

HYPNOTHERAPY TODAY

ASSOCIATION FOR SOLUTION FOCUSED HYPNOTHERAPY

Edition 39, Spring 2023



Leap of faith

Giving up the day job

Also in this issue:

My journey into SFH

**What do we know
about willpower?**

Burnt out Britain

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Association for
SOLUTION FOCUSED HYPNOTHERAPY

All about you!

Notice of our 2023 Annual General Meeting (AGM)

This year, our AGM will once again be held online via Zoom, on 12 May 2023. As usual, we will send out a copy of the AGM Report and a member voting form prior to the meeting. This is so that members can vote on the roles held by the existing Executive Committee members, which is a requirement for the organisation. By the time this edition of the Journal lands on your doorstep, hopefully you will have taken the chance to vote online, either casting votes yourself or nominating the Chair to vote as a proxy on your behalf. As with last year's meeting, a recording of the AGM will be made available for members to view on our website.

Our new *Solutions in Practice* webinars

At our recent awayday, the Executive team discussed what additional benefits we could offer that would be helpful and of interest to our members. From these discussions, we considered creating and hosting a series of FREE, member-only, live webinar-style talks called *Solutions in Practice*, which will tackle some of the practicalities of being a SFH. We estimate that the talks will last around 45 minutes, including time for questions, and be made available afterwards for members who cannot attend at the time. We were keen to find out how interested our membership would be in these events, so ran a poll in the closed members' Facebook group to gauge support. Many thanks to the 112 members who responded to our short questionnaire. You can see the results below:

Q. Which topics would interest you most for a <i>Solutions in Practice</i> webinar?	Response rate (% of all votes)
How to improve your visibility online – getting the best out of the AfSFH website and your profile to be seen by potential clients	50
Tips for writing your terms and conditions/client agreements – GDPR, cancellation policies, safeguarding etc.	19
Things to consider when working as a therapist online.	14
Things to consider when working with young people – either in person or online.	16
I'm not interested in webinars	1

Although the percentage given for those not interested in webinars was 1%, this option actually got no votes! We were therefore pleased to see that there was overwhelming interest in running these events, and are researching the best way to action a programme of webinars. Watch this space for news of our first event, coming soon!

Help us continue to spread the SFH word!

Follow us:

Twitter: @afsfh

Instagram: @afsfhofficial

LinkedIn: 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

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A Message from the Editor...

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

It's been a busy time for the Executive since the last issue, as alongside our usual duties we held our annual awayday in March – the one date in the year that we actually get to see each other! They were very productive hours, as we explored ways to raise the profile of the Association to the public, add value to your membership, and streamline the internal processes of the Association to make us more efficient. You can find out about the new free member webinars we'll be creating, *Solutions in Practice*, in *All about you*, opposite. We also enjoyed considering nominations for our next cohort of AfSFH Fellows, and will be announcing them at our upcoming AGM in May (more about that in *All About You* opposite, too).

We have a thread of members' experiences in this issue, with Danielle Downey sharing her journey into SFH at the beginning, and Karina Price detailing her top tips on giving up the day job when moving into professional practice at the end. We also have two very helpful and topical articles for informing our therapy, on willpower and burnout, a review of our new podcast, *Talking Solutions*, and a peaceful but dynamic metaphor for you to use, as we take to the skies in a hot air balloon.

I'm always pleased to hear from potential contributors to the Journal, so if you have an idea for an article then do get in touch at comms@afsfh.com. Pieces should be around 500-1,800 words long and aimed at our professional membership. They can be about anything you think will be of interest to your fellow SFHs, so do get creative! You can find more details on the website at www.afsfh.com/publications-journals/. If you have an idea for a contribution but aren't sure if it's appropriate, or how to take it further, do get in touch. I'm more than happy to advise and support you to turn that spark into a published piece for a future issue of *Hypnotherapy Today*.

Happy reading!

Sally

Sally Hare,
AfSFH Head of Communications





My Journey into Solution Focused Hypnotherapy

By Danielle Downey

I never thought that, aged 48, I would change careers again and move into Solution Focused Hypnotherapy.

Having spent nearly 20 years in the NHS as a midwife, and then another eight working in the domestic abuse sector, I took a coaching and mentoring qualification, realising that I could serve clients so much better by understanding the best processes to help them realise change. This study led me to understand more fully the brain and the power of neuroplasticity – something with which I was not at all familiar, although when I began to read more around the topic I realised that this was exactly the ‘thing’ that had helped me overcome considerable childhood trauma from abuse and neglect, work through confidence and mental health issues, and leave my own abusive relationship.

I saw in myself the potential and capacity for change, and an opportunity further to diversify my skills. Research helped me decide that studying Solution Focused Hypnotherapy with CPHT was the best route forward. In August 2021 I ventured to Plymouth to join Matthew Cahill and my cohort.

The whirlwind

The first month was a whirlwind of brain science, practicals, and not understanding at all quite what was going on. I got

I got home exhausted and sure that I would never master this Hypnotherapy malarkey!

home exhausted and sure that I would never master this Hypnotherapy malarkey! We were challenged to put a couple of people into trance that first month, much to the hilarity of my family, who still believed that I was turning people into chickens. Learning the difference between stage hypnosis and Hypnotherapy allowed me gently to educate rather than be offended.

