



A Practitioner Diploma in Clinical Hypnotherapy Prospectus 2024



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Tutor and academy founder Keeley Goodson

Hi, I'm Keeley Goodson, Clinical Hypnotherapist, founder, and tutor at Northern Hypnosis Academy.

I have a wealth of in-depth knowledge of hypnotherapy and have gained an incredible amount of experience working with clients at my practice, Goodsoul Hypnotherapy based in West Yorkshire, UK.

In addition to being a clinical hypnotherapist, I have also trained in NLP, EFT, and a qualified life coach.

I help clients make positive changes to their life they want to make by focussing on how they want to feel, think, and behave. I pride myself in my authentic approach with clients, putting myself in their world and guiding them to be the person they want to be and deserve to be.

I have a strong business background working in corporate companies throughout the years. A qualified accountant, programme management and people change expert.

I am the founder and owner of www.Goodsoulhypnotherapy.com and you can also find me on Facebook, Keeley Goodson Clinical Hypnotherapist





Introduction

What is a clinical hypnotherapist?

Simply put, think of a clinical hypnotherapist as someone who helps clients make positive changes they want to make to their lives. There are so many people across the world who have mental health and psychological challenges that stem from past or present experiences, and they don't know how to overcome them. As a clinical hypnotherapist, you help them by tapping into the power of their subconscious mind to promote positive psychological well-being.

The definition of hypnosis is...

A state of focused attention with heightened awareness and increased suggestibility

Where did hypnosis originate?

Whilst hypnosis traces back to ancient Egyptian times for healing purposes, there are hypnosis pioneers who are the driving force behind surfacing this wonderful natural phenomenon.

German physician **Franz Mesmer** (1734 -1815) first brought hypnosis into scientific study and also introduced it in the form of a performance.

Mesmer first studied theology and law before moving on to medicine. He was highly influenced by Isaac Newton & the theory of gravity, and he wrote a thesis on his theory that the gravitational force of the planets, sun, and moon also affected the human body.

He believed that an invisible fluid ran through all living things - Universal Fluid. Disease resulted when the fluid's flow became blocked. He called the theory "Animal Magnetism."

James Braid (1795 - 1860)

Regarded as the 'Father of Hypnotherapy,' moved hypnosis from the more occult shadows of mesmerism to being more widely accepted, through his understanding of the nature of trance and by coining the term 'hypnosis'



He was a Scottish surgeon and studied medicine at Edinburgh University. He became interested in Mesmerism when he saw a performance in Manchester by mesmerist Charles Lafontaine. He was a very theatrical artiste, black beard piercing gaze and his act involved making his subjects not feel pain, whilst he shocked them with a live battery or a burning candle!

He was initially sceptical so returned days later and he witnessed something of interest and genuine, in that the mesmerised subjects could not open their eyes!

Intrigued, he began to research and experiment with eye-fixation and made a huge discovery one day when he noticed a patient staring at the flame of the oil lamp and becoming mesmerised or as we say in trance. He gave him simple instructions to close his eyes and sleep which he followed.

From that he could demonstrate that eye-fixation or focused attention was the key to mesmerism, not 'magnetism,' 'the will of the mesmerist' or universal fluid.

Emile Coue (1757 - 1926)

Founder of the "Placebo Effect" and recognised autosuggestion

He noticed that clients got better quicker when he praised their medicines than those whose medicines he did not praise. One day he ran out of pills, so gave patients sugar pills and they continued to get better! This got him started on studying the power of the imagination and autosuggestion.

He is famous for the affirmation "Every day in every way I'm getting better & better."

He was first advocate of mixing hypnosis with auto suggestion or positive affirmations. He found that patients could cure themselves more efficiently by replacing their thought of illness with a new 'thought of cure.'



He discovered that all hypnosis is self-hypnosis and power of suggestion was in the client's mind, also that a person could not be hypnotised against their will.

James Esdale (1808 - 1859)

He was a Scottish surgeon in Victorian era who commissioned to work in India where he specialised in amputations, bear in mind there was no anaesthetic to relieve pain then.

He realised that when he said things to patients and formed a suggestion about pain, he was able to relieve it - even eliminate it.

His interest grew in this and hypnosis and began to use it more and more, so that he was able to numb patient's parts of the body where amputation needed to take place and disassociate from any pain, through suggestion.

Milton Erikson (1901 - 1980)

He is the pioneer you will hear about the most these days and is a famous authority on clinical hypnotherapy.

He adopted a more indirect approach to suggestion.

When he was a child, he was diagnosed with polio and became wheelchair bound. He was also colour blind, dyslexic and tone deaf. He studied the field, worked to repair himself and became one of the most famous of the pioneers.



Hypnotherapy

When therapeutic techniques are applied to the subconscious mind, which is highly suggestable in a state of hypnosis, this is what we call hypnotherapy.

The potential for clinical hypnotherapy and its uses are almost unlimited.

