

# HYPNOTHERAPY TODAY

ASSOCIATION FOR SOLUTION FOCUSED HYPNOTHERAPY JOURNAL ISSUE 12



## JUMPING FOR JOY

***Reasons to be cheerful***

***If you're happy and you know it...***

***What is happiness - a talk***

***Happiness at home***

***also... Meet the new team***

***Safeguarding***

***Smoking Cessation - NHS v Hypno***

***Orthorexia***

***Could your thoughts be taxing you?***

# SAFEGUARDING

Our new CEO Sharon Dyke explains

Over recent years the term 'safeguarding', or putting measures in place to improve safety and prevent abuse, has been introduced across Health and Social Care and now the AfSFH asks the question, "should Therapists be doing more to contribute to this agenda?"

Sharon Dyke, CEO for the AfSFH, suggests that as a therapist, Safeguarding should be at the forefront of our minds.

Sharon explains that living a life free from harm and abuse is a fundamental human right of every person and is an essential requirement for health and well being.

Safeguarding is about the safety and well being of all our clients and providing additional measures for those least able to protect themselves from harm or abuse, it is a fundamental part of the outcomes expected from our members.

However, it goes much deeper than the values of the Association. This is about legislation and how we as therapists ensure the work we undertake with people is also integral to complying with legislation, regulations and delivering an effective service.

We are asking our members to think about the following questions:

- 1) Do you have a Disclosure & Barring Service (DBS) check in place?
- 2) Do you know what constitutes abuse?
- 3) Would you know who to alert if you suspected a client was being abused?

The AfSFH has a clear policy on Safeguarding that can be found on the website [www.afsfh.com](http://www.afsfh.com). However, the aim of this article is to invoke thought and encourage our members to invest in an area that could strengthen our credibility as Solution Focused Hypnotherapists and encourage the following 5 principals:

## Principle 1 – Empowerment *Presumption of client led decisions and consent*

Clients should be in control of their treatment and their consent is needed for decisions and actions designed to protect them.

## Principle 2 – Protection *Support and representation for those in greatest need*

There is a duty to support all clients to protect themselves. There is a positive obligation to take additional measures for clients who may be less able to protect themselves.

## Principle 3 – Prevention

Prevention of harm or abuse is a primary goal. Prevention involves helping the client to reduce risks of harm and abuse that are unacceptable to them.

## Principle 4 – Proportionality *Proportionality and least intrusive response appropriate to the risk presented*

Responses to harm and abuse should reflect the nature and seriousness of the concern. Responses must be the least restrictive of the person's rights and take account of the person's age, culture, wishes, lifestyle and beliefs.

## Principle 5 – Accountability *Accountability and transparency in delivering safeguarding*

Therapists are accountable to clients, public and to their governing bodies. Working in partnership entails being open and transparent about how safeguarding responsibilities are being met.

Sharon says 2014 will see further developments within the Association as we move closer towards becoming registered with the CNHC. This will include: - revised membership levels, DBS checks as standard, and access to safeguarding workshops, all of which will enhance our profession and demonstrate that our members are experts in their field.

## GET INVOLVED

The AfSFH is seeking volunteers who may be able to offer their knowledge and skills to our members particularly in the following areas:

- ◆ Safeguarding Legislation
- ◆ Training
- ◆ DBS checks

For further information please contact Sharon at [afsfhas@gmail.com](mailto:afsfhas@gmail.com)



# LETTER FROM THE EDITOR

Welcome to the April 2014 edition of Hypnotherapy Today. This edition focuses on positive emotions, particularly happiness. I chose this subject for our first printed edition of Hypnotherapy Today as I am over the moon, jumping with joy and countless other positive metaphors at the thought of being able to read the whole issue on paper.

It's a new start for the association too, as we now have attained approval from the CNHC to act as a professional body like the NCH. The benefit of this is that we don't have to join another professional association if we don't want to. ■

If you have any contributions or comments to make, please email me at:-  
[journal@afsfh.com](mailto:journal@afsfh.com)

*Penny*  
Penny Ling, Editor



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## HYPNOTHERAPY TODAY

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The Journal of the Association for Solution Focused Hypnotherapy established 2010 represents the practice of solution focused hypnotherapists as a distinct profession in its own right. Membership is open to those practitioners who have the appropriate qualifications and experience within the field.

Thanks to my proof reading team.

# REASONS TO BE CHEERFUL - PART IV

## Penny Ling in pursuit of contentment

**F**or years psychology looked at problems. How to be happy, how we measure happiness, was not an obvious topic until Martin Seligman the researcher came along. Originally researching helplessness, he slowly realised that studying optimism was more beneficial than focusing on the negative emotions. He realised that the strengths of the client and the assumption that happiness is not the consequence of the right genes or luck, found through identification and use of the strengths of the client, such as kindness, originality, humour, optimism and generosity<sup>1</sup>.

What shaped me as I grew up was humour. My parents were mad on the Goons and Monty Python, and I was almost expelled from school on a number of occasions for a) singing Monty Python songs (which were rude for a 9 year old, and was only saved by the school secretary being a close friend of my parents!) and b) playing practical jokes, including dressing up in a cat outfit and peeping through the classroom windows, disturbing the kids, and in a musical "The Gondoliers" dressing up a sea gull with a hat and scarf. - What's wrong with that?

I therefore have always had a hard time with those who do not have a sense of humour. Tapping into my clients funny bones I find essential as a therapist, allowing them to see the ridiculousness of a situation and sometimes roaring with laughter and even playing out comedy routines - like the lady with fear of flying. She didn't like cartoons; she found

nothing funny today. I asked her what in the past had made her laugh - Morecambe and Wise! So in the rewind, she visualised Morecambe and Wise as air stewardesses, and Des O'Connor as the pilot. She got into a fit of giggles but it worked. When she sat in that airplane, instead of nerves she just recalled the fits of giggles she'd experienced in therapy.

But it was purely by accident I hit upon an idea - I made a Smile board. Knowing that just smiling can boost serotonin, I pinned a postcard a friend gave to me of Frankie Howerd, then put other photos of friends, family and silly things that made me laugh on it, and placed it by the door. The one of me as a baby with my grandmother laughing never fails to make me smile - I grew up in a household filled with people and laughter. This smile board was the last thing I looked at as I left the house, and I always went out smiling.

I happened to mention it to a client, and she thought it such a good idea she made one too. This follows on from the idea of writing down 3 positive things at the end of the day, if we tell our clients to do this the likelihood of them doing it was slim, unless they kept a diary already, in which case suggesting to leave out the negative stuff is a good idea.

Then another one of my clients made a "Happiness Jar". She dressed it up, and each night wrote on pieces of coloured paper, 3 good things that happened that day, and at the end of the month she would tip it out and read through all the pieces of paper. She said it helped boost her mood and made her realise that good things were happening in her life.



*Things that made me smile and laugh. My little jar of happiness!*

So as you can guess the theme of this edition is happiness and positive emotion, but before we kick off I'd just like to add in neutral emotional states and contentment. A couple of years after attaining my HPD, I did a course in CBT. One of the exercises was keeping tabs on activities and moods. I found that for much of the time I was neutral, not happy or unhappy just unemotional. Slightly puzzled at this I asked Chris the tutor whether it was a good or bad thing, he smiled and said "What you've been experiencing is contentment". When people are unhappy, they sometimes assume that what they want is happiness, when in fact it's really contentment that is more desirable. A balance. It's one reason mindfulness can be a positive activity to pursue, to be in the here and now, just content to be in the present.

If someone answers the miracle question with "I'd wake up feeling happy", then it may also be prudent to ask what other positive emotions they might be feeling, and what would they be doing if they felt happier. If that happiness depends on other people, then getting the client to realise that they must take the responsibility of generating the feelings of contentment on their own is important.

We know that those positive emotions rise from helping others, being altruistic and socialising with people that make them feel good. As Donald Sutherland's character of Sergeant Oddball in Kelly's Heroes often said "Stop hitting me wid dose negative vibes."

So next time someone does hit you wid dose negative vibes think of something absurd, or Morecambe and Wise as air hostesses! ■

<sup>1</sup> (Bannink 2009) (from 1001 SF questions)

Penny Ling is a Solution Focused Hypnotherapist, supervisor and editor for Hypnotherapy Today based in Oxfordshire, she once put on her CV for hobbies - "laughing". It didn't go down too well at one interview...Just as well I didn't get the job then!!!

# IF YOU'RE HAPPY AND YOU KNOW IT...

## Trevor Eddolls looks at how to become happier!

**S**o how do you know if you're happy? It seems like an easy question with an obvious answer.

In Brain Rules

for Babies, John Medina quotes the work of Daniel Gilbert who proposes three definitions of happiness:

**Emotional happiness** – this type of happiness is an affective (emotional) feeling, an experience, a transient subjective state incited by – though ultimately untethered to – something objective in the real world.

**Moral happiness** – this is more akin to a philosophical suite of attitudes than to a spontaneous subjective feeling. If you lead a good and proper life, filled with moral meaning, you might feel deeply satisfied and content.

**Judgemental happiness** – this has the word 'happiness' followed by words like 'about', 'for', or 'that'. It involves making a judgement about the world as a source of potentially pleasurable feelings, past, present, and future. For example you could be happy that I have a new consulting room, or happy about the number of clients I'm seeing.

John Medina also quotes an experiment led by George Vaillant that ran for 75 years. He concluded that the only thing that matters in life are your relationships with other people. Apart from satisfying relationships, other behaviours that predict happiness include:

- ◆ A steady dose of altruistic acts
- ◆ Making lists of things that you feel grateful for – which generate feelings of happiness in the short term.
- ◆ Cultivating a general attitude of gratitude – which generates feelings of happiness in the long term
- ◆ Sharing novel experiences with loved ones
- ◆ Deploying a ready 'forgiveness reflex' when loved ones slight you.

You're probably expecting money to appear in the list. In fact it only affects happiness when people are experiencing poverty. Above that, increases in salary don't make people happier.