The thought of reciting the Initial Consultation petrified me. My memory was shabby, and when stressed my mind became more blank! I began listening to the recording and transcribed it over and over. My curiosity grew, as did my desire for understanding, each month. I found that my increasing knowledge filtered into my personal life, allowing me to observe what was going on with those around me more deeply; to see why others or myself acted or reacted in a certain way. I understood better how Hypnotherapy had jump-started my own path of self-improvement ten years previously.

During our October 2021 session we were encouraged to find five friends or family on whom to practice, starting with the Initial Consultation. I had been sharing my experience on social

I focused on the positive, and noticed how empowered clients became when I was calm and allowed them space to think and plan.

media, and popped a Facebook post out asking if anyone might like to volunteer. I took out insurance and printed student consent forms and, rather foolishly, agreed that the following Monday I would start seeing the five clients who came forward.

I spent the week sorting out a couch, paperwork, learning the Initial Consultation, practicing the Miracle Question and trying not to cancel the appointments! By the end of the week, I had booked 18 people in for a free Consultation. A recent change in personal circumstances, including project managing renovation work on my house and giving up the 'day job', had left me with too much time on my hands, which I promptly booked up.

Into the therapy room

My therapy room was as ready as possible; the entrance hall had no flooring and was only partly painted, and builders were crashing around in other parts of the building. On Monday morning at 9am I welcomed my first client. Everyone was aware that I was training and welcomed my honesty – I told them that there was a crib sheet on my desk in case got stuck and forgot something! Making them a cup of tea gave me time to relax them and of course myself. Laughing about the renovations and calling the house a squat allowed a bit of humour which settled them and me!

I remember so vividly that first week, following everything to the letter, stuttering and flapping. I focused on the positive, and noticed how empowered clients became when I was calm and allowed them space to think and plan. I read the scripts verbatim and could not believe there may be a time where I could remember such a vast amount of knowledge. Clients came with issues with confidence, anxiety, disordered sleep, and pain to name but a few. I noticed how everyone was hugely engaged during the brain science section and how it validated how they were feeling, giving them a solution as to how to move forward. I guess I had felt a little embarrassed initially talking at them for this part, yet when I made it more personal, asked questions and was openly enthusiastic, they were too! Eighteen months on, it's my favourite part of the session: to see them realise that they are not mad, bad or stupid –

just beautifully human with the potential to make new connections and permanent changes.

During that first week I also had enquiries from friends of those first clients, and booked them in too! It was total trial by fire, yet the best type of learning for me. Every evening I would write my reflective diary, contemplate what I had learned, and ponder on the power of what I was doing. That weekend a couple of people messaged me to tell me how good they were feeling. A particularly anxious client who had become virtually agoraphobic left the house to meet a friend for a coffee – something they had not done for two years.

I loved watching those first clients as they learned to 'play the game', telling me that, on the way to their session, they had begun to reflect on what I might ask them on the couch. I noticed that, as the weeks went on, their faces began to change, which led me to offer clients on their first session the chance to take a selfie, to compare how different they physically looked after Hypnotherapy. It's something I believe is so powerful for them. At the end of the sessions they often look years younger.

Building a client base

I continued offering 25 free sessions a week until March 2022, and I was diligent in furnishing my new website with testimonials. I sent everyone who finished sessions a review link for my Google profile and Facebook page and, with consent, posted quotes from





reviews. I marketed via postcards, leaflets and social media. I attended networking groups a couple of times a month and this also attracted new clients. I found that the most powerful means of getting new clients was from referrals, however. I began to charge a half price student rate in March 2022, and started with 20 paying clients a week over four days. I had a contract in place, had downloaded Stripe for payment, and had typed out the brain science notes into a format that clients could take away with them to read again. Around one third of my clients were seen on Zoom, with the rest face to face.

I loved the flexibility of working for myself and found that sessions were filled with laughter and lightness, so that by the end of the Initial Consultation most clients left feeling so much better and looking forward to their SFH journey. Because it was their journey, their decisions and their results, I felt light, and stress free. It was akin to walking side by side with them. I used my existing coaching and mentoring experience and some NLP, while learning weekly by independently studying books, podcasts and with peers.

I finally qualified in August 2022 and dropped my hours to 15 a week to fit in with family and other commitments. I still practice at home, although briefly I rented a room in a therapy centre for three months but found it noisy and soulless. I have not advertised for clients, and the six months of free sessions I did still bring me clients on recommendation. My reviews continue to grow, and I am constantly updating SEO and blogging. At least once a month I send out a

newsletter and notice that old clients often return every few months for a 'top up' session, or 'mind massage' as one client calls it.

Into the future

This journey has seen me grow so much as a person. I practice what I preach and use self-hypnosis. I focus on the power of sleep and listen to the relaxation MP3 from a fellow student. I am more aware when my bucket is full and how I can focus on things I can do to help myself rather than feeling overwhelmed or stuck. I am so much less judgemental than before, choosing to look curiously at those around me, noticing and seeing 'them', and recognising their potential.

This first year has been one of learning, transformation and possibility, both for me and for my clients. I hope in the future to explore teaching and may look to enrol on the Supervisors' course. For now, I am loving where I am and all that I am doing.

This first year has been one of learning, transformation and possibility, both for me and for my clients.



