

Professional Practitioner Course

International Advanced Diploma
in
Clinical Hypnotherapy
Psychotherapy & Counselling

Delivered in DUBAI

Temporary Prospectus 2019

in association with:
Essex Institute for Clinical Hypnosis & Psychotherapy (EICH)
Association for Professional Hypnosis & Psychotherapy (APHP)
National Register for Psychotherapists & Counsellors (NRCP)
Academy for Continued Hypnosis Education (International)



Courses accredited by leading bodies for hypnotherapy, psychotherapy, counselling & behavioural psychology, conferring eligibility for membership of many international professional associations.



Background

Our professional practitioner courses are based on holistic, humanistic and client-centred positive psychology. We encourage our students to adopt an eclectic approach so that they can utilise a variety of techniques and methodologies, including clinical and analytic hypnotherapy, transpersonal psychotherapy, cognitive behavioural therapy (CBT), energy and meridian therapies, and be open to any approach that enhances their professional practice in providing effective brief therapy and counselling for individuals, couples and families.

Hypnotherapy is the oldest of the 'mind sciences' and has its roots in the various forms of traditional medicine that treated body, mind and spirit as a whole. Since the 18th century the practice of 'animal magnetism', which became known as 'hypnotism' in the 19th century (an abbreviation of the term 'neuro-hypnotism'), was developed into a effective method for inducing a deep state of relaxation, sometimes termed a 'trance', in which there was a measurable change in bodily functions and sensations, to the extent that it became widely used for the relief of pain at a time when effective and safe forms of anaesthesia were not available. There are many well-documented cases of doctors performing major surgery, including amputations and the removal of tumours, using hypnosis as a form of natural anaesthesia. This physical state of relaxation is accompanied by a state of psychological well-being, even euphoria, in which the person is conscious, their brainwaves are in the *alpha*, or even the *theta*, state and as long as there is no danger or threat to switch on the alert and activate the stress response associated with the *beta* state, the critical and analytical aspects of cognition are dormant, leading to increased suggestibility.

The main advantage of conducting psychotherapy in this state, induced with the client's consent, is that it enables the client to experience a state of deep and focused concentration in which the mind is focused on a specific thought or goal without interference from the conscious



critical faculty that normally filters out any ideas, concepts or suggestions that are in conflict with, or contrary to, the 'programmed' belief and expectation system and thus resists change of any kind, even if that change is beneficial and consciously desired. Clinical hypnotherapy entails two main methodologies: 1. Suggestion work, which involves the therapist in giving the client a series of positive suggestions, either directly, or indirectly, through the use of guided visualisation, story-telling and metaphors that engage the senses and imagination and stimulate a positive subconscious response; 2. Analytic work that uses age regression and other psychotherapeutic techniques, either direct and structured, or indirect, through free association, to identify the originating causes of symptoms, the 'initial sensitising event(s)' with the intention of connecting the adult ego state with that of the child and thus enabling the client to draw on adult resources to put the past events into perspective and to release and desensitise emotional responses to past trauma. This more advanced technique incorporates elements of *Gestalt* therapy, Neuro-Linguistic Programming (NLP) and other suitable modalities.

Learning how to induce the hypnotic state is relatively easy and it's also quite straightforward to read from prepared scripts in order to conduct suggestion work. However, it takes far more in-depth training, both in the construction of suggestions and scripts and in psychology, to achieve consistently high success rates. A sound training in Clinical Hypnotherapy should meet the requirements of the Complementary and Natural Healthcare Council (CNHC), the register established with support from the UK government to regulate professional training standards. Our professional practitioner courses are approved by the Association for Professional Hypnosis and Psychotherapy (APHP), an official Verification Authority for CNHC. So our graduates are eligible for registration with CNHC as well as a number of other prestigious international professional associations.

