



**Conference**  
*Volume 19, Issue 2*



**NATIONAL  
COUNCIL FOR  
HYPNOTHERAPY**

# THE 2019 CONFERENCE EDITION

Priming the  
Unconscious Mind  
with Melissa Tiers

Hypnosis Without  
Trance: an Interview  
with James Tripp

Plato's Allegory  
of the Cave by  
Adam Eason

Tips and Techniques  
for Better Sleep by  
Neil Stanley

National Council for Hypnotherapy

[www.hypnotherapists.org.uk](http://www.hypnotherapists.org.uk)





### NCH ANNUAL CONFERENCE – 22 JUNE 2019

#### NCH Website

Website construction is finally underway! The board are waiting eagerly for the presentation of the new format website: mobile friendly, quicker speeds and overall, a much more up to date NCH, to get you MORE CLIENTS. Yay! A copywriter is soon to be enlisted to give the website an overall voice, as well as the Board overseeing the wording to make sure that all we can read on the website is current and helpful.

#### Code of Ethics update

The first draft has been circulated amongst the Board, and is in line with the CNHC code. There are main areas still to focus on moving forward but the template is ready, and small ethics discussion group is planned for March. Ethics and safety being paramount.

#### Finance

Since membership fees have not increased for a number of years and to keep in line with the market leaders, it was agreed by the board that there will be a small increase in membership fees from April 2019 to £75 for HPD members and to £130 for non-HPD members.

#### The NCH Committee

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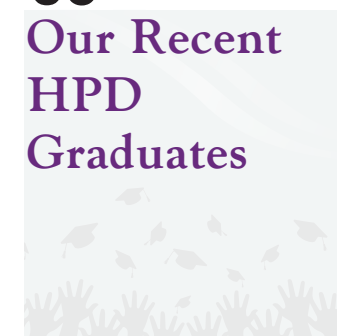
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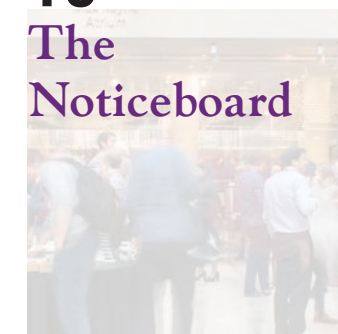
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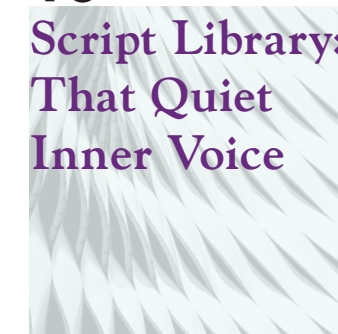
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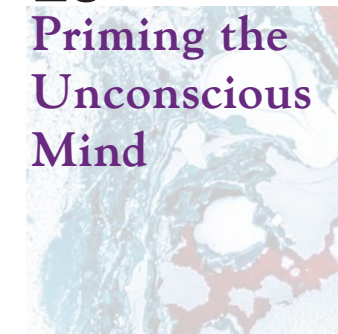
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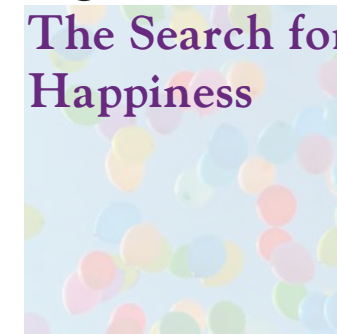
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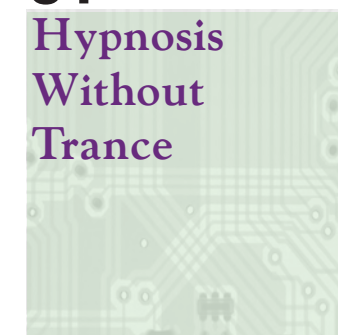
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The National Council for Hypnotherapy, established in 1973 under its former title "The Hypnotherapy Register", represents the practice of Clinical Hypnotherapy as a discrete profession in its own right. Membership is open to those practitioners able to demonstrate appropriate knowledge, evidence of training and clinical experience relevant to the field. The NCH is a member of the UK Confederation of Hypnotherapy Organisations.





## EDITORIAL



Editor  
Debbie Waller, MNCH (Reg.)

Hello and welcome to the 2019 Conference issue of the *Hypnotherapy Journal*.

**When I ask people to send in articles, the response is often ‘I wouldn’t know where to start’ or ‘I couldn’t write anything anyone would be interested in’. Well, we love having experienced contributors for the *Journal* but also like to encourage new ones, so I thought I would offer some tips, in the hopes of inspiring you to put pen to paper – or, more likely, fingertips to keyboard!**

First, you need an idea. Not the easiest thing in the world when faced with a blank page, but think about what you like to read in the *Journal* or in blogs. Your audience is full of people just like you, interested in all things hypnotherapeutic.

Are you just setting up your business, or training, and want to share your journey? Do you have an interest in working with a specific issue? Or a particular client group? Is there a technique you like to use? Start there.

Once you have a topic, brainstorm ideas on what you can say about it. Bullet points are good at this stage. You’ll probably need to include:

- an explanation of what you are talking about
- why you think it will be interesting or relevant to *Journal* readers
- what your experience of it is – including examples is fine, but remember

to anonymise clients to maintain confidentiality

- alternative points of view if there are any
- whether there have been any studies or publications on your topic it would be worth mentioning.

Juggle your bullet points around until they follow naturally from one to the next, then start to expand them into paragraphs. Aim to be interesting and/or entertaining as well as informative.

Concentrate on simply getting your ideas down in writing to begin with, and polish your article afterwards. We like to hear many different voices in the *Hypnotherapy Journal*, so whether your style is casual and chatty or formal isn’t an issue.

Grammar/spell checkers are useful, but they’re not perfect. If your text-to-speech programme heard ‘elephant’ instead of ‘element’, or your autocorrect changed ‘mesmerise’ to ‘memorise’, they

don’t always pick up the error! So, always read your finished article carefully, or ask someone else to do so. Reading it aloud picks up most glitches, and also helps to check that the sentences flow and are not too long.

Finally, choose a title that reflects the content of your new masterpiece!

As Editor, I love to include work from first-timers as well as those more established as writers, and I am happy to offer support. Email [journal@hypnotherapists.org.uk](mailto:journal@hypnotherapists.org.uk) if you want to ask about topics you have in mind, word limits etc.

Our next submission deadline is in June, but I can accept items at any time. So why not think about the thrill of seeing your name in print, and give it a go?

## VIEW FROM THE CHAIR

It seems that hypnotherapy has been in the news this year quite steadily, mostly for good but also for bad reasons.

**In particular there was quite saddening news of one hypnotherapist, not part of our organisation, casting a shadow over professionalism (which is why it is so important to meet the membership requirements of an ethical organisation).**



Chair  
Tracey Grist, MNCH (Acc.)

It also appears that Paul McKenna stated in the *Mirror*, ‘Even hypnotherapy can’t stop Simon Cowell from smoking’. All of us

trained to the NOS standard, meeting our CPD hours, supported in supervision, know that even if you have a fantastic rapport and can tap in to the right place, if that person doesn’t want to change you can’t make it work. Paul is absolutely correct with his statement (made in his ‘coaching’ capacity). Although, I’m not sure playing Twister with clients is an apt alternative (<https://www.mirror.co.uk/3am/celebrity-news/paul-mckenna-admits-even-hypnotism-13976627>).

The new website is coming along full force. Hopefully, by the time this journal goes to print we will have either introduced our new website or be in the process of launching it. We will be emailing you regarding this fantastic news. So now is a good time to check in on your profiles, tweak them here and there (if you haven’t looked at

it for a long time) and generally do a bit of housekeeping: <https://www.hypnotherapists.org.uk/system/member/index>

The website has been a long time in the making: we have looked in great detail at what is best for our website, taking on board what members want – which is, as always, MORE clients! So, the plan is to have our fingers on the pulse and make sure the SEO and word content pulls you in MORE clients!

But there are so many reasons to be a part of the NCH aside from the call of clients. Did you know we have a CPD page, offering courses with discounts to members? <https://www.hypnotherapists.org.uk/category/cpd-courses/>

Peer groups? <https://www.hypnotherapists.org.uk/category/peer-group-meetings/> As well as peer group support, Lorraine puts in a huge effort to support peer group leaders. So if there is anyone who fancies the idea of running a peer group please get in touch: [development@hypnotherapists.org.uk](mailto:development@hypnotherapists.org.uk)

Meanwhile, we have a huge list of supervisors and the opportunity, once a year, to train as a supervisor if you are an accredited member: <https://www.hypnotherapists.org.uk/therapist-finder/?sup=1>

And let’s not forget the annual conference and AGM. Whilst the AGM is concerned with the running of our not-for-profit organisation, we are also looking for ways to give members the chance to give feedback on the day, to have their say about the NCH. But your feedback doesn’t have to wait until that day, as at any time you can be in touch with any one of us and we will do our best to listen and to action your requests.

It has been a busy few months for our new director. Jo Hand, our Research Director, is compiling a fantastic library of information around hypnotherapy research. We are aware that a few schools and even organisations wider afield are carrying out research projects into the efficacy of hypnotherapy, and the NCH wants to give you the platform





to become involved if you choose. Or you can simply to use the feedback aids to enhance your therapeutic work.

Meanwhile, I have been looking through our Code of Conduct, analysing what works best for practitioners and harmonises well with our Articles of Association, as well as working within the requirements of UKCHO and the CNHC. This is the oil that 'greases our wheels' and keeps us safe and smooth-running – all very exciting stuff!

Our conference this year is back at the Royal Society of Medicine in London. If you haven't attended a conference before, please come now! We are a friendly bunch and if you are attending on your own, we will welcome you and do our best to link you up with fellow

practitioners. So although you may come alone you will leave feeling part of the family. It is a great chance to get some hypno-tips, to network and to make new friends. We are so excited to see four fantastic speakers in the line-up, so please, if you do not have your tickets yet, do log in and secure one! <https://www.hypnotherapists.org.uk/8250/nch-c-2019/> ; <https://www.hypnotherapists.org.uk/system/signup/nchshop>

The board, as always, have been firing on all cylinders and working really hard to make positive additions to your NCH. But we couldn't do this without you! So please do send in your feedback. If you have an area of specialism, we would love to hear from you. Most importantly,

we are all here for you.

The NCH has been through many changes over the years, which is part and parcel of being a not-for-profit organisation. But I would rather be involved with an ethical organisation than a business, run to make a profit. Yes, some things take more time – there are always fluctuations with a board, a team of people working to benefit the NCH – but while we are running on a steady steam, straight ahead, let's sing the joys of the NCH! We are here because of you and for you.

