



Central England College of Clinical Hypnosis

◆ An opportunity to train for a fulfilling and rewarding career ◆

During the last decade complementary medicine has become recognised, both by the medical profession and by the general public, as being of considerable value alongside orthodox medical treatment and on many occasions as a natural alternative to it.

Most Doctors (GP's) will tell you that in today's stressful and rapidly changing lifestyles, anxiety and stress related illnesses account for up to 50% of all cases they deal with in a typical week's work. GP's have only ten minutes, on average, for each patient they see and often are faced with the choice of prescribing medicine or referring to a specialist. It is certainly true that up until quite recently all GP's referrals would have been to medical specialists.

During the last few years remarkable changes have seen GP's referring patients directly to Hypnotherapists who are themselves NHS registered. In some cases Hypnotherapists, along with other complementary therapists, are practising from within a medical centre.

The NHS is committed to offering patients the best possible choice and to integrating complementary therapies. It was Sigmund Freud who said "When it comes to matters of the mind, all doctors are laymen and this certainly applies to psychiatrists". We hasten to add that at The CECCH we do not uphold that view but we do say that mind/body medicine and the treatment of illnesses which have an emotional and psychosomatic nature are not the exclusive preserve of the medical profession. Indeed such illnesses are often more effectively dealt with by gentle and caring interventive therapy such as hypnotherapy, rather than by the administering of drugs.

Clinical Hypnosis or Hypnotherapy (the terms are synonymous) refers to the use of hypnosis, a naturally occurring and beneficial state of relaxation, in a practical form of beneficial treatment. Not only can it be used to treat a wide range of illnesses including phobias and anxiety, but also to change unwanted habits including smoking and over-eating, to control pain, improve confidence and self-esteem and to enhance creativity and learning.



◆ *Style and Philosophy* ◆

- ◆ We aim to be the best in our particular field and to surpass our students expectations.
- ◆ Our style is supportive, warm and friendly with small group sizes.
- ◆ We aim to assist each and every student to achieve their goals.
- ◆ Our course content is constantly evolving through new research.
- ◆ We see the key to learning is for students to be taught, then to see a demonstration, then to practice.
- ◆ We will encourage and support the continuous development and well being of all our students.
- ◆ This will extend beyond the completion of the training course, on a free, ongoing basis.



◆ Nicolas Cooke - Principal and Director of Studies ◆

Nicolas Cooke D.Psy. FAPHP MHS (Acc.) is a qualified and highly experienced Hypnotherapist and an accredited member of The National Council For Hypnotherapy and The Hypnotherapy Society. He was co-founder of Holistech Mind/Body Training, which for 6 years has been providing training courses in many aspects of mind/body medicine. In addition to 18 years experience of running a private practice, Nicolas works as a freelance trainer for major organisations, providing - Personal Development, Stress Management and Smoking Cessation programmes. In 2001 Nicolas was elected a fellow of the Association for Professional Hypnosis and Psychotherapy and also invited to sit on its UK advisory board.

An experienced accredited Life Coach, Nicolas has also trained in NLP with Richard Bandler, it's co-originator in the USA. He is licensed by Dr. Bandler as a Practitioner and is a member of The Society of NLP. Trainees often comment on Nicolas's infectious enthusiasm and relaxed style, teaching by demonstration and by sharing the experiences (both successes and failures) from his own work with clients.

◆ About the College ◆

Central England College was established in 1998 to provide an ethical and eclectic professional vocational training in all aspects of clinical hypnosis. The course, which is independently accredited by The Hypnotherapy Society, The Association for Professional Hypnosis and Psychotherapy and The Hypnotherapy Standards Council, has evolved from the respected training programmes offered by Holistech Mind/Body Training, which is responsible for administering the CECCH course. The emphasis is upon learning through demonstration and practice, sometimes with volunteer patients, as well as a thorough understanding of the underlying theories.

Class sizes are strictly restricted to ensure that each student receives individual attention throughout their training. The course fully integrates NLP with Ericksonian and analytical hypnosis as well as having a key focus on the business of being a therapist and the marketing of your services (a vital area - sadly lacking in many training courses). Graduates and Diploma holders can justifiably claim to have received the most eclectic, wide reaching and thorough training of any being offered in the UK.