Researcher Marty Seligman even came up with a Happiness Equation, a formula to work out how happy you are:

$$H=S+C+V$$

Your happiness is the sum of (S) your set point (that's a sort of happiness level that you're born with) plus (C) certain circumstances in your life plus (V) factors under your voluntary control. (Find out more at <http://www.independent.co.uk/life-style/health-and-families/features/does-the-happiness-formula-really-add-up-2004279.html>.)

But that's not the only formula. Try:

$$\text{Happiness} = P + (5x E) + (3x H)$$

where, **P** stands for Personal Characteristics, including outlook on life, adaptability and resilience.

**E** stands for Existence and relates to health, financial stability and friendships.

And **H** represents Higher Order needs, and covers self-esteem, expectations, ambitions and sense of humour.

This is taken from a study co-written by life coach Pete Cohen and published on the BBC Web site (<http://news.bbc.co.uk/1/hi/health/2630869.stm>).

Alternatively, Dr Todd Kashdan's formula (published at <http://www.dailymail.co.uk/health/article-2378821/The-formula-happy-life-Stay-curious-live-moment-look-health.html>) is:

$$(Mx16 + Cx1 + Lx2) + (Tx5 + Nx2 + Bx33)$$

Where:

**Live in the moment (M)** – try to appreciate the sounds, smells and sights around you that you might take for granted in your daily life. It is important to remind yourself every hour that you are awake (average= 16 hours). Put time into your relationship with your significant other.

**Be curious (C)** – once a day, be spontaneous enough to explore the unknown and uncertain aspects of your life.

**Do something you love (L)** – an essential part of a happy life is to take part in an activity twice a day that truly gives you pleasure or excites you.

**Think of others first (T)** – while it is important to care for yourself, there is great value in spreading love to others - which can ultimately make you feel good too. Share your appreciation with people around you five times a day, by offering compliments, listening intently and doing good deeds.

**Nurture relationships (N)** – research has found that the happiest people in the world have a close relationship with a significant other. Twice a day, make an effort to devote some quality time to a family member, relative, friend or partner.

**Take care of your body (B)** – this doesn't have to mean extreme dieting or intense exercising.

Embracing your body is about nourishing yourself with healthy food three times a day and incorporating 30 minutes of exercise once a day.

Ed Diener (aka Dr Happy) researched Subjective Well-Being (SWB) – the way people evaluate their lives both at the moment and over longer periods. The evaluations include people's emotional reactions to events, their moods, and the judgments they form about their life satisfaction, fulfillment, and satisfaction with domains such as marriage and work.

Diener found a correlation between SWB and extraversion. He found that the more active reward system in extraverts has a greater influence than the social or non-social aspect of a situation. He found that high SWB causes better health and longevity. However, he also found that too much happiness could be detrimental to one's income, education, and political participation.

Diener showed that rich countries are in general happier than poor countries. He found that income has a stronger influence on people's evaluation of their lives than the positive or negative emotions they experience over time. He also found a cultural congruence effect – people are happier if their characteristics match the cultural norms around them.

*Continued over...*

The 2nd World Happiness Report ([http://unsdsn.org/files/2013/09/WorldHappinessReport2013\\_online.pdf](http://unsdsn.org/files/2013/09/WorldHappinessReport2013_online.pdf)) is edited by John Helliwell, Richard Layard, and Jeffrey Sachs, and rates Denmark as the happiest country in the world to live in. The UK is number 22, the USA was 17th.



Back in 2005, the BBC produced a four-part observational documentary series called **Making Slough Happy**. Their experts produced a workable 10-point plan to make people feel more positive about things.

Here's their list:

- ◆ Get physical – take half an hour exercise three times a week.
- ◆ Count your blessings – at the end of each day reflect on one or two things you are grateful for.
- ◆ Take time to talk – have an uninterrupted conversation with your partner or closest friend each week.

- ◆ Plant something – even if it's just a window box or pot. Keep it alive!
- ◆ Cut down your TV viewing.
- ◆ Smile – at and/or say hello to a stranger at least once a day.
- ◆ Phone a friend – make contact with one friend or relative you have not spoken to for a while.
- ◆ Have a good laugh – at least once a day.
- ◆ Give yourself a treat – every day and take the time to enjoy it.
- ◆ Spread some kindness – do a good turn for someone whenever you can.

### What else makes people happy?

Lisa Franchi at <http://blog.naturaltherapyforall.com/2013/09/18/22-daily-habits-of-genuinely-happy-people/> listed 22 daily habits of genuinely happy people. Her list contains the following:

- ◆ They appreciate simple pleasures. Being grateful for every little thing you have, and every little blessing you receive can greatly boost your happiness, according to a 2010 study published in the journal *Psychiatry*.
- ◆ They reach out to others. A long-term study entitled *Americans' Changing Lives* suggests that volunteer work is good for both physical and mental health. People who practised altruism were happier and experienced better physical health and less depression.
- ◆ They 'savour' every moment. Being mindful is

one great way to enjoy the moment and cultivate happiness.

- ◆ They love to exercise. Research published in the *Journal of Health Psychology*, showed exercise improved how people felt about their bodies, even if they didn't lose weight or achieve noticeable improvements.
- ◆ They spend money on other people. According to a study published in the journal *Science*, the happiest people aren't always the richest but often, they are the most generous.
- ◆ They value sleep. Lack of sleep could cause low mood and energy, poor concentration, anxiety and fatigue. It is also linked to heart disease, depression and other chronic illnesses. Taking power naps is also beneficial.
- ◆ They look on the bright side. One of the greatest predictors of happiness is optimism. Numerous studies have shown that optimistic people are happier than their pessimistic peers. Being positive does have plenty of benefits. It makes you less stressed, and more resilient to pain (physical or emotional) – all these contribute to happiness. In his book *Learned Optimism*, Martin Seligman, the Father of Positive Psychology, said that optimistic people tend to believe defeat is just a temporary setback, that its causes are confined to this one case.
- ◆ They try to be happy. According to a recent study published in the *Journal of Positive Psychology*, researchers found that participants who actively tried to be happier experienced significant improvement in mood and well-being than those who didn't.
- ◆ They are thankful for even the smallest victories.
- ◆ They're up for serious talks. A study published in the journal *Psychological Science* revealed that people who engage in substantive conversations experienced more satisfaction than those who simply had some trivial chitchats.
- ◆ They pause and listen. Happy people are good listeners. Listening is a skill that helps strengthen relationships between people, which in turn increase satisfaction and happiness.
- ◆ They have faith. Studies have seen a close connection between spirituality and happiness.

Basically, positive traits being taught in churches, such as compassion, gratitude and charity have been proven to raise happiness and well-being..

- ◆ They make time to 'see' their friends. According to Dr John Cacioppo, director of the Centre of Cognitive and Social Neuroscience at the University of Chicago, whilst social media keeps people in touch, it doesn't allow them to physically touch, which promotes health and well-being in plenty of ways, such as lowering blood pressure, relieving pain, increasing immune function, and reducing anxiety.
- ◆ They do 'digital detox'. Happy people take some time off from their work to relax and unwind. According to a study by the University of Gothenburg, Sweden, getting some kind of digital detox can greatly reduce your stress levels and increase your resilience.
- ◆ They go out. According to the study published in the *Journal of Environmental Psychology*, dosing yourself with fresh air for at least 20 minutes can make you feel revitalised.
- ◆ They eat well. Research has shown that what you eat directly impacts your mood.
- ◆ They cultivate resilience. One of the greatest qualities of the happiest people on earth is their ability to bounce back from failure.
- ◆ They get silly. A good laugh stimulates the production of endorphins that boosts moods and sense of well-being, according to University of Oxford researchers.
- ◆ They are music lovers. Music does have a therapeutic effect that is similar to massage therapy, according to the study by the Group Health Research Institute.
- ◆ They let go of grudges. Happy people are forgiving and forgetful (after they forgive, they forget).
- ◆ They hang out with cheery people. The Framingham Heart Study, which involved over 20 years of investigation on the science of happiness, found that individuals who are surrounded by happy people are more likely to be happy in the future.

Other suggestions of good things to do to be happy include:

- ◆ See problems as challenges
- ◆ Have big dreams
- ◆ Don't worry about little things
- ◆ Don't make excuses
- ◆ Eat well
- ◆ Live minimally
- ◆ Tell the truth.

And there's evidence to suggest the following make you happy:

- ◆ Move closer to work – two Swiss economists who studied the effect of commuting on happiness found that such factors as a bigger house or a better job could not make up for the misery created by a long commute.
- ◆ Smile – Johnson et al (2010) found that participants who smiled performed better on attentional tasks that required seeing the whole forest rather than just the trees. Once the smiling muscles in our face contract, there is a positive feedback loop that goes back to the brain and reinforces our feeling of joy. Smiling reduces stress that your body and mind feel, almost similar to getting good sleep, according to some studies.
- ◆ Plan a trip, but don't take one – unbelievably, a study published in the journal of Applied

*Continued over...*



## IF YOU'RE HAPPY AND YOU KNOW IT...

Research in Quality of Life showed that the highest spike in happiness came during the planning stage of a holiday. After the holiday, happiness quickly dropped back to baseline levels for most people.

- ◆ Get older – it seems that as we get older, particularly past middle age, we tend to grow happier naturally.

And similarly there are numerous suggestions of what to avoid doing if you want to be happy, including:

- ◆ Don't compare – University of Michigan researchers found that regular use of social networks such as Facebook results in a decline in happiness. One of the easiest ways to feel unhappy is to compare oneself with others by simply looking at their photos or posts online. Don't expect that new jobs or relationships etc will make you happier.
- ◆ Don't overdo it – researchers at the University of Washington found that working mums who try to be “super mums” are at a greater risk of depression than their more realistic maternal colleagues.
- ◆ Don't resist change – a study on psychology of choices which was published in the journal Science suggests that our brain naturally tries to avoid loss. But such resistance can cause a lot of stress. Allow change to come to your life. It may open more opportunities to make your life

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A study by Cangrade of nearly 600 US employees found that employers can keep their staff happy by:

- ◆ Ensuring that jobs provide intellectual stimulation and task variety.
- ◆ Giving employees some autonomy, influence, and opportunities to acquire prestige and recognition.
- ◆ Giving all employees a break now and again, even if they say they don't want or need it.
- ◆ Offering employees extra money, security, and social opportunities, but only to the extent they say these things matter to them.

better and happier.

