

HYPNOTHERAPY TODAY

ASSOCIATION FOR SOLUTION FOCUSED HYPNOTHERAPY

Edition 38, Winter 2023

Autism

*Working with children and
young people on the spectrum*

Also in this issue:

Help! I'm being audited!

The SF guide to firewalking

Plagiarism



AfSFH.com



Association for
SOLUTION FOCUSED HYPNOTHERAPY

All about you!

AfSFH Fellowship nominations reopen in February!

We are pleased to announce that nominations for AfSFH Fellowship status will shortly reopen. If you know someone who has shown 'significant commitment and contribution to SFH, the AfSFH and the Hypnotherapy profession', you may submit your application to ceo@afsfh.com between 1st and 28th February 2023.

You can find full details of the Fellowship on page 13 of Issue 35 of *Hypnotherapy Today*, but the necessary criteria are:

- The HPD qualification
- Qualified to Level 5; this can be through qualification as a Supervisor or Advanced Hypnotherapy Diploma
- Qualified as a SFH for a minimum of 10 years
- Have been a member of the AfSFH for at least the last five consecutive years
- Also, if still in practice, they must be able to evidence the professional requirements for Supervision and CPD for the last 12 months.

To nominate an individual, please submit a 500-word written statement highlighting their significant commitment and contribution to SFH, the AfSFH and the wider Hypnotherapy profession. Each nomination will be considered on its own merits and subject to final, majority Executive Committee vote. The Executive Committee also reserve the right independently to nominate an individual that they feel meets the criteria for Fellowship.

Submitting an article for the website

In our Issue 37 survey, most respondents (71%) said they would like to upload an article to the website but hadn't yet done so, and a further 18% said they'd like to but didn't know how. Submitting an article is a great way to boost both your and our visibility on Google – we're always looking for quality content and promote every article we publish on social media. Here are a few top tips for submitting:

- The best articles are well written, obviously, but also keep Search Engine Optimisation (SEO) in mind. Read Trevor Eddoll's guide to SEO in Issue 37 for hints and tips on getting your article zooming up Google's search results, for example, start typing a question into Google's search bar on SFH such as: 'is Hypnotherapy ...' or: 'can Hypnotherapy help with ...' and voilà, up will come the top list of queries searched by real people – inspiration for your article's subject! Pick one of those and you know there will be interest in reading it.
- Make sure your article is longer than 400 words. If a page consists of few words, Google is more likely to think of it as 'thin content'. All search engines want to provide the best answers to the queries people have. Thin content is less likely to offer a complete answer and satisfy the needs of the public. Consequently, it will probably not rank very high.
- Remember your audience: the most engaging pieces will be aimed at interested members of the public so won't be too technical and be around 1,200 words long. Keep a positive, solution-focused tone throughout.
- Make sure your content is original. Andrew Major's article (p14) gives advice on plagiarism pitfalls.
- Upload! Login to your AfSFH account on the website and pick *Your AfSFH Profile* from the Dashboard menu on the right. Pick *Submit an article* from that menu, follow the instructions and it's done!

Help us continue to spread the SFH word!

Follow us:

Twitter: [@afsfh](https://twitter.com/afsfh)

Instagram: [@afsfhofficial](https://www.instagram.com/afsfhofficial)

LinkedIn: [Association for Solution Focused Hypnotherapy](https://www.linkedin.com/company/association-for-solution-focused-hypnotherapy)

Or follow us on the public-facing Facebook page – we often publish items that you can share on your own FB business pages. Just search for: **Association for Solution Focused Hypnotherapy** on Facebook or scan the barcode here to join:



If you are a Registered member, or a Student in your 8th month of training, you can also join the closed AfSFH Facebook group at: www.facebook.com/groups/Afsfh/. Once we receive your request to join, we will verify your membership and add you to the group!



Thank you to all contributors and people who have helped make this publication possible. The AfSFH was established in 2010 to represent the practice of Solution Focused Hypnotherapy as a distinct profession in its own right. Membership is open to those practitioners who have appropriate qualifications and experience within the field.

Hypnotherapy Today address:
Journal of the Association for
Solution Focused Hypnotherapy,
8-10 Whiteladies Road,
Clifton, Bristol BS8 1PD

Email: comms@afsfh.com Editor: Sally Hare

Disclaimer:

Hypnotherapy Today has tried to ensure that the contents of this magazine are accurate. AfSFH takes no responsibility for the content of articles reproduced, and articles submitted should not be taken as an endorsement of any kind. The Editor reserves the right to edit submitted articles. If you are looking to find a Solution Focused Hypnotherapy practitioner, then ensure they are qualified and fully insured (the AfSFH website provides full member details). Seek qualified medical/expert advice when it is appropriate to do so.

Contents

02 All About You!

– The AfSFH Fellowship, and how to submit an article to the website.

04 Super support!

– We get to know another AfSFH Supervisor.

05 The solution-focused approach to firewalking and other extreme mental challenges

– By AfSFH Fellow and Head of IT, Trevor Eddolls.

08 Help! I'm being audited!

– By AfSFH Head of Standards, Nicola Taylor.

10 Supporting autistic children and young people

– By Caroline Sutton.

14 This seems familiar ...! Plagiarism: what it is, how to avoid it, and what to do if you're targeted

– By AfSFH Head of Marketing, Andrew Major.

16 Is comparing the mind to a computer too simplistic?

– By Elise de Viell.

18 Supervisors' Directory

20 Committee Members

A Message from the Editor...

Hello, and welcome to our winter edition of *Hypnotherapy Today*.

Here's hoping you've had a festive season full of good cheer and are beginning the New Year excited about what will be good in 2023!

We've tweaked the layout of the Journal this time round, with all our wonderful Supervisors together in the Directory at the end of the magazine. This will make them easier to find and compare when you're looking for who will best suit your needs. Good luck to all those members who recently started their Supervisor training – we look forward to including your details in due course!

We hope members of our closed Facebook group are enjoying our new Friday community call-outs – an opportunity to connect, share ideas and tell us what works for you in the world of SFH! We've already learned a lot about each other – particularly interesting were our members' marketing tips. Mini-blogs on Google, podcasts, banners, group talks, QR codes, running Facebook groups and even getting in with the local hairdresser have all worked, so if you're looking for inspiration with your business, you might like to try one of those! Registered members of the AfSFH and students from month eight of their training are welcome to join the group – go to Facebook, search for Association for Solution Focused Hypnotherapy, and send your request.

We also hope you enjoyed our recent podcast with founder of the Inner Mammal Institute and internationally known wellbeing writer and broadcaster, Loretta Breuning, joining us from California. Do please share it on your social media channels to spread the word. Our February guest will be co-director of Balanced Minds and champion of Compassion Focused Therapy, Dr Chris Irons, so watch out for that ... and get sharing!

It doesn't seem a year since we last invited nominations for the AfSFH Fellowship, but with our first four Fellows settling into their new status, we'll be opening applications again from the beginning until the end of February. You can find out how to nominate inspirational AfSFH members in *All About You* on page 2, so we'll be looking forward to your applications. Also in *All About You* are our top tips for submitting an article to the website, as so many respondents to our last survey said they'd like to. There's nothing stopping you now!

Happy reading!

Sally

Sally Hare,
AfSFH Head of Communications



Super Support

Super supporter: Nicola Griffiths, AfSFH Fellow and Supervisor

In this feature we continue to get to know some of our fabulous Supervisors. All quotes printed with kind permission. Details of all our AfSFH Supervisors can be found in the Supervisor Directory at www.afsfh.com.

Q. What do you feel are the greatest benefits of attending Supervision?

I chewed, metaphorically, the end of my pencil before I answered this question! I think there are a lot of advantages to Supervision – but it depends on the individual. When I ask supervisees what they want from a session, whether it's group or one-to-one, the answer can frequently be that they want positive interaction or, as one person said recently, 'I've come along to cheer myself up!' It worked I'm pleased to say. We do have fun in sessions and my aim is for people to smile and laugh.

On the flip side, sometimes a one-to-one session can be about a supervisee 'letting off steam', either because of a frustrating client or because their business isn't going well. Don't get me wrong, I'm not going to let them be negative for too long, but I do think occasionally it's beneficial to be honest and be able to share this with someone who understands within a confidential environment. Again though, my aim is that they leave the session smiling.

