

HYPNOTHERAPY TODAY

ASSOCIATION FOR SOLUTION FOCUSED HYPNOTHERAPY

Edition 24, Spring 2017

Happy Birthday!
Celebrating 7 years of the AfSFH!

Also in this issue:

Interview with David Newton
Research into the power of SFH
Embracing Change with CORP
Members' Survey Results

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Association for
SOLUTION FOCUSED HYPNOTHERAPY

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



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Contents

02 Supervisors' Directory

04 Leading by example

- Applying SF thinking to ourselves!

05 Journey to SFH

- Cathy Cartwright reflects on her own journey to becoming a therapist.

06 Talking therapy

- David Newton shares his experiences as the founder of SFH and the AfSFH.

10 Spotlight on Loneliness

- Elaine Way considers how SFH can help.

12 Brainbox

- Exploring the effectiveness of SFH for anxiety
- Rachel Gillibrand presents some research findings from her recent pilot study.

14 Juggling & plate spinning

- Nicola Taylor shares her experiences of becoming a new therapist.

16 Embracing change

- Nicola Griffiths explores her journey with using CORP.

18 All about you

- Results from our member survey and GDPR info.

19 Supervisors' Directory

20 The Executive Committee

A Message from the Editor...

Welcome to this very special birthday edition of Hypnotherapy Today! Officially launched in 2011, this year marks seven years since our Association was born, and so this issue is dedicated to reflecting on the past, present and future of the AfSFH and Solution Focused Hypnotherapy.

As a very special birthday treat for our members, this edition features an interview with the founder of Solution Focused Hypnotherapy and the AfSFH, David Newton. I'd like to express my sincere thanks to David for dedicating his time to talk to us about his experiences and his hopes for the future.

And, on the subject of growth, this edition also brings us some wonderful insights into how some of our members have evolved in their own work. We explore how some newly-qualified members have gone about setting up their own businesses as SFH practitioners, and how others have successfully used SF methods to stimulate their own growth as part of an award-winning team!

As dedicated professionals, I'm sure all of us relish the opportunity to extend our knowledge and refine our methods. In this edition, and as we consider the future, we look at how we can embrace technological advances, such as using CORP with our clients. In the Brainbox feature, we also discover some exciting new research exploring the impact of SFH for clients experiencing anxiety.

In the spirit of our future development, we are, of course, always interested to hear from our members and their experiences. So, if you'd like to contribute to the journal, you can send your ideas, articles or reviews to me at: journal@afsfh.com. (Don't forget, you'll also receive a £5 CPHT Gift voucher if your work is published!). A big thank you to all the wonderful contributors to this edition; your efforts are greatly appreciated, and I'm delighted that we've been able to publish articles from some of our newest members, as well as from our more experienced practitioners.

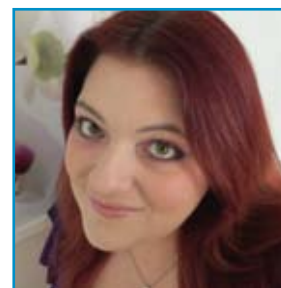
Just as we encourage our clients to celebrate their own successes, I think it is fitting that we all take some time to recognise and celebrate the positive impact of what we do as Solution Focused Hypnotherapists. So, Happy AfSFH Birthday to us all! I hope you enjoy reflecting on the evolution of our Association, embracing the growth of the future, whilst sitting down and reading this issue in the present – preferably, with a nice hot drink!

Happy reading!

Best wishes,

Helen

Helen Green,
Hypnotherapy Today Editor





Leading by example:

Kicking off our theme of celebration, the article below shows just how powerful it can be when therapists lead by example!

A team of Solution Focused Hypnotherapists at Inspired to Change recently won the award for the 'UK's Happiest Team' at the National Happiness Awards! The team won the award in November 2017 at the award ceremony organised by training consultancy, Laughology. The judges were inspired by the way the SFH therapists used their knowledge of neuroscience, and how this was optimized to create an effective team, as well as its wider impact on the group's business.

The team at Inspired to Change work together and the therapists utilise a solution-focused approach not only in their work with clients, but also in running their businesses. The group was founded in 2012 by Gary Johannes, and has members from different areas across the country. As well as being busy SF Hypnotherapists, they also run four CPHT training schools, with three members of the group lecturing, two run CPDs and another two are qualified Supervisors. Collectively, the members also run workshops for schools and corporate companies and they have recently launched a new workplace collaboration (www.mentalhealthintheworkplace.co.uk).

Although each practitioner runs their own business, the group share a common ethos and a collective vision in order to thrive. This includes some very solution-focused approaches that we can all embrace:

- Every day, the group shares 'what's been good' on their online forum which keeps the serotonin (the happy hormone) flowing.



Gary (front row) and the ITC team receiving their award in November 2017.

- Every week, they focus on a specific action that will make them more successful, with thought-provoking questions that creates more dopamine (the action hormone).
- Every month, they have a group 'growth call' where they seek and provide help and support to each other, which keeps the oxytocin flowing (the hug hormone).
- Twice a year, they also have a conference to boost them and their businesses where they refocus on their vision, creating direction and a sense of purpose; create a plan of action, so that they know how they're going to get there; hold each other accountable, so that they feel both stretched and secure, and celebrate their successes so that their confidence and self-esteem are high - which releases a cocktail of endorphins (feel good hormones).

So, clearly a great example of therapists using SF tools themselves...leading by example!

As one member of the group described it:

"Every day at ITC we strive to be the best therapists we can be so that we can help more people. We get to do what we love (helping people to be happier) and we recognise that in order to serve our clients best, we need to walk our talk!"

Many congratulations to the team at Inspired to Change – no doubt this will inspire and remind other SF Hypnotherapists to lead by example!

Further information about Inspired to Change can be found at www.inspiredtochange.biz.

My journey into Solution Focused Hypnotherapy

As we reflect on the growth of the AfSFH and the evolution of SFH, Cathy Cartwright reflects on her own journey to becoming a Solution Focused Hypnotherapist

So here I am, sitting in my clinic, reflecting on what has been another busy day working with clients. In fact, it has been another busy week! As I enjoy this wonderful sense of satisfaction, I think about this great point in my life and how far I have progressed in my career as a Solution Focused Hypnotherapist. I'm thrilled to say I've been very busy in seeing a steady stream of clients each week, working from different locations, setting up a website, advertising and marketing. In addition to this, I've thoroughly enjoyed developing my knowledge by attending the many CPD days that CPHT offers, meeting wonderful colleagues and friends in the process.

It was 2013 when I first began therapeutic hypnotherapy training. I found the course interesting and by May 2014, I'd completed both a Certificate and Diploma in 'Therapeutic Hypnotherapy'. Added to these qualifications was the Hypnotherapy Practitioner Diploma, which I undertook via an individual route and achieved in April 2015. I had the qualifications; however, the lack of support, CPD and supervision left me feeling unequipped with confidence.

By this stage, my passion in setting up business as a hypnotherapist had grown substantially. I wanted access to ongoing CPD, supervision and the chance to further my skills professionally in an area that I thoroughly enjoyed. As I'd always held a fascination in human thinking and behaviour, in addition to being drawn to helping people to feel better emotionally, this area was perfect for me! Taking a back step wasn't an option. Giving up my dream was a 'no-go' too.

I was determined to press on. What would be my next step towards what I needed – CPD, supervision, a strong support network, working with great colleagues? We're all familiar with the saying 'if at first you don't succeed, then try, try again!' This saying was never more apt for me than at that time. Whilst undertaking the therapeutic hypnotherapy training, I was also working part-time in education as a trainer and assessor. During that time, a colleague mentioned to me that she knew of someone who was on the Clifton Practice Hypnotherapy Training course (coincidentally, at the same time I was training in therapeutic hypnotherapy) and so, recalling this conversation, I researched CPHT. The more I read about it, the more hopeful and excited I became. The CPHT course had everything to offer and more besides. The CPHT course was definitely the next step, and what an exciting one to take!

The turning point came when I contacted CPHT. I began Solution Focused Hypnotherapy Training in May 2015. At the point of qualifying in February 2016, I felt confident in going forward as a Solution Focused Hypnotherapist. The actual training was very different to the training I'd previously experienced. I really liked the Solution Focused approach, the different modules, the fact that it's based on up-to-date research and neuroscience. It provided a detailed, clear structure in treating a range of conditions. I clearly recall learning the Initial Consultation for my assessment; this part of the course has been hugely beneficial as when I explain it to clients, they can instantly relate to it! Not only does it provide a very strong foundation, it's also very flexible in how it's executed to relate to clients' conditions.

The differences in working as a Solution Focused Hypnotherapist rather than a therapeutic hypnotherapist have been tremendous and highly advantageous. The combination of being able to explain how the brain and chemicals work, deliver sessions in a clear and structured way and encourage clients to focus on the '3 positives' has paved the way to success – in terms of my clients' achievements, my clinical practice and business in general. My confidence has definitely grown. Attending a variety of CPDs with CPHT has undoubtedly enabled me to develop my knowledge, skills and ultimately my professional experiences. There has been no shortage of 'Sparkling Moments' along the way!

I've certainly come a long way since February 2016. Not only have I facilitated the process for clients to reach their goals and had the pleasure of meeting so many lovely colleagues, I've also enjoyed fantastic supervisions, been part of a great network in the AfSFH, run a busy clinic and thrown in a few presentations as well!

So, what's next then?

At the time of writing this, I'm proud to say I have been part of and completed the 'Supervisor for Solution Focused Hypnotherapists' training course in London (December 2017) and am very excited indeed to be opening up the door to the world of being a Supervisor!

It has been a brilliant journey so far, and there's much to look forward to in the coming year – CPDs in Spring, further developments in the clinic and expanding my business. Who knows what else 2018 will bring? One thing's for sure...it's going to be fun!

About the writer:



Cathy practices from several locations in the Greater Manchester area, and has recently qualified as a Solution Focused Supervisor. She has also been appointed as a Senior Lecturer at the new CPHT training school in Newcastle.



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Talking therapy:

Interview with David Newton, founder of CPHT & AfSFH

In this special birthday edition, Hypnotherapy Today is delighted to feature extracts from an interview with David Newton, conducted by AfSFH members Gareth Strangemore-Jones & Enfy Jones. It also features some questions from AfSFH members, generated from our closed Facebook group.

Background: David was born in 1941, and after his well-travelled career in the Army and various other occupational endeavours, he decided on a career change. Initially, he trained in Analytical therapy to become a Hypno-Analyst, but over time, moved in to more positive therapeutic modalities, including SFBT. Along with his wife, Stefanie, David founded the Clifton Practice and, subsequently, CPHT training schools - dedicated to teaching Solution Focused Hypnotherapy (SFH). This also led to his establishment of a dedicated association for SFH, the AfSFH, in 2011 - for which David remains Chairman and Trustee.

After a discussion about his early life, David elaborates on how he became a therapist:

David: I decided to retrain and I think I was aged about 48, so I was getting on a bit. And I thought that Hypnotherapy was the nearest thing to medicine. I think, actually, it's better isn't it, much better than medicine! But the only available teaching courses in those days were based on Freudian ideas and I had the same training as a gentlemen, who, you'll recognise the name, Terence Watts,

"You ask the question in the sure and certain knowledge that you're going to get a good answer!"

which was all about analytical stuff and Freudian stuff and I became a Hypno-analyst. I was good at it...at making people miserable. People used to leave my consulting room crying and I often wondered what the neighbours thought. And I thought it was a long shot that people could actually get better if I was making them more and more miserable. So, I introduced a bit of humour in my consulting room, and put up a few pictures and things changed and I went on to a bit of NLP, CBT and then SFBT came along and that absolutely suited me down to the ground. But after five, six, or seven years in practice, it was looking a bit like Solution Focused Hypnotherapy is today! And I relied very much on Steve de Shazer and Insoo Kim Berg to point me in the right direction. And Steve de Shazer said something that I noted, that the session 'has to be the same, whatever the client brings', and I took note of that and went down the route of being more and more repetitive.

Gareth: So, David, please can you give us an overview of the Clifton Practice itself and how that developed into Clifton Practice Hypnotherapy Training [CPHT].

David: Yes...it was 1999 when we moved in here [Bristol HQ]. And lots of people wanted to come to this place because the rooms were nice and it was popular with people...I was seeing 40 to 50 people a week, and in those days, I was seeing 8 or 9 people a week to help them give up smoking! Those days have gone. And I was good friends, even though we had gone in completely different directions, with Terence Watts and he would often send me people saying that, "If anybody can help you, he will!" and that sort of thing. And I used to have to revert to analytical stuff, because that's what they expected, which I didn't like.

Gareth: When did you choose to actually set up The Clifton Practice as a Hypnotherapy training school?

David: In 2002.

Gareth: And, so, what was the motivation for that?

David: I think it was talking to Terence Watts...it was him suggesting it that gave me the courage to open my own school. And in 2005, it became a school that you would recognise from your training here...in 2002, 2003, we still taught a modicum of analytical stuff but that went and it became based on me...So, it gained strength, I think with me taking over, and it becoming solution focused, things changed because almost immediately people started coming from further afield not just Bristol, all over the country and, indeed, from abroad, because it appealed to people. There's no doubt about that - the thought that you didn't have to go back over stuff and concentrate on solutions appealed to people right from the beginning!

Gareth: Can you expand on that please, David - the difference between solution focused and anything previous, and why that has worked.

David: I think it's amenable to people - I don't think people get a great deal of benefit about talking about all their problems and all the problems that they've had in life and we avoided that and so we, right from the beginning, ask the question, "if everything was alright what actually would be different?". And that started the ball rolling.

Gareth: Fantastic, and now of course Solution Focused Hypnotherapy is the core of what Clifton Practice

Hypnotherapy Training offers, but what other unique selling points does CPHT offer within that.

David: I think the standard of teaching is reasonable! [laughs].

Gareth: It's excellent!

David: Yes, and as you know, we've been very fortunate that I have a whole heap of amazing people around... And one of the things I was aware of, when I was in The Army, was that people were loyal to me. I could rely on them!

Gareth: That goes a long way...

David: And I know that the people that teach in all the places - and remember there are 14 schools these days, and another 4 ready to come on stream in the very near future - and I know they are absolutely loyal - not just to me, but to the cause [of SFH]! But in 2005, I did something which was brave at the time [another unique part of CPHT training] - I said that our students are going to start practising with people right from the word "Go!", which means the Monday after the first weekend or the Saturday after the first two days here.

Enfys: So, David, can you tell us some of the highlights and achievements of you career, perhaps either in your clinic or with CPHT.

David: I think in my private practice, when I hit twenty [clients]! I can remember this place absolutely buzzing and when you've got 22 practitioners working here, it buzzes. But you know, I'm still learning of course, as we all are. But in supervision I learned a lot, I learn a lot from teaching people because when they're telling me what they've done, I learn from that...in my heyday, I was supervising up to 40 people at any given time, it was the days before Skype and all that sort of thing but I used to enjoy that.

But I tell you, I'm Skyping Plymouth at 12.30 today, and I will say to them, what do you think is the most important thing that we do? Asking them whether it's: Inconsequential Language, or "What's been good?", Revision, Scaling, Miracle Question, "On the couch" and they'll all have their own ideas and the answer is, "I don't know, I think they're all important!". But I have a feeling...that Inconsequential Language is the most important aspect of it all.

And there was a young student who said, "the penny has dropped, that in the Consulting Room as far as your concerned it's all about your 'look' isn't it, it's all about your look". And I said, "What do you mean by that?". And he said, "Well, when you ask me a question you have a 'look' on your face, a nice look that says, 'I want an answer, I want an answer'". And I can remember years ago, Stefanie saying to me, "Who are you talking to?" And I said, "Well nobody, I'm practising my Meeting Metaphor!" I often talk about this. Because we have to practise these things! And if we're not getting the customer in the Left Prefrontal Cortex with that first look, then let's change the look! And I think we're the only school in the country that would say, practise in the mirror, until you get it! And once you get it, stick with it! And it's the same with: "What's been good?". I'm quoting Steve De Shazar now, of course, who said, "You ask the question in the sure and certain knowledge that you're going to get a good answer!"

Enfys: Great quote!

David: Yes, it is, isn't it? And you ask: "What's been good?", sure and certain that you're going to get a good reply. And it's the same with the Miracle Question. I often say to satellite leaders, "Which is the best part of the course?" and the ones that are just starting will often say: "Ah, teaching about how the brain works". And I agree that it's so important, of course. But I like the part of the course when we are giving Case Histories, coming to the end, and role playing, and we can see the professionalism. And I've learned over the years, that even if the Miracle Question might be a 'dog's dinner', they can still be enormously helpful because one thing we absolutely understand in Solution Focused Hypnotherapy is that the customer knows how to get better and all we have to do is provide the framework. And it's within the framework that they get better, they know how to get better.

Enfys: And looking back, David...is there any advice now that you would like to impart to our Solution Focused Hypnotherapy community, with the benefits of hindsight?

David: I think that a lot of people don't realise how sophisticated it is, how sophisticated it's got to be! The Miracle Question for instance, is a sophisticated tool but the question has to be asked in a sophisticated way ... that we're going to get an answer! And lots of people don't realise how sophisticated it is, to be able to get the customer when you meet them in the waiting room the first time, in the Left Prefrontal Cortex, just like that, has to be sophisticated. And that takes a bit of time to get our head around.

...I think if I had to give people a bit of advice is not to worry if it takes a long time, they [the client] decides that. If they decide it's going to take forty sessions then ok, that's up to them, so not to worry about it. But I think the biggest single thing that people find difficulty with is parsimony - not talking too much.

Gareth: [Talking about advice]: What about for a newly qualified practitioner, what advice could you give them?

David: Attend to the detail! They should have practised their 'look' quite a bit by then and know what they do well. And remember that in my heyday,

to get two to three months waiting list I only had to see three to four Initial Consultations a week, providing I stuck to the rules: "Eight, nine, ten, eleven, twelve sessions...sometimes more, sometimes a lot more!" So, actually, you don't need too many people, but what we've got to do is impress the hell out of those people who we do see, because we want them to come back and we want them to recommend us, which they will do.

Gareth: Excellent, what about for a developing practitioner?

David: I think one of the most difficult things to do is continue to stick to the rules...we can change the Initial Consultation, not radically, but we can change it to suit the situation but we don't change the guts of it and sometimes people find that difficult.

Gareth: And the same question then for seasoned practitioners. What advice can you give them?

David: I think again, it's sticking to the rules. And there are a few people that take me at my word and are parsimonious, that only say enough to get by and not say too much. But I think that there is always a danger that you go outside the (rules), and get sort of casual when one is a seasoned practitioner. And I think with my last lady [client] I was reminded that I had to stick to the rules and it was the detail, the detail that I had to abide by - and it was the same detail that I abided by twenty years ago.

Enfys: David, please can you tell us some fun and sparkly moments from your clinic or CPHT that you would like to share?

David: That's a difficult question - but what I am adamant about, and you would have heard it this morning, that there's been plenty of laughter in the lecture room!

Gareth: So, David, what, in particular, is the AfSFH's role to members?

David: I think it's to promote Solution Focused work - and we've now got nearly 500 members. And the public are beginning to see, I know that. The public are beginning to see that there is a difference between some Hypnotherapy and Solution Focused Hypnotherapy. And I think that I've been asked quite a few times by various trade associations to speak

to their membership. But I think it's indicative of something happening, whereas it looks as if I am going to be the keynote speaker with NCH and I think there's a change. And I think the fact that at any given time we would very rarely have less than four doctors and psychiatrists training with us and we've got the Hospital Hypnotherapy Service and you'd never believe that was the case when I first started... and we have a large number of graduates who work in doctor surgeries, and work with doctors and I'm very pleased with that.



***It has to be sophisticated!
Attend to the detail and
stick to the rules!***

Enfys: [Asks on behalf of AfSFH member]: "What kind of things did you do to start up?"

David: I can remember when I first came to Bristol and I was in a Fishponds Clinic and when I had an hour spare, as you do, I went down the high street armed with brochures. And I've always had luck...the lady who ran the dry-cleaning business took a shine to me and put my brochures in there and recommended me to lots of people. I think within three months I had ten people at the Fishponds Clinic.

But I think that, if I could answer the question in a bit more depth, that I was aware from my earlier training that through no fault of my own, perhaps, I was doing some things inherently wrong. Inherently wrong to say to

people, "Let's go back in time and talk about all the rotten things that have happened to you!" was, in my judgement, inherently wrong. And I remember making an absolute decision that I would only ever do things in my consulting room that I thought worked. And so, when I came across Neuro Linguistic Programming, I only used stuff that I was absolutely sure was going to be helpful. I couldn't find much in CBT (Cognitive Behavioural Therapy) that was particularly helpful. But I only used stuff from SFBT that I knew was going to be helpful. And then gradually that developed in to an absolute format, which is absolutely, based on science...the Neuroscientific Revolution started in the mid-nineties, and I took note of that and used it in my Consulting Room. And it gave me an enormous amount of confidence when I absolutely understood the work of Marcus Raichle, for instance, that when we go into Trance, the brain is working at least four times as hard coming up with solutions, solutions that we've decided we need solutions to. So, it was the Neuroscientific Revolution plus picking the best out of things that were available.

Gareth: Excellent. A question from another member: "When I'm not sure what to do, I always think what would David do?" And this is something we've all said, "What would David say?" So, who is David's, David?

David: [Laughs] Well I think the answer to that, and I haven't really thought about it, but I suppose it was about 10 years ago and I'd been teaching for quite a while by then, that I was pretty sure that, what I decided, was going to be right, and ok. But I tell you what, that's as far as Hypnotherapy is concerned, and experience tells me, more often than not, I do get it fairly right and I'm pleased about that...so my judgement I rely on.

Enfys: A question from another member: "Where do you see Solution Focused Hypnotherapy in 20 years?"

David: I think there are indicators, for instance...medical students in Bristol are coming for education in Hypnotherapy... And there is an obligation, apparently, to

have an understanding of what it's all about. And I can see this permeating into medicine generally, and it's started... there's no doubt about that. The fact that we now have several hospitals having teams from CPHT in the hospital, helping them with their patients, is indicative of something. And I think it's going to be more and more medical. And the fact that I presented just recently a Diploma called The Clifton Practice Diploma in Medical Hypnotherapy.

"...I remember making an absolute decision that I would only ever do things in my consulting room that I thought worked"

Gareth: So, this runs nicely into a question from another member: "What are the biggest challenges and opportunities for Solution Focused Hypnotherapy now?"

David: I think to become part of mainstream medicine. But I still think we've got a fair way to go to make sure the public know that if they have a choice of this Hypnotherapist and that Hypnotherapist, they know which one they're going to pick. That understanding of what Solution Focused work is!

Enfys: Well David, honestly, this interview with us today has been such a real pleasure. Thank you so much!

Gareth: Yes, indeed, David your words of wisdom will be of great interest to the Association members!

David: Good, thank you. Well I've enjoyed it and thank you so much!

Thank you to David for taking the time to share his experiences with the AfSFH, and to Gareth and Enfys for conducting a lovely interview!

As we continue to celebrate the AfSFH, our CEO Alex Brounger, looks back on some of the Association's key achievements over the past 12 months.

I'm extremely proud to be the CEO of this fabulous Organisation. It is hard to believe that seven years have passed since inaugural CEO, Nicola Griffiths, and her team began the groundwork that has helped make the Association what it is today. Our 7th AGM is just around the corner in March, and in the last year, we have made some huge leaps forward. Our membership has now exceeded 500 (we exceeded 300 shortly after I took over as CEO in August 2016). The Association has also (finally!!) managed to get access to online banking (don't ask!); we have streamlined the renewals process, introduced online payments for members, refreshed Hypnotherapy Today and the FB group is growing in both volume and breadth of discussion.

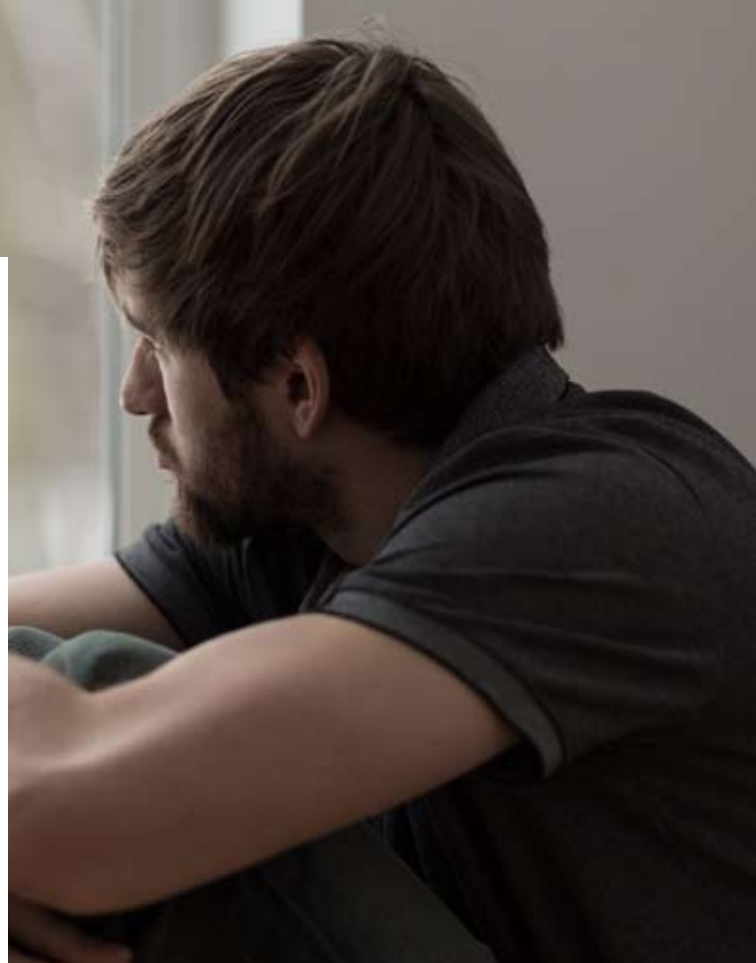
Amongst other things, we are looking forward to a new website, and a new compliance and supervision officer being brought on board this coming year. Although the AfSFH only has a small Exec team, we are a dedicated bunch and look forward to continuing to provide support and guidance to our wonderful members. Happy AfSFH birthday everyone!



Spotlight on:

Loneliness

As a topic, loneliness might seem like an unusual subject to include in such a celebratory issue of Hypnotherapy Today. But on closer analysis, it serves to highlight just how applicable SFH can be, and how it can provide help and hope in all sorts of ways – definitely something worth celebrating. In the following article, Elaine Way considers how SFH might have a positive impact in tackling the so-called ‘loneliness epidemic’.



As a society, it would seem that we are experiencing an unexpected irony: despite the world being more populated and better connected than ever before, loneliness is on the increase. As Solution Focused Hypnotherapists, we may not seem the natural first ‘port of call’ for people suffering from loneliness, but in reality, when we delve into the subject of loneliness, we could potentially be the best placed type of therapy to enable clients to find solutions to this growing problem.

We shouldn’t make the mistake of associating loneliness with only the elderly or widowed: it is a problem that can affect all ages. While those people in later stages of life can be more vulnerable, often due to losing partners, friends, or the physical ability to ‘get out’ into their community, it is just as likely to affect new mothers who, now that modern families can be spread wider across the country, may find themselves feeling trapped in their home without adult interaction, near-by relatives, or support and understanding. We live in a much-altered modern society, where it is normal for teenagers and young adults to be at university or college, away from their parents. The rise in the divorce rate reflects that more people are leaving behind significant relationships and family or friend networks. In addition, the ability to ‘work from home’ may mean more people are spending time alone in their home without the support and interaction offices can provide. It may reach into schools, where children may ‘not fit in’, or have little success bonding with classmates. It could be at college, where someone finds themselves popular on social media, with hundreds of friends and followers online, but no actual physically close and meaningful friendships in real life.

It’s also fair to say that some people like to be alone. Certainly, we can all think of someone who likes a quiet life, and is happy in their own company. However, that is not

the same thing. Loneliness can best be defined as the gap between the amount of social contact or intimacy you have, versus the amount you actually want to have. Without regular, genuine social contact, a lonely person may experience an overwhelming feeling of being isolated and very, very alone. A recent study by The Co-op and the British Red Cross revealed that over 9 million people in the UK across all adult ages feel either ‘always’ or ‘often’ lonely.

Loneliness is emotionally painful – a truly unhappy and disappointing place. It can also be damaging to our physical and mental health. It can cause poor sleep, depression and increased anxiety. It can lead to reduced immunity and an early decline in cognitive ability, as well as negatively affecting the cardiovascular system. On the whole, it’s not a good place for someone to be. It can also be a vicious circle. If the loneliness goes on for some time, it can result in reduced social skills, causing increased social anxiety, with clients feeling lonely, but not feeling able to communicate well enough to make new friends. If left for too long, it can lead to an overwhelming sense of worthlessness.

So, what can be done? Thanks to the work of various organisations and campaigns, light is being shed on the issue of loneliness. For example, the recently launched Jo Cox Campaign to End Loneliness [1], is helping more people to become aware of how great a problem loneliness is in our society, and to seek out strategies to address the issue. Their aim is to get more people to “start a conversation”. But, on a practical, solution-focused level, what can a lonely person do? Quite often, clients suffering from loneliness have already had a number of suggestions made to them by family members or other contacts. While any number of strategies can be suggested, most importantly, a recent report entitled ‘A Meta-Analysis of Interventions to Reduce Loneliness’ (University of Chicago

[2]) has shown that interventions to change 'maladaptive thinking patterns' were, on average, four times more successful than other interventions aimed at reducing loneliness. This means that changing your 'mind-set' was shown to be at least four times more successful than interventions to improve social skills, enhance social support, and increase opportunities for social contact.

This means that, more so than anything else, addressing persistent loneliness lies in breaking the negative cycle of thinking that created it. And herein lies the reason why, as Solution Focused Hypnotherapists, we are very well placed to provide effective help. When someone is experiencing loneliness, the research showed that they find themselves working from a negative mind-set (what we would recognise as the primitive brain), making them more sensitive and expectant of rejection and hostility. In social situations, lonely people therefore think immediately of the worst-case scenario. For instance, if a colleague seems more quiet and distant than usual, a lonely person is more likely to assume that they have done something wrong, rather than having a more positive perspective, such as that their colleague may have problems at home or is feeling unwell. The research showed that lonely people also paid more attention to negative social communication, such as disagreement or criticism, and will remember negative things from an encounter with another person rather than the positive things.

"...addressing persistent loneliness lies in breaking the negative cycle of thinking that created it"

Misplaced feelings of worthlessness, instilled by the misery of chronic loneliness, not only prevents people from wanting to socially interact, but may reduce those positive qualities that potential friends would find attractive – a warm smile, an interesting chat, a light hearted and energising manner. Someone experiencing loneliness may therefore have underutilised skills for fostering positive interaction, positive thinking and engaging in positive actions or activities, which as we know as Solution Focused Hypnotherapists, are essential for the production of feel-good neurotransmitters such as serotonin, and operating from the intellectual brain.

So, while practical steps such as 'going out more' or to 'join a group' are obvious suggestions to lonely people, research has shown that what is most important, is to make alterations in the mind and how we perceive the world and people around us.

Therefore, once the negative, unhelpful primitive brain thoughts are addressed, lonely people learn to approach new relationships and interaction with a positive, optimistic outlook, feeling more confident about themselves and their self-worth.

Solution Focused Hypnotherapy is ideally placed to help people suffering from loneliness achieve these changes in their mind. Being a more 'positive' type of talking therapy, we work with the client's preferred future, identifying their strengths and utilising their resources, getting them concentrating on the positives in their life. As well as helping to reduce the anxiety that goes 'hand-in-hand' with feelings of isolation, therapists immediately start helping clients identify 'what small steps' they can take towards their goal of ending their loneliness, and having a level of interaction that is closer to what they would like in their life. After all, if you are feeling isolated, negative or shy, it is much harder to, for example, join a new social group, and make the effort feel rewarding and positive.

Over the last few months there has been increased dialogue about loneliness in the media. It has become something of a 'hot topic' – certainly when I wrote an article about loneliness for my blog, it received significantly more hits and generated more social media traffic than any other blog post. Hopefully, in the same way that there has recently been a significant drive to rid mental illness of its associated stigma, so too shall we become more open as a society in admitting when we are lonely, and reaching out to those who may be suffering.

Beating loneliness requires motivation and building a positive outlook on life – as SF Hypnotherapists we have great experience and extremely powerful and effective tools at our disposal to help clients rid themselves of those self-limiting thoughts, focusing on their preferred future. We can help clients identify what small steps they can make in their efforts to build social contact to the level they want. For some clients, simply interacting and being 'listened to' in the initial consultation and subsequent sessions, may be the first meaningful social contact they have had for some time. Although, clearly as professional therapists we do not take on or seek to fulfil a role as our client's 'friend', but we can help lift them out of their primitive mind, to tackle their negative and self-limiting thoughts and help to raise their self-esteem, so they can begin to function from the more positive intellectual brain, and enjoy the wonderful benefits that this will bring. In short: if the answer to loneliness is 'all in the mind', then we should be doing all we can to reach those clients needing our help and making sure that the growing numbers of lonely people out there know that Solution Focused Hypnotherapy can be a very useful tool to help them make the positive changes they want.

References:

[1] www.campaigntoendloneliness.org

[2] A Meta-Analysis of Interventions to Reduce Loneliness: Masi; Chen; Hawkey; Cacioppo (University of Chicago) Research paper first published August 17, 2010. Can be viewed www.ncbi.nlm.nih.gov/pmc/articles/PMC3865701/

Elaine qualified from CPHT Guildford in 2017, and is based in Surrey, and practices in Lower Bourne, and central Farnham.



Brainbox: Evaluating Solution Focused Hypnotherapy for clients with Anxiety

As we continue to reflect on the evolution of SFH, the following article by Dr. Rachel Gillibrand outlines findings from a recent pilot study, which involved quantitative evaluation of a brief Solution Focused Hypnotherapy intervention with clients experiencing anxiety-related conditions.

What was involved?

Two therapists conducted the CPHT IC and three sessions with eight people. Independent researchers collected questionnaire data and interview data from each participant at each session; the data were anonymised before being analysed.

How to understand the results

I have reported the questionnaire data that show statistical significance. Statistical significance is recognised by conducting a mathematical test on the data to see if the differences found are 1) naturally occurring variances or 2) a result of the therapy sessions.

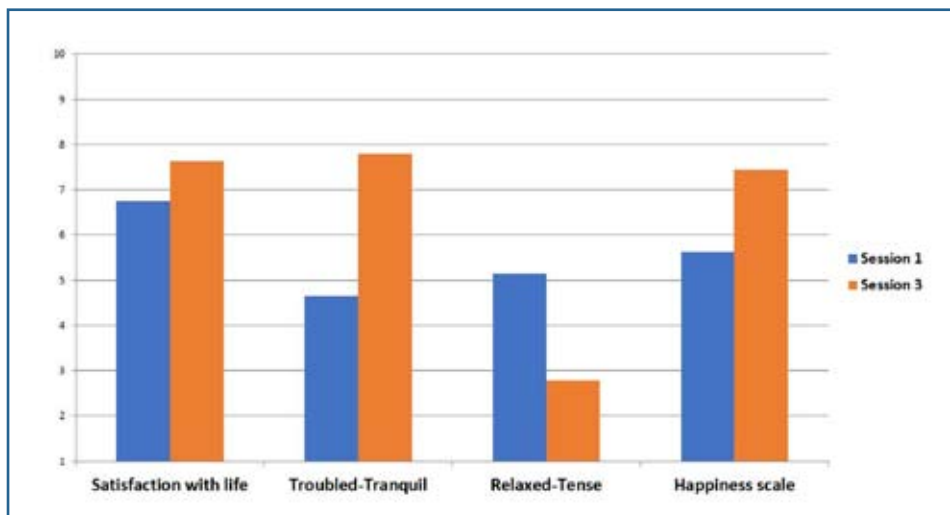
What changes occurred over the three therapy sessions?

Participants showed an increase in general satisfaction with life, that the things that they do in their lives were more worthwhile, and also reported that they felt happier and less anxious.

Participants felt more 'dreamy' and less troubled, more clear-headed and generally happier. Participants also reported feeling more out-going, more relaxed, more proficient, more alert and well-coordinated. Participants reported feeling a little more withdrawn by the third session, but also more content and a little more quick-witted. On the happiness scale, participants' scores increased by nearly two whole points.

The significant findings are shown in Figure 1 below.

Figure 1. Graph of significant findings. For Visual Analogue Scale (VAS) scores, a score of 1 denotes the highest score for the first parameter and a score of 10 denotes the highest score for the second parameter e.g. Troubled = 1 Tranquil = 10. In session 1, participants are more troubled and by session 3 participants are more tranquil.



What effect did solution-focused hypnotherapy have on well-being?

What we can take from these findings is that even in a short study like this, we see positive changes in clients' mood states. Some of the changes could be seen as evidence of tentative trends – we can see positive change on many of the measures, but they have not yet reached statistical significance. With a larger scale study, following the participants over a greater number of sessions (we would like to follow them for our standard 8, 9, 10, 11, 12 sessions), we might expect to see the changes continue to the point of statistical significance.

What is the bigger picture underpinning satisfaction with life?

By session 3, participants were more satisfied with their lives and this was related to them thinking that the things they do in their lives are worthwhile, and they were more likely to be feeling much calmer, more self-centred and mentally slower. The last two findings may seem surprising, but initial thoughts are that the participants who reported feeling more self-centred are now not being selfish, but are actually taking care of themselves, focusing on their personal development, perhaps taking time to heal themselves and are not as focused on meeting the needs of others at the expense of meeting their own needs. Those participants who report feeling mentally slower may simply have been more tired, but perhaps further investigation may reveal that they are no longer in a position of making constant snap-decisions, but are allowing themselves to take the time to think things through.

What is the bigger picture underpinning feeling troubled or tranquil?

By session 3, the participants were feeling more tranquil than before and this was associated with feeling more clear-headed, much happier and more alert. Participants who reported low satisfaction with life at the beginning of the study reported feeling more tranquil and much less troubled after the last session. Whilst those who did not feel that the things they do in life are worthwhile in the first session reported feeling more tranquil, more clear-headed, much happier and more alert following the final session.

What is the bigger picture underpinning feeling relaxed or tense?

Participants were feeling much more relaxed by the end of session 3 and this was associated with feeling much happier, much friendlier, more interested and stronger.

What is the bigger picture for happiness?

At session 1, scores on the “how happy are you today” question correlated highly with feeling strong but by session 3, scores on the “how happy are you today” question were not significantly correlated with any other variable.

As all the participants came to therapy for anxiety-related conditions, scores on the anxiety question were explored.

There was a reduction in anxiety between sessions 1 and 3 from 6.00 to 4.125, but this was statistically insignificant. However, participants with high anxiety at session 1 reported that after the final session, they were finding the things they do in life more worthwhile and that they were feeling much happier.

Interpretation

This is the first time that Solution Focused Hypnotherapy has been evaluated in this way and this study has provided us with lots of information on the efficacy of our practice. This study demonstrates that a Solution-focused approach appears to effect positive change in life satisfaction and feelings of happiness, whilst reducing feelings of being troubled, of being tense.

Future directions

Solution Focused Hypnotherapy is effective over a few sessions, but now we need to investigate this over our typical 8-12 sessions, and with a larger number of participants. The next step is to analyse the interview data and to discover the detail behind these initial findings, to explore the personal experiences of undergoing therapy and to begin the process of forming a persuasive, evidence-based argument for Solution Focused Hypnotherapy.

Statement of conflict of interest

This research was carried out by a Solution Focused Hypnotherapist who managed the project and conducted half of the therapy sessions. The data were collected by research students based at the University of the West of England, Bristol, where the researcher is based. To minimise bias, all data collection was conducted outside of the therapy sessions, in a separate location by the research students and the researcher had no sight of the data until the study was completed. Data collected were assigned pseudonyms for the protection of participants and to ensure confidentiality during analysis and publication.

Study team:

Dr Rachel Gillibrand
Mr David Newton
Mrs Dorothea Read

Study supported by:

University of the West of England, Bristol; PSRG Internship Funding Award
The Clifton Practice

For further information about the study, please contact Dr. Rachel Gillibrand at www.seaviewhypnotherapy.com.



About the writer:

Rachel is a Chartered Psychologist and has a background in Health and Developmental Psychology. She qualified as a Solution Focused Hypnotherapist in 2016 and is a regular contributor to the CPHD course at Bristol, and also runs several CPDs.



SFH: Juggling and Spinning plates

By Nicola Taylor

On looking at the title of this article you could be forgiven for thinking that this might be a piece about using Solution Focused Hypnotherapy to improve circus skills, but when I reflect on my first six months as a part-time hypnotherapist 'juggling and plate spinning' are the first words that spring to mind. Managing my time as a Solution Focused Hypnotherapist in my local town and a teacher and Head of Department in a school 20 miles away has most definitely been challenging!

This challenge even extends to the management of two bags; my 'school bag' and my 'hypnotherapy bag' both of which need, at certain points in the day, to contain my reading glasses. As a new wearer of glasses, I only possess one pair and thus have to remember to swap them from one bag to another. So at the start of the day it is: both bags in the boot of the car, drive to school, remove schoolbag and be teacher for the day, run out at end of day (usually after being caught up in some unforeseen delay), drive (too fast!) 20 miles to Abergavenny, park car, go into boot, swap purse, phone and glasses from school bag to hypnotherapy bag, trot up road (try not to run – want to look like serene hypnotherapist!) and arrive at the therapy centre in enough time to set up my room for my client and look as though I have been there all day. A system that seemed to be working until the fateful day when I forgot to swap my glasses to the correct bag. Not only that, but I didn't realise until my client had arrived and we had started on 'what's been good?'. OK, I thought, I can get through this until we are at 'hop up onto the couch', so I remained calm and decided to level with my client: "So I am just going to leave you here to relax for 5 minutes and listen to the music". She took it well

and seemed unperturbed whilst I, on the other hand, made a mad dash down through town (all hopes of serenity out of the window) to retrieve the glasses and run back up to do the language pattern. Phew! Luckily, not only was the client chilled about the whole thing, the following week she requested 5 minutes with just the music again and then asked if I had a CD with the music that she could listen to in the day when doing her ironing.

So that was me back in April 2017, newly-qualified from the Clifton Hypnotherapy Practice having survived all of David Newton's jokes with his wise words ringing in my ears: "go and help the Welsh Nicola". So now came all the decisions about where to practice from and how to set up my own business and where exactly do I go from here? It was reminiscent of the time nearly 20 years ago now when I brought my 1-day-old son home from hospital, popped him in his baby seat in the lounge and thought now what? I have done it and yet it is just the beginning!

Like many newly-qualified hypnotherapists there was one important decision that I had to make, but the part-time vs full-time decision was a no-brainer for me. I need to juggle two jobs for various reasons the first and main one being that swearsy 'M' word: mortgage. I have a rather large one that will not go away for at least another 5 years so taking the leap from a full-time relatively well-paid job to self-employed in a rural area was just too risky. Additionally, I love my teaching job and am

***"I am myself a walking advert
and an example of what I do."***

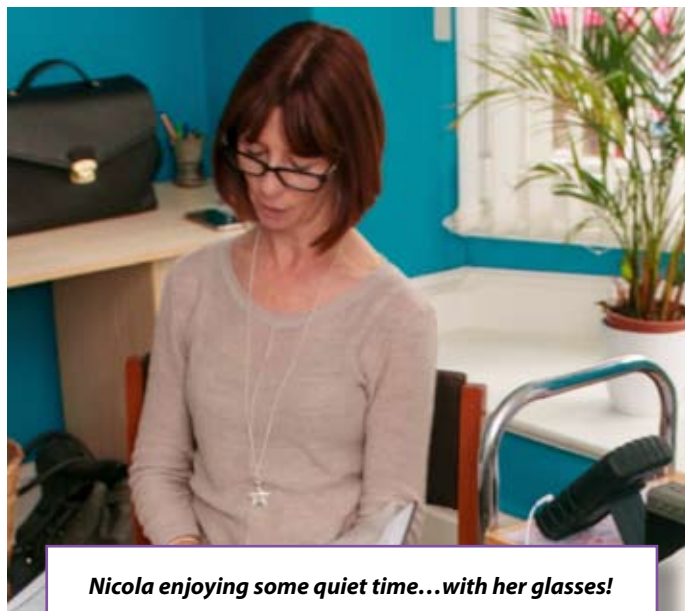
not ready to turn my back on a 25-year career just yet. But qualifying as a hypnotherapist in the Spring meant I still had 5 months of a full-time teaching job before the summer holidays and if I was going to go part-time as a teacher I needed to know that I could generate business as a hypnotherapist. I decided to 'dip my toe in' and approached a local therapy centre who were happy to lease a room to me on an hourly basis on Saturday mornings and 'evenings by appointment' (hence the mad after-school dash scenario!).

I also had to consider where to practice from. After weighing up the pros and cons I felt the best scenario for me was a therapy centre. Being part of the team there means I have an instant support network. Years of combined experience means much wisdom to tap into. Advice about marketing, handling tricky customers and the ebb and flow of business has all been freely given, added to which, their excellent website and leaflet offers another outlet for advertising with a centre that is well respected and long-established in the local area. Being able to use the centre name and contact details on my marketing lends professionalism to what I do and customers can contact the centre directly to make bookings. This is helpful when, as a teacher, I cannot leave a phone switched on during the day. The centre director is also supportive of therapists running courses, working together and 'swapping treatments', which is a great way to learn about what other therapists in the centre do and for them to learn about Solution Focused Hypnotherapy, leading to potential client referrals!

Another area I had to consider was how much to invest in a business that only takes up a small portion of work time, that is initially not supplying much of an income. Not being the techie type, I decided to invest in advertising in my local free magazine. It cost £78 for the month with a short editorial and I was hoping it is worth it. On the day that the magazine arrived through my door, I was as excited as a child at Christmas! My face, logo, advert and words were 'out there'. So, I suddenly found myself to be a little bit famous and couldn't go anywhere in my village without somebody recognising me. In the village pub, I was a talking point and the day after my first editorial was published I walked in and it went quiet; a sure sign that I was the current topic of barstool banter!

The wider implications of having my face in the local press became apparent. The director of the therapy centre where I work told me that I was now a 'public figure.' "Gone are the days when you can get away with being grumpy or looking rough whilst out and about in town", she warned. I really hadn't thought of this but, yes, I get it, I am myself a walking advert and an example of what I do. This also tells me that the decision to publish an editorial and have my picture in the magazine was a good one. People like to be able to put a face to the name. So, I am 'positivity personified' as I go about my business in the local town; never grumpy at the parking machine, always giving way to vehicles and people and generally smiley and chatty with everyone. And guess what all those positive actions and interactions are doing for me? I am flooded with serotonin and the more positivity I exude the more I am really feeling it and the positive thoughts just keep on coming.

In April 2017, I took on two new clients and by July 1st was seeing seven clients each week, whilst still working full-time as a teacher. When the new school year started in September 2017, I was only working as a teacher for 4 days



Nicola enjoying some quiet time...with her glasses!

a week. On Tuesdays, I now have the luxury of a whole day to devote to being a Solution Focused Hypnotherapist. Frustrations occasionally arise from working part-time as a hypnotherapist in that I am limited in when I can be available to my clients. Tuesday is a great day to be available in my local town as it is market day and the busiest day of the week, but not everybody can come on a Tuesday and despite being in an area of many retired people, many people work. This has meant that evening sessions after 4pm are popular and that I can be working quite late on a Tuesday, not finishing until 8pm. Also making myself available on Saturday mornings and some 'evenings by appointment' means that since September 2017, I've been working the equivalent of 6 days a week with Sundays 'off' i.e. a time to catch up on my marking and teaching preparation. So, yes, it is hard work and currently there is a lack of balance in my life between work and social activities. This is offset though by Tuesdays having a different pace to the rest of my working week with often the chance to pop home in between clients to walk my dog or take time to enjoy a longer lunch and chat with other therapists. Suffice to say, that Tuesdays feel less like work and more like a way of life, offering the kind of balance that I am hoping for in the long term.

So, what of the future of me being a part-time teacher/hypnotherapist? It remains to be seen, but there are many things that I have learned from my training as a Solution Focused Hypnotherapist, not least of which is that: if I want to make it happen, I can. Remaining positive is the key to success and happiness and the more you give out, the more you get back. My goal is to create more balance and spend less time juggling and plate-spinning and to continue to enjoy doing what I am doing. And you never know, one day I may, through the power of Solution Focused Hypnotherapy, actually be helping a real-life circus performer to improve their juggling or plate spinning skills...



About the writer:

Nicola practices from the Abergavenny Natural Therapy Centre in Monmouthshire, South Wales.



Embracing change with CORP

When you simply don't want to do something...but then wish you'd done it ages ago!

By Nicola Griffiths

Anyone who knows me understands that I just hate technology.

On walking into a phone shop the other day, when asked by a lovely chap called Adam "How can I help you", my answer was: "You can sell me a phone that makes a phone call without me being cut off or wanting to throw it out of the window". At this point, hubby took two steps back as he knew what was coming next. As Adam tried to sell me the latest iPhone for a stupidly ridiculous amount of money each month, I launched in with: "Yes, great, but I want a phone that will make a phone call, not play games, take photos or make the tea for me". The new phone subsequently arrived in store about a week ago, and my poor primitive mind is still procrastinating greatly about going in to pick it up, as I just know what will happen when I get it back home - it won't work.

To put things in context, whenever I try and download something on my laptop it doesn't work. I pass the laptop across to hubby, he does exactly what I've just done (I know because I watch what he does) and hey presto, it works first

time. Even he laughs now. When CORP was launched, I did tentatively give it a go, but it has to be said it was in the beta-testing days and after three days of trying to get it to download and then, once done, my laptop blowing up (unconnected to CORP), I gave up on it. So, when Mr Newton sort of ordered me to "get on with it", I grumbled away back up the M5 and got on with it. Imagine my surprise when it downloaded first time beautifully and without hubby's help; to say I was proud of myself was an understatement!

The second hurdle was to incorporate CORP into the IC and sessions. Frustration filled my clinic as I simply forgot to get the laptop out for the first three ICs! Once the client had left, that's when I'd remember that I was supposed to be doing CORP. To be fair, after 10 years of asking: "What's been good", brain revision/Scaling/MQ/couch and then payment, my brain was in a very good state of pattern-matching, so to bring in something new at this stage was a tall order. I thought my resulting plan to correct this was a master stroke though. I now have a little laptop that's dedicated to CORP that stays in my therapy room, so I simply got it out of the drawer and left it on the table between myself and the client. I'm embarrassed to say that on one client's second visit, they still had to remind me that I hadn't done the 'research questions' as I got up to see them out of the room. All this happened back in December 2016, but since then I haven't looked back. It's just a crying shame that I can only put new clients on the system as I don't take that many new ones on these days. You can't put clients on halfway through their sessions as it mucks up the general outcomes.

The results have been stunning. Let me give you a couple of examples (with client permissions granted I hasten to add):

- A lady with significant IBS had a 204% improvement between the IC and session 1. Now this obviously wasn't due to CORP, simply the fact that she got the IC 100%, listened to the download repeatedly and knew she had to take action. However, when she saw the increase she

welled up (must admit I was close to it too) but then said: "Ah, but now I've got to stay there or do better". I took great delight in showing her the figures behind her graph, which detailed the percentage change against each of the questions I'd asked her.

I then explained that if she had any issues and dropped back, we'd be able to take a look at which area had faltered so that it could be remedied. She thought this was rather good and said she felt "it acted as a safety net".

A few weeks later when indeed this did happen, we looked behind the scenes and realised that what had gone down were her answers to the interactivity question and the achievement question. Given that she'd twisted her ankle that week, it was the client that pointed out that now she could see why she'd gone down, but she could also see she'd gone up against the answers for Confidence and Happiness. It all made sense and she went away smiling.