About the writer:

Danielle previously worked as a midwife and Independent Domestic Abuse Advocate before training in Hypnotherapy with CPHT Plymouth. She has written several books and lives in Dorset with her six children, husband, and large, drooly Newfoundland, Bess.



Talking solutions

With seven editions now online, it's time to review our new podcast

By AfSFH Head of Communications, Sally Hare

It was quite the shock, at our recent Executive awayday, to realise that our bi-monthly *Talking Solutions* podcast is now a year old – not such a new kid on the block any more! The casts are aimed at the general public and focus on informing people of the benefits of Solution Focused Hypnotherapy, raising awareness of the AfSFH, and promoting positive mental health in general. It's been quite the journey since Trevor Eddolls and I logged on to Zoom back last spring, and it's great to see their popularity steadily increasing. Our Head of IT, Trevor, is an old hand at podcasting, what with the great *Solutions* he creates with Cathy Eland. He's been the technical maestro throughout, editing out fluffs and background noises, and uploading into the public domain. With our seventh just having hit the internet it seems timely to look back at what we've done so far. Have a listen, if you haven't already; you can find them on your usual podcast platforms and on YouTube.

Episode 1: Anxiety (4th April 2022, 27 mins)

Our inaugural cast, so we picked a topic with as broad a public appeal as possible. In it we explore how anxiety is created, share some ideas on self-care, and discuss how Solution Focused Hypnotherapy can help. There's also a short relaxation at the end – *Three Gifts*.

Episode 2: Sleep (6th June 2022, 23 mins)

Again, a topic which affects many people, including a discussion of how sleep can suffer in times of stress. There are self-care tips and an introduction to the solution-focused approach to improving sleep. Relaxation is *Tropical Island*.

Episode 3: Phobias (8th August 2022, 25 mins)

This episode focuses on how SFH can help tackle phobias, and explains the rewind/reframe process. Relaxation is *Float Away Stress*.

Episode 4: Guy Shennan (7th October 2022, 34 mins)

We had always planned to have guests on the podcast, and author, trainer and therapist Guy talks about his long experience of the SF modality and tells us about his Solution Focused Collective and its manifesto, taking the solution-focused approach out of the therapy room onto a global platform.

Episode 5: Loretta Breuning (5th December 2022, 20 mins)

Author and broadcaster Loretta joins us all the way from California to share her Inner Mammal insights – how we can better understand the role of neurotransmitters when observing the role they play in the animal world.

Episode 6: Dr Chris Irons (13th February 2023, 24 mins)

Chris is a Compassion Focused Therapist, author and trainer. We discuss the similarities between Solution Focused and Compassion Focused Therapy, and Chris shares news of the new Self-Compassion app which he has co-developed.

Episode 7: Susan Rodrigues and Stuart Taylor (scheduled for April 2023)

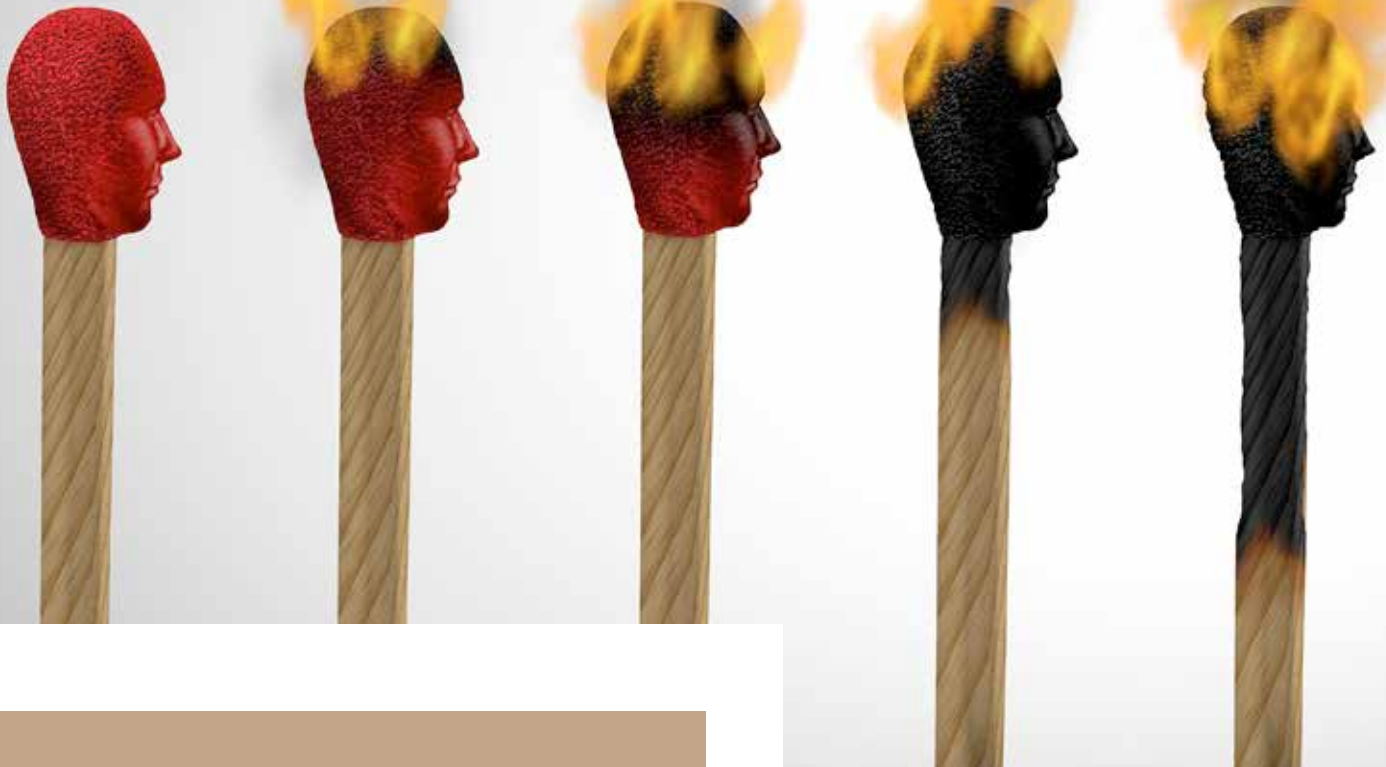
Our own Chair and CPHT course co-ordinator and senior lecturer, Susan, and CPHT senior lecturer, Stuart, discuss the benefits of SFH and reinforce how graduates of the schools and members of the AfSFH are thoroughly trained and maintain strict standards in an otherwise unregulated profession.