Confidence-building is an obvious benefit. Sometimes, as one supervisee recently stated, 'a bit of hobnail boot encouragement' is required! Not everyone needs the latter, but I think we can all do with a boost to our confidence, no matter how long we've been doing this job. Some of that confidence-building comes as a result of me sharing research findings or information that can help further supervisees' knowledge. I'm forever reading *New Scientist* or some such publication so that I can talk about it in Supervision!

Then there's encouragement for supervisees coming through with really difficult cases where the client is up the sharp end of things, and oh boy, has there been a raft of those this year. My conversations in such cases are rarely less than half an hour, partly because I talk too much, but I listen too. This is a key part to helping a supervisee think through various scenarios – there's always more than one way of looking at things. The supervisee should leave Supervision feeling better about how they're going to handle a tricky case. Supervision needs to give support, and this is a very important benefit.

Q. What do you enjoy most in your role as a Supervisor?

There's no doubt about it, the bit I enjoy most is seeing the positive change in a supervisee within a session. The 'penny dropping' moments. It's the same with clients, you see daylight dawn and there's nothing quite like it. As a result of this, you can watch a supervisee develop, and I get very excited when they get confident enough to enrol on the Supervisors' course! But it's also about simply being there for them and making a difference. My last job was in financial services within a busy marketing department, and I wasn't making a difference to an individual's life, whereas now it's a real reward to help both supervisees and clients alike. I sometimes think this is something we don't positively reflect on enough.

I've been self-employed before I was a Hypnotherapist and I use that experience, as well as the experience of having run a successful Hypnotherapy practice (and clinic), to help supervisees develop their own businesses. I know it can be a challenge to self-motivate and that's when talking to someone else can seriously help. A supervisee recently sent me an email saying 'Thanks for the motivation! I really needed it as I was struggling to pick it all back up again, but I'm on it now.' It's a great journey to watch a supervisee grow their business as well as their confidence, especially if you've worked with them as a student in their early days.

Another Supervisor recently said to me, 'Don't ever retire, will you.' My answer was simple: 'I don't think I could. I enjoy it too much, plus I'm not that old – yet!'



About the writer:

Nicola has been a Supervisor since 2012 and is Senior Lecturer at CPHT Belfast and Dublin. Through lecturing she keeps up to speed with the latest teachings. She specialises in working with new graduates in their first year, but works with all levels of supervisees online, either in 1-1 or group sessions with telephone back up.



The solution-focused approach to firewalking and other extreme mental challenges

By AfSFH Fellow and Head of IT, Trevor Eddolls

We've all done it – faced some kind of challenge that seems to get bigger the closer we get to it. A challenge that has us thinking whether there might hopefully be a family commitment that stops us going, or perhaps we keep checking our health, just in case some twinge turns into an illness that prevents us taking part. Or perhaps it's just me! But that's how I know a number of people were feeling as the day of the firewalk came closer.

Firewalking is the ancient art of walking barefoot over hot embers. When I say hot, I'm talking about 600°C. The fact that people have been doing it since earliest times as a test of strength, courage, and faith, doesn't make the idea that you have to do it yourself any easier.

So, you're probably wondering why I volunteered to walk over very hot embers? The answer is that I did it for charity. Alabaré (www.alabare.co.uk) is a Salisbury-based charity supporting homeless adults, young people, veterans, and those with learning disabilities. They asked everyone who took part to pay £15 and raise £100 or more in charitable donations. The event was held at Hardenhuish School, Chippenham, on Saturday 17th September 2022.

Asking people to donate money for this worthwhile cause was easy. Telling people that I was planning to walk on red-hot embers was easy. I was looking forward to the feeling of euphoria when it was all over. It was the bit in the middle that filled me with trepidation. The bit where you walk over those frighteningly hot embers with bare feet. But how can people face a daunting challenge like that – it may not be firewalking, it may be a tandem skydive, a bungee jump, a best man's speech at a wedding, asking their boss for a pay rise, or anything else that seems intimidating to them?

Facing fear

Firstly, understanding how the brain works is a great help. Understanding that the emotional brain will try to protect you – which usually means not performing the scary activity. Your amygdala will be sending messages to your hypothalamus, which will result in the hypothalamus sending messages through autonomic nerves to the adrenal medulla (the inner part of the adrenal gland) to produce adrenalin and noradrenalin. This is known as the sympathomedullary (SAM) pathway. In addition, the hypothalamus releases Corticotrophin Releasing Factor (CRF), which is transported by the blood to the pituitary gland, which, in turn, produces adrenocorticotrophic hormone (ACTH). This hormone is transported by the blood to the cortex (the outside part) of the adrenal glands. The adrenal cortex produces corticosteroids, including cortisol. This is known as the hypothalamic-pituitary-adrenal

The physics of firewalking

Thermal effusivity (also known as thermal inertia or thermal responsivity) is a measure of an object's ability to exchange thermal energy (ie heat) with its surroundings. It is defined as the square root of the product of the material's thermal conductivity and its volumetric heat capacity.

The thermal conductivity of a material is a measure of its ability to conduct heat. Materials with low thermal conductivity, like embers, have a much lower rate of heat transfer than materials – like metal – that have a high thermal conductivity and transfer heat very quickly.

The volumetric heat capacity of a material is the heat capacity of a sample of the substance divided by the volume of the sample. It can also be expressed as the specific heat capacity (heat capacity per unit of mass) times the density of the substance. So, if the hot embers don't conduct heat very well, the foot of the firewalker won't burn.

Other factors on the side of the firewalker rather than the hot coals are:

- The blood supply to their foot carries away some of the heat
- Firewalkers keep moving, so they do not spend much time on one lot of embers before their foot moves off.

(HPA) axis. In other words, as you start to realise the enormity of what you're planning to do, you'll be in fight or flight mode and feeling stressed.

So, how can Solution Focused Hypnotherapy help individuals facing such challenges? One way that SFHs help clients is bucket emptying. Everyone has a metaphorical stress bucket sitting in their head, and every stressful event that happens to a person gets put in that bucket. Usually, during REM (rapid eye movement) sleep, these stressful events are emptied out of the bucket. However, if they're not sleeping properly, some stressful events remain in the bucket – and new stressful events get added the next day. Soon, that bucket might overflow – resulting in a panic attack or similar.

Every time the client worries about the firewalk/skydive/presentation etc, they add something more to their bucket. They increase the level of cortisol in their body. Solution Focused Hypnotherapy can help to empty their bucket – to relax and reduce their cortisol level.

A solution-focused approach can also help confidence levels – after all, a firewalk is only about eight or so steps – how bad can that be? We can help clients focus on being positive and confident about things. Useful scripts like *Confidence – the key to success* and *Confidence building* can be used to help anyone to feel more positive about things – even if those things include firewalking/bungee jumping/asking for a pay rise.

We can help clients to rehearse events in a way that suits the individual, encouraging them to picture the scene exactly the way they want it to be. The more you imagine an event, the more likely neurons in the brain are to form connections together. This forms a pathway in your brain – a 'thought route' that you are more likely to take when in the situation in real life. I imagined taking eight or so steps across hot embers and stepping off the other end onto the cool ground. Simple.

Other useful techniques

Another technique that many Hypnotherapists use is Anchoring. This NLP technique works just like Pavlov's dog

experiments. With Pavlov, he rang a bell (well, actually he used a metronome), and then fed the dogs. The dogs started to associate that sound with the arrival of food. They would then start to salivate. Classical conditioning is all about stimuli and responses. With Anchoring, your client associates a stimulus (this is called the anchor), such as pressing their thumb and fingertip together or rubbing their earlobe, with a particular response, such as feeling confident and in control. Later, as you stand in front of the hot embers (substitute your scary challenge here), you can fire your anchor (technical talk for rubbing your earlobe or whatever stimulus you decided on) and you start to salivate (if you were a dog) or whatever response, eg confidence, you associated with the action. That makes stepping onto the embers less daunting.

Lastly, something as simple as breathing (if done in the right way) can have a huge effect on how calm a person feels. Useful breathing techniques include:

- Breathing out for longer than breathing in (7-11 breathing)
- Box (or square) breathing, where a person breathes in for the count of four, holds their breath for the count of four, breathes out for the count of four, and holds their breath again for the count of four before starting to breathe in again and repeating the cycle
- Completely exhaling through the mouth, making a whooshing sound. Closing the mouth and inhaling quietly through the nose for a count of four. Holding the breath for a count of seven. Finally, exhaling completely through the mouth, making a whooshing sound (4-7-8 breathing).

