

# HYPNOTHERAPY TODAY

ASSOCIATION FOR SOLUTION FOCUSED HYPNOTHERAPY

Edition 21, Winter 2016

## **SUPERVISION:** Its significance and its importance

Including:

Book reviews

Supervisors' Directory

Digital Future:  
On-line downloads



Meeting AfSFH's  
New CEO,  
Alex Bronger

**AfSFH**.com

Association for  
SOLUTION FOCUSED HYPNOTHERAPY

# SUPERVISORS' DIRECTORY

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



## Tiffany Armitage

Location: Plymouth & Ivybridge  
M: 07717737694  
E: Supervision@hypnotherapist-plymouth.co.uk  
W: www.hypnotherapist-plymouth.co.uk  
ST: Group, One to One, Skype, Phone



## Alex Bronger

Location: Stroud, Gloucestershire  
Mobile: 07917415926  
Email: alex@bronger.co.uk  
Website: www.abhypnotherapy.co.uk  
ST: Group, One to One, Skype, Phone



## Matthew Cahill

Location: London, Harrow, Plymouth  
M: 07968178020  
E: hypnosupervision@btinternet.com  
W: www.hypnotherapysupervision.co.uk  
ST: One to One (by appointment)



## Sandra Churchill

Location: Trowbridge  
M: 07515441825  
E: sandrachurchill@virginmedia.com  
W: www.churchillhypnotherapy.co.uk  
ST: Joint group (with Kim Dyke), One to One,  
E-mail, Phone, Skype



## Kim Dyke

Location: Trowbridge  
M: 07825957013  
E: kimdykehypnotherapy@hotmail.co.uk  
W: www.kimdykehypnotherapy.co.uk  
ST: Joint group, One to One, Phone, Skype



## Sharon Dyke

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



## Jessica Dowd

Location: Cardiff  
T: 029 2025 0643  
M: 07880553421  
E: jess.hypnotherapy@gmail.com  
W: www.solutionhypnotherapy.co.uk  
ST: One to One, Skype, Phone, Group



## Trevor Eddolls

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



## Catherine Eland

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



## Veronika Geeson

Location: Sevenoaks, Kent  
M: 07825761873  
E: info@lovetofeelgood.co.uk  
W: www.lovetofeelgood.co.uk  
ST: Group, One to One, Skype, Phone, Email



## Helen Green

Location: Filton, Bristol  
M: 07956179408  
E: helen@greenhypnotherapy.co.uk  
W: www.greenhypnotherapy.co.uk  
ST: Small Groups, One to One, Phone, Email



## Nicola Griffiths

Location: Cirencester  
M: 0773 8665172  
E: nicola.griff@btinternet.com  
W: www.nicolagriffiths.co.uk  
ST: One to One, Skype, Phone, Group



## Deborah Harvey

Location: Monmouthshire  
M: 07507595145  
E: harvey182@hotmail.co.uk  
ST: One to one, Group, Skype, Email, Phone



## Heidi Hardy

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



## Polly Hawkins

Location: Gloucester / Cheltenham  
M: 07530560319  
T: 01452 540106  
E: polly@pollyhawkinshypnotherapy.co.uk  
W: www.pollyhawkinshypnotherapy.co.uk  
ST: Group, One to One, Phone, Skype, E-mail



## Colin Hudson

Location: Worthing  
T: 01903 331507  
E: info@apollo-hypnotherapy.co.uk  
W: www.apollo-hypnotherapy.co.uk  
ST: One to One, Skype, Phone, Group



## Caroline Huish

Location: Iron Acton, South Gloucestershire  
M: 07920098311  
E: client@carolinehuish.co.uk  
W: www.carolinehuish.co.uk  
ST: Group, One to One, Skype, Phone

## Welcome

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## The Editor writes....

It's been a busy time for the Association since our last edition. Our new CEO, Alex Bronger, introduces himself in this edition of Hypnotherapy Today. We also have a new membership secretary, Polly Hawkins.

There has been the continued positive growth of CORP, the CPHT Outcomes and Research Programme. A number of you have successfully signed up to the programme following last edition's article, which emphasized its importance for both AfSFH members and also their clients. The CORP website explains how the software has been "tried in real life therapeutic situations and is the choice of the CPHT training college, professional therapists, and members of the AfSFH for their research programme."

Matthew Cahill, one of our trustees, and a co-founder of CORP, explained, "A number of people have positively engaged with CORP since the publication of the last magazine. We now actively encourage students to engage with CORP so they can benefit from recording their results from an early start in their careers. Before enrolling, watch the videos on the CPHT website, which will tell you what to do and how it works."

"Graduates and students can go online and watch these films to understand how it all works and how easy it is to use. There are around eight films to view. CORP is an integral part of the advanced Level Five course." There's a discount for CPHT practitioners. To take part in CORP, all you need to do is to sign up to the software by going to [www.corp-outcomes.com](http://www.corp-outcomes.com)

Likewise, supervision is also crucial to help us gain perspective for our practice, our business and also for our ability to help our clients. It gives us the edge as it allows for discussion of techniques and the latest thinking in the world of psychotherapy and hypnotherapy. Crucially, it ensures our skills are honed and finely tuned so we can provide best practice in the consulting room.

Nicola Griffiths has provided a stunning article for this edition which gives an overview of life as a supervisor and the incredible amount of work which is undertaken by people qualified in this role.

We also look at how you can broaden your remit as a practitioner. Plymouth Science Park based Mark Bowden has branched out into the world of downloads. We chat with him about the importance of the CPHT course and how it's helped his clients.

As it is heading towards Christmas, it's that time of the year when people (hopefully!) ask what gifts you may like for the festive season. Well, we have included a book review section which should spark some ideas for Santa as the presents start to mount up over the next few weeks! Gareth Strangemore-Jones and Hazel Rank-Broadley have reviewed a number of fantastic Solution Focused books which should whet the appetite for our continued success in 2017.

Duncan Little - Hypnotherapy Today Editor

# Getting to know your new CEO, Alex Brounger.

Hypnotherapy Today sits down with AfSFH's new Chief Executive, during a break in his busy diary. With coffees on the table, we ask him about his goals for the Association and its future, his drive and why SFH is so important....



## 1. What is your vision, as CEO, for the future of AfSFH?

I want to continue the growth of this brilliant organisation whilst improving the support it provides to its members. I am a staunch advocate of the SFH model and passionately believe in its effectiveness. CORP is beginning to show us just how effective SFH can be for clients. I truly believe that our members are the best trained Hypnotherapists in the country. But there is no room for complacency, especially as many of the public can remain sceptical about a complementary approach to good health and wellbeing.