# You're Not Mad, There's Just an Entire Family Living Within

I recently went to the first Internal Family Systems (IFS) intro day to be held in London. The theory, from American therapist Richard Schwartz, says that we have an entire family living within us and they have various roles, beliefs, fears, conflicts and collusions. Schwartz came up with IFS over a decade ago but, while it is popular in America, it is still barely known here. In fact, there are only a handful of UK practitioners, but I'm convinced that this is about to change.

To put it simply, IFS claims we all have a Core-Self. This comprises clarity, creativity, centredness, confidence, calm and a few more 'c' words (none of them bad ones!). Our Parts form a protective system around the Core-Self. If we've experienced bad things, they can become extreme and overwhelm the system, which is a bit like a black cloud obscuring the sun. The therapist's role is to relax the Parts, unburden them of their (exhausting) activity and let the Core-Self shine through and drive the mother ship once more.

At this point in the workshop, I was pretty excited; I like the idea we all have a core-self to return to (and it fits neatly with the hypnotherapy understanding that the client has all the solutions, we are not there to 'fix' anything). I was also excited because this therapy is giving respect and honour to all these parts rather than asking how we can get rid of them. Anyone who applies



Image: Thomas Kelley on Unsplash



Image: Jurica Koletic on Unsplash





Our Parts form a protective system around the Core-Self. If we've experienced bad things, they can become extreme and overwhelm the system ... The therapist's role is to relax the parts, unburden them of their (exhausting) activity and let the Core-Self shine through and drive the mother ship once more.

NLP and CBT in their sessions knows about challenging, diminishing and eradicating unhelpful thoughts, beliefs and behaviours. IFS, on the other hand, assumes 'bad' stuff means well, but has gone wrong (extreme) and needs our compassion, respect and realigning.

The beauty of this (and I am trying it with clients) is that people previously terrified of what an 'interrogation' of their internal system will reveal, are instead treated to this gentle, safe system of interviewing 'parts' that have their own insights (if you know about 'family constellations' it is exactly the same, where these 'parts' literally speak to the therapist) and us offering them safe passage and compassion.

Again, I find this appealing because I have had so many clients, off the back of Cognitive Behavioural Therapy through their local GP, who tell me they fully understand their behaviour but still can't shake it off. IFS, which effectively says 'don't shake it off, get to know it better and work it into a harmonious family

system', seems far more useful to me than techniques to quash or annihilate.

In IFS, if you start judging and challenging a part, they lose all trust in you and basically will keep protecting the bit in the client you're trying to reach for healing. The part does this because it's a protector and is serving a vital role. The therapist becomes like a family dispute mediator, giving parts space to talk about themselves, what they do and why they do it. We just have to listen, direct and encourage.

The concept of 'parts' won't be new to hypnotherapists; Gestalt Empty Chair, Roy Hunter, Fritz Perls, Lynda Hudson, Mary LeBay; they have all helped me with 'parts' theories and exercises, but IFS takes it into an entire system of its own.

At the heart of IFS though, is a core-self that should be in charge. Hypnosis offers this with its journeys into an inner self, where you feel calm, confident and relaxed. For IFS our parts can still operate without clouding over or acting in extremes (taking charge).

In the workshop in London, there were 25 people and I was the only hypnotherapist. But with developments in neuroscience giving all evidence-based practices greater kudos, I'm convinced this is a therapy that will soon make its way into more hypnotherapists' toolkits.



*Elizabeth Knights-Trench's clinic is in Brixton, South London, and she specialises in helping clients with confidence, self-esteem and anxiety issues. Her take on hypnotherapy is that it is powerful and relevant just so long as we keep up with learnings from psychotherapeutic practices.*

## RECENT GRADUATES

# Congratulations to Our Latest HPD Qualifiers!

The HPD – Hypnotherapy Practitioner Diploma – has been accredited by NCFE as having measurable learning outcomes that have been benchmarked at Level 4 (using Ofqual's Qualification and Credit Framework (QCF) level descriptors). This gives you the assurance that the content of a training course is of a high standard as well as establishing formal recognition for our courses. There are two ways of gaining the HPD – via an NCH-accredited school if you are new to hypnotherapy, or via an individual portfolio route for those who are already qualified and practising.

Florence Achama Ukpabi  
Michelle Balson  
Catherine Barnes  
Stephanie Barnes  
Kate Beaven-Marks  
Sarah Beech  
Francesca Belmonte  
Louise Bonfield  
Rachel Brittain  
Hazel Bronwyn Jones  
Sandrine Brouk  
Mook A Burns  
Sharon Cagehin  
Rachael Cann  
Frances Chandler  
Victoria Chapman  
Maria Chumas-Baker  
Debra Clarke  
Lizzy Clarke  
Rowenna Clifford  
Michelle Cole  
Kate Cunnah  
Jonathan d'Aguilar  
Rachael de Peyer  
Natalie Delahaye

Evelyn Dunn  
Kim East  
Vanessa Edwards  
Marta Faria  
Isabella Fiore-Brown  
Beverley Fisher  
Trudi Fitzsimmons  
Simon Flowers-Jones  
Veronica Godwin  
Jenny Gold  
Andrew Gould  
Janice Grant  
Janet Haddon  
Mark Hamilton  
Alison Hanouka  
Emma Jane Harding  
Emma Harrison  
Lee Harrold  
Angela Hayes  
Neil Irish  
Liz James  
Helen Jay  
Rebecca Johnson  
Tariq Juneja  
Abigail Ivy Kimber

Carmela Knutton  
Susanne Leigh  
Tatiana Levin  
Chiggy Little  
Victoria Maidment-Vint  
Andrew Major  
Steph Martin  
Hope McGowan Eaton  
Rebecca McLeish  
Martin McManus  
Andrea Mills  
Annie Morgan  
Carole Morris  
Gary Neave  
Corinne Newman  
Greta Nicholls  
Laur Novac  
Sally O'Brien  
Patrick O'Doherty  
James Oldroyd  
Sophie Parker  
Kerrie Prescott  
Linda Rafferty  
Heena Rai  
Abi Reid

Zara E Reveley  
Katherine Rivera-Tallents  
Elodie Rochford  
Teresa Rooney  
Trisha Roso  
Julie Schladitz  
Kate Stainton-Ellis  
Sarah Tanner  
Sean Thorpe  
Emil Eugen Turda  
Jolanda van Wilk  
Viktoria Vass-Bryan  
Victoria Visser  
Kim Wadhams  
Paul Watermeyer  
Louise Watmough  
Hayley Whatmore  
Darrell Williams  
Amanda Winslett Budd  
Samantha Woodall  
Christine Wybrow  
John M Young



## THE NOTICEBOARD

### Do you enjoy the *Hypnotherapy Journal*?

Remember it can only be as good as those who write for it! We're happy to receive any items of interest to hypnotherapists or hypnotherapy students: articles, poems or short stories with a therapy theme, course or book reviews, peer group news, etc.

Deadlines for the next issue are:  
Questions for 'The Business of Therapy' column  
– 1 June 2019

For all other submissions – 15 June 2019  
Debbie Waller, [journal@hypnotherapists.org.uk](mailto:journal@hypnotherapists.org.uk)

### Get your New Year off to a good start... plan your CPD with the NCH!

We have a wide variety of courses to offer throughout the year, so check out the NCH website for more information.

<https://www.hypnotherapists.org.uk/category/cpd-courses/>

### Follow the NCH on Social Media

Facebook:  
[facebook.com/national.council/](https://facebook.com/national.council/)

Twitter:  
[@NCHHypnotherapy](https://twitter.com/NCHHypnotherapy)

### The Business of Therapy – Your Questions Answered

Business expert Cathy Simmons is waiting to answer your questions about the business side of providing therapy. Please send them to her via [journal@hypnotherapists.org](mailto:journal@hypnotherapists.org) with Business of Therapy in the subject line.

# The Business of Therapy

## Your questions answered

by Cathy Simmons



Many thanks to those who sent in questions for this column. I have chosen some for this issue which have been asked by quite a few people, especially those still in training or newly qualified.

### I am working at my old job while I set up my hypnotherapy practice. How can I get the best out of the time I have available?

Firstly, this is a great way to set up. Leaving your job before setting up in practice can be very scary indeed! However, it can be tough seeing clients and doing everything else in your spare time. So, my suggestions involve three major time-savers. These are practical things I really wish I'd had in place when I was setting up, and involve a small expense for a huge saving.

1. Get an answering service to avoid playing 'telephone tag' for ages. I use [answer.co.uk](https://www.answer.co.uk). It's extremely reasonable and is a game-changer. (If you use <https://www.therapybusinessacademy.com/answer> you get £5 worth of credit, and I get some brownie points too.) You can publish the number they give you or redirect another number to it. You never miss a call, and they contact you immediately with messages so you can get back to

callers when it's most convenient. You have no idea how much time this saves!

2. A booking system saves sooooo much time. No more to-ing and fro-ing by email to find a time that works best. Instead, you send people to a link, where they find the best time for them within your calendar, and with some booking systems, you can take payment as they book. Acuity is one that is widely used, but my all-time favourite is 'Book Like a Boss' or BLAB for short. I totally love it. <https://www.therapybusinessacademy.com/blab> I use it for setting up the initial chat as well as arranging the therapy session itself. If you do your initial chat via Zoom (a bit like Skype, but better quality), BLAB can set automatically set up a Zoom meeting when the client books. There is a free version of most systems, including BLAB, if you want to get a feel for them before choosing.

3. Make it easy for your clients to pay. You can take the money up front with your booking system, or have one of the great portable card machines that are available these days, such as Square or Sumup. There is also a phone app, PayNow, which links to your Stripe account, and makes it very easy to take payment without a card reader. They all have different features and prices, so research thoroughly to see which one best fits your needs.

### I never know what to post on social media. How many of my posts should be ads and how many should be something else? What is 'something else'?

This is a great question and something that could fill the entire Journal! My knowledge is more about Facebook than any other social media platform, so I'll just talk about that here.

Rather than looking at the ideal balance between advertising and 'organic' (unpaid) activity, think more

## We're getting ready for our NCH 2019 conference

Have you secured YOUR tickets?



about **how** you use your 'organic' posts and **how** you use Facebook Advertising.

When it comes to organic activity, you have a personal page and a business page, and these are used for different purposes.

Use your business page like a brochure so that, once people have heard of you, they can find out more about your practice. It needs to have a clear 'human' face to it, and opportunities for people to opt-in to something in return for an email address. So, if you have a free 'thing', make it available and visible.

