

# Schools round-up

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## *EICH Brighton* first anniversary

School co- principal **June Hale** reflects on the first 12 months of launching and operating hypnotherapy training on the South Coast

Having just attended our first conference with our 'own' students, I thought it was appropriate to write a little something for the APHP journal. After all, it was at a previous conference that the beginnings of an idea were formed, and without that conference, Chris and I may never have got together.

It was back in October 2007 when I was quietly enjoying a drink at the bar after the AGM on the Friday evening, when Chris suddenly popped the question: "was I any good at marketing?". Never one to turn down an opportunity I immediately replied that I was and, thinking that she perhaps wanted some help to promote her own therapy business, began to wax lyrical about my background and how I'd started to make my own practice successful. She was impressed (or was that just boredom starting to creep in that made her swoon at my feet...) and asked me if I'd be interested in setting up in business with her to run a hypnotherapy school. Woh! I wasn't expecting that! This sounded scary! However, we spent the evening discussing it, and when I heard how much experience Chris has, both as a therapist and as a teacher, I thought, yeah, I can handle the business side, and I know she can do the rest. Chris was thinking along similar lines – that all she had to do was teach, and I would do the rest. We each think we've got the easy part of the deal, which has made for a very successful partnership.

We started our first course (the Professional Practitioner Course written by Terence Watts) in September 2008 and by July 2009 we



**Class of 2008/09, clockwise from left: Christine Hervé, Daphne Knight, Mark Cameron, Aileen O'Shea, June Hale, Susie Ellis, Escolastica Gonsalves, Yvonne Newton.**

had successfully taken our first group of students through to the final exam, followed by a celebratory meal for our graduates in September.

We are already well under way with our next course, as well as offering a series of CPD days from the Jurys Inn in 2010 which are open to all professional hypnotherapists (see below). We have great plans for future expansion and hope to open our own dedicated training centre in Brighton in 2011. Watch this space!

[www.eich-brighton.co.uk](http://www.eich-brighton.co.uk)

## South African Institute of Hypnotism

*Claudia Klein reflect on the previous year of her school..*



It was a turbulent yet satisfying 2009, which welcomed a huge number of new students has seen them qualifying. The influx of new students can be traced to the fact that the SAIH web site is ranking number 1 on Google. Many of us made a new friend in our guest lecturer from the USA, Michael Ellner. I would like to thank Michael to make the long haul to teach our group (pictured, left), Quantum Focussing in October. Michael's uncomplicated and unassuming approach to therapy is for sure something which some of us want to incorporate.

We launched our first newsletter *in a moment . . .*, which we hope will become a standard communications feature for our members going. Whilst in India we strengthened our international bonds when we met with Dr J.P. Malik and discussed the possible affiliation with the Indian Hypnosis Academy, which is the leading hypnotherapy institution in India.

[www.hypnotherapy.co.za](http://www.hypnotherapy.co.za)

# Central England College



**Nick Cooke has been a hypnotherapist for over 20 years, during which time he was a founder APHP member, more recently, honoured with an APHP fellowship. Head of the Central England Holistic Therapies & Training College, Nick originally trained in marketing and environmental science he then made a career "leap". We caught up with Nick who not only received an APHP Fellowship at last year's APHP Conference, but his school won 'School of the Year', as well as one of his students winning the 'best student' prize.**

clients ways to maintain their progress (assignments, learning self-hypnosis, listening to therapy recordings and continuing therapy sessions for as long as required).

Generally change can be effective working in the present and the future. Roy Hunter's (Charles Tebbets') Benefits approach can work brilliantly. If present and future focusses do not work then the client is maintaining the symptoms due to past conditioning or some secondary gain and we must work to help the client to discover and deal with this. Brief therapy is often a good thing and clients who make and maintain powerful changes after a small number of sessions are more likely to recommend us as therapists. Its easier to maintain therapy over a period of five or six weeks than over many months. However, sometimes a longer term approach is needed where there are complications.