Training is carried out at the Central England College Training and Therapy Centre which is centrally located with easy road and rail access, free on-site parking, and provides a pleasant and professional atmosphere for learning.

◆Dr. R. Field MBBS- Senior Medical Consultant◆

Dr. Field is senior medical consultant to CECCH and lecturer in mind/body medicine. He has wide experience, as a general practitioner, of integration of the medical profession with complementary health and is able to advise students on achieving NHS registration, on completion of training and subsequently how to most effectively go about developing links with the medical and nursing professions.

◆Course Structure and Syllabus◆

The training takes place over nine weekends, spread over the course of a year. Each of these weekends has a completely self-contained training module and workshop. One additional module contains a foundation and introduction to Clinical Hypnosis and this is provided as a distance learning package upon enrolment, together with a "Foundation Day" which is held each month, where new students receive instruction to complement the foundation module. The months of April, August and December are reserved for reading/study breaks with no attendance being required.

As a student you only need to attend one Foundation Day. However, you may attend any subsequent ones if you wish, in order to recap on basic skills, gain individual tuition/counselling and to practice. In order to graduate with the diploma students have to complete at least 8 out of 9 modules together with the introductory/foundation module and have to be assessed.

We believe we are the only UK training college to offer Foundation Days as part of the training course. This means that students can join a new course at virtually any time and receive basic instruction in the foundation module/monthly Foundation Day, followed by the other 9 modules since, each being self-contained and of an equal level, they don't run in any particular order.

◆Seminars/Workshops◆

The training course includes, within the course fee, a number of workshops/seminars which over the year are also made available to therapists and students from outside the college. As a non-CECCH student it would cost over £300 to attend these sessions.

◆Interruption of Studies - Free follow-up and Repeat Training◆

It is often a concern to students, what will happen if they are forced to miss one or more modules for any reason. The CECCH course allows for students to catch up or even repeat up to two modules if necessary in the following year, before assessment. Remember that in any case only eight out of nine modules are needed for assessment and graduation.

◆ Syllabus - includes: ◆

Abreactions and how to deal with them safely

Accelerated Learning, including memory enhancement and rapid reading

Analytical Hypnotherapy, including free association and directive techniques

Anxiety states, including Ericksonian, NLP and Cognitive approaches

Automatic Writing - Milton Erickson's techniques for direct unconscious expression

Basic skills application including therapy planning and assessment methods

Business management/setting up in practice, including guides to setting up, promotion, fee levels, insurance, premises and safeguards to working from home. A detailed Business Manual is provided as well as ongoing business support

Cell Regeneration Therapy (CRT) - an intriguing set of techniques for unconsciously reversing the ageing process. A rapidly growing area in the USA, yet to take off in the UK

Character Types and Sexuality - Early character formation and predisposition to emotional disorders

Client history and note taking

Clinical Hypnosis introduction, basic skills, conscious and unconscious thought processes

Clinical practice - Practical considerations for providing effective therapy to suit individual client needs

Cognitive Therapy - of particular benefit in helping clients with depression

Contra-indications to Hypnosis - Recognising when Hypnotherapy may not be an appropriate form of therapy

Counselling skills, including Rogerian, Client centred, and Brief Therapy

Deepening techniques

Depth of trance indicator

EMDR© - Eye Movement Desensitisation and Reprocessing - A remarkable new technique for dealing with many conditions including post-traumatic stress.

Ericksonian Hypnosis - An introduction to the techniques of Milton Erickson - covered extensively in the course

Ethical considerations

Fast Phobia Release - Richard Bandler's NLP technique for phobia removal, sometimes in one session only

Gestalt Therapy (an introduction)

Goal orientated hypnosis, including habit modification, smoking and overeating

History and legal aspects of clinical hypnosis

Hypnotic state indicators by physical signs, and/or bio-feedback

◆ Syllabus - continued ◆

Ideomotor response

Imagery

Induction methods, direct and indirect, including Ericksonian and naturalistic techniques

Metaphor, and the healing power of story telling

Mind/Body links

NLP theory and practice including Future Pacing, Anchors, New Behaviour Generator, Six Step Reframing and Swish Pattern

Overview and course objectives

Pain Control techniques - including glove anaesthesia

Parts therapy

Post-hypnotic suggestions, therapeutic and non-therapeutic

Preparing the client for hypnosis

Psychoneuroimmunology - Cellular healing techniques for dealing with catastrophic illnesses by accessing the client's own healing resources

Rapport and trust building with client, including self-sharing and open questioning

Recording audio cassettes, including script preparation.