We must continue to lead the way in setting the very highest standards so that the public continue to see us for what we are: hardworking, caring individuals who are capable of making a very real difference to people's lives.

## 2. What attracted you to work as a Solution Focused Hypnotherapy practitioner?

I was managing my own business running health and wellbeing weekends. Despite knowing virtually nothing about hypnosis, I wanted to include it in the weekend programme. As such, I set about finding a suitable Hypnotherapist.

I met with several practitioners but was particularly impressed with the one who trained at CPHT. I remember meeting Nicola Griffiths one very cold Wednesday morning in March 2011.

I explained that I was contemplating doing a counselling course to help with my work in the health and wellbeing weekends but had been put off by the atmosphere at the Open Evenings I had attended. Nicola asked if I had considered training as an SFH. I hadn't even given it a moment's thought.

Three days later, after an interview with David Newton, I was sitting in a room full of people at Clifton learning about how the brain works. I was hooked from the very first weekend. I quickly realised I was getting far greater job satisfaction seeing my case studies than I was working with people just for one weekend with the wellbeing weekend business. I quickly turned my full attention to building a full-time hypnotherapy business.

### 3. Why is the AfSFH important, not just for its members, but also for our clients, CPHT students and also for the wider context of our society?

A professional body's primary role is to demonstrate to the public that its members adhere to certain criteria, can be trusted to comply with a code of ethics and meet a defined standard.

Our standards are higher than any other Hypnotherapy Professional body in the UK so our clients can be confident that when they contact one of our members they will be treated in a professional manner.

Professional bodies also support their membership in maintaining those standards and building their businesses. It is up to the professional bodies to demonstrate that Hypnotherapy is a safe and effective way of creating change and improving people's lives so that our clients and the rest of society have a positive view of the industry.

### 4. What is your background?

I was born and grew up in Kent, I have a business administration degree and spent the first part of my career working in a variety of Corporate Sales and Learning and Development roles. This led me to work for a company that had a contact centre in South Africa where I was the Head of Client Relationships.

The credit crunch hit them hard so I took the opportunity to realise a dream of working for myself and set up a business running health and wellbeing weekends.

### 5. What drives you and motivates you?

I always find that question hard to answer, but I think ultimately it's helping other people achieve success, whatever 'success' looks like for them. There is nothing more amazing in life than getting a note of thanks from a client, supervisee or student when the penny has dropped, the habit has been conquered or peace has been found.

### 6. What do you like to do in your spare time?

I don't have a lot of that these days, but I am a family man and I love nothing more than spending time with them. I have two children Emma (8) and Jacob (10). Emma loves her ballet and will be appearing in a local panto this year. Jacob is a big rugby fan.

I have to use every bit of SF thinking to cope with the fact that he has decided to follow in his Mum's footsteps and support the Ireland rugby team rather than England (my wife, Michèle, is from Northern Ireland).

A new gym opened in my area about three months ago and I like to get there as often as I can.

### 6. What has been your 'sparkling moment' as a SFH practitioner and also in your role as a supervisor?

My supervision sparkling moment was handing in the Supervision Portfolio. Completing it was, rightly, hard work and so there was a real sense of achievement and satisfaction in getting it completed.

Supervisors need to work hard to help their Supervisees in the best way they can so it is important the qualification matches that need. And of course, the qualification was a gateway to many more sparkling moments with supervisees.

I am still regularly and consistently amazed at how people facing the most difficult of conditions, symptoms or situations can make such huge changes in such short periods of time. We really do some amazing work with people.

It ensures continual client improvement, and care, enhances the professionalism of supervisees through promotion of on-going professional development and maintains legal and ethical standards. It ensures continual client improvement, and care, enhances the professionalism of supervisees through promotion of on-going professional development and maintains legal and ethical standards.



# Lead by Example



## A day in the life of a Supervisor Nicola Griffiths

It's funny how one minute I was driving down to Clifton to be interviewed by a certain Mr Newton for a CPHT diploma course in November 2006 and the next minute it's coming up to 10 years later and it seems all I did in between was blink!

That diploma has led me to all sorts of different places, some of which I'd no idea about when I set out on the original journey. One of the destinations was to become a Hypnotherapy Supervisor. When I signed up for that one I'd no idea how challenging the diploma would be – after all, I'd done the original HPD, what could be more challenging than that? Then I found out!

Basically, Supervisors need to be equipped to deal with everything that is thrown at us, including keeping a supervisee on track when the supervisee doesn't realise they're off track. We will frequently do this by asking a few pertinent questions. We're trained to use differing supervision styles (all solution focused) and we're trained to get the best out of a supervisee without telling them what to do (I cover this a bit later when talking about Facebook).

And that's just off the top of my head – there's plenty more where that came from. So, when I flicked through the 40+ questions I had to answer, I can recall the same feeling I had when reading through my original HPD questions, except this time I felt as though I should have known all the answers immediately – ah, the wonders of naivety!

It turned out however to be one of the best things I did. It certainly breathed new life into my practice as I revisited the way we do things.

### Why do Hypnotherapists become Supervisors?

The reasons vary from person to person. My main reasons were because I felt passionately about the profession I'm in and wanted to see professional standards raised in the public's eye and, secondly, I wanted to progress my career to the next stage and it seemed an obvious step.

Kim Dyke trained to be a Supervisor because of the excellent supervision she'd had within David Newton's Supervision group. "When I joined David's group, I had no clients (as I initially trained elsewhere where they didn't encourage working with clients whilst you were on course), no support from my training provider and little confidence. What I had was a Diploma and the determination to make a success of my chosen career. David and the members of the group encouraged, educated and supported me wholeheartedly to go out and work with clients. I attribute my success today to everything I gained in Supervision and I therefore trained as a Supervisor to give something back by helping someone else achieve what I had."

In talking to Dorothea Read, she told me she trained to make sure the support she was offering her hospital team was the right stuff, supportive and

useful. Deborah Pearce said she felt it was “part of her own personal / career development and the next logical step.” Whilst Sandra Churchill added, “I trained as I found supervision so beneficial, especially when I was newly qualified. I always came away uplifted and motivated and I liked being with a group of like-minded people who valued sharing and learning.”