The practitioner diploma in clinical hypnotherapy course will provide every student with the comprehensive knowledge and professional practical experience needed to help clients with a wide range of challenges, for example, but not limited to

- Anxiety
- Depression
- Insomnia
- Smoking Cessation
- Weight Control
- PTSD
- Fears and phobias
- Pain Management
- Hypno-birthing

The list goes on and on

Setting up your own practice

Planning how you set up and run your own clinical hypnotherapy business is important so you can put your learning into practice and help people who need your services. The course guides you through everything you need to start and market your business.

As hypnotherapist see their clients for a relatively brief period of time, there is an ongoing need to attract new clients, building your reputation on social channels is a great way to achieve this and we cover this to get you on the ladder for success. There is a growing demand for clinical hypnotherapist services so your practice will be as busy as you want it to be!



Who can join the academy?

Northern Hypnosis Academy strives to learn and develop highly competent and credible clinical hypnotherapists who will be proud to share where they trained in their new profession.

There are no educational entry requirements as the academy will equip you with everything you need.

Intuition plays a huge part in the success of a clinical hypnotherapist. You should have strong ethical standards, emotional intelligence, a caring nature, and the passion to help people improve their wellbeing.

The academy welcomes everyone through its doors to explore what is available (over the age of 21)

This programme is suitable for people from different walks of life who would like to become a clinical hypnotherapist for varied reasons.

- A new career opportunity
- Learn more about how the mind works.
- Set up a part time lucrative business.
- Broaden their knowledge base.
- Build onto an existing wellbeing modality.
- Round off their experience.

Whatever it may be, Northern Hypnosis Academy welcomes everyone through its doors with the exception of the age restriction above. No discrimination against age, race, sexual orientation, gender, religion, or ethnicity.

We live by three core values and encourage every student to embrace them to foster a healthy, productive and enjoyable learning environment

- **Respect for the individual**, treat others how you expect to be treated.
- **Aim high and achieve your best**, you get out what you put in and there is a lot to take.
- **Be open, honest and open minded**, barriers suppress brilliance.



How the course structured and your time commitment

This academy programme is accredited by the General Hypnotherapy Standards Council and requires a minimum of 450 hours of learning time.

Guided learning 120 hours

The programme is taught through a live virtual learning room utilising Zoom and consists of ten chapters in total broken down into a logical progressive flow.

The academy offers a free 'Kick Start' full weekend course which introduces you to the first chapter of the programme where you will experience hypnosis as a hypnotherapist and a client!

If you decide to continue with the rest of the programme, complete a chapter per weekend, one weekend per month. You will complete the course over a ten-month period.

Content covered across all chapters is a healthy mix of theory, shared experience from your tutor to bring topics to life and ample opportunity to put learning into supervised practice with fellow students.

Each learning day will begin at 9.30am and will end at 5pm. There will be a fifteen-minute break period in the morning and afternoon sessions with a one-hour lunch break in-between. Total learning time across each chapter weekend is twelve hours.

Directed learning 165 hours.

The academy provides pre-recorded refresher videos covering each of the topics per chapter. These are available to you for life for the chapters you have completed.

You will be equipped with detailed course notes to complement each chapter which are there for you to review following each weekend. Coupled with the notes you will take during the live course, they are a strong learning resource for solidifying the theoretical side of the course.



Chapter assessments are key to cementing your learning, these will be available to you to complete online following the chapter weekend. Your tutor will review your assessment and if there are any areas that need additional explanation or support, your tutor will take the time to ensure you understand before the next chapter begins.

There is also a wealth of suggested webinars for you to indulge in that are topical for each chapter. You will never be short of learning resources!

Home study 165 hours

The academy has a high expectation that you will put your learning into practice in-between chapters. This includes personal research and reading on relevant topics as well as creating your own experiences to enrich your learning.

Practicing with real people is essential. Using the scripts and guidance provided by the academy which align to your competency levels, are a fantastic way to build your confidence and accelerate your competency.

What happens if you miss any chapter content?

It's important to attend each of the chapter weekends as the course is built in a progressive and logical way, so you need to complete each chapter before the next one begins.

However, we know at times life can get in the way so we offer a catch-up opportunity recommended only in circumstances which cannot be avoided. The catch up is a focussed one to one session with your tutor to ensure you understand the chapter notes provided and of course you have access to the refresher videos too.



Learning outcomes of the course

- Understand and respect the workings and power of the subconscious mind.
- Successfully induce, deepen, and exit a trance.
- Develop competence in a wide range of therapeutic techniques, for example formulating and applying suggestions, depth of trance, anchoring and collapsing anchors, submodalities, reframing, regression, working content free, future pacing & fast phobia methods.
- Conduct an effective and efficient initial assessment of the client and their challenges, remaining unbiased and using clean language at all times.
- Build rapport, identify prominent sensory and language preference, and communicate effectively with clients.
- To be confident with therapy planning tailored to your client.
- Feel confident to break away from scripts and creatively use your own intuition to align with clients' wanted thoughts, feelings, and emotions.
- To effectively apply multiple techniques suitable to the client's needs to deliver powerful and effective results.
- Understand how to take care of a client safely and effectively with a high emotional release (abreaction)
- To understand when not to take on a client and know when to refer to a specialist if appropriate.