***The more you imagine an event,
the more likely neurons in the
brain are to form connections
together.***



How I got over the embers

I found 7-11 breathing to be very effective while I waited for my turn to firewalk.

We did have a one-hour training session before the firewalk, where we were told that it was not magical and that we were not entering a state of altered awareness. We were assured that firewalking was only made possible by the laws of physics. Even so, standing outside in the dark, feeling the radiated heat coming off the fire made us all realise just how hot the embers were. The flames looked even more frightening against the night sky. We lined up as the burning logs were spread out. Each person had their own thoughts about how really stupid they were to be putting themselves through this ordeal. And, judging by the snippets of conversation I heard, many people were thinking that now was a good time to slip away into the darkness and give the firewalk a miss after all. We waited for our turn to come.

There are also two psychological issues at this stage that every potential firewalker must overcome. Firstly, as mentioned earlier, your emotional brain is reluctant to put your body in a dangerous situation, ie putting your feet on hot coals. The solution is logically to understand why (according to the laws of physics) it's not as dangerous as it looks, and just to do it! Secondly, the prefrontal cortex of your brain will want to take control of your walking to make sure that you are not burning your feet. It will want to monitor information coming from the temperature-sensing nerve cells in your feet. These thermoreceptors can be found all over your skin. For most adults, walking is second nature and not something that needs thinking about. Once the prefrontal cortex is involved, it will be sensing what's going on to the sole of your foot, and it will slow down your walking pace – which could lead to your feet burning. The solution is to sing a catchy tune to yourself, which keeps the prefrontal cortex occupied, or repeat a mantra like 'cool wet grass' as you walk along.

Standing a couple of paces away from the fire, we shouted our names, and confirmed that we still wanted to walk on fire. Then we did. Fifty people took the eight or so steps necessary to get to the other side. Some people did it quicker than others, but everyone succeeded.

We received our certificates of achievement and we all felt like we'd attained something special. I can confirm that the embers were very hot, and the ground afterwards was very cool. My feet were fine, but I know that some people had small embers attach themselves to their feet, leaving small burn marks, but nothing too serious. People did feel a great sense of achievement that they had accomplished the firewalk. I certainly did.

Did the therapy techniques help? Yes, definitely. I used them on myself and two of the other firewalkers – the ones who boldly stepped on to the embers. Will the same techniques work for anyone facing a challenge in their life? Absolutely.



People did feel a great sense of achievement that they had accomplished the firewalk. I certainly did.



Watching the fire



About the writer:

Trevor was made a Fellow of the AfSFH in 2022. He is Head of IT and Social Media for the AfSFH and regularly contributes to the Journal and the website. He runs his Hypnotherapy practice in Chippenham, runs CPD sessions, and offers one-to-one Supervision sessions over Zoom.



Help! I'm being audited!

There's no need to panic, says AfSFH Head of Standards, Nicola Taylor

As an Association we are committed to developing and maintaining high standards in the practice of Solution Focused Hypnotherapy. One of the most important activities we undertake in support of this is our annual audit. Each year a minimum of 10% of our members are asked to produce evidence of the minimum requirements as stated in our Code of Conduct, Performance and Ethics. Members are given 28 days to produce evidence for compliance.

In this article we aim to break down the requirements to provide more detail and to present the answers to frequently asked questions. We are also going to discuss common issues that arise and how we solve these in a solution-focused way.

1. Continuous Professional Development – 15 hours

The key point to be aware of here is that at least 10 of these hours must relate directly to your practice of Solution Focused Hypnotherapy. The most obvious way to achieve this is by attending courses and workshops that help to extend your knowledge of and skills in Solution Focused Hypnotherapy. Often these are run by practitioners of SFH or related practices such as Brief Solution Focused Therapy.

FAQ: Do I have to attend SFH courses to achieve my ten hours? No. Although this is the easiest way to achieve your minimum requirement, there are many other ways. Books, articles and blogs also count, and where better to start than with AfSFH podcasts and articles on our website? In Issue 32 of *Hypnotherapy Today* (Autumn 2020) we published an article

dedicated to what constitutes CPD. This would be a great place to start if you need more help.

FAQ: How should I record my CPD? On our website we provide a log designed to support your CPD recording. Your reflections on your learning are an important part of CPD. Here you have the opportunity to demonstrate what you have learned and how your learning can be applied in practice. You can find it in the Members' Network area of the website.

2. Supervision – six hours (verified by your Supervisor)

Our minimum requirement is six hours within a 12-month period, and feedback from audit demonstrates that many of our members are exceeding this amount. We can't stress how important it is to be in receipt of regular Supervision and, in contrast to some other associations, our members continue to receive Supervision regardless of their number of years in practice.

FAQ: What do you mean by a 12-month period? We would expect that, at any given point, a member will be able to look back over the previous 12 months and provide evidence of a minimum of six hours of Supervision. If you log your hours annually from January to December, that's fine. In this instance members often send this alongside their log for the current year too. You can find a Supervision log in the Members' Network area of our website.

As a solution-focused Association there is very rarely an issue that we can't overcome!

FAQ: *Most of my Supervision is completed via Zoom. How do I get my Supervisor to verify my hours? We* recognise that, over the last three years, there has been a shift in Supervision (either group or one-to-one), with much moving online. The good news is that your Supervisor will also be keeping a record of your dates and times for Supervision, and will have attendance records for group Supervision. One of the best courses of action is to email your Supervisor with your Supervision log, and ask them to reply to state their agreement. This can then be forwarded to us and that box will be ticked!

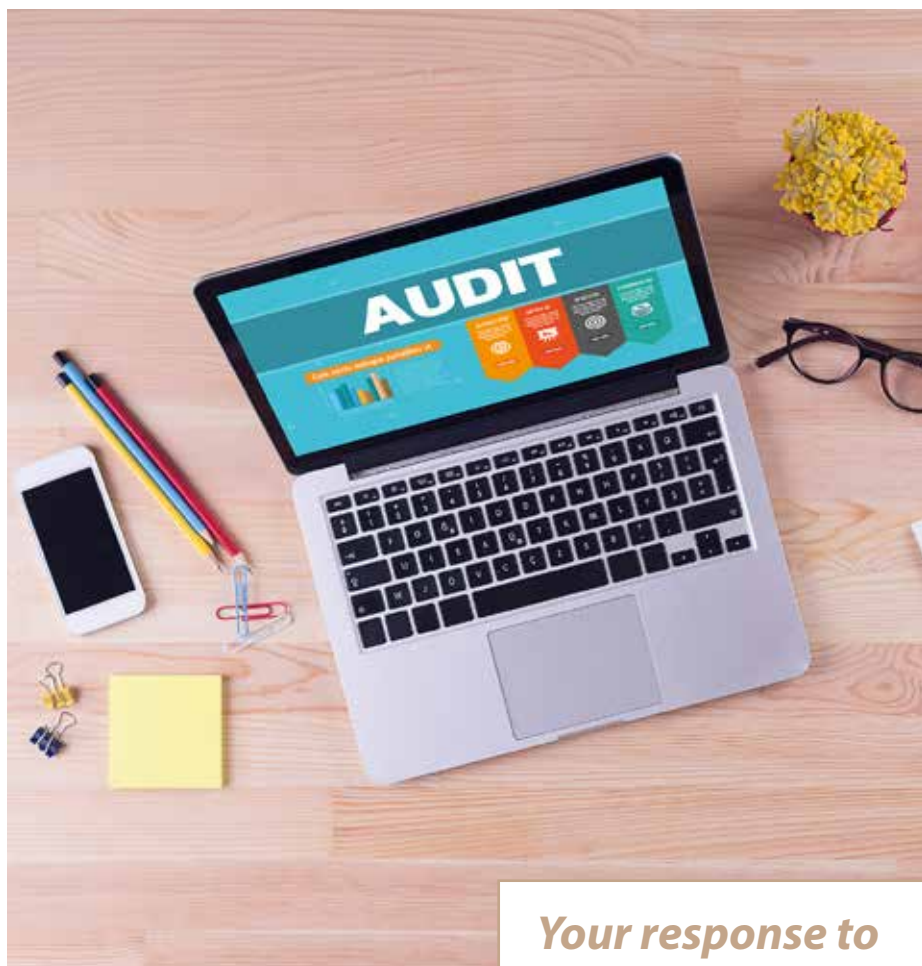
FAQ: *I haven't got any clients at the moment so I haven't been having Supervision. What should I do?* Regardless of whether you have no clients or just a few clients, the requirement is that you access Supervision. Supervisors are not just there to help with clients. In fact, it is never more important to access Supervision than when you are struggling. Your Supervisor will be able to help you with marketing and general business advice and offer support if you have any worries or concerns.