We hope you enjoy listening, and are planning future casts already – our June recording will combine both a guest and a specific issue, as Phil Harris joins us to talk about addiction and dependency. Of course our main aim for *Talking Solutions* is to spread awareness of SFH and the AfSFH, so do please share as widely as possible to get that momentum going! And if you have an idea for a positive mental health champion who would be a good guest, do please email me at comms@afsfh.com.



About the writer:

Sally Hare is Head of Communications at the AfSFH. She lives in Bristol and is currently building her Hypnotherapy practice there, and online.



Burnt out Britain

By Tim Maude

Herbert Freudenberger was Jewish and grew up in Nazi-controlled Germany. He was also lucky enough to acquire a false passport and escape to the United States while still at school. In New York, while working during the day as a tool and die maker's apprentice, he attended night classes to finish his schooling, and eventually achieved a degree in Psychology. With the stresses of life, both in and out of work, he had the right experience to explore the phenomenon of burnout.

Freudenberger is credited with identifying burnout as a psychological issue associated with the excessive demands of work – with symptoms such as exhaustion, headaches, sleep problems and quickness to anger. Since Freudenberger coined this term in 1974, people have become increasingly aware of the psychological problems associated with the pressures of work. The term 'work-life balance' has come to represent the ideal that avoids burnout.

Increasing numbers of people in Britain are getting burnt out – so says a recent report by Jenevieve Treadwell as part of the think tank, Onward. The report is an interesting read, laying out the bare facts round commonly held beliefs, and proposing a new idea about why people get burnt out.

Busting three burnout myths

Treadwell argues that there are three myths about why more and more people are feeling burnt out:

1. We are sleeping less. Wrong. Statistics show we are now sleeping more on average than we did in 1974.
2. We are working more. Partially wrong. Men are working very slightly less than in 1974. Women, on the other hand, are working slightly (but not massively) more.
3. We are feeling more rushed. Wrong. Surveys suggest that our subjective feeling of being rushed has not changed much.

So what is it that causes burnout?

Different times

In order to create a more nuanced view of burnout, Treadwell identifies four different types of time – or rather, four different categories of things that we spend our time on:

1. Necessary time. This is the time we spend doing things that are necessary to keep our bodies working properly – sleeping, eating, washing etc.

If we are not working (much if at all) more, sleeping less, or feeling more rushed, how come our free time is getting squeezed, and how come more people are getting burnt out?

2. Contracted time. This is the time we spend working, that is, doing what we have contracted to do with our employer or clients.

3. Committed time. This is the time we spend doing the other things that we have to do because we have no choice, such as taking the children to school, or cleaning our house/flat.

4. Free time. The time that is left to us to do what we want to do – hobbies, sports, volunteering, TV and so on.

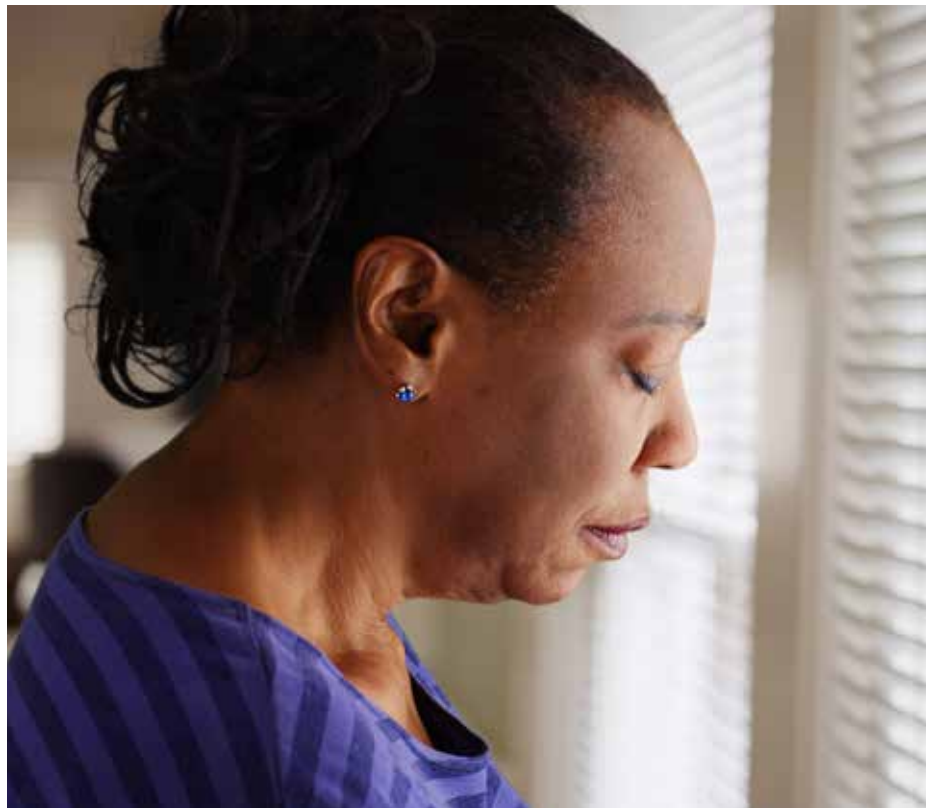
These different times compete with each other, and it is often the free time that gets squeezed. We now spend less time seeing our friends, visiting restaurants, going out, volunteering, and exercising than in 1974, when Freudenberger first talked about burnout.