Tiffany Armitage, getting quite enthused, said, “To increase my own depth of knowledge, it felt like a good next step, and I have an insatiable need to help other people. The more Hypnotherapists out there enjoying and doing a good job, the more people we can help. I really value supervision; it helped me immensely in the early days, and I still value a calm and experienced ear from time to time. I enjoy watching people get inspired, motivated and leaving the session with confidence. Watching this confidence as it grows and seeing folk need less and less input and reassurance.”

Tiffany recently produced a blog post for her clients on being a Supervisor, an extract is below:

“In the early days, I gained my confidence as a SFH in part because of the on-going support I had from my supervisor. Having a supervisor gave me the confidence that I could keep myself on the right track, and there was an experienced person there to help me if I ever felt stuck or unsure. Being a self-employed therapist would have been a more lonely place without this regular support on hand. These days, it still provides me with an underlying confidence and comfort to know that I have a supervisor and group of professional people there whom I trust to support me if I ever need it.”

I think I speak for all of us by saying we took the step of becoming a Supervisor because it was a good next step, but moreover we simply like helping people, that’s why we became Hypnotherapists in the first place.

### What is Supervision?

To put it in a posh way, Supervision is a formal professional on-going process and a mandatory requirement of professional bodies. It is scheduled on a regular basis in groups, in one to one meetings or on the telephone. It ensures continual client improvement, and care, enhances the professionalism of supervisees through promotion of on-going professional development and maintains legal and ethical standards.

Supervision reassures, challenges, gives ideas and inspiration, recharges the supervisee’s energy and motivation, and encourages creativity.

- It offers protection to clients (cases are reviewed)
- It offers reflective space to practitioners (so insights for improvement)
- It helps practitioners identify their strengths and weaknesses
- It helps with learning from peers
- It offers an opportunity to keep up to date with professional developments.

‘Solution Focused’ Supervision focuses the Supervisee on their work by emphasising their unique abilities, strengths, resources and learning which will benefit their clients and build their practice. It is respectful and involves working collaboratively with Supervisees to encourage growth and development.

Some may ask, “What’s the difference between peer supervision and going to a Supervisor?” I actually do both and therefore I know first-hand what the difference is! Basically, when you chat with a peer over a coffee the conversation can wander down all sorts of avenues and we can end up talking about something unrelated. A Supervisor is usually very focused on keeping the session on track.

.....  
***It ensures continual client improvement, and care, enhances the professionalism of supervisees through promotion of on-going professional development and maintains legal and ethical standards.***  
.....

As Supervisors, we need to be up to date with the latest changes. So when I go to Supervisors' Supervision David will pop his head around the door and update us on what's changing on the course which we can feed back to our group (for instance, the latest EEG project).

When you take part in a supervision session, whether it's on the phone, in a group or one to one, that session gets logged against your official records. This is obviously rather handy should your name get drawn out of the hat (like mine did earlier this year) for a compliance check.

As mentioned earlier, Supervisors need to sometimes work with a supervisee if they notice them going off track. We look out for this, whereas peer supervision over that cup of coffee allows for a more relaxed conversation to develop and it may not necessarily be noticed that the wrong track is being taken!

Dorothea Read comments, "I would stress that supervision should be the fun bit in our working life. We're sole traders who need to see our tribe from time to time to feel relaxed - it's positive interaction at work".

### **So from the other side of the fence, what's it like being a Supervisor?**

Most of you reading this will know what it's like to be a supervisee. But what's it like being on the other side of the fence as a Supervisor?

My initial reaction to that is it's a great thing to do as you're on the receiving end of a lot of questions from 'newbies' and a good deal of laughter from those more experienced. Sometimes there's the 'head

in hands moments' when it's simply not going well for a therapist with their client, no matter what the therapist does! But usually there's a breakthrough as a result of a supervision call, or, there's that 'ah-ha' moment in group supervision when you watch a penny drop.

Frequently that 'penny drop' moment can be when another supervisee is talking, that's the beauty of groups: you get more than one opinion.

All too frequently new supervisees say they feel under pressure, possibly they're not seeing anyone so they can't see the point in coming to group supervision. That's when Supervisors themselves put their head in their hands. Supervision can frequently be about motivation and helping someone to kick-start their business by simply sharing thoughts and ideas. There is a lot of satisfaction in being a supervisor as well as frustration.

Once qualified as a Supervisor it can be very much like setting up a therapy business, you maybe have just a few supervisees who sometimes don't turn up when they say they will (how very dare they)! There's some self-doubt about whether it's worth it, but then as the business grows over a period of years the kickback is worth the wait. I remember Michael Hughes saying to me when I graduated as a supervisor, "You'll see your supervisees as your 'chicks' and you want to help them fledge." I so agree. When two of my supervisees became supervisors I think I was more proud of them than anyone else!

When you work with a supervisee who's been struggling, either with the Miracle Question or with getting clients, and then it comes good, there is a





serious amount of satisfaction – very similar to when a client who has struggled suddenly ‘gets it’. One of the things Dorothea likes about being a Supervisor is that SFH work is generally ‘sole-trader’ stuff whilst supervision is a chance to be with colleagues, to have fun and to feel part of a team. Many therapists can find it a lonely profession and this is where the ‘group’ can be so helpful.

Deborah Pearce enjoys sharing best practice regarding clinical work and in supporting newbies with their business development. She says, “Several of my supervisees have commented at different times that they almost didn’t come to supervision, but left the sessions buzzing, re-enthused and uplifted. It’s difficult not to feel like that yourself when you’ve been mixing with other SF folk!”

Now on to a few touchy subjects!

### **First touchy subject: Why should we engage with supervision?**

As a clinic owner, I see a lot of different therapists coming through the door with different viewpoints of their business. For some their profession is the equivalent of a hobby which they get enjoyment from whilst helping others. Others take their therapy on as a full time career and treat it as such, with respect and focus. Obviously some are halfway in between the two. Along with all this, I see differing views on supervision – some can’t see the point whereas others love it and see a direct impact on their business as a result, and the rest are halfway in between.

I like to be curious. When I look at the marketplace in general, I wonder why the Counsellors I come across take it as a given that they have supervision and attend very regularly indeed, yet some Hypnotherapists (and I stress the word ‘some’) feel supervision is a necessary evil; a money making machine or something that they’ll do the minimum of, simply to tick a box. Possibly some Counsellors feel the same way and it’s simply that I haven’t come across them yet?