3. A copy of a valid insurance certificate

Having valid insurance is such a fundamental aspect of quality provision in SFH, to protect both you and your clients, that we always ask to see a copy of your certificate. Generally when you renew your insurance you will be sent a copy of your certificate or a link to access by download. We recommend that you keep this in a safe place where you can easily access it should you be required to.

Oh dear, I think I have a problem ...

As a solution-focused Association there is very rarely an issue that we can't



Your response to audit can be a five-minute job.

overcome! We understand that life happens, and we are always prepared to work with you on any issues that you may have in meeting the minimum requirements. We would rather work with you to extend deadlines, provide support and get you back on track than ask you to revoke your membership.

One of the most common issues we encounter is when a recently qualified member is randomly selected for audit. In this instance we ask for *pro rata* evidence, so if you have only been qualified for six months, we would expect a minimum of three hours of Supervision and seven hours 30 mins of CPD.

So, if you receive that email advising that you have been selected to take part in our audit process don't panic! Keep Supervision and CPD logs up to date, have a copy of your insurance certificate to hand, attach these documents and send them to us. Copy your Supervisor into the email and ask that they verify your Supervision hours on your log. Do this, and your response to audit is a five-minute job!

If you have any questions about the audit process please contact our Head of Professional Standards, Nicola Taylor, at standards@afsfh.com.



About the writer:

Nicola qualified as a SFH in 2017 and as a Supervisor in 2020. She runs her Hypnotherapy practice in Abergavenny and is also Head of Professional Standards for the AfSFH.



Supporting autistic children and young people

By Caroline Sutton

Autism is a lifelong developmental disability which affects how people communicate and interact with the world (National Autistic Society). Caring for an autistic child, or a child who displays traits of autism, can be a stressful and isolating experience. Increasingly stretched statutory services with lengthy waiting times often leave parents feeling at a loss to know how to get the support their child needs.

In this article, I will discuss how my personal experience of parenting a young person on the autistic spectrum, combined with my work as a Solution Focused Hypnotherapist, has led me successfully to support children and young people with autism and other associated conditions. My approach has helped those young people to understand and manage anxiety and difficult emotions and, as a result, cope better with a range of situations including school attendance, fears, and phobias. As Solution Focused Hypnotherapists we can successfully support these young people and their families by making subtle adaptations to our approach.

How does Solution Focused Hypnotherapy help children and young people with autism?

Firstly, it is important to recognise that autism is not a disease to be cured. Autism is a spectrum condition and affects people in different ways (National Autistic Society). Autistic children can struggle with communication, emotional regulation, and can also think and feel differently. We also know that they can be more prone to issues such as anxiety, depression, addiction, sensory sensitivities, and sensory overload. Just like all children, autistic children have their own strengths. Behaviour that may be perceived

It is important to recognise that autism is not a disease to be cured.

as negative or naughty is generally an indication that a need is not being met or that the child has not found an alternative way to express the emotion. It is important to understand what purpose the behaviour serves and then support children to find more positive ways of communicating.

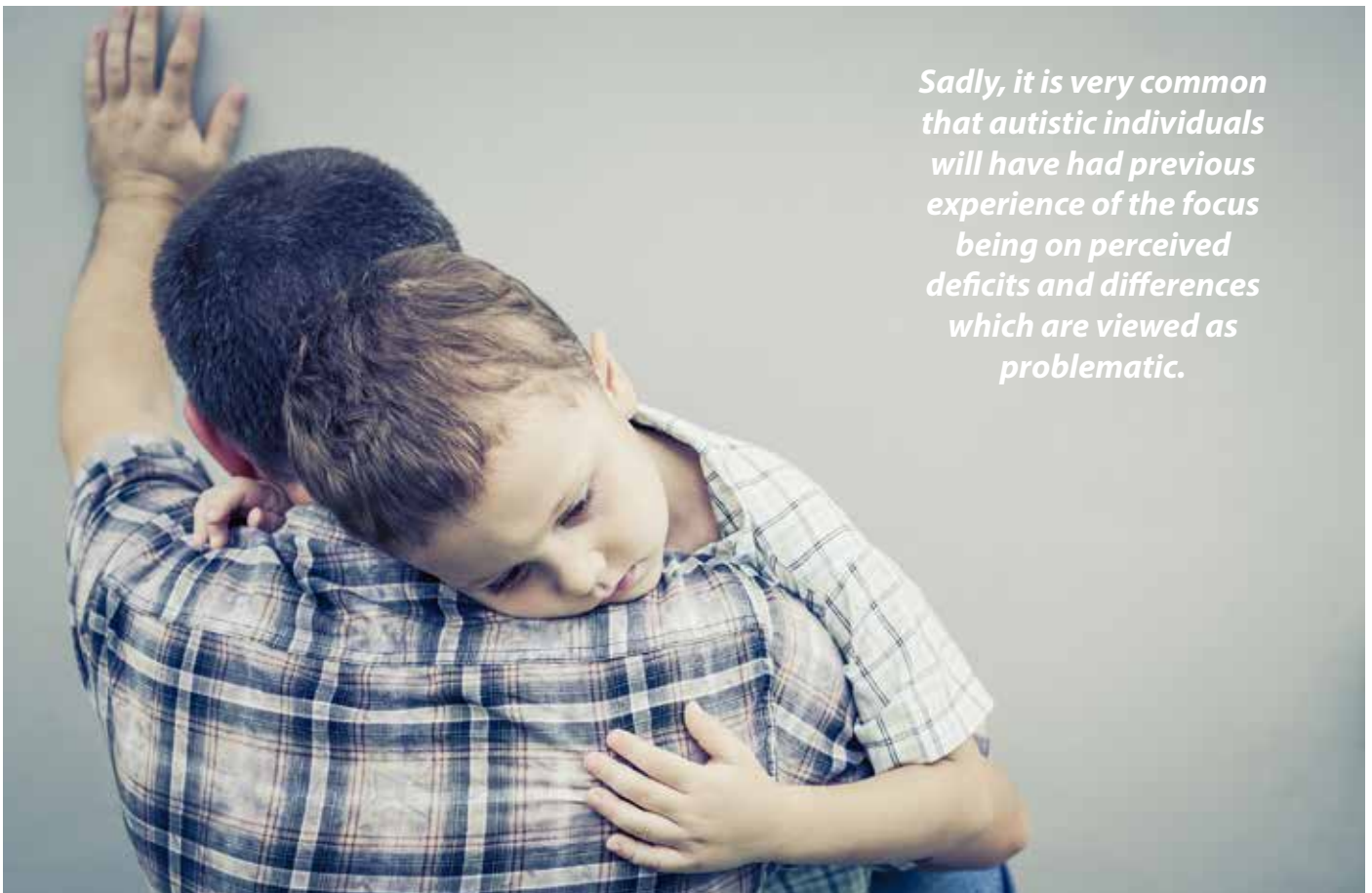
There is increasing evidence that Solution Focused Hypnotherapy is an effective way of managing these issues. If we take the time to understand and embrace these differences, what we often see is a wonderful sensitive human being who just requires a subtly alternative approach and for things to be done a little differently to allow them to thrive and live a fulfilling life. It is highly satisfying as a therapist when I see my clients beginning to realise that the things that they have been taught to believe are deficits are in fact strengths. The beauty of the solution-focused approach to Hypnotherapy is that it allows for individuals to be treated as just that – individuals.

Sadly, it is very common that autistic individuals will have had previous experience of the focus being on perceived deficits and differences which are viewed as problematic. Using the SFH approach we naturally focus on strengths and solutions; this serves to empower and increase confidence and self-esteem which may well have been

impacted by previous negative attitudes within education and statutory services. My personal experience of parenting a neurodiverse young person is that, from his very early years, we were bombarded with a team of professionals who focused on his deficits in a bid to 'fix him'. It took my husband and I many years to realise that our child did not indeed need to be fixed, as he wasn't broken. What he needed to thrive was a flexible approach that appreciated his differences and celebrated his strengths. Hardly a new concept in solution-focused therapy, but a rarely used approach in most other statutory health and education services. Using a variety of approaches, tailored to the individual's strengths, results in therapy that is flexible and can be adapted as needed. In the same way a SFH would work to identify solutions with any client, the key with this client group is to ascertain the situation in which the problem state does not exist. This sets the foundation for finding solutions and drawing from strengths.

