



THE SURREY INSTITUTE OF
CLINICAL HYPNOTHERAPY

Clinical Hypnotherapy & NLP Diploma
(HPD)

TRAINING PROSPECTUS

2010/2011

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Foreword

There has never been a better time to learn about hypnotherapy. As a profession it continues to gain credibility, with the National Council for Hypnotherapy pioneering effective training and setting high standards nationwide. The public is becoming more aware of the amazing benefits of hypnotherapy, so demand is growing. Therefore, more dedicated and properly qualified hypnotherapists are required to meet that demand.

With incredible advances in techniques and proven success in treating conditions ranging from phobias and anxiety to addictions and obesity, hypnotherapy is increasingly regarded by medical professionals as having an effective complementary role alongside conventional medicine. Substantial scientific studies in the US and Europe support this view and further establish hypnosis as a mainstream therapy.

The development of Neuro Linguistic Programming (NLP) in the past 30 years provides a rapid way of changing beliefs and behaviour. It enhances and supports hypnotherapy and has created an exciting new way of resolving many of the psychological, emotional and social issues of modern life. Innovative psychologists like Milton Erickson, who made hypnosis and its benefits a lifelong study, and NLP founder Richard Bandler, are among the authors of this dynamic approach whose influential work is featured in our training programme.

Clinical practitioners complete our courses with all the tools and expertise they need to offer their clients the positive and often dramatically life-changing therapies shaped and forged by this new generation of creative therapists.

Welcome to our prospectus. You will find it contains all the information you need to make your decision to step into your future as a clinical hypnotherapist.

Have you got the passion to help others and embrace a new career for yourself? If so, when will you make the decision to start using that passion?

I wish you well.

A handwritten signature in black ink, appearing to read 'Paul Howard', with a long horizontal line underneath it.

Paul Howard
Institute Director

About The Surrey Institute of Clinical Hypnotherapy

The Surrey Institute of Clinical Hypnotherapy is renowned for the standards of excellence it maintains on its training courses and the quality of its graduates. Thousands of clients are helped every year at its clinics, and many of its trainees have gone on to create successful businesses of their own.

The extensive skills, knowledge and expertise of Institute founders and directors Paul White and Paul Howard, have enabled them to create a fascinating, comprehensive and empowering curriculum. Their lively and provocative classes give students a unique insight into the incredible opportunities for both personal and professional development through hypnotherapy and NLP.

All course trainers are practising in their fields and much of their expertise is based on first hand practical knowledge, as well as qualifications gained through working with some of the leading practitioners of our time.

Our unique modular course structure runs over 12 weeks, allowing alternate weeks home study for students to assimilate the vast amount of information they are provided with in class. There are 240 hours of intensive classroom tuition, combining lectures with expert demonstrations and practical exercises. Based at the Institute's head office in Wallington, Surrey, classes are limited to a maximum of 10 students, so individual progress can be monitored and supported.

The NCFE national awarding body, which sets national standards for professional qualifications, and the National Council for Hypnotherapy (NCH) accredit the Institute. Its courses meet criteria laid down by the National Council for Hypnotherapy, which is the governing body that specifies the core curriculum for the Hypnotherapy Practitioner Diploma. The training programme is regularly moderated and validated by both the NCH and the NCFE, to ensure that the highest standards are maintained.



The Course

To transform from beginners to professionally qualified hypnotherapists and NLP practitioners, students must take on the challenge of more than 450 hours of combined classroom tuition and directed independent study.

The course is divided into six modules:

Module 1 - Hypnotherapy Practitioner Certificate

An introduction to the basics of hypnotherapy culminating in a student conducting a full cessation session under supervision with a smoking addict

- The history of hypnosis
- Self hypnosis
- Hypnotic inductions
- Deepening the hypnotic state
- Awakening the subject
- Ethical hypnotherapy
- Taking a case history
- Smoking cessation
- Working with a real client



Modules 2 & 3 - Hypnotherapy Practitioner Diploma

Building on the knowledge gained in Module 1, these two modules examine the therapeutic skills and techniques required to practise as a clinical hypnotherapist

- Rapport building
- Recognising an hypnotic trance
- Analytical hypnotherapy
- Values and beliefs
- Direct and indirect intervention
- The five main fears and the secret of all secrets
- How to form suggestions
- Self hypnosis and ego strengthening
- Regression to cause (initial sensitising event)
- Anxiety and pain control
- Weight control and eating disorders

Modules 4 - Clinical NLP Practitioner Certificate

Designed for the trained hypnotherapist, these modules feature NLP tools and strategies, developed specifically for clinical use.

