



THE SURREY INSTITUTE OF
CLINICAL HYPNOTHERAPY

Clinical Hypnotherapy & NLP Diploma (HPD)

TRAINING PROSPECTUS

2024/2025

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Why become a professional hypnotherapist?

Hypnotherapy is one of the most interesting and rewarding professions available, and an outstanding career path. Not only can you make an exceptional income, but you can also gain a real sense of achievement out of helping many people to overcome problems which disrupt their lives.

As Governments and society move towards solving mental health problems using talking therapies rather than reliance on medication, it means that the potential market for therapy has seen a recent rapid expansion and this is set to continue.

A highly lucrative career path

Like any clinical expert, hypnotherapists are remunerated by hourly fees for their consultations and these are set by you. At the Surrey Institute we charge between £80 and £220 per hour which offers the potential for a powerful financial income.

Whether starting your own full time practice or supplementing your income part-time, professional hypnotherapy can provide a well-paid income which could allow you to live in the home you've always dreamed of, better holidays, new cars, finer food and more financial security. Also, it allows you to set the hours you want to work.

You're only limited by your own drive to be the best possible hypnotherapist you can be, and The Surrey Institute of Clinical Hypnotherapy (SICH) offers you all of the training and tools to help you reach your maximum potential. At SICH, we don't just train you to become a hypnotherapist - we train you to become a successful one.

Extremely rewarding and exciting

Put off by the mundane grind of a normal 9-5 job?

No two days as a hypnotherapist are ever the same, and a wide variety of clients allows you to meet interesting new people and always have something new to experience.

Hypnotherapy is also one of the most rewarding professions. There's no greater sense of achievement when you can help to resolve a client of a debilitating problem which has been holding them back for years. This makes becoming a hypnotherapist ideal if you take great pride out of helping others.

An exceptional income opportunity with a fulfilling career

With a strong income potential, plenty of rewards and growing recognition as an effective method of treatment for many of the UK's most common ailments, now is the ideal time to train as a hypnotherapist and NLP practitioner with SICH.

What is SICH?

The Surrey Institute of Clinical Therapy (SICH) is a leading school of excellence in hypnotherapy training.

SICH has multiple clinics in Surrey and London where it treats its own clients and also provides expert training courses which give people the skills to become professional hypnotherapists.

What is the SICH diploma in this prospectus?

The SICH Clinical Hypnotherapy and NLP diploma gives you all of the skills, protocols, knowledge and confidence to immediately start treating your own clients with expert hypnotherapy and neuro-linguistic programming (NLP).

National Occupational Standards

The SICH diploma course is designed to meet The National Occupational Standard learning outcomes as set out by *Skills for Health*, a government sponsored organisation.

Your tutors

The tutors who teach you are some of the UK's leading hypnotherapists who have trained under world-renowned specialists such as Gil Boyne and Paul McKenna. Rob Woodgate and Paul Howard, the two main tutors for your course, have both operated thriving hypnotherapy clinics and also held top-level boardroom positions within the National Council for Hypnotherapy.

The course

Our course is an intensive 4 week course, giving you 20 days of classes which take you through all of the modules you need to become a professional hypnotherapist. The classes are located in Surrey and London where your tutors take you through each module, show demonstrations and even allow you to practice on real clients under strict supervision.

At SICH, we don't just teach you how to become a highly skilled hypnotherapist - but a highly successful one. You get the skills to resolve your clients of debilitating problems and the knowledge which enables you to start your own thriving hypnotherapy practice whilst enjoying the powerful income potential of professional hypnotherapists.



Why choose SICH for your hypnotherapy training?

1) An established institute with a proven track record

SICH has been established for over 20 years with a head office in Surrey and clinics in Wallington, Camberley and world-famous Harley Street in London. This means that you will join a vast number of other students who have successfully studied for their hypnotherapy diploma in professional learning environments.

2) Receive a formally recognised qualification

The diploma is recognised by the major professional hypnotherapy bodies. This enables you to apply for membership of those associations.

3) Simple, easy to understand and tailored to you

The course is adapted to your skills and learning abilities, with the training broken up into simple modules which are easy to understand and learn. Despite such easy learning, the course is still highly comprehensive.