- Demonstrate a professional, caring, and empathetic approach that recognises personal and professional boundaries.
- Ability to confidently explain to clients and other interested parties what clinical hypnotherapy is, to desensitise any myths, build trust and be a respected ambassador for the profession.
- Understand and respect ethics, professional standards, and codes of conduct.
- Ability to identify your own strengths and areas of opportunity. Be instrumental in investing in continuing professional development.
- To respect difference, and diversity

These learning outcomes will be achieved during our virtual learning chapters, practical sessions, and home study assignments.



Course Content

Chapter one

- UK hypnosis law
- History of hypnosis
- Explanation of hypnosis
- Functions of the mind
- Power of suggestion
- Basic rapport building
- Laws of suggestion
- Sensory systems
- Behaviour modification
- Hypnosis demonstrations
- Practice session with fellow student.

Chapter two

- Laws Of Suggestion
- Neuroplasticity
- The Vak Induction (Totes)
- Planning Your Therapy
- Taboo Words
- Labelling
- Verbal And Non-Verbal Communication
- Abreaction
- Working Remotely

Chapter three

- Deepening And Anchoring
- The Therapy Process
- Formulating Suggestions
- Metaphors For Therapy
- Subjective Interpretations
- Contingent Suggestions
- Psychological Phenomena in Hypnosis
- Working Content Free
- Visualisation Techniques



Chapter four

- Nominalisations
- Predicates
- Group Hypnosis
- Self-Hypnosis
- Collapsing Anchors
- Submodalities
- Stress Management
- Reframing
- Marketing
- Business Stationery

Chapter five

- Auto Suggestion
- Client Questionnaire
- Pseudo-orientation In Time
- Aversion Therapy
- Fears And Phobias
- Past Life Regression
- Past Life Therapy
- Age Regression
- Future Pacing

Chapter six

Applications Workshop 1

- Working With Anxiety
- Panic Attacks
- Mindfulness
- Working With Depression
- Effects Of Medication & Med Reduction

Chapter seven

Applications Workshop 2

- Bereavement
- Insomnia
- Obstetrics
- Hypno Birthing
- Fertility
- Weight Control



Chapter eight

Applications Workshop 3

- Smoking Cessation
- Vaping Cessation
- Pain Management
- Sports Enhancement
- Irritable Bowel Syndrome
- Rapid Inductions

Chapter nine

Applications Workshop 4

- The Exam and Study Revision Protocol
- Inductions & Visuals Working Online
- The Revolving Cycle of Change
- Working In the Energy Field
- Marketing Masterclass (Full Day)

Chapter ten

Applications Workshop 5

- The Amazing Hypnotic Empty Chair
- Transference And Counter Transference
- Eye Accessing Cues
- Hypnotic Tips for Success
- Confidentiality
- Setting Up a Professional Practice
- Client Referrals Via NHS & GP's
- Supervision



GHSC Accreditation



The academy programme is fully accredited by the General Hypnotherapy Standards Council

The GHSC played a pivotal role in the Working Group for Hypnotherapy Regulation, aiming to establish agreed standards and achieve Voluntary Self-regulation (VSR) for the industry.

Working closely with other stakeholders in the Hypnotherapy Regulatory Forum, they contributed to the establishment of VSR through the Natural Healthcare Council (CNHC) in 2008, with Department of Health funding.

Hypnotherapy was formally admitted into the CNHC regulatory system on December 1st, 2010, marking a significant milestone for the profession

Graduates from this course are eligible for professional registration with the General Hypnotherapy Register (the GHSC's registering agency) at full Practitioner status, together with the acquisition of the industry based award:

The General Qualification in Hypnotherapy Practice (GQHP)



How do I join the academy?

The first step is to join the next available free kick start weekend. You can find the upcoming dates and how to join, in the Kick Start section of the academy website here.

<https://northern-hypnosis-academy.com/kick-start/>

Why is Academy Kick Start free of charge?

People have the right to better understand what they are committing to before they do. By sharing the foundations with you, it will give you a good indication if this journey is the right one for you and of course if Northern Hypnosis Academy is the right fit for you.

What does the academy gain from offering Kick Start?

The academy believes things happen for a reason. It takes a certain type of person to become a clinical hypnotherapist. Spending time with you over two days will give your tutor the insight they need to make the right people an offer to join the academy and continue with the course.

If you are given the opportunity to join the academy, your tutor will share all the details with you to move onto the next stage of your development and successfully complete the programme.

If you have any questions prior to your application, you may find an answer in our academy archives that you can access here.

<https://northern-hypnosis-academy.com/academy-archives/>

Or feel free to contact me on

Email: Keeley@northern-hypnosis-academy.com

Thank you for taking time to read our prospectus. I hope you found it insightful and informative.

Looking forward to welcoming you to Northern Hypnosis Academy.

Keeley Goodson
Founder and tutor
Northern Hypnosis Academy