Non-judgemental support for parents

A vital component of successful therapy is rapport and trust between therapist, child, and parent. It's helpful to have a discussion with the young person's parents prior to the Initial Consultation, to find out their preferences and dislikes. It is also important to gain an understanding and insight into how



Sadly, it is very common that autistic individuals will have had previous experience of the focus being on perceived deficits and differences which are viewed as problematic.

parents are feeling, and how they view the situation. It is not uncommon for parents to feel judged or misunderstood by other parents, family members, and/or teachers. I know from personal experience how stressful and isolating this can feel.

An important aspect of the process is that parents feel able freely to discuss their worries and concerns with a therapist who displays empathy and understanding. Often when parents seek help for their children, they have had months or years of battling to get recognition of, and support for, their child's needs. The emotional impact of caring for an autistic child should not be underestimated; we will often be working with a young person whose parent is suffering from stress and anxiety.

Providing a non-judgemental listening space for parents, where they feel heard and understood, benefits both the parent and the child. I find that parents also benefit from attending sessions, for example having an opportunity to work with their child to find solutions, and to relax in the shared experience of trance. One of my young clients recently commented that she 'loves seeing Mum so happy' after sessions. We spend time focusing on the child's strengths and abilities, and reflecting on achievements, no matter how small or inconsequential they may appear. Sadly, children have often had the experience of the focus being on what they can't do. Using solution-focused therapy we concentrate on celebrating what they can do. Often these young people excel in certain areas, and we then use these strengths during therapy to find solutions.

Issues such as the child becoming upset when the parent leaves them at school, or struggling in the classroom environment, are very common. Mainstream school can be overwhelming for a young person with the sensory sensitivities that often accompany autism. Crowds, noise and unexpected events can leave the child exhausted with an overstimulated amygdala. Supporting parents to ask for adjustments at school, eg a quiet place to eat lunch or retreat to when things become too much, is vital to ensure the young person can regulate without going into a fight or flight response. Again, it is important to stress the importance of individual adjustments that are tailored to the young person's needs. An approach I have found successful with my clients is to have a period of 'brain downtime' after school, doing something calming and that fits with the child's interests, for example blowing bubbles, craft activities or listening to music, to help the brain to recover from the overstimulating school day.



Parents may also need support to negotiate, for example, their child not being set homework, or being able to leave school early to avoid the crowds at home time. One of the young people I work with attends school four days a week and spends his 'down day' off on Wednesdays outside with animals. This has significantly improved attendance at school; when attending full time he was at risk of exclusion for displaying challenging behaviour when his brain became flooded with adrenaline and cortisol.

Subtle adaptations to sessions

Sessions are tailored to the individual's age and level of understanding. I tend to follow a structure, as this provides predictability, and assists in lowering anxiety and providing familiarity and routine. Using the traditional SFH framework to structure sessions is very effective. The key here is to offer flexibility within this and constantly to monitor the child's responses and tolerance to the concepts.

One of my young clients finds verbal communication challenging and will not respond to direct questions. We initially ran into problems with the happiness scale. I gave her a notebook and she drew the scale for me and indicated her number. She now brings her notebook to all sessions to indicate where she is on the scale that day, and why, and keeps a daily log of how her day went which she

It is not uncommon for parents to feel judged or misunderstood by other parents, family members, and/or teachers.

then happily shares with me at the beginning of the session. She has also moved onto writing what small thing that day would move her one point up the scale.

I try to incorporate what has been good for the child since the last appointment at some point prior to trance but may need to do this indirectly, for example saying 'I wonder if anything has been good this week?' is more successful than directly asking 'what has been good?' It allows time for the client to focus on positives and successes. If appropriate I may then go on to talk about emotions; the ability to recognise, name and describe emotions is key to managing feelings successfully. I use a range of resources such as emoji cubes, emotion 'squashies' and soft toys to talk about and describe feelings. Techniques such as the brain house model from the *Hypno4children* programme are used to learn how to manage emotions more effectively. Both the *MINDHACK* and the *STUDYCALM* methods developed by www.hypno4children.co.uk are invaluable resources when helping children to understand and manage emotional responses.

The second part of the session is devoted to relaxation techniques including guided relaxation and hypnosis. This is done in different ways depending on the age of the child. Children under the age of eight are mainly in their subconscious brains, which is a natural trance-like state, so may keep their eyes open and move around the room. Older children may want to lie on the couch or relax on a beanbag while we go through a series of relaxation exercises and guided hypnosis. I have found that using a graduated approach to this is helpful, so if my client is uncomfortable lying on the couch, I will do the session with them sitting in the chair initially, and only move to using the couch when they are ready. Sensory differences might mean that background music works for one individual but irritates another.

Why does Solution Focused Hypnotherapy work so well with autistic individuals?

Autism is a broad spectrum disorder and autistic individuals may have some similarities but, just like everyone else, will also have many differences. One of the reasons why SFH works so well is the basic premise and framework of each session remain the same, which provides predictability for the client. Within the framework, there is flexibility to adapt and tailor the sessions to meet the client's individual needs and tolerances.

In summary, SFH is a positive and effective way to support the mental and emotional wellbeing of autistic children and young people. As a therapist it is not necessary to have extensive experience or expertise in autism when working with this client group. What is important is a desire to see the individual as just that – an individual. Using a flexible, client-led approach can lead to successful and often life-changing outcomes.



About the writer:

Caroline lives in Baildon, a small town in Bradford, West Yorkshire. She graduated from York CPHT in February 2022 and is building her business in her hometown, seeing clients face-to-face and online. Prior to training, Caroline had a long career in nursing, working with children and families in a community setting.

What is important is a desire to see the individual as just that – an individual.





This seems familiar ...!

Plagiarism: what it is, how to avoid it, and what to do if you're targeted

By AfSFH Head of Marketing, Andrew Major

Why original content is important

Whether you've been in practice for years, or if you're just starting out, it's important to make sure that the content you produce and communicate on your website, social media channels and presentations is original.

We often think of plagiarism as an intentional act, but it can be accidental too – sometimes we unintentionally repeat phrases or words in our writing because they stick in our minds from other content we've been researching and reading. Other times, it can be the same by complete coincidence. Whether it happens intentionally or unintentionally, plagiarism is an ethical and sometimes legal issue. It can also hurt your Search Engine Optimisation (SEO).

When you produce original content, it shows that you're knowledgeable and invested in your profession. It also gives you a chance to share your unique perspective with the world. If you're not a natural writer, that's OK. There are plenty of ways to produce original content without having to start from scratch. You can curate content from other sources, repurpose old blog posts, or even hire a ghost writer. No matter how you do it, just make sure that the content you create is original and engaging and your practice will benefit!

What is plagiarism?

Plagiarism happens when someone takes someone else's ideas or content and passes them off as their own without properly crediting the source. Of course, there are many simple ways to avoid plagiarism, such as properly citing your sources, using quotation marks, and paraphrasing. By following these simple tips, you can help ensure that your content is original.

However, even if you take precautions, it's still possible accidentally to plagiarise someone else's work. If this happens, it's important to admit your mistake immediately and apologise. You may also need to provide a citation for the copied material.

Common types of plagiarism

When you're creating content, it's important to be aware of the different types of plagiarism. There are three main types:

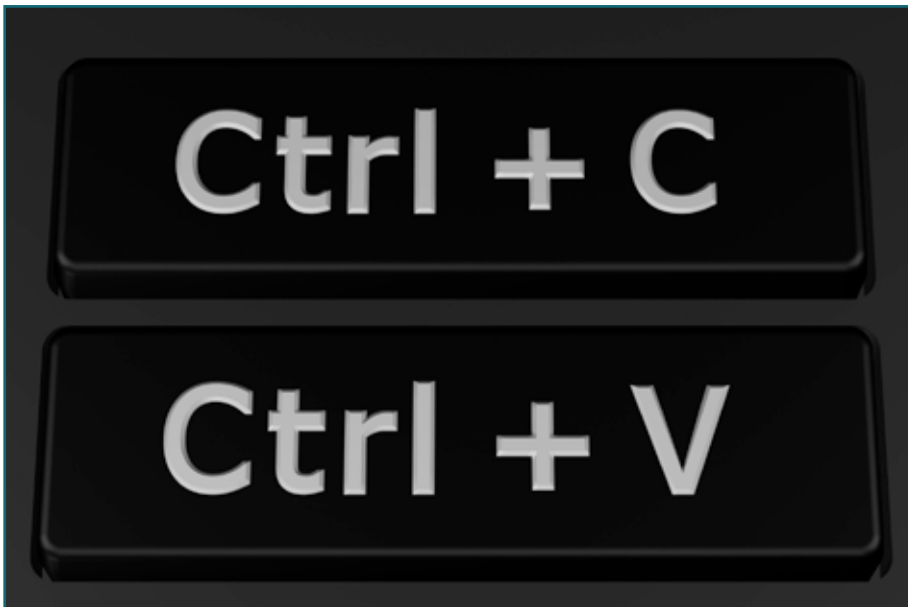
1. Copying or closely paraphrasing someone else's work without giving proper credit
2. Using someone else's ideas without properly citing them
3. Failing to put a quotation in quotation marks when you use someone else's words.