4) Focus on the most common problems for a successful career

Whilst the diploma covers everything to do with hypnotherapy and NLP, we focus primarily on the most common issues which you're going to deal with most of the time as a hypnotherapy practitioner. This includes weight issues, smoking, anxiety problems, drug problems, gambling and more. With this approach, you get better skills in the type of treatments which are going to provide the majority of your income throughout your career.

5) Giving you everything you need to start your career immediately

SICH will give you all of the scripts, interview forms, protocols and skills you need to immediately start practicing as a hypnotherapist at the end of your course, so you can start your new career as soon as it's complete.

6) Giving you knowledge, skills and confidence

The course doesn't just provide the knowledge, but also the practice to perfect your skills and gain the confidence to deliver first-class hypnotherapy treatments in an assured manner.

7) Learn from the experience of expert tutors who have treated their own clients

Our main tutors complete around 1500 client hours per year, and therefore have considerable experience in providing the highest quality tuition to help you learn more skills in a shorter time frame. Plus, as the tutors have managed their own successful hypnotherapy practices, you can also learn the most effective professional approach to secure a thriving practice.

8) Learn hypnotherapy skills and business management skills

SICH strives to help you become a successful hypnotherapist. That's why we include information about business management which helps you to attract more clients and become more successful.

9) Practice with real clients

You will have the opportunity to work with real clients under supervision, so you can gain first-hand practice of client interviews, pre-induction talks and conducting hypnotherapy with the client.

10) Receive close personal attention

SICH is for those who want the highest quality learning, which is why we limit classes to 10 students with 2 tutors to make sure that you receive the most personal attention possible during the course.

About the diploma and qualifications

The SICH clinical hypnotherapy and NLP diploma teaches you everything you need to know to become a professional hypnotherapist and neuro-linguistic programming (NLP) specialist.

You are given the skills, scripts, interview forms, protocols and everything you need to start treating your own clients and helping them to solve problems such as weight issues, smoking cessation, anxiety conditions, problem behaviours and more.



The diploma and certificates are awarded based on continual assessment and observations of your practical exercises. Upon completion of the course, you will receive a diploma and certificates which are recognised by the majority of professional hypnotherapy bodies. This enables you to become a member of many professional hypnotherapy associations.

When the course is completed, you will receive the following:

- SICH Hypnotherapy Practitioner Certificate
- SICH Hypnotherapy Practitioner Diploma
- SICH NLP Practitioner Certificate
- Anxiety Specialisation Certificate
- Behavioural Specialist Certificate

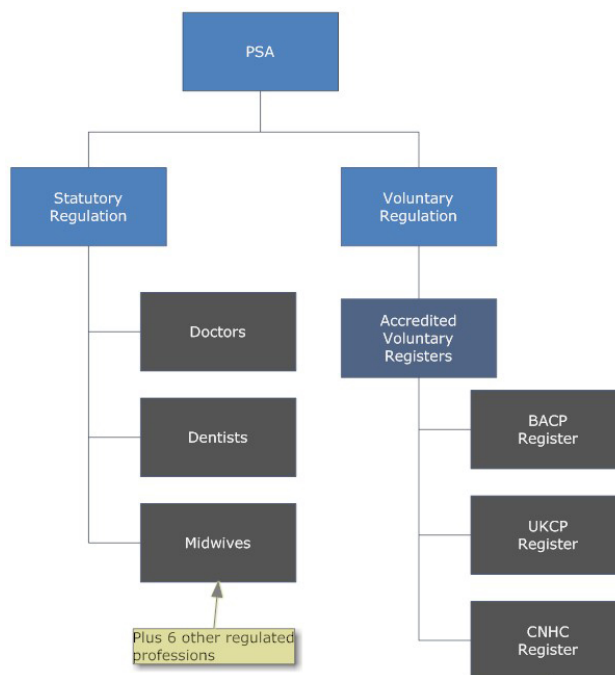
These certificates will also allow you to use the letters HPD and CNLP after your name.

Hypnotherapy Practitioner Diploma

Modules 1 to 4 provide all of the skills you need to be a professional hypnotherapist along with the SICH accredited diploma, SICH certificate, SICH NLP certificate and Hypnotherapy Practitioner Diploma which are issued by the Surrey Institute of Clinical Hypnotherapy.

