



# Train-the-Trainer Programme



Course Prospectus  
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# Welcome & Introduction



**Hi. I'm Claire and I want to welcome you to the Academy of the Inner Mind. In this prospectus, you'll have the opportunity to find out more about my train-the-trainer programme.**

**My introduction to teaching was nearly thirty years ago as a PhD student, when I had the opportunity to lead tutorials. My love of teaching continued during my academic years and as soon as I had gained some experience as a hypnotherapist, I made a pledge to establish a training school.**

**Establishing my own school, going through the rigorous accreditation process, creating manuals, supporting students and coming up with a great marketing strategy was very different to being employed by a university. It was much harder. And much more fun!**

**If you're ready to share your passion with others, and establish your business with support, guidance and advice, then this could be the right opportunity to establish your hypnotherapy school. If you'd like to know more about our wait-list for a future group training programme, or are interested in individual training, please just get in touch or book a call.**

  
**Dr. Claire Jack**  
**Course Principal**

# About Academy of the Inner Mind



The Academy of the Inner Mind was established in 2012. Since then, I've been privileged enough to accompany hundreds of hypnotherapists throughout the world on their journey from student to registered practitioner, from my home on the west coast of Scotland.

I have held General Hypnotherapy Register (GHR) and Complementary and Natural Healthcare Council (CNHC) accreditation since the inception of my training school. All courses have been updated regularly to reflect changing registration requirements.

My Diploma in Clinical Hypnotherapy has been continually refined. At its core is a focus on evidence-based approaches and hands-on experience. This course is as relevant for Clinical Psychologists and counsellors for people who are completely new to the world of therapy.

The world of hypnotherapy is constantly changing, and at AIM the emphasis is on staying relevant and informed of the latest scientific developments, in addition to shifting client needs. You can rest assured that you'll be teaching your students a course of the highest quality.

# Establishing your training school



Have you thought about establishing a training school before? Often, people get stuck at the first hurdle when they start thinking about what's involved. How do I get accreditation, set and mark exams, meet students' needs, and prepare more PowerPoints than I can keep track of? Unless you've got experience of teaching adults, writing proposals, and successfully marketing a business, getting your school up and running could be so complicated it never gets off the ground.

Even with my lecturing background and familiarity with creating teaching manuals and student resources, it took me well over a year to get my course materials together and successfully apply for accreditation. Then it took me another few years to perfect the course to the level it currently is and learn how to create a great online portal.

During your train-the-trainer programme, you'll benefit from all my knowledge and experience. In addition to being able to use and adapt course manuals, scripts and client resources, without the usual copyright restrictions, you will receive advice, support, external exam marking, mentoring, and student support should you need it. You'll be guided through the rigorous accreditation process and, in addition to the group train-the-trainer course, you'll receive a 1-2-1 meeting to discuss your business strategy and marketing materials.

# Affiliate programme overview



The Train-the-Trainer Programme might be the right choice if you:

- Have two years experience (or are approaching the two year mark by the time of training)
- Have completed a GHSC Accredited course/ HPD which meets National Occupational Standards (if you are registered with the GHR or NCH, in addition to a small handful of other registering bodies, you will meet requirements and if you have sufficient experience you can usually register with the GHR in advance)
- Have a good grasp of English and can communicate in verbal, practical and visual ways
- Wish to further your business and share your love of hypnotherapy

The Train-the-Trainer Programme includes:

- 3 day intensive train-the-trainer course
- Guidance and support through accreditation process
- Course manuals, scripts and resources free from usual copyright
- PowerPoints, tutor notes and lesson plans
- Online-portal instruction
- Programme handbook, health & safety policy & complaints procedure
- Assignment setting, external marking & student support
- Mentoring & 1-2-1 business & marketing strategy meetings

# Train the trainer course



**Over the course of three days, you'll learn everything you need to know to not only deliver a top-quality course, in terms of content, but how to support students on their personal and professional journey and ensure everyone on your course feels valued and heard. You'll also learn how to launch a successful marketing campaign, and deliver a course which merges theory and practice and which is, at all times, hands-on and challenging.**