## When did you become interested in hypnotherapy?

A fascination with the way we use our minds combined with a difficult time in my life back in the days when I had a proper job! A business that I started faced difficult times associated with rapid growth and insufficient financial control. Suffering from lack of concentration, an obstinately painful stomach and sleepless nights I had a series of doctor visits and been told to relax before I made myself seriously ill. I had heard from a friend, hypnotherapy sometimes worked so I decided to investigate. I visited three therapists for an introductory consultation. The first two seemed to talk a lot of twaddle but I took an immediate liking to the third one who didn't actually say a great deal but was remarkably understanding and really seemed to listen (rapport!). Thank you Frank McKenna. He's retired now but was a wonderful example of a down-to-earth, caring approach, with remarkable therapeutic skills. What was fascinating for me was that I learned a lot about what makes me tick, and about values and beliefs that are important to me. Also, I learned how to switch off, relax and use my imagination in a brilliantly creative way. Skills that have stayed with me today.

I was in my 30s and decided, my career could do with a rebirth so I took a correspondence course with Neil French at Hypnotherapy Centre, Bournemouth. How naive I was to think that one could learn hypnotherapy through a correspondence course. It was an excellent course, based around free association and analytical therapy, with masses of useful content. However, what I craved was a more eclectic approach and practical skills. I've spent 20 years gaining these and I'd particularly like to acknowledge Stephen Brooks at British Hypnosis Research, who is absolutely the top trainer in Ericksonian Hypnosis, Richard Bandler, the co-originator of NLP, Terence Watts (some of you may have heard of him!), who has always been a role model for me of how to be an effective therapist as well as a good friend and mentor and Steve Burgess who introduced me to the wonder of meridian therapies.

## What are your beliefs/philosophies about hypnotherapy?

- Keep it simple!
- The client has the answers (somewhere!).
- All therapy work is a collaboration - the client has a part
- There are only two things a client wants. A: Change feelings, B: Change behaviours

There are just three areas that we need to get right:

1. Motivation - Assessing a client's level (commitment to change) and working with them to explore and build on this, if necessary
2. Interrupting the pattern - Helping our clients to identify and usefully change unhelpful internal/external dialogue. Cognitive Behavioural and Solution Focussed approaches often are effective
3. Conditioning for long-term effective change. Teaching our

## What made you train with other hypnotherapists?

I have a style of therapeutic work which is generally effective. I'm a teacher with a formal teaching qualification (L5). I'm a qualified hypnotherapist trainer. There's no UK qualification so I trained through the US-based National Guild of Hypnotists (NGH) with their intensive 'Train the Trainer' programme. You can read 'hypnotherapist' in this, but in the USA you can't call yourself a therapist unless you have are medically qualified. For a number of years I was running public training courses in self-hypnosis, stress control and smoking cessation alongside my therapy practice.

People attending my courses asked me whether I could help them to become practitioners and that got me thinking... I decided from the outset (11 years ago) that I wanted my courses to have a flexible modular construction, to be highly practical in style, small group sizes and, as much as possible, with open access. I also wanted a high level of accreditation.

## What makes Central England College special?

Its gratifying that we've had two winners and one runner up in the APHP 'most promising newcomer' award. And, of course, the 'Best School' award. We're a little different, having no less than seven tutors, all of whom are specialists in teaching in their particular field.

Our training is eclectic and includes Cognitive Behavioural Hypnotherapy, Solution Focussed and Ericksonian Hypnosis, as well as Analytical Hypnotherapy. We provide excellent student support, on-going supervision for graduates. We have the ability to introduce volunteer clients into the training sessions. We also provide free video course recordings on DVD for all students.

## How do I see the future for Hypnotherapy?

Regulation is a hot topic. Mind you, it has been on and off for 20 years and could be a while coming yet. The non-hypnotherapy psychotherapists are attempting to pull the rug from under our feet but in the process may end up the losers. What's fantastic is that an increasing number of GPs are recommending hypnotherapy as well as attending our courses. The latest news is that the UK Government's National Institute for Clinical Excellence (NICE) is being advised to make sweeping changes that will allow hypnotherapy to be added to its list of approved therapies for treatments for conditions ranging from allergies, high blood pressure and pain control for cancer patients. So here's to an exciting future!