This will enable you to register with major hypnotherapy professional bodies and the CNHC as a hypnotherapist.

The CNHC is accredited by the Professional Standards Authority (PSA), in the same way that Psychotherapists and Counselling Professional Associations are approved by the PSA.



About the tutors

Choose SICH and you will be taught by some of the UK's leading hypnotherapy tutors who combine the pinnacle of hypnotherapy skill with years of tutoring experience and also vast experience in operating their own highly successful hypnotherapy businesses.

You wouldn't expect anyone to train you to have a successful career in hypnotherapy if they had failed to achieve a successful career for themselves! That's why SICH tutors have a proven track record of highly skilled hypnotherapy, multiple cases of successfully treated patients, commercial relationships with former multinational companies, affiliation with the official hypnotherapy bodies and thriving success with their own practices.



Paul Howard

Paul Howard studied under Gil Boyne, who is renowned worldwide as one of the world's greatest clinical hypnotherapists with over 48 years of experience. Paul has also trained with Paul McKenna, Michael Breen and Richard Bandler, where he qualified as a hypnotherapy and NLP practitioner.

Paul specialises in treating anxiety and is a leading expert in using hypnotherapy to help people with psoriasis.

In 2006, he was invited to join the executive committee of the National Council for Hypnotherapy as the Marketing Director. In 2014 he was awarded Fellowship of the NCH for an outstanding contribution to the profession.

"The journey you're embarking on to become a hypnotherapist will almost certainly have a profound effect on your life.

Many of our students not only discover how the mind works but also gain tremendous insight into their own life."

Paul Howard



Rob Woodgate

Rob is an accomplished hypnotherapist and a senior partner at the Surrey Institute.

He was the Editor of The Hypnotherapy Journal, the flagship publication of the NCH, and a leading professional publication read by over 1800 hypnotherapists in the UK alone from 2006 - 2011 and was an active voluntary contributor during the transition of the profession into voluntary self

regulation.

He finally retired from the NCH board after revitalising the Continuing Professional Development programme, and was awarded a fellowship of the NCH in a ceremony at the Royal Society of Medicine in November 2011, in recognition of his significant contributions to the hypnotherapy profession.

Rob holds diplomas in Cognitive Hypnotherapy, Clinical Hypnotherapy, and NLP to Master Practitioner level. He also holds the Hypnotherapy Practitioner Diploma (HPD), awarded by the NCFE National Awarding Body.

He is co-founder of the Hypnotension Programme which trains and registers hypnotherapists in helping to deal with High Blood pressure, and collaborated closely with 'modern master', Gil Boyne, in his latter years.

"To be an effective hypnotherapist, you have to think like a therapist. It isn't just about a list of techniques.

That's why we use a varied approach involving cognitive, behavioural, dynamic and integrated theories, so our students are not restricted in their approach to helping clients." **Rob Woodgate**

About the course - what to expect?

The course includes 4 weeks of total learning based in London/Surrey. You will be in a class of no more than 10 students with 2 tutors to make sure you receive close personal attention.

Our intensive course is broken into four modules, each a week long, delivered Monday to Friday.

There is usually a 1-4 week gap between each module, to ensure time to practice and to fit around both school and bank holidays.

The course provides 160 total hours of classroom tuition with the optional Marketing module added.

The curriculum

SICH have designed the curriculum to be accredited by the NCFE - a national government awarding body. This means that the courses meet the criteria outlined in the National Occupational Standards for Hypnotherapy which are laid down by Skills for Health.

Modules

The course is broken up into various modules (more below) with supplementary documents, scripts and protocols to assist your learning. Each module breaks the course up into bite-size chunks for easier learning, so you can confidently complete one module before moving on to the next.



600-page course manual

You will receive a comprehensive 600-page course manual to study during the course and take home with you when you have your diploma. This tells you everything you need in an easy-to-understand format to help make learning easier. It's also a fantastic document to refer back to if you ever need to brush up on your knowledge during your career.

Fun and exciting learning

The learning experience is designed to be fun, friendly and enjoyable with plenty of open debate.