**You are expected to have completed a GHSC Accredited Diploma course, or your HPD and have experience of working with clients. It is assumed that you have the knowledge to teach the course material. The emphasis of the train-the-trainer course is on how to effectively teach the course, in addition to creating a thriving school and attracting students. If there are any parts of the course material which you are unfamiliar with, additional support will be offered to aid your understanding. Train-the-trainer will be delivered via live zoom. You have the option of attending a group training course, or bespoke 1-2-1 training course with me.**

**By the end of the three days, you will be ready to progress to the next stage in establishing your school, which includes honing your business vision and 1-2-1 support in shaping your business strategy, creating a marketing programme and submitting your application.**

# Train-the-trainer programme

## Day 1

### Welcome & introduction

You will have a chance to provide an overview of your course needs and your business vision.

### Course materials overview

During your first day of training you will be introduced to the Diploma in Clinical Hypnotherapy course materials which I use with my students, and which you will be able to use with your students. You are expected to have a good knowledge of hypnotherapy, but if there are any topics which are less familiar to you we will leave time to cover these.

We will review student materials including the course manual, scripts and client resources.

### Programme handbook

Most accrediting bodies require a comprehensive programme handbook and we will review AIM's handbook, which you can use and adapt accordingly.

### Accreditation process

I will guide you through the accreditation process (which we will go through together individually at a later date), and will take you through the steps involved in gaining accreditation.

# Train-the-trainer programme

## Day 2

### Online & in-person delivery

Accredited courses can be delivered via live zoom, or face-to-face training. We will look at the pros and cons of both delivery methods and how to ensure your preferred training format is successful.

### Venue hire

If you choose to run a face-to-face course, we shall explore some of the considerations in choosing a suitable venue and using the space effectively.

### Interactive and supportive learning

It's vital that hypnotherapy training is as hands-on as possible. We'll look at how to make the learning environment fun, practical and stimulating. We'll also explore different learning styles and how you can meet the needs of students with a diverse range of needs.

### PowerPoints

We'll explore course PowerPoints, which you will receive as part of your affiliate package, and how you can deliver them effectively & confidently.

### Student needs & disputes

We will cover how to support students on what is a demanding course, and how to deal with any disputes or complaints.

# Train-the-trainer programme

## Day 3

### Marketing

In addition to benefiting from AIM's nationwide marketing, you will learn how to establish your own successful marketing strategy

### Student contact

Through role play, you'll learn how to confidently address student enquiries to ensure that potential students want to study with you

### Prospectus

A comprehensive and interesting prospectus can make the difference between a student choosing you over another training provider. You'll learn how to strike the right balance and clearly convey your mission statement, values and personality to attract the students who are right for your course.

### Online portal

Providing students with hard copies of materials is only part of what's needed these days. An online portal is a great addition to your teaching resources. You will be guided through the processes of setting up your portal with practical demonstrations.

### Assignments & marking

You will learn how to set assignments and use materials provided by AIM. You will also be guided through the internal & external marking process.

# Accreditation process



**In order to become an Affiliate School, you must offer a course which meets National Occupational Standards (NOS) for Hypnotherapy and which is eligible for registration with the GHR, NCH (or similar professional body) and CNHC (in the case of face-to-face courses).**

**There are many benefits to being an accredited school. Firstly, you are ensuring that your students are accessing a course of the highest quality. Schools which meet NOS are required to meet strict external core curriculum guidelines. Students seek out courses which allow for GHR/ NHC/ CNHC registration and, if you want to run an ethical, successful training school, it's important to be externally accredited.**

**Being an accredited school also ensures you are listed on the website of whichever professional organisation your course is accredited through, such as the GHR and NCH. Because they advertise extensively, prospective students will find you when they are searching for an accredited course.**

**Professional hypnotherapy bodies that only accredit schools which meet NOS core curriculum requirements include: GHR, NCH and HS. If you are a member of another professional body, please check whether you have completed a course which meets core-curriculum requirements and which will enable you to teach at the required level.**

