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## Welcome to Hypnoversity – Issue 13 – May 2011

By the time this drops into your inbox you will probably have had your Easter break, possibly watched the royal wedding on TV and hopefully enjoyed some lovely weather.

In this issue we are focusing on Neuro Linguistic Programming or NLP. Nick Cooke has written a (very) potted history of NLP in his 'from the desk of the principal' piece and also shares his favourite NLP techniques and describes some typical scenarios where he might use them.

We've also both attended some of the recent NLP and Time Line Therapy™ trainings given by Mark Taylor and Nicky Kennedy of Opt2x1 and I think we'd both agree that we have refreshed our memory and I certainly feel that I've 'topped-up' my skills and gained more knowledge.

I hope you find this edition of Hypnoversity an enjoyable read and look forward to seeing some of you soon. I'll certainly be attending Shaun Brookhouse's Masterclass in Ericksonian Hypnosis at Central England College which is coming up on 1st July. Shaun is a great fan and expert on Milton Erickson and for those who are fascinated by the NLP 'Milton Model' or who love being 'Artfully Vague' in their hypnosis, this CPD event is a must.

Please feel free to email me at [editor@hypnoversity.org](mailto:editor@hypnoversity.org) .... or give me a call on 020 8947 3338 if you'd like to have your say.

Best Wishes,

**Lorraine McReight**  
**Editor**

## More than a bunch of techniques....

That's how Mark and Nicky of Opt2x1 describe NLP. Chatting with them on a recent visit to

London, their passion about the power and effectiveness of Neuro-Linguistic Programming is clear. The pair met while working in the public sector – Mark as a trainer and Nicky in people development and found they had a common interest in NLP. After undergoing extensive training and qualifying as master practitioners and trainers of NLP, NLP Coaching, Time Line Therapy™ and Hypnosis with Drs Tad and Adriana James, they set up their coaching, therapy and training business in Birmingham.

They use all these therapies with clients and work as a two-man team both for initial therapy, which they deem as short-term, and for coaching in the longer term. Intrigued by the idea of this, and with a vision of 'good cop, bad cop' I ask Nicky how coaching in tandem differs from one-to-one sessions and she replies, "Whilst one of us asks questions the second person is able to really listen to the language the client is using, identifying incongruence between language patterns, words used and behaviour displayed. This can then be used for further information gathering, allowing us to get to the root cause of the problem. Working as a team is also great for maintaining rapport, whilst enabling one of us to ask challenging questions. We are also able to carry out double hypnotic inductions, which we have found to be extremely effective."

Currently, teaching represents 60% of their business and this seems set to grow, but the mix of work, Mark tells me, offers them the opportunity not only to 'keep their hand in' but to have a range of relevant examples to cite to students. For clients, the benefit of undertaking NLP Coaching, rather than standard coaching, is that NLP coaching deals with problems that may have been holding them back, allowing them to move forward, and isn't solely focused on goal achievement.

For those who want to add more tools to their toolkit and to fully utilise all that NLP offers therapeutically, an NLP practitioner qualification that is professionally recognised is needed. "In our experience" says Mark "NLP is often taught as just a group of unrelated techniques, which results in practitioners missing the crucial NLP mindset. The mindset is based upon the presuppositions of NLP, which are convenient assumptions about people and their ability to change. Once an NLP practitioner understands and utilises the

presuppositions, they have a successful model for therapy in which to use the NLP techniques.”

Mark and Nicky deliver Practitioner and Master Practitioner courses and have also pioneered an innovative NLP conversion course for graduates of Central England College (CEC). The course which is available only to hypnotherapists who hold a full CEC Hypnotherapy Diploma, builds on the foundations of NLP that have been laid down in the Ericksonian and NLP Coaching modules. The course meets the certifying standards of the American Board of NLP (ABNLP) and successful completion allows therapists to join both the ABNLP and the Association of NLP (ANLP) and to market themselves as NLP Practitioners, potentially broadening their appeal. There will always be those, especially in the corporate sector, whose misconceptions of hypnosis would deter them seeking the help they need, so having another approach can often pay dividends.

