

HYPNOTHERAPY TODAY

ASSOCIATION FOR SOLUTION FOCUSED HYPNOTHERAPY

Edition 18, Winter 2015

SFH and Mindfulness:

Similarities and Differences

Including:

Self Publishing

ME and Hypnotherapy

Internet Marketing

Supervisors' Directory

Competition and Prize!

AfSFH.com

Association for
SOLUTION FOCUSED HYPNOTHERAPY

SUPERVISORS' DIRECTORY

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



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

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A message from our Chief Executive Officer:



It's been a great few months for the Association.

Not only do we continue to expand our training centres around the United Kingdom but we are also continuing to focus on helping our members to enhance their own practices.

This year has seen a number of informal and advisory checks on supervision, CPD, insurance and, where applicable, Enhanced DBS certificates for practitioners.

We are grateful to Colin Hudson, our compliance officer, who has taken on the task of sampling a percentage of our membership to ensure we conform to the high standards that we, as an Association, aim to achieve.

An update on Colin's role is in this edition of Hypnotherapy Today but, from reading the article, then it is fantastic to know that our members continue to take our core values of excellence seriously with positive feedback on the checks he's undertaken.

As we head into the New Year, Colin's role will become more formal as AfSFH sets out to make sure compliance is actively maintained throughout 2016.

We all know the value of attending supervision on a regular basis and how beneficial it is for us all. I know from personal experience how much I would look forward to the monthly meetings!

From making that all important cup of coffee, at the start of the evening, through to sitting down in an informal, confidential, positive and solution focused environment, alongside my fellow colleagues, to discuss good practice techniques.

It's also a fantastic opportunity to learn about key issues surrounding latest thinking and I always enjoy discussions on areas of interest - from psychology to smoking.

Another huge boost to our Association this year has been the introduction of Wild Apricot which is the computer system that supports our membership and the smooth running of AfSFH on a day to day basis.

Thanks to Denis Caunce as he continues to brilliantly master the new system which puts us at the cutting edge of organisation and technology. Again, more details of Denis' work, and its benefits for all of us, can be found in this edition.

And finally, we are introducing a word search competition for that all important coffee break when you can sit back and take five minutes out of hectic schedule to try to spot our fiendishly hidden words and win some great prizes!

It just leaves me to wish you every success for 2016.

David Mclean
CEO, AfSFH.



Association for
SOLUTION FOCUSED HYPNOTHERAPY

The Association for Solution Focused Hypnotherapy (AfSFH) ensures that it retains the highest level of professional standards from its members by adherence to its strict ethical code and structure.

The AfSFH also aims to raise the profile of the beneficial nature of Solution Focused Hypnotherapy to a wider audience, including the general public and businesses.

The AfSFH is proud to adhere to the top official standards both as a working board member of UKCHO (United Kingdom Confederation of Hypnotherapy Organisations) and also as a Verifying Organisation for the CNHC (Complimentary Natural Healthcare Council).

The CNHC is the UK voluntary regulator for complementary healthcare practitioners that was set up with government support to protect the public by providing a UK voluntary register of complementary therapists.

Wild Apricot and Compliance: updates and looking to AfSFH's future in 2016

A change to the membership directory, automatic renewal reminders, the potential to book events on-line and easier access to supervisors are just some of the positive changes to the internal workings of the AfSFH website, writes Duncan Little.

The transformation is happening thanks to the introduction of a new system called Wild Apricot which aims to provide a greater level of automation and so will be more efficient. It went "live" in October and has, so far, proved itself to be even more streamlined than its predecessor.

"The benefits for us as an Association in the way we run the 'behind the scenes' system is huge," says Denis Counce, Head of Membership services for AfSFH.

"Any changes to members' data which are made are now instantaneous and a lot of time will be saved as there will be no need for staff to duplicate the input of data." The members' area now uses the public facing e-mail address from your business to allow you access to the system. It also sends out handy automated reminders for when your membership is due to be renewed.