How plagiarism affects SEO and your website ranking

Plagiarism can have a serious impact on your website's SEO and ranking. When you copy someone else's content without giving them credit, Google penalises your site. This can result in a lower ranking and fewer visitors to your site.

The thing is, especially with Hypnotherapy, similar content is everywhere, and many therapists will be creating content on the same topics and approach, so it can be challenging. Of course, search engines analyse pages to find relevant and topical content for their results from sites that are trusted, so creators use many common keywords, phrases, and content to rank higher. That's part of what on-page SEO is.

However, too much similar content can hurt SEO rankings or even get the perpetrator into trouble. Search engines can usually recognise plagiarism. They will automatically list the



older pages to give credit to the original, and the plagiarised page won't be listed. So, the best way to rank on search engine results pages is to provide fresh, unique content that readers will value.

My experience

I actually found myself in this very position. Having spent time and effort creating my own website content and blogs, over time, some pages were beginning to rank well in Google results. And then, over a couple of months, when looking at my analytics, the same pages were receiving few visitors and ranking positions were in decline. Now this can happen for a number of reasons, and you always expect results to fluctuate. However, I decided to use a free plagiarism checker tool online and to my absolute disappointment, every piece of content was duplicated. In fact, my whole website had been duplicated and copied to a different domain. As a consequence, my website ranking suffered and client enquiries decreased!

Thankfully, I was able to take swift action and report the issue to Google, which helped remove duplicated content from search results. I also took legal action, and my solicitor sent a cease and desist notice. This requested that the individual remove the content and refrain from repeating it in the future, with a threat of legal action if the recipient failed to comply. This action would include applying to the court for injunctive relief or damages. I'm pleased to say, this did the job, and the matter was resolved. My website has been slowly recovering since then!

How can you create original content that will engage people?

In a world where we're constantly bombarded with content, it can be hard

My whole website had been duplicated and copied to a different domain.

to know how to create something original that will capture attention and help you achieve your goals. However, there are a few key things you can keep in mind that will help you stand out from the crowd. First, focus on creating content that is relevant to your clients and their concerns. Use language that resonates with you and your brand. So, it means understanding who your clients are and what kind of content they are looking for when it comes to seeking out support. What questions are they asking? Once you have a clear understanding of this, you can start to produce content that resonates with them on a deeper level. Additionally, try to be authentic and transparent in your messaging. Avoid sounding like a sales pitch, and instead focus on providing valuable information that potential clients will appreciate. Finally, don't be afraid to be creative and experiment with different formats and styles of content. By thinking outside the box, you'll be more likely to engage with website visitors which will help create more enquiries for your practice.

How to monitor your content

If you're concerned that your content may have been plagiarised, there are a few ways to check. One of the easiest methods is to use a plagiarism checker tool, which will scan your text for any similarities to other sources. There are plenty of free tools online that allow you to enter paragraphs of text, alternately paid-for services can scan all the content using a URL.

Another way to check for plagiarism is to do a Google search for your content. If any of your text appears on other websites, it's likely that it was plagiarised. However, this method isn't always 100% accurate, as other websites may accidentally use the same content unintentionally, but it will allow you to browse and decide if your content has been copied.

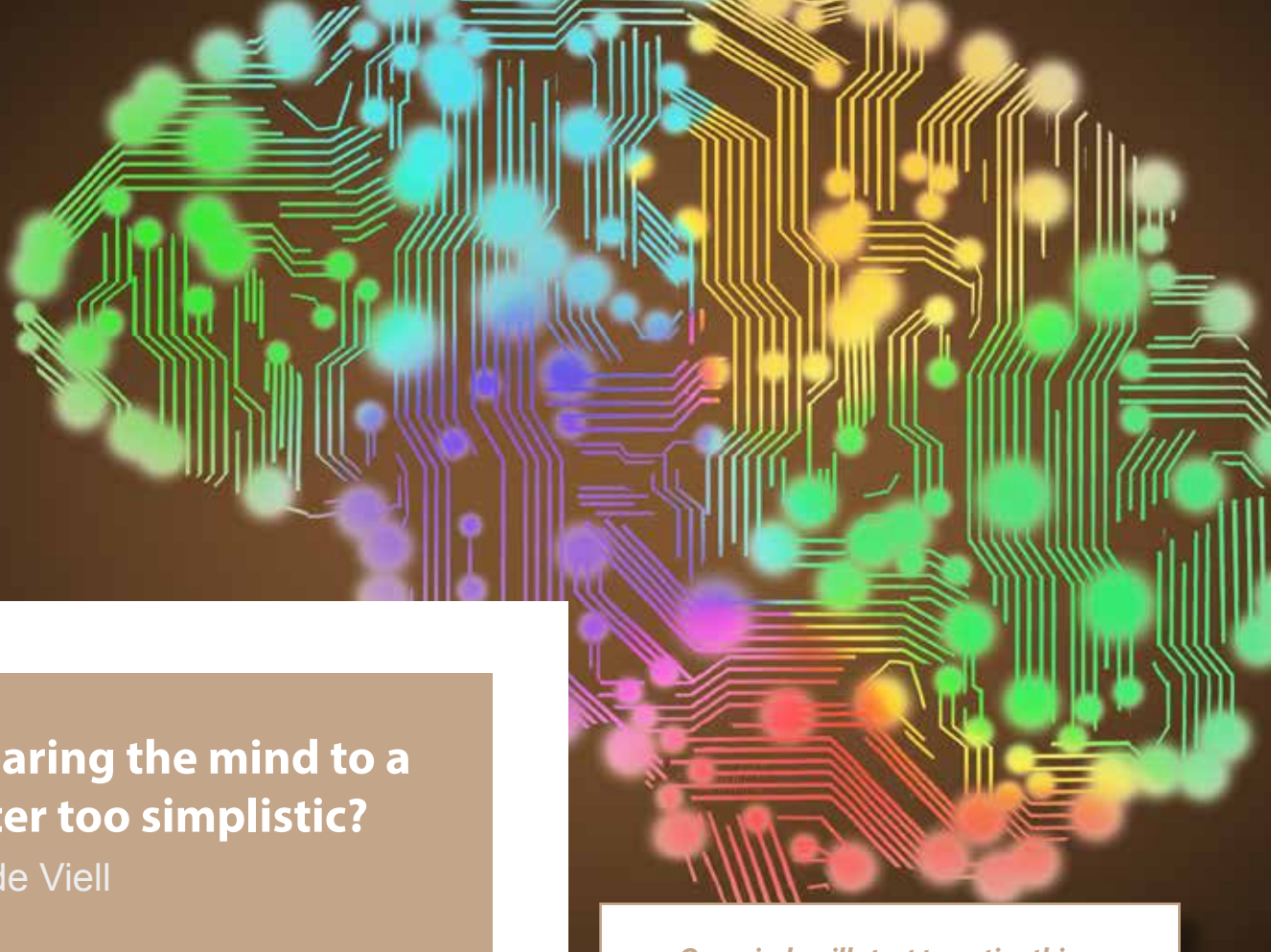
In conclusion

Plagiarism is a form of cheating that can result in serious consequences. It occurs when someone steals someone else's ideas and passes them off as their own. The best way to avoid plagiarism is to properly cite your sources, use quotation marks, and paraphrase. By following these simple tips, you can help ensure that your content is original and avoids any potential plagiarism accusations. Original content is important for SEO because it helps Google determine the relevance of your website. When you publish original content, you are telling Google that your site is worth ranking high on its search results pages. This, in turn, can lead to more traffic and better search engine visibility for your business. So, if you want to make sure your website is visible to potential clients, make sure your content is original.