Our courses not only meet but exceed the required core curriculum and hours of face-to-face training, which cover the key theoretical principles as well as demonstrations and practice of applications and techniques, as well as additional hours of personal study, research and practical work. The Diploma and Advanced also include additional hours of training in psychology and the assessment of personality types in order to tailor the therapeutic approach to the individual needs of the client. The two most evidence-based forms of talk-based psychological therapy are Hypnotherapy and Cognitive Behavioural Therapy (CBT), which research consistently demonstrates are more effective when a combination of both used.

Until Dr Leila Edwards decided to establish accredited world class training in psychological therapies in Bahrain in 2006, the only available courses in the GCC region were either unaccredited counselling courses, or short hypnotherapy courses (of no more than 60 hours), such as those accredited by the National Guild of Hypnotists (NGH), USA. It is our opinion, based on many years' experience, that these short courses are no substitute for a comprehensive and thorough professional training over a longer period (at least one academic year), involving practical and written assignments, casework, continuous assessment and examinations, to ensure that students have and can demonstrate the necessary skills and knowledge to be certified as competent practitioners.

Our International Diploma and Advanced Diploma Professional Practitioner courses are accredited by, and run in association with, the Essex Institute of Clinical Hypnosis & Psychotherapy (EICH), UK, one of the leading and longest-established training schools in the UK. The certificates are issued direct from the Institute in the UK, so that you are assured that you have been trained and certified at a level that fully meets UK quality standards. The Institute's Principal, Dr Terence Watts, has run a busy private practice in the UK since 1989 and is a Fellow and Founder Member of the Hypnotherapy Research Society, Emeritus Fellow of the Hypnotherapy Society, Fellow of the National Council for Hypnotherapy, Fellow of the Royal Society for the Promotion of Health, Fellow of the Royal Society of Medicine, Chair of the international Association for Professional Hypnosis and Psychotherapy (APHP), and Founder of the National Register for Psychotherapists and Counsellors. He is also the only psychology-related therapist world-wide to hold the MCGI (Member of the City and Guilds Institute), comparable to a British Masters degree. He has been in successful full-time private practice as a hypnotherapist and psychotherapist since 1989, having trained in Harley Street,



London, and is the originator of many successful training programmes. An internationally acclaimed lecturer, trainer and presenter, and published author of a number of successful books on psychology, hypnotherapy, cognitive therapy, personality types, and sexual dysfunctions, Dr Terence Watts is also the founder of *Hypnosense*, originator of *SymbioDynamics*™, and of Brain Working Recursive Therapy (BWRT)™ a cutting-edge therapeutic methodology.

Who teaches on these courses?

Dr Leila Edwards – Course Leader

BA (Hons), MSc, MBA, Ph.D, PGCE, Cert.Couns. LCIP, Cert.SS, Dip.Ad.Hyp, FCI.TFC, NLP Master & Trainer, EFT Adv.Prac., Dip.CBT, MACBT, FAPHP(Acc), FNRAH(Acc), MNRPC (Acc), FRSA



The Diploma programme is led by Dr Leila Edwards, a highly qualified and experienced Consultant Hypnotherapist, Psychotherapist, Counsellor, NLP Master, Trainer and Life Coach, Advanced EFT and CBT Practitioner, Supervisor and Trainer who has been actively involved in the field of human development for 40+ years. She trained with many leading Practitioners, including Dr Anton Obholtzer, former Director of the Tavistock Clinic, UK, and Gil Boyne, Founder of the American Council of Hypnotist Examiners. Dr Leila has served as Chair of the Austin Training International Advisory Board and as a representative to the General Hypnotherapy Standards Council. She has a very busy and successful practice in the Gulf and remains a practice partner in Harley Street, London.

A skilled professional with sound academic and management credentials, Dr Leila has served as a Dean and Director at a number of prestigious universities and colleges in the UK and Middle East. Her expertise in the field of alternative approaches to health care, stress management and well-being has been developed through training, practice, research, and writing about various modalities including: meditation, yoga, martial arts, massage, colour therapy, assertiveness training, accelerated learning, counselling, psychotherapy, clinical hypnotherapy, Neuro-Linguistic Programming (NLP), Cognitive Behavioural Therapy (CBT), Satir Model Family Therapy, Psychometric Profiling, Emotional Freedom Techniques (EFT), Meridian Therapies and Biofeedback. She is the Director of the GCC Lead Licensed Delivery Centre for Dr Paul Ekman International's cutting-edge behavioural science in emotional intelligence, body language, facial expressions and the assessment of truthfulness and credibility.