Real practice with clients

During the course, you will watch us work with real clients to help you understand how changes take place. This will help you to feel at ease as you see how a hypnotherapy session actually works.

You can even offer friends and family the opportunity to take part free of charge. At SICH, we don't just fine-tune your knowledge, but your skills as well.



What are the main course modules?

Our diploma course comprises 4 main modules with an optional 5th marketing module:

Module 1 - Hypnotherapy Practitioner Certificate

This module introduces you to the basics of hypnotherapy and culminates with you conducting a full smoking cessation hypnotherapy session with a smoker under supervision with one of your tutors.

Topics include:

- The history of hypnosis
- Self-hypnosis
- Hypnotic inductions
- Deepening the hypnotic state
- Awakening the subject
- Ethical hypnotherapy
- Client interview/intake form
- Taking a case history
- Smoking cessation
- Working with a real client
- State vs. non-state
- Suggestibility tests
- Transference
- Different approaches to therapy
- Visualisation techniques
- Aversion techniques

Modules 2, 3 and 4 - SICH Hypnotherapy Practitioner Diploma

These modules build on the knowledge gained in module 1 to teach you the skills which are required for you to treat your own clients as a clinical hypnotherapist. Topics include:

- Rapport building
- Recognising an hypnotic trance
- Analytical hypnotherapy
- Values and beliefs
- Direct and indirect intervention
- The five main fears
- How to form suggestions
- Cognitive behavioural therapy (CBT)
- Self-hypnosis and ego strengthening
- Regression to cause and dealing with the initial sensitising event
- Anxiety (social and agoraphobia)
- Phobias
- Weight control and eating disorders
- Problem behaviours (alcohol, drugs, gambling and sex addiction)
- Relationship problems
- Depression
- Pain control
- Dealing with depression
- Psychopathology
- Insomnia
- Irritable Bowel Syndrome
- Confidence
- Performance anxiety
- Blushing
- Intrusive thinking
- Thought challenging techniques
- Planning for success
- Stress
- Pacing and leading
- Calibration
- Representational systems and strategies
- Sub-modalities
- Hypnotic language patterns - the Milton Model
- Elicitation of strategies
- Using and creating metaphors
- Reframing
- Relevancy
- Anchoring
- Changing states
- Dissociation and association
- Meta model
- The use of zones
- Psoriasis

What do I get from these modules?

These modules give you all of the knowledge, skills, scripts and protocols to start immediately providing treatments as a clinical hypnotherapist. You also receive all SICH-accredited certificates and diplomas in hypnotherapy and neurolinguistic programming. The SICH diploma is equivalent to an NVQ Level 4 and allows you to become a full member of many hypnotherapy professional associations.

What is the optional module?

Module 5 can be added to your course to provide further knowledge and qualifications:

Optional module 5 - hypnotherapy marketing

So you may have the skills, but to become a successful hypnotherapist and reach your maximum income potential, you need to have the clients as well! Optional module 5 teaches you, in an easy-step-by-step approach how to create the most powerful and cost-effective online advertising methods to grow your practice on auto-pilot.

- Massive action - It's not hard, but most therapists don't get it.
- Learn the secrets to creating a website that brings you clients.
- What is search engine optimisation (SEO) and why don't I need it?
- Most advertising DOESN'T work, so what does?
- We show how to bring as many potential client to your website as you need.
- Tricks that make it cheaper and easier for you to market your practice and draw in far more clients.
- Social marketing - the easy way to create great content for your social media with just one click.
- Create your very own online marketing machine in an easy-step-by-step approach which helps new clients find you!
- Learn the tricks of the trade from the tutors who have created their own thriving businesses.

By the end of module 5, you will not only have the expert skills to be a clinical hypnotherapist, but also the marketing knowledge and your very own online marketing machine to make your hypnotherapy business a great success!

* Content varies on every course due to the fluidity of the online marketing world

Module 6 - Build your own website

If you would like to build your own website this upgrade is for you. It is a four day course where you will create your very own Wordpress website. It will incorporate what you learned in the marketing module and allow you to create a website that is an online marketing machine.

This course teaches you step-by-step how to create, populate and install all the elements of a successful website. You will build in Google analytics, FaceBook pixels, safe "contact us" form and a database that will log all your client enquiries.