So that leaves an obvious question: if we are not working (much if at all) more, sleeping less, or feeling more rushed, how come our free time is getting squeezed, and how come more people are getting burnt out?

Time fragmentation

Treadwell proposes that a big contributor to burnout is the fact that we now change from one activity to another far more often than we did in the past. Our lives have become fragmented. We move from one activity to another and then back again far more than we ever did. Modern technology allows us to watch TV while eating a meal, or to check our social media before getting out of bed in the morning. We start cleaning the bathroom, break off to check what's in the fridge, message our partner to ask if they will pick up a take-away, go back to clean the bathroom a bit more, wonder how many 'likes' we got for our social media post, stop to check how many likes we have indeed got – and so on.

This constant changing from one activity to another increases stress and the likelihood of burnout. We don't get any



more done, rather we fragment our time into small chunks.

Clients instinctively recognise time fragmentation

In my Hypnotherapy practice, I look to my clients to develop their own solutions. One of the main questions I ask them is, 'When does your problem not happen?' I then get them to explore what they are doing differently at those times. This leads them not only to realise how they are sabotaging themselves, but also what they can do differently.

I have noticed that they often realise that their life is too fragmented – they don't use that word, but I can see that they understand the concept. One client realised that he didn't have to read and respond to every email as soon as it arrived, so he decided to focus on the job in hand and wait until there were at least ten emails waiting to be read before opening any of them. Another client decided to take 20 minutes at lunchtime to sit in the sun – not talking to anyone or thinking about her work. Another client decided to dedicate at least half an hour to playing with his kids when he got home from work. These are all actions that combat the fragmentation of the working day.

What does this mean for your practice?

I do not direct my clients to introduce any particular change in their lives; I let them find their own pathway to wherever it is they want to go. However, when I

notice a client appears to have a very fragmented lifestyle, I sometimes point out that this may add additional stress. When you can train your brain to focus on one thing for a period of time before moving on to the next task, your stress bucket does not fill up as quickly.

I praise my clients (either directly or indirectly) whenever I see them changing to a less fragmented lifestyle. I ask them about the positive impact that: 'Not looking at my phone before I get up in the morning' has had. I chat with them about what changes their partner has noticed since: 'We decided to have a date night when phones were off and we could focus on each other.'

This constant changing from one activity to another increases stress and the likelihood of burnout. We don't get any more done, rather we fragment our time into small chunks.

What does this mean for you?

We all lead busy work lives, doing our best to interweave seeing clients, promoting our businesses and managing our finances. Burnout is not just something that happens to our clients. We also need to look after ourselves. If you burn out yourself, you will have no energy to look after your clients – or your family, or self, for that matter.

So I'm wondering – how fragmented is my lifestyle, just as you might wonder how fragmented your lifestyle is. I know the changes I need to make will not be the same as those you might choose, when you decide to defragment your life. Sometimes we need to take the time to step back from our busy lives and look at ourselves objectively, and sometimes we need simply to prioritise a bit of free time.

As I finish writing this, I realise that I have a full five minutes before my next client is due. So I am not going to check my email, or start writing the outline of my next blog post. I am going to use this time to sit and stare out of the window watching the magpie that has just landed on the fence.

References

Burnt Out Britain

This report is published by Onward - a think tank not affiliated to any particular political party, but with a belief in 'mainstream conservatism'. I am neither for or against 'mainstream conservatism'. However, I do find the facts and the ideas presented in this report to be useful.

<https://www.ukonward.com/wp-content/uploads/2023/04/Burnt-Out-Britain.pdf>

Burnout is not just something that happens to our clients. We also need to look after ourselves.



About the writer:

Tim runs a Hypnotherapy practice in Fleet, Hampshire, from a purpose-built office in his back garden. He occasionally helps out at CPHT Surrey Hypnotherapy Training and has recently qualified as a Hypnotherapy Supervisor.