- 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



Module 5 - Marketing and Accounts for the Therapist

This module is an essential part of the new therapists training, providing an effective strategy for business success.

- 'Massive action' marketing
- Advertising
- Internet marketing
- 7 top ways to market your practice
- Book-keeping and accounts
- Security; yours and the clients
- Client records

Hypnotherapy is both a theoretical and practical based study, so all students will be expected to participate in practise sessions. In addition to classroom attendance, they will be required to submit written work and successfully complete examinations at the end of modules 1, 3 and 5. These will include treatment planning for a series of case studies, and a statement of personal and professional philosophy.

Qualifications

Upon successful completion of the course you will receive:

- **Hypnotherapy Practitioner Certificate**
- **Hypnotherapy Practitioner Diploma**
- **NLP Practitioner Certificate**

You will be eligible to use the letters HPD and PNLN after your name, and you will be equipped with all the skills, knowledge and qualifications you need to create a successful practice.

The Hypnotherapy Practitioner Diploma is equivalent to NVQ Level 4. All qualifications are awarded and externally accredited jointly by the National Council for Hypnotherapy and the NCFE national awarding body, and are accredited by the UKCHO.

We believe the HPD to be the first open to all, nationally accredited Diploma in Hypnotherapy. The HPD also meets all the 'Learning Outcomes' of the "Complementary and Alternative Healthcare – Hypnotherapy": National Occupational Standards.

Successful candidates are entitled to become full members of the National Council for Hypnotherapy. All students are required to become student members of the NCH. This is a free service and enables the student to acquire discounted professional insurance and many other membership benefits.



Picking a Training School

- ? Does the course equip you to practice? Some schools divide their courses into, for example, foundation, certificate and diploma. Others may be highly theoretical with little practical application. Ensure that, if you wish to go into practice, that you will be able to do so.
- At SICH you will be fully able to practise as soon as you have successfully completed the course. The course has a large practical element. Further more you will be working with real clients during your training.
- ? How much support do the course tutors offer you? All NCH accredited schools have at least two tutors, and even though you may have one primary tutor, there should always be someone else that you can go to with questions or comments. Support in between training days is important too. Is this offered? What about continuing support when you have completed the course?
- At the end of the course you will be invited to become a member of the Institute, which means that you will have ongoing supervision and assistance from our qualified team.
- ? What are the qualifications of the course tutors? These will vary, but it is worth checking out their original training, how much continuing development they undertake and any other relevant qualifications they may have (for example in training or assessing). Also, how experienced are they as hypnotherapists?
- All our trainers are fully qualified (details on our website www.sich.co.uk) and have years of clinical experience.
- ? While there is no regulation of the profession of hypnotherapy in the UK, there are National Occupational Standards. Does the course you are looking at adhere to these standards, and can the school demonstrate this?
- Yes all our courses adhere to the National Occupational Standards.

? What external validation is there for the course? Most hypnotherapy training is run through private schools, some of which have their own professional body and so, in effect, accredit themselves. Some however are truly externally validated, not only by independent professional bodies but also by an awarding body. Awarding bodies are given this designation by the Qualifications and Curriculum Authority in England, the Qualifications, Curriculum and Assessment Authority in Wales, the Scottish Qualifications Authority or the Council for the Curriculum, Examinations and Assessment in Northern Ireland.

The National Council of Hypnotherapy accredits us and our HPD course is fully accredited and externally validated by the NCFE national awarding body. The HPD is equivalent to a NVQ level 4

? Do the course tutors see real clients? Some trainers start a school because they can't make it as practitioners. Current practice is a very important element of the teaching process.

Both main tutors run thriving practices in London and Surrey and complete approximately 1500 client hours per year each

? We believe it is vitally important that you see demonstrations of techniques and also get to practice. This gives you the confidence to practice with "real people" as soon as you qualify. Not all trainers demonstrate, and not all give you a chance to practice and build your confidence.