“Our favourite definition of NLP” says Mark, “comes from Richard Bandler, one of the co-founders of NLP.” And he quotes, ‘NLP is an attitude and methodology that leaves behind a trail of techniques’. Mark explains “The attitude is one of curiosity and practitioner flexibility, which comes from such things as presuppositions, and the methodology arrives from modelling excellence in others. The NLP techniques then follow on from this. Teaching techniques in isolation is similar to putting the cart before the horse. NLP was never intended to be used in that way.”

Below are quotes from three attendees of the NLP Conversion course held in April this year.

*“I thought the NLP course was great. Mark and Nicky were very thorough and enthusiastic. Mark kept the ‘energy’ up all week. We could ask questions easily, and it was good to do some practice work. They were very accommodating, offering if we wanted, to stay later or come back at another time or get some advice after the course it would be fine. I also thought it was very good value (compared to the average cost of an NLP practitioner course), and it takes into account some of the NLP work done on Nick’s course. I also really enjoyed the time line therapy - it nicely followed on from the NLP course.”*

*“Last week’s course was excellent, not only in content but also presentation. It gave in depth training into a fascinating subject and taught many interesting techniques and useful tools. I would highly recommend the course to anyone who wishes to take their practice to a new level. Congratulations to Mark and Nicky for superb training.”*

*“Mark was very knowledgeable and knows his subject*

*well and obviously has a real belief in it, so he comes across with authenticity and 'congruence.' There are practice opportunities and Mark is extremely committed to his students, ensuring they have a good understanding. He never loses his energy and this is especially impressive after six days training in a row. Expect a full week, with lots to learn, but somehow it's all digestible... I guess Mark plays a big part in that. Extremely good value for money considering the price some NLP courses are."*

LM

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## **From the desk of the Principal**

### **It's a kind of magic? My favourite ways of using NLP for excellent changes!**

After I completed my first Hypnotherapy training in 1985, I attended a CPD event at which I heard people talking about something new called NLP and how great it was. The implication from some who had already trained in it was that it was somehow rather like hypnotherapy only faster, newer and with a special kind of mystique about it.

The name itself – Neuro Linguistic Programming sounded like something used by the CIA , especially the programming part! Over the years, through the NLP training I've undertaken, my own practise and training other practitioners, I've come to value highly the philosophy and techniques which can help people to become excellent communicators, and which can facilitate rapid and effective positive changes in feelings and behaviours.

### **A little background**

Richard Bandler and John Grinder, the original developers of NLP formed initially a very happy and productive alliance. In the early 1970s at the University of California, Richard was a psychology student and information systems expert, and John an associate professor of linguistics. Together they were creative, adventurous and very ambitious. They 'modelled' the work of highly successful people in the field of therapy and communication, Including the family therapist, Virginia Satir, the hypnotherapist, Dr Milton Erickson and the originator of Gestalt Therapy, Frederick (Fritz) Perls

Richard and John parted company acrimoniously less than 10 years later and recent books and trainings in NLP will inevitably contain the work of a number of additional developers. Notable amongst these are Tad James, Robert Dilts, Anthony Robbins, Judith De Lozier and Stephen Gilligan.

Training with Bandler I found to be a most unusual experience. Listening for hour upon hour of metaphors in a large group, I eventually took a hint from fellow trainees and just closed my eyes, let myself go into trance and enjoyed the experience. By contrast my most recent NLP training with Mark Taylor and Nicola Kennedy at opt2xl has been quite different. I found their training (including licensed TimeLine Therapy™ Practitioner) to be comprehensive and experiential, with a small enthusiastic group. Mark and Nicky shared their knowledge and experience generously and their comprehensive pre-course training material was of great benefit.

### **So what is it that I love about NLP?**

Despite the language of NLP with its meta-programmes and nominalisations, which sound anything but simple, many of the techniques and philosophies of NLP are simple to learn and to apply by clients as well as practitioners. Foremost for me is the philosophy, the idea of an attitude of 'can do' and of being flexible. Clients are frequently stuck in a 'can't do' inflexible state.

We'll achieve little without rapport, so the learning of rapport skills is perhaps for me the earliest and most important lesson from NLP, one of the pre-suppositions of which is 'The map is not the territory.' Learning to read from the client's map, or learning how to step inside their frame of reference is only possible when the client feels a sense of ease with me.