Balloon ride

A metaphor

By Anne Rice-Jones

It's a warm day. The sun is high in the sky, that blue, blue sky above. It's a day when you relish just feeling the gentle caress of the sun on your skin. You wander aimlessly, as if in a dream. All at once all is real; all is a dream. But you no longer need to question it. You just let it happen, let it unfold. Allow yourself the time and space to see and to hear all those messages bubbling up from your subconscious mind. You can accept them and enjoy them and allow their message to filter through in your own time, in your own way, or just let them drift away, unheeded.

And as you dream, you dream yourself able to rise above it all. You dream yourself into a hot air balloon. You begin to rise over the grass, over the meadow, over gates and hedgerows, over back gardens, and fences. You rise again above rooftops and chimneys. Able to see further and further as the world expands under your gaze. The distant horizon recedes even more as you rise and rise. You see over far fields and meadows; you follow the lazy scrolling of the river as it meanders its journey to the sea. As you rise and rise over the far hills, you see peaks of mountains, and there, sparkling in the distance, yes, it's the ocean, with sunlight bouncing off the white-capped waves as they wash ashore.

Looking up at the sky above, that blue, blue sky, you feel the sun on your skin and the breeze in your hair. You notice the toggle above you and feel the heat from the flames as hot air pours into the balloon, causing it to rise and rise. Somehow you know that you are in control. Somehow you feel the power that comes from within. You feel the need to act. You feel the need to make something happen. You pull on the toggle, tentatively at first and, gently but noticeably, you begin to descend. Another pull on another toggle and a blast of hot air sends you soaring again.



You try and try, and before long you have control. You realise how easy it is just by watching and trying, trying and watching – you have control.

You begin to feel the pull of the thermals that aid the balloon and help you rise; you watch the terrain below, understanding now when it is right to descend.

Refreshed and exhilarated, you bring your craft down with a gentle bump on the earth in a beautiful buttercup meadow, where bees hum and clouds of fragrant pollen scent the air. The languorous buzz of a summer's day cloaks you in its warmth once more, welcoming you back to earth, and back to having your feet once more firmly on the ground.



About the writer:

Anne qualified from CPHT Bristol in 2014 and runs Blackwood Hypnotherapy practice from her own, dedicated therapy room, in a rural location near Blackwood. She is also a qualified English teacher at a busy, inner-city high school.



What do we know about willpower?

By AfSFH Fellow and Head of IT, Trevor Eddolls

A look at what we thought we knew about willpower

We all know what willpower is, don't we? It's where a person resists something tempting, like another chocolate or a cigarette or one more bet. And when we run out of willpower, we give in to whatever we think we desire. We have no control over our actions.

We might think of it as the executive function part of the intellectual brain keeping control over the emotional part of the brain.

But what is it really? Willpower is often defined as the ability to delay gratification, resisting short-term temptations in order to meet long-term goals. There are other definitions, for example:

- The capacity to override an unwanted thought, feeling, or impulse.
- Conscious, effortful regulation of the self by the self.
- A limited resource capable of being depleted.

We'll look more at that last definition later.

Willpower also has a number of synonyms, for example self-control, determination, drive, resolve, self-discipline.

An example of someone using their willpower might be when they regularly go the gym or go running. It might be when they decide to stop smoking and stay a non-smoker afterwards. It might be a decision to save up for something, and sticking to that decision.

Ego depletion model

There are even different models of willpower that have been used in psychology. One that is well known is the strength model, where willpower is likened to a muscle that gets tired if you use it too much. Experiments found that practicing self-discipline and mental focus on one thing – this might be exercising emotional restraint, resisting temptation, solving a difficult problem, avoiding distraction, or planning for the future – led to worse performance in a second test.

Looking at the experiments now, it seems that the depleting exercises weren't particularly hard. And yet, they had quite an impact on the next test. This would make it seem like people would run out of willpower quite quickly in a busy day.

Executive function and self-regulation skills depend on three types of brain function: working memory, mental flexibility, and self-control. These functions are highly interrelated, and the successful application of executive function skills requires them to operate in coordination with each other.
Harvard University

It seemed like the prefrontal cortex and the anterior cingulate were involved when using willpower, and it was suggested that glucose was the thing that was used up.

Like a muscle, it was suggested that regular exercise of willpower would make the glucose last longer than the five minutes that was suggested by many of the tests, and that the person's willpower would become stronger.

This was Roy Baumeister's ego depletion theory. The importance for Hypnotherapists when working with someone trying to lose weight or stop smoking would be for those people to try to avoid carrying out any other activities that reduced their glucose levels, so that they could focus on using their willpower for the task that they set themselves. Of course, you might ask yourself, if the brain had used up all the available glucose, how did it manage any other brain functions? Or how come the glucose being used for willpower wasn't being replaced from the blood?

Negotiation model

A more recent model for how willpower works is that it is a result of a negotiation between what people have to do and what they want to do. For example, you have to write an article, but you want to check Instagram on your phone. Which do you do? If the article you're writing is really interesting, then you'll do that. If you're feeling a bit tired and a bit bored with the topic, then you'll browse your Insta feed. And, later, you'll come back to the article. It's not a case that you ran out of willpower and later somehow got some more. It's just an example of this negotiation going on in the mind.

For Hypnotherapists, we would have to stress the importance of continuing to work on the small steps that our client wants to take. The client would then view that activity as being more important than sitting on the sofa watching a movie



and eating a big bag of popcorn – or whatever activity they might have wanted to do instead. That way, the 'important' action will be taking those small steps.