# Accreditation process

**In order to become an accredited school with a professional register, such as GHR, your responsibilities may include:**

- **Create a course which meets core-curriculum standards**
- **Draft a programme handbook**
- **Submit a prospectus and module detail**
- **Ensure you have met personal and professional requirements**
- **Create a health & safety policy and complaints procedure**
- **Ensure you have an external examiner**
- **Ensure you have a qualified supervisor (NCH)**

**Different schools may have slightly different requirements. For instance, the NCH requires three years experience and the provision of an external supervisor (the NCH will help you access a supervisor until you are ready to complete their supervision training course).**

**The GHR requires two years training and does not require an external supervisor. However, they do require an external examiner who is not linked in a teaching capacity to your course (this is offered free of charge in your first year affiliation with AIM and is available if you continue as an affiliated school).**

**I hold accreditation with the GHR and NCH and run CNHC approved courses. During the training, we will discuss your accreditation options based on your existing professional membership and experience. Course materials allow for accreditation with the GHR, NCH and will meet requirements for other professional bodies.**

# Accreditation process

Gaining accreditation can, potentially, be a complicated and drawn-out affair. Knowing that you have the right materials, handbook, health and safety and complaints procedure in place, along with an experienced external examiner, removes the confusion.

I will guide you through the accreditation process and provide you with all the teaching and support materials you need. I will also act as external examiner (required by GHSC accredited courses). Instead of taking months, or years, to compile, you will be able to complete the accreditation process within a matter of days (each body may vary in length of time to respond to your application).

Whilst I will ensure you have the correct materials and will help you complete the application process, you have a responsibility to ensure you have met the professional body's requirements. For instance, if you are applying to the GHR, you must be (or become) a GHR member, have up-to-date insurance, have two years experience and enlist the support of an external examiner (provided by me in the first instance).

## *CNHC and online teaching*

The course you will learn to deliver, and all course materials, meet CNHC requirements in line with NOS. However, whilst the CNHC relaxed guidelines with regard to live zoom teaching during Covid, they will now only allow students who have completed a face-to-face course to register with them. This means that, if you are teaching the course via zoom, your students can't register with CNHC but if you are teaching face-to-face, they can.

Currently, the GHR are operating a two year review during which online live zoom courses meet their accreditation requirements. Following this review, they will either continue to allow this or return to face-to-face.

# Accreditation Q&A

*Q: I don't have the two (or three) years required experience. Can I still apply for accreditation?*

A: If you haven't quite gained enough experience, you can still attend the train-the-trainer course, determine your business and marketing strategy, work on your website, and send off for application forms and begin the process. You won't be able to submit your application until you have met the required time period, but you can everything in place.

*Q: I'm a member of the GHR but have three years experience and wish to have my school accredited by the GHR and NCH. Is this possible?*

A: Yes. The GHSC accredited course which is required for GHR membership is synonymous with the NCH's HPD (both meet NOS requirements). To add NCH membership, you are required to sit a conversion exam in order to gain the HPD. This is a simple process.

*Q: Are there costs involved with accrediting my course.*

A: Each accrediting organisation has its own structure and costs. They usually require that you are a member of their organisation (if you're not a member, there is a charge of approximately £100). Some then require an additional fee to become an accredited school, some (including GHR) are free of charge if you are a member.

*Q: Does undertaking your affiliate programme guarantee that I will receive accreditation?*

A: You will be provided with materials that completely match the requirements of accrediting bodies. However, it is your responsibility to ensure that you have insurance, required experience and meet any other requirements (such as the need for external examiner with GHR or NCH trained supervisor for NCH - this is something the NCH can help arrange).

# Course manuals & resources



**Copyright laws are there to protect people's intellectual property. Any courses which I write and produce and distribute to students cannot legally be copied or sold to anyone else. Any course manuals you have received on your training course will be subject to the same copyright laws. This means, if you are preparing a training manual and other materials, you would be required to significantly alter the training manuals you were given during your course. In reality, this effectively means writing an entirