and practicals. The Academy of Advanced Changework places a lot of emphasis on practicals, giving you lots of opportunities to *do* hypnotherapy rather than simply knowing *about* it.

On the course you will receive learning materials including trance induction scripts, information on common presenting issues, e.g. weight, stress, smoking, phobia, etc., copies of the course materials from training days, and video footage showing you how to perform hypnotherapy techniques. You will be able to refer back to this library at any time during the course and long after.

Time commitment

The total course commitment is 450 hours. 140 hours of this is class-based tuition. The remainder, amounting to an estimated 7-11 hours per week, consists of reading, watching video footage, practice and homework.

Training times are 10:00 am to 5:00 pm each day. There are 15 minute breaks morning and afternoon and 45 minutes for lunch.

Course content

We cover a lot of ground on this course and all at a sensible pace and without overwhelm. Everything we teach is included in the manual so you can supplement your classroom learning at any time and copious note-taking isn't necessary. There are lots of practicals and engaging exercises in each unit, including practicing full therapy sessions to build confidence (this sets us apart from most other training providers who teach techniques in isolation in relatively short practicals). We have a lot of fun too! As you will see from the course outline below, each day (unit) covers a mixture of learning about presenting issues (e.g. 'weight' or 'smoking'), psychological, psychotherapy and hypnotherapy theory, and essential techniques you can use with clients. As well, you will cover ethics and therapeutic skills, as well as advice on setting up and marketing a hypnotherapy practice. Techniques are normally introduced alongside the presenting issues they are most useful for treating. The course starts from an assumption of no prior knowledge. It begins by introducing simple presenting issues, such as confidence-building and smoking, and gradually introduces you to increasingly complex presenting issues, such as depression, as your confidence builds. The course is structured in such a way that you can safely practice with the general public on any issue for which you have been trained (provided you do not charge and you make it clear you are in training). We actively encourage this so that you get lots of practice to consolidate your learning.

The course outline is as follows:

Module 1		
<p style="text-align: center;">Unit 1</p> <ul style="list-style-type: none"> ❖ What is hypnosis and hypnotherapy? ❖ Frequently asked questions ❖ Dispelling the myths ❖ A brief history of hypnosis and hypnotherapy ❖ Conscious and unconscious mind ❖ Altered states of consciousness ❖ Where is hypnosis used? ❖ The differences between clinical and stage hypnosis ❖ Recognising the signs of trance ❖ Use of background music ❖ Professional bodies ❖ Group hypnotic induction - experience trance for yourself 	<p style="text-align: center;">Unit 2</p> <ul style="list-style-type: none"> ❖ Inducing and maintaining trance ❖ The hypnotic voice- anyone can do it! ❖ Disengagement (wake up) ❖ Trance induction - progressive relaxation ❖ The therapeutic process and skills ❖ The therapeutic process ❖ Therapeutic planning (session & course of treatment) ❖ Therapeutic skills ❖ The therapeutic relationship ❖ Transference and countertransference ❖ Rapport ❖ Professional conduct ❖ The therapeutic environment ❖ Respecting values, beliefs, cultural difference ❖ Resistance to change ❖ Trance induction - guided imagery 	<p style="text-align: center;">Unit 3</p> <ul style="list-style-type: none"> ❖ Trance induction - favourite place ❖ Trance induction - eye fixation ❖ Hypnotic and post-hypnotic suggestions ❖ Confidence and self-esteem ❖ Ego strengthening ❖ Hazards of hypnosis ❖ Abreaction ❖ Factors affecting responsiveness to hypnosis ❖ Levels of analysis and targets for therapy ❖ Contraindications - when hypnosis should not be used ❖ Psychoses, dissociative and personality disorders ❖ Self-hypnosis ❖ Group supervision

Module 2		
<p style="text-align: center;">Unit 4</p> <ul style="list-style-type: none"> ❖ Introduction to NLP ❖ Representational systems - NLP ❖ Linguistic predicates - NLP ❖ Eye accessing cues - NLP ❖ Suggestibility tests ❖ Utilisation ❖ Trance induction - simulation ❖ Between-session processing 	<p style="text-align: center;">Unit 5</p> <ul style="list-style-type: none"> ❖ Sensory awareness ❖ Calibration ❖ Pacing & leading - NLP ❖ Matching & mirroring - NLP ❖ Body language ❖ Trance induction - eye roll ❖ Techniques for deepening trance ❖ Depth testing ❖ Taking a case history - the initial assessment - extended practical ❖ Eliciting client information ❖ Effective and appropriate questioning ❖ Behavioural assessment ❖ Client preparation ❖ Informed and implied consent 	<p style="text-align: center;">Unit 6</p> <ul style="list-style-type: none"> ❖ Insurance ❖ Recording therapy sessions ❖ Supervision ❖ Ethics ❖ Being a reflective practitioner (self awareness) ❖ Trance induction - permissive ❖ Trance induction - authoritarian ❖ Smoking cessation ❖ Working with groups ❖ Anchoring - NLP ❖ Group supervision

Module 3		
<p style="text-align: center;">Unit 7</p> <ul style="list-style-type: none"> ❖ Working with other caring professionals ❖ Medical and dental professions ❖ When to refer ❖ Primary, secondary and tertiary gain & malingering ❖ Setting client homework & tasks ❖ Positive language ❖ Bringing therapy to a close ❖ Trance induction - hand levitation ❖ Performance enhancement e.g. in sport & exams ❖ Swish - NLP ❖ Stein's clenched fist technique 	<p style="text-align: center;">Unit 8</p> <ul style="list-style-type: none"> ❖ Biopsychosocial interactions ❖ Stress, health and coping ❖ Trance induction - 5 steps to relaxation ❖ Personality and health - Friedman and Rosenman ❖ Locus of control ❖ Irritable bowel syndrome ❖ Psychophysiological (psychosomatic) disorders 	<p style="text-align: center;">Unit 9</p> <ul style="list-style-type: none"> ❖ Weight control ❖ Healthy eating, nutrition & exercise ❖ Subjective Units of Disturbance (SUD) scale ❖ Validity of Cognition (VOC) scale ❖ Anxiety & panic ❖ Phobia & fear ❖ Association & dissociation ❖ Fast phobia technique - NLP ❖ Retrogressive/progressive technique ❖ Group supervision

Module 4		
<p style="text-align: center;">Unit 10</p> <ul style="list-style-type: none"> ❖ Psychology Part I ❖ Trait theory of personality - Hans Eysenck ❖ Behavioural psychology - Skinner, Pavlov & Bandura ❖ Habits, addictions & misuse ❖ Stages of change & motivational interviewing ❖ Analytical & disbelieving clients and induction resistance ❖ Trance induction - confusional ❖ Trance induction - blackboard ❖ Conducting an initial assessment & devising treatment interventions 	<p style="text-align: center;">Unit 11</p> <ul style="list-style-type: none"> ❖ Treatment session following on from Unit 10 ❖ Psychology Part II ❖ Cognitive psychology ❖ Hierarchy of human needs - Maslow ❖ Psychoanalytic theory - Freud ❖ Archetypes - Jung ❖ Sleep 	<p style="text-align: center;">Unit 12</p> <ul style="list-style-type: none"> ❖ Meta model - NLP ❖ Milton model - NLP ❖ Reframing ❖ Milton Erickson approach ❖ Clean hypnotic language ❖ Trance induction - Ericksonian ❖ Binds ❖ Embedded commands ❖ Writing your own scripts ❖ Metaphors and metaphor creation ❖ Group supervision

Module 5		
<p style="text-align: center;">Unit 13</p> <ul style="list-style-type: none"> ❖ Infertility ❖ Silent abreaction technique ❖ Pregnancy, pregnancy loss, giving birth ❖ Red balloon technique ❖ Familial influences on issues ❖ Working with children ❖ Dave Elman approach 	<p style="text-align: center;">Unit 14</p> <ul style="list-style-type: none"> ❖ Introduction to discursive empowerment ❖ The importance of language use ❖ A radical approach to motivation ❖ Dis/empowerment gateways ❖ Labelling - the problems ❖ Focusing on 'language and behaviour' rather than 'people' ❖ Polar and equatorial exploration techniques ❖ Reverse behavioural chaining technique ❖ Discursive keys technique ❖ Trance induction: deconstruction 	<p style="text-align: center;">Unit 15</p> <ul style="list-style-type: none"> ❖ Introduction to the meridian energy therapies ❖ EFT - Emotional Freedom Technique ❖ Obsessions & compulsions ❖ Depression ❖ Timeline techniques - NLP ❖ TV timeline ❖ Group supervision

Module 6		
<p style="text-align: center;">Unit 16</p> <ul style="list-style-type: none"> ❖ Therapeutic approaches Part I ❖ Client-centred ❖ Solution focused ❖ Coaching ❖ Psychodynamic ❖ Freudian ❖ Jungian ❖ Gestalt ❖ Transactional analysis ❖ Extended practical: initial assessment & devising interventions 	<p style="text-align: center;">Unit 17</p> <ul style="list-style-type: none"> ❖ Abuse ❖ Post-traumatic stress disorder & trauma ❖ Safe place techniques ❖ Grief, loss and separation ❖ Age regression ❖ Long practical combining age regression with assessment from Unit 16 ❖ Initial sensitising events ❖ Criminology - false memory, influencing court cases ❖ Group supervision 	<p style="text-align: center;">Unit 18</p> <ul style="list-style-type: none"> ❖ Therapeutic approaches Part II ❖ Cognitive therapies ❖ Rational emotive behaviour therapy ❖ Cognitive therapy ❖ Cognitive behavioural therapy ❖ Eye movement desensitisation and reprocessing ❖ Pain and headaches ❖ Analgesia and anaesthesia ❖ Glove anaesthesia ❖ Refractionation ❖ Light-stream technique

Module 7		
<p style="text-align: center;">Unit 19</p> <ul style="list-style-type: none"> ❖ Introduction to New Code NLP ❖ Perceptual positions - New Code NLP ❖ 6 step reframe - New Code NLP ❖ Sub/modalities - NLP ❖ Submodality blow-out - NLP ❖ Ideomotor signals ❖ What to do when clients are not progressing ❖ Seeing things differently (summary of therapeutic skills) 	<p style="text-align: center;">Unit 20</p> <ul style="list-style-type: none"> ❖ Practice management ❖ Being a 'caring person' <i>and</i> a 'business person'? ❖ Working from home versus working in clinics ❖ Handling enquiries ❖ Back of the room sales ❖ Marketing ❖ Fees - what to charge ❖ Personal qualities of a smart business person ❖ Continuing Professional Development ❖ Law ❖ Insurance ❖ Personal safety ❖ Contract <p style="text-align: center;">Certification!</p>	<p>N.B. Module 7 is a two unit module</p>

N.B. We continually strive to improve our course and content may be subject to change.

Assessment

You will be required to complete a portfolio of work that includes short answer questions, construction of a treatment plan for a series of hypothetical clients, keeping a personal journal of progress and keeping a record of practice sessions both on and off the live training. The questions are set as homework and spread evenly throughout the course as they relate to particular modules. You will be monitored informally during practicals but there is no pressure and we will provide constructive feedback and support you all the way. There are no exams or essays. In other words, provided you are willing to learn and you respond well to any feedback, you will pass the course.

Admissions criteria and procedure

There are no formal qualification entry requirements and you do not need any prior knowledge of hypnotherapy or psychology. We will assess applications on individual merit, taking many factors into account. These include work and life experience, enthusiasm, suitability to work with sometimes vulnerable clients, maturity, commitment, and a general ability to complete the course successfully.

Applicants must be over 18 years old. They will normally be aged over 21 unless they can demonstrate maturity, for example, through life experience or work experience in a caring role. A good standard of spoken and written English is essential as we regret that the trainers are unable to provide guidance in other languages.

Apart from the exceptions mentioned above, we do not discriminate on the grounds of age, gender, sexuality, ethnicity, religion, voice type, appearance, or any other axis of difference

provided we believe the individual has the potential to train and successfully perform as a hypnotherapist. We will do all we reasonably can to accommodate any needs.

To begin the application process please complete an application form which you can download by clicking [here](#). Alternatively, you may email Paul to request an application form: admin@training-hypnotherapy.co.uk.

If you are accepted you are sent an offer of a place conditional upon acceptable references. We approach your referees and once references are received we can make a formal offer of a place. By applying, you agree to the terms and conditions at the end of this document.