Videos of you are brilliant. Be yourself, that's what people want, and what they buy.

At the moment, Facebook is focusing on supporting interaction between friends and family over business pages, so posts on your business page get very little reach, and don't even get seen by those who have liked your page! So, it's good to use your personal page to post stories that will engage people. No one wants to see their newsfeed full of 'buy my stuff', and Facebook don't like it either! But educating your audience about what you have to offer is different.

In terms of what to put, people want to see YOU. Looking at your day-to-day experiences with the thought 'How can this be helpful to my audience?' gives you so much possible content. Post about your day in a way that explains the benefits of what you do. Tell a story, and invite people to get in touch. Messenger can be a fabulous place for chats with

Use your business page like a brochure so that, once people have heard of you, they can find out more about your practice.

potential clients.

When it comes to Facebook Ads, this is a vast subject – and I mean huge! One of the biggest mistakes is trying to sell your services directly to a cold audience. It doesn't work. (Yes, that was me!) People won't go straight from an ad to buying from you, even if they already know you.

Use advertising to help them get to know you better. For example, if you have a blog about the benefits of hypnotherapy for public speaking confidence, target the advert to those who are most likely to be doing some speaking – maybe one type of professional. Have the ad send them to your blog; on the blog, have something they could download to help them with public speaking, in exchange for their email address.

This sort of marketing is like dating. You wouldn't ask someone to marry you on the first date, would you? No, you'd get to know each other a bit more first, I hope.

Facebook advertising can be incredibly powerful. You can get really clever with it and precisely target the people who see your ad, so it is only shown to someone who already knows you, who has visited your website, downloaded one of your freebies, or even watched a given percentage of one of your videos. Clever stuff, eh?

But it is also a black hole, into which you can pour a lot of money very quickly. My advice is to get some training if you plan to advertise, so you start from a place of understanding. Used well it can be very effective, used badly it's a drain on your energy and resources.

**I'm just setting up my business – should I work under my own name (Annie Jones Hypnotherapy) or a business name (New Lane Hypnotherapy)?**

Great question. And the first questions I might ask back are 'Where do you see your practice and your business going? Is hypnotherapy the only thing you are ever

You are your brand ... No need to get fancy or clever. People are trusting their vulnerability to their therapist, so they want to get a feel for that person and feel comfortable about them.

likely to offer? Are you specialising? Will you always be specialising in the same thing?

It's great to start with something that allows flexibility for your business to grow. Then, if you change direction later, you won't have to start again.

Your name is the constant factor, and using it means that your branding remains constant as your business grows. You are your brand. And have you noticed, that therapists who use names like 'New Lane Hypnotherapy' often have no face to them? In some cases, it's impossible to find the name of the person who runs it on a website or Facebook page, let alone a photograph. That would really put me off, personally.

You are your brand (unless you are a large multinational, where branding may be looked at differently!). No need to get

fancy or clever. People are trusting their vulnerability to their therapist, so they want to get a feel for that person and feel comfortable about them.

OK, initially it's about them, their problem and their pain. But once they know that your business is to solve their problem, they want to feel they like and trust you. The only way they can do that is via your marketing materials and even your personal postings on social media.

One exception to the 'use your name' rule would be if you are building a business that you hope to sell one day. Maybe you have franchised your approach or something similar. In that case, having a brand name that isn't your personal name can make it a lot easier to sell.

Another exception would be a 'spin-off' business which you want to clearly

brand according to what it does, rather than who you are. My example of that is 'The Therapy Business Academy' which has a Facebook presence and a website separate from my name; it's a brand I'd like to be known.

However, this hasn't replaced my personal brand; having a domain name the same as my own means that cathysimmons.co.uk always reflects who I am, who I serve and how I serve them, regardless of any changes in direction.

*If you have questions for our 'Business of Therapy' Q&A column, please send them before 1 June 2019, so that Cathy can prepare the answers in time for the submission deadline on 15 June 2019.*



Cathy has started a Facebook community just for therapists, aiming to be a hub of excellence for therapists, healers and coaches to share and recommend all things wonderful to help make our lives and running our practice easy and fun!

It would be lovely to see you in there, so go to <https://www.facebook.com/groups/Therapodium/> and ask to join.



*From a background in investment banking technology, Cathy specialised in helping City professionals get free from drug use and addiction, after qualifying as a cognitive hypnotherapist with the Quest Institute. Over the years, Cathy has worked with and learned from some of the best heart-centred marketing and business experts and loves to support fellow therapists by sharing her knowledge of both marketing and technology. It is now her passion to show inspiring therapists who have something amazing to give, how to find their uniqueness and get their talents out to more of the people they love to help, whilst building and keeping a full and flourishing practice doing what they love.*



# The Contrast of Therapy

Image: Philippe Leone on Unsplash

As a psychotherapist and hypnotherapist, I deal with people who have beliefs, or ideas, which are not necessarily healthy and are detrimental to that individual. It is my job to assist them through a journey to understand the problem and find the best possible solution to overcome it. To clarify, I am not a fixer; I am a facilitator – a person who provides a neutral perspective.

I find that clients, whatever their presenting issue, often appear to be locked into a single way of thinking. It is fascinating to see that the thinking pattern they wish to overcome can be deep-rooted within the psyche; this presents a set of unique challenges, as the mind of the client in front of you is in a state of flux. The conscious and unconscious parts of the mind are in contention, and it has truly reached an impasse. It is often true that the client will not seek help from a therapist unless they are at a crisis point.

The mind is experiencing what is commonly referred to in the psychological community as 'cognitive dissonance'. This is where an individual simultaneously holds incompatible attitudes or beliefs. It can be likened to liking a friend very much but at the same time disapproving of some of the habits they have. Leon Festinger, the American socio-psychologist, developed this term for mental anguish and it leaves the therapist with an interesting problem: how do you ensure the best for your client?

Any approach the therapist makes has to come from a position of neutrality,

and it has to be done carefully. The last thing you wish to do is to cause further harm. All challenges to unhelpful thinking have to be made with care, to illustrate not only the error in thinking but another key philosophical concept: to truly understand any error in their thinking, the client will need a contrasting idea. The mind is very sophisticated, and to analyse the possibility of change, it must be presented with not only the present but also what the future might look like, separated from this previous error in thinking.

Sometimes, exploration of the past is crucial when forming a contrast, as

It is important to work to the patient's agenda and focus on what is most important to them.

Hypnotherapy is phenomenal at presenting new concepts, as it is the only therapy that really utilises the client's imagination.

most of our fundamental core beliefs are made within our formative years. As such, the majority of these beliefs are shaped by society and other social influences. Some might be accurate, but some might not be. If we take a person who has arachnophobia, who has seen their parents demonstrate a similar form of behaviour, then the mirroring of that behaviour has formed itself into a belief. In this particular instance, to provide a contrast the client would need to see what it would be like not to have a fear of spiders. The same could be argued for emotional states. If an individual has been depressed for an extended period of time, they may have forgotten what it's like to be happy or even lack the capacity to demonstrate positive emotions. It is, therefore, imperative to provide a reminder of happiness, to redress the balance between positive and negative emotions.

It is not always an easy concept for a client to comprehend, and this can present with its own emotional difficulties. Imagine what the client faces when they realise, through open dialogue or therapeutic technique, that their thinking is fundamentally flawed and is hindering them from obtaining their goals. As the response is so unique to each client, a variety of techniques have to be employed to move things on.

Hypnotherapy is phenomenal at presenting new concepts, as it is the only

therapy that really utilises the client's imagination. We can ask a client to utilise their mind to examine this contrast. For example, with a weight loss client, after inducing a hypnotic trance you can ask them to contrast their ideal weight and their current weight, and to make that positive change into reality.

The power of positive suggestion is important when introducing positive new ideas. It allows the client, using the power of their imagination, to experiment – to develop their own contrasts and to discover possibilities outside of the known. This allows the client to see a full contrast to their current predicament; they can act as a neutral observer to their own anguish and be in a better position to deal with it.

This is not to fundamentally criticise other forms of talking therapy such as counselling. They can be equally effective through such practices as experimentation, where (with client consent) we experiment to see how we can modify behaviour or what that behaviour would be like in controlled, altered conditions. As an example, for someone who has agoraphobia, there is a gradual progression of exposing them to the outside; they may stand at the door, then go to the end of the garden, then to the post box at the end of the street etc. It's another effective way of presenting the contrast to the client.

As well as allowing our clients to see

the contrast we, as therapists, should adhere to the same standard and adopt the same approach in our own lives. We must have freshness with each client and explore each individual contrast with them. We must also be willing to explore our own internal contrasts to see where our place lies within the universe, which allows us to perform our jobs so much more effectively.



*Brian Turner is a psychotherapist who currently practices in West Yorkshire; he specialises in dealing with anxiety-based disorders including depression and suicidal ideation.*

*He is affiliated with charities that look at supporting clients with anxiety, most notably he is a placement coordinator with Stamp Out Suicide.*



# Why Plato's Allegory of 'The Cave' is Beneficial for All Hypnotherapists to Know About

Here I am, writing about Plato's Allegory of 'The Cave' for the NCH's journal. Many may simply have glanced at the title and skipped this page altogether, and some of you may simply be reading as a means of answering the question of how and why this is at all relevant to the field of hypnotherapy. I hope to give you satisfaction.

Last year, at a large hypnosis convention, I spoke briefly about the importance of philosophical reasoning. It may seem a little bit unusual to reference such a topic during a convention dedicated to hypnosis and hypnotherapy, but it's something I believe is important if the field of hypnotherapy is to move forward, so I thought I'd explain in a bit more detail here as a way of framing the lecture that I will be giving at the 2019 NCH conference.

Plato's 'Allegory of the Cave' is a theory about human perception found in *The Republic*, Book VII. It resonates with me as a hypnotherapist and trainer. Plato claimed that knowledge gained purely through the senses is nothing more than opinion and that, in order to have real knowledge, we must gain it through philosophical reasoning.

In the Allegory of the Cave, Plato discusses people who mistake sensory knowledge for the truth and it stimulates discussion about how to seek the actual truth.

Plato would ask his students to imagine a cave containing three prisoners. They have been in the cave since birth and know nothing of the world outside. They are unable to move

## CONFERENCE SPEAKER

It is important for us all to recognise that a lot of what gets taught in the professional hypnotherapy field may be just shadows cast upon the wall by those providing training .... A lot of the 'received wisdom' may not stand up to scientific scrutiny.

because their limbs are tied to some heavy rocks, and they have their heads tied so they cannot look at anything but the stone cave wall in front of them.