Dr Leila's interest and experience in positive approaches to holistic health care, relationship, marital counselling and family therapy, parent education and child development, have led her to serve as a Tutor and Branch Chair for the National Childbirth Trust, a founder member of the Active Birth Teachers' Association, and a representative to the Community Health Council. She has trained many medical and health care professionals in the UK and internationally and is highly experienced in a number of clinical applications of hypnotherapy, including 'hypnobirthing' and pain management.

As a specialist in creative problem-solving, Dr Leila was trained by Robert Fritz as a Fully Certified Instructor in Technologies for Creating. She served as a Team Leader and Tutor for the UK Open University Business School, has taught on many MBA and post-MBA Masterclass programmes, and also featured on BBC television as a leading facilitator of creative problem-solving techniques.

An elected Fellow of the Royal Society of Arts and Honorary Member of the Golden Key International Honour Society, Dr Leila has advised government ministers and official bodies on education and health issues and been involved in many professional associations. She has been honoured with a Women of the West Award for her public service and contribution to lifelong learning. Dr Leila is Accredited as a Trainer & Supervisor by EICH and APHP and is a senior practitioner on the register of the General Hypnotherapy Standards Council, and registered with the Complementary & Natural Healthcare Council. Current and previous memberships include: National Register of Advanced Hypnotherapists, James Braid Society, British Association for Counselling & Psychotherapy, Association of Student Counsellors, National Register of Psychotherapists & Counsellors, International Institute for Counselling & Professional Development, and the Association of Cognitive Behavioural Therapists. She is an elected Fellow of APHP.

Dr Leila personally leads the Diploma and Advanced Diploma courses, ensuring that you acquire a sound core knowledge base from a highly experienced practitioner and educator, with occasional input from distinguished visiting Associates, each of whom is experienced in a relevant specialist field.

Phil Edwards – Course Tutor

BA (Hons), M.A, PGCE (FE), Cert.C&G, Cert.HRI, IIHT, IYQTCCA, Dip.Ad.Hyp., FAPHP(Acc), NLP Master & Trainer, Dip.CBT



Course Tutor Phil Edwards is an experienced therapist, trainer, senior consultant in human development, and Accredited by EICH, NRPC, and APHP, of which he is a Fellow. As a Director and Head of Department in universities, colleges and training organisations in the UK and GCC, Phil has extensive experience of learning skills development and is a UK-Accredited Assessor of learning support needs. His government-funded project the UK was described as a 'model of good practice' by the Director of the NDT. Phil's specialist knowledge also includes remediating difficulties with English Language, access to text, dyslexia, ADD/ADHD, and other specific learning difficulties and sensory impairments.

Phil is a qualified therapist and hypnotherapist, with a particular interest in evidence-based holistic energy and mind-body healing and in the relationship between western and eastern psychology and the integration of cognitive and mindfulness approaches. He has also undertaken training in Acupuncture and Traditional Chinese Medicine, in Chinese and Hatha Yoga, is a Level 2 Instructor in Tai Chi Chuan & Chi Gong (with martial endorsement), Certified Instructor in the Universal Healing Tao, trained by Grand Master Mantak Chia, has Second Degree Reiki, trained in 'Brain Gym' & 'Touch for Health' Kinesiology and in MindMapping and PhotoReading. Phil is an Advanced Practitioner of EFT and Meridian Therapies and a Certified Instructor in Technologies for Creating. He is an NLP Master Practitioner and Trainer, and co-author of Heart to Hara, a book on the combination of breathing therapy and Shiatsu.