We operate a 'first past the post' system if places become limited. If places run out, for example while we await your references, you will be offered a choice of studying at another training centre, a place on the next intake at your chosen centre, or a full refund. An early application and gentle prodding of referees is advisable!

Training Dates, Venues & Locations

Training is one module (3 days) per month over a period of 6 months, 20 training days in total. Each module is normally held Saturday to Monday inclusive.

For the latest details on venues and locations please see our website http://www.training-hypnotherapy.co.uk/dates_locations.htm

Fees

Your investment is £2295. There is no VAT to pay. A non-refundable deposit of £195 is payable upon application (we will send payment details upon receipt of your application). The deposit is fully refundable if your application is declined. You may pay the balance of £2100 in one lump sum or go on an interest-free monthly payment plan of £350 per month.



The deadline for each month's instalment is two weeks before the next module of training (we will provide you with the exact dates). The fee includes class-based learning, home learning materials, assessment (incl. HPD and Open University credits) and certification. There are no hidden course fees. There are no fees for Module 7.

Of course, you need to budget for any accommodation if required, travel and food, and around £120-150 for text books if you are buying them new. Supervision is held as a group as part of the course so there are no further fees to pay for supervision. A small fee of around £35 is payable by one of our recommended professional bodies. We pay the £25 fee for your registration on the external Hypnotherapy Practitioner Diploma. Finally, insurance will cost around £70 per annum.

Although money should not be a primary motivation, hypnotherapists are in a responsible role and earn a considerable income. Most charge £55-75 per session, more in the south. Given that most clients need around 4 sessions, you could recover your course fees by finding 10 clients.

We offer a no-quibble money-back guarantee. If you are not satisfied with any aspect of the course, and you inform us by telephone before the third day of training commences, we will refund all fees paid to date, including deposit.

Terms and conditions

We want our training to be exceptional and to exceed your expectations. This requires a good working relationship between students and trainers. To this end we have prepared the following contract between us:

We reserve the right to refuse entry onto the course. We may dismiss anyone from the course at any time for reasons including but not limited to inappropriate behaviour, previously undisclosed or new criminal convictions, non-payment of fees, routine non-participation in homework or practicals, or routine non-punctuality. A refund would be made according to the refund policy below.

A minimum attendance and homework standard is required for the award of certificates. Awards are at the discretion of the course leaders and awarding bodies. All payments must be cleared before certificates will be issued.

So that students can provide each other friendship and support, we share email addresses between everyone in the group.

Our commitments

We will:

Be approachable, listen to, and where possible act upon, feedback from you about any aspect of the course or your learning experience. We continually strive to improve our work.

Treat your thoughts and ideas expressed in class or homework with respect and provide constructive critique.

Challenge you. We will expect you to develop from your own particular starting point in terms of skills, knowledge, confidence, etc, and demonstrate progress as well as meeting the required learning outcomes. Rarely, we set more homework or tasks if necessary.

Provide a course that equips you with an essential core base of skills and knowledge that will enable you to perform as an effective professional hypnotherapist upon qualification.

Be open and communicative about our expectations, course fees, feedback, etc.

Provide ongoing support throughout the course. You may contact us by calling (0114) 235 1985 or Lo Call 0845 456 0716 between 9am and 8pm. Please leave a message if we are with a client, training, or otherwise unable to take your call. You can email us anytime at silverseafruit-aac@yahoo.co.uk and one of the trainers will respond a.s.a.p. You may contact your professional bodies with any ethical questions if you cannot contact us. However, if an issue is non-urgent, and could be discussed during group supervision on the next module, please bring it with you at this time.

Permit you to keep records of communications and feedback from us. Our communications with you are confidential.

Abide by the codes of ethics for trainers as laid out by our accrediting bodies.

Your commitments

You will:

Behave professionally, including outside of the training room, acting as an ambassador for the hypnotherapy profession.

Take out insurance before practicing outside of the training environment. Details will be provided on the course.

Avoid practicing with the public using techniques, or on issues, for which you have insufficient knowledge or experience at a particular stage of the course.

Engage fully in practical and class work. Of course, you reserve the right to withdraw during a particular practical for personal reasons. You need not disclose anything you do not wish to in practicals and you may act/role play rather than work on real issues. Participation in class demonstrations with trainers is entirely voluntary.