Expectation model

A third model is all to do with how you think, or, more exactly, what you expect. Some people arrive home completely exhausted after a day sitting in front of a computer. Other people come home and go to the gym, rehearse with a band, or set to work decorating the small bedroom. It depends whether they think their resources are finite or not. If they believe they are finite, then a person will be tired at the end of the day because all their resources have already been used. If they believe that their resources are non-limited, then that person can keep going through the evening with any number of activities.

Let's suppose it's coming up to exam time. People with a limited mindset will be feeling tired, which will lead to greater procrastination, and their test scores and emotional wellbeing will suffer. This, of course, fits the ego depletion theory. However, people with a non-limited view of their resources find it easier to keep working without their scores dropping or their emotional wellbeing being impacted.

These conflicting results can be explained if we think of the brain as a body budgeting device, ie that it is responsible for how much energy we use at any one time for any particular activity. It won't let us use all the energy at one time if it thinks we might need some of that energy later. So, if you view your energy resources as limited, your brain will try to save some for later, resulting in less energy now. However, if you think that you have unlimited resources, you can utilise as

The Stanford marshmallow experiment offered children the choice between a small and immediate reward, a marshmallow, or two small rewards if they could wait for a period of time. It was suggested that the delayed gratification required willpower. Repeats of the experiment didn't find that children who waited had any better life outcomes than those who didn't. And so, the experiment was not a good predictor of anything. But, it is still an often-quoted experiment.



much energy as you need right now, confident that more will be available when you need it later.

This illustrates the power of belief. It's what you expect to happen. So, as therapists working with clients, we need to explain this idea to our clients and help them to change their expectations. If they expect to be able to turn down an offer of a cigarette or doughnut – depending on what they are seeing you for – they will be able to. Their reality is controlled by their expectations.

No-such-thing model

There is another theory about willpower, and that is: willpower doesn't exist. It's just a construct, a model that we use to explain an observed phenomenon. It's an idea that is as real as the 17th century idea of phlogiston.

So, if it doesn't exist, how can we explain why people can continue to do things that aren't necessarily fun at the time that they're doing them? Here are some suggestions:

- People who are better at self-control actually enjoy the activities some of us resist – like eating healthily, studying, or exercising.
- People who are good at self-control have learned better habits.
- Some people just experience fewer temptations.
- It's easier to have self-control when you're wealthy.

Or, perhaps, willpower is nothing more than a combination of motivation and opportunity. It's not willpower that makes you do something, it's because not only do you really want to do something, you also now have the chance to do it.

If that is the case, Hypnotherapists should be helping clients to focus on why they want to achieve their goal at this time – making the most of the opportunity that presents itself – and also taking steps to strengthen their clients' motivation – perhaps highlighting the strengths they already have, and reminding them when they've done something similar in the past.

Or perhaps we could use a combination of all these techniques.

The phlogiston theory proposed the existence of a fire-like element called phlogiston that all combustible bodies contained. It was thought that phlogiston was released during combustion.

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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.



Leap of faith: Giving up the day job

By Karina Price

'Don't be pushed around by the fears in your mind. Be led by the dreams in your heart.'

Roy T Bennett

In 2021 I bit the bullet and took my 'side hustle' job as a Hypnotherapist – which had helped me overcome my own personal struggles – and turned it into my full-time job.

I had been practicing Hypnotherapy for two years while working as a social worker, but took a leap of faith and quit this job to open the Karina Price Hypnotherapy clinic in Exeter.

I was inspired to start this new career after a Hypnotherapist helped me to overcome my own mental health struggles while at university. I struggled badly with social anxiety to the point where I found it very difficult to speak up in groups and I had little confidence. I had to do a presentation to pass the year and I thought to myself 'I'm actually going to die on that stage, there's no way I can do it.' I even considered leaving university, it was that bad.

Somebody suggested Hypnotherapy, and I'd tried everything else, so I thought 'OK, let's give it a go.' And it literally changed me. I went on that stage, I did the presentation, I passed the

module, went on to qualify, and I really like public speaking now.

It was my mind holding me back, and it was my mind that got me to be confident and to enjoy public speaking and no longer to be anxious. So that's what planted the seed. Fortunately, thanks to Hypnotherapy, I successfully graduated from university and went on to practice social work for 15 years within the field of Child Protection and Adoption. Sadly, many of the vulnerable families I supported struggled with their mental health, leading many to self-medicate and subsequently lose custody of their children. This inspired me to train as an Integrative Counsellor. However, although this approach could be beneficial, I felt that focusing on the past was unhelpful and triggering for some. This led me to want to train as a Solution Focused Hypnotherapist, so that I could support people to understand how the mind works, helping them to overcome their obstacles and become more resilient. To focus on their future, not their past.

Leaving my full-time job – salary, holiday pay, sick pay and my pension – was a big gamble, and I was so nervous! I am not going to lie; my safety officer was on red alert for months after I left my social work career. I had so many doubts – 'what if my business fails,' 'what if we have another lockdown,' 'what if I

Going self-employed full time was the biggest form of personal development, as I had to overcome so many mindset hurdles.

don't attract any clients.' There were also many subconscious blocks – 'who am I to support people with anxiety,' 'who am I to have a successful business.' Yep, imposter syndrome at its best! Honestly, going self-employed full time was the biggest form of personal development, as I had to overcome so many mindset hurdles, and this never ends.