The tutors will demonstrate most of the techniques you will learn.

? The UK Confederation of Hypnotherapy Organisations insists that schools train to minimum standards of 120 hours face to face and 450 hours of total study time. Does the course you are considering meet this criterion?

Our HPD course is 175 hours of face-to-face training in small groups with a complete study time of 450 hours.

- ? It is important that you are able to see a full syllabus before you start the course and that this has sufficient depth to enable you to start in full practice as soon as you qualify.
- Our syllabus is as above. The HPD course-training manual, which every student receives, is over 600 pages and documents fully all the techniques and procedures in the course.
- ? Does the course include business and practice management? This is important as you could qualify as a wonderful hypnotherapist, but if you don't have the skills to attract clients, you will not succeed in practice.
- Yes. Our tutors have built several very successful practices over recent years and will share with you the secrets of their success.
- ? Does the school have policies on such things as equal opportunities and appeals? Are they adaptable to special needs of students?
- Yes, our courses are open to all potential students who have a passion for the work.
- ? Which professional body's code of ethics, if any, does the school teach? They should also subscribe to a code of ethics for training itself.
- We adhere to the National Council for Hypnotherapy code of ethics.

? Does the course entitle you to membership of a professional body? According to the Prince's Foundation for Integrated Health, professional bodies should:

- ☞ Produce high quality, clear information for the public on its registrants and what they offer
- ☞ Have registration requirements that include providing evidence of competence to practise
- ☞ Require registrants to be insured to practise the therapy
- ☞ Require or provide opportunities for continuing professional development
- ☞ Have a code of conduct and practice
- ☞ Have disciplinary and complaints procedures
- ☞ Involve its members in decision-making
- ☞ Publish its annual accounts

Check these things out.

☑ During the course you will be enrolled as student members of the National Council of Hypnotherapy (at no cost to the student).

? What is the tutor/student ratio? There needs to be sufficient personal attention.

☑ Our class sizes are usually limited to 10 students and therefore the ratio is 1 to 5.



What will I learn?

You will learn how to transform a person's life by using hypnotherapy and NLP. Having done so you will enjoy fantastic job satisfaction and a great income. This is an intensive course which is spread over 3 months. Between each week you will be expected to complete the required reading.

Real clients

You will be working with real clients by the end of Module 1. This will be done under strict supervision. By the end of the course you will be conducting a client interview, pre-induction talk, and conducting therapy with the client. Again, this will be under close supervision and will give you the confidence to work with clients in your own practice.



About the Staff

Paul Howard

Studied with Gil Boyne, who is arguably the world's greatest clinical hypnotherapist, with some 48 years of experience behind him. He achieved Diploma level with Gil. Paul also trained with the BST Foundation in London, and several years ago he studied with Paul McKenna, Michael Breen and Richard Bandler, qualifying as an NLP Practitioner. He is an anxiety specialist, accredited by the UK Academy. In 2006 he was invited to join the executive committee of the National Council of Hypnotherapy as the marketing director.

Karen Wilson

Karen has been practising since 2003. Since then she has been working in Harley street and our Wallington Office. She is a NLP practitioner. She specialises in Weight control and hypnotherapy for childbirth.

Paul White

Paul also studied with Gil Boyne. He achieved advanced Diploma level in Clinical Hypnotherapy awarded by the Hypnotherapy Training Institute of Los Angeles. He recently studied with Paul McKenna, Michael Breen and Richard Bandler, also qualifying as an NLP Practitioner. He is a qualified paediatric hypnotherapist accredited by The National Guild of Hypnotists. He has also completed a postgraduate study in addictions. He is Chairman of the National Council for Hypnotherapy.

For more information on the above staff, please check the website: -
Paul Howard and Paul White – www.sich.co.uk

Contact Us

Please contact the Institute on the address and telephone number given below: -

Transformation House
274 London Road
Wallington
Surrey
SM6 7DJ

Tel: 0800 849 7001

Email: information@sich.co.uk

It should be noted that all student information would be forwarded to the National Council for Hypnotherapy to facilitate free associate membership of the Council during training.