FAQ - common questions and answers

Will the course equip me to practice as a hypnotherapist?

Yes, the SICH diploma gives you everything you need to immediately start your career in hypnotherapy. This includes skills, knowledge, confidence, protocols, scripts and everything else you require to bring in your clients, assess their problems and then begin the correct course of treatment.

Do I learn theoretical and practical skills?

Yes. Whilst some hypnotherapy courses from other providers focus on theories alone, the SICH diploma gives you the knowledge and also hands-on practice with clients under strict supervision, so you get a chance to actually induce someone into hypnosis and provide a successful session of treatment during the course.

How much support do the course tutors offer?

Two tutors will always be on hand to conduct the course and provide all of the help and support you need. At the end of the course, you will also be invited to become a member of the Surrey Institute of Clinical Hypnotherapy to receive on-going support and assistance from our team when starting off on your own career path.

What are the qualifications of the course tutors?

All our tutors are fully qualified (details at www.sich.co.uk) with years of experience in treating their own clients and also providing expert tuition to a great number of SICH students.

Does the course adhere to the National Occupational Standards?

Yes, SICH courses adhere to the National Occupational Standards, and this can be demonstrated.



Are the course tutors actively practising as hypnotherapists?

Both main tutors run thriving practices in London, Kent and Surrey, and complete approximately 1500 client hours per year. This means that you get taught by hypnotherapy experts who have experience of treating many clients with varied problems whilst growing their own highly successful practices.

Do you demonstrate techniques?

Yes, course tutors will demonstrate most of the techniques you will learn.

The CNHC insists that hypnotherapy courses train to minimum standards of 120 hours of face-to-face study time and 450 hours of total study time. Does the SICH course meet these criteria?

Yes, the SICH meets and even exceeds these criteria. The Full HPD course modules 1 to 4 offers 160 hours of face-to-face training in small groups with a complete study time of 450 hours.

Can I see the full syllabus before the course begins?

The course syllabus is outlined on page 9. You will also receive a 600 page course-training manual which outlines all of the techniques and procedures in the course.

Does the course include business and practice management?

SICH trains you to become a professional hypnotherapist and also gives you the knowledge to start your own thriving practice. Both main tutors have extensive experience in operating their own successful hypnotherapy businesses and will share many vital industry tricks which help you attract in more clients and earn the highest possible income. The optional module 5 also delves into more knowledge when it comes to successfully marketing your new hypnotherapy services.

What is the tutor/student ratio? Will I receive enough personal attention?

SICH is for budding hypnotherapists who want the highest calibre of tuition, which is why our class sizes are usually limited to only 10 students with two main tutors - providing a close-knit tutor/student ratio of 1 to 6. This gives you plenty of personal attention so the tutors can take you through the course at your own pace and answer any questions you have.

Course Fees

Intensive Diploma (Modules 1-4)

The Intensive Diploma costs from £2,500 - £3,400, depending on when payment is made. You can secure your place on a course with a £1,000 deposit.

If we receive full payment before the course starts, then discounts apply, otherwise split pay terms apply. See table below:

EARLYBIRD: Full payment <u>at least 2 months</u> before the course starts: £2,500 Total
REGULAR: Full payment before the course starts: £2,900 Total
SPLIT PAY: £1,000 deposit, then 4 monthly payments of £600 (£3,400 Total)

You can convert from Split Pay at any time before the course starts by paying the balance.

For example, if you have paid a £1,000 deposit and made one monthly payment of £600, you could convert to Regular by paying off the balance of £1,300 (£2,900 regular - £1,600 paid) the day before the course starts.

The above fees include our 600-page course manual, but exclude additional recommended reading materials (maximum cost £100).

We accept all major credit cards.

Marketing Module (Optional Add-On)

The Marketing Module 5 is optional and costs £650. However, if you book it and pay for it with Modules 1 to 4, you will receive a 50% discount on this course.

So if you book as an Earlybird for our diploma, and include the marketing module, that is a massive potential saving of up to £1,225!

There is a limit of just 6 students on this course. Some minimal computer literacy is required i.e. you must be able to use keyboard, mouse and a word processor etc.