- ◆ Don't need to always be right - would you rather be right, or would you rather be kind
- ◆ Don't need to control things – “By letting it go it all gets done. The world is won by those who let it go. But when you try and try. The world is beyond winning.” Lao Tzu
- ◆ Don't talk to yourself negatively – start taking responsibility for your life.
- ◆ Give up limiting beliefs about what you can or cannot do – spread your wings and fly! “A belief is not an idea held by the mind, it is an idea that holds the mind” Elly Roselle
- ◆ Don't try to impress others – just be the real you.
- ◆ Give up your resistance to change – many changes are good.
- ◆ Give up living your life to other people's expectations – keep control of your life.
- ◆ Don't hold grudges – holding a grudge has a detrimental effect on your wellbeing, including increased depression, anxiety, and stress.

So, there are quite a few ideas there to make us all happier! ■

# HAPPINESS AT HOME?

Sam Crowley looks at motherhood and support systems

**H**appiness has become a huge industry, everywhere you look books, courses, blogs, webinars on the subject of ‘How to be happy’. I get the feeling that this has become more important since we realised that buying things was not the way forward anymore. Undoubtedly investing in new shoes always helps my happiness level increase, but due to the times we are living in that luxury is now not an option to some and let's face it the new shoe glow soon fades.

So what are we looking at now to make us happy? The Happiness Project by Gretchen Rubin and her latest release ‘Happier at Home’ were both in the New York Times on release and the first has stayed there for over two years. There are a lot of people out there looking for happiness! I have read both and they are readable with some very practical hints and they very much focus on the small practical things we can do to achieve happiness – my particular favourite give up on something - this refers to those things that we thought were a good idea at the time but then beat ourselves up with afterwards – for example the embroidery that I bought whilst on holiday that I never finished. It looks at me from

the corner of the room and makes me feel bad about myself. Some things were just not a good idea and we need to be able to let go of these things in a way that doesn't mean failure – I'm just not the embroidery type – I have now let myself move on.

The Happy City project is another example that springs to mind the Happy City exists ‘to demonstrate that being happier needn't cost the earth. The world needs a new story: less ‘stuff for stuff's sake’ and more ‘life for life's sake’ ‘Upbeat streets is just one of the projects associated with this that is a very simple concept that doesn't cost anything – you take a photo of what makes you happy about your street and upload it to the website to share what's great about Bristol – a really simple idea that creates serotonin on so many different levels!

So what does this mean for us and our clients? Everyone wants to be happy but those that come to us for advice usually do so because they have been unhappy for some time – hypnotherapy isn't the first port of call for many. I am seeing more and more mothers who have lost their way so much that happiness seems a long way off. Those whose anxiety levels have risen so much that they arrive with their own mothers in toe, unable to leave the house on

their own, or crippled with OCD tendencies that have become out of hand. I have a theory about these mothers – born mostly out of the realisation that without hypnotherapy I would probably be there myself!

These Mum's of today are dealing with precedents set generations ago that just have not moved on – pressure is still applied by well-meaning parents who tell them that they should not be at work and that they stayed home and looked after them. Colleagues who believe that because their wives stay home everyone else must have the choice too.

The rise in mortgage payments means that these mum's have to work and in the majority of cases that I see they have unrealistic expectations put upon them as well. There are partners who still believe that looking after children isn't real work (until they have to do it themselves). Then there is the guilt, what to do with children to 'make up' for leaving them at nursery, or the child minder, and then the Facebook competition that adds insult to injury. The unrealistic tales of children's accomplishments

posted that drive fear into the hearts of those who don't have high performing offspring.

You may think this is old news but for many this is the reality of their lives and their raised anxiety levels. A client I had recently was so distressed that she cried for the entire session and I had to take her outside to see her Mum waiting in the car outside to explain that she needed some support at home. Many will not admit to those closest to them that they need just a few minutes a day to themselves.

I believe that what has added to this situation is also the lack of support networks between mothers themselves – when all the Mum's were home together they had that network around them, they could pop in to a neighbour's house to share the load. With Mum's at home for different periods of maternity leave, that support has now also gone.

So what does this mean for happiness? Once again a step back – asking the questions 'What's the worst that could happen?' - if that job you have put on your list of things to do isn't done – so the house may be a little dirtier but will that really impact on you and the lives of your children?

So it's back to basics for them, whilst doing what we do, we need to support them with prioritising what really matters, building their support networks, and getting those serotonin boosts wherever they can by concentrating on those small practical things. Just making time for themselves to have a soak in the bath and read a book may seem ridiculous but there's plenty out there who aren't even making the time to do that ■

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# What is Happiness?

Mind Training Seminar  
– Can Changing The way You Think  
Change The Way You Feel?

Nick Mawer



**The transcript below is the abridged version of a seminar Nick Mawer gave at Combe Grove Manor Country Club in Bath. There were 20 people present and they paid £20 a head - but this was usable against hypnotherapy sessions and most people were or became clients.**

**Then he gave it to the Conservative club in Bristol for about 30 people with free lunch and expenses. Finally he gave it to Sixth formers in Cheltenham for about 60. So over to you Nick...**

**Introduction** – the purpose of today is to convince you that the answer is” yes - you can change the way you think and feel” and how to use Mind Training to best effect.

We start by explaining exactly how the mind works. Then we examine how things go wrong before moving on to how to get your mind to work for you instead of against you.

First think of 4 things – **happiness, your relationship with yourself, your relationships with other people and your relationship with what best describes your work.**

Score all of these things from 0 to 10 with 0 being no good at all and 10 being exactly how you want yourself to be. Add these 4 numbers together to give you a score between 0 and 40. *(go to end of article to find out more)*

## 1) HOW YOUR MIND WORKS

About 10% of your mind is the conscious part or the intellectual brain. When you operate from here you make balanced decisions based on all the information available. This part of the brain is able to use new ways of thinking with you in control.

The other 90% of your brain is the unconscious part. This generally does a good job and is always operating many things in the background. For example, it controls your breathing and your immune system without you having to do anything at all. It is often described as the emotional mind or the primitive mind.

However, if you left this seminar now and were confronted with a dangerous animal in the hotel grounds you would not be able to retain intellectual control and your primitive brain would take control by going into survival mode. So you would freeze and then depending on your character type either fight the dangerous animal or in this case more sensibly, take flight and run away.

In situations like these it is not possible to retain intellectual control because the primary function of your unconscious mind is to keep you alive.

If the situation changed, you would be able to regain intellectual control and then think about what you wanted to do.

## 2) The Stress Bin

We all have what we like to call a stress bin. How this is managed is of vital importance to your well-being. There are 2 main ways this fills up:

1. Negatively introspecting about the past. Each time you negatively think about the past you put stuff in the bucket. This can be small things or big things

But as you know there is no way of changing what has already happened – however, you can change how you choose to think about it.

2. Negatively forecasting the future.

It's an interesting thing that the unconscious mind cannot tell the difference between imagination and actuality. It responds to the thoughts, images and understandings that we show it.

*Continued over...*

As such when we show the mind a future when bad things are going to happen it does not like it!

Remember, the primary function of your unconscious mind is to keep you alive – NOT to make you happy.

When we have showed it a bad future

The irony is that this imagined future where everything goes wrong will probably not happen. However, because you have imagined it so well the damage to your stress bin has already happened.

And this raises an important point – it is not what happens to you that fills the stress bin BUT how you think about these things. And you do have a choice as to how to think.

When your bin fills up you will get a surplus of stress and this will manifest itself in unpleasant ways.

The reason for this is that when this happens your unconscious mind determines that your life is out of your control it will then move in and take over in exactly the same way as when you encountered that dangerous animal.

And what happens is we get the response

it will do things to prevent you from being in that future which is where a lot of undesirable things start to happen over which we have no conscious control.

So although being so nervous that you are unable to function effectively at an important event in your life makes no sense at all to your conscious mind it makes perfect sense to your unconscious.

What is happening is that you are getting a life or death situation response for something like a job interview or a driving test.

The response itself is perfectly normal BUT it is activating for something for which it is not needed.

patterns of anxiety, anger and depression depending on our character types. Or if we are really unlucky we get all three. These responses are very useful in their own way. In primitive times depression would be withdrawing into the cave until the forest fires had extinguished. Anxiety was useful in the jungle whilst always under the threat of imminent attack. Anger's purpose was to defend the village from other cavemen.

So whilst these responses were useful then and are useful now in life or death situations they are not conducive to modern day living. In fact some of the people who suffer from anger when their bin fills up are the ones you regularly read about on the front page of national newspapers.

Whilst some people can appear to be functioning well to the outside world whilst keeping their full stress bin under wraps.

### 3) Orr's Law

There is a story of a confused man who strongly believed that he was a corpse. His exasperated Doctor decided that he would dispel this belief once and for all. So he asked the confused man if corpses bleed. He replied that they do not. The Doctor then pricked him with a needle and he duly started to bleed.

"That's amazing" the confused man said "CORPSES DO BLEED!"

I would like to talk about beliefs. From an early age we develop beliefs of varying strengths about things. For example, if I asked you if you believed that the sun was going to set tonight and rise tomorrow morning the answer would usually be "yes" and this would be a strong belief.

There is obviously no problem at all with this – however, if you have developed any erroneous beliefs which are not to your overall well-being then they do cause problems. Say you believed that the gym was somewhere obsessive people went to be tortured by personal trainers who enjoy inflicting pain and suffering.

When you went into a gym you would notice all the things that were consistent with that belief, whilst things that did not fit with that belief would stay in the background.

Dr Leonard Orr is the founder of The American Rebirthing Movement and Orr's law states that what the thinker thinks the prover proves. When you believe something you will notice things which re-enforce that belief whilst things that do not fit with it will tend to remain in the background. Think of someone who is actually very clever, knows exactly what he is doing and is very well liked.

Now what information came in to your foreground if you do not think he is actually very clever, does not know what he is doing and that no-one likes him?