To comply with NCFE (awarding body) regulations, all students undertaking a course that will lead to them working with vulnerable people will need to complete and sign the appropriate declaration before the start of the course.

Timetable of forthcoming courses in our Wallington, South London Office.

| Course Dates | Location | Course | Availability* | Price | Duration |
|--------------|---------------|-------------------------------------|------------------|-------------|--|
| March 2012 | London/Surrey | Marketing | Places available | £650 | 1 Week - Mon - Fri |
| April 2012 | London/Surrey | Introduction | Places available | £50 | 1 Day |
| April 2012 | London/Surrey | Diploma - Weekend | Places available | from £2,200 | 2 Days each month over 10 month period |
| April 2012 | London/Surrey | Diploma - Intensive | Places available | £2,200 | 4 Weeks - Mon - Fri |
| June 2012 | London/Surrey | Marketing | Places available | £650 | 1 Week - Mon - Fri |
| Sept 2012 | London/Surrey | Diploma - Weekend | Places available | from £2,200 | 2 Days each month over 10 month period |
| Sept 2012 | London/Surrey | Diploma - Intensive | Places available | £2,200 | 4 Weeks - Mon - Fri |

Discounts are available for early payments, see next page

Easy payment terms are available on diploma courses, see next page

Course Fees - Intensive

This course including modules 1-4 costs from £2,200 - £2,600. If we receive full payment before the commencement of the course different discounts apply, see table below.

| |
|---|
| Full payment received 2 months before commencement of the course £2,200 |
| Full payment received 1 month before commencement of the course £2,350 |
| Under 1 month full fee of £2,600 |

The Marketing Module 5 is optional and costs £650. However if you have taken modules 1 to 4 you receive 50% discount.

So if you pay early, in full, and take the marketing module, that is a massive potential saving of up to £625.

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

We accept all major credit cards.

Easy Payment terms

| |
|--|
| £1000 deposit |
| 4 Monthly payments of £400 paid 1 month in advance |
| Total course cost £2,600 |

Course Fees - Weekend course

This course including modules 1 to 10 costs £2,600.

| |
|---|
| £650 deposit |
| 10 Monthly payments of £195 paid 1 month in advance |
| Total course cost £2,600 |

The Marketing Module is optional and costs a further £650. However if you have taken modules 1 to 10 you receive 50% discount.

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



THE SURREY INSTITUTE OF
CLINICAL HYPNOTHERAPY

Transformation House, 274 London Road, Wallington, Surrey SM6 7DJ
Tel: 020 8669 6990 Website: HTU www.sich.co.uk E-Mail: information@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 Course 2012 (please tick courses you wish to attend)

- Module 1** – 21st April – 25th April 2012
- Module 2** – 14th May – 18th May 2012
- Module 3** – 28th May – 1st June 2012
- Module 4** – 11th June – 15th June 2012
- Optional marketing module 5** – 25th May – 29th June 2012

Autumn Course 2012 (please tick courses you wish to attend)

- Module 1** – 17th September – 21st September 2012
- Module 2** – 1st October – 5th October 2012
- Module 3** – 15th October – 19th October 2012
- Module 4** – 29th October – 2nd November 2012
- Optional marketing module 5** – 12th – 16th November 2012

Weekend Course

| |
|---|
| Module 1 – 21 st & 22 nd Apr 2012 |
| Module 2 – 19 th & 20 th May 2012 |
| Module 3 – 9 th & 10 th Jun 2012 |
| Module 4 – 7 th & 8 th Jul 2012 |
| Module 5 – 1 st & 2 nd Sep 2012 |
| Module 6 – 22 nd & 23 rd Sep 2012 |
| Module 7 – 20 th & 21 st Oct 2012 |
| Module 8 – 17 th & 18 th Nov 2012 |
| Module 9 – 15 th & 16 th Dec 2012 |
| Module 10 – 12 th & 13 th Jan 2013 |

- Weekend course (Wallington)** – Starting April 2012
- Weekend course (Wallington)** – Starting September 2012

Terms and conditions

- Course fees will only be refunded if The Institute receives written notice seven weeks 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.
- In the intensive course we require 25% of the course fee as a 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.

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 SICHT 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.