Yeah, I know, it sounds pretty brutal as far as allegories go. But it is hypothetical, designed to stimulate philosophical discussion, and not to highlight the plight of three prisoners, remember that.

Behind the prisoners is a fire, and between the fire and the prisoners, there is a parapet along which puppeteers can walk. The puppeteers hold up puppets that cast shadows on the wall of the cave. The prisoners are unable to see the real puppets that pass behind them. What they see and hear are shadows cast by objects that they do not see.

Having set this scene, Plato would say to his students something like, 'Imagine you are one of the prisoners.

You cannot look at anything behind or to the side – you must look at the wall in front of you. When people walk along behind the parapet, you can see shadows of the objects they are carrying cast on to the wall. If you had never seen the real objects, you would believe that the shadows of the objects were 'real.' You would not know any different or any better.'

Plato suggests that the prisoners would begin a 'game' of guessing which shadow would appear next. If one of the prisoners were to correctly guess, the others would praise him as clever and say that he was a master of nature.

He then suggests that one of the prisoners escapes and leaves the cave. He is shocked at the world outside and does not believe it can be real. As he becomes used to his new surroundings, he realises that his former view of reality





was wrong. He begins to understand his new world, and embarks on an intellectual journey where he discovers beauty and meaning, and recognises that his former understanding of life and the world was mistaken and the guessing game they used to play is wrong and misleading.

Therefore, the prisoner returns to the cave, to inform the other prisoners of his findings. They do not believe him and threaten to kill him if he tries to set them free.

And that is it – Plato's 'Allegory of The Cave'. Discussions would ensue. There are many interpretations, including Plato's own explanation whereby the escaped prisoner represents the Philosopher, who seeks knowledge outside of the cave and outside of the senses. His intellectual journey represents a philosopher's journey, seeking and finding truth and wisdom.

For me, Plato's allegory helps me to question my own love of and leaning towards empirical evidence, and to do all I can to offer up philosophical reasoning as I look to understand this wonderful field that we all work in. I look to seek as much truth as we are able to, as far as hypnosis and hypnotherapy go.

More than this though, I believe it is important for us all to recognise that a lot of what gets taught in the professional hypnotherapy field may be just shadows cast upon the wall by those providing training. Much is taught as fact, when actually a lot of the 'received wisdom' in the hypnotherapy field may not stand up to scientific scrutiny or philosophical reasoning.

Recently, I have been working with a highly respected educational medical society here in the UK. They have previously not permitted non-medically trained individuals to teach, lecture or educate their members, yet I have been doing so as a result of some colleagues

and I pointing out issues with some of their curriculum. We recommended that they philosophise a little more about their stance, and suggested how it could benefit them greatly to do so as they seek to discover more of the truth of this field themselves.

Even they were swayed. Even they were capable of escaping the cave.

In order to liberate this field of ours and advance its credibility. I believe that we all need to be swayed more, we all need to critique who and how we are more of the time, and we all need to robustly examine things we can take for granted: our beliefs: the way we conceptualise hypnosis; the way we explain the mind; the way we teach hypnotherapy; the way we examine and critique what we are taught; the way we all develop the credibility and education of this wonderful field of ours. I thought Plato's allegory of the cave helps illustrate that beautifully.

If you are a hypnotherapist and this has got you interested, then come and attend my presentation in June; I think you'll find it to be highly stimulating and very rewarding. Within my presentation, I'll be challenging much of the 'received wisdom' that is perpetuated by the hypnotherapy field. I'll be highlighting how much of that conflicts with what academics and

researchers tend to suggest. I am a firm believer that conventions, conferences, discussion forums and CPD courses ought not to be attended simply to confirm what you already know but offer up much opportunity to develop, to be challenged and stimulated and thus to grow.

I will examine some of the major myths and misconceptions that are incredibly popular within the field of hypnotherapy and still widely taught and accepted as truth by the field. Is there such a thing as an unconscious mind? Do we need rapport to be effective? Is hypnosis really an altered state of consciousness? Is what Erickson did really hypnosis? What does the evidence say about certain classical approaches to hypnotherapy? How does neuroscience really explain hypnosis (as opposed to the faux, pseudoscientific brand of neuroscience presented by numerous prominent schools of thought)?

This presentation will seek to advance scientific and critical thinking within the field of hypnosis; to heighten awareness of and familiarise those present with the major academics who have contributed to the field of hypnosis research; and to help all present embrace their inner hypnosis geek. I think Plato would have approved.

*Adam has been in full-time clinical practice as a hypnotherapist since 1996. His work places a great deal of importance on evidence-based practice and solid scientific principles.*

*He lectures for Bournemouth University and was the first hypnotherapist to be asked to be on the panel of experts for the TalkHealth online clinics in collaboration with NHS Choices in the UK, alongside conventional doctors and renowned medical experts. Adam is the author of many books and broadcasts. He runs a variety of classroom-based and online training courses at his Anglo European College of Therapeutic Hypnosis, details of which can be found at <https://aecollegeofhypnosis.uk/>*



# Script Library

## That Quiet Inner Voice

**For use with clients who need to become aware of their own capabilities and gain confidence in their own inner awareness and capacity for self-determination.**

As you continue ... drifting ... deeper with each breath that you take ... you can be aware of how little you need to be aware of ... the sounds in the room ... the ticking of the clock perhaps ... the rustle of papers ... sounds outside ... each sound helping you to relax even more deeply ... each word that I utter just a signal for you to become less and less aware of the importance of all that is unimportant here ... the exact meaning of words that are said or not said as I talk to you here ... nothing bothers or concerns you as your conscious mind drifts off to a place which is comfortable and safe ... and your unconscious mind takes on the responsibility for guiding and directing your awareness ... down ... into your innermost self ... aware now of that gentle connection ... communication with that part of you that is the essence of you ... that knows all ... remembers each and every event that has served to shape and mould your unique and special personality ... a part of you that you really do hear as a quiet and calm voice from within

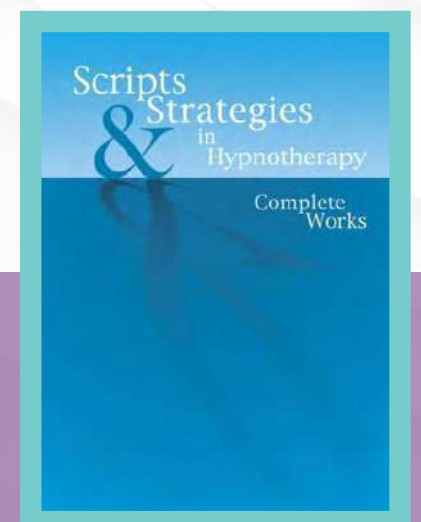
... a voice of wisdom and of truth that is so often lost within the clamour and the clatter of the world ... the demands ... the constraints ... the noise that is those who would have you bend to their will ... Now hear that voice ... still quiet and calm ... but now clear as crystal ... piercing through the fog of indecision and lack of confidence ... unmoved and unaltered in its determination to give to you at all times ... good counsel ... wise answers and solutions to all problems ... for your highest benefit and also those who are special to you ... Here is that creative and special part of you ... that wise inner advisor that is always there for you with your benefit and wellbeing always the prime consideration ... a constant etheric part that is you and was you before there was awareness of this existence in this time ... an invaluable friend who must be listened to ... and you will ... will you not?

You can recognise now that value ... that unique capacity and capability that is yours ... has always been yours ... and I really don't want you to know too much about how good you can feel with that intense awareness of confidence in your ability to make changes and decisions in your life for yourself ... no longer allowing others to manipulate you ... to take advantage of you ...

You expect of yourself everything that is yours ... that you deserve ... that you are entitled to as a unique and special person ... aware of who you are ... aware of your own talents and special qualities ... always that person who is at the forefront ... always there with a valuable input to every situation ... no longer that person who needs others to make decisions ... you make your own and are comfortable with that ... I wonder if you will notice soon how others come to rely on you to be the person that you are ... confident and self-assured ... an example to those who admire you as you allow those qualities so long hidden ... to burst forth from within ... to astound and confound those who would manipulate and control ... You are your own person ... proud ... confident ... taking responsibility for your own life and wellbeing ... a true friend of your own wise inner advisor ... that is you personified.

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# Tips and Techniques That May Help You Get Better Sleep

Everyone seems to want a ‘Top 10 Tips’ for a good night’s sleep, as though there really were 10 magic rules that will help everyone sleep.

Unfortunately, this is not the case. To get better sleep it is important for you to find your own individual way to sleep and, to this end, there are not ‘10 top tips’ but three general principles.

The three most important things to have in order to get better sleep:

- A quiet mind
- A relaxed body
- A bedroom conducive to sleep.

There are no sure-fire ways to get to sleep and no golden rules. Anything that helps you achieve a quiet mind and relaxed body will help you sleep. You as an individual need to find your own way to sleep, whatever that may entail.

Q. Does camomile tea help you sleep?

A. If you like the taste and feel more relaxed for having drunk it, YES.

Q. Does yoga help you sleep?

A. If you enjoy it and it is relaxing for you, YES.

Q. Does listening to Pink Floyd ‘The Wall’ help you sleep?

A. If you like the album and find this relaxing, YES.

You should by now see a pattern:

Q. Does XXXX help you sleep?

A. If YOU find it relaxing, YES.

The first step is to look at your life and lifestyle to see if there are things that may be causing your poor sleep e.g. diet, exercise patterns, sleeping environment, personal habits, lifestyle, stress and worries of daily living. Most of these things will be pretty much self-evident. It is then up to you what, if anything, you are going to do about them. Keep in mind that good sleep doesn’t just happen; to achieve good sleep you need to quieten your mind and relax your body.

## During the day

The best way to get a good night’s sleep is to be awake during the day. Daytime exercise, both physical and mental, can promote good sleep. It is also important to get adequate exposure to natural light during the day, as this is the major signal to the brain that it is time to be awake.

## Going to bed

Go to bed when you are sleepy, not when the TV programme you are watching finishes or when your partner wants to go to bed. Note that being sleepy is not the same as being tired/exhausted/fatigued

(although they may be a result of being sleepy). The difference can be illustrated by the following question: ‘If you were to climb three flights of stairs, would you need a sit-down or a sleep?’ If you need a sit-down you are tired, fatigued, etc. but if you need to sleep, then you are sleepy. As you are no doubt aware, you can be physically exhausted but still not be able to fall asleep because your mind is racing. So, whilst a relaxed body is important, a quiet mind is an absolute prerequisite for sleep.