When you look at ‘What is Supervision’ above, I personally

feel it’s something to incorporate as part of my business plan. In my old career in financial services, we had a monthly team meeting to exchange views. Meeting up as a group is not something unique to our industry, but as a self-employed individual changes can happen without us realising it, whether that’s taking on board new information or reminding ourselves of something we already knew but had forgotten. It’s also an exceedingly good place to remind ourselves that we’re human, that we can make mistakes but that we can learn from those mistakes. We know it’s important to stay in the left prefrontal cortex, but occasionally (and only occasionally) it can be beneficial to share issues so that someone can respond with an “I did that too” which then makes us feel better!

There’s a lot of learning as well as fun to be found in a room of solution focused people, believe me!

### **The second touchy subject is money:**

As I warned several colleagues who enquired about training as a supervisor, you don’t do it for the money! The monthly charge is less than what I could earn in one half hour with a client. So I smile broadly when I hear the old ‘supervision is just a money spinner’ statement from a few people. I’m not sure where the rationale for this statement comes from, but it’s certainly not from us supervisors!

In my humble opinion, the view that we train as Supervisors for the money needs to be put down quite sharpish as:

- 1) It doesn’t do the industry as a whole much good
- 2) It doesn’t help us as supervisors (as we are human after all)
- 3) It certainly doesn’t help Hypnotherapists.

The ‘money’ argument shuts a mental door to learning and support, which, given the hourly rate most of us charge, begs the simple question: why would we do that? Some immediately respond with “I haven’t got any clients.” In my book, and given

past experience, with both my supervisees and my own business, that’s one heck of a reason to GO to supervision. It’s designed to motivate and remind us why we trained in the first place. It’s a very good place to ask what others are doing to get business in, what has worked for them? And if they answer negatively, then as my old school master would say “just kick them in the shins....” He was way ahead of his time in his solution focused approach (as that was back in 1975)!

So if we’re not going to become millionaires as Supervisors, why do it? Well, being a Supervisor is very rewarding, funnily enough. It’s very rewarding from a psychological perspective. To see your Supervisees grow in confidence and to see them building their businesses is, indeed, a reward. There’s frequently a ‘Yes!!!’ moment after putting the phone down from someone who hit a problem with a client or their business and helping them resolve the issue. That’s the reward.

### **Final touchy subject: Facebook!**

One of the main reasons supervision questions are not allowed on the AfSFH Facebook page is that numerous times the answer is not about the initial question asked.

To explain: when a supervisee comes through with a client question there can be deviations in how the problem is explained; there can be a small item of information omitted that can change the answer. As a conversation takes place, more information comes to light which gives the supervisee that lightbulb moment and the penny drops.

Most importantly, it’s not about giving a straight answer to a straight question. It’s about developing the supervisees’ knowledge. For instance, if you have a client sitting in front of you, you don’t tell them to just go out and run half a mile a day to get fitter if they wanted to lose weight, do you? You ask them what small thing they could do differently.

In getting the supervisee to think through and talk through the

issue, that's when the lightbulb moment happens and they say "Ah-ha, I know what I'll do." Sometimes it's about saying to the supervisee, "Yes, you're on track." Either way you're building their confidence rather than just providing an answer which wouldn't have developed that supervisee to the same degree. In being taught to be Supervisors we were taught how to develop the supervisee – that won't happen in a two-line communication on Facebook! Are you keeping up with me?

Many are the times I've seen wrong answers posted or even, gracious me, a negative comment! What people don't see on the Facebook post is the reaction to this from the newly graduated student who then whacks an email off to their Supervisor saying "I don't understand" or "This isn't what we've been taught, am I doing it wrong?" I'm all for having open discussion, but question strongly whether a social network is the place for this. As some wise person said recently: "What would we think if a GP were discussing our case on a social media platform?" It's simply unprofessional.

Finally on this subject, I remember a few years back we had an issue because someone had left their laptop open at work. A 'closed' Facebook group is not confidential, especially if people leave their laptops open in front of partners, children and colleagues!

Dorothea supplied this very good way of looking at it, "Facebook is a noticeboard in your village. It's just outside the village hall. Anyone in your village can see your post, and if your notice is funny, shocking or weird they may show it to a friend in the next village. A group of professionals have another noticeboard inside the village hall. Only the professionals have the key to the door. One day a professional puts up a notice that's unusually entertaining, another professional forgets to lock the door and soon the message is widely read. The person the message is about is furious, she saw the professional privately, she didn't know anything about the locked away notice board. She sues the professional.

The professional contacts her insurers and they say, "You broke your insurance terms. Confidentiality means you don't use an identifying feature when discussing a client." You say, "I didn't name them!" "Ah but," say the insurers, "the notice board shows where you live, so now I know a client detail, their area, and you said 'the client says she can't sleep' so now I know gender and condition, that's three confidential details already." You say, "But no one could guess who she is," and your insurers say, "That's not the point, you do not have consent to release details, therefore you negated your insurance."

Want to post on a closed FB page about a client? Get written consent before you do it. If you do this as a teacher or a nurse on a closed FB page you face disciplinary action." Journalists are taught about the perils of 'jigsaw identification' during their training and go to great lengths to ensure victims of certain crimes cannot be identified by a reader, viewer, or listener who may be able to work out who it is – simply by piecing together an identity from a set of different articles or

reports. Food for thought? If you think this is unlikely to happen to you then think again. It's a bit like the 'I'll never get burgled' attitude. There is a reason why the AfSFH is strict about the rules on Facebook – they don't do it just to be difficult, they do it to be professional.

### **Supervisors' Supervision**

Yes, it does exist! We attend supervision sessions with the lovely Colin Hudson (Compliance Officer for the AfSFH). We talk about our own clients, the future of supervision sessions; feedback from our supervisees and more.

We value talking to other Supervisors as it's a very good way of getting our own brains straight about clients. I remember taking a client case to Supervisors' supervision and, as I relayed the issues, I suddenly laughed and said "It's okay, I know what to do, just carry on doing what we do", whilst everyone around nodded their heads knowingly! Sometimes it's simply the benefit of talking something through that allows you to sort it out as you go. That's the value of talking.

Something to take note of: Most of us are registered supervisors with the AfSFH and NCH. Your supervision requirements are therefore met with those two organisations. However, if you are a member of the APHP or any other organisation, then you need to check that your Supervisor is also registered with that organisation, otherwise your requirements for that particular organisation are not met.

So, if you're a member of five organisations and need to satisfy their supervision requirements then you have to either find a Supervisor who's registered with all five, or get more than one Supervisor. Rather ridiculous in my view I have to say; especially given that even BACP (Regulating body for Counsellors) recognises our CPHT supervisor's qualification as one of the top Supervisor qualifications and so can send counsellors to us for supervision! Don't shoot the messenger.