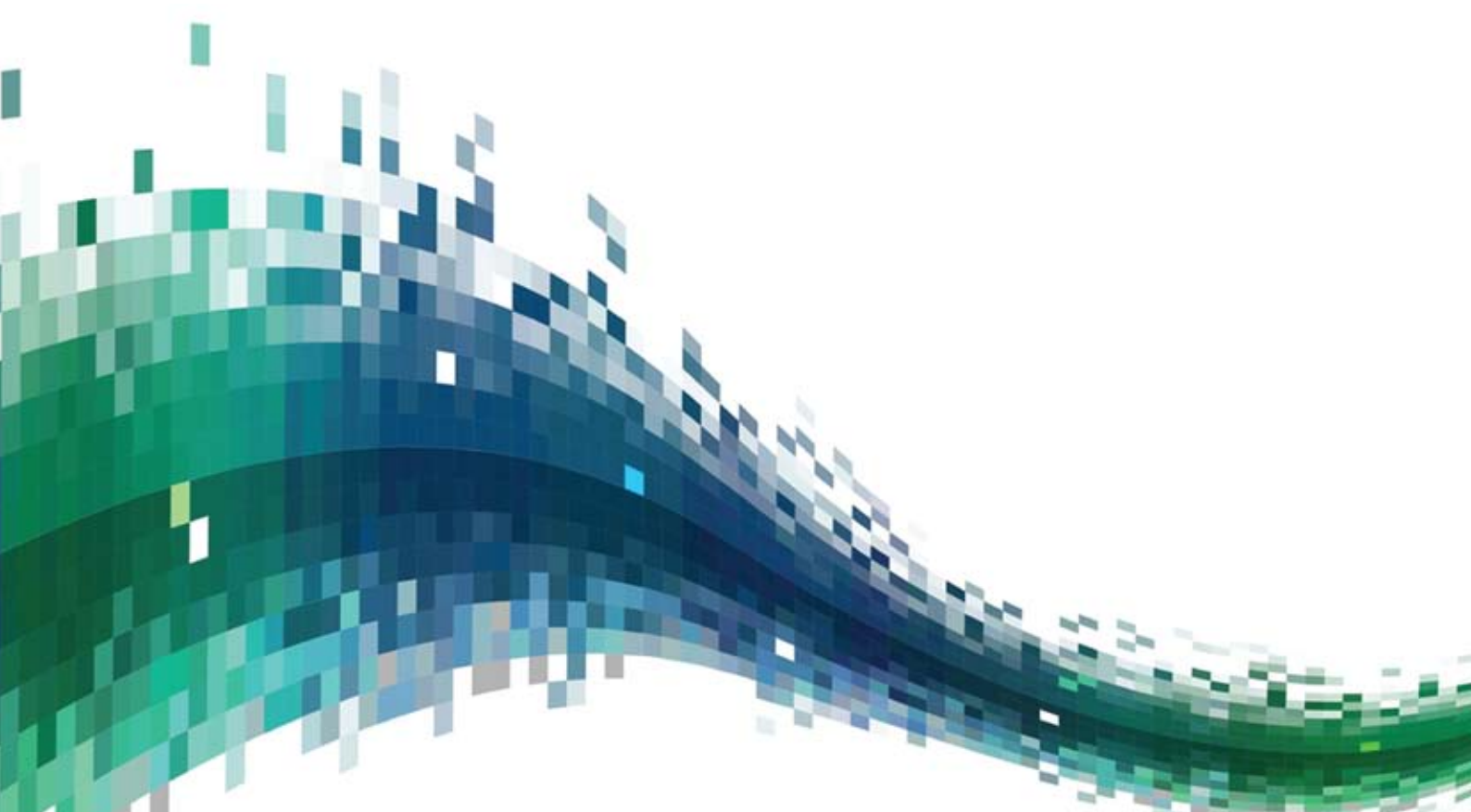
So, one month ahead of your renewal, you'll receive a note that it is due before you receive further notices a fortnight before your membership is due to lapse - and then one on the day itself as a nudge to take action.

"There's then a 'grace period,'" explains Denis. "Further reminders are sent out before a member is finally lapsed."

"Prior to the introduction of Wild Apricot then we would send out reminders by hand and sometimes these would go out on the day when it was actually due - so this new system really is very efficient for us and we hope that members will find the timely reminders helpful."

It's an important step as future uses for Wild Apricot includes placing the date, next to members' details, for when compliance checks have been carried out.

The alterations are designed to make life easier for the Association and its members. It's also hoped that, ultimately, it'll see the introduction of an on-line payment system where we can all simply pay for membership renewal fees with the click of a mouse.



All of these tremendous changes have taken place at a time when the Association has brought on board its own Compliance Officer, Colin Hudson, whose task is to check that AfSFH members are adhering to its terms of membership.

“This year has been a year of educating people about what they need to do and has provided us with a period of time to give advice and guidance on what we expect as an Association,” explains Colin.

From 2016, he will be carrying out spot checks on members to ensure members are attending the required six supervision sessions a year and undertaking 15 hours of CPD.

It not a new concept as David Mclean, CEO of AfSFH, explains, “The Association had introduced six supervisions for membership some time ago to ensure that we were adhering to NCH policy and compliant with governmental guidelines stipulated by CNHC.”

Colin mentions that ten hours of CPD should be related directly to hypnotherapy and can include reading (and also writing articles on hypnotherapy) alongside attending workshops and presentations on the subject. Five hours can be indirectly related to the discipline and can include First Aid training or additional mental health education.

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“It’s a fair way to prove that you have undertaken a commitment to improving your skills by keeping up to date with supervision and so benefit both your practice and the reputation of the Association as a whole,” says Colin.

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One reason for introducing a Compliance Officer has been to act as a safety net to ensure high standards for our clients.

For instance, following a random request for compliance details this year, Colin was able to spot that one member’s insurance details had lapsed and they were a month out of date on their certificate.

Thanks to the Colin’s check then the member was able to rectify the situation quickly and effectively to ensure they were practising

legally. It’s a job which he believes is important as it provides an effective safety net for the public and gives them with the reassurance that AfSFH takes its checks seriously.

So far, Colin has examined the details of 15% of the AfSFH membership by his undertaking random checks, with the vast majority having a clean bill of health.

It’s a very positive start as we head into the New Year and it is something which is reassuring for Colin in his role as 2016 will see a tightening of the rules.

“If people cannot achieve compliance levels,” explains Colin, “then we would investigate further as there may be good reasons for it, such as illness, absence from the country or bereavement.”

Organisation is the key to ensuring that spot checks can run smoothly and Colin is suggesting that members keep evidence of CPD and supervision to hand so that it’s easy for them to access information if he requests proof of attendance.

Part of the checking process will also be to see if members have the required Enhanced DBS certificate in place for if they are working with certain age groups or with a person who is classed as being vulnerable.

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Colin’s advice is to check your insurance policy as, depending on your provider, it might be a requirement for you to have a certificate in place.

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“I think it is generally well accepted within AfSFH for the reasons why we are introducing compliance in this manner and it will help us become a leader for other organisations and so see the whole industry move forward and progress.”



Colin Hudson
Compliance Officer



Denis Counce
Head of Membership



Posed by models

ME and hypnotherapy

Hypnotherapy practitioner Sonia Diiorio charts her journey through the diagnosis of post viral fatigue and explores how SFH helped her and how it changed her life to the point whereby she retrained in it herself.

Have you been approached by a client with a diagnosis of Chronic Fatigue Syndrome (CFS), otherwise known as M.E.? Are you keen to learn more about how Solution Focused Hypnotherapy may help to alleviate the symptoms of their condition? If so, here is my personal CFS journey which will show how SFH helped me to discover that there really is some light at the end of that tunnel.

The journey begins

A little over two years ago I was diagnosed with post-viral chronic fatigue. I was recovering from a serious bout of flu that had struck on Christmas Day, resulting in a nasty chest infection that was hard to shift.

I had no idea what it meant for me at the time and yet I almost certainly thought it would be short-lived and, while rather inconvenient, just part of the process of recovering from what had been an extremely unpleasant illness.

For those of you who don't know very much about

Chronic Fatigue Syndrome, also commonly known as M.E., it's 'a long-term (chronic) fluctuating illness that causes symptoms affecting many body systems, more commonly the nervous and immune systems.' It is estimated that approximately 250,000 people are affected by the illness in the UK alone and, while people of all ages can suffer, it is most common in women aged 25-50.

It's believed that women are more prone to internalising their emotions than men, which places considerable stress on internal body systems, making them more prone to developing autoimmune diseases.

While post-exertional malaise (the body's inability to recover from even the smallest bursts of activity) is the main identifying symptom, with anything from a cooking a simple meal to taking a short walk bringing on a bout of chronic fatigue, many people experience symptoms such as debilitating exhaustion, a sore throat and glands, brain-fog, low mood, poor sleep and sore, bleeding gums, to name but a few.

Ironically, chronic fatigue sufferers go to bed exhausted, but often struggle to fall asleep or sleep soundly through the night. They wake feeling just as lethargic as they did before they went to bed and struggle to perform a 'normal' morning routine.

The reasons behind the onset of M.E. / CFS are numerous and research is ongoing as to what causes it: no two people's stories are exactly the same. Studies cannot prove a link between emotional stresses and the onset of M.E. / CFS, with certain infections and physical trauma being more commonly accepted as triggers and, yet, in many cases, heightened emotional stress is present when the illness begins.

Reality strikes

So, following on from my diagnosis, what happened next? Well, I did what many people would do. I went home and read up on the condition; I sought out alternative therapists and therapies, I altered my diet and I rested, waiting for it to pass. Yes, there was an improvement, and, yes, I was able to slowly go back to a vague sense of 'normality', but fatigue was never very far away and my days and, sometimes, hours, had to be planned carefully so that I could avoid the debilitating 'crashes' that I experienced when I overdid it.

As the weeks and months went by, it became clearer and clearer to me that the initial onset of fatigue was not quite as clear cut as I first thought. There is no doubt in my mind that the flu virus I caught at Christmas was the trigger point, but the reality was that, prior to that time, I had been under immense, chronic stress for a sustained period of time in both my personal, and professional, life and I had literally burned out.

Leading up to the trigger point, I had been experiencing low mood, extreme exhaustion, night sweats, night-waking and other symptoms that can easily be mistaken for the early menopause when you are a female in your 40s. However, symptoms associated with the menopause are very much like those related to chronic stress and it was this critical factor that had been missed.

The stress in my life remained high and I knew that I needed to find a way to address that in order to embark on a journey towards recovery. I started to realise that the way I was thinking was really unhelpful and that it was a way of thinking that I had adopted since childhood. I classified myself, amongst other things, as a worrier, a perfectionist, sensitive and a people pleaser. As a result, I would over analyse every word I said or every word spoken to me. I would do things because I thought it might please others or, at least, avoid criticism from others. If I wanted to do something that might be disapproved of, I hid it or didn't speak about it.

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“light-bulbs switched on during the Initial Consultation where I learned the basics of how the brain works...”

just six months after I began my treatment, I started training as a Solution Focused Hypnotherapy practitioner...

to pursue a career that I love”

.....

A breakthrough

So, what did I do to change my patterns of thinking that had been engrained in my brain for over 40 years? I embarked on a series of sessions of Solution Focused Hypnotherapy. I had no idea at the time that it would be so ground breaking and also life-changing for me. So, what happened?

Well, immediately, light-bulbs switched on during the Initial Consultation where I learned the basics of how the brain works. I also discovered the critical function of sleep and could see, not only some of the reasons for why my sleep was so disturbed, but, also, some of the mental and physical impact of my disturbed sleep patterns.

As the sessions progressed, I learned how to break the negative thinking tendency and how to focus on the positives in life. I even started to view seemingly challenging situations in a positive light! My relationships with others improved as a result of understanding that they had a brain similar to mine and my parenting style changed, resulting in happier children.

Astonishingly, just six months after I began my treatment, I started training as a Solution

Focused Hypnotherapy practitioner, which has led me away from a leadership role in a secondary school (I had been in teaching for 18 years) to pursue a career that I love. I have a growing practice in Trowbridge and am able to work from home, which helps keep my fatigue to a minimum.

CFS is a complex illness and the fatigue hasn't completely gone, but I now have control over it rather than it controlling me. I lead a relatively full and varied life, loving each day and appreciating all that I am and all that I have (not in a materialistic way I might add). I am not my 'illness' and refuse to be defined by it. In fact, I am grateful for having experienced something so intense that made me re-evaluate what life is really all about and helped me to improve the way I live every day.

How might you help a client with CFS?

When someone first seeks your help, it is likely that they will have reached a point where their life feels beyond their control and they wish they could restore their energy levels to their original state. They are likely to be living a limited existence, surviving amidst a boom and bust energy cycle whereby they haven't quite mastered the art of pacing themselves. Low mood and / or high anxiety will often be a feature and, yet, they will be unaware of how these feelings may hijack their energy levels.

My advice? Be gentle with them. People diagnosed with Chronic Fatigue Syndrome will have already battled against others' negative attitudes and disbelief in them suffering from a 'real' illness. Some common responses from others to the

Listening to Solution Focused Hypnotherapy CDs enables relaxation and provides a 'positive impact on the nervous system'



Posed by models

statement 'I have chronic fatigue' are 'I'm tired too.' M.E. / CFS is not about simply being tired and it is a very real condition.

Some of the key ways Solution Focused Hypnotherapy can help to reduce many of the symptoms associated with chronic fatigue syndrome are as follows:

Helps the client to focus on the positives in life, thereby reducing stress and anxiety

Improves immune system function by reducing cortisol levels

Aids better sleep by reducing the contents of the client's stress bucket

Relaxes tense, tired muscles through the use of a relaxation CD and so provides a positive impact on the nervous system

Helps the client to focus on what they are able to do rather than what they are unable to do

Promotes an ability to live in the moment rather than constantly looking back or trying to predict the future

Final thoughts

I know all too well the dramatic impact CFS can have on someone's life, and also their loved ones and you will be able to help clients with CFS to relax and to take back control of their thinking and their life. We cannot offer a cure for CFS; it is a complex illness that baffles even some of the most eminent doctors and medical scientists. However, we can work to help alleviate some of our clients' symptoms so that they can lead a more enjoyable, fulfilling life.

Please note: this article should not be used as a diagnostic tool and clients should always consult a GP for a formal diagnosis.



Sonia Diorio runs her own hypnotherapy business in Wiltshire:
hypnotherapywiltshire.co.uk

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.....



Posed by models



Harnessing the power of the internet to boost business

Internet expert Mark Field, who regularly talks about on-line marketing on both sides of the Atlantic, examines how to use the World Wide Web to your advantage. In the first of two exclusive articles written for Hypnotherapy Today, Mark looks at how to harness the technical power of the net and where better to start than with On-site Optimisation.

What do we mean by on-site optimisation?

On-site optimisation is everything that you should have control over and refers to your website, the navigation menu, the pages, text, images and links.

In fact, it is everything you can see on your website. By carefully managing the on-site elements you are able to influence your potential clients, your rankings in Google and have an effective marketing tool that is working for you.

So, how does Google rank my website?

If we understand how Google ranks web pages then we have a starting point to implement some improvements of our own.

88% of all searches in the UK are carried out using Google, so it makes sense to focus on Google but this article can equally apply to other search engines (such as Bing and Yahoo).

When a user types in a search query, Google searches the 60 trillion pages (yes, trillion with a “t”) of content in its index and uses more than 200 factors before serving up the most relevant pages (based on the exact search terms typed in).

Each of these 200 factors is given a ‘weighting’ or score. All of this happens in 1/8th of a second and the result is a list of webpages displayed to the user.

It is important to remember that websites don't get indexed by Google, pages do, so each page of your website (or each blog post or news item) has the potential to be on Page One of Google for the search term entered by the user, so it's important we optimise each page with our potential audience in mind.

To get noticed we need to ensure we score over and above our competitors on these 200 factors. Let's go through some of the most important ones that are going to give you the edge.

1: Are you mobile optimised?

Since April 2015 (and another Google update in November) sites that are not designed or display correctly on a variety of devices such as smart phones and tablets will rank lower, all things considered.

Google aims to give the best possible experience to a user when carrying out a search and if the user is presented with a poorly configured site whilst using a smart phone or tablet this will not reflect well on Google's primary objective.

More than 50% of all searches are completed on mobile devices nowadays so check if your site is mobile compliant and passes the Google test (simply search for Google Website Mobile Test).

If it does not pass then it is advisable to consider a 'responsive' website as you may be losing out on traffic to your website.

2. Structure of your website.

In general terms, the more pages you have and the more tightly themed they are the better. Rather than have one page, with several paragraphs relating to your services, the better option is have several pages for each of your services.

Better still, have subpages. For instance, a page on Solution Focused Hypnotherapy and stopping smoking is fine, but have links to other pages on tightly themed and related sub topics which can focus on specific targeted groups. For instance, 'Business benefits for stopping smoking for your staff' or 'Stopping smoking if you are pregnant'.

Make these links available on the main navigation bar and use internal links to other relevant pages. This will increase your rankings for those tightly focused specific topics. Remember, Google indexes and ranks pages, not websites, so the more accurate your

page reflects what the user types in; the better the chances are that the page appears high up on the search results.

3. The written text.

Ensure a minimum of 300 words per page and ideally more than 600. Google needs a minimum amount of text in order to work out the content of your page. The first sentence and the first paragraph tend to be given more 'weighting' in Google's algorithm so ensure your key message, and your keywords and phrases that sum up the theme of the page, are located high up on the page. Add bullet points and make use of bold and italics to highlight key areas as these are given a weighting as well.

4. Add images.

When adding images, label them appropriately with captions as these get picked up by Google and often show when a user does an image search.

5. Use headings and sub-headings on each page.

Just like a MS Word document, different heading styles will help you section up your document. In MS Word these are called headings (heading 1, heading 2 etc). On a webpage headings work the same way and Google uses them to index your page.

So, Heading 1 should sum up the page content whilst Heading 2 and 3 should be sub sections of the same theme. So a heading 1 gets more weight than a heading 2 etc.

Instead of using "Stopping Smoking" as a Heading 1 use 'How to stop smoking using Hypnotherapy'. Then continue down the page with subheadings which are heading 2, 3, and so on. For instance, a heading, such as "Is Solution Focused Hypnotherapy effective for Stopping Smoking?" would be effective in helping get further noticed.

6. Regular news or article content.

Adding regular news or article items to your website will have a significant impact on your rankings (if done correctly). If your site was built using Word Press, then you have an edge as there are a lot of SEO (Search Engine Optimisation) friendly plugins that can help and it is advisable to ensure you have them installed and are using them correctly. Check with an expert (or your webmaster).

Google visits your site on a regular basis and seeing fresh content is a positive signal that contributes to good rankings. This new content lends itself very well to blogs. Make sure your articles and posts have a compelling title and contain the keywords a user may type in.

For instance, take two article titles you may be thinking of using when writing on sleep and hypnosis for children. 'Hypnosis and Children' and 'Can Hypnosis Help My Child Sleep Better'?

The second title or a close variant is more likely to be used by a searcher and rank higher in Google than the first because, as we know in SFH, people are looking for solutions to an issue and Google wants to match those queries to the most relevant web pages.

If, in addition, the article is informative, keyword rich and uses appropriate sub headings then this only strengthens its potential position. Consider that this is just one article, or post, on your website and you are not limited to how many you do.

7. Do you have a compelling “Call to Action?”

When a new client is seeking out the services of a SFH they are generally apprehensive and seeking information and reassurance. Take a look at your home page which is usually the first page a user will see. Is there a compelling reason to do business with you?

Do you offer a free report, that all important free Hypnotherapy CD or a free telephone or face to face consultation or even a visit to their premises?

If so, ensure this is clearly displayed on the home page. Research from Microsoft suggests that you have eight seconds to capture the attention of a visitor to your site. Make sure they take action without hitting the back button.

8. Use video.

Videos lend themselves very well to SFH. They have a high perceived value and position you as an expert whilst allowing the viewer to get to know you before making an enquiry.

A potential client has to feel they can 'know, like and trust' you before engaging your services and video helps to achieve this. Once your videos are uploaded to your YouTube video channel they can easily be embedded on your website. Try to install them 'above the fold' (the viewable part of the screen without scrolling) so it's the first thing a user sees on your home page. Ensure the last few frames of the video have a call to action and contain full contact details.

9. Add a sitemap.

A sitemap is a special file where you can list the web pages of your site to tell Google and other search engines about the structure and organisation of your site content. It helps Google index your pages. Ask your webmaster to add one and update it on a regular basis.

10. The technical bits.

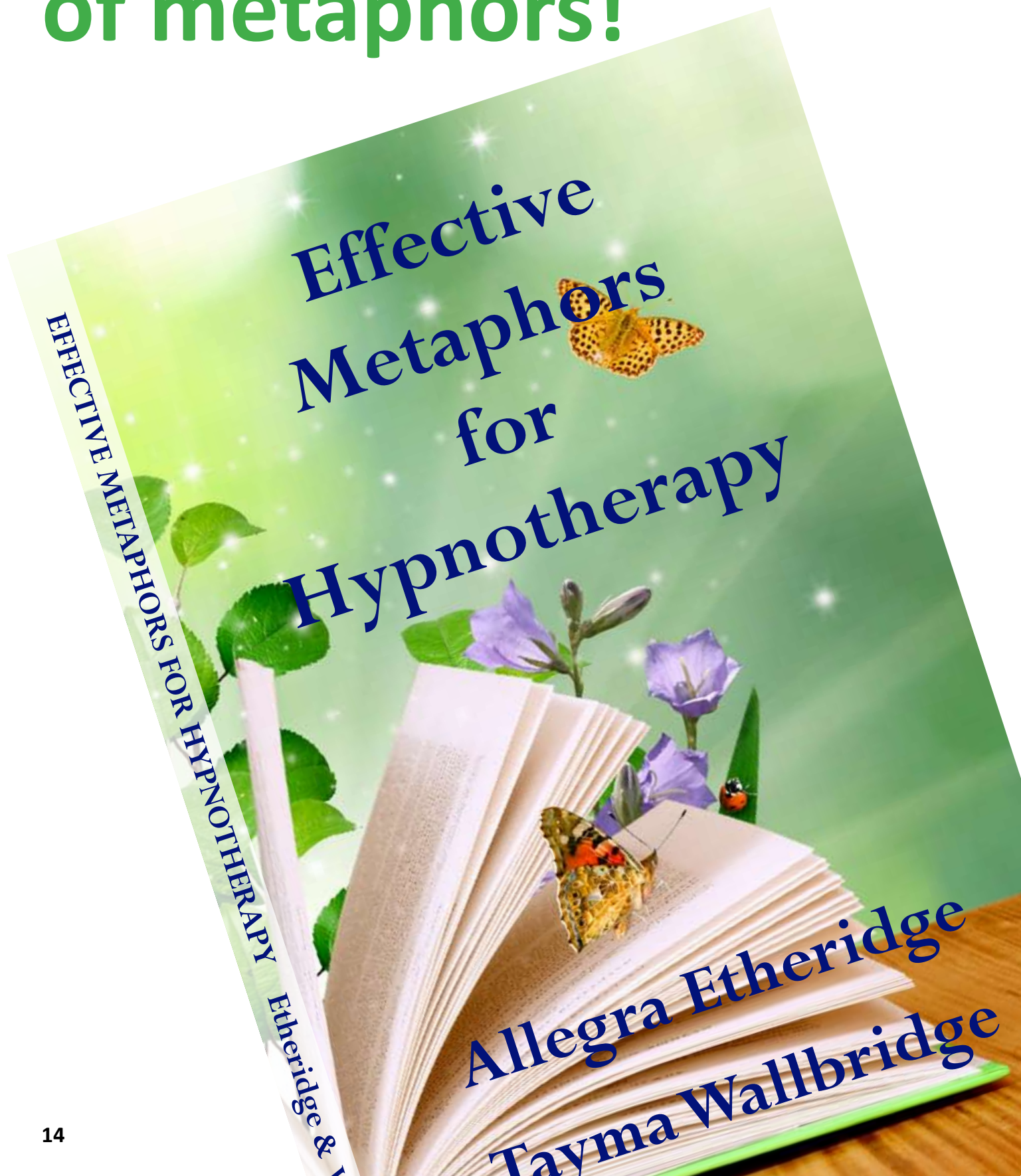
Google doesn't actually 'see' the front public facing side of your website. It 'sees' the code behind and so with a few tweaks here and there then we can really help our on-line presence and ensure our website is then working to our best advantage. Make sure your webmaster is working with you to add the right code that matches the content of your pages.

Part Two of Mark Field's article can be read in the Spring edition of Hypnotherapy Today and will look at so-called “off site” factors (so covering the importance of Search Engine Optimisation to boost business).



About Mark Field: Mark runs DM Informatics Website Design and Development. He is a certified Google Partner and Digital Marketing Consultant with more than 15 years experience in helping businesses thrive online, both here in the UK, Europe and the US.

Self publishing your own book of metaphors!



Hypnotherapists have multiple talents - from running successful businesses to guiding clients to move on in their lives in profound and positive ways, writes Tayma Wallbridge and Allegra Etheridge.

As a hypnotherapist, I want to share my journey to becoming a published author - as I know many colleagues who feel that they have a book inside them too.

For many budding authors it isn't writing that feels daunting, but getting a publisher. However, maybe it's time to think again as this is one big step you could leave out - if you do it yourself!

Doing it ourselves is exactly what friend and co-author Allegra and I did. 'Effective Metaphors for Hypnotherapy' first began when I mentioned my frustration at how few really great metaphors there were for clients and how some books only had just one useable one in them.

And Allegra said - 'I'll write them for you!' there then followed two very productive years to get that manuscript ready, metaphors to trial in the clinical setting and rewrites until, I knew that, yes, these 40 metaphors we'd created really did work!

If we got a publisher, royalties are around 10% per book - and that would need to be shared. So, we decided to act as our own publisher and get all the profits (and all the control)! So, with our own software, a helpful printer and Amazon to sell our books, we turned our manuscript into a paperback and an e-book.

We then became our own marketing department with a blurb, flyers and an eye-catching cover. Our cover image had to be copyright free and we found the perfect picture on Shutterstock. We went for good quality paper and a glossy cover for our paperback and it was a very exciting day when the proof copy arrived in the post - we were nearly there!

We made sure our price covered our costs and was pitched appropriately. We also wanted the book to be available in bookshops and libraries so we ensured we bought an ISBN. Then, in March 2015, we simultaneously launched the paperback and e-book.

We then actively used social media and the orders came in - so much so, that we struggled to keep up with them. Our second print run was shipped directly to Amazon so now, even when we are on holiday, they are busy shipping out our books for us.

In just five months, we have sold more than 200 copies all over the world and are very proud of our online reviews. It has been such a success that we are even thinking of a follow-up.

.....
So why not get enthused, and write? You never know where your journey will lead!
.....

by Tayma Wallbridge, Solution Focused Hypnotherapist, Accredited Hypnotherapy <http://www.accreditedhypnotherapy.co.uk/> and Allegra Etheridge, Write-Film-Edit <http://www.write-film-edit.co.uk/>



Tayma Wallbridge



Allegra Etheridge



Mindfulness and Solution Focused Hypnotherapy

Mindfulness is becoming increasingly popular at the moment as a way of reducing stress and is something which Solution Focused Hypnotherapy clients may ask us about in our therapy sessions. As such, here is a brief overview of Mindfulness, where Trevor Eddolls explores its similarities and differences with SFH.

Mindfulness originated as part of Buddhist practice, and was popularized by Jon Kabat-Zinn with his Mindfulness-Based Stress Reduction (MBSR) programme.

It can be thought of as a mental state that can be achieved by focusing a person's awareness on the present moment, while at the same time they calmly notice and accept their feelings, thoughts, and bodily sensations.

..... •
***Mindfulness can be
about being positive
and moving away
from negativity***
..... •

It's not easy to do because people tend to start thinking about things, rather than focusing their awareness on, for example, just their breathing. The three key concepts of Mindfulness are awareness, non-judgement, and living in the present. And that means stopping the mind reflecting on the past or projecting (imagining) the future. With Mindfulness, the aim is for a person to cultivate a positive and grateful attitude and so can let go of the need to be right.

Mindfulness is meant to help an individual by training their brain (so introducing the concepts of neuroplasticity which we may talk about in the consulting room), improving relationships, boosting creativity, reducing depression, reducing chronic pain, giving deeper meaning to life, reducing stress and anxiety, controlling addiction, regulating eating habits, and increasing happiness

So, does it fit nicely with Solution Focused Hypnotherapy or not? Is there anything we can learn from Mindfulness that will make our practice better? Like all these things, the answer is yes - and no! Clearly Mindfulness is not goal-oriented, where-as that's the type of hypnotherapy we do.

Mindfulness is not fond of people dwelling in the past or negatively predicting the future and that's similar to our model of helping the prefrontal cortex being positive and in control. Much of our work helps clients to relax, and relaxation is often a side-effect of Mindfulness. Mindfulness is all about accepting things the way they are, whereas we are trying to help the client make positive changes. As students of SFH will remember from one of the supplied scripts from the CPHT course: "Yesterday has gone, and with it is gone all the influences that could make it different. Tomorrow is but a myth...but today, this very moment, all is real and for this moment we live."

Another aspect of Mindfulness which complements SFH's work is "urge" surfing. This can be used to experience the cravings / urges in a new way and to "ride them out" until they go away. Remember that urges pass by themselves, imagine that the urges you feel are like ocean waves that arrive, crest, and subside. They are small to begin with, get bigger, and finally break up and dissipate.

It helps smokers resist the urge to light up by understanding that the urge will quickly pass – certainly it is a key part of the SFH message in the stop smoking sessions that we run! It is also designed to a "phobic" to "surf" through those urges. So, like SFH, Mindfulness can be about being positive and moving away from negativity – after all, our sessions are all about what's been good and so expecting to hear all those all important good points at the next session.

In many ways, Mindfulness is about being in control and thinking with the intellectual part of the brain – again something we do. With Mindfulness, it is often about noticing feelings, thoughts, or behaviours, and being in control enough to dissociate from some of them and so just accept them as being there.

But there are crucial differences from SFH. The thing to realize about Mindfulness is that is that it isn't a technique because, fundamentally, Mindfulness isn't goal-oriented! Mindfulness includes a number of techniques that can be used, but, if a

person practices Mindfulness to achieve a goal, the Mindfulness itself has less potency. It's a difficult idea, certainly. But if you use Mindfulness to achieve a result, you are introducing a bias (think of it like a scientist trying to see what the result of an experiment will be) and that means you are not trying Mindfulness wholeheartedly. In short, relaxation is very often a side effect of a meditation, but it shouldn't be the goal of meditation.

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Personally, I enjoy Mindfulness, but I am unsure whether it has added any more tools to my Solution Focused Hypnotherapy toolbox, or if it provides any greater understanding about how people's minds work.
.....



Trevor Eddolls
is a supervisor for AfSFH and is also Head of IT for the Association.



Head of Finance



Association for
SOLUTION FOCUSED HYPNOTHERAPY

AfSFH is looking for a motivated individual to join our team within the prestigious position of Head of Finance.

An understanding of accounting is required.

Remuneration, based on experience and expense requirements, may also be available for this position.

For more details, and to apply, contact David Mclean: CEO of AfSFH: ceo@afsfh.com

A coffee break puzzle with a chance to win £15 voucher off your supervision costs.

We have come up with a fiendishly tricky Wordsearch puzzle to pit your wits against.

AfSFH is supplying a £15 voucher (to offset supervision costs) for the first person to find and submit just ten words from our grid that are associated with all aspects of Solution Focused Hypnotherapy - from weight management through to its history. There are a total of twelve words hidden!

To help you along a bit then we'll supply you with an easy four to get you on your way: Rewind, Reframe, Limbic and dopamine. It's now over to you! So, pop the kettle on, sit down, relax and enjoy!

Terms and Conditions apply: Winner is first to submit correct answers to: journal@afsfh.com. £15 voucher to be accepted at the discretion of your supervisor (to be redeemed from Clifton Practice). Competition closes: 30 January 2016.

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Committee Members



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: 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 Focused Hypnotherapy. He is also a director of UKCHO which is involved with moving the hypnotherapy profession forward.



CEO: David Mclean
David has moved from the research post to taking on the job of CEO. David champions solution focused hypnotherapy and is extremely keen to help to move our association forward. David says, "There are some fantastic times ahead, one I'm privileged to be part of".



Journal Editor & Marketing Officer: Duncan Little
Duncan Little's past was predominately in journalism where he worked for 15 years for various news organisations. He retrained following time as a SFH client himself and has found it useful in his quest to repeatedly run the Paris Marathon.



Head of IT: Trevor Eddolls
Trevor, for his sins, is charged with updating the website and inspiring us with ideas to further progress the site. A challenging and key role as we grow bigger!



Head of membership: Denis Cauce
Denis will be helping you to renew your membership and resolve any membership issues that you have. Before being a hypnotherapist, Denis spent 30 years in IT, so knows how to switch the computer off and on to get the membership system to work. A definite plus, especially as we grow bigger!



Head of research and campaigning: Tiffany Armitage
Tiffany is excited to be joining the parts of her life together to head up the research component of the Association. Having previously studied scientific research to post graduate level, and worked in training people across the globe in scientific methodologies. She says that it is great to be able to now work to inspire and coordinate the efforts of the members of the Association to promote our valuable work.



In this issue we have contributions from:



Duncan Little
Hypnotherapy
Today Editor



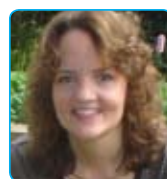
Sonia Diiorio
Solution Focused
Hypnotherapy
Practitioner



Mark Field
DM Informatics



Tayma Wallbridge
Author of
"Effective Metaphors for
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Allegra Etheridge
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