About the writer:

Andrew has a professional background in marketing. He is eager to continue the wider promotion and awareness of SFH and the work of the AfSFH and its members.



Is comparing the mind to a computer too simplistic?

By Elise de Viell

Probably a bit, but there are some analogies we can use that are effective in explaining how the mind works. I find that younger people, or those who are more analytical, tend to like straightforward metaphors and analogies rather than the 'fluffier' ones. Using some of these ideas either during our conversations, or during trance, can help remind clients that they have the resources within them to create positive change in thought, action and behaviour.

The Search Bar

Imagine you have a client who is feeling anxious, depressed, lonely, fearful, or with low esteem or confidence issues. They type any of these words into the search bar. What do they get? Well, over a million results returned all about the problem, how it feels, how many people struggle with it etc. It makes them feel even more emotional or upset. They feel fed up and give up trying to help themselves perhaps. They may even diagnose themselves with a few other disorders during the process as well, which will add to the emotional upset that they are feeling. However, if they switch things around and search for the solutions, by typing in things that they want to experience such as happy, excited, confident, strong, stable, calm and in control, guess what? They find millions of websites and images that portray these things, and they enjoy looking at them. They feel hopeful, a little excited maybe that things can change, they may even have some ideas of things that they'd forgotten about that have made them happy in the past. There may be activity ideas, good books to read, films to watch, songs to listen to.

Our minds can work a little like this as we know, if we keep focusing on the problem, it becomes bigger, more noticeable, we are vigilant to the things that prove this is the case. Whereas, when we start searching for the solutions, our minds work fantastically at finding new ways of doing things, perhaps doing something we've always wanted to do, or using things we know already work for us well and amplifying their effects! Our

Our minds will start to notice things that show us that we are changing, and working towards our new preferred way of thinking, feeling, and doing.

minds will start to notice things that show us that we are changing, and working towards our new preferred way of thinking, feeling, and doing.

Busy Tabs

Have you noticed that, when we have too many programmes open, our device can get a little slow or sluggish? It's as if the computer doesn't know where we want it to focus, so it just keeps whirring away with everything running in the background and becomes overloaded!

Our minds can be like this. Yes, we can shift our attention between multiple tasks, but doing this on a regular basis isn't always helpful. We may not complete any one thing well if our attention is flicking between one focus and another. Sometimes we just have to allow our minds to slow down a little, to have a rest, or to daydream. Some of the greatest ideas have been formed by those lightbulb moments, when we allow our minds to idle and drift, and then 'ping!' creativity happens! Sometimes this occurs when we are doing something that doesn't require our full attention. People often have them in the shower, walking the dog, or whilst doing the washing up gazing out of the window. As we know, hypnosis utilises this nice state of daydreaming or trance, so that our minds are focused and at their most creative, solving problems, thinking of new ways of doing things etc. We can almost view things in a slightly dissociated way, away from the normal thoughts, feelings and emotions that can steer us in less helpful directions.



*With too many
distracting icons it's
hard to recognise what
is truly important
to us.*

The Critical Error

This is when our body and mind forces us to stop! It can manifest physically in the body with illness, or psychologically through things such as anxiety, anger or depression. It's when we need to go into repair mode. Most of the time this is forced upon us as we didn't even realise that we'd got to that state of overload. It's no coincidence that people get ill on their first day of annual leave, when they allow things to slow down a bit. Taking time to relax regularly means that we are less likely to reach the point of needing to go into 'recovery' mode.

Page Not Found

Sometimes clients can feel a little lost, that they are stuck in a rut, that they've lost their purpose or motivation, perhaps that they are not following their true path, or that they simply don't feel themselves. Taking time to reflect, to plan, to recognise what strengths and resources they already have, what they would like to include in their daily lives, what has worked for them previously and made them feel good, and a bit of positive goal setting, can help clients rediscover what they are about and how they'd like their future to be. We often do this in our working lives, but not so much in our personal lives.

Defragging

Information is stored on computer hard drives in blocks that can sometimes get split, and the computer must work harder to get the information it needs, which slows it down. So how does that relate to the mind? Well – during trance

our minds, as we know, go into a state of processing not unlike the REM state, where our prefrontal cortex can start processing, creating new connections, and putting things in order. If we are working on confidence or self-esteem it can gather all that information, focusing on the skills and resources that we already have in this area, amplify them, and add new bits of information that we'd like to include (our desired future self). The mind can set up a new, easy-to-access template of information that is ready to go!

The Home Screen

It can sometimes be hard to see the wonderful picture that we have set as our laptop background because of the clutter of shortcuts and icons in the way! Many of these programs aren't needed daily, and we can use the search function if we want to use them. If we take time to focus on the ones that we really need, and delete the others, we can start to see the wonderful image behind; perhaps of loved ones, or beautiful landscapes that set our imagination reeling. It may be our business logo that we proudly created, reminding us of achievements and goals. Like this screen, our mind needs a positive focus. With too many distracting icons it's hard to recognise what is truly important to us.

So, in answer to my original question, no, we are not computers, we are wonderful, unique, individuals – but yes, there are some direct analogies that we can use to help certain clients understand things a little better, almost like a user manual for the mind. It's a powerful machine.



About the writer:

Elise has been working as a Hypnotherapist and psychotherapist for over 10 years and holds Advanced Practitioner status (level 5). She runs three busy practices across Somerset in Burnham-on-Sea, Bridgwater and Taunton, as well as online internationally.

SUPERVISORS' DIRECTORY

ST: Supervision type (e.g. Skype, One to One, Group supervision).

For the latest list of Supervisors, please refer to the AfSFH website.



Tiffany Armitage

Location: Ivybridge, Devon
M: 07396 209103
E: tiff@tiffanyarmitage.co.uk
W: www.tiffanyarmitage.co.uk/therapists-area
ST: Group, One to One, Online



Alina Bialek

Location: London
M: 07725 521804
E: info@alinabialek.co.uk
W: www.alinabialek.co.uk
ST: Group, One to One, Skype, Phone



Alex Bronger

Location: Stroud, Gloucestershire
M: 07917415926
E: alex@bronger.co.uk
W: www.abhypnotherapy.co.uk
ST: Group, One to One, Skype, Phone



Cathy Cartwright

Location: Rochdale
M: 07716 145 122
E: cathy@freshthinkinghypnotherapy.co.uk
W: www.freshthinkinghypnotherapy.co.uk
ST: Phone, One-to-One, Skype and occasional group sessions.



Sandra Churchill

Location: Trowbridge
M: 07515441825
E: sandrachurchill@virginmedia.com
W: www.churchillhypnotherapy.co.uk
ST: Group, One to One, E-mail, Phone, Skype



Melanie Cook

Location: Bristol, Bath, Radstock, Paulton
M: 07746 438276
E: melaniecookhypnotherapy@gmail.com
W: www.melaniecookhypnotherapy.com
ST: One to One, Group, Phone, Zoom



Debbie Daltrey

Location: Manchester & Cheshire
M: 07724 855395
E: hello@greatmindsclinic.co.uk
W: www.greatmindsclinic.co.uk
ST: Group, One to One, Skype, Phone



Rachel Dimond

Location: Glasgow
M: 07882 659582
E: rachel@focused-mind.co.uk
W: http://www.focused-mind.co.uk/
ST: online/face to face one to one/group



Karen Dunnet

Location: Skipton, North Yorkshire
M: 07850 732761
E: karen@kdhypnotherapyskipton.co.uk
W: www.kdhypnotherapyskipton.co.uk
ST: Group, One to One, Zoom



Jennifer Dunseath

Location: Belfast
M: 07775 871119
E: info@solutionhypnotherapyNI.co.uk
W: www.solutionhypnotherapyNI.co.uk
ST: Phone, Zoom, Group, One to One



Kim Dyke

Location: Trowbridge
M: 07825957013
E: kimdykehypnotherapy@hotmail.co.uk
W: www.kimdykehypnotherapy.co.uk
ST: Group, One to One, Phone, Zoom, E-mail



Sharon Dyke

Location: Taunton
M: 07766250113
E: sdhypnotherapy@yahoo.co.uk
W: www.sdykehypnotherapy.co.uk
ST: Group, One to One, Skype



Trevor Eddolls

Location: Chippenham
T: 01249 443256
E: trevor@ihypno.biz
W: ihypno.biz
ST: Zoom, Phone, Email, One to one



Catherine Eland

Location: Southport / Chorley / Leeds
M: 07825047849
E: Catherine.eland@birkdale-hypnotherapy.co.uk
W: www.birkdale-hypnotherapy.co.uk
ST: Group, One to One, E-mail, Skype, Phone