Regression techniques

Resistance

Role play

Safeguards

Secondary Gain - Causes and techniques for detection and replacement

Self-hypnosis, for both student and clients

Sensory perception

Sports psychology - techniques for enhancing sports performance

Stress Management Techniques

Substance abuse - strategies for effective help

Suggestibility testing including testing during hypnosis for increasing depth of trance

Supervised clinical practice

Time Distortion techniques for memory enhancement, pain control and behaviour modification.

Transference and counter transference

Triggers

Unconscious questioning skills - Ericksonian questioning techniques to directly access unconscious information

Uncovering techniques

Visualisation

White light healing method

Working with children

◆ Assessment Procedure ◆

The ongoing assessment procedure requires ten brief review/assessment papers to be completed by students during the course. Once again the emphasis is upon understanding of practical work and each paper contains a record of the students practical work which builds into a portfolio. The emphasis is upon brief written and practical assignments and there are no long dissertations to write. The purpose of each review/assessment paper is to demonstrate both to the student and teacher that satisfactory progress is being maintained. This enables students to be given additional help where required. Remember the CECCH objective is for *every* student to successfully graduate.

In addition to the ongoing assessment procedure, students wishing to graduate with the CECCH diploma are required to present themselves for graduation assessment after they have completed at least eight out of nine modules. The graduation assessment is of a practical nature combined with interview and summary of the assessment papers.

◆ Who should attend ◆

The course has been designed to be of particular relevance to those in the caring professions as well as anyone with an interest in the field of Human Potential and in Personal Development. Whilst an academic qualification in psychology or life science may be an advantage, we regard it as only a small part of the learning curve to becoming a competent Clinical Hypnotherapist.

The course is therefore open to all those with a genuine interest in Hypnotherapy even though they may not have any accredited prior learning. We may, at our discretion, invite prospective students to an informal interview to assess their suitability before accepting them on the course. This way we can be confident that we can offer equal opportunities regardless of the prospective student's previous education, gender or ability/disability.

There is enormous scope for everyone and some of the most wonderful, caring and intuitive therapists come from seemingly unrelated fields: commerce, industry and the armed forces, to name but a few. Many find that for them, the training course is a rich journey of self-discovery and they obtain a great thrill and satisfaction in finding hidden inner resources for therapeutic healing that were just waiting, for discovery and development.

◆ Course Training Materials ◆

Students are provided with a comprehensive training manual covering each module and also receive a recommended reading list of no more than ten books. All books can normally be obtained from The Anglo American Book Company Ltd, which also has free comprehensive reading lists of leading books on Hypnotherapy, NLP and Accelerated Learning, as well as an excellent quarterly free magazine "Changes" which reviews the latest new books.

In addition, students are strongly recommended to join The NLP Video Library, also operated by Anglo American Books at the address on the next page:

The Anglo American Book Company Ltd.
Crown Buildings
Bancyfelin
Carmarthen SA33 5ND

Tel: 01267 211880
Fax: 01267 211882
Email: books@anglo-american.co.uk
Website: www.anglo-american.co.uk

◆NHS, Social Services and BUPA◆

One of the college's objectives is to actively promote Clinical Hypnosis within The NHS and Social Services. Graduates are eligible to apply for an NHS registered provider number to enable them to treat patients through NHS referral. Graduates may also apply for a BUPA provider number which gives them BUPA recognition as a non-medical provider, effectively placing them on their non-medical register.

◆Legislation and National Standards◆

CECCH through its links with professional associations is actively involved in the determination of National Occupational Standards for health care in relation to hypnosis.