Good rapport can enable me to help my clients to be sufficiently motivated to facilitate change. I can of course help them to build their motivation by focussing upon the benefits of change. I believe that my own 'can-do' attitude and confidence also transmits itself to the client.

I find that all my clients have patterns that they need to interrupt in order to achieve change. The NLP changing sub-modalities process is often my ideal way of achieving this. SWISH is another of my favourites, as is the fast phobia release, dissociation technique.

Should clients demonstrate some resistance to change, perhaps by attaching some benefit to their ongoing behaviour / symptom, then another of the NLP pre-suppositions, 'Behind every behaviour there is some

positive intention' comes into play and I may well need to help the client to 'reframe' their perceived benefit by using NLP six step reframing or parts integration (visual squash).

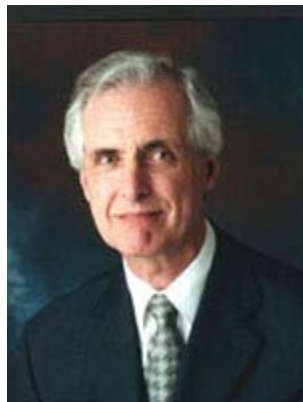
Sometimes my clients feel that they are lacking in resources such as confidence in a certain situation, such as public performance or examination. Here I use NLP resourceful states exercises to help clients to identify times when they were confident (or whatever resource they feel lacking) and make the memories powerful by changing the sub-modalities. This could include turning up the good feelings, brightening any pictures, and maybe altering any sounds they hear to make them feel more compelling.

Then I teach my client to anchor this state, perhaps by way of them associating a particular word with it and at the same time giving themselves a kinaesthetic cue, for example by pressing a particular knuckle so that each time they require that confident state they can simply say that word and give themselves that physical cue to release the required state.

NLP is brilliant and even the few techniques that I've mentioned can make the difference between success and failure. Whoops! - sorry, 'There is no such thing as failure, only feedback.' Something else we can learn from NLP is that we only fail when we give up!

**Best regards**

**Nick**



## **Are you a Warrior, a Settler or Nomad?**

A variety of methods have been used over time to group individuals into characteristic 'types' and those of you who have studied NLP will be very familiar with the descriptions such as 'Auditory digital' or 'Visual' which relate to the

individual's representational system.

Terence Watts, chairman of APHP and principal of the Essex Institute of Clinical Hypnosis, classifies individuals in more tribal terms. In the book 'Rapid Cognitive Therapy' (which he wrote with Georges Philips in 1999) he first describes these ancestral 'types', then expands on his hypothesis in his book, 'Warriors, Settlers and Nomads'. This volume is viewed by many as a self-help title, but the ability to recognise personality types and their inherent traits can be beneficial to therapists. For

those who prefer a professionally recognised description of personality types, 'Warriors' equate to the Resolute Organisational personality, 'Settlers' to Intuitive Adaptable and 'Nomads' to Charismatic Evidential.

So, why do we need to decide which category or personality type a client falls into before we start to work with them? Well, because it helps us as therapists to see the best way of helping our client. Warriors who are ambitious and goal directed will respond to a different approach to their Settler counterparts, who are by nature more easy-going and less driven, and Nomads who are larger than life extroverts who love attention and delight in change. An interesting discovery, useful to therapists and doctors alike, is the relationship Terence observed between personality types and pathology, though whether general practitioners will rush to embrace this connection is doubtful.

Rapid Cognitive Therapy, of which personality typing is just a small part, is a title coined by Watts and Philips and is about fast change and fast understanding. Despite being similar in name to Cognitive Behavioural Therapy, it isn't about behaviour, and clients are not tasked to record their thought and behaviour patterns. RCT is client-centred and objective rather than subjective. "It's about the client seeing themselves in a more favourable light", Terence explains "and viewing themselves for instance, as 'tenacious and determined', rather than 'pig-headed or stubborn', or 'soft and kind', opposed to 'a wet weekend'"

Terence Watts is delivering a one-day CPD event on Rapid Cognitive Therapy at Central England College on Sunday June 19th 2011. This fascinating and informative course is hugely entertaining and is held only once a year at Central England. Usually a sell-out, we recommend booking early.