Jane Fox

Location: Stockport, Manchester, Cheshire
M: 07870 882234
E: janefox2012@sky.com
W: janefoxhypnotherapy.co.uk
ST: Group, One to One, Skype, Phone, Email



Rachel Gillibrand

Location: North Somerset
M: 07905 527719
E: rachel@seaviewtherapies.com
W: www.seaviewtherapies.com
ST: Phone, Skype/Zoom, Group, One to One



Lucy Gilroy

Location: Wantage, Oxfordshire
M: 07811 071342
E: lucy@thechildreyppractice.co.uk
W: www.thechildreyppractice.co.uk
ST: Group, One to One, phone, Skype



Nicola Griffiths

Location: Online
M: 0773 855 5172
E: info@nicolagriffithshypnotherapy.co.uk
W: www.nicolagriffithshypnotherapy.co.uk
ST: One to One & Group Online + Phone



Paul Hancocks

Location: Hampshire
M: 07534571362
E: info@hancockshypnotherapy.co.uk
W: www.hancockshypnotherapy.co.uk
ST: Phone, One to One, Group, Zoom



Heidi Hardy

Location: North Devon
M: 077121 82787
T: 01598 752799
E: heidihypno@gmail.com
W: www.heidihardyhypnotherapist.co.uk
ST: Online (Group & One to One), Phone

**Ali Hollands**

Location: Online (UK)
 M: 07957 573681
 E: ali@inspiredtochange.biz
 W: www.inspiredtochange.biz
 ST: One to One, Online with Email and Phone support

**Caron Iley**

Location: Bolton, Greater Manchester
 M: 07580 041394
 E: ci@havishamhypnotherapy.co.uk
 W: www.havishamhypnotherapy.co.uk
 ST: Zoom, Group, one to one, Phone

**Andrew Jamison**

Location: Belfast
 M: 07846382768
 E: binaryhypnotics@googlemail.com
 W: www.binaryhypnotics.com
 ST: In person. Phone, One to One, Group, Zoom

**Alison Jones**

Location: Bristol, Oxford and Birmingham
 M: 07730747772
 E: alison@solutionshypnotherapy.co.uk
 W: www.solutionshypnotherapy.co.uk
 ST: One to One, Phone

**Liane Ulbricht-Kazan**

Location: Online
 T: 07825286550
 E: Liane@changeswelcome.co.uk
 W: www.changeswelcome.com
 ST: Group, One to One, Phone, Skype, E-mail (English & German)

**Penny Ling**

Location: Abingdon and Reading
 M: 07759820674
 E: solutionshypno@yahoo.co.uk
 W: www.pennyling.co.uk
 ST: Group, Skype, Phone, E-mail

**Jon Lawson**

Location: Halifax, West Yorkshire
 M: 07532 719402
 E: john@halifax-hypnotherapy.org
 W: www.halifax-hypnotherapy.org
 ST: Phone, One to One, Group, Zoom

**Julie May**

Location: Mid Somerset and Kingston Upon Themes, London
 M: 07889777901
 E: juliemay.solutionfocused1@gmail.com
 W: currently being updated
 ST: Group, One to One, Phone

**Jenny Mellenchip**

Location: Stafford, Staffordshire & Northwich, Cheshire, Leeds, West Yorkshire
 M: 07748511841
 E: info@jennymellenchip.co.uk
 W: www.jennymellenchip.co.uk
 ST: Group, One to One, Phone, Skype, E-mail

**Deborah Pearce**

Location: Sidmouth
 M: 07939840788
 E: dpearcehypno@gmail.com
 W: www.deborahpearce.co.uk
 ST: Group

**Lynda Phillips**

Location: Otley, West Yorkshire
 M: 07809 106189
 E: lynda-marie.phillips@hotmail.co.uk
 W: www.lyndaphilliphypnotherapy.co.uk
 ST: Zoom, Group, One to One, Phone

**Caroline Prout**

Location: Peterborough
 M: 07729801247
 E: caroline@inspiredtochange.biz
 W: www.inspiredtochange.biz
 ST: Group, Skype

**Susan Rodrigues**

Location: Bristol and Yate, South Gloucestershire
 M: 07743895513
 E: info@susanrodrigueshypnotherapy.co.uk
 W: susanrodrigueshypnotherapy.co.uk
 ST: Group, One to One, Skype, Phone

**Laura Smith**

Location: Plymouth, Devon
 M: 07904 271655
 E: laura@laurasmithhypnotherapy.co.uk
 W: https://laurasmithhypnotherapy.co.uk/
 ST: Individual, group, in person, online

**Holly Stone**

Location: Billingshurst, West Sussex
 M: 07909 951338
 E: holly@hollystonehypnotherapy.co.uk
 W: www.hollystonehypnotherapy.co.uk
 ST: phone, skype/zoom, group, one to one

**Sacha Taylor**

Location: Bath
 T: 07957 397291
 E: taylor.sacha@gmail.com
 W: www.purehypnotherapy.co.uk
 ST: Group, One to One, Phone, Skype, Email

**Nicola Taylor**

Location: Abergavenny, South Wales
 M: 07802 286386
 E: eclipsesfh@gmail.com
 W: www.eclipsesfh.com
 ST: phone, zoom, group, one to one

**Stuart Taylor**

Location: Horfield, Bristol
 M: 07840269555
 E: info@taylorhypnotherapy.co.uk
 W: www.taylorhypnotherapy.co.uk
 ST: Group, E-mail, Phone, One to One

**Lisa Williams**

Location: Wrington, North Somerset
 M: 07920 147101
 E: enquiries@lisawilliamstherapy.co.uk
 W: www.lisawilliamstherapy.com
 ST: One to One, Skype, Phone

**Nicole Woodcock**

Location: Lincolnshire
 M: 07540873928
 E: Info@hummingbirdhypnotherapy.co.uk
 W: www.hummingbirdhypnotherapy.co.uk
 ST: One to one.

**Anne Wyatt**

Location: Banchory, Aberdeenshire
 M: 07584 414715
 E: anne@bonaccordhypnotherapy.com
 W: www.bonaccordhypnotherapy.com
 ST: Group, One to One, Skype, Phone, Email

Committee Members



Chair and Trustee: Susan Rodrigues

Susan is the key interface between Clifton Practice Hypnotherapy Training (CPHT) and the AfSFH. As CPHT course co-ordinator, her crucial role allows her to organise key speakers and post-CPHT training to ensure your CPD (Continuous Professional Development) is maintained to the highest standards. She is also a senior lecturer with CPHT and was one of AfSFH's first Supervisors!



CEO: Helen Green

Helen has a background in Psychology and clinical research. She is proud to be the CEO for the AfSFH and wants to continue to raise the public profile of the Association and the work of its members.

Contact email: ceo@afsfh.com



Head of Finance: Sacha Taylor

Sacha has been a member of AfSFH since 2014 and loves a good spreadsheet, so keeping the finances in order for the Association is an enjoyable challenge for her! She offers administrative support to the Association's CEO as well and is happy to help support all her SF colleagues whenever needed.

Contact email: finance@afsfh.com



Head of Communications: Sally Hare

Sally is a graduate of CPHT Bristol and has a background in writing, editing and proofreading. Training and practice experience have enthused her to spread the Solution Focused message to as wide a public as possible.

Contact email: comms@afsfh.com



Head of IT and Social Media: Trevor Eddolls

Trevor, a Fellow of the AfSFH and a regular writer and speaker about Solution Focused Hypnotherapy, has more than 30 years of IT experience and he looks after our website and associated social media (including our Twitter, Instagram and LinkedIn accounts). You will probably have seen his posts on Facebook - both the closed group and the public-facing page.

Contact email: it@afsfh.com



Head of Membership: Claire Corbett

Claire oversees all aspects of the renewal and processing of membership applications for the AfSFH. She is passionate about ensuring members are fully supported, and in promoting the AfSFH.

Contact email: membership@afsfh.com



Head of Professional Standards: Nicola Taylor

Nicola has an extensive background in teaching and education. Her goals are to promote high standards and best practice amongst AfSFH members, and to ensure that the Association supports members in achieving these.

Contact email: standards@afsfh.com



Head of Marketing: Andrew Major

Andrew has a professional background in marketing. He is eager to continue the wider promotion and awareness of SFH and the work of the AfSFH and its members.

Contact email: marketing@afsfh.com