Prospective students should be aware that there is no current UK legislation regarding the standards of both Hypnotherapy training and practice. This college actively endorses and supports the work of four quite separate professional organisations, The Association for Professional Hypnosis and Psychotherapy (APHP), The Hypnotherapy Society (HS), The British Institute of Hypnotherapy (BIH) and The National Council for Hypnotherapy (NCH). These non-profit making organisations are pioneering and establishing standards of training, ethics and professional practice for Hypnotherapists.

One of the principal values of a professional association is that it should be completely independent and impartial, have very strict entry requirements and not be allied to any particular college or training discipline. CECCH graduates are eligible to apply for membership of all four of the above organisations.

◆UK Confederation of Hypnotherapy Organisations (UKCHO)◆

The College also actively endorses and supports the government's initiatives to legislate over the use of hypnosis through the work of UKCHO, the profession's umbrella body, of whom CECCH is a recognised provider of training.

CECCH reserves the right to refuse applications at its discretion and if necessary to terminate the training of any student whose conduct is deemed offensive/disruptive.



CECCH continuously evaluates and updates its training and reserves the right to alter details of the training programme, syllabus, trainers and venues, if required.

◆ 2007/2008 Seminar/Workshop and Advanced Master-Class Trainers Include ◆

◆ Terence Watts ◆

Terence Watts is one of the UK's most experienced and accomplished Clinical Hypnotherapists and trainers who lectures for a number of prominent training organisations both in the UK and overseas. His work on Ancestral Memory and neurosis is highly respected and his development of Rapid Cognitive therapy has been hailed as "The most significant breakthrough in therapy techniques since NLP".

Terry's first book was published during 1999. "Rapid Cognitive therapy" with Georges Philips, has already become a best seller and is recommended course reading. His new book published in September 2000, "Warriors, Settlers and Nomads", relates directly to his training on this course. Terry is a former recipient of the prestigious "Hypnotherapy Research Society - Practitioner of the year" award, to mark his outstanding contribution to the profession.

◆ Michael Mahoney ◆

Michael Mahoney is a Clinical Hypnotherapist with 16 years practice experience, the last 11 years having specialised in IBS. Michael's services are used by GP's /NHS and Private Hospital Consultants throughout the North West of England and beyond. He has medical research project experience, funded and audited by the medical profession.

He is a trained trainer of NHS HoNoS and regularly presents to medical forums on both Hypnosis and Stress Management, which has been PGEA accredited. Michael is noted for generously sharing his specialist knowledge, his many successes with warmth and enthusiasm.

◆ Roz Collier ◆

Roz Collier is a professional trainer and therapist with a background in the communications industry and writes for several leading journals and newspaper groups on topics relating to personal development and hypnosis. She holds the prestigious London Chamber of Commerce Diploma in Stress Management.

Roz has a down to earth, practical style in training and a way of communicating with every participant which has made her a much sought after presenter and trainer.

◆Peter Delves◆

Peter is one of the few licensed trainers in meridian energy therapies in the UK and is a qualified practitioner in Thought Field Therapy (TFT) and Emotional Freedom Techniques (EFT). He is also a qualified hypnotherapist, hypnotherapy trainer, master practitioner of NLP and member of the Chartered Institute of Personnel and Development.

Peter has a reputation for an informal yet well structured style of training, promoting an atmosphere where delegates participate and feel involved.

◆John Castleton◆

John has worked with drug users since 1982. He is the Director of "The Warehouse", a highly respected Midlands independent charity that provides help to substance misusers and people affected by another person's substance misuse. A Chartered Psychologist, with a MSc in Psychology and an MA in Counselling, John completed a Diploma in Hypnotherapy with British hypnosis Research and has his own private Clinical Hypnotherapy practice.

◆Costa Lambrias◆

Costa has that special ability to not only be highly accomplished as a therapist, but also to be able to enthusiastically and simply teach others to do what he does. Specialising in building confidence and self-esteem, Costa has intuited, developed and refined a safe and very powerful inner child process.

With ten years experience as a Clinical Hypnotherapist and twenty years as a Healer, Costa has devised his own unique processes of working with clients under the banner of what he calls "Therapy with Consciousness". His success with inner child work and with his "soul retrieval" therapy have gained him recognition both in the UK and overseas. Numerous television appearances including the BBC television series "Phobias" as well as featuring on radio and in newspapers and magazines.

◆Alan Armstrong◆

Alan Armstrong is a psychologist and qualified Clinical Hypnotherapist. He is a member of The British Association of Clinical Hypnosis and The National Council for Hypnotherapy. Alan regularly lectures in Hypnotherapy and Stress Management and has a particular interest in mind/body healing and in working with clients with catastrophic illness.



◆Your Investment - Flexible Payment Options◆

Inclusive Course Fee £2,100

Option 1 - Payment in full, upon enrolment
(£300 discount) £1,800

Option 2 - Interest free credit over 10 months from date of enrolment - 10 monthly direct debit payments of £210 (subject to credit status)

Option 3 - £525 upon enrolment, by cheque followed by 3 further payments of £525 at 3 monthly intervals (no credit agreement)

Please note:

- The College is run on a "Not for profit" basis
- Option 3 contains no credit agreement whatsoever and students could, if they wished, leave the course at any time with no further financial obligation
- All fees are fully inclusive and not currently subject to VAT

Fees are due for review on 1st July 2007

Fees include all training, including foundation days, workshops and seminars, comprehensive training manual, "catch-up" or repeat training of up to two modules, as well as graduation assessment, diploma and professional practice group supervision for 12 months from graduation.

◆ Summary of What the Course Offers and how it works ◆

- ◆ The CECCH Hypnotherapy Practitioner Diploma Course trains students to become professional practitioners in Clinical Hypnosis. The course is eclectic and highly practical in content.
- ◆ After you are accepted on the course you are sent the Foundation Module training manual for home study and must then attend a Foundation Day, on a date of your choice, before attending any of the other modules.
- ◆ You can take your graduation assessment and be awarded the diploma once you have completed The Foundation and eight out of the nine subsequent modules.
- ◆ The modules are all at a similar level and run in no particular order, which is why it is possible to join the course at any time of the year.
- ◆ Students can gain the diploma within a year, however there is no pressure to do so and students can, in the following year, repeat up to two modules or attend two they may have missed, before graduating.
- ◆ Although you only have to attend one Foundation Day you can attend any others if you wish, in order to refresh your basic skills, gain individual tuition/counselling and to practice.
- ◆ Students can also attend CECCH Seminars/Workshops at no additional cost.
- ◆ Graduates are eligible to apply for professional membership of The Hypnotherapy Society, The British Institute of Hypnotherapy, The Association for Professional Hypnotherapy and Psychotherapy and The National Council for Hypnotherapy. They can apply for professional indemnity insurance and also to become registered providers to The NHS and BUPA.
- ◆ You are entitled to professional practice group supervision for twelve months at no cost.
- ◆ You can choose one of three payment options on the previous page.



2007 Training Days

◆ Foundation Day	Sunday	7 th January 2007
Course Module (Blue)	Saturday	13 th January 2007
Workshop	Sunday	14 th January 2007
◆ Foundation Day	Sunday	4 th February 2007
Course Module (Orange)	Saturday	10 th February 2007
Workshop	Sunday	11 th February 2007
◆ Foundation Day	Sunday	4 th March 2007
Course Module (Purple)	Saturday	10 th March 2007
Workshop	Sunday	11 th March 2007

April (study break) - no training sessions

◆ Foundation Day	Sunday	13 th May 2007
Course Module (Cream)	Saturday	19 th May 2007
Workshop	Sunday	20 th May 2007
◆ Foundation Day	Sunday	3 rd June 2007
Course Module (Pink)	Saturday	9 th June 2007
Workshop	Sunday	10 th June 2007
◆ Foundation Day	Sunday	1 st July 2007
Course Module (White)	Saturday	7 th July 2007
Workshop	Sunday	8 th July 2007

August (study break) - no training sessions

◆ Foundation Day	Sunday	9 th September 2007
Course Module (Red)	Saturday	15 th September 2007
Workshop	Sunday	16 th September 2007
◆ Foundation Day	Sunday	7 th October 2007
Course Module (Green)	Saturday	13 th October 2007
Workshop	Sunday	14 th October 2007
◆ Foundation Day	Sunday	4 th November 2007
Course Module (Yellow)	Saturday	10 th November 2007
Workshop	Sunday	11 th November 2007

Please note:

- A You must start your course on a Foundation Day and you can choose the next one suitable to you from the above dates. You are welcome to attend any subsequent Foundation days during the course.
- B The Course Modules run in no particular order and that is why we deliberately do not number them but identify them each with a colour. You are entitled to repeat or (if you have missed them) catch on any two modules, free of charge in the following year.
- C Dates for 2008 are overleaf.

**Still confused? - we hope the above makes sense
but if not please refer to the summary on the opposite page
or just phone us and chat it through.**



2008 Training Days

◆ Foundation Day	Sunday	6 th January 2008
Course Module (Blue)	Saturday	12 th January 2008
Workshop	Sunday	13 th January 2008
◆ Foundation Day	Sunday	3 rd February 2008
Course Module (Orange)	Saturday	9 th February 2008
Workshop	Sunday	10 th February 2008
◆ Foundation Day	Sunday	2 nd March 2008
Course Module (Purple)	Saturday	8 th March 2008
Workshop	Sunday	9 th March 2008

April (study break) - no training sessions

◆ Foundation Day	Sunday	11 th May 2008
Course Module (Cream)	Saturday	17 th May 2008
Workshop	Sunday	18 th May 2008
◆ Foundation Day	Sunday	1 st June 2008
Course Module (Pink)	Saturday	7 th June 2008
Workshop	Sunday	8 th June 2008
◆ Foundation Day	Sunday	6 th July 2008
Course Module (White)	Saturday	12 th July 2008
Workshop	Sunday	13 th July 2008

August (study break) - no training sessions

◆ Foundation Day	Sunday	7 th September 2008
Course Module (Red)	Saturday	13 th September 2008
Workshop	Sunday	14 th September 2008
◆ Foundation Day	Sunday	5 th October 2008
Course Module (Green)	Saturday	11 th October 2008
Workshop	Sunday	12 th October 2008
◆ Foundation Day	Sunday	2 nd November 2008
Course Module (Yellow)	Saturday	8 th November 2008
Workshop	Sunday	9 th November 2008

Please note:

- The above dates are provisional
- Please see overleaf for 2007 dates

◆ Application Form ◆

Central England College of Clinical Hypnosis
240 Alcester Road South, Kings Heath, Birmingham B14 6DR

Confidential Training Application
CECCH Hypnotherapy Practitioner Training and Diploma Course

I wish to apply for training as per the terms contained in the CECCH prospectus.

My preferred starting date is the Foundation Day on: ____/____/____

(Please insert Foundation Date of Choice)

Date of Birth: ____/____/____ (Minimum age 25)

Title: _____ First Name/s: _____ Surname: _____

Address: _____

—

—

_____ Postcode: _____

—

e-mail
address: _____

Phone number: -

Daytime: _____ Evening: _____

Preferred first name: _____

Name as you would like it to appear on diploma:

—

Preferred payment option: (please see prospectus)

- A) ***£300 single payment discount***
B) 10 months interest free credit
C) 4 equal instalments (no credit agreement)

Please tick box of preferred option - send no payment until we confirm that your application is accepted. Class sizes are strictly limited - please book well in advance to avoid disappointment.

Please complete the other side of this form

Application Form - continued

Where did you hear/read about this course? _____

Why do you wish to take the course? (please use extra sheet if required)

Details of any relevant training/education:

Please give details of: (and use extra sheet if necessary)

- A any illness which has necessitated your referral to a psychiatrist at any time?
- B Any illness which may be relevant to, or may present a problem in relation to your training?
- C Any physical disability?

Please note, the purpose of the above information is not to disbar any applicant. The college is committed to offering equal opportunity and allowing access to those with disabilities where possible.

Signature: _____

Date: ____/____/____

If you were recommended to take this course
by whom were you recommended? _____

Thank you for taking the trouble to complete this application form. Please send it (with no payment at this stage) to the address on the reverse. We will confirm whether your

application is accepted and if so will advise further details and request payment as per your preferred option.

**We look forward to welcoming you as a student of CECCH
Please complete the other side of this form**