Despite, my initial concerns, I absolutely love what I do, and it was best decision I have ever made. I have moments when my stress bucket fills up – but luckily, I take advantage of reciprocal Hypnotherapy.

I see 10-18 clients a week at my therapy clinic. Most of my clients hear about me from word of mouth and I am ranking well on Google. A top tip to help with Search Engine Optimisation (SEO) is to share your relaxation MP3 via a link on your website, this drives traffic to your website (as opposed to sharing a Dropbox link).

Since leaving my 9-5 I have had more time and energy to focus on the work that I am aligned to. As well as my private practice I also write and narrate sleep meditations on the *Sleepiest* app. They found me via my Hypnotherapy Instagram page shortly after I left my job – you never know who is watching! I have co-authored a book called *The Ultimate Guided Relaxation Collection* and am super excited that I will be lecturing at a new Hypnotherapy training school in Exeter later this year. In addition I am in the process of creating a masterclass called *How to Attract Clients for Hypnotherapists*, which will be available soon.

'It is in your moments of decision that your destiny is shaped.'

Tony Robbins

When I started my Hypnotherapy business, I always knew I wanted eventually to leave my 9-5 and focus solely on my business. I sought the



support of my business coach and we looked at what was stopping me – which was me, my mind – nothing else!

I made a practical plan, which involved saving three months' salary before leaving. But nope, that didn't happen. After another stressful week at work, which included working through my lunch breaks and getting home after my children's bedtimes, a never-ending to-do list and a complex case load, my stress bucket was well and truly overflowing, and I decided to hand my notice in the following day (much to my husband's surprise!). Maybe I was being hasty, but I trusted the process and it all worked out. In fact, when I look back on that stressful week, I'm grateful, as it shoved me out of my comfort zone – no more waiting for the 'right time' to leave.

'You see, ten years from now you will surely arrive. The question is: Where?'

Tony Robbins

If you're on a similar journey and you're contemplating expanding your Hypnotherapy business to full time, but something is holding you back (perhaps your safety officer is ranting and raving), here are some helpful journaling questions:

- Does change excite you or bring you fear? Why do you think that is?
- If you let go of all your fear, what would you do that you don't do now?
- When has a door opened for you as a result of another door closing?
- What makes you feel proud of yourself?
- What would change in your life if you got out of your own way?

When I look back on that stressful week, I'm grateful, as it shoved me out of my comfort zone – no more waiting for the 'right time' to leave.

- What are you most afraid of and why?

'If can you dream it, you can do it.'

Walt Disney

Perhaps you are ready to take the leap of faith (I am rooting for you!). If so, here are some TOP TIPS to support your amazing Hypnotherapy business when planning to go full time:

- Try to save 3 months' worth of your salary (I wish I had taken my own advice on this one!).
- Gradually build up your client base before leaving your 9-5.
- Consider doing a press release. I contacted *Devon Live* and they wrote an article: 'Social worker bites bullet and leaves social work job to set up Hypnotherapy clinic.' I received new enquiries because of this and it's great for SEO.
- Focus on what can go right! When you hear your safety officer, stop, and use the term 'but luckily' after it (this is a term that celebrity Hypnotherapists the Speakmans recommend). For example, 'what if I don't make any money and can't pay the bills' ... 'but luckily with my experience I can always get another job ... but luckily I have the internet, and I can focus on becoming more visible ... but luckily, I've never had a month when I haven't seen clients ... but luckily, I have a business coach that can guide and support me.'
- Think creatively. How can you share your Hypnotherapy knowledge in different ways? For example, after I quit my 9-5 I focused on weekly relaxation groups, corporate group programmes and workshops.
- Focus on your marketing (this doesn't necessarily have to be social media). Find one or two marketing options that you enjoy and run with them. This could be blogs, podcasts, press releases, free talks. Don't be disheartened if you feel that no one is interested – never underestimate that one 'like' on your Facebook post, or that one person that shows up to a group talk. I've had amazing wins from situations I thought had flopped, for example on one occasion I only had three people turn up to my relaxation class, two of whom became one-to-one clients and one who contacted me a year later asking me to run a stress and anxiety programme for her HR team of 20 people!
- Consider how you can gain credibility. Could you lecture, write a magazine article, narrate/write meditations for wellbeing apps, co-author a book?
- Believe in yourself! Try reciprocal Hypnotherapy, get a business coach, access peer support with fellow Hypnotherapists, join a networking or small business enterprise group, talk to your Supervisor. I love meditation ... it always helps to ground me and bring me back to a place of safety, inspiration, and calm (I also believe meditation is a huge factor in my business success).

With love,
Karina

PS you've got this.



About the writer:

Based in Exeter, Devon, Karina specialises in anxiety, Solution Focused therapy and relaxation. As well as seeing clients one to one she also provides stress and anxiety courses to businesses and group relaxation via Zoom, and in-person workshops to small groups. A meditation writer and voice narrator on the *Sleepiest* app, Karina has recently started her Yoga Teacher Training.

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: www.laurasmithhypnotherapy.co.uk
 ST: Individual, group, in person, online

**Charlotte Spillane**

Location: Online (UK)
 M: 07787 833867
 E: charlotte@sparkhypnotherapy.co.uk
 W: www.sparkhypnotherapy.co.uk
 ST: One to One, Zoom, Phone, Email.

**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

