

HYPNOTHERAPY TODAY

ASSOCIATION FOR SOLUTION FOCUSED HYPNOTHERAPY JOURNAL ISSUE 6



MORE THAN JUST A COG IN THE MACHINE?

Dr Mark McKergow on two different worlds

Taking therapy into the work place

Approaching corporates

Glenn Catley perseveres

Portfolio careers can work

OUR FIRST PARTY!!

Well, the 30th September came and went and our first Annual Party was gone in the blink of an eye. Some 60 members congregated at Racks, just up from the Clifton Practice, for a relaxed evening of good banter, fine food and mind-teasing entertainment.

The day started with Matthew Cahill, Nicola Griffiths and Debbie Pearce running Workshops which were very well attended. It has to be said that Matthew was a total saint having to overcome waitresses wandering past him, coffee machines whirring and a rather 'Fawlty Towers' atmosphere to contend with. But as we reflect back it now gives us something to talk about that's a little different to the norm.

Nicola and Debbie were seen later that evening with their feet up – obviously in recovery mode after running their workshops ...

Whilst Julie, our wonderful Events Organiser pulled out her home-made stress bucket to draw the winners of the Competition.

The lucky winners by the way were:

1. Liz Walton- SEO work donated by Matthew Cahill.
2. David McLean and Sandra Churchill 2 x CPD vouchers for CPHT.
3. Julie Picknell - A Kindle.

It's got to be said there was a great party atmosphere...



As Nicola mentioned, this party is the fore-runner to bigger and better events, so those who attended could mark this down as a special occasion in their diaries as the first of many Annual Events!

A lot of work has gone into year and David

the Association this noted earlier in the day that a lot of organisations such as ours can take some while to get going, whereas we feel we are 'fair flying'. This can only continue as our reputation spreads, plus London and

Manchester

CPHT open in 2013 which

will enable the Association to become truly national. So 2013 looks set to be a very exciting year for us and we look forward to supporting you as well as entertaining you!

Finally, a big vote of thanks to Julie Gibbons who organized the event, a cracking time was had it has to be said. Plus thank you to Debbie, Nicola and Matthew for giving up their time to run the workshops. If you have any ideas for next year's party, whether it's based on a theme, possibly a venue or you might have an idea for a business workshop, do get in touch – you know how we like to hear from you! ■



LETTER FROM THE EDITOR

The theme this quarter is corporate. Many of us come from office based jobs, and many of us become therapists because we no longer want to work in a big corporate machine.

The corporate world can be a good source of clients. Education and the right approach can make it a profitable business and the therapists who successfully balance their business between B2B and B2C, or have a portfolio of talents that complement each other, are more likely to make it in this economy.

Solution Focus works well in business, and I'd like to take the opportunity to thank Dr Mark McKergow for his time on his article.

I hope you all enjoy this issue and if you have success in this field then drop us a line, we're always looking for the next success story.

Note the new email address:- journal@afsfh.com



Penny
Penny Ling, Editor

CONTENTS

October 2012 - Issue 6

- 4 **TWO WORLDS OF SF PRACTICE**
Dr Mark McKergow looks at the perfect future
- 6 **CORPORATE THERAPY**
Trevor Bedford takes us back to the beginning
- 10 **GLENN CATLEY PERSEVERES**
Nicola Griffiths interviews Glenn over coffee
- 12 **APPROACHING CORPORATES**
Nicola Griffiths gets her foot in the door
- 16 **GET A BETTER JOB**
Shirley Billson helps women in business
- 20 **PORTFOLIO CAREERS**
Debbie Pearce interviews Roger Stennett
- 22 **LET PORTFOLIOS WORK FOR YOU**
Penny Ling doing all the things she loves
- 23 **AN INTERVIEW WITH...**
The AfSFH ask experts some helpful questions
- 25 **SO MANY HATS**
We're not just therapists
- 26 **BOOK REVIEWS**
- 28 **GADGETS**
Technology that can help our practice.
- 30 **NEWS**

Stuff:

HYPNOTHERAPY TODAY

Journal of the Association for Solution Focused Hypnotherapy.
8-10 Whiteladies Road
Bristol
BS8 1PD

Email: journal@afsfh.com
Editor: Penny Ling

Contributors to this edition:

Trevor Bedford
Stephanie Betschart
Shirley Billson
Malcolm Droy
Kim Dyke
Trevor Eddolls
Kathryn Fletcher
Nicola Griffiths
Michael Hughes
Dr Mark McKergow
Sarah Mortimer
Debbie Pearce

Roger Stennett
Tayma Wallbridge

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



SUPPOSE...LOOK OUT FOR TWO DIFFERENT WORLDS IN SF PRACTICE

By Dr Mark McKergow of swork

As hypnotherapists, I expect that AfSFH members will be well attuned to the hypnotic elements of language use in SF. The approach comes from a distant background in Ericksonian hypnotherapy – Steve de Shazer’s mentors at the Mental Research Institute, Palo Alto, were great friends with Erickson and made regular visits to study and work with him.

One aspect with a clear hypnotic pedigree is the famous ‘miracle question’. In its full and traditional form, this question is framed something like this – the ... at the end of each line signifies a pause:

Suppose...

That we finish our work here today...

And you go home and do all the things you’re going to do this evening...

And finally, you go to bed...

And you go to sleep...

And while you’re asleep...

A miracle happens, and the problems that brought you here have vanished...

But you’re asleep, so you don’t know the miracle has happened...

So when you wake up, what would be the first tiny sign that the miracle has happened?

(Pause and wait for an answer, and then build up a description of the day after the miracle.)

This is an invitation into a different world – a parallel universe, if you like. It’s very similar to the one the client inhabits every day, but with one key difference; the problems have vanished. So what’s taken their place, in this imaginary and better future? We are inviting the client to enter and explore this parallel universe for a while, and while they explore it and get to know it they will notice more and more detail about what’s going on there, who else is involved, what they would notice and so on.

This process reminds me of the ‘subtle knife’ from Philip Pullman’s His Dark Materials trilogy. The story is set in a multiverse, where many alternate realities are piled up one amongst another. The characters spend time in Oxford – one of which is ‘our’ Oxford with chewing gum on the

pavements and electricity. Another Oxford – occupying the same physical space but in a different dimension – has no chewing gum, zeppelins for transport and ‘anbaric’ energy to power things – and yet is still Oxford, with its colleges, streets, river and so on. These worlds are unreachable from each other – except with the ‘subtle knife’, title of the second volume (Pullman, 1997), which allows the bearer to cut through from one world to another.

It seems to me that the miracle question – an



example of what I call a Future Perfect question (Jackson and McKergow, 2007) – is inviting the client(s) to cut through into a parallel world of their own lives and explore it for a while. In fact, any question which starts with ‘suppose...’ is doing precisely this asking the client to jump from this world to another, a kind of suppose-land

where some things are different. Then, having

described a rich depiction, we invite them back into the world of the present, to look for exceptions, things that are already working, small next steps etc. Except that perceptions of the ‘real’ world are somewhat altered by the trip into suppose-land...

The thing to watch out for is to respect the boundaries of both worlds. When you ‘go over’ into the world of the Future Perfect, stay there for a while. Build up the description. Relax. Don’t hurry back. And when you do bring your clients back into the world of now, then stay focused on that. The mistake is probably to leap about between the two

worlds – for example to find something in the Future Perfect world and then quickly go chasing it in the world of now.

Some tips include:

- Announce when you are moving into the Future Perfect world – not in so many words, of course, but by saying something like “Right, it’s time to get a little creative now – are you up for that?”
- Take your time on the lead in to establishing the future world – work out carefully what the impact of the miracle will be. ‘Better’ and ‘on track to get better’ are very different future worlds!
- Once you’ve set up the future world, allow your clients lots of thinking time. Restrict your role to nudging things in the direction of more detail, the next thing to happen and who else would notice.
- When you’ve spent enough time in the future world, manage the transition back to the present – saying something like ‘OK, thank you very much. Well done. Let’s come back to think about where we are now...’ and move on to a scale or something
- Don’t jump about between these two worlds – it’s confusing for everyone and may result in muddles all round ■

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CORPORATE THERAPY, IT'S NOT SO HARD

Trevor Bedford takes us back to the beginning

As a retired chartered accountant I decided to study hypnotherapy and completely bought into the practise, so much so that I not only work from home helping individual clients, but I have also developed a training programme to help companies.

Hard headed business people are not as sceptical and closed to new and alternative ways to improve their businesses as you may think - sadly probably much less so than many medical and psychology professionals.

Just talking to business people about hypnotherapy has proved to me that there is an interest, but can it be converted into actual work? Many businesses want to increase profits and turnover, so how can we help? Even if we can help, how can we prove any results?

Facing these issues from the perspective of a company director or manager making the decision, I combined my experience with some research and developed some key selling points.

Hypnotherapy has the following benefits to a company:

1. It can reduce the amount of sick leave taken annually by reducing anxiety, stress and depression arising as a result of either or a combination of both, work and personal pressures,
2. It can increase productivity by motivating staff, helping with team work, self control, discipline and most of all happiness at work,
3. It can increase productivity by reducing conflict between staff at work
4. It can reduce the staff turnover and thus lessen the costs of hiring temporary staff and paying recruitment fees.
5. Reduce potential legal liabilities. Obligations are changing regarding mental health at work and subsequently a more serious financial consequence if an employer does not consider their staff's welfare.

All of these benefits are measurable and a decision maker can justify his/her decision making based on not only being a caring employer but also being a progressive employer and potentially having an edge on the competition.

Prior to any work started, sick leave records can be noted, staff questionnaires recorded noting their scaling of their feeling of happiness at work, work motivation levels and the like. Sales and profits speak for themselves. What cannot be measured is the wonderful feeling of walking into an office, which changes from having stressed, grumpy staff to happy smiling ones. But managers and their clients do notice (sometimes they need reminding of the improvements just to ensure you get the right level of credit!)

THE RESEARCH

Why look after our mental health?

In the past five years, employers have cited stress as the number one reason given by employees who take time off work but they are probably not talking about it because mental health is still a taboo subject and many people feel scared and confused about confronting the issue at work.

A new study by the Finnish Institute of Occupational Health and the University College London has concluded that employees who work more than 11 hours a day are twice as likely to suffer from major depression as those working regular 8 hour days.

I use the analogy here of how heavy is a glass of water if you hold out your arm for a minute (not very), then an hour (quite), then a day (need to go to hospital).

How many people suffer?

The charity Mind estimates that 1 in 6 workers are experiencing depression, stress and anxiety and puts

the cost to the UK economy at £26 billion each year. My personal experiences have shown much higher levels in the small sample of work I have done. Not only is it nearly 90%, but most staff never tell the senior staff, they just suffer in silence.

The consequences

1. £2.4 billion wasted on staff turnover due to poor mental wellbeing
2. £15.1 billion lost by unproductive staff at work who are unable to cope due to mental health issues
3. 70 million lost working days due to mental health problems

In addition:

- ◆ Employers receive sick notes from employees' GPs, who can be perceived as being too ready to sign the employee off with stress or depression, rather than that they might actually be suffering from a serious medical condition.
- ◆ Failing to recognise the seriousness of depression can create real problems for the employer, and expose them to some significant legal claims.
- ◆ An employee who becomes severely depressed, is likely to go off sick.
- ◆ The immediate consequence of that is likely to be decreased productivity, and the additional cost of finding temporary or permanent cover for those employees.
- ◆ High levels of sickness absence and a culture of working long hours can also create a negative atmosphere which usually results in a higher staff turnover.

...continued over

Legal obligations and responsibilities

Severe depression can be a 'disability' for the purposes of disability discrimination under the Equality Act 2010. Workers with severe depression can therefore pursue claims for disability discrimination if they are treated unfavourably because of something arising from that disability or if an employer fails to make reasonable adjustments to accommodate an employee with severe depression.

There is also the risk of a personal injury claim if the illness was caused by the long working hours, particularly if the employee alerted the company to the fact that he/she was suffering from stress and the company failed to do anything about it.

Employees can also make a claim under the employer's Permanent Health Insurance scheme, if they qualify under the rules of the scheme, which can increase the company's premiums. It can take a long time for an employee to become well enough to return to work, and some may never be able to do so.

The Programme

I have written a course of five motivational staff training programmes, which are held monthly. The taboo word of hypnotherapy is mostly avoided so as not to invoke any prejudice at the beginning of the course. Each course is approximately 2 hours. The organisation provides the room, white board, chairs etc.

The first hour and a half is a casual lecture. It incorporates business needs with the hypnotherapy explanations as to how the brain works, how we suffer and what we can do to change ourselves. This is the point where I introduce the concept of trance and the benefits. By this time, if I have done the explanation well, all the staff will be very receptive to the trance session.

The topics include: communication, motivation, happiness at work, coping with stress, self control, time management, phobias, goal setting, setting expectations, controlling anger, conflict at work and developing great teams.

The second part of the course is the trance work. The staff are asked if they wish to enjoy this half hour. Occasionally there may be someone who declines. Mostly this is viewed very positively and referred to as "sleepy time". Each person simply sits in their chair and I use my Iphone to play the music whilst talking through the session. On subsequent courses staff will sometimes be so comfortable (relaxed and calm) with the trance work that they will lie on the floor, this is quite a compliment.



After five months the change is extraordinary and the improvements keep happening, many benefits are not easy to measure and prove, but it certainly changes the corporate philosophy for the better.

Selling

The usual, don't be scared to talk. Presentations work well with organisations like the IOD (Institute of Directors) and local Chamber of Commerce. Carefully set out letters to managers and directors can capture their attention. Bring up the subject with your accountant, they may be interested and can certainly recommend you to some of their clients.

Anyone who is apprehensive about lecturing to businesses without having enough knowledge or experience, let me know. I would love to set up a day's training, going through each course and the method of delivery.

Potential for us therapists

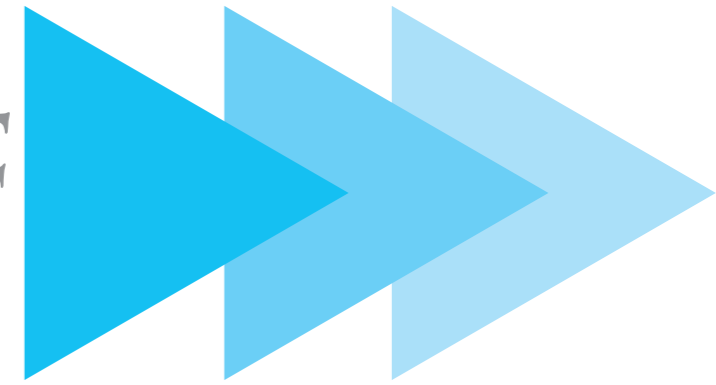
Considering the money angle; corporations can afford to invest in their staff and they do. There are often other benefits in that you may be asked to expand the work with one to one therapy, sometimes even paid for by the company. This removes the financial worries from the staff and they benefit from, on average, more sessions than an individual who pays out of their own pocket.

There is a huge corporate market. There is also the need to promote mental welfare at work, not only in these pretty difficult economic times, legally or to improve profits, but also to improve working conditions in line with the 21st century.

Corporate therapy is a huge untapped market where we can help many individuals to improve their lives, so go for it ■



PERSEVERANCE PAYS OFF



Nicola Griffiths took some time out to have a coffee with Glenn Catley.



with the attendees being given a free suit to be interviewed in. It then progresses to teach how to look someone directly in the eye as you shake hands with them through to CV writing. The course supplies a whole variety of skills to help someone through an interview and become employed, so bringing about a transformation within two weeks.

Glenn was brought on board to spend time with the students to help build their confidence and to motivate them and has been working with the College since October last year. He keeps his audience engaged with slides of cavemen and women as he goes through the Initial Consultation and explains how anxiety, anger and negative emotions can be brought on. He then asks the group what their perceptions of hypnotherapy are and, as you can imagine, gets a variety of responses. Some are pretty close to reality and some as far away as the moon.

Glenn explains to the group how he got involved with hypnotherapy, how he experienced stage hypnosis whilst on holiday (running round the stage half naked but recognising he could stop if he wanted to!) and how hypnosis helped with his boxing career. He then finishes off with a relaxation session for the group which can be hugely rewarding given most of them will never have experienced relaxation on this level.

Like me, Glenn is passionate about hypnotherapy and that comes across as he talks about how he works with all sorts of people. But he also understands how difficult it can be to break into the corporate world. The Suited, Booted & Recruited work came about as a result of previous work he'd undertaken with Filton Wise Campus College and that happened because he was known to many as a former WBC Super Middle Weight World Champion boxer. As

we chatted about his work in this area, it was obvious that, as with most corporate work, it's who you know that really counts.

Glenn's previous boxing career obviously helps him open doors, he even gave me an example of how he met Theo Paphitis at an event and, not being shy, asked his advice about a business venture - to which he had a polite brush off. However shortly afterwards he was invited up on stage in his capacity as a World Champion boxer and, as he came off stage, Theo told him to email his PA.

He agrees that it's hard work for therapists to get corporate work and a large part of the success will be as a result of being in the right place at the right time and making the right connections. Network meetings, such as BNI etc, are all well and good but are usually for the smaller companies. Glenn has attended a few meetings which are for the larger corporate companies that have HR professionals attending and this is where you need to be if you're going in at the top level. However, for the majority of us this is a big ask, so I asked Glenn what his main tips would be and he came up with the following:

- Make the most of your contacts. So who do you know, or perhaps who do they know?
- Don't be shy. You have to push yourself forward - have some hypnotherapy if you're not confident enough!!
- Perseverance. And then more perseverance!

Glenn gives motivational and

inspirational talks and you can see why he gets his audiences' attention. He comes across as passionate and I think that's an important point to note. No matter whom you are talking to or where you are, you will be a credit to your business and attract more work if you come across as passionate about what you do. Glenn's enthusiasm is quite contagious but there is an underlying determination. He wants to share the benefits of hypnotherapy nationwide and he is fully determined to do so.

Glenn suggested this article end with his words **"I didn't get to be a World Champion because of my ability, but due to being stubborn and determined. You have to have perseverance. So writing to an HR Director once isn't going to cut the mustard - possibly once a month might."** ■



“It's good to talk!” were the parting words Glenn and I exchanged at the end of a chat about the work he's currently doing. Glenn had just finished a morning's work with the 'Suited, Booted & Recruited' scheme, a two-week intensive program run by the South Gloucestershire & Stroud College (SGS College).

The course is for unemployed people and starts

APPROACHING THOSE BIG SCAREY CORPORATES

Nicola Griffiths on moving the therapy room to the office

We've all seen statistics that say stress costs Britain in excess of £530 million per year, that companies are feeling the pinch as work place stress digs dip into their profits. We've come across research that shows work place stress as the biggest reason for people taking time off work. We understand that with more and more staff taking time off work through stress, efficiency in the business is reduced and some will tell us that companies around the UK are looking to hypnotherapy to reduce work place stress.

So how as individual hypnotherapists do we get a foot in the door to these companies?

Well there are various ways, but before you begin you must understand something. Research shows us something obvious that you should heed: a person needs to know you, your reputation, and your product or service before they are willing to buy. Building visibility, familiarity and a positive

reputation takes time and a bit of effort. Sorry, but that's the sum total of it, it takes effort because the sales process is exactly that – a process.

How many contacts with one potential client are required on average before a sale takes place? In the case of an impulse purchase, only one contact is needed, but this usually happens inside a favourite store (and don't I know it!) where there is already a level of confidence and trust, or the price is so low that it doesn't matter. Marketing expert Dr. Jeffrey Lant states that "...to penetrate the buyer's consciousness and make significant penetration in a given market, you have to contact the prospect a minimum of seven times within an 18-month period". This is why when Debbie Pearce and myself run the Do You Want More Clients course for AfSFH members, we state that you shouldn't be doing just one thing, you should be considering different marketing avenues.

Coming back to the 'contact seven times within 18-months' well there's a bit of work to do isn't there? Possibly a need to get your diaries out and start planning that contact-seven-times-in-18 months marketing campaign? Bearing in mind a well-structured sales plan uses a mix of all types

of contacts, which these days can possibly include social media! (Talking of which, the Association are getting close to launching their Social Media Marketing course for you – ha, good pitch!).

So how can you approach these companies?

- The group attack! If you can get a number of therapists together from a clinic and offer the company a relaxation/well-being package you stand much more chance of being heard than if you go in as an individual. Companies are more frequently taking advantage of services such as chair massage. If you can offer them a discounted package for, say, massage/ hypnotherapy/ reflexology there will be more advantages for them. Then you have an 'in' and you can gradually build up your reputation.

- The direct approach. Write a letter to the head of Human Resources – make sure it's personal so phone up the switchboard and ask for a name.

You can include latest research and figures on how many people in the UK are signed off with stress each year, it's very possible the HR Manager knows only too well the facts and figures, but it can be a timely reminder. But don't bore them, keep it sensible, one or two well-chosen researched sentences on stress will suffice.

As with any sales pitch, you have to step into your potential clients' shoes and consider what they are looking for – an answer to a problem. So your letter shouldn't be generic, it should be specific to that person's company and their needs (see research bullet point further on).

Your letter should be direct, no waffle, straight to the point such as "I work with people to help them

overcome stress in the workplace", "This is what I achieve...." etc. Give examples of the work you have done in the past or a snapshot of a case study for instance. Remember, these people are very busy so keep it brief.

Your main message should come first, you can enclose your leaflet or briefly describe your background (if relevant) mid letter. You have seconds to grab the person's attention, so the opening gambit shouldn't be about you but give them an answer to their problem i.e. "...you might be aware that some of your employees may be off ill or not performing well due to stress, this is how I can help...."

Explain that you have experience and that you are trained to a high standard, possibly have a one-page attachment showing that you have professional liability insurance; the professional bodies you are a member of; how long you've been a Clinical Hypnotherapist and Psychotherapist – remember, they are used to reading CVs so make the most of it!

State that more companies are now turning to hypnotherapy to assist with combating stress.

Then for the most important bit: FOLLOW UP. And then follow up again – regularly i.e. 7 times in 18 months!

The old fashioned method – the telephone!

It may or may not be your bag, but it's certainly a direct and personal approach, especially if you act like a person and not a sales machine. Again, watch out for the waffle. *continued over...*



Try starting with something unusual like “I’m local to you...”. Have a prompt of one or two bullet points written down prior to the call so you’re reminded of what you want to get across – but don’t write it out in full as you don’t want to appear to be reading! Be prepared for knock-backs, that’s the nature of the game I’m afraid, but the rewards can be well worth it.

Recommendations – Now We’re Talking!

Sit back and think for a moment. Who do you know? Where have you worked? Who can you call? At the end of a session with a client, or possibly when you sign them off, occasionally consider where they work or what they do and can they put in a word for you? The saying “don’t ask and you don’t get” is there for good reason. Given client confidentiality we have to be careful here, as we don’t want to put a client on the spot, so use your common sense. However, I had an interesting turn of events with this recently, whereby an employee from my old company (they didn’t know I used to work there) came to me for stress management. She worked in the training department and I asked who was the Head of Training now. She gave me his name and I dropped him a letter stating I’d worked with various employees (a true fact) and felt I could help given the Financial Services Association had changed the rules & regulations and their sales people had to pass tough exams by the end of 2012. I asked if there were issues arising given the pressure that some would feel in the exam environment. Before I knew it I was sat in front of someone who’d failed a key exam six times. We did two hours of hypnotherapy and he then went into the exam and passed. I’ve seen two of their top sales people in recent months and I’m now being invited to give a talk at one of their London offices. My only question is will they pay first class rail travel or will I have to stand all the way to Paddington?

Research!

As I’ve mentioned earlier in this article, this is a sales process and if you do it properly then you should research your potential client to make it specific. Use good old Google – I Googled ‘financial services and stress’ and after a bit of digging I found a nice little snippet:

High levels of stress

“A 2006 survey reveals that there are consistently high levels of stress in the financial services and insurance sector, as almost 30% of the respondents reported being stressed in 2001 and 2006. On closer examination, it appears that slightly more respondents in 2006 (2.9%) than in 2001 (1.7%) reported experiencing a very high level of stress.”

If you do a bit of digging you can find a bit of ammo.

The Indirect Approach

If you login to the Afsfh.com web site and go to Marketing/Press Releases, you’ll see there’s a press release on combating stress (just scroll down a bit and you’ll find it). We produce these lovely little press releases for more than one reason. Consider using this and any of the other releases and add your bit, lengthen them a little and send them into the press as an article. In fact, we’ve not only produced a press release on stress but there are some nice references to set you on your way to researching your own additional paragraphs for your article. Remember, we publish these press

releases for you to use, but you can adapt them or just use elements of them – you don’t have to reproduce them word for word.

Now don’t go making the mistake of submitting your article to just one newspaper, or thinking that everyone else will have done it so there’s no point – we hear that last one a lot you know and then no-one ends up doing anything!! You need to be there repeatedly, send in an article every month or every other month and then begin rotating them. When the press have a quiet news week they will use your contribution – and who might be reading this lovely little piece? Yes, the local company employees whilst sipping a cup of mid-morning tea. Get your reputation enhanced by working at it, by getting your name out there. By doing this you can be a known quantity when your letter arrives on their desk.

As a personally thing, I avoid emailing. Can you imagine how many emails Managers and Directors receive these days? I use a combination of letter, phone call, editorial back-up in the local press and introductions.

You may be asked for references, so be prepared. Who have you worked with in the past? What testimonials do you have that you have permission to use? Without wishing to inundate him, there’s always our own Mr David Newton! And I’m always happy to give a reference if I know you or a statement of fact that I know you’ve trained to a very high standard.

So put your solution-focused hats on and get out there. After all, the person on the other end of the phone or reading your letter is only a human being, a person who could be a potential client and don’t you now see all sorts of people?

The timing has to be right, but if you drip feed and keep going then at some point you could strike lucky. The mistake most people make is they don’t keep on going with their approach, they stop if they don’t get a positive response. So consider why do adverts repeat on TV... How does the brain learn? – Ah yes, through repetition!

As I type this, it’s a beautiful day but I doubt that’ll last so you can make hay whilst the rain comes down and put pen to paper. Spotting opportunity is what it’s all about, or better still creating your own opportunity, because few will do it for you – let me know how you get on! ■



GET A BETTER JOB, A BETTER LIFE AND MORE MONEY



Shirley Billson helping those in business

I want to be clear: I am in the business of changing lives; for women in business – and, through the transformation of solution focused practice, for myself.

In this article, I want to open your mind to what is possible for you, as a business, helping other people in business – and helping businesses themselves.

I have recently radically altered who I work with and how I work with them; so that my business (yes, my business) is divided: between training others to be confident solution focused therapists; and 'coaching' other women in business, who are in a rut.

I help them match the person they are on the inside with the 'alien' others see on the outside; so they can get more out of the job they have, get a better one, get a better life or start a business of their own.

So how is this any different to what you all do, and why is it important to see the difference in order to multiply the success your clients achieve in business or the success the very businesses themselves achieve?

In the beginning – a client story

My first big success, which has, incredibly, been the foundation stone for my business now, actually

came about as a result of a conversation with a casual work colleague. I had only just qualified as a hypnotherapist and hadn't even taken my solution focused hypnotherapy diploma. In fact, at the time, I probably didn't even know what solution focused therapy was.

However, the person in question sat next to me at a social out of work gathering. None of us were terribly well acquainted, because most were contractors (I was the exception). What we had in common was a loathing for the environment in which we were working. At the time, I was still working full time at a senior level in marketing and communications and hypnotherapy was a part time affair, even though I knew it was my passion and what I really wanted to be doing - as soon as I could afford it!

Deconstructing the miracle question (without knowing it)

We engaged in the usual chit chat. He was interested in my hypnotherapy and I was interested in talking about it – and I soon discovered that, although home was Belfast, work meant he travelled a lot and was away from home, on average, 6 days per week. He didn't like it. Frequent hotel stays also meant he had gained a fair amount of weight in just a few years. He didn't like that either. He explained

how he would much prefer to spend more time with his family and friends.

I don't remember all the details, because it was genuinely, a social conversation. However, I do remember asking him a series of questions, like what he liked doing when he was home, what he did for fun if he had the time, what he really wanted from life and basically got him to come up with a solution to his problem even though I never imagined it was any more than a casual conversation.

Positive outcomes

I forgot all about it until about a year later, when I received an email out of the blue via LinkedIn. In short, this man declared that I had changed his life in this short conversation. He had cut down his travelling by setting his own terms more clearly; had set up his own company, based in Belfast; had taken up rugby again; had lost weight - and now spent much more time at home with his family. He put it all down to the conversation with me and wrote me a glowing testimonial to that effect.

Missing the point – and limiting my own business success

I was very flattered and very honoured, but didn't really think much more of it. After all, I hadn't really 'done anything special' that I thought I could take any credit for. I hadn't 'treated' him and I hadn't (knowingly) used hypnotherapy.

Also, even though my background was business, I had an MA in marketing and had been a director of three companies; I wanted nothing more to do with business or corporate.

I didn't even attempt to see how this could be remotely relevant to the future of my business. I was only glad to have escaped the corporate world (now that I was a full time hypnotherapist) and to

HOWEVER, WHAT ABOUT BECOMING YOUR OWN CLIENT? MAD? POSSIBLY. EFFECTIVE? DEFINITELY.

'help' people with whatever problems they had. I completely ignored 'what was working'.

A few years later, I didn't really connect when two other clients, who had come to see me about binge eating disorders, also landed themselves big promotions and moved to completely new parts of the world to live – even though, again, one of them completely attributed her big career jump to me and the work we had done together in a glowing testimonial.

Again, I thought it was very nice of her to say so – but I didn't take any credit, even though she keeps in touch and is now running her own, spectacularly successful new business, which she didn't previously think she could afford to do or find the time to do. (Does that sound familiar, like anyone you know?)

...continued over



The moment of clarity – what's working?

Looking back I can see how very slow I was on the uptake – on what kind of success I was achieving and with whom. Because, of course, like most of you, I was firmly focused on what I did (hypnotherapy) and what they needed 'treatment' for (their problem) - rather than what it was that I specifically did that was working.

However, looking back over those moments of chance with a solution focused lens allowed me to suddenly see the answers to what I didn't know I was looking for. I began to see what I was really good at.

I started this journey, I thought, not by design, but by chance; yet solution focused work has helped me understand why the 'chance' was more by design than I ever thought. I found the answers to my own success by finally 'getting it' and unravelling what worked and what didn't – and now have the tools to help others do the same.

Self help

In my last article on eating disorders, I suggested that we can become so caught up in the process of what we do, that we lose sight of the outcomes – not for our clients, but for ourselves. It is no secret that Nicola Griffiths and I believe that reciprocal hypnotherapy gives you the opportunity to really understand what it is you do – and to fully benefit from it.

However, what about becoming your own client? Mad? Possibly. Effective? Definitely.

Having written a solution focused online coaching programme for people with eating disorders, I knew that 'distance' solution focused hypnotherapy worked, so I decided to sign in as my own client.

I answer the solution focused questions – in writing, online - and now see myself as a therapist would. In short, I self- direct to make the changes I want to make.

It is working. I now focus on what works, instead of fixate on what doesn't and fear what might or might not happen.

The extra miracle in the question

I realise that I not only helped those clients who gave me that amazing feedback to visualise and create their preferred future (which is what we all do); I also encouraged them to stretch that preferred future. I always couched the question, 'and what else?' with 'even if you don't believe it is possible' and this appears to be the killer clause.

Maybe one of the reasons this 'killer clause' works so powerfully for women in business, or those who secretly crave a new life of some sort, is that they already have the impossible dream living large within them.

It is just that they aren't breathe life into it because they think it is part of the irrational part of their thinking. When really, it is the most rational, life expanding, transformational belief they could ever have. It is their inner core, their truth and they have every ability to make it happen – and solution focused

questioning reveals that to them.

My objective is to help them make it happen by expanding their belief and rehearsing it in their mind until it becomes real; encouraging them, along the way, to draw on their own positive experiences, interests, skills, passions and abilities, so that they design the pathway that will get them there.; until one day they find themselves there and are not quite sure how; as if they had somehow time travelled and woken up as the same person, but in a different place, a better place.

Expanding the 10

I might not use these exact words, but what I am really asking of myself and my clients is this: "what if you could make one change, small or large, that would lead to greater success – and exceed your expectations of what you think is possible, in work, in life, for yourself, for your organisation, to expand 10 and keep expanding it?"

It is a huge question, but it really opens up the mind and liberates business people to really imagine instead of think.

Back to corporate?

Solution focused hypnotherapy provides a perfect window into corporate success in these times of gloom, doom and despondency and the fear surrounding money and jobs.

Focus on what's working, instead of what's not, illuminate and expand the things that you are having success with, be clear about what you really want (instead of what you are willing to settle for grudgingly, because you should be grateful) and you have the ingredients for workplace success and personal fulfilment.

It is time to believe in what we are capable of – as organisations and as individuals' and SF provides the perfect conduit, the key to unlock the extraordinary abilities of the person, the organisation and call me crazy, but, maybe, just maybe the planet.

I've come full circle – from not taking credit for anything and not seeing what was possible – to not only taking credit, but offering it as an outcome up front, knowing that anything is possible. If you can dream it, you can live it.

If I can help individuals create better success for themselves, on their own terms, authentically; then it stands to reason that the same approach can be applied to organisations too. ■

If you know any organisation that might be interested in a speaker or trainer to motivate, inspire, or illuminate a way forward in a challenging economy, I'd be delighted to chat to them, formally or informally. <http://shirleybillson.com>



BEING IN THE HERE AND NOW (OR MAYBE – “TO BE OR NOT TO BE” HERE AND NOW)

Hypnotherapist and AfSFH Committee Member, Deborah Pearce, interviews Roger Stennett, Screenwriter, Dramatist, Aikido Instructor and Solution Focused Hypnotherapist about his portfolio career.

Portfolio Career:

A portfolio career is one where we do more than one thing. Many Hypnotherapists start their career trying to find a way of getting out of their current job and into being a full time therapist. Some want to do two or three things to make their work life more rounded.

Roger Stennett practices at the Chiron Centre in Westbury-on-Trym, Bristol. Contact him via web.mac.com/roger.stennett or roger.stennett@gmail.com



You were just about to tell me a little bit about your background ...

Mine is a strange background, in some ways, and perhaps an odd background for a therapist, although Therapists come from every which direction. My background is in the Theatre. My father is a Comedian and Entertainer, Stan Stennett, who has been in show business for 65 years.

I'm 61, and when I was just a week old, I was backstage in theatre. The Gaiety Theatre in Ayr.

All my childhood, I moved around with my parents on the Variety circuit. I didn't go to school until I was seven. Going to school was like being captured. I suddenly thought, "Where are all the chorus girls, sword swallowers and jugglers ?

After studying History at Cambridge University, I chose to go into the world of the Arts. I was already writing and publishing poetry at that time. I had a book of poems in print and I was doing readings tours for the Arts Council. My one and only 'real' job has been giving away money for the Arts Council. I was an Arts Administrator in the South West of England for ten years.

I wrote my first stage play in 1978 and The Half Moon Theatre in London did it within weeks of me completing it. For five years I ran the two 'jobs' side by side – writing plays and working as an arts administrator. I wrote several more plays, and then I wrote a television piece and eventually, on the 1st January 1984, I thought "This is a good 'Orwellian' date to become a Freelance Writer". So I did, and since December 1983 I haven't had a salary cheque at the end of the month.

When people say to me "Are you a successful writer?"; I reply "I'm still alive!". With no monthly salary guaranteed, that seems a definition of some sort of success.

I write for Film, TV, Theatre, Radio and Animation. I summarise my career by saying I'm the only person in the Universe to have written both for Sooty and the Royal Shakespeare Company.

And most things in between!

And that's what I did, full time, until Solution Focused Hypnotherapy came along.

And how did that come about?

I was a client of David Newton's, founder of The Clifton Practice in Bristol. I went to him because – and I'm very open about this - I went through my own dreadful period of depression. Maybe some of the stresses of the long-term freelance lifestyle took their toll. They certainly played a part.

My son, Sam, who's an Acupuncturist, was working at The Clifton Practice. He said "I really think David could help you". And he did, and I will always be truly grateful to him for that.

Some time after, I thought to myself "I wonder, whether there's something I could do in that field?" The classic 'wounded healer' scenario. So now, when I sit with clients, especially those experiencing depression, my response is not all coming from a book, or a course, but from hard-won experience.

So I approached the Clifton Practice and enrolled

on a course. I valued my time with David Newton, the senior lecturer, whom I greatly admire. I also value the Solution Focused approach to working and 'talking therapy' as well as hypnosis.

Do you find that you can draw upon your theatrical background to help with the therapy?

All the time. I divide my week between writing scripts and screenplays and doing my therapy work. For half the week I'm in my own psyche, and for half the week I'm in the psyches of other people. If you analyse the way in which a writer creates characters in drama there are lots of paradigms and archetypes and models that you can shift across to personal psychotherapy work.

But I'll do whatever it takes. The bottom line is that we need to help the clients move forward and use whatever tools and experiences we have at our disposal.

And how easy is it, to move clients forward? I imagine some 'move' faster than others?

It's a bit like saying "How long is a piece of string ?" . People need to take the time they need on an individual basis to move towards feeling empowered again. But using a solution focused approach or a cognitive behavioural approach, many people can be helped within a three month or four month window . You're seeing people once a week; it can be as quick as that.

There are obvious exceptions to that though. I work a lot with trauma, depression, anxiety, self-harming, addiction – drug and alcohol abuse. These are fairly heavy-duty issues. So you can't simply predict that

it's going to take 'x weeks'. I've been working this last year with two long-term heroin addicts. Given that they've been using drugs for 25 years, you aren't going to suddenly click your fingers and stop that.

You mentioned earlier that you are able to draw upon your stage background for the therapy. Is it reciprocal, I mean do you ever draw upon experiences in the therapy room to inform your characters?

I don't, and I deliberately don't , because ethically I can't and mustn't , which is an important one because as you know all the work we do is confidential. Happily I have enough ideas of my own without stealing my clients' lives. What I will say though is that .. "Truth is stranger than fiction"

Have there ever been times when you have been non-plussed by a client?

We work in private practice. We are lay people in the main, not doctors, but we have all of us been thoroughly trained. In my case I've probably done more than 2,000 hours of one-to-one sitting in this room with people. THAT'S the real learning. Of course the theoretical training and the continual professional development, and all the other courses and the hundreds of books you gradually read are important. But what matters most is what you learn from sitting in this room and being with another human being, often in great pain.

On the hopefully rare occasion where we can't find a way forward, we have access to our Supervisor, and that's very important. Therapists should always have somebody above them in the pecking order. A point of confidential referral for them, as well as access to other therapists.

continued over...

We're here to deal with whatever walks in through that door. That's part of the pleasure of it. Even if you work 6, 7, 8 hours back-to-back, and go home fairly whacked, you feel you've done something... You feel you've earned your corn that day. You feel "That was a worthwhile day"

One last question. If there was one piece of advice or gem that you would impart to somebody to improve the quality of their life, what would that be?

Stay in the moment. It's basic Buddhism. Stay in the moment because in the moment you have

strength, awareness and the power to change. I sit with people who are so often walking through life looking back over their shoulder into the past, or craning to look into the future. In both of these states they are totally ignoring, and failing to value, the place where they are now. So I would say "Be with what is." We have to keep bringing ourselves back to that reality. Be compassionate to yourself first of all, and then extend that to other people. And as far as a pithy mantra is concerned, here are the three words.... "Be Here Now."

And try to smile.....■

MAKING PORTFOLIOS WORK FOR YOU...

with Penny Ling



Although at the AfSFH we openly encourage therapists to make the push for freedom on a full time basis, it became evident to me when closing down my practice and starting at another location

It also allows me to do this job. So if you find the day-to-day cash flow too small, think of what you could do that gets paid long term. Nicola's article about approaching the corporates can fill this gap. If you offer one day a week working in a business, the chances are they will pay you within 30 days of you submitting the invoice. Many of my supervisees work as self employed in a variety of jobs, which also pay long term, and they find the balance satisfying.

You also never know where the journey may take you, if you're a nomad and get bored quickly as I do then you'll want to reinvent yourself over a period anyway. David, Sue and Matthew became trainers, some find themselves involved in volunteer work which can lead on to other avenues of work to add to your portfolio ■



that every job has its own unique pattern of work. Years ago I had been a freelance graphic designer, one of the reasons I gave it up to work in a regular job was cash flow.

Some clients had a 30 day payment system and some 90 days, not only that I could do a consultation in March but not work on the project until November, so I could never predict from one month to the next what I would earn, and chasing the payments sometimes resorted to sending my husband out to sit on the accountant's desk until he wrote out the cheque.

With Hypnotherapy you tend to get paid at the end of every session. So when I was made redundant from my job as Art Editor, I did go full time with the Hypnotherapy, but I never let go of my artwork or design as I still loved it. I also realised I could fulfil one of my dreams – to learn to paint in oils like an old master – as I had spare time during the day where I could fit an hour or two painting.



We took some time out to interview a couple of senior Managers in the corporate world and get their ideas on how therapists should approach companies. In some cases, we got some surprising results:

Our first interview was with a Training & Development Manager of a top national company:

Q. Would you ever consider responding to a mailshot?

A. Yes. However it would have to be landing on my desk on a good day, in the right circumstances and I would need to feel the person writing had at least some idea of the problems I encounter, so present a good case for me giving up time to see them.

Q. Do networking meetings work for larger companies i.e. would you ever attend one?

A. I would attend a networking meeting, but my gut feel is they probably work better for smaller organisations.

Q. Where would you build a relationship with someone who could eventually end up with you requesting their

services?

A. By 'where' you mean 'in what circumstance' as opposed to 'physical geographical location'? I would do this if there was a clear link to achieving a particular business objective or personal goal.

A. Unlikely – more chance of me reading something, if I've been specifically targeted, but I suspect that's because I'm unlikely to read anything specific to me in the local paper. If I was an HR Manager and read something about stress then that could be different and although unlikely to respond to that article it may well build up a general awareness of that supplier's knowledge. So

if I were then to get a direct approach it might be more favourably received.

Q. Would you consider the services of an individual local to you or would you prefer that of an organisation?

A. I would consider both, but personal preference would be individual rather than corporate.

Q. Is there anything else that strikes you, whether negative or positive, that would help our readers?

A. I receive quite a lot of 'unsolicited' mail, which doesn't usually grab my attention, so any initial contact would need to be obvious that it applies to me and my role

for me to pay any real attention. I need the person writing to make me feel they understand my business, I'd then feel that a sense of trust could possibly be developed.



"An employer will need to know what benefit they will gain – what's in it for them. They will also need to know that the employee will be fit for work afterwards"

Q. Would you take any notice of press advertising? If so would that be in a journal specific to your career or would you take heed of anything in the local newspaper?

continued over...

Our second interview was with a **Personnel Manager** of a national charity:

Q. How do you feel it would be best for a hypnotherapist to approach your company?

A. I don't get many approaches along these lines; there have been times in the past when people have come in to do Indian Head Massage for employees on the following basis:

- The therapist offers a special rate and shortened sessions
- The employer permits staff to have 'release time' from their day job
- The employee pays the therapist

So I'd suggest going in on the 'relaxation' lines. Given 'Stress in the Workplace' is a hot topic at the moment, HR professionals will have stress in the workplace well and truly on their radar at the moment.

Q. Do you ever attend any networking meetings?

A. Not exactly networking meetings, but I do attend forums put on by the CIPD (the HR professionals' umbrella body). Two out of the last three meetings have focused on Stress and Wellbeing!

Q. If someone were to write directly to you, what would engage you?

A. Organisations are encouraged (possibly required) to carry out stress audits / stress risk assessments to ensure the wellbeing of their staff.

Absences cost employers £millions every year, so anything that can help to reduce that would be welcomed.

Q. What else should our hypnotherapists consider?

A. Work / life balance is another hot topic HR professionals should be considering for their staff. Plus, given the perceptions of Hypnotherapy, I'd personally recommend approaching it from the angle of relaxation and general wellbeing.

Q. Are there any other thoughts that might help?

A. An employer will need to know what benefit they will gain – what's in it for them. They will also need to know that the employee will be fit for work afterwards (i.e. not spaced out).

Q. Who do you think it would be best for a hypnotherapist to approach within an organisation such as yours?

A. The HR Department in the first instance. Some very large organisations have Occupational Health Departments and in some cases it could be considered a Health & Safety issue. Offering short relaxation sessions would be an easier sell than a Stress Management programme. May be a way of getting a toe in the door?

So, it seems that in both cases the organisation will need to know "what's in it for them" from a business point of view before considering whether to invite a therapist on-site ■

SO MANY HATS – SO LITTLE TIME TO WEAR THEM ALL

When we decided to look at Solution focused work in business, a networking buddy suggested I read the book **E-myth – why most businesses don't work and what to do about it by Michael Gerber. A cheerful idea but an important one. It's true to say that many people setting themselves up individually in business do so because they hate their current job or they've been made redundant. There are some staggering statistics out there to say 3 out of 5 people will fail, either they cannot maintain a revenue flow or they grow too big too soon and it becomes unsustainable.**

The book makes some interesting points but it's not our business model. Gerber suggests buying a franchise and employ low skilled, low paid people and you can get on with reaping the rewards. What is useful to us is the realisation we have to be split into multi personalities.

The Technician – that's us, we know our job inside out, we know how to help people.

The Entrepreneur – They must have their eyes on the future at all times, they need to be creative, innovative, able to look for opportunities.

The Manager – This person needs administrative skills, they need to be the face of the company, they are the ones to project manage, to make sure you're doing the right thing at the right time.

What Gerber has left out of his list are skills or trades which if we have time we can do for ourselves, if not we can source them out. This of course costs money. So think "what can I do?"

The Bookkeeper – you will need to keep accurate books, receipts or invoices, a spreadsheet for all your expenditure and

your income. Knowledge of Excel is a must, it really doesn't take much but could save you hundreds. If in doubt find a good book on the subject.

The Accountant – The accountant knows about tax and what you can claim. If you have this information to hand you can take the accounts from the bookkeeper and apply them online on the governments self assessment – save yourself about £500 a year. If you feel you can't do this yourself, then the best way of finding a good accountant is to ask friends, family and do a bit of networking. Ask a few accountants first before you plump for one, as some will not take on one man bands, but they may know someone that does.



The Designer – There is no excuse for bad design or for bad spelling with spell checkers and companies such as Vista Print. You will still have to pay for print costs but you can save yourself several hundred pounds a year. The downside however is that you will look very similar to everyone else, you will need to stand out in the crowd. The best way to chose a designer is to look at what they have done for others, how much it costs and what your needs are – there are companies who have some amazing ideas but totally unpractical.

Websites can vary in price from a few hundred to thousands if you want massive graphic interactivity, you can achieve the same for nothing but they won't look as good.

The Copywriter – You will need to write your own copy. Google SEO is very sneaky and it knows if you copy from other sites, so it won't rank your site very high. If you find writing your own words difficult or time consuming (I'm dyslexic and language is an anathema to me as I work in a visual context) there are plenty of copywriting sites on the internet, where for a small fee, you can get professionals to write good, fluent, accurate copy.

The Social Marketer – Marketing is a complex business, if you've read any articles on marketing you know it's not just about putting up a sign saying hypnotherapist and expect a stream of clients come to your door. Part of it is to make people aware they need the service, and to be able to make those who believe they know better to realise they don't! It helps too to know people, if you're shy and retiring it's just not going to happen. Free websites, facebook, twitter, blogs and forums all can help push your message.

The Driver – I didn't drive for 13 years due to a driving phobia, hypnotherapy helped. Without driving I wasn't able to expand my business and travel to 3 different clinics, I wouldn't have been able to move into the countryside either. You need wheels to leaflet too if you live outside the city.

The IT expert – Computers have changed the way we work, I have been using them for over 30 years and recently when someone asked me how long I had been using Photoshop he nearly fell off his chair when I said 22 years, it's 17 years ago I wrote my first website script. If you think that technology does not affect you as a therapist you're way behind everyone else. Learn to use computers/pads effectively, but do find a useful IT guy to help you out of a hole when your PC starts behaving erratically ■

FURTHER SOURCES OF INFORMATION

The Royal College of Psychiatrists

Helpful information and guidance about different mental health conditions. They also have helpful information for employers, carers, employees and clinician about return to work. <http://www.rcpsych.ac.uk/mentalhealthinfo/workandmentalhealth.aspx>

Access to Work

A government-run programme delivered by Jobcentre Plus to help overcome barriers that disabled people come across in getting into or retaining employment. They have also introduced a new mental health support service. Further information on http://www.direct.gov.uk/en/DisabledPeople/DG_201750?cid=rss

NICE Public Health Guidance PH22

Guidance for employers on promoting mental wellbeing through productive and healthy working conditions. 2009. www.nice.org.uk/PH22

Representing and Supporting members with mental health problems at work

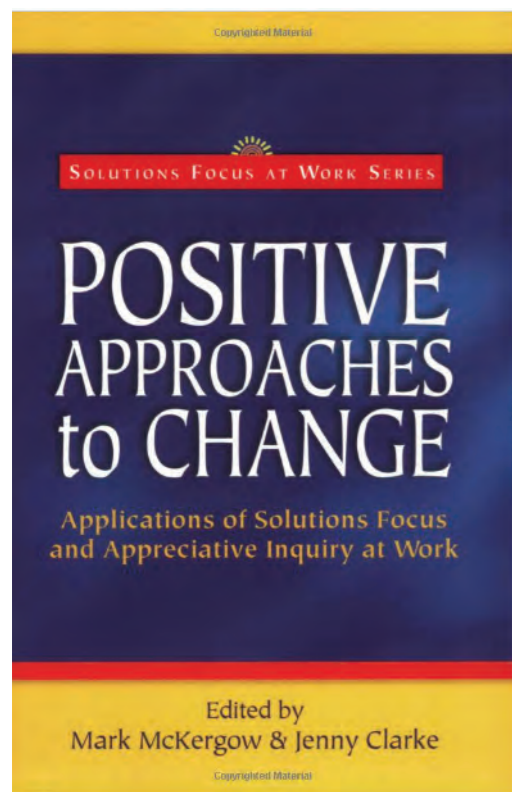
Guidance for Trade Union Representatives. 2008. <http://www.tuc.org.uk/extras/mentalhealth.pdf>

Centre for Mental Health website

This has useful information on employment and on training, including examples of line manager training for dealing with employees with mental health problems. www.centreformentalhealth.org.uk

Mindful Employer

Line Managers' Resource. www.mindfulemployer.net



This book consists of articles written by professional business people who collectively work to a solution focused ethos. It adds to our own knowledge of SFBT in the therapy room, by looking at case studies and also approaches that work in the boardroom and deep in the business processes. For example, Louis Cauffman looks at an 'eight step dance' of solution focused coaching, which consists of socialising, clarifying the context, goal setting, exceptions, hunting for resources, giving compliments, offering differentiation and future orientation.

Positive approaches to change

Edited by Mark McKergow & Jenny Clarke
ISBN 0-9549749-0-5
★★★★★

review by Penny Ling

We're all familiar with yearly reviews which look at what we're not doing, and finding courses to help us remedy that lack. It's only on the odd occasion that we are praised for a quality or ability, so it's not surprising members of staff feel unappreciated. Giving compliments in a work situation is good for motivation and can boost overall morale – and Louis goes on to say that "Every compliment yields a dividend!". Offering differentiation is another expression for scaling, in this way, employees can learn to realise that the world is not made up of black and white but all the shades of grey in between. It can help them develop goal strategies, which are not overwhelming, asking, "What is the smallest next step that could move you up on the scale? What would it take?"

Having been in a position of both having been made redundant and being one of the few left, I can fully appreciate the lack of support and feelings of abandonment these issues can raise. One of the outcomes of such measures is the loss of a highly skilled workforce due to their finding new

employment as they believe there is no future at the downsized company. Employees, who have to face consultants who are being brought in to re-motivate a workforce, often resent the resources being spent on the consultancy, and would rather it was spent on employing more people to reduce the stress.

John Henden looks at team re-motivation, after redundancies which are due to a shrinking turnover. He asks the remaining teams about what they like to do to de-stress; what their hopes and expectations are; and what their gripes and complaints are. This is not a usual SF approach, but he maintains it is necessary, as it helps clear the air, getting all the negative stuff out the way first. It also allows sufficient expression of thought, as they realise someone is interested in what they want as much as what the senior management wants, and that promotes trust.

He then looks at the strengths and resources of all the employees and when those can be brought into play over the next year or so in order to help improve the worst case scenarios. His next steps are what he calls Time Quake, but is essentially the Miracle Question.

Time Quake

We are going to set up an imaginary meeting like this in 6 months time. Things have improved considerably in the mean time. Our purpose at that meeting is to find out:-

1. what is better?
2. How do we notice things are better?
3. What are you most proud of?
4. Where do you stand on the progress scale?
5. How did you manage to get there?

You can see from this that it's less esoteric than asking what would happen if a miracle were to happen - which can sometimes put people off – it's much more business- like in its approach.

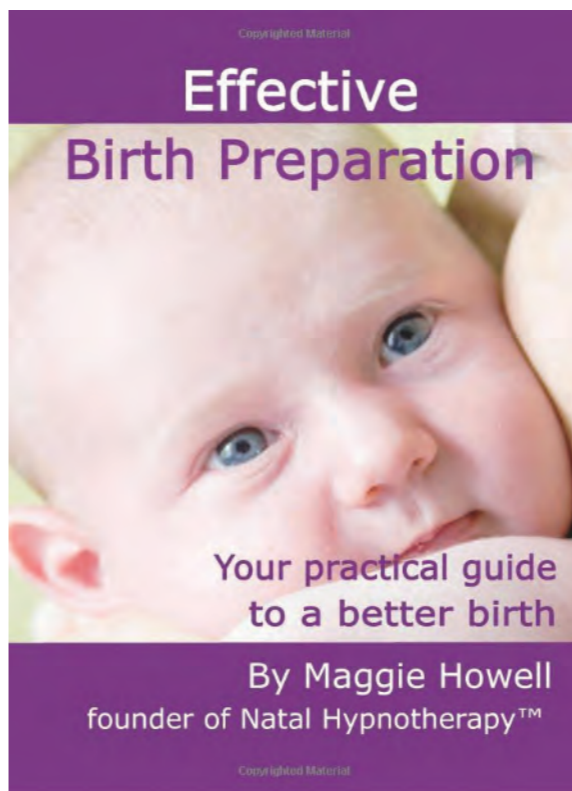
Having done this, he can use the small steps to get to that envisaged point. It shows that SF can be a useful process anywhere in the system, not necessarily right from the beginning to right to the end, but at the stumbling blocks along the way.

Peter Szabo – a SF trainer - then looks purely at scaling and its ability to stop the overwhelming quantity of goal setting by crunching it down into 'do-able' sections. It can be done for individuals, departments or the whole company. Dr Gunter Lueger uses a rating scale which is slightly different. When we ask "What's been good?" if our client has had a really bad week, they may feel their overall score is much lower than usual. Dr Lueger uses units of 10 across a 5 scale question between very poor to very good, so on the whole the client can put the bad times into some perspective.

Please distribute 100 points and use 'units of 10'

-- very poor	- poor	o average	+ good	++ very good
Customer orientation		10	70	20

This book is full of insights, case studies (such as Walkers Crisps), references to take you further into a particular field and book reviews to expand your knowledge. And-in typical SF thinking – "What one thing did I take away from reading the book?" The SF approach works if you keep applying it. Using it as a one off is fine, but to get the best of all worlds just keep using it ■



Effective Birth Preparation
by Maggie Howell
ISBN-13: 978-1905220502
★★★★★

review by Trevor Eddolls

Many therapists familiar with hypnotherapy techniques around pregnancy and childbirth will know of Hypnobirthing by Marie Mongan, Effective Birth Preparation not only reinforces much of what's said in the earlier book, it adds to your personal repertoire of techniques to use.

The whole point of the book is to enable a mum to enjoy the pregnancy and give birth in as pain free a way as possible by helping mum to relax through the process. It's about helping mum to trust the feelings she gets from her body and go through the experience of birth confidently and in a controlled way.

Any new mum-to-be is constantly being told that giving birth is a painful and frightening experience that is reliant on the presence of qualified medical personal. And yet nothing could be further from the truth. This book runs through the concepts and techniques of Natal Hypnotherapy™, showing how childbirth can be a normal and natural part of life.

The book is easy to read and miles away from dry technical manuals. Quotes are liberally sprinkled throughout and short interesting facts or anecdotes are presented in text boxes – this is what makes just skimming through the book so enjoyable.

The book starts by looking at mammal births, then instinctive births – in which Howell gives us some facts about oxytocin, endorphins, relaxin, and prostaglandin. The review of birthing through the ages makes an interesting read to see how we've got to the current state of affairs. The chapter on fear and pain reinforces what many hypnotherapists are already telling their patients, and shows the importance of relaxing into the birthing process.

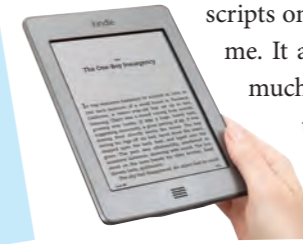
Section 2 of the book looks at how hypnotherapy works, what's going on inside your brain and some hypnotherapy techniques that can be used. Section 3 gives lots of detailed steps that should be taken to ensure a better birth – including relaxation and breathing techniques; it even looks at your birthing partner's role in everything. Chapter 11 importantly describes how a calmer mum can produce a calmer baby. There are also a number answers to frequently asked questions.

The book is very easy to read and would make an excellent self-help book for anyone who's pregnant or planning to get pregnant. It also adds to the toolbox of any therapist offering hypnobirthing as a technique to clients. You'll certainly enjoy the engaging 'Mum's experience' notes that can be found throughout the book. It also comes with an excellent DVD; well worth a look ■

GADGET MANIA

A few months ago I asked members of the AfSFH what kind of gadgets they used in the clinic room. Many came back and reported they still use the CD player but these are gradually becoming old technology, I have had several clients who no longer have a CD player and use an iPod with speakers. You don't have to spend a fortune though, a small MP3 player is a fraction of the cost of apple products and are in my opinion easier to use with your PC.

I used to use an ordinary CD player in the background, but recently haven't used it and it hasn't made any difference at all to the client's experience it seems. Occasionally I record sessions, such as hypnobirthing, into my iPhone and email it to the client. They've fed back that this has been really useful plus it doesn't take much time at all.
Nicola Griffiths



The Amazon Kindle is a useful tool, I bought it originally to read when I was in clinic, but found you could load up .txt files into it, so I put a load of scripts on it and it means if I don't have to carry so much around with me. It also plays MP3's, but the speaker is a bit poor, it may sound much better with a speaker attached. For a laugh it has a reading text mode, which sounds like Steven Hawking, and you can change speeds - no use for us other than making us laugh!

The new Kindle Fire sounds even better with it's ability to connect to the internet and show full colour graphics.
Penny Ling

"I use an mp3 player attached to a small set of computer speakers to play music during sessions. It's great because I can store my whole collection of relaxation music on it and I don't get bored of listening to the same tracks. 5 out of 5" Sony Ericson mp3 player and the speakers are Curry's own brand of speakers
Sarah Mortimer

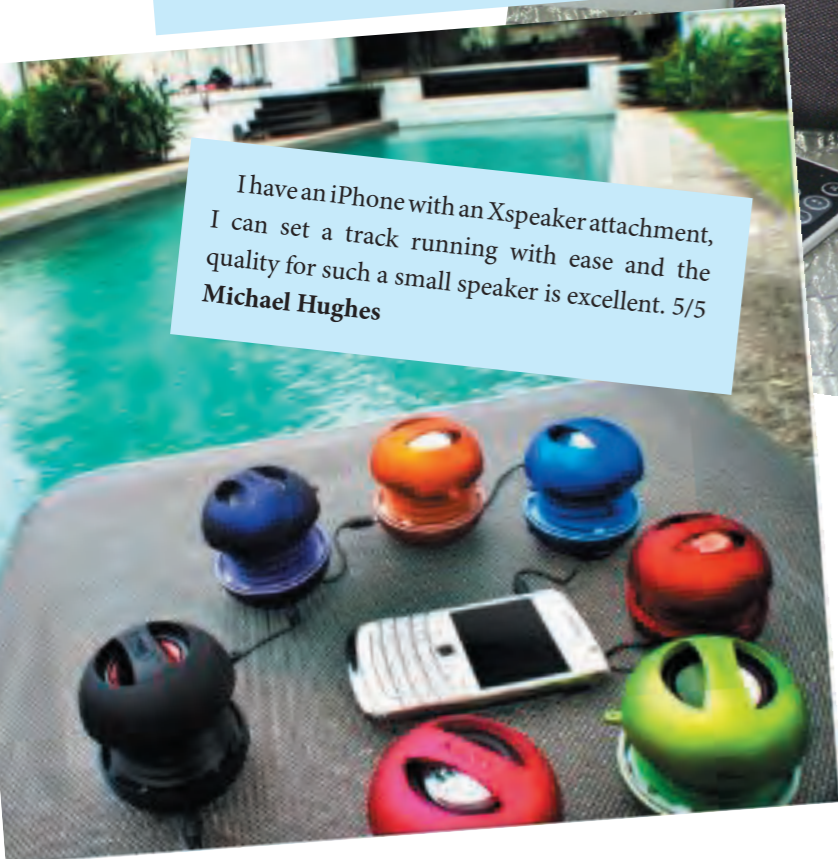


I use a small CD player with speakers and I would give it 5 out of 5. I have tried using my ipod attached to a speaker system but I had to be sure to charge my ipod up or there was no music available.
Tayma Wallbridge

Victoria and I still use 'The Earth' as our background music. Clients seem to like it very much. We are still using a cheap boom box style CD player which works very adequately on the whole. We have encountered the occasional skipping. I have been thinking about investing in a slightly more modern and stylish equivalent. One that takes SD cards or a pen drive for better reliability and of course the contemporary look. Amazon has a huge selection of them.
I imagine content would have to be presented in MP3 format as it is much more compact than WAV and will be compatible with MP3 players and the like. Another method that could be used is download from your website. I have loaded one of my tracks to MagicRainbow.mp3. You may need to then right click to 'save as' a file.
Malcolm Droy

I have an iPhone with an Xspeaker attachment, I can set a track running with ease and the quality for such a small speaker is excellent. 5/5
Michael Hughes

I use good old fashioned CD's and CD players. it works, though the CD cases break and that can damage the CD's. CD players do tend to break too. I think I bought mine at Tesco for a tenner - I had it for three years, it only plays up once in a while, then I tap it and it works again!
I do recommend to people that they buy cheap-ish ones, and to avoid the ones with the press-on tops (if you see what I mean) because they go very quickly: the tops don't quite close properly anymore, thus not playing or jumping a lot. so it's a 3.5/5
Stephanie Betschart



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Motivation - Sports and or Phobias?

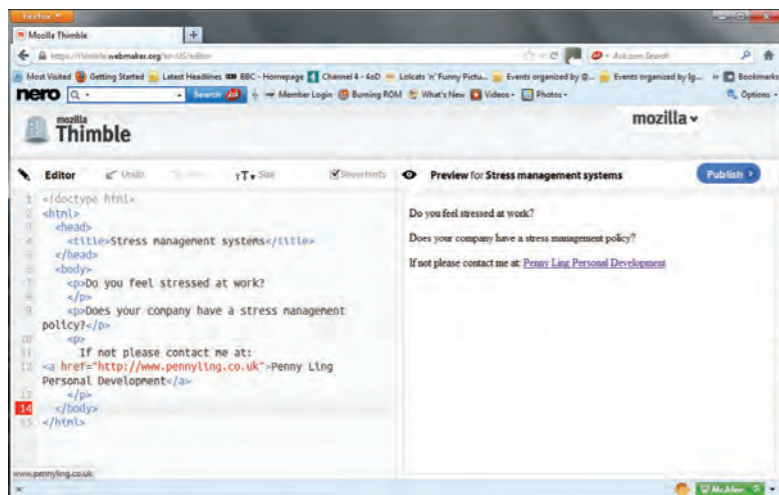
Then contact Penny Ling before December - journal@afsfh.com

If you're a hypnotherapist who wants to code their own Web pages, you'll be interested to know that Mozilla (the Firefox browser people) have announced Thimble, which is part of the Webmaker project. Thimble is designed to help people write and edit basic HTML and CSS in a Web-based

code editor. You can start from scratch or pick a project. And just like with Dreamweaver (and some other more expensive Web page creation packages), you get instant previews. There's a code editor on the left and your preview on the right. You can then publish your site to the Web in a Webmaker

domain with just one click. Have a go at <https://thimble.org/en-US/editor>. And, did I mention that it's FREE!

Trevor Edolls



CALENDAR

Advertise your event here, contact the AfsFH for more details.

Nov 24/25
Cognitive Behavioural Therapy
@ Clifton Practice Bristol

Sunday January 20th 2013
AfsFH AGM
@ Clifton Practice Bristol

Sunday 24th March
AfsFH's Social Marketing for Beginners.
See AfsFH website for details under Marketing/Courses

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

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

Submission deadlines

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Issue Dates

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SUPERVISION DIRECTORY



Terry Baker
Location: Bristol
Tel: 0117 9732 350
Terry.Baker@Talk21.com
www.terrybaker.moonfruit.com



Nick Mawer
Location: Keynsham
M: 07954 425548
nickmawer@live.com
www.nickmawer.co.uk



Kim Dyke
Location: Warminster & Bath
Tel: 01225 765411
M: 07825 957013
kimdykehypnotherapy@hotmail.co.uk
www.kimdykehypnotherapy.co.uk



Susan Ritson
Location: Axbridge & Frome
M: 07837 562602
susan@ritsonhypnotherapy.co.uk
www.ritsonhypnotherapy.co.uk



Sharon Dyke
Location: Taunton
M: 07766 250113
sdhypnotherapy@yahoo.co.uk
www.sharondykehypnotherapy.co.uk



Susan Rodrigues
Location: Bristol
M: 07743 895513
www.susanrodrigueshypnotherapy.co.uk



Michael Hughes
Location: Bristol
Tel: 0117 9076 412
info@michael-hughes.co.uk
www.michael-hughes.co.uk



Roger Stennett
Location: Bristol
M: 07968 919255
roger.stennett@gmail.com
<http://web.mac.com/roger.stennett>



Penny Ling
Location: Swindon & Reading
Skype : penny.ling65
M: 07759 820674
Solutionshypno@yahoo.co.uk
www.solutions-focused-hypnotherapy.co.uk



Stuart Taylor
Location: Bristol
M: 07840 269555
www.taylorhypnotherapy.co.uk

Matthew Cahill

Location: Plympton/ Plymouth
Tel: 01752 342124
<http://hypnotherapysupervision.co.uk>

Alison Jones

Location: Clifton, Bristol
Tel: 07970 191027
www.solutionshypnotherapy.co.uk

Pam Madden

Location: Chew Valley
Tel: 01761 237400.
M: 07740 918426
www.westofenglandcoachingandcounselling.co.uk

Paula Rose

Location: Newport
M: 07951 501108
www.hollickhypnotherapy.moonfruit.com

Don't Forget!

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

Committee Members

AfSFH.com

Association for
SOLUTION FOCUSED HYPNOTHERAPY



Chairman and Trustee: David Newton

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



Company Secretary and Trustee: Nicola Griffiths

Nicola chairs and tries to keep control of our Executive meetings! She works closely with the Executive in order to push the Association forward. The bee in her bonnet is to support both newly qualified and experienced Hypnotherapists in their careers, so she comes up with many of the initiatives that help our members improve their businesses.



Trustee: Susan Rodrigues

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



Assistant Company Secretary: Sharon Dyke

Not content to be Nicola's Deputy, Sharon has taken on the role of Risk Assessor AND taken charge of long term planning for the Association. So we now have a vision for the future – all she needs to do now is keep us focused towards our goal!!



Journal Editor: Penny Ling

Luckily for us, Penny was in publishing before she became a full-time Hypnotherapist. Working with a team of volunteers who submit articles, Penny (amidst occasional tearing out of hair) writes, designs and produces our amazing Journal which has received unprompted and excellent feedback.



Communications manager: Debbie Pearce

Having decades of experience in PR, Debbie is in charge of national publicity. She also works hard behind the scenes establishing relations with publications and organisations that will benefit the AfSFH as we move forward. She also brings a large dose of energy to the Executive which keeps us motivated!



Member Benefits Officer: Andrew Workman

Andy is responsible for obtaining discounts on products and services that you find on the Member Benefits page of our website. He approaches many many companies using his persuasive powers to encourage them to offer these discounts! We don't like to ask how he does it, we just leave him to it.



Marketing Officer: Su Brampton

Su has joined the Committee to help Debbie with Marketing and she now has responsibility for our press releases and those lovely e-newsletters you receive!



Membership Officer: Julie Gibbons

Julie now runs the membership side of things, that's quite a tall order given London & Manchester opening soon! Julie also organised our recent party which we love her for!



Treasurer: Stephanie Betschart

The serious stuff, Stephanie looks after our money! She talks to our bank manager (scary) and has control of our cheque book – a very important role given we're a not-for-profit organisation so every penny is important!



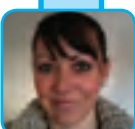
Website Officer: Trevor Eddolls

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



Assistant Journal Editor: Kim Dyke

Kim has thankfully come to the rescue of Penny who was drowning under a mass of admin and chasing up copy so Kim will be the liaison between writers and the editor in the future.



Administrative Secretary: Claire Rodrigues

Claire Rodrigues is our lovely Administrator who deals with all your queries and those of the public. Claire is expecting baby number 2, so if anyone wants to help out whilst she's away, please get in touch!