The mind is constantly processing vast amounts of information – the majority of which remains in the background. This background is the unconscious part of your mind. This has to happen because if we consciously tried to focus on everything we would not be able to get anything done. That is why we develop habits – patterns of behaviour grouped together to simplify things. For example, when you get dressed in the morning the chances are you always put the same foot in your trousers or tights first. This is an example of a habit that works! Next time you do this try putting the other leg in first and see how weird that feels. But if you carried on to do this all the time eventually it would become a new habit and a natural thing to do. Unfortunately it is very common to develop habits that are not to our benefit.

George A. Miller (1920-2012) was one of the founders of the cognitive psychology field. He wrote the paper "The Magic number Seven, plus or minus Two" which identifies that we can only think of between 5 and 9 things consciously at any one time. The other 2 million or so bits of information remain in the background – or your unconscious mind. So there is a continuously revolving carousel of thoughts that come in and out of your conscious awareness.

The Mind uses 3 processes whilst doing this – **Deletion, Distortion and Generalisation.**

**Deletion** – out of the roughly 2,000,000 bits of information our central nervous system is currently processing it decides which is important and deletes the rest without it reaching our conscious awareness.

Let's bring something into our collective consciousness now. Think of a highly motivated personal trainer at a good gym.

I see someone who has tremendous enthusiasm, is incredibly positive and can do amazing things – so for me this creates a positive thought. So I can think about the trainer and I will create serotonin.

However, if you are one of their clients this could provide an association with endless pain and suffering.

If you had never met the trainer you would see a fit, healthy, good looking young man. There would be neither a positive or negative effect. The personal trainer would be neutral.

Curiously, thinking about a personal trainer could create positivity or, negativity, or nothing at all.

The important point to emphasise here is that the personal trainer is not important at all – but the way we think about him is.

If you think about the trainer in a negative way anxiety will go into your stress bin.

### The Difference Threshold

We are programmed to notice changes in our environment rather than constant or unchanging aspects of experience. So when we value something a great deal we may not notice it until it has gone. Someone who has a beautiful painting may stop noticing it almost completely. But it would register straight away if it was not there anymore. The same thing can happen when we are by the sea. And even here at Combe Grove

Manor Hotel and Country Club in Bath. When was the last time you took in the wonderful view of the valley outside?

**Generalisation** - Our Mind's learn by association and new experiences are compared with previous experiences. We then decide that it was the same, it was different or this happened because of that



to form generalisations. For example, if the dangerous animal outside tried to get you today it makes sense to suppose it will do it again tomorrow.

Sometimes people get locked into patterns of behaviour and are unable to do anything else except repeat the pattern. Exam

Examples of an undesirable pattern of behaviour could include:

- ◆ smoking,
- ◆ drinking too much,
- ◆ over eating.

The first thing to do is to disrupt the pattern of behaviour in any way at all.

*Continued over...*



For example, with smoking pick one cigarette of the day and instead of having it do something else instead.

This works on a number of levels. We are taking control and bringing the generalisation from the unconscious part of our mind into conscious awareness. The first part of creating any change involves awareness because otherwise the programmes remain in the unconscious where they run automatically.

#### 4) PHOBIAS

We are closely related to Apes and this is a useful acronym for how the mind works.

A = Activity, P = Pattern Match, E = Emotion, T = Thought, E = Evaluation  
Okay, so it's not quite APE but APETE.



Initially there is an **Activity** or event. Your unconscious mind will then search through your previous experiences for any Pattern Match (this may not make any sense at all to our conscious mind!). Your unconscious is continuously playing a game of snap in the background. The next thing is **Emotion** followed by conscious Thought. Then there will be an evaluation which can create a belief (or if the unconscious decides it is a matter of life and death possibly a phobia).

As an example, think of that exceptional

Dutch footballer, Denis Bergkamp. He had a bad experience on an aeroplane which took him straight to a full stress bin situation.

The incident then got "trapped" in his Amygdala and was not stored away in the usual way.

To his unconscious mind Aeroplanes then became the ultimate "No No" and he developed a phobia of flying or Aerophobia. He then spent many years driving thousands of miles in some of the most dangerous countries on some of the most dangerous roads to travel to away games.

If you were an insurance assessor you would rate his chances of dying to have increased considerably. Consciously his decision made no sense but to his unconscious it made perfect sense.

Remember, its primary function is to keep you alive **NOT** to make you happy.

There are a couple of other ways we can develop phobias.

One is to learn them from our parents. This makes good evolutionary sense because if they are scared of something then we have a better chance of surviving if we are too. (*More on this later*).

Another explains some of the more unusual phobias and why it is possible to be scared of almost anything!

When your stress bin fills up you have a surplus of anxiety and that anxiety will always have a focus.

So the unconscious will always look for something to blame. For example, someone who really enjoys flying gets exceptionally stressed before a holiday. They arrive

at the airport as the bin overflows. The unconscious looks for something to blame and it will usually choose something that is inherently dangerous so it chooses the aeroplane. Someone who used to love flying becomes aero phobic – and this is very common.

An example which illustrates this is someone who wanted to emigrate to Australia who had no previous fear of flying. They went and the stress bin filled up because it did not work out for them. So they returned to the UK but after a while decided to give it another go. This time the panic attack occurred on the plane and the stay was short-lived. On the third occasion the panic attack occurred at Bristol airport and he did not get on the plane.

My guess is that if there is a next time it will be on the approach to the airport or even sooner.

#### 5. SLEEP & STRESS BIN

Sleep plays a vital role with regards to the stress bin. It is quality rather than quantity which makes the most difference. During the course of your day things will happen which may well end up in the stress bin. When we are functioning well we will enter into a period of restorative sleep and then spend approximately 20% of our sleep time drifting in and out of periods of REM sleep.

What happens is that the brain shuts down the physical body before acting out weird and wonderful stories which bear some sort of metaphorical resemblance to the days stressful events – this is what you and I call dreaming. These can be nice dreams (all 6 lottery numbers!), or bad dreams.

The mind is performing its own version of housekeeping duties and storing all the events away in its own library.

The mind can only cope with doing a certain amount of this. If we exceed the 20% REM figure because there is a lot in our stress bin it decides that it has had enough and we will wake up in the night and struggle to get back to sleep.

If we do not get enough REM sleep then a proportion of what was in the bin will remain there.

In either case we will start the next day with a partially full stress bin which means it will reach the full up situation that much quicker. And we will be more stressed in the meantime because things will affect us in different ways depending on how full the stress bin is.

Something which we are able to laugh about when it is towards empty may cause us to lose the plot when it is towards full.

Because REM in excess is exhausting too much sleep can cause tiredness!

This can start a debilitating cycle of wanting more sleep which in turn causes more tiredness.

You can try this out for yourself if you like. Go to bed and set the alarm for 7 or 8 hours' time. When it goes off, get up and assess how you feel. The next day set go to bed and set the alarm for 7 or 8 hours' time again. This time when it goes off go back to sleep for an hour or two. Assess how you feel and compare it with the previous day. This is the paradox of the lie – in!

#### 6. Summary

*It would be good to summarise here all that's been said so far*

#### 7. Early Man & Serotonin

We know that negatively introspecting about the past and negatively forecasting the future causes the bin to fill. When there is a surplus of anxiety your emotional mind

evaluates your life as being in crisis and responds with depression, anger and/or anxiety.

We know that early man and early woman were given quite definite rewards for doing things that were of an evolutionary benefit. Things like hunting and gathering, looking after themselves and their families. It made sense to be part of a tribe rather than act individually so there was a reward for interacting positively with others. They recognised this reward because it provided motivation and a coping mechanism for day to day activities. It helped them to cope with physical fear and pain and provided courage. Now we understand what that reward is – it is a chemical response in the mind that



produces various neurotransmitters that act as catalysts for that sort of mentally healthy behaviour. Or in simpler terms it created serotonin. And when you produce a constant flow of serotonin in the brain good things happen:!

- ◆ Each time you think positively you create serotonin.
- ◆ Each time you act positively you create serotonin.
- ◆ Each time you interact positively with other people you create serotonin.

#### 8. Positive Language – Don't "Don't"!

**Visual = something interesting!**

Now what I would like you to do is to not think about (whatever is the visual thing).

For the Mind to process "don't" it first has to process whatever it is that you are trying not to think about.

So another 3DOM mind technique is to always phrase things in the positive – explaining exactly what you do want to happen (not what you don't want to happen).

You can use this in the way that you talk to yourself and also in the way that you talk to other people.

Always making a picture of how you want

things to be has a number of benefits. You are showing the Mind a preferred future and it will start working towards making that future real – both consciously and sub-consciously. Also, because this involves positive thought patterns then you will create serotonin. Your subconscious mind is always paying attention to that self-talk. When the dialogue is positive then that mind assumes that all is well with your world. It can then get on with the important things like making sure your immune system is working to your best advantage.

*Continued over...*

Although it is important to try to understand why things have gone wrong it is even more important to focus thoughts and actions on how to put things right. There will always be a period of adjustment when things don't go the way you planned but the key is to move on to solutions without getting "stuck".

3Dom mind training = always talk to yourself in the same way that you would talk to someone else who you respect. It is fine to say "That has not worked and I don't really enjoy DIY so I am going to choose to pay someone else to do it for me". Saying "You ##### idiot you really 8\*\*\* up again" creates an entirely different psychological effect and consistently doing this leads to a lack of self-esteem.

How often do you compliment yourself? A habit of saying "Well done" to ourselves when we have done our best has the opposite effect.

Interestingly, we often talk to people who are close to us in a similar way. Training ourselves to only talk to them in the same way in which we would talk to someone not close to us who we respect is tremendously beneficial to those relationships.

## 9. Mind Training for positive change

3 principles for making changes:

- ◆ If it isn't broken don't try to fix it
- ◆ Pay attention to what is working and do more of it
- ◆ If it isn't working stop doing it and try something different

Let's start by thinking about a 3Dom platform – what is the thing that you would like to change?

Now, if a Miracle happened and this problem was taken away what would be

different – how would you know?

Do any small parts of this miracle happen already – if so, describe them in as much details as you can.

Using the numbers – on a scale of 1-10 with 1 being bad and 10 being good where are we at the moment?

What 2 small things could you do in the next week in order to start changing things?

How will this make a difference?

## 10. Phobias

**Question – Does winning or losing matter?**

When we are young we think in all or nothing terms. For example, we either win (good) or lose (bad).

As our thinking develops we can recognise aspects in between. We didn't win (good) or lose (bad) but we came 10th out of 100 (a good effort and we did our best).

We could then move on to thinking "Does winning or losing actually matter?"

If we enjoy doing something then that activity will create serotonin and help empty our bin.

Winning or losing is not something we can actually control – the thing we can control is doing our very best.

So the best thing to do is to focus on that.

**A typical way a phobia develops:**

An 8 year old child is with his Mother and Father. His Mother has arachnophobia (a fear of spiders).

His Father finds a spider and chases the Mother and the 8 year old with it. The Mother is terrified and so is the 8 year old child.

The child is still operating with all or nothing thinking (between ages 8 and

12 are most commonly when phobias like this are developed). He sees that his Mother is terrified and his unconscious mind takes a flashlight photograph of the event. Spiders are now a straight to a full bin situation. And there will be things from the flashlight photograph which will be stored on the child's unconscious which can trigger it too.

It is not possible for the conscious mind to override the unconscious mind when it pattern matches back to this event because it sees a life or death situation which must be avoided at all costs.

The event is trapped in the Amygdala and is actually using up space in the mind.

## 11. Phobias – the cure

One way of curing the arachnophobic is to push them in to a room full of spiders and lock the door.

If they don't have a heart attack and die they will eventually calm down and be in the presence of spiders in a relaxed state and they will be cured. This is called desensitisation and would not usually be something which the phobic would willingly participate in.

But we know it works. I have a friend who also had this fear of spiders. And it was bad!

A while ago I met him and he told me that it had gone. He had settled down, bought a house and had children. He wanted to do some work in his loft where there were lots of spiders. To start with he was incredibly fearful and on edge but he was determined to do the work himself. As time passed he paid less and less attention to the spiders and de-sensitised himself.

We already know that the unconscious mind cannot tell the difference between

imagination and actuality. With a phobic response (and lots of other things) we can use that to our advantage.

**What we do:**

- ◆ Get the phobic into a nice relaxed state and take them to a nice safe imaginary place.
- ◆ Ask them to imagine a big screen and a remote to control for that big screen.
- ◆ Ask them to create a safe picture on that big screen of themselves before the event happened.
- ◆ Ask them to create a picture of themselves safe and well and happy after the event.
- ◆ We then ask them to watch a film of the event in as much details as they possibly can a number of times – at normal speed, fast forwarded and at double speed a number of times in an associated and a disassociated state.

The more powerfully the phobic uses

their imagination the better – we want them to really be there.

## 12. How Memory Works

What we are doing is what should have happened at the time. We are helping the mind to move the trauma of the event from the Amygdala, where it has been trapped, to the library of the brain where it should be.

One of the benefits of doing this is that the person is then able to deal with the memory and events associated with it from the intellectual part of their brain.

So although spiders will probably never be something they are particularly fond of, they will be able to rationalise about them as opposed to being overcome with fear.

This process actually frees up a part of the brain which has been used for holding on to the trauma.

Often a fluttering of the eyelids takes place during the process. This indicates that

REM is taking place and the mind is doing its work.

It is common for people to experience some weird and wacky dreams following this process. This is completely normal and not any cause for concern.

A further stage to the process is to repeat the relaxation – safe place scenario. We then ask them to vividly imagine experiencing potential encounters with spiders in a number of different scenarios.

We call this reframing.

We now return to the numbers from the start of the workshop (see below).

End of the talk - Any Questions? ■

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## USING THE NUMBERS FROM THE START OF THE WORKSHOP

Throughout the workshop Nick reminded those present about the numbers mentioned right at the start. For those who use outcome ratings the original ones we used add up to 40, with the 25 as the cut off point - If your number is below 25 then you will be spending a lot of time operating from your emotional brain – depression, anxiety, anger and unconscious patterns of unhelpful behaviour. In the research programme set up by Matthew Cahill and the Clifton Practice, the possible outcomes are 7, and the cut off point is 45 out of 70. More will be explained in the next edition of Hypnotherapy Today.

So for the workshop, Nick used the original outcomes. Back to you Nick...

You can use these in a number of ways. To start with let's look at the total. There is a magic number here and it is 25.

When your number rises to 25 then you will be spending much more time functioning from the intellectual part of your brain. Whilst you are here you can make a balance judgement of any given situation, assess all of the possibilities and come up with a well thought out action plan.

The further above 25 you are, the more setbacks you can cope with before moving below the 25 line and into the emotional brain.

For example, I recently did this with a Head Teacher who is going through all sorts of problems due to pressures at work. His work scored at a 4 but because his other numbers were 8's he was dealing with the situation well and still above the 25 line. He had developed the strategy of trying to find another job ASAP and was taking positive action to try to make this happen. As such, the 4 was seen as a temporary and changeable situation.

The important thing to remember is that someone really needs to be above the 25 line in order to get the maximum benefit from these processes of change. In fact, in order to make meaningful changes to any aspect of our lives the first thing we need to do is to get above that 25 line.

## SMOKING CESSATION – NRT VERSUS SF HYPNOTHERAPY

**Claire Hancock's opinion from years of experience**

**B**efore I trained as a Solution Focused Hypnotherapist 3 years ago, I was a Senior Staff Nurse, working for 23 years in a busy residential Drug and Alcohol Rehabilitation Centre in Wiltshire. The centre had 32 beds, and the average length of treatment was 6 weeks.

Around 3 years before I left the rehab for a career change in Hypnotherapy, I proposed to my manager that I set up a Smoke-Stop Clinic, as several patients had requested help to quit smoking. This was received very favourably by the management. After all, the patients were there for intensive treatment to launch them on their journey into sobriety and to be free of drugs. Some also wanted to be free from the grip of cigarettes, which for the most part had been the start of their devastating problems with addiction.

Excitedly I attended an NHS Smoke-Stop course and qualified as a Nurse Specialist. I worked hard to set up the Smoke-Stop clinic, and sourced all sorts of leaflets, posters and props to help me. The Doctor was happy to prescribe the Nicotine Replacement Therapy (NRT) which I requested for each participant in the programme. We used NRT patches, lozenges and nasal sprays of various strengths.

I arranged to make a spare room into my lovely Smoke-Stop Clinic, and organized two surgeries a week. Each month I ran a smoking cessation

workshop and quiz which was well received by the patients. They especially enjoyed blowing into the carbon monoxide monitor which indicated how heavily they smoked! Some were pretty shocked by the results and this proved to be a useful motivational tool to move them towards some motivation to quit.



My appointment spaces soon filled up at an average of 6 patients on a Smoke-Stop shift. I would help the patient decide which form of NRT suited them best, and the Doctor duly prescribed the choice. I would only see motivated patients who were well through the other side of their detoxification regime from their drug/alcohol of choice. Most had already been through a tough time with that, so I too thought that, as all the propaganda leads us to believe, quitting the evil weed was very hard. I bought into this belief.

Each patient received a lot of input and support (there was loads of paperwork too!), and I did my very best for them all. Disappointingly, however, I did a three month phone-call check to all the participants at home, to find that the success stories were very low – averaging at only one in ten having remained a non-smoker. This was gutting after all that energy and effort! Despite this, my managers were keen for me to keep going and I carried on with the Smoke-Stop clinic for 3 years. The results remained poor. One could argue that the patient had already quit their main drug of choice, and it could be hard to quit the cigs as well, but as I said before, I would only see patients who requested the service and showed

a good level of motivation and commitment after an in depth counselling session about it.

In 2010 I left the rehab and gave up Nursing, needing a change after all those years in a sometimes very challenging job. I had already been a relaxation therapist as well as a nurse at the Addiction Centre, and Hypnotherapy had been brilliant for me for my fear of flying and pain issues, so I decided to train as a SF Hypnotherapist at the Clifton Practice (fantastic move!) I still return to the Rehab several times a month to run relaxation workshops, so it is great to keep in touch with my old peers there.)

Soon I was busy doing Hypnotherapy Smoking Cessation sessions from my home practice, and loving it. By quickly getting to the crux of the matter that 90% of the smoking addiction is in the mind, and teaching the clients how the brain works in relation to smoking – the hypno sessions turned the number of success stories on their head for me. Instead of one in ten quitting using the NRT route, I was finding that eight out of ten were quitting – for good!

Quote from my 3rd Client for smoking – a 67 year old woman who had tried everything else – “I am now looking forward to my third month without smoke. Thank you for your wisdom, expertise and friendliness. Family and friends are amazed, as is the medical profession, that I have achieved “the impossible” after a lifetime (40 + years) of slavery. When life gets difficult, I just get into my boat (on my relaxation CD) and float. Many thanks! I now feel more positive, calmer and hopeful for my tomorrows”

Wow – receiving her letter put me on a 10 on my happiness scale! No going back to using NRT now for me. ■

## COULD YOUR THOUGHTS BE 'TAXING' YOU?

**Jess Driscoll on how achieving a quieter state of mind improves your efficiency...**

**I**f you saw the February issue of National Geographic on newsstands you will have seen the fabulous image of the human brain on their front cover. New imaging technologies are meaning that we can get closer and closer to the brain, and new discoveries about how it works are coming out all the time.

In a new book by Sendhil Mullainathan (Harvard Professor) and Eldar Shafir (American psychologist) **Scarcity: Why having too little means so much.** They talk about how we can free up some of our intelligence using some pretty simple measures... How we can quieten our busy minds to free up more of our head space to deal with the demands of our day to day lives.

We can all relate to the idea of a noisy mind... A constant onslaught be it home, work, relationships, our self-perception, family and so on... You probably wouldn't try and write an important report sitting at platform one of Cardiff Central station, so why do we hope that getting by with a noisy mind will fair us any better? Research now shows us that this daily onslaught of thought noise really does hinder our intelligence capabilities and it seems relatively simple things can make a huge difference to helping us turn down the volume.

Let's exchange Cardiff Central station for a quiet, peaceful and tranquil study room that is tidy, smells fresh, no trains hurtling by, no pneumatic drill outside... However the noise is coming from within... You settle down to work and just as you manage to tune in to one particular train of thought you are bombarded with questions about how to find the cash to fix the car, whether or not to switch your mortgage, take out a loan, book a holiday, finally have it out with your sister or did you handle the situation with the kids at the weekend okay?

In their book Sendhil Mullainathan and Eldar Shafir explain that such noise stems from a preoccupation with scarcity, or lack if you like. Where we have scarcity in one area we have less attention to devote to other areas in the rest of our lives...

*Continued over...*





# ORTHOREXIA NERVOSA

Terry Baker highlights an eating disorder with a twist

projects with a good amount of data to show how this scarcity, mental preoccupation with unmet needs, be it shortage of time or money. Unmet goals impede our ability to focus on other things and to deal with them to the very best of our capability. Just being on a diet creates a focus on scarcity, and unsurprisingly, tests showed that people performed worse when on a diet.

So, what can we do about it? We can free up bandwidth by adding efficiency to our lives, e.g. we can convert recurring demands into one time actions.

### TOP TIPS

- ◆ Take control of finances; make regular savings no matter how small
- ◆ Exercise, set up appointments with a friend to get some extra social interaction going too
- ◆ At work try to get out for a short walk, force yourself to take regular breaks, sacrificing health for longer hours only makes you more inefficient as it takes its toll and diminishes performance
- ◆ Make family and friend time
- ◆ Eat good food
- ◆ Regular bedtimes and good sleep routines, get help if necessary such as yoga, hypnotherapy, meditation
- ◆ Take time for yourself and have treats, be it half an hour reading a book, listening to your favourite music, a walk or a facial...

Add brain health to your lifestyle. We all know how important the gym is, but we can't even get to the gym if our brain is too cluttered. Taking just 30 minutes a week to yourself to do something that helps lessen your noise will make a difference! ■

By Jess Driscoll is a solution focused hypnotherapist based in Cardiff, find her at [www.solutionhypnotherapy.co.uk](http://www.solutionhypnotherapy.co.uk) [jess.hypnotherapy@gmail.com](mailto:jess.hypnotherapy@gmail.com)

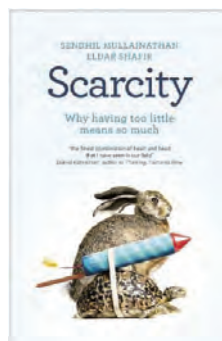
The emotional drain also becomes a cognitive drain ... They use the terms 'cognitive tax' and 'bandwidth'. In other words, this drain, the cognitive tax, reduces our available bandwidth to deal with the rest of our lives as effectively as we could if we freed up space and turned down the volume.

For Sendhil Mullainathan and Eldar Shafir bandwidth is our ability, our capacity to:

- ◆ Pay attention
- ◆ Make good decisions
- ◆ Stick with our plans
- ◆ Resist temptations

When our bandwidth is less taxed we're more able to set goals and achieve them, more able to deal with pressing needs and control our impulses, e.g. be able to stick to a diet, or control our emotional responses, e.g. be able to remain calm instead of getting angry, be able to stay motivated instead of becoming withdrawn, be able to stay relaxed instead of becoming anxious. As we learn to free up our minds we also add to our fluid intelligence, that is we are more able to: solve problems, reason, maintain self-control and think rationally

In the book there are many studies and research



## FURTHER INFORMATION:

Sendhil Mullainathan and Eldar Shafir: Scarcity: Why having too little means so much available at: <http://www.amazon.co.uk> <http://www.scientificamerican.com/> <http://www.nationalgeographic.com/> <http://www.photoeverywhere.co.uk/>

**F**irst defined by a Californian medic, Dr Steven Bratman in 1997, Orthorexia is defined as an unhealthy obsession with eating healthily or 'properly'. The word comes from the Greek 'Ortho' – right or proper and 'orexis' – appetite. The world of psychiatry isn't agreed on whether this is a real disorder, a type of OCD, or even a type of anorexia nervosa.

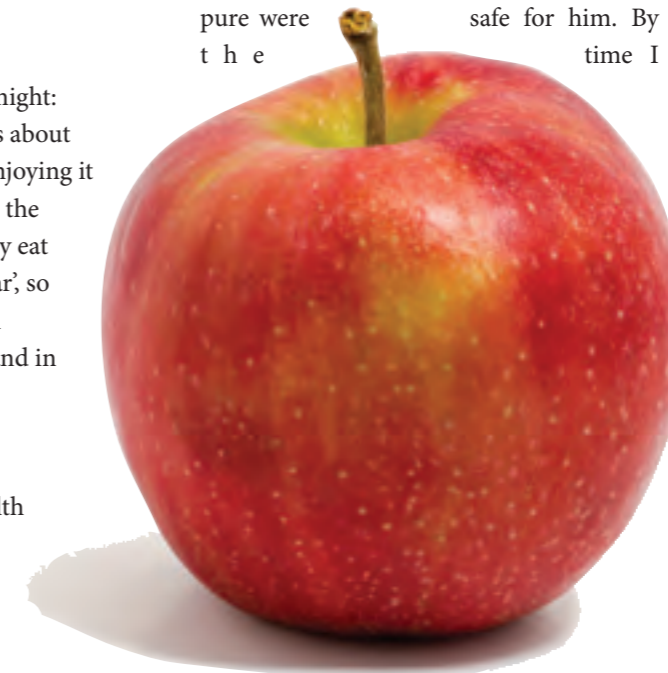
People with Orthorexia might:

- ◆ Feel pure or virtuous about their diet, without enjoying it
- ◆ Continually limiting the number of foods they eat
- ◆ Develop a 'diet of fear', so the positive focus on healthy food goes hand in hand with an exaggerated fear of unhealthy food
- ◆ Think about the health implications of food for hours each day
- ◆ Become isolated and enjoy life less as they find fewer places they can eat out
- ◆ Look down on others who have less pure diets
- ◆ Feel guilty or impure if they eat 'unhealthy' foods
- ◆ Associate their diet with being in control.

I'd never heard of this syndrome until late in January Radio 4's PM broadcast an interesting discussion involving a patient and a psychiatrist about Orthorexia. The patient's description of their experience reminded me of a person I once knew, who

had a very controlled diet throughout his adult life, which tragically led to his early death.

He'd had no wish to harm himself or to die, nor any wish to lose weight. He wasn't concerned about limiting or controlling the amount of food he ate. He did though have a huge fear that 'normal' foods would contaminate or harm him, and that only foods which were safe for him. By the time I



he'd had no wish to harm himself or to die, nor any wish to lose weight. He wasn't concerned about limiting or controlling the amount of food he ate. He did though have a huge fear that 'normal' foods would contaminate or harm him, and that only foods which were safe for him. By the time I

The radio interviewee described a different food journey, one I can relate to, passing through vegetarianism, veganism, organic produce, raw food and culminating with her eating absolutely nothing but raw fruit. She described feeling great, morally

pure, healthy, her skin glowing, and with plenty of energy. Along with this was almost total social isolation, dangerous weight loss and hair and tooth loss.

There are similarities between the two cases I've mentioned, but also many differences. One person had a diagnosis of Asperger's along with some significant psychotic beliefs, while the other had previously been socially well connected and had no other diagnosed psychiatric issues.

Suggested treatments differ widely. The radio psychiatrist advocated dietician advice along with psychotropic drugs (depending on the exact presentation), and CBT. The radio interviewee felt that dieticians were best avoided (in her view most dieticians have orthorexic tendencies, which is why they choose that profession!), and that she got over her problem by an entirely different approach.

She chose to get positive! She embraced life, connected with people, started doing enjoyable and positive things, to accept the risks this brings, to let joy into her life. Through this, she found that she thought about food less and less. She now describes herself as 'curvy', rather than stick-thin as she had been, but she's happy with this and pointed out that weight loss had never been her aim. She didn't say what, if any, help she got along the way, but her story sounded to me like a successful positive psychology or solution focused hypnotherapy case study.

For more information, visit [www.orthorexia.com](http://www.orthorexia.com) or there's plenty more information on line ■

Terry Baker is a registered mental health nurse in the NHS and a Solution focused hypnotherapist in Bristol and can be found at <http://terry-baker.co.uk>



## AN INTERVIEW WITH... ..KIM DYKE

been 10 – 12, Highest has been up to 28 – 30. I prefer to work with around 16 – 18 in a week though, as I find that's a nice balance for me.

**I know you were originally trained at Chrysalis, and I think I may have been present when you first came to the Clifton Practice for supervision – what made you choose there?**

When I qualified, I knew how important Supervision is so I made it a top priority to find a Supervisor. I found

David Newton's details and one other Supervisor in Bournemouth on the Hypnotherapy Society website. As I live pretty much in between Bournemouth and Bristol, distance wasn't really a factor for consideration. At the time I just picked up the phone and called the Clifton Practice first and spoke to David on the phone. He explained about the Solution Focused way which I hadn't heard of before, so curiosity got the better of me and before I knew it, I was walking through the door and sitting in David's room listening to him, and the others in the room, talking about the brain and how it worked. I will be honest here and say that I felt completely out of my depth. I didn't understand David's 'bacon and eggs' drawing of the brain on the flipchart either and I really did feel at a much lower level than anyone else in terms of what I knew, but this just made me more determined to learn. I can honestly say I was taken in, hook, line and sinker ... my brain was like a sponge and I just wanted to know more, the learning was irresistible to me. I loved being there, as I still do today, with such wonderful, positive, happy, smiling people;

who could blame me for wanting to be part of it?! I encouraged quite a few of my fellow Chrysalis colleagues to come along too. Needless to say, I never did call the other Supervisor in Bournemouth, a decision I have never regretted to this day!

**At what point did you realise that Solution Focused was probably the way to go?:**

It was being in David's Supervision group that made all the difference to me. In my mind, there was a little bit of a battle going on with what I had been taught and what I was starting to learn, but I just knew the Solution Focused way made perfect sense to me. I was never comfortable with the thought of having to assure someone in trance through an abreaction as they were 'releasing' an emotion. The Solution Focused way was much more appealing, not only for my clients, but for me too. When I updated my skills and took the SFBT course through the Clifton Practice, that's when I absolutely knew that Solution Focused was definitely the way to go, and although I had been practicing the Solution Focused techniques before doing this, (or at least trying my best!), the changes and the rapid improvements in my clients were noticeable! I now look on my past training as something that gave me an insight into the old fashioned way of working. It's been useful to compare the two methods and to understand why and how the Solution Focused way yields better results.

**What did you do before you trained as a hypnotherapist?:**

I have always worked within the Corporate environment, so in the early years I held mostly administration/accounts positions. I moved in to a number of PA positions and then trained in Health and Safety,

Business Process Analysis and Project Management. I also trained through the Chartered Management Institute and managed a small team of people until my role was made redundant and I decided to take a different route, and what a journey it's been!

**Did anything you did in the past, help you in building up your business? :**

I'm very much a 'people' person and so my ability to be able to talk to anyone has definitely helped! If I'm with my daughter and I'm talking to someone in a queue, she used to ask "where do you know them from?" and I would say, "I didn't until just now!" She doesn't ask as much anymore, I think she's used to it but it always makes her smile.

When I'm in a queue I never miss an opportunity to tell someone what I do, and I always have leaflets and business cards on me to pass on to them. Being organised and keeping on top of things is definitely a strength I've been able to use, whether that's working on some advertising or keeping my accounts in order.

A Manager I once had described me as a 'Terrier' as I nip at people's heels until I get the outcome I'm looking for. I often think this has helped me too, as I have an absolute determination to succeed and so I just keep going, no matter what's going on or the obstacles I have to get around.

**David Newton often says that therapists become successful because of their engaging personalities, what other attributes do you feel are important? :**

I absolutely agree with David here and I also feel a level of determination is relevant too. Making the effort to get out and market yourself, whether that's delivering leaflets, offering to give a talk to your local W.I. or just talking about what you do to everyone and anyone who will listen is all helpful ... you just never know who they will talk to!

**How do you get your clients?:**

My clients tend to come through referrals from people I have helped, or people who have known people I have helped. I also obtain clients through my website. I do advertise in a local magazine too and this brings in some enquiries. The Osteopathic Clinic I work from often refers clients to me. I still deliver leaflets too, something I've done from day one, perhaps every 3 months or so and that always brings in enquiries. Sometimes my clients come from the strangest circumstances. I was in my Bank today and sat at a table filling in my paying in slip and noticed a lady across the table from me with a wonderful handbag that had butterflies all over it. I commented on how nice her bag was and explained to her about my logo which has a purple butterfly. I handed her my business card to show her and she looked absolutely astonished! Apparently she had been talking about me to her family only the night before, as she was thinking about booking an Initial Consultation with me. As she left the bank, she stated she was going to call me later ... and I have no doubt at all that she will.

**You were one of the first therapists to start charging for consultations, and you have a contract for new clients to sign. What differences have you found by implementing these things?:**

The difference I have found in implementing charging for consultations, is that I have completely eliminated time wasters and also people turn up for the consultations! These days I am always surprised if someone doesn't, but these are very few and

far between! I have always had a Contract for new clients to sign and people seem to respect my terms and conditions by honouring my cancellation policy where they can and it's possible for them to do so.

**Do you take credit cards, or do you have any payment schemes?:**

I don't currently take credit cards or debit cards but I am looking into the possibility of offering PayPal facility as an option to my clients. They all seem perfectly happy with my payment arrangements as they are now, though but I must admit it would benefit my cash flow I'm sure!

**Do you do anything else that uses your skills in hypnotherapy outside the clinic room?:**

Yes, I listen to my relaxation CD at night as I find it really helps me to wake feeling refreshed and ready to get on with my day. I have a bad back occasionally and I use my hypnotherapy skills to help me to cope with the pain. I find when a family member or a friend has a problem I naturally ask Solution Focused questions that help them to think about their situation differently ~ it's very difficult to switch off from that way of asking questions!

**If you could give one tip to a new graduate, what would that be?:**

Practice, practice, practice and practice even more with as many different people as you possibly can to embed the skills you're learning and to increase your confidence ... oh and never give up, keep going and always believe that you will be successful! ■



**Originally trained:** Chrysalis

**Year qualified:** 2008

**Additional qualifications:** Specific to hypnotherapy I have achieved the Diploma in Hypnotherapy, Diploma in Counselling and Psychotherapy, SFBT Skills Training for Hypnotherapists, CBT Skills Training for Hypnotherapists, NLP Level 1 and the Accredited Level 5 Hypnotherapy Supervisor qualification ... oh, and numerous Clifton Practice workshops too amongst a few others!

**Any positions held in any organisations:**

I am delighted to say that I have been appointed as Head of Membership of AfSFH, which is such a privilege and I'm looking forward to embracing this role fully over the coming year.

**Number of clinics you work from:**

I work from one clinic out of choice. I have practiced from multiple clinics in the past, but I prefer the continuity of working within one nowadays.

**Number of clients a week:** Lowest has

# MEET THE NEW TEAM...



## Sharon Dyke the new CEO for AFSFH

Sharon has a lengthy history as a Manager in Health and Social Care, primarily the not-for-profit sector, both at county and national levels. As an SF Hypnotherapist, Supervisor and Coach Sharon believes that Hypnotherapy is at the heart of a vibrant democracy; it is in such a democracy that she believes that the values and aspirations of SF Hypnotherapists are beginning to be voiced, listened to, and acted upon.

As a Founder member of the AFSFH, Sharon has been involved from the start and says "I have loved every minute" now I am ready to take on the ultimate role and lead us into the future. Sharon can be contacted directly for information and advice at [afsfas@gmail.com](mailto:afsfas@gmail.com)

## Deborah Pearce - Operations director

Following a career in IT and then in Senior Management for national charities, I became a Solution Focused Hypnotherapist in 2008 and have since become a Supervisor. My current role within the Association is to oversee the operational aspects of the organisation and to provide support to the CEO. In practice this means that I do whatever needs doing and often involves me standing in for people when we are between volunteers, eg PR & Comms or Membership Renewals. I have been on the committee since we first started and have been amazed at the huge progress we've made in such a short space of time. Tomorrow the world!



## Penny Ling - Journal editor

Another founder member of the AFSFH, supervisor and full time solution focused hypnotherapist. Penny's past incarnation was in publishing - newspapers, magazines and electronic. She first published a newspaper and had her own printing press at age 9, and saw the benefits of the internet back in the early 90's when she became a web designer. She writes, edits, commissions and sources out information she thinks would benefit other members. She loves being creative and says the journal helps her keep her hand in something she's always loved.

## Dipti Tait - Marketing and communications

I'm Dipti, and I am so pleased to be heading up the marketing and communications side of the AFSFH. Before I decided to embark on this rewarding career as a full time SF Hypnotherapist, my background was in media and marketing. For most of my career, I worked at the BBC in London and my media position involved communications, publicity and promotions.



Combining my skills in marketing with being a hypnotherapist has increased my own ability to successfully market and promote my own practice easily. I now feel really happy to be able to share my skills to help new and existing practitioners promote themselves, their practices and the Solution Focused model of Hypnotherapy.

## Kim Dyke - Head of membership

"I feel honoured to be Head of Membership of our wonderful Association. I'm looking forward to encouraging the growth of our Membership further and to helping improve the services we provide to you, making your experience as a member an even better one!"



## David Mclean - Head of research and campaigning.

Really looking forward to getting involved in an interesting but also vital role within our association enabling it to move even further forward and to continue to gain the recognition that it so rightly deserves.

I plan to initially start with increased visibility of the research programme and it's benefits for students and practitioners alike. I then want to move forward by taking the principles of SFH and breaking it down into what makes it so successful and quantify these methods. This will happen by initially, publicising previous correlated research with a view to move onto our own unique contribution to real world research.

The continued analysis of our results both from a qualitative and importantly a quantitative viewpoint and the necessity to publicise it is imperative if we are to continue to gain the recognition that our training school and association so rightly deserve.



## Trevor Eddolls - Our web wizard

Trevor is a qualified solution-focused supervisor and works part time as a hypnotherapist. He writes regularly for Hypnotherapy Today and has a book called Hypnofacts. He is also an NLP practitioner coach, and has trained in CBT. Trevor also runs an IT consultancy and develops Web sites for clients.

## Denise Barkham - Finance officer

My background in administration and finance began in 1976 when I joined Unilever plc in Blackfriars London, followed by a long stint in the construction industry as a Sales Manager. As well as being a SF hypnotherapist, I work as a Schools Business Manager for a large primary school in Swindon with an annual budget of £1.8m. I am looking forward to using my skills in this area as the Association grows and in ensuring that our plans and hopes for the future can be financially fulfilled. I have held the finance position for a year now and I am really thrilled to be involved in the next steps of our incredible and exciting journey.



## Sandra Churchill - Events co-ordinator

Hi, I'm Sandra Churchill and have just taken up the role of Events Co-ordinator for the AFSFH. I work full time as a Clinical Hypnotherapist, operating from three busy areas, and am also a qualified Supervisor. I am looking forward to working with such an amazing team and working on some exciting and informative events for this year.



# ALSO... OUR NEW VOLUNTEERS

## Mel Cook - Standards officer

## Michael Hughes - Research assistant

## Nadine Hennessey - HR & policy officer

**Elise De Viell - 50/50 club co-ordinator** - Hi everyone! I am the new 50/50 club co-ordinator and will be running this new an exciting scheme which great for the association and great for you - like our own little lottery with monthly winners. No doubt you will all be hearing from me soon as I drum up some business.

**Current Vacancies: - Online marketing officer / Volunteer coordinators / Regional coordinators**

## Disclosure and Consent Form for Hypnotherapy

I, \_\_\_\_\_ give my full consent to receiving Solution Focused Clinical Hypnotherapy sessions with \_\_\_\_\_.