Most people’s preparation for sleep seems to involve nothing more than turning the TV off, having a pee, brushing their teeth and getting into bed expecting to fall asleep, then being surprised that it does not happen. Thus, one of the most important things you can do is to establish a regular relaxing bedtime routine. This will signal to the body that it is time for sleep and will allow you to put the stresses and worries of the day behind you. You should spend at least 30 minutes winding down before bed. This means turning off the TV/computer and doing those things that help you quieten your mind and relax your body; don’t work, don’t argue with your partner, don’t open the gas bill etc.

CONFERENCE SPEAKER

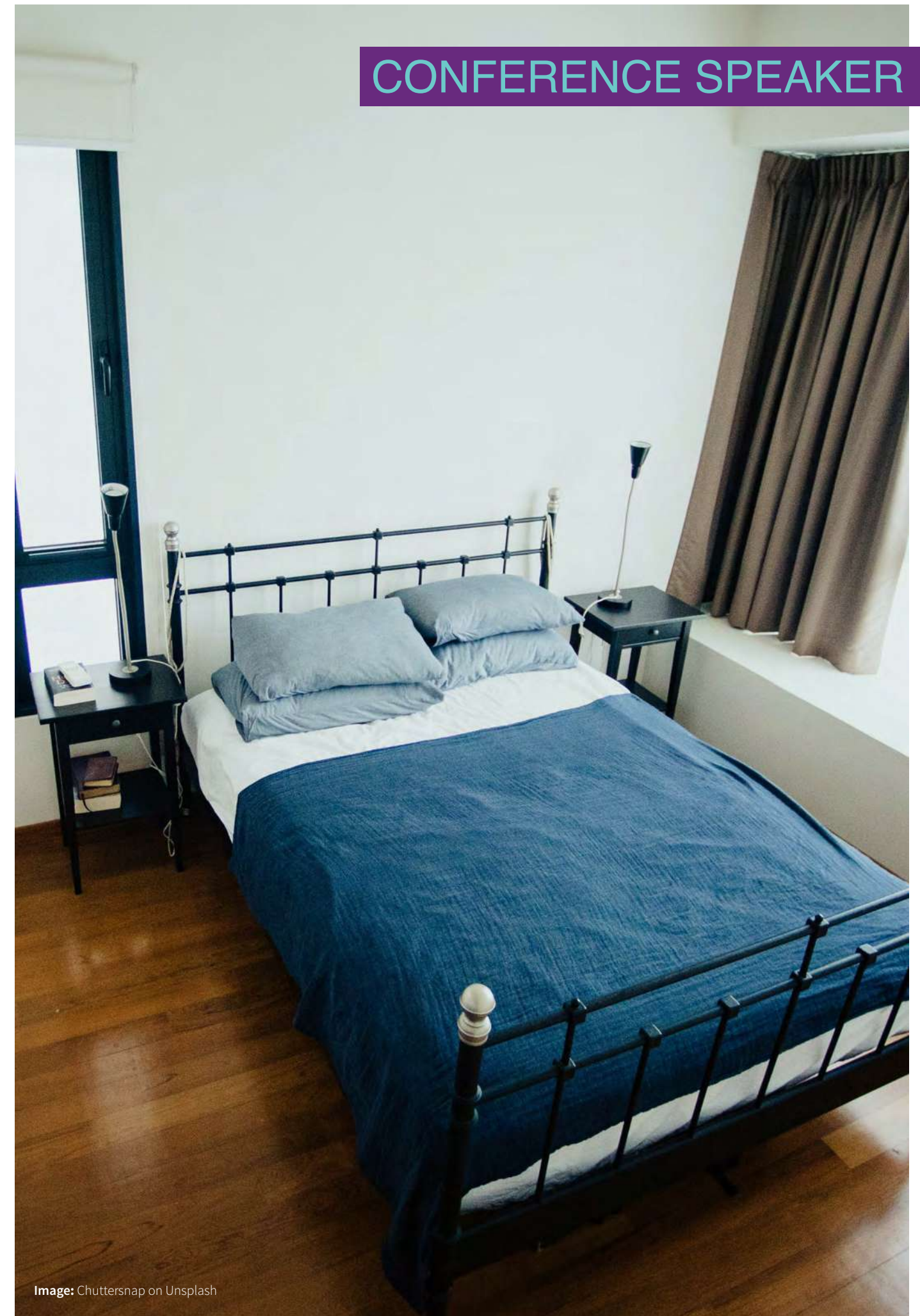


Image: Chuttersnap on Unsplash



Once you are in bed, because you have a quiet mind and are relaxed, you should gently drift off to sleep. It's important that you don't try to fall asleep; the harder you try the more worked up you will get because you aren't, so the less likely you are to actually fall asleep. Don't worry if you don't get a good night's sleep one night; all things being equal, you will probably get a good one the next night.

One other problem to avoid is the idea that we all need about eight hours sleep a night. This is a myth. In fact, individual sleep need is like height – we are all different and some people need much more than eight hours while others need less. Anywhere between three and eleven hours is considered normal. Your sleep need is, to a large extent, genetically determined and getting less than your personal sleep need is a problem. Your personal sleep need is essentially the amount of sleep that allows you to feel awake, refreshed, and healthy during the following day. If you feel awake during the day then it does not matter how much sleep you are getting, so don't stress.

#### The bedroom

The bedroom should be a sanctuary reserved for sleep, and thus the sleep environment needs to be pleasant and relaxing (get rid of the TV and computers, etc.). It should also be dark (either use heavy curtains or eyeshades) and as

quiet as possible (if this is difficult, then consider using the earplugs which are comfortable to sleep in). The bedroom should not be stuffy – fresh air is good for sleep – and it should be neither too hot nor cold. Many experts say that the ideal temperature for the bedroom is 16–18°C (60–65°F), although this is again a matter of personal preference.

However, it's not just the room temperature that is a factor in getting a good night's sleep. The temperature in your direct sleeping environment, i.e. under the duvet, is equally important and should be close to a thermo-neutral temperature (i.e. approx. 29°C). Remember you will heat the space up to this temperature just by being in bed. During the night, the body needs to lose heat, and this is done mainly through the head and face. As these are usually the bits that stick out from under the duvet, a cool bedroom facilitates this. However, if the room is too hot or you are too hot under the duvet, it is more difficult, and this will cause disturbed sleep.

The same is also true if you are too cold, as this means the body has to work hard to maintain its optimal temperature and again this can disturb sleep.

#### During the night

If you are tossing and turning for more than 30 minutes at the start of the night, or 20 minutes during the night, it may be helpful to get out of bed or switch the light on and do something else until

you feel sleepy again. If you still don't fall asleep, then get up, do something else and go back to bed again when you are sleepy. Lying in bed trying to fall asleep, and getting ever more frustrated that you don't, is not conducive to going back to sleep.

#### In the morning

The body craves regularity so having a regular wake-up time can be a very positive change. This is because the body actually starts preparing to wake up about one-and-a-half hours before you actually wake. Therefore, if your body knows when it is going to wake, it can maximise the sleep opportunity as well as prepare itself to wake up. If it does not know when you are going to wake, it cannot prepare and thus you are liable to feel groggy when you wake.

Sleep is a very individual thing and so the sleep hygiene 'rules' should be seen merely as guidance that needs personal adaptation – some people need to avoid caffeine from midday, others have no problem drinking coffee just before bed. Listen to your own body.

Remember you cannot find sleep, you have to let sleep find you.

Sleep Well, Live Better.

*Dr Neil Stanley is a freelance sleep expert and author of How to Sleep Well, and will be speaking about his work at the 2019 NCH conference. He has been involved in sleep research for 37 years, starting his career at the Neurosciences Division of the R.A.F. Institute of Aviation Medicine.*

*In the early 1990s, he moved to the Human Psychopharmacology Research Unit, at the University of Surrey, where as Director of Sleep Research he created and ran a 24 bed sleep laboratory. He is past Chairman of the British Sleep Society (2000–2004), and a member of both the European Sleep Research Society and the American Academy of Sleep Medicine.*

*He has published 38 peer-reviewed papers on various aspects of sleep research and psychopharmacology and is widely quoted by the media as a sleep expert. His website is [www.thesleepconsultancy.com](http://www.thesleepconsultancy.com), Twitter @drneilstanley, email [drneilstanley@yahoo.co.uk](mailto:drneilstanley@yahoo.co.uk)*



KEYNOTE SPEAKER

# Priming the Unconscious Mind

You are a neuro-plastician. If you've been using hypnosis to help people make or break habituated patterns, then you've been instigating changes in the brain. Almost daily, research in neuroscience is substantiating the work many of us have been doing for years. Now that it's possible to look inside a brain in action, we can see the effects of hypnosis, visualisation, mental rehearsal, anchoring and many other techniques we use in our practice. Research in priming and embodied cognition is proving that unconscious biases, filters, and heuristics influence every single

aspect of perception, belief, behaviour and decision-making. The growing field of epigenetics gives us a glimpse of how some of our hypnotic interventions have been actually turning on or turning off gene expression. It's an amazing time to be working in this mind field.

It has become common knowledge that we can rewire our brain more easily and quickly than we ever imagined. That because 'neurons that fire together wire together', we have been helping our clients to change their brain long before we could prove it. By diving a little deeper into the science of synaptic connections and pruning we can create even more strategic interventions to

help these processes along. What's really exciting about this research is that not only can we teach our clients to rewire almost any habituated pattern and create alternative pathways, but we can actually recode implicit emotional memories. And that's a game changer.

Memory reconsolidation is being studied in labs all over the world, breathing new life into some old hypnotic standards while allowing us the flexibility to improvise. What we are only now beginning to understand, neurologically speaking, is that memories are not only active and malleable but, with the right circumstances, they are actually

It has become common knowledge that we can rewire our brain more easily and quickly than we ever imagined.



The mainstream is only beginning to understand the extent to which we are driven by unconscious processing.

rewritable. In my classes, I teach the necessary steps to this process so that they are incorporated into almost every intervention that has foundations in early childhood primes. Understanding the mechanics of how memories get recoded allows us to innovate and adapt to a more client-centred approach.

Some of my favourite studies are coming out of the field of embodied cognition and the research into the adaptive unconscious. The mainstream is only beginning to understand the extent to which we are driven by unconscious processing. How exciting is it, that we, as agents of the unconscious, have direct access to these systems? By taking this research and developing ways of turning it into practical interventions, we can create a bridge from the lab to the hypnosis chair. A transition that is rarely seen in more traditional forms of therapy and coaching.

The studies on priming have had a huge impact on my work and how I think about change. Not only does the research validate Milton Erickson's interspersal method of trance work, it also confirms the primacy of the

unconscious as well as its adaptability. We are being primed from our internal and external environments every single moment and by being more strategic, you can use this influence to help your clients get the change they want even before the session begins.

For instance, when my students come to my centre they are offered a wide assortment of teas and coffee. I do this not only to create a warm and welcoming classroom but because research suggests that if they are holding a warm cup they will feel warmer towards me. Yes, it's true. If they are drinking ice water, I have to work a wee bit harder. I make sure to clean before class so that the subtle smell of lemon will not only make them clean up after themselves but, research is indicating, they will act more honestly. The nose knows what the conscious

mind does not ... Well, technically the brain does the knowing but 'the nose knows' sounds better, don't you think? Even department stores will use different scents for men and women's sections that have been proven to increase sales (vanilla for women, rose maroc for men – in case you were wondering). You didn't think the therapeutic field would be the first to use this research, did you?

Did you ever hear of 'drunk tank pink'? That's what they call the colour painted on the walls of a holding cell for violent or inebriated prisoners. Research found that the colour pink had such a sedative effect on mental patients and violent offenders that prisons and hospitals broke out the paint. You can read about that and other such studies in Adam Alter's book 'Drunk Tank Pink', or John Bargh's 'Before You Know It', which I

The brain thrives on novelty. Introducing new techniques or ideas into our practice keeps the dopamine flowing...

highly recommend.

If you put plants in your office you are actually having a positive impact on the immune system of your clients. Research suggests that if you can't have a window looking out into nature, then even pictures of green plants and trees have the healing effect of lowering cortisol and boosting the immune system. I give walks in the park as homework for some of my clients because here in New York City we have to make an effort to find moments of green. Hospitals across the world are beginning to put pictures of nature in their rooms to enhance and speed up recovery.

In another study on priming, having a briefcase visible in a room made participants more financially competitive than having something neutral like a backpack. And in this study, not a single

participant was consciously aware of this influence. So, look around your office or training room with an eye to what kind of influence you are creating.

The eyes and nose are not the only ways we prime. I mentioned temperature already, but that is just the tip of the embodied cognition iceberg. If you have your clients fill out your intake form on a heavy clipboard it will register as being more important, literally having more weight. The firmness of your chair will make it easier or harder to get clients to change their minds. Even the height of the chair will affect whether they look down or up to you.

Environmental priming is just one of the ways you can begin incorporating this research into your practice. Studying cognitive filters and biases allows you to better understand your clients'

internal influences and frames, which in turn can help you tailor the change work. Some basic psycho-education on these unconscious dynamics can create perceptual shifts for a more generative change that goes way beyond the specific issues.

The brain thrives on novelty. Introducing new techniques or ideas into our practice keeps the dopamine flowing in our own as well as our client's brain, which makes our sessions more productive and a lot more interesting. It really is an exciting time to be a neuro-plastician.

The studies on priming have had a huge impact on my work and how I think about change. Not only does the research validate Milton Erickson's interspersal method of trance work, it also confirms the primacy of the unconscious as well as its adaptability.

*Melissa Tiers is the founder of The Center for Integrative Hypnosis with a private hypnosis practice in New York City. She teaches classes in Integrative Hypnosis, Neuro-Linguistic Psychology and mental health coaching. Melissa is an instructor for the NGH and The International Association of Counselors and Therapists and an adjunct faculty member of The New York Open Center and Tri-State College of Acupuncture.*

*Melissa is a three-time recipient of the International Medical and Dental Association's prestigious Pen and Quill Award for her books Integrative Hypnosis: A Comprehensive Course in Change, Keeping the Brain in Mind: Practical Neuroscience for Coaches, Therapists and Hypnosis Practitioners and Integrative Hypnosis for kids and teens: Playing for Change.*







# The Search for Happiness

I have many clients come to me because of stress, anxiety and low mood. Besides the uncontrollable stress and anxious feelings, they mention that they are not happy and can't be happy because there is nothing they can feel good about. That's the beginning of my search for happiness, for my clients as well as myself.

If we asked our clients, ourselves, and the people around us 'What is happiness?', each person might have different answers. Realistically, there is no certain definition for what happiness is, as the meaning is subjective.

In our modern world, it seems that many people think wealth is happiness. People are busy increasing the numbers in their bank account, their credit and their payslips. They think they would be happy if they had more money, a bigger house, a fancy car, owned a lot of premium-branded products, and consumed expensive meals all the time. So day in, day out, they focus on money and material things, striving to have more, like buying happiness.

Some think that power is happiness – that they would be happy if a lot of people respected them, if everyone obeyed and worked for them. They think the world would be 'their place' and they would be happy if everything came as easily as they command. So day in, day out, they seek a way to have more power, to place themselves at the centre of everything.

Some think that popularity is happiness – that they would be happy if everyone knew who they are, if they had many acquaintances, and were yearned for by many guys or girls. So day in, day out, they search for fame, or build more social networks.

Some think that partying is happiness, that a moment of drinking, smoking, shouting, and dancing it all out in the club among a number of strangers can make them happy. So day in, day out, they spend time the same way, partying to stay in that moment.

Others think 'not caring about the world' is happiness, that they can do whatever they want, whenever they want. If they could just not care and have no need to take care of anything or anyone, they would be happy. So day in, day out, they try to live without caring, but without realising that there are actually many good things to care for.

Many of us are waiting for happiness, anticipating when the happy days will arrive, living our lives by the classic sentence 'I will be happy when ...'. For instance: 'I will be happy when I have a girlfriend/boyfriend'; 'I will be happy when I've got married ... when we have a child ... when I can travel the world ... when I've got a job/a promotion'. And many others.

Nearly everyone will have experienced the 'Happy when ...' moment, and one might say there is nothing wrong with 'hope'. However,

the 'happy when' is different from hope. While hope is a positive outlook on the future, 'happy when' is the conditions that one sets. The problem with 'happy when' is that, once one 'when' has arrived or been achieved, another will be set, and so on. The condition of your happiness is set from one thing to another, continually on and on and on. So, when actually can you be happy?

I've also heard clients complain that happiness will never happen to them because their lives are not the way they wanted. Every day they keep asking 'Why?' 'Why me?' 'Why is my life not the same as his/her life?' 'Why aren't things as I wanted them to be?' And with that automatically comes the feeling of hopelessness and helplessness. The fact is, in life, there will always be a 'why' if you would like to create one.

In my own search for happiness, and in my practice, I have seen so many people wanting more and achieving more of those material things: the power, fame, and connections that they desired. But they could not overcome the feeling of emptiness inside. Many continued to feel low, stressed and anxious. Then, I found an answer...

Everyone has something that they want, something that is meaningful for them and something that they think would make them happy. However, I have learnt that nothing can make you happy apart from your own satisfaction. No matter how much you have in life, you still cannot be happy. Only a sense of satisfaction within your mind will make you happy.

nothing  
can make  
you happy  
apart from  
your own  
satisfaction

Just the appreciation of little things in your life can make you feel content. When you enjoy, appreciate and are satisfied with what you have, that is when you feel you're good enough, that is when you feel happiness.

So, why not try it (or give some suggestions to your clients to try it)? Once you have decided to be happy, no one and nothing can stop you. There is no need for anything but the attention in your mind to appreciate and be satisfied with what you have and experience 'in the present moment'. The 'happy when ...' is not a thing or a time to come, it is when you allow yourself to enjoy and appreciate the little things in your life. Then, more and more, you will feel the happiness you have been waiting for.

Here is a part of the hypnotic suggestion I use for happiness:

*You can be happy once you open your eyes in the morning just because you have today to live and to enjoy. Though the sun*

*is shining, the rain is pouring, the wind is blowing, the snow is falling, no matter how the day is, there is always something to appreciate. Just when you drink a glass of water and feel the refreshing feeling pouring down your throat, you can truly feel satisfied. Just when you listen to the sound of the birds singing, the music playing, or even the quietness around you, you can feel content. Just when you look up into the sky and see the clouds with the blue background and perhaps the orange colour of sunrise or sunset, you can feel blissful.*

What I have been saying does not mean you can't have goals or aspirations. It's not that you shouldn't dream big and chase it. Everybody has something to work for, fight for and care for. But along the way, just give yourself some moments to sense the happiness in every minute and every day. Then you will know that you do not need to wait for the happy days to come, happiness is right there in front of you. No need to wait for time or reasons. No need to expect it from anyone or anything.

Be mindful that 'today' will soon become 'yesterday'. Every moment always passes. Only if you appreciate what you have in the present, will there be satisfaction in your mind, and will there be happiness and fulfilment in your life.

'It's not how much you have, but how much you enjoy, that is happiness.' – that's one powerful suggestion to give.



Dr Chnanis K. Ladha specialises in positive mental health, behavioural change and personal development. In her doctorate study at the University of Bath, she studied and developed psychological interventions that promote positive emotions and happiness; one of them was an applied positive psychology with hypnotherapy. She currently lives in Aberdeen, Scotland and is practising as a psychological health consultant and clinical hypnotherapist. She can be contacted via [www.thepositivewellness.com](http://www.thepositivewellness.com) or [info@thepositivewellness.com](mailto:info@thepositivewellness.com).



# NCH Supervisors

Below are a list of members who have successfully completed the NCH accredited Supervisors course or have been granted the designation AccHypSup through accredited prior learning.

Caroline Huish	caroline@carolinehuish.co.uk	07920 908311	Iron Acton, S. Glos
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Polly Hawkins	polly@pollyhawkinshypnotherapy.co.uk	07530 560319	Hucclecote, Glos
Shaun Brookhouse	enquiries@hypnomanchester.co.uk	01618 811677	Whalley Range, Manchester
Bill Kerins	Info@masteryourworld.co.uk	07443 495050	Nairn, Inverness-shire
Dawn Biggs	dawnbiggs@ukcounsellingservice.com	07912 877401	Bexhill on Sea, E.Sussex
Lauren Kolb	lauren@fyldehypnotherapy.co.uk	01772 977899	Wrea Green, Lancs
Diane Laird	diane@dianelaird.co.uk	07871 505382	Wimborne, Dorset
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Deborah Pearce	dpearcehypno@gmail.com	07939 840788	Ottery St Mary, Devon
Colin Hudson	info@apollo-hypnotherapy.co.uk	01903 331507	Worthing, W Sussex
Carole Samuda	carole@carolesamuda.co.uk	07847 187046	Alton, Hants
Dani Dennington	dani@thecroftpractice.co.uk	07932 793135	Thame, Oxon
Melanie Phillips	info@lothiantherapy.com	07956 269461	Dunbar, E. Lothian
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Sandra Churchill	sandrachurchill@virginmedia.com	07515 441825	Warminster, Wiltshire

Supervisors listed here are currently able to accept new supervisees; if you are looking for supervision, please contact one of them. If you would like to appear on this list please contact supervision@hypnotherapists.org.uk. Your listing is free.

# Meet Our NCH Research Director... What can she do for you?

*An introduction by Jo Hand  
Research Director at NCH*



I joined the NCH Board as the Director of Research in October 2018. Hypnotherapy can provide amazing benefits and positive impact for our clients. I am passionate about helping people to help themselves, to make positive changes in their lives, and to improve their well being, confidence and self-esteem.

I have attended the NCH conference each year since 2014 and continue to find it invaluable in terms of networking, sharing good practice, CPD and learning

opportunities. I have often found the speakers extremely motivating and inspirational. I also act as Secretary to one of the NCH Local Peer Group meetings in the Midlands.

Before becoming a hypnotherapist, I worked first in an academic library and then as a senior manager in public libraries and local government for over 25 years. I think that this experience helped me to develop a range of transferrable skills, knowledge and experience.

I believe that research and evidence-based practice are playing an increasingly important role in raising the profile of the hypnotherapy profession and it also helps in the development of individual NCH members. If you would like to discuss ways in which you think research could help your work as a hypnotherapist, or if you are aware of any interesting research that could be shared with others, please get in touch with me.

**Would you like to know more about our Executive Committee and what they do to represent your interests? Watch this space, we'll be exploring all elected Directors and appointed Officers in upcoming Journal issues!**



# The Bigger Picture

To help those members unfamiliar with the NCH's role as part of the bigger picture, here is a brief explanatory outline.

We follow the lead of the Professional Standards Authority (PSA) who help to protect the public by improving the regulation and registration of people who work in health and care.

Under their remit is a division between health care occupations: those which parliament state must be regulated and which are subject to the governance of their particular regulatory bodies, and those which are unregulated, which include complementary therapies such as counselling and hypnotherapy.

Practitioners not requiring regulation can voluntarily agree to be bound by the standards set by a Register or a Professional Association (PA) or both. This is to provide public safety and confidence when choosing a practitioner.

The NCH is a PA which works under the umbrella of the Complementary and Natural Healthcare Council (CNHC) and within the United Kingdom Confederation of Hypnotherapy Organisations (UKCHO). The CNHC is an Accredited Register answerable to the PSA. UKCHO is a collective of Hypnotherapy PAs, with the NCH being one of the oldest and largest PAs.

## Roles and powers of the aforementioned categories of organisation

Typically the Regulatory Body promotes the process of regulation; acts in the public interest with transparency and accountability; is independent of professional bodies; administers a single register of practitioners who meet agreed criteria; liaises with the occupation to agree and oversee minimum standards; establishes CPD requirements; publishes codes of conduct and/or ethics; has a governing body which includes lay and professional representatives; documents complaints and disciplinary procedures; disseminates information and sets public expectations; liaises with government and other organisations as required; and finally operates Fitness to Practice procedures to remove practitioners from the register.

A Professional Association, on the other hand, acts independently; operates as a membership organisation; promotes and supports the members and the profession; acts in the interest of the profession; ensures members meet minimum requirements for standards; may provide information on insurance for members; may operate their own

Fitness to Practice procedures; sets requirements for CPD to be achieved; establishes codes for members, set at achieving at least minimum requirements; could have a council or governing body; may have a complaints and disciplinary procedure; often liaises between practitioners and the regulatory body over complaints; ensures courses cover the core curriculum; and liaises with other organisations but not as the 'voice' of the discipline.

Within the bigger picture, although hypnotherapy is unregulated it is evident that both practitioners and the public alike, demand to see standards for safety and quality being met. The NCH works tirelessly to ensure our members meet a quality of study and practice that gives every opportunity for you to be the best you can be.

## CONFERENCE SPEAKER

# Hypnosis Without Trance

**Interview with James Tripp, NCH Conference Speaker on 'Hypnosis without Trance'** Transcript by Katharine Waller.

Interviewer: Nick Cooke from the NCH (N)  
Responses: James Tripp (J)

**N: At our conference, you'll be talking about Hypnosis Without Trance. I'm curious about that.**

J: The word 'trance' in that context refers to a special state that renders people uniquely open to suggestion – the state that it's traditionally believed people need to be in, for hypnosis to happen. For me, that is not what hypnosis is about and not what is really going on. I believe it's about influencing the everyday cognitive processes that generate our ongoing experience.

*Hypnosis Without Trance* is about a direct shaping of experience, through the influencing of everyday cognitive

processes, using language and communication as our tools.

There is a lot of interesting research coming through demonstrating that if you put somebody in a brain scanner, different hypnotic phenomena have different brain signatures and there are variations between individuals as well. So, essentially, it seems there is little commonality in trance – just individual minds creating individual moments in individual ways.

I think that recognising this enables us to work directly, adaptively and 'in the moment' towards our intended outcomes, rather than seeking some pre-designated state that may or may not have relevance to the end state we want to create.

On the flip side of that, I *am* happy to use the term 'trance' metaphorically, in the sense that we're always in one kind of trance or another. In this respect, I am defining 'trance' as any state of mind/being from which automated responses emerge. So, depending upon how the term is defined, I might argue for 'hypnosis without trance' or inversely 'hypnosis with many trances'.

The overall point is that it is not about special states but the steering of everyday cognitive processes towards interesting and useful ends.

**N: Of course. I tend to think that, often, with our clients, we're helping them to get out of trance, as much as getting into trance.**

J: Yeah, that's definitely a huge thing for me. When I sit with a client, I'm aware that, even at that moment, there is a presenting trance. They are usually not showing up in the problem trance, they are showing up in a trance *about* the problem trance. Which may or may not have the resources within it to help create a shift. I'm very interested in different trances and how people can shift to different positions within themselves. People are psychologically vast, they live their lives through trance repertoires and much of what I'm helping people do is evolve those repertoires to be more adaptive, so they can better create the lives they want.

**N: It is interesting, that some of the more old-fashioned training courses have a lot of emphasis on getting someone into trance. 'How do you hypnotise someone? How do you know when they're in trance?' It's something that students and newly qualified practitioners often want to know. I think your ideas may reassure people that they don't need to be too bothered about all that.**

We're always in one kind of trance or another...



J: Right – for me it is simply about quality of response. I often teach, ‘Instead of asking “Is it happening?”, ask “What is happening?” ’ Because something always is happening. Somebody is always in one state of mind or another. How they engage with your suggestions is going to be relevant. Thinking, ‘Are they in hypnosis?’ is a red herring in many ways. I was taught to look for deep trance phenomena. Then I did a lot of street hypnosis and found that some people apparently went into a deep trance, but they wouldn’t respond to suggestions. And others would respond to suggestions straight away with apparently no deep trance required. That’s when I started thinking, ‘What is actually happening here?’

There is a liberation in moving away from that idea of ‘Are they hypnotised?’ to a simpler place of ‘Are they responding?’ You can always tell when someone is responding by presenting a stimulus and noticing whether you get a response. If they are, great. If not, what adjustment do we need to make?

**N: It’s a wonderful difference, isn’t it really?**

J: It is, and I don’t think it is revolutionary. There were people that inspired me to look in that direction. But I’ve spent a lot of time on it over the past ten years, mentoring people who have been in hypnosis training, and come out of it with a sort of personal neurosis about whether they can actually hypnotise someone; it’s most often created by

misunderstandings concerning the fundamental nature of hypnosis.

I help people shift their perceptions and conceptions about hypnosis, so they start to see, actually this is a fun, easy thing to do! It’s just about looking in the right place. You know, you can’t drive a car if you’re not paying attention to the instruments and the road ahead. If you’re looking somewhere else because somebody’s told you to stare at the clouds off to your left, you’re not going to get very far.

**N: I understand you work with clients, but you don’t call yourself a hypnotherapist.**

J: No, I don’t. I generally frame what I do as either Changework or Coaching. The therapy frame is not a place that I like to come from, as I’m most interested in positive, generative change rather than the idea that there is something that needs fixing.

I help people shift their perceptions and conceptions about hypnosis, so they start to see, actually this is a fun, easy thing to do.

**N: Yes, that makes sense. Speaking about the conference, my experience as a hypnotherapist, and as a trainer, is that when people come to these events, they’re looking for something that will help them become better at what they do. What will you offer them at the NCH conference?**

J: One of the things about my approach is that I tend not to accept face value explanations for things (especially when they don’t seem to ‘fit the facts’). I like to look deeper and to try to figure out what’s going on. Regarding hypnosis, what’s important to me is really understanding the underlying mechanics of it, the rationale being that when you understand the mechanics (rather than just following prescribed processes such as rote ‘inductions’), you’re able to troubleshoot ‘in the moment’ if things are not headed in a useful direction.

Because everybody has different cognitive styles, there are always

This stuff is like diving down the rabbit hole, and the question is how far down do you go?

different variables coming together, and this is often what we need to be able to manage if we’re going to work effectively and consistently. So, the more understanding you have as to how it is all put together, the more flexibility you have in practice.

Chunking down from that, there are two areas I tend to specialise in when teaching. One of them is non-verbal suggestion, which I think is overlooked in a lot of hypnosis training, where there is a strong focus on words. And the other is hypnotic improvisation; being able to work interactively and dynamically with whatever comes up. Understanding the mechanics underlying hypnosis really informs both these competencies.

**N: They both sound fascinating; I’ve had a look at some of your stuff online and you do some really interesting non-verbal demonstrations. Will they be in your conference presentation?**

J: I want to focus on exploring some of the mechanics of hypnosis, which will inevitably include some illustrative practical demonstration. ‘Show and tell’ is always more powerful than just ‘tell’!

**N: There’s nothing like seeing something for making it work. Returning to your client work, how long have you been doing this kind of coaching?**

J: Since the end of 2006. I started to learn hypnosis from about 2002, so there

is a gap of a few years before I started working professionally. Originally, my interest was in pragmatic psychology: how human beings influence each other, how thoughts shape experiences. I had no intention of working with clients. But the more I learned and developed myself, the more I started to assist others, and ultimately it led to offering change facilitation and coaching professionally.

**N: Is there anything else that I should be asking you or that you would like to say?**

J: Nothing that jumps to mind immediately. For me, this stuff is like diving down the rabbit hole, and the question is how far down do you go? And there is always further down.