To conclude this point, simply check with your Supervisor if you're unsure.

### **What happens if you're not up to date with your Supervision Requirements?**

I did laugh earlier this year when Colin Hudson got in touch and said something along the lines of "I kid you not, your name has been drawn out of the hat for a supervision check." He was smiling nicely at the time as he knew I'd got an overload of group and peer supervision. However, I duly came up with all my paperwork. As with everyone in this position, if I hadn't been able to provide the correct information then Colin would have worked with me to bring me up to date. The word 'encouragement' comes to mind rather than a slapped wrist. However, if we're to be taken seriously as an industry, we do need to have certain standards in place. It needs to be noted that the AfSFH will be looking at people who say they are a member of the AfSFH but aren't fulfilling the requirements, because put quite simply, that's just not cricket!

## **We're all human!**

I was recently talking to Heidi Hardy down in North Devon. She relayed that having been qualified as a Hypnotherapist for over five years she then decided to train as a Supervisor. Much like others, this was as part of her continued professional development and for the pleasure of the continued learning. She went on to say, "Even though 'I know I know' the tenets and techniques of solution focused work, re-visiting them helped to sharpen my focus and I found it very useful to revisit the 'basics'."

"In the same way, the solution focused practitioner must steer away from getting involved in the problem; the supervisor's focus must encourage the supervisee (in much the same way as works in therapy), enabling them to realise all or some of the basic tenets, in a nutshell:

- If it isn't broken, don't fix it
- If it works, do more of it
- If it's not working, do something different

"Using the solution focused approach undoubtedly (and naturally) helps to steer supervisees away from problems, encouraging them to discover their own solutions by collaborating with them to help them to identify their goals and formulate small, workable steps towards them."

"On a particularly personal note I noticed towards the end of the Supervisor training assessment process that I experienced self-supervision. I was somewhat despondent (primitive mind in ascendance) at the probability of not being able to submit my written work by the agreed deadline even though, being very methodical and organised, I'd timetabled everything to meet my commitment; naturally things moved and I also experienced a short spell of illness."

"However, I started to ask myself solution focused questions in order to get the job done, which also challenged my allied and unhelpful beliefs. This led me to question and change my beliefs, and identify the steps necessary to reach my goal. It is one thing to 'know' about something, but quite another to experience the process and take the appropriate

action and see the desired outcome. "Throughout the learning process it was evident how the solution focused approach translates easily from therapy through to supervision in creating successful results!"

I take the liberty of talking on behalf of all Supervisors here, but this must surely be the case - we want our Supervisees to enjoy group supervision; to get benefits from telephone calls when there's a bit of a meltdown; to feel that generally they are progressing. If you don't feel that then you need to address this because, moving forward, it's important that we set the standards for the future. So if you love supervision, tell your supervisor. If you don't love it, then tell your supervisor why!

If there's an area of work you're unsure about, talk to your Supervisor. Maybe take it to group supervision so you can get feedback from both experienced and new practitioners. It's interesting that in a group you can get equally valuable feedback from someone fresh off course who has the teachings newly embedded in their minds as opposed to someone like me who, before shadowing David, on Intake 66, so I could teach Belfast, had trained over nine years ago (so maybe the information wasn't quite as fresh)!

## **One word should be uniform across all areas of supervision those and that is enthusiasm!**

A general energy within the group to encourage you to go forward, the talking to like-minded people so the enthusiasm is mirrored, and we all know how mirroring works. To me it's simply a no-brainer which is why I have Supervisor's Supervision in my diary for tomorrow morning!

To sign off, the lovely Susan Rodrigues once said to me (and probably frequently tells a whole bunch of people) that "CPHT is here to get you through the equivalent of your driving test. Supervision is there to help you fly afterwards." I think that's a great way of looking at it and whilst those who've been in practice some years will have matured and get certain things out of supervision, those who are newly qualified will get something else.





## Downloading Success

### Duncan Little chats with Mark Bowden about his digital success story

Meeting Mark Bowden in his office is like walking into a mainstream television studio. His desk overlooks trees at the sparkling new Derriford Science Park on the outskirts of Plymouth, Devon. The rest of the office is divided into equipment, cabling and lighting.

Hypnotherapy Today has arrived early and Mark is currently standing in front of a green screen practising his lines for a series of downloadable hypnotherapy films which he is producing for the internet. The computerised backdrop is showing a beautiful garden (complete with veranda) on a hot, sunny day (especially welcome today as outside is grey and cloudy).

The camera in front of him is top of the range and the sound recording system is, frankly, awesome. HT is entranced. It all looks good. Very good. It's a massive leap forward for Mark's business and a move into a visual area of the market. Having completed the CPHT course just two years ago, Mark took his knowledge and branched out into a popular sphere of relaxation downloads.

He started uploading them in 2014 and, initially, was pleased if he saw seven sales a week. Currently he can gain upwards of 100 download sales a day. He uses hosting sites which take a percentage of what is made every month and, after overheads, Mark reinvests the remaining amount back into the business so he is always moving forward.

It's a solution focused way of doing business and it is perhaps not surprising that one of his favourite quotes is, "If you're not looking to progress then it is like trying to live the rest of your life on your last breath."

His acumen allowed him to develop excellent contacts in the aviation industry which, in turn, has seen him sign a top-notch contract with a leading airliner to supply them with his work.

It means his series of relaxation CDs, all written by his fair hand, can potentially now reach a global audience of three million people a year with his work hosted on upwards of 10,000 flights per annum. "The reaction has been immense. I've been in The Sun, The Mirror, The Mail and lots of other national newspapers. It's far exceeded anything I expected."

HT can see that Mark is achieving what we all have the potential to be able to do. After all, each of us has the training, the qualification and the ability to market ourselves effectively.

"It's just important to get yourself out there. It means you need to practice what you preach and have low stress bucket levels so you can have a creative mind which means you need to be working in the intellectual part of the brain.

"I listen to my recordings once a day to reduce stress levels and then plan out the next day before I leave the office. It means the intellectual part of the brain can work on it in the background during the course of the evening and overnight.

"As a result, when I come in the following morning, my brain is allowing me to come up with smooth and effective solution focused ideas."

For Mark, the sky really isn't the limit as his business continues to expand and grow. Truly, his story is inspiring. Plymouth born and bred, Mark

undertook a degree in criminology and criminal justice at Portsmouth University. He went on to do his Masters and worked in drug rehabilitation before joining the British Transport Police.

His work was in intelligence gathering and his office was near Tavistock Place. The 7/7 bombings took place 100 metres away. His team helped with the wounded. It was a pivotal moment in Mark's life.

His work meant that, naturally, people's stress levels would increase on assignment. Mark started to look at ways to reduce anxiety which, in turn, would help to improve managing teams with heavy workloads which were operating in tough environments. And so, he introduced himself to the heady world of NLP and Milton Erickson. His interest suitably piqued, and with his background in psychology, he began to look into hypnotherapy. That's when he decided to undertake the CPHT course.

With redundancy looming, he threw himself wholeheartedly into studying SFH. "At the same time as studying SFH, I was working on building a download business for hypnotherapy CDs. The course took me to a very high level of understanding for the subject and what works when writing and recording scripts."

The Plymouth CPHT course, under Matthew Cahill, became the key factor which made the difference for his hypnotherapy download business.

"It took my knowledge and expertise by developing it exponentially. David Newton is the Milton Erickson of his time," says Mark as he sips his cappuccino in a break from recording.

Making a success of his training and ensuring his qualification was put to good use is something close to his heart.

"Being a Solution Focused Hypnotherapy practitioner is a privilege and is something that not everyone can do or has the drive to achieve."

They're pretty powerful words which have become Mark's

mantra and they are what have driven both him and his business forward. Listening to Mark, it soon becomes clear as to why each of us should embrace marketing and promoting ourselves to the nth degree. He believes we should all immerse ourselves in Solution Focused Hypnotherapy: its ideas, its aims and its thinking.

"These are the tools and skills which will have a profound impact on the people who need your help. You have a responsibility to help people and to do so then you need to charge decent money to make it a sustainable business so you can help other clients to help them to change their lives for the better."

Mark believes the importance of charging the correct rate is vital, not just for ensuring your business survives, and thrives, but also for the perceived value of what you are offering.

"If you were looking at two phones and one was £600 and the other was £50, which one would you perceive to be better before you even looked at any further detail? People will put a value on the service that you provide. So, if you charge the correct rate then it has a perceived value and someone's commitment for positive change would be higher than if you were charging a lower amount."

"In short, getting your rates right could make the therapy work better for your client. If someone is charging £20 to £30 an hour then they are not running a sustainable model as it costs money for marketing. These types of rates means you cannot sustain help for people over a period of time. I don't charge a premium rate but I ensure it is enough to keep progress, allow the business to grow and to get out there to help more and more people."

Location is also important. Mark has based himself at the prestigious Plymouth Science Park where the on-site team also embrace Solution Focused thinking! The offices, located in the Derriford section of the city, are swish, elegant, vibrant and designed for up and coming businesses.

"Everyone on site is upbeat and there is a good vibe to it. The restaurant is a great place to meet with clients and they do amazing coffee."

"The team here are dynamic and forward thinking. They are always looking to help and develop business potential. As such, I have already expanded to an office twice the size of the original one due to the increase in business."

"They also provide a mentoring scheme. I have a substantial number of hours with my mentor which has provided direction and growth for my business."

As HT sits and chats with Mark, over our second cappuccino, he receives a message on his Facebook page. It's from a client who has been listening to his downloads. She's written to say that his work has literally saved her life. A poignant silence envelops the room as he reads what she's written. It's something many SFH practitioners will get to hear from clients and it's a moment when we realise the true scale of what our training can achieve.

"It's incredible when you receive emails from people who are thanking you as they had been considering suicide and then the download has helped to stop them from doing it."

"Even if you don't change the world, you have the ability to change the world for one person and that transformation can make all the difference in promoting a bolder, brighter future for them and for their families."

*Mark's inspirational story shows us what can be achieved when we follow our hearts in embracing what we have been taught and putting it to good use in helping others. In the space of just a few years, Mark is showing how, with a bit of planning and TLC towards our own ventures, we can all grow businesses which create a world of difference for both the client and also an audience further afield.*

Mark Bowden Hypnotherapy can be viewed at: <http://mbhypnosisdownloads.com>

# HYPNOTHERAPY TODAY BOOK REVIEWS

The books I've reviewed for this edition of Hypnotherapy Today are not the newest in the shops, but are ones I truly feel should be on all our bookshelves, writes AfSFH member Gareth Strangemore-Jones of The Penarth Practice.

I agree with the rightly and admirably research-driven David Newton that we need to be aware that any book could fall out of date even by the time it is published. I offer you these nuggets, as they have expanded my knowledge and deepened my practice since graduation.



## 1001 Solution-Focused Questions

*By Fredrike Bannink (2010).*

*Publisher: A Norton Professional Book.*

My very first scan of 1001 Solution-Focused Questions resulted in several 'Eureka!' moments for me. Then, reading it through in more depth, I saw just how it would also help eke out solution-focused 'Eureka!' moments for my clients.

Bannink has gifted us a step-by-step description of a solution-focused approach to working with anyone, no matter what they have presented as their issues or challenges.

As well as a clearly defined overview of the solution focused approach, she shows us how to engage from the very first interview. Ongoing, it is a well-constructed, carefully planned route-map, complete with opening questions to follow-on interviews, with precise language suggestions and non-verbal techniques.

The first time I brought some of the questions into my clinic, I wrote some notes to be sure I got the nuances right. My client looked straight at me, and I could literally see the cogs going around in his head and the penny dropping for him.

I have since developed the conversation with questions that consolidate and develop the answers from the previous week, and added new angles and possibilities.



### About Gareth Strangemore-Jones:

*Gareth is a graduate of CPHT and a Member of the AfSFH. He set up The Penarth Practice with his life and business partner, Enfy Jones.*

The fantastic case studies and examples help to illustrate each section with clinical relevance. Bannink's writing style is fluent, accessible and engaging while being concise, practical and thorough.

My Initial Consultation remains the same as taught on the CPHT course. So, too, do the first few sessions, mostly, as I've developed a patter that seems to suit me and allows a gentle progress.

What 1001 Solution-Focused Questions has added is a range of options as to where to go thereafter.

My favourite (adapted) is: "So, over the past few weeks, we've seen you progress from a X to a Y on The Happiness Scale. We've seen your progress and change in your CORP graphs."

"You've achieved so much in this relatively short time. What strengths have you drawn on to help make this happen? How have you managed this fantastic change?"

The answers have been delightful. Sometimes, they include: "Well, I just did what you said and engaged in my solutions!" or "I stuck to The Recipe we spoke of and did those things I said I'd do!"