Complete all homework to a high standard and on time. Sharing experiences and ideas with other students is fine but please make sure when it comes to the write-up that it is your own work, evidenced through personal thoughts, insights and ideas. We take plagiarism seriously, including from our training manual.

React respectfully to feedback from other students or trainers, taking it as 'advice' that can be taken or left (unless, of course, it is a straightforward ethical or professional matter).

Respect the thoughts, opinions and ideas of other students and trainers where they differ from your own.

Avoid dominating class time - we want all members of our classes to have a voice.

Communicate effectively with us any problems or issues before they become entrenched. Let us know about difficulties you are experiencing, including with your learning, other students, our teaching, etc.

Inform us immediately of any changes in your contact details including email address, or any changes that may challenge your ability to complete the course.

Not use student's contact details inappropriately e.g. for 'spamming'/irrelevant marketing.

Work with *all* members of the group. We discourage students from always working with the same people that they like or feel comfortable with. As therapists you will have to work with a range of personalities and offer them all unconditional positive regard. We ask everyone to sit in different seats each day to ensure they work with different people.

Inform us immediately of any form of bullying or harassment or anything else that could make your time on the course difficult.

Pay fees in full and on time.

Attend a minimum of 17 full days out of 20 days training. You may complete missed units by attending other training centres or by waiting for the unit to come round again on the next course intake held at your preferred centre. There is no additional charge. You must, however, negotiate this with one of the course tutors and we cannot guarantee availability.

Arrive on time and turn off your mobile phone.

Permit us to maintain student records, copies of communications, homework and feedback on computer and other information storage and retrieval systems. We will keep them confidential unless they have to be disclosed to our professional bodies, in relation to a criminal investigation, complaint, or we believe you may harm yourself or others.

Keep our communications with you confidential except in similar circumstances as mentioned in the previous point.

Ensure you have access to a computer. Internet access is essential for this course for downloading video materials, submitting homework and receiving feedback. The course manual is presented as an easy-to-use ebook. Although we prefer to do our bit for the environment, you may print it if required.

Only use training materials, including but not limited to the course manual, for your own learning purposes. Learning materials are subject to copyright (Paul Peace and Karen Bartle or other authors as referenced). The copyright extends to but is not limited to these materials not being copied, distributed, sold or leased.

Complaints procedure

We invite regular feedback on all aspects of our training. We aim to be approachable and responsive. Complaints should be made to the course tutors in the first instance. If the problem remains unresolved you may access our accrediting bodies' complaints procedures.

Refund policy

The following calculation is used:

Total fees paid thus far
Minus non-refundable deposit
Minus cost of modules, or parts thereof, of training delivered to date (whether you attended or not). Modules 1-6 are equivalent in value.

There is no fee nor refund available for Module 7.

Money-back guarantee overrides the above: all paid fees, including deposit, are refunded. Expenses are excluded, such as travel, subsistence and accommodation. We must be informed by telephone (or answer machine message) before the third day of live training commences.

Code of ethics

Students training with Academy of Advanced Changework are expected to adhere to the code of ethics as laid out by the National Council for Hypnotherapy, General Hypnotherapy Register and National Council of Psychotherapists (and of course, any other bodies they join). These will be seen as additive/cumulative. If any conflict occurs between codes, or you are unsure, you must seek the advice of your trainers at group supervision or by contacting them or your professional body if the matter is urgent.

Confidentiality is to be maintained at all times. Personal disclosures made between students and trainers as part of practical work must only be discussed, where appropriate, during training. It may sometimes be necessary to maintain confidentiality more tightly if a student with whom you are working would not wish to share information with the group as a whole.

Students are expected to respect other students, trainers and clients in terms of age, dis/ability, gender, religion, ethnicity, sexuality, and other axes of difference.

Terms and conditions may change without notice. The latest version is in the most recent prospectus which is available on our website.

Our courses are fun, engaging, and give you all you need to become an excellent hypnotherapist. We hope you decide to join us at the Academy of Advanced Changework.

To apply, we recommend you first save this prospectus to your computer and then download an application form [here](#). Alternatively, you may email Paul to request an application form: silverseafuit-aac@yahoo.co.uk.

For more information, or if you have any difficulties with the electronic application form, please contact Paul or Karen 0114 235 1985