**N: If people who are coming to the conference want to learn a bit more about you, how should they do that?**

J: I have a website – [www.hypnosiswithouttrance.com](http://www.hypnosiswithouttrance.com). But, as a ‘hypnotist’ who uses language communication to move minds, my preferred medium for communicating with the world is my YouTube channel James Tripp – Chaos Wave. It’s a very rich channel containing over 350 videos, mostly about or demonstrating hypnosis. You can find it at <https://www.youtube.com/user/JamesTrippTV>

**N: Thank you so much for your time. We’ll look forward to seeing you at the NCH Conference.**



*James Tripp is an internationally recognised and respected personal adaptedness coach, generative hypnotist and teacher of self-mastery, hypnosis and influential communication.*

*Coming from a diverse background including philosophy, music, martial arts, movement culture and NLP, James is also the developer of the critically acclaimed Hypnosis Without Trance approach to hypnosis.*

*James also works with UK military veterans via [rock2recovery.co.uk](http://rock2recovery.co.uk) in restoring mental health and adapting to civilian life.*

*His ‘home turf’ (London and Edinburgh) workshops also typically draw students from around the world.*





## Peer Support Group Goes from Strength to Strength

The journey of the hypnotherapist is made of a thousand steps, and to take those steps alone is hard. I invite you to take a moment and answer these questions.

Who picks you up when you feel low? Who listens to your stories and empathises with the struggles you face? Who champions your confidence and makes you feel like you can do it?

Two years ago I asked myself those same questions, and although I had a supervisor I felt something was missing. At that moment, I realised that a lack of being connected to peers was a huge part of why I was feeling isolated and burnt out. So, in 2017 I set about changing it.

For two years now the Hypno Huddle peer support group has gone from strength to strength and become a support network full of genuine, amazing people. The energy is inspiring and the support is a mood booster like no other. The ethos of the Huddle has always been welcoming, inclusive and supportive. It's about learning together, sharing our knowledge, and supporting each other to be our best. I'm truly proud of the group we've created.

So, this year, we've decided to share our enthusiasm and support with even more people. Up until now, we've met face to face in West Yorkshire, but in 2019 all our Topic Sessions are going to be delivered online, so more people can benefit and join in from the comfort of their own home.

### 'So, what is a Topic Session?'

Our peer support group started, like many others, with a group of us around the table, but we soon figured that we'd like the opportunity to discuss our thoughts about a certain topic. We also

wanted to meet every month rather than every other, so we decided to alternate our sessions between our normal peer support, where we talk about anything, and a topic session. Topics in 2018 included, Pain, Branding, Sleep, Ethical Dilemmas, and Financial Planning; we like to have a variety, so they can be business related as well as therapeutic topics.

We ran our first online session in January 2019, and it was a great success.

Our topic for this one was Writing Metaphors. Here's what one participant had to say:

Tonight's huddle was fantastic, using Zoom (as a first timer) was so easy, and we were even able to go into smaller group 'rooms' to work on the exercises. As for the subject matter, 'Metaphors' I really cannot understand why I was so afraid of using them. As it happens, I now realise I have been using them all my life without knowing it. A big thanks to Zoe and the group for making the session easy to understand and for giving me that 'lightbulb moment', Steve.

I love hearing how the sessions have supported a fellow hypnotherapist to increase their confidence and I'm sure their clients will benefit as a result.

*Zoe is a qualified hypnotherapist, NLP practitioner and chronic pain specialist who is passionate about helping professionals find freedom from anxiety, stress illnesses and chronic pain. Her company, Refreshed Minds, provides group and 1-2-1 support both in person in Leeds and online.*



### The value of face-to-face

We also wanted to keep our face-to-face contact; there's a lot of value in meeting physically, so we alternate these online sessions with our peer support meetings which take place in Brighouse, West Yorkshire every other month. These sessions are open and we discuss a range of things, offering a variety of experience and perspectives on questions group members bring to the table.

Peer support groups are a great way to share your experiences with like-minded people and grow in confidence. Together we're stronger, and together we can make a bigger difference.

If you're feeling low, doubting yourself, or in need of some understanding and support, perhaps you should consider joining a peer support group (or even setting one up if there isn't one near you). I'm so glad that I did, and look forward to continuing to support the Hypno Huddle as it goes from strength to strength.

## Could you write for *The Hypnotherapy Journal*?

### Submission FAQs

The real answer is yes, of course. If you can write scripts for your clients, web pages, leaflets / fact sheets, or even essays for your tutor, then you can write for the Journal. Still not sure? Here are some answers to the most common questions we're asked.

#### What should I write?

Anything that's of interest to hypnotherapists – whether still in training, recently qualified or long-term practitioners.

#### Are there topics you are looking for?

Yes. Here are a few to get you thinking, but other topics are welcome as well.

- Book reviews – what are you reading that others would enjoy?
- We'd like questions for the new business building advice column
- News from supervision or peer support group leaders: how did your group start? What do you do at meetings? What's the secret of your success? Have you got tips for anyone thinking of starting up a group? Take the opportunity to encourage local therapists to come to your meetings.
- Discussions or tips on using specific therapeutic techniques, client groups, or presenting issues.

#### How much should I write?

Ideally around 1000–1500 words. Reports from supervision groups or local activities and book reviews are shorter, usually around 500 words. Letters to the Editor or Business Advice column can be just a few lines.

#### What if I'm not a specialist?

You don't have to be! However new you are to therapy, you can write about your own experiences, and the things that interest you.

#### Do I have to write regularly?

No. In fact, we are happy to accept one-off articles because it keeps the Journal fresh and interesting to have a variety of topics and writers in each edition.

#### Do you print everything you receive?

Sadly, we can't promise to do this. But we read everything, and will include it if we can.

#### What decides if I get into print?

Often the space available makes the decision. But if we receive two excellent articles on the same subject, we can't print them both in the same Journal. We may hold one back and print it in a later edition.

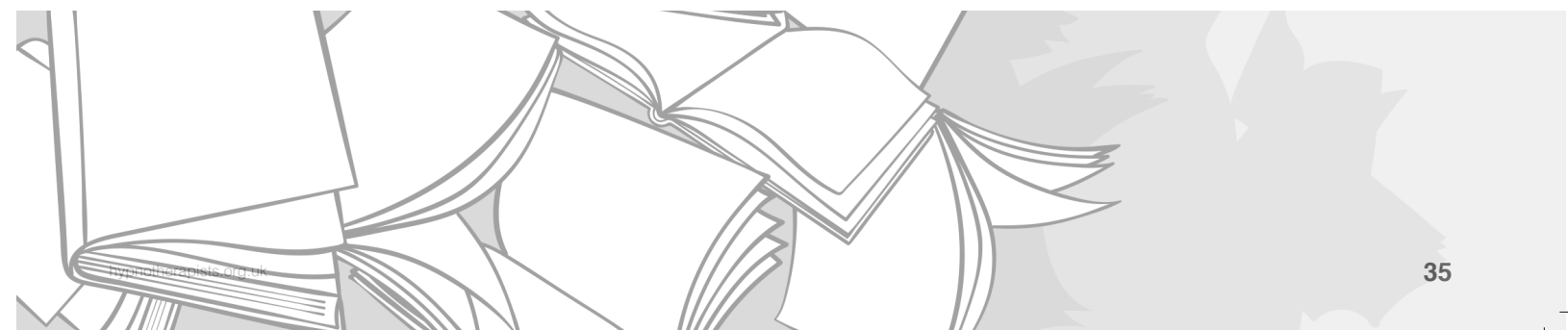
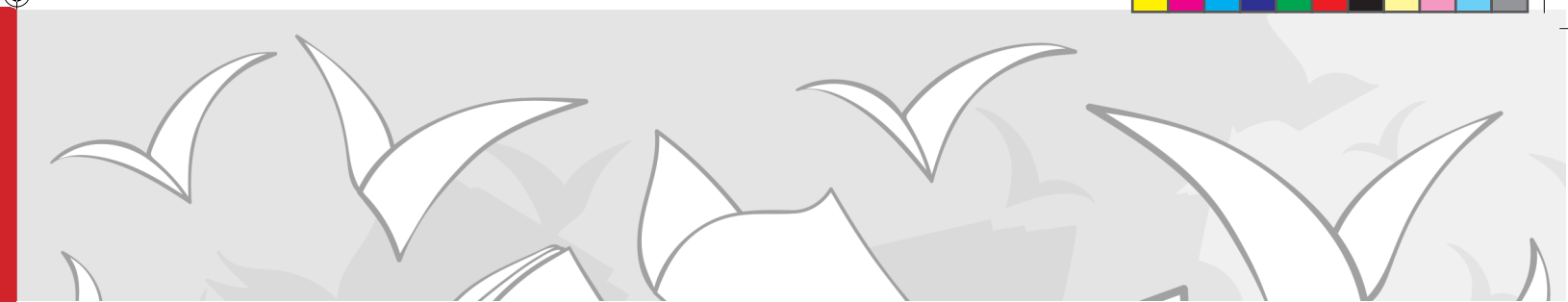
#### When do you need my submission?

We plan to produce a Journal about every four months, please check the notice board in this issue or contact the editor for details of the next submission deadlines.

#### How do I submit an article?

Contact the editor by emailing [journal@hypnotherapists.org.uk](mailto:journal@hypnotherapists.org.uk)

You can also contact us if you have any questions that are not answered here.

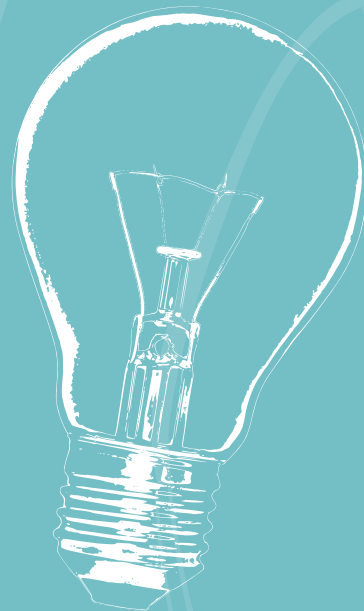




# The Creative Brain

## Deep Learning for Effective Change

The NCH 2019 conference and AGM takes place on Saturday, 22<sup>nd</sup> June at The Royal Society of Medicine, London from 9.30 am to 5.00 pm!



**MELISSA TIERS - ADAM EASON - DR NEIL STANLEY - JAMES TRIPP**

# TICKETS ON SALE NOW

Log in to our website and visit the following URL to obtain tickets at a special rate to NCH members!

<https://www.hypnotherapists.org.uk/system/signup/nchshop>



**Venue and Travel:** The Guy Whittle presentation theatre in the Royal Society of Medicine is our highly prestigious venue for this year's conference in central London. Near to the main railway stations, attendees can take advantage of great rail fare deals on Saturdays.

Tickets include all refreshments, lunch and, for members, the NCH Annual General Meeting – your chance to have your say about how the NCH is run.