Whatever they say, I tell them that's excellent and then ask: "So what can you do, what strengths or solutions do you need to engage or maintain, to make sure you stay a Y or even to help you get to a Z?" Buy this book. Ask these questions. Stand back and watch out - sometimes they'll take off in front of you!

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## **Solution Focused Brief Therapy: 100 Key Points and Techniques**

**By Harvey Ratner, Evan George (Contributor) and Chris Iveson (Contributor). (2012) Publisher: Routledge**

Another fantastically solution focused stalwart. This easy-to-read book is exactly what it says in the tin!

Harvey Ratner, together with contributions from Evan George and Chris Iveson, offers us the most concise and jargon-free guide to SFBT (Solution Focused Brief Therapy).

'Do what works!' is a basic SFBT rule. So Ratner tells us exactly how and why SFBT works in true minimalistic fashion!

Solution Focused Brief Therapy: 100 Key Points and Techniques covers the history, background and philosophical underpinnings of SFBT. It describes clearly communicated specific techniques and adaptable practices. It gives us specific and relevant applications to work with children, adolescents and adults. It also shows us how to deal with difficult situations.

There are additional organisational applications including great sections on supervision, coaching and leadership as well as a comprehensive FAQs section.

Honour is paid to the groundbreaking work of de Shazer and Berg. Indeed, Ratner, George and Iveson have used de Shazer's well-known 'Ockham's Razor' to simplify the simplicity of SFBT.



## **Working With Children and Teenagers Using Solution Focused Approaches: Enabling Children to Overcome Challenges and Achieve Their Potential**

**By Judith Milner and Jackie Bateman (2011).**  
**Publisher: Jessica Kingsley.**

So you have your fully enhanced DBS certificate in place and would like to work with children seeking help in their lives? You might like to read this book!

It helps you to consider how to help any child or young person, with any problem, no matter what their challenges or issues and regardless of their mental, physical health or development needs. You'll find ways to help children work through a wide range of difficulties, including academic problems, personal issues, family challenges and serious mental health issues.

As with all the books reviewed here, this too is well-written, simple in scope and, of course, client and solution focused. It encourages positive decision making, recognition of strengths, the setting of goals and celebration of achievements. There are some clear, practical and fun example ways of drawing these out and some case studies to illustrate each section of learning.

From the very first chapter, you are offered new, innovative and engaging ways to work with young people with child-focused and playful techniques. There is a must-read section on safeguarding and its crucial importance when working with youngsters.

Judith Milner skillfully shows how to work with the child to find out what they are really thinking and what they really want. She shows you how to capture children's feelings, dreams and concerns and how to turn things round to reach their full potential.

It is full of common sense, but does not patronise. The encouragement to be a reflective practitioner also helps us, as Solution Focused Hypnotherapy practitioners, to be the best we can ... to be bold enough to start working with children, but to be wise enough to learn each and every time and to grow our skills and experience along the way.

I wish I had read *Working With Children and Teenagers Using Solution Focused Approaches* earlier, but there are aspects of this book that I'll certainly be harnessing with my children Tommy (aged 10) and Amora (aged 12). I like to remind clients of all ages: "There doesn't have to be anything 'wrong' to think, sometimes, how can I do things even better?"

## **Evolve Your Brain: The Science of Changing Your Mind**

**By Dr Joe Dispenza (2009).**  
**Publishers: Health Communications, Inc, Deerfield Beach, Florida.**

One of my biggest ever 'Eureka!' moments before I engaged with the CPHT course was watching the most excellent Dr Joe Dispenza talk at TEDx Tacoma - Google it! Seventeen minutes changed the course of my life.

I had first encountered Dr Dispenza in the acclaimed film 'What The Bleep Do We Know,' where he spoke alongside leading thinkers and luminaries I was acquainted with from my days at Worldshift Media, working with Dr Ervin Laszlo, Philosopher-Scientist and Systems Theorist, Author of *Worldshift 2012* and Founder of The Club of Budapest (a global think-tank on how we transition to a peaceful and sustainable future).





Dispenza's simplicity is amazing. "Neurons that fire together, wire together!" he said, while a simple short and shaky video brain scan showed new neural pathways being created within a larger neural network.

Suddenly I understood the basics of Neuroplasticity...

Evolve Your Brain: The Science of Changing Your Mind is part of a body of work that Dr Dispenza offers that literally shows you how the brain can evolve and change, in short, neuroplasticity in action. It will help you when you ask your clients the right questions and help you explain what is going on when they do and when they come up with the right answers.

As with the other books reviewed here, Evolve Your Brain is a deepener to the knowledge gained from CPHT. What we know and practise is more than enough to work with anyone presenting. But what this has given me is a range of ways to go deeper and deeper with customers in revision after weeks four, five or six.

Evolve Your Brain does this by addressing the deepest questions, such as: "Have you ever wondered why you repeat the same negative thoughts in your head? Why you keep coming back for more from hurtful family members, friends, or significant others? Why you keep falling into the same detrimental habits or limiting attitudes even when you know that they are going to make you feel bad?"

Dr Dispenza explains in similar and also different ways: how the human mind works, how it stores information, and why it perpetuates the same behavioural patterns over and over. He shows us how the brain evolves by learning new skills, developing the ability to concentrate in the midst of chaos.

Evolve Your Brain shows how to take control of your mind, how thoughts create chemical reactions that can keep you addicted to patterns and feelings including ones that make you unhappy. And when you know how these bad habits are created, it's possible to not only break these patterns, but also reprogramme and evolve your brain, so that

new, positive, and beneficial habits can take over. My clients have found this knowledge empowering and inspirational. There are direct parallels and comparisons to our standard language patterns and metaphors: "This is something you can start to do right now. You and only you have the power to change your mind and evolve your brain for a better life for good."

Dispenza is talking from his own life experience, an incident which once changed forever in a flash. He was knocked off his bike by a car, and was seriously injured with multiple fractures to his spine.

He was, at first, written off in terms of walking again. Other doctors said they'd need to fuse some of his spine together to get him walking, or at least hobbling, but added he'd have a lifetime of pain and discomfort with only limited mobility.

The book says, "But as a chiropractor, Dispenza knew enough about spinal health and his own post-accident physical


state to take a remarkable risk: he refused the operation and, along with a careful therapeutic programme, literally thought his way to healing. Nine months later, he was able to walk and function as well as he had before the accident, and he credits a large amount of that recovery to the power of his own mind."

He went on to further study the brain and the incredible capacity it has to change and to fuel physical healing too.

He writes, "Every time we think a thought or feel an emotion, the brain sends chemicals throughout the body that reproduce that feeling, often giving us a physical reaction. Through prolonged repetition, self-limiting thoughts and feelings can become habitual - producing mind-sets such as unworthiness and attracting negative experiences - yet we can still crave them, even when they don't feel good."

Evolve Your Brain shows how this can often be turned on a pin.

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## The Wisdom of Milton H Erickson – The Complete Volume

By Ronald A Havens (2005). Publisher: Crown House

I immensely enjoyed my training at CPHT, Bristol, and, in particular, thought its practical orientation was fantastic, writes AfSFH member Hazel Rank-Broadley.

Almost from day one we were encouraged to interact with people with a special awareness, using what we were learning in class, starting initially with helping people to become relaxed. For me the training was an excellent introduction to practice, and, since qualifying, I have had it in mind to explore the hypnotherapy literature more fully. The name that comes up time and time again is that of Milton H. Erickson.

During our training year we watched a grainy black and white film recording with Erickson speaking, it must have been from the 1970s. I could hardly believe that this was the best film of a man who lived until 1980, and who died at the age of 78. I felt disappointed: this man who became a legend in his own lifetime but was disinclined to publish a theory of his work wasn't going to give me pearls of wisdom here.

As such, I turned to a book on Erickson, My Voice will Go With You, by Sidney Rosen. It provided a fascinating, but brief, insight into the man himself.

Ronald Havens is Professor of Psychology at the University of Illinois and is in private practice. He dedicated a year to examine over 140 publications and lectures given by Dr. Erickson and to present his methods and lessons. The book is divided into three parts: Human Behaviour; Psychotherapy; and Hypnosis and Hypnotherapy, with around four chapters in each.

Chapter Twelve is entitled 'Utilizing Hypnosis Therapeutically: Specific Techniques' and has sections on Techniques; Ideomotor Responses; Projection into the Future; Revivification; Dissociation; Amnesiasis; Pain Control; Terminating a Trance; and then a Summary.

The result of his work is a book that is fascinating both to dip into, or to consult about something specific. I, for one, would not consider this a book to be read from beginning to end, but as one that will be by my side for as long as I continue in practice. On any particular topic that is puzzling me, I would rapidly be able to find how Erikson thought at various times in his life, with extracts from his lectures or other notes.

We know that the best way to learn is by repetition: here we can find ideas formulated over and over, so each nuanced expression helps to clarify some very subtle ideas.

It is not a cheap book as it costs around £35 for the hardback version, but I consider it an excellent investment for the professional Hypnotherapist.



Hazel Rank-Broadley

.....

***The result of his work is a book that is fascinating both to dip into, or to consult about something specific.***

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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.

Hypnotherapy Today address:  
Journal of the Association for  
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8 The Crescent, Plymouth,  
Devon. PL1 3AB

Email: journal@afsfh.com Editor: Duncan Little

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# SUPERVISORS' DIRECTORY

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



## Alison Jones

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



## Caroline Prout

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



## Liane Ulbricht-Kazan

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



## Dorothea Read

Location: Cardiff, South Wales  
M: 07767350683  
E: dmread@outlook.com  
W: www.hypnotherapy-wales.com  
ST: Skype, Group, One to One, E-mail, Phone



## Penny Ling

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



## Susan Rodrigues

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



## Nick Mawer

Location: Keynsham  
M: 07954425548  
E: nickmawer@live.com  
W: www.nickmawer.co.uk  
ST: Group, One to One, Skype, Phone



## Paula Rose

Location: Barry and Llantwit Fardre  
M: 07951501108  
E: paula@prose2.wanadoo.co.uk  
W: www.hollickhypnotherapy.moonfruit.com  
ST: Group supervision, One to One



## David McLean

Location: Plymouth & Edinburgh  
M: 07812048587  
E: mail@davidmcleanhypnotherapy.co.uk  
W: www.davidmcleanhypnotherapy.co.uk  
ST: Group, One to One, Skype, Phone



## Stuart Taylor

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



## Jenny Mellenchip

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



## Marion Ware

Location: Whitstable, Kent  
M: 07833473967  
E: info@marionware-hypnotherapy.co.uk  
W: www.marionware-hypnotherapy.co.uk  
ST: One to One, Skype, Phone



## Jade Painter

Location: Cardiff  
M: 07847037762  
E: northcardiffhypnotherapy@gmail.com  
W: www.hypnotherapy-wales.com  
ST: Phone, Skype, E-mail, One to One, Group



## Alan Wick

Location: Wrexham and Manchester  
T: 01978781606  
E: positivehypnotherapy@yahoo.co.uk  
W: www.positivehypnotherapy.net  
ST: One to One, Skype, Phone, Group



## Deborah Pearce

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



## Claire Wiggins

Location: Conwy, North Wales  
M: 07838469174  
T: 01244 940900  
E: relax@northwaleshypnotherapy.co.uk,  
W: www.northwaleshypnotherapy.co.uk  
ST: Group, One to One, Phone, Skype, Email

# Committee Members

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



#### **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: Alex Brounge**

Alex is a staunch advocate of the Solution Focused Hypnotherapy model and passionately believes in its effectiveness. My belief is that a professional body's primary role is to demonstrate to the public that its members adhere to certain criteria, can be trusted to comply with a code of ethics and meet a defined standard. Our standards are higher than any other Hypnotherapy Professional body in the UK so our clients can be confident that when they contact one of our members they will be treated in a professional manner.



#### **Journal and Newsletter Editor: 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, a regular writer and speaker about solution-focused hypnotherapy, has more than 30 years of IT experience and he looks after our website and associated social media (including our Twitter account @ AfSFH). You will probably have seen his posts on Facebook - both the closed group and the public-facing page.



#### **Head of membership: Polly Hawkins**

Polly will be helping you to renew your membership and resolve any membership issues that you have. Polly qualified in February 2011 and has worked full-time as a hypnotherapist since that date. She also qualified as a supervisor in early 2016. Prior to becoming a hypnotherapist, Polly had worked for more than 20 years in marketing.



#### **Colin Hudson, Compliance Officer**

Colin has vast experience of Solution Focused Hypnotherapy and runs his own SFH based business in Sussex. His role as Compliance Officer has been running since 2015 with a focus on helping AfSFH members to achieve best practice by ensuring their insurance, supervision and DBS checks (where applicable) are up to date and in place.



#### **Head Of External Marketing: Lara Lewis**

Lara has been a Solution Focused Hypnotherapist for just over a year now and is excited to be a part of helping to promote the incredible work that SF Hypnotherapists do.