Our International Associates currently include: **Dr David Kato**, an authority on Cognitive Behavioural Therapy (CBT) who, together with his colleague, **Dr Kim Manning**, President of ACHE, specialises in Depression, OCD & Eating Disorders; **Phillip Holt**, an NLP Master Practitioner & Trainer, who is also a specialist in Accelerated Learning (Paul Scheele Certified Instructor in PhotoReading, Buzan Licensed Trainer in Mind Mapping & Memory Techniques) & Hypnosis; **Pat Bragg**, a mediator, counsellor and educator who specialises in communication and conflict resolution, advises the Family Courts in Manitoba, and is President of the Satir Institute for Professional Development, delivering training in the Satir Model for Counselling Individuals and Couples and conducting Family Therapy, accredited by the Canadian Counselling and Psychotherapy Association (CCPA).



David Kato UK & USA



Kim Manning USA



Philp Holt – UK & Far East



Pat Bragg – Canada

We are dedicated to providing the very best personal tuition for every student, whether that student is studying at home or in the classroom.

There are no formal written assignments for the Advanced Diploma, other than a Self-Assessment submitted at the end of the course and, for those who wish to obtain the additional optional certifications that are sometimes offered, such as the Diploma in OCD and Eating Disorders, there is a post-course exam to complete after relevant module.

We invite at least one International Associate to deliver one of the Advanced Diploma Modules each year.





Principal of the Essex Institute, Dr Terence Watts, an internationally respected hypnotherapist, psychotherapist, trainer and author, says of the International Diploma courses in Bahrain:

"Now that I've seen the quality of your training through the results of your students' work, I'm even happier that you've established these courses in the Middle East!"

Our tuition is first class and our on-going interest in students is second to none, extending beyond training into long-term professional support. Class sizes are limited, ensuring that all students receive personal attention in developing professional competence and personal confidence.

EICH is fully accredited as a bona fide hypnosis and hypnotherapy training school by the major organisations for practising hypnotherapists. By virtue of our formal affiliation with EICH, all graduates of the taught Diploma and Advanced Diploma courses are eligible for membership of the following professional bodies:

- **Complementary and Natural Healthcare Council (CNHC)**
- **Public National Register of Hypnotherapists (PNRH)**
- **Association for Professional Hypnosis and Psychotherapy (APHP)**
- **Society of Stress Managers (SSM)**
- **National Register of Psychotherapists and Counsellors (NRPC)**
- **National Register of Advanced Hypnotherapists (NRAH)**
- **International Council of Professional Therapists (ICPT)**

In addition, EICH is a UKCHO registered school; UKCHO is the United Kingdom Confederation of Hypnotherapy Organisations, an umbrella body for the profession. This central body was set up to maintain high standards of tuition in hypnotherapy schools and colleges. Only those organisations who can demonstrate that their tuition courses reach the demanding professional standard required are eligible for membership of this organisation.

The standard of EICH-accredited courses is such that the UK national Open College Network says:

"I have discussed the content of your work with my colleagues and we are of the opinion that your programmes are of a higher level than we currently accredit..."

Deputy Chief Executive Officer,
Open College Network Eastern Region



If you join any of the listed organisations, you will automatically be registered with UKCHO and will be eligible for enrolment on the register of the Complementary and Natural Healthcare Council (CNHC) as of 2011, when hypnotherapy became registerable in the UK. When you complete our Advanced Diploma you will be eligible to register as an Associate of the British National Register of Advanced Hypnotherapists (NRAH) and will receive full membership after two years, provided you attend 15 hours of CPD (Continuing Professional Development - see our CPD courses) annually. This particular Register only allows membership by those who have completed a study course of above-average quality and obtained a higher level of qualification or acquired an advanced level of professional expertise. As an Advanced Diploma graduate, as long as you continue to be a member of an appropriate professional body, receive the required Professional Supervision and engage in CPD, you will be able to legally term yourself as a Psychotherapist since the National Council of Psychotherapists (and the International division) accredit the EICH-certified Advanced Diploma at Psychotherapy level.