Transformation House, 274 London Road, Wallington, Surrey SM6 7DJ

Tel: 020 8669 6990 Website: www.sich.co.uk E-Mail: training@sich.co.uk

Booking Form

Title.....Name.....Surname.....

Address.....

.....

.....

Postcode.....

E-mail.....

Contact telephone number Date of birth.....

Current occupation.....

Qualifications (if any).....

Where did you hear about our courses?.....

Course dates (London/Surrey)

SPRING 2024

Intensive SICH diploma (Wallington)

Module 1 - 11th March 2024 - 15th March 2024

Module 2 - 15th April 2024 - 19th April 2024

Module 3 - 13th May 2024 - 17th May 2024

Module 4 - 3rd June 2024 - 7th June 2024

Optional Marketing Module (Wallington)

17th June - 20th June 2024

AUTUMN 2024

Intensive SICH diploma (Wallington)

Module 1 - 16th September 2024 - 20th September 2024

Module 2 - 30th September 2024 - 4th October 2024

Module 3 - 14th October 2024 - 18th October 2024

Module 4 - 4th November 2024 - 8th November 2024

Optional Marketing Module (Wallington)

18th November 2024 - 21st November 2024

SPRING 2025

Intensive SICH diploma (Wallington)

Module 1 - 17th March 2025 - 21st March 2025

Module 2 - 31st March 2025 - 4th April 2025

Module 3 - 28th April 2025 - 2nd May 2025

Module 4 - 12th May 2025 - 16th May 2025

Optional Marketing Module (Wallington)

2nd June 2025 - 5th June 2025

Terms and conditions

- Course fees will only be refunded if The Institute receives written notice 2 months prior to the course commencement date. This will be at the discretion of the Institute directors. However, should there be a valid reason we would offer a place on a similar course at a later date.
- In the event that a candidate does not meet The Institute's selection criteria, deposits will be refunded.
- All course fees must be paid prior to course commencement date.
- The Surrey Institute of Clinical Hypnotherapy reserves the right to amend course dates and location.
- Course material is subject to copyright.
- Failure to comply with the standards and practices laid down by The Institute may result in exclusion from the course.
- We require full payment or a £1,000 deposit to reserve your place - please be aware that full payment has to be received in line with the table above to receive the discounts.
- Delivery times/dates of the course are not of the essence. Unless specifically agreed in writing prior to the commencement of the course, the time/dates of delivery of the course modules are not essential. However, the Institute will make its best endeavours to deliver the course on the initial dates indicated in its prospectus.

COVID 19 PRECAUTIONS: -

- Students admitted to the course agree to a temperature test on arrival each morning should the circumstances warrant.
- If the initial test results are not within government guidelines, a further test will be administered 30 minutes later, if this test is still unsatisfactory (not within guidelines) the course for that day/week will be abandoned and the student in question will be required AT THEIR OWN EXPENSE, USING THEIR OWN RESOURCES to complete a COVID 19 test and to advise the Institute at the earliest possible time of the result of such a test.
- All course members (students) and lecturers will be required after the final negative student temperature test to self isolate for a period of 14 days (or other such period as mandated by government guidelines).
- In the event of the suspected student testing negative for COVID 19, the course will recommence at the earliest opportunity, the exact date of recommencement will be at the sole discretion of the Institute.
- In the event of the test confirming COVID 19 the course will recommence after all students and lecturers have completed 14 days isolation and thereafter at the Institutes sole discretion.
- No REFUNDS will be made to students for courses postponed as a result of COVID 19 ISSUES/ INCIDENCES.
- The Institute commits to provide training modules for students on other dates agreeable to all parties whenever modules are delayed or cancelled due to COVID 19.
- The Institute may also utilise its online interactive training as an option for students who maybe unable to attend in person, however this option may be limited by the number of places available on the online interactive course.

These conditions do not affect your statutory rights.

I have read and agree to the above terms and conditions.

Signed..... Date.....

I hereby enclose £.....as deposit for course.....

I hereby enclose £.....as full payment for course.....

Please make cheques payable to SICH Training or The Surrey Institute of Clinical Hypnotherapy Training and return with completed booking form to 'The Surrey Institute of Clinical Hypnotherapy, Transformation House, 274 London Road, Wallington, Surrey, SM6 7DJ.