- A lovely lady suffering significant anxiety came in for her first session. We'd put her on CORP at the end of the information gathering in the IC and before explaining how the brain works as usual. In answer to my question: "What's been good", one of her answers was: "Well, I've been trying really hard to think positively, but it's very difficult and my primitive brain keeps pulling me off track". At the end of the session we filled in the CORP scaling. This initially gives you a flow chart, but if you click behind the scenes there's a nice bar graph indicating the starting place on the left and the change on the right (as shown in the diagram opposite, although the graph shown doesn't represent the client I'm talking about in this case).

Now, with this particular client we didn't have a 295% increase as in the diagram, or even a 203% improvement like the IBS client, we had a 24.3% increase. However, the client was amazed and her response was: "So where I've been battling with my primitive mind all week, it's made that much change". I just nodded at this point; I didn't have to say a word.

The other thing I've noticed about using CORP is exactly what Matthew Cahill said we would notice. If we explain that we need to hardwire in the changes and to see the client trotting along at the top of the graph for a good few sessions - once they see where they need to be for a number of sessions - it's as though another penny drops. Telling them they have to hardwire it in and showing them that they're doing it seem to be two different things. The latter means they stay on for longer and do actually hardwire it in - rather than think "I'm fine now, I'm off", before we've even got them to the top of their usual verbal scaling. Obviously, this isn't the case all the time, but I've noticed a positive difference.

Finally, let me talk about the cost of CORP!

When talking CORP through at CPHT Belfast, one of our Belfast students, Alan (an IT software guru), hauled me aside in the coffee break and said: "Okay, you've done the sales job, now how much is it?". I told him we were going to move onto that after coffee but, out of curiosity, I asked him how much he thought it would be. His answer made me laugh out loud, "£1,500" he said! I nicely told him to get a grip and think again because he was dealing with the Clifton Practice now. So, he revised his answer down to £500. Given we were running out of coffee break time, I cut to the

chase and told him it was £36. Again, I laughed when he replied: "£36 per month, that's amazing". I told him to try £36 per year. His jaw dropped at this point as he muttered something that included the words 'incredible'. I was still laughing as we walked back into the training room. Needless to say, some of those students were using CORP before they'd even graduated and I take my hat off to them for doing so.

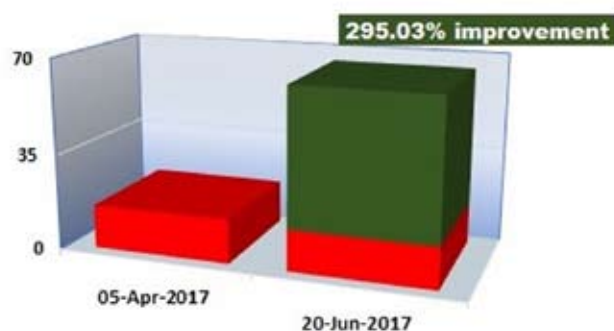
In addition to the mighty sum of £36 per year, I did go out and spend £130 on a neat little laptop to sit in my therapy room drawer as I don't like carting things around with me. I think it was worth every penny given that I've already seen clients stay on for longer by watching their charts improve. It doesn't take many clients to pay for a year's subscription and the total cost of the laptop - let me think about this... that'll be one client for about two sessions!

I promise you this isn't a sales job to sell CORP, in fact as I type this article, no one knows I'm even doing an article on CORP. I'm writing this because, as a lot of you know, I'm a marketer and this is a massively good marketing tool. I've got written permission from the clients mentioned above, and Alan our Belfast graduate, to relay their stories and I'll be putting some of the outcome charts up in my clinic window. I've also signed up to the Medical Hypnotherapy Certificate course and, once completed, I'll be sending a quarterly mailing to the local GP surgeries along with our CORP outcome charts.

If some of you have been deliberating about doing CORP, please get on with it. If you've not considered it at all, please do. Not only could it make a good deal of difference to your practice, I can honestly say I think it will make a big difference to your clients.

There's a mantra out in Belfast now, it seems to have flown across from Bristol: "We've just got to get on with it!"

Change Achieved Chart



About the writer:

Nicola qualified in Solution Focused Hypnotherapy in 2007 and practices in Cirencester. She also runs CPDs in Business Basics and Marketing, and is a Senior lecturer for CPHT Belfast and CPHT Manchester.

All about you!

In this section, we explore feedback from a members' survey by the AfSFH regarding Referrals, which was sent out in December by Trevor Eddolls.

Survey results...

Q. Where do the majority of your clients come from?	Respose Rate %
A. Online advertising e.g. professional listings, Google Ads, website etc.	54.16
B. Offline/print advertising e.g. leaflets, magazine ads, phone books, networking groups etc.	6.25
C. Referrals from others/Word of mouth	31.25
D. I'm not sure	8.33

Out of the 48 people who responded to the first question, it is perhaps unsurprising that most clients came for SFH via online routes. Pleasingly, the second highest reported source of clients were from referrals or word-of-mouth recommendations. The most surprising finding is that some therapists reported that they were unsure of where the majority of their clients came from. Understanding how clients have found out about us is incredibly valuable – and can certainly shape our marketing efforts!

The second question in the survey asked about who had provided the referrals, with the most popular being from: 'A family member who was your client' (76%), followed by 'A friend/neighbour who was your client' (28%). One very positive finding is that some respondents had also received referrals from 'GPs, other therapist or health professional' (7%). Finally, we asked about marketing items used for referrals:

Q. Do you currently offer any of the following? (multiple options can be selected)	Respose Rate %
A. A 'referral pack' (marketing info/leaflets given to a client at their last session to pass on to others)	16.66
B. Discounts/offers for someone who has been referred	12.50
C. Discount/offers to someone who refers others	6.25
D. None of the above	64.58

Again, some interesting findings – out of those who responded, just over 16% selected that they use referral packs, whereas the majority of respondents (65%) offered no materials or incentives for referrals. Something to think about!

Newsflash!

Huge congratulations...to our newly-qualified SF Supervisors!
Please see the directory in the Members' area of the AfSFH website for the latest list of AfSFH Supervisors (found under the Members' benefits tab).

Member message from Alex Brounger, AfSFH CEO:

I have been very pleased to see that people have been commenting in the closed Facebook Group about the upcoming changes to the data protection laws, and in particular, the deadline for compliance with The European General Data Protection Regulation (GDPR) that comes into effect on 25th May 2018. This is something that each of us has to take seriously. I know my web designer has discussed it with me and has implemented changes to the contact form on my website. In the same way that the AfSFH cannot provide advice on how to complete your tax return, we can't advise on specifics, but we must all be aware of this change and take any necessary steps for our own individual businesses.

What is appropriate, and is required to comply with the GDPR will be unique to each of us, as we all use data differently. We will have some more information about it on the AfSFH website in the Member's area in due course, but some useful information can also be found on the ICO website: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/>.



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

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Email: journal@afsfh.com Editor: Helen Green

Disclaimer:

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SUPERVISORS' DIRECTORY

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



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



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 Brounger

Alex is a staunch advocate of the Solution Focused Hypnotherapy model and its effectiveness for helping our clients achieve their goals. He is proud to be AfSFH's CEO and strongly believes our standards are higher than any other hypnotherapy professional body in the UK.



Editor of Hypnotherapy Today: Helen Green

Helen has a background in psychology and is a full-time hypnotherapist and supervisor. As Editor for the AfSFH, she is keen to ensure that members have the chance to write about and share their experiences of working as SF Hypnotherapists.



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.



Finance Officer: Sacha Taylor

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



Head of Marketing: Gareth Strangemore-Jones

Gareth qualified in SFH in 2015 and runs a practice in South Wales. He has a background in media and marketing and is eager to continue the promotion and awareness of SFH and the AfSFH.