Some of our graduates decide to continue with academic studies after completing the course. Normally a first degree in psychology is required to be accepted for postgraduate study in psychology or related fields. Yet several of our graduates have been accepted on to postgraduate courses on the basis of having trained with us and progressed to obtain Masters degrees in Psychology at accredited universities (UK and USA) without having first obtained a first degree in psychology.

One of our graduates was exempted from the first year of the only Hypnotherapy degree at that time in the UK, the Bachelor's in Clinical Hypnotherapy (Brief Therapy and Ericksonian Hypnotherapy) at St. Mary's College, London University, and was accepted directly on to the second year of the degree. She now runs a successful practice in London. Some of our students already have BA/BSc degrees, Masters and even PhDs in Psychology when they come to study with us, in order to learn the applied skills required to establish successful practices as therapists.

Qualified Hypnotherapists progress to the Advanced Diploma to enhance their skills in clinical hypnotherapy and to upgrade their training and qualifications so that they can be competent and confident to practise psychotherapy and counselling and broaden their range of skills so as to be able to deal with more challenging cases and improve their success rates.

Why do I need this training?

For those who have no formal training in hypnotherapy, the International Diploma in Clinical Hypnotherapy with Psychotherapy and Counselling Skills is the first level of qualification. This course is suitable for complete beginners if they have the right motivation and commitment, regardless of their academic or professional background, as well as for health and well-being professionals. We have trained students who are medical doctors, psychiatrists, psychologists, counsellors, psychotherapists, nurses, physiotherapists, and senior academics with PhDs in Clinical Psychology, as well as people from just about every other walk of life. What all of them have in common is the desire to learn applied skills, which is the main focus of our courses.

For those who have obtained the International Diploma in Clinical Hypnotherapy with Psychotherapy and Counselling Skills (which is described in full detail in a separate Prospectus), or its equivalent from another reputable training provider, and are already qualified Hypnotherapists, the next level of qualification is the Advanced Diploma in Clinical Hypnotherapy, Psychotherapy and Counselling. In the UK, to join most of the professional bodies for psychotherapists it is required that you have undertaken at least two years of training.

As yet, hypnotherapy and psychotherapy are largely legally unregulated professions in the UK and there are no standardised qualifications which are recognised within the UK, EU or USA. However, this situation may well change in the near future with regard to Hypnotherapy and Psychotherapy in the UK. These professions were reviewed in 2011, resulting in the establishment of CNHC, and when the situation is reviewed then there is a possibility that the term 'Psychotherapist' will be legally restricted. If this happens, only those therapists who have completed a *bona fide* recognised psychotherapy training course will be permitted to use the term 'Psychotherapist' in their professional capacity. Our courses have been approved by the National Council of Psychotherapists (NCP) and AHP and our graduates are eligible to join these associations as well as the National Register of Psychotherapists and Counsellors (NRPC), not only as hypnotherapists but also as fully qualified psychotherapists

If legislation *is* introduced, then all working therapists will need to be able to show that they have been trained in safe, efficient and up-to-date techniques. Most reputable training organisations are affiliated to a professional body and we are committed to this process, ensuring that high standards of professional education and training are maintained. This is reflected in the quality of the teaching materials and methods, covering every necessary practical and theoretical aspect of the subject in detail. Through our formal association with EICH and AHP we enjoy multiple accreditations with the leading professional associations in the UK and this is your guarantee of competent and internationally recognised training.



What if I'm not a qualified hypnotherapist but am already a health professional/ counsellor/therapist/coach and/or have an interest in particular Module?

If you don't wish to undertake the full Diploma training to become a Clinical Hypnotherapist but are interested in one or more of the individual Modules, most of these are open to people with relevant professional skills or interests to attend, as short 'free-standing' courses, for which a Certificate of Attendance can be provided as evidence of Continuing Professional Development (CPD) or credit for Continuing Education Units (CEU).