I understand that Hypnotherapy is not a replacement for medical treatment, psychological or psychiatric services. I also understand that \_\_\_\_\_ does not diagnose any condition.

I have agreed to participate in each session to the best of my ability and to honour payment by cash or cheque strictly at the end of each session. I also agree to give at least **48 hours notice for cancellation** of a session and understand that should this notice not be given, I may be charged the full session fee.

All information I have provided is accurate. I understand that confidentially regarding this information and my sessions will be honoured by \_\_\_\_\_, except where disclosure is required by law without my express consent. This same confidentiality is respected when working with minors under the age of eighteen.

I agree that this Contract is between myself and \_\_\_\_\_ and that the Clinic bears no liability or responsibility for any services provided by \_\_\_\_\_

\_\_\_\_\_  
Signature of Client

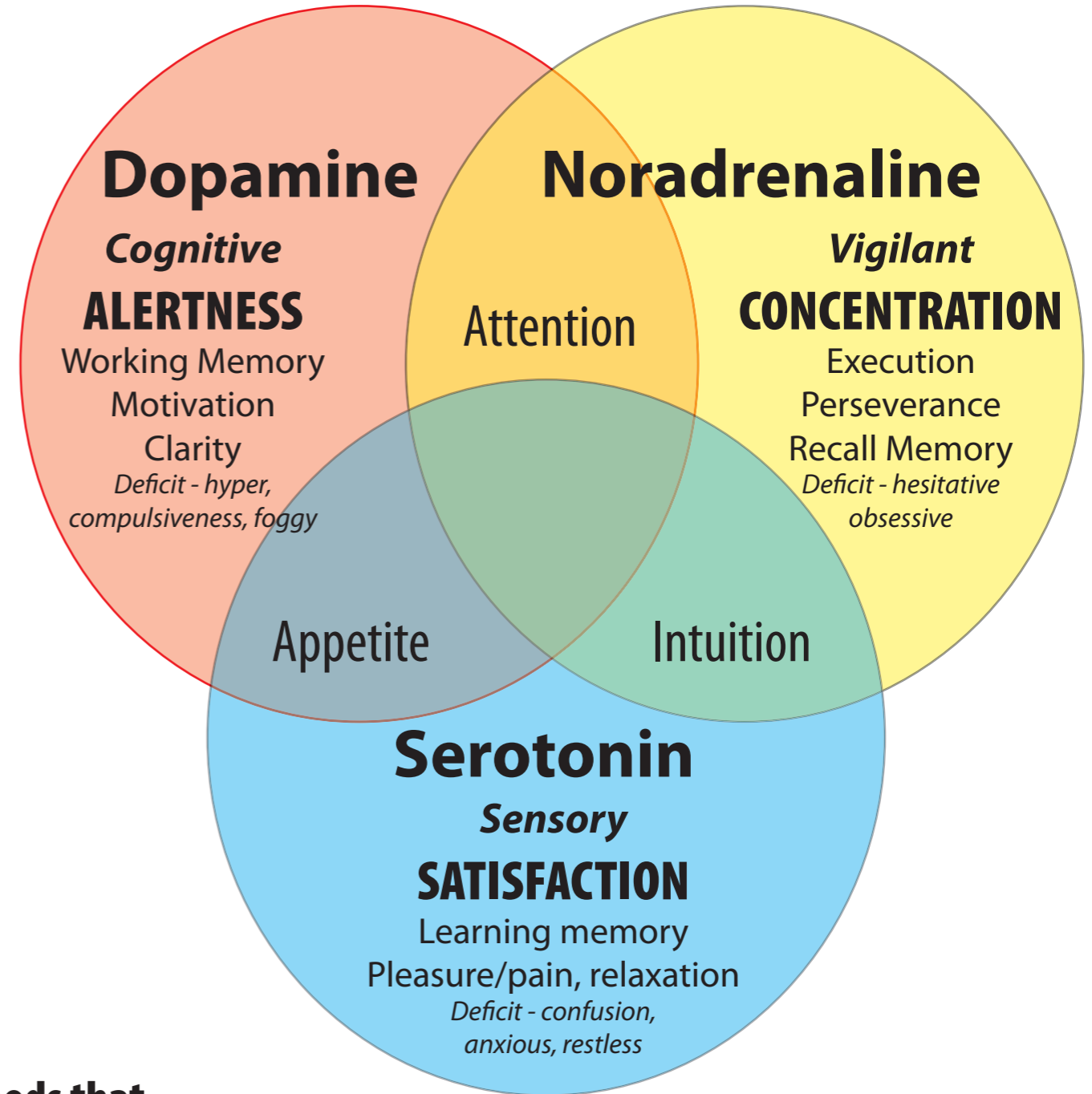
\_\_\_\_\_  
Date

## Foods that increase Dopamine

Food sources of dopamine increasing tyrosine include almonds, avocados, bananas, dairy products, lima beans, pumpkin seeds, and sesame seeds. Dopamine is easily oxidized. Foods that are rich in antioxidants such as fruits and vegetables may help protect dopamine-using neurons from free radical

damage. Many healthcare professionals recommend supplementing with vitamins C, vitamin E, and other antioxidants. Foods such as sugar, saturated fats, cholesterol, and refined foods interfere with proper brain function and can cause low dopamine. Consumption of saturated fats

and cholesterol should also be reduced because they can clog the arteries to the brain, heart, and other organs. Caffeine must also be avoided by persons with depression. Caffeine is a stimulant which initially speeds up neurotransmission, raises serotonin, and temporarily elevates mood - but depletes it in the long term.



## Foods that increase serotonin

**1** Food sources that help with serotonin production - foods high in B-vitamins (brown rice, chicken, corn, eggs, green leaves, legumes, meat, nuts, peas, sunflower seeds, nutritional yeast), Calcium (almonds, brewer's yeast, green leaves and cruciferous vegetables, fish with bones, sesame seeds, tofu), Magnesium (green leaves, brown rice, sesame seeds, shrimp, salmon) and Tryptophan (turkey, soy foods, peanuts, almonds).

**2** Essential fatty acids necessary for serotonin production are the omega 3's (fish oils found in mackerel, salmon, sardine, tuna; walnut oil, flax oil) and 6's (canola oil, chicken, eggs, flax, grape seed oil, safflower oil, sunflower oil, turkey, wheat germ oil) as well as Gamma-Linolenic Acid (black currant oil, blue green algae, borage oil, evening primrose oil).

**3** Avoid stimulants because they deplete serotonin over time -this works the same way stress does. We're talking things like caffeine, refined carbohydrates, chocolate, sugar as well as the heavier stimulants like cold remedies, alcohol, street drugs, diet pills and tobacco

# Have a story to Share?

## Next Edition = Why men don't do therapy

Contact Penny Ling on [journal@afsfh.com](mailto:journal@afsfh.com)



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(300 dots per inch as opposed to 72dpi web format) photographs are to be attached separately to the document; **please do not embed**. Please make sure there are no copyright issues with the photographs sent, and that all photographs are originals. These must be sent as a .jpg file. Any articles must have the references included and numbered.

If you have any case studies, scripts, metaphors, book reviews, news, areas you feel we need to investigate, then don't hesitate to get in touch.

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Views expressed in Hypnotherapy Today are those of the contributor. Please only send in articles of a solution focused nature.

### Submission deadlines

First day of February, May, August, & November.

### Issue Dates

January, April, July & October



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### Don't Forget!

If you are a member of the NCH, then you can register your details of your supervisor (If they have been accredited by the NCH) with them - online. [www.hypnotherapists.org](http://www.hypnotherapists.org)

### Don't Forget!

Watch out for more information about supervision and CPD as the AfSFH moves forward in establishing itself as a Professional Association.



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# AfSFH.com

Association for  
SOLUTION FOCUSED HYPNOTHERAPY



## Chairman and Trustee: David Newton

David Newton founded the AfSFH and is an avid supporter of getting the word out to the public of what Solution Focused Hypnotherapy is all about. His inspiration brought the Association to life and has allowed us to flourish rapidly in our early days. His support of all that we do is greatly appreciated.



## Trustee: Nicola Griffiths

Nicola did a wonderful job as secretary but has had to step down, but remains a trustee. The bee in her bonnet is to support both newly qualified and experienced Hypnotherapists in their careers, so she comes up with many of the initiatives that help our members improve their businesses.



## Trustee: Susan Rodrigues

Susan is our mainstay who oversees our Executive meetings to ensure we're on the right track! Her knowledge ensures that our brain waves keep to the ideals (and regulations) of the solution focused world.



## Trustee: Matthew Cahill

Matthew is one of our Trustees whilst also being heavily involved in training Solution Focus Hypnotherapy. He also helps us optimise the Association's web site so it appears on Google.

# Benefits

Please note, appearing in our benefits area does not constitute a recommendation of the product or service.

## Biofeedback Meters - Psychometric Research

The offer is an exclusive £15 off the normal purchase price of a Biofeedback GSR Meter for AfSFH members.

Members should enter code AFSFH during the checkout process to obtain the £15 discount. - <http://www.biofeedbackmeter.co.uk/>

## Cardsave

The deal relates to their fully remote machine that works anywhere in the UK (subject to network coverage). See Association website for more details

Anyone interested in this offer should contact Dan Bishop at [Dan.Bishop@cardsave.net](mailto:Dan.Bishop@cardsave.net)

**Card Payment Machines: Please note, you will enter into a contract so do ensure your turnover is sufficient to justify this cost.**

## Couches

**Feel Good UK** - This web based company will reduce the cost of ANY couch by £10 if you use our unique discount code: WHT10

Their website can be found at [www.feelgooduk.net](http://www.feelgooduk.net)

**Therapy 2000** - This web based company will reduce the cost of ANY couch by a MASSIVE 20% if you use our unique discount code: AFSFH

Their website can be found at [www.therapy2000.co.uk](http://www.therapy2000.co.uk)

Plus more services can be found on our website at: [www.afsfh.com](http://www.afsfh.com)

# Advertising

## Coming soon....

Advertising space will be available in the new printed journal. Watch this space for more details in the July issue.