**LM**

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## **Time travel – therapy style!**

When I first discovered Time Line Therapy™ as part of my NLP practitioner training in London, I realised I had found an amazing tool for change. Created by Dr Tad James and fiercely protected and trademarked, Time Line Therapy™ is a content-free way of releasing major negative emotions such as anger, sadness, fear, hurt or guilt. Hypnotherapists may have a number of ways to assist clients to do this, but TLT offers a very safe and effective way to let go of negative feelings whilst disassociated. Abreaction, if the client is guided carefully by the therapist, is unusual, and chains of negative emotions can be released relatively quickly (compared to many other therapies). The fact that the first or subsequent events that caused the negative emotion

don't require discussion makes this type of therapy especially appealing to some clients.

Tad lays down a strict order for releasing negative emotions based on his research and learning and therapists are urged to adhere to this model. Some NLP trainers and practitioners offer their own variations of Timeline style therapy which can differ significantly from Tad's model. A fan of the Tad James approach, I love its scope and range of use. As well as releasing negative emotions, Time Line Therapy™ can be used to remove limiting decisions and as therapists we are all too aware of clients who have 'decided' that they can't do, be or experience something. It can be very rewarding to work with clients who journey down their personal time line and remove these negative decisions during one long therapy session. Clients can travel forward too and place things in their time line at a specific point in the future to help them to create the future they desire.

Having focused in the last few years on hypnosis, I had got out of the habit of using Time Line Therapy™ except as an emotion-free regression method. I had almost forgotten the power and simplicity of Time Line Therapy™ so it was great to attend Opt2xl's recent TLT training at Central England College. My enthusiasm for it was re-ignited and I had the opportunity to refresh my skills and improve my confidence through practical exercises with other learners.

To become a Time Line Therapist™ individuals need to be fully qualified NLP practitioners and to attend an accredited TLT course. Opt2xl run such courses at Central England College and other locations and these are normally two day courses. For CEC Hypnotherapy Diploma graduates who attend the five day NLP Practitioner conversion course, Time Line Therapy™ training can be taken as a one day 'add on' which offers a great opportunity to extend one's therapeutic skills and at great value too. For more information contact [info@opt2xl.co.uk](mailto:info@opt2xl.co.uk).

**LM**

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## **Continuing Professional Development (CPD) 2011**

Hypnotherapists are required to maintain their Continuing Professional Development (CPD) to uphold professional learning standards and to meet the requirements of whichever professional association they belong to. Normally this is a minimum is 15 hours, or two days of CPD during each twelve month period. The list below shows CPD and other training events for hypnotherapists currently scheduled for 2011 but new

events are being added all the time.

## **CPD Training Days at Central England College - 2011**

### **Sunday 22nd May 2011**

**Michael Mahoney**

**Hypnotherapy and Working with Cancer Patients**

The attendance fee is £80

### **Friday 20th May 2011**

**Nick Cooke**

**Quit 4 Life Practitioner Training**

The attendance fee is £80 (includes Quit 4 Life License – normally £300)

### **Sunday 19th June 2011**

**Terence Watts**

**Rapid Cognitive Therapy**

The attendance fee is £80

### **Friday 1st July**

**Shaun Brookhouse**

**Ericksonian Hypnosis Masterclass**

The attendance fee is £80

### **Sunday 18th September 2011**

**Michael Mahoney**

**Irritable Bowel Syndrome (IBS) and its Successful Treatment with Hypnotherapy**

The attendance fee is £80

## **Booking information**

All courses are certified and training notes are provided. The courses are open to practitioners of hypnotherapy, NLP, coaching, counselling and related fields. Numbers are strictly limited and places can be booked by calling:

**Central England College on 0121 444 1110**


[info@cecch.com](mailto:info@cecch.com)

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## **Coming up in future issues:**

To come in future issues

- Tapping your way out of trouble – how clinical hypnosis can integrate with meridian therapies for achieving rapid and effective changes.

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- Top ten tips for success as an NLP Coaching Practitioner.
  - The IBS Register – its origin and function and why practitioners would want to be part of it.
  - Stress Management – and how no UK organisation can afford to ignore it.