Certain modules require previous training in hypnotherapy and a working knowledge of 'Parts Therapy', also known as 'Ego States Therapy', and Gestalt 'Inner Child' healing processes, and are thus restricted to those with the relevant training and knowledge to be able to benefit from the training. Module 8 on Therapy Using Breathwork and Primal Trauma Release is only suitable either for qualified therapists/counsellors or those with experience of breathwork, such as *Art of Living*, pranayama, or other suitable breathing techniques.

What happens if I'm a hypnotherapist certified by the NGH but my qualification does not meet CNHC standards?

There are a number of hypnotherapists who have only completed a short training course and have obtained NGH-approved qualifications that do not meet the requirements of CNHC. In such cases, each application will be reviewed and considered on a case-by-case basis, taking into account any other training courses and CPD activities that have been undertaken, length of time and number of clients seen, success rates, etc.

If we consider that your training covers most of the core elements of a CNHC approved course, then you may be accepted for the Advanced Diploma with the proviso that you undertake some additional study to ensure that you have covered the missing elements.

In a number of cases, the applicant has some of the required knowledge and skills but has important omissions in their training. In such cases, we may be able to arrange a short intensive 'catch up' course to be taken in parallel with the Advanced Diploma so that on completion of the course, you will be able to 'fast track' to the next level of qualification and eligibility. There will be an additional fee for this extra training and assessment.

What is the style and structure of the Advanced Diploma training?

Our taught Modules are consistently rated as 'excellent' by our students and graduates. The sessions are intensive and highly interactive with a combination of presentation, group work, practice in pairs, triads or small groups. Students are encouraged to be active in their participation and to contribute to the learning of the group by sharing their own experiences.

Except for the two 3-day Modules, when the Professional Supervision sessions are scheduled in the early evenings, the structure of the Modules is that we hold a Group Supervision session on the Friday morning when participants share and discuss case studies and issues related to professional practice. The session is facilitated and supervised by the Course Leader. The afternoon and following day(s) address the topic according to the list of dates and topics below.





How can the Advanced Diploma benefit my professional practice?

Some graduates of our Advanced Diploma have gone on to specialise in areas that they had not previously considered whilst others have continued to work in the same field as before but with far more resources and skills in their therapeutic 'toolkit'.

At the end of the course, students are required to submit a Self-Assessment which includes a personal Professional Development Plan for their future career and on-going CPD needs.

We have striven to bring unique professional development opportunities for therapists and counsellors to the region, leading to new business ventures. Three of our graduates have gone on to establish centres in Bahrain, Dubai and Abu Dhabi specialising in weight loss and management using the 'Gastric Mind Band' (GmB), a trademarked and internationally acclaimed method combining hypnotherapy, Neuro-Linguistic Programming (NLP) and Cognitive Behavioural Therapy (CBT). Whilst others have copied this approach using other names, we brought Marion and Martin Shirran, the originators of the GmB method and authors of "The Shirran's Solution: the Gastric Mind Band" and "Pause Button Therapy", to the Middle East for the first time. The Shirrans have successfully treated hundreds of clients with success rates as good, or better, than the results of bariatric surgery and medical gastric banding, without any of the risks of surgery and at a far lower cost. Clinical trials on the method are currently underway at teaching hospitals and medical schools in the UK. The three new centres in the GCC are part of the global network of sister clinics working with the original Elite Clinic in Spain.

In a region with some of the highest rates of obesity and Type 2 diabetes in the world, a natural and effective method of reducing and maintaining weight loss has huge business potential.





One of our International Associates, Pat Bragg, President of the Satir Institute for Professional Development, delivered a Module of training on the last Advanced Diploma in Bahrain in the Satir Model for Counselling Individuals and Couples and conducting Family Therapy, accredited by the Canadian Counselling and Psychotherapy Association (CCPA). This was so popular that a number of students decided to go on and complete the full training and become certified in the Satir Model, so that by the end of 2013 these students were qualified and able not only to work with individual clients but also trained to conduct couples counselling and family therapy. This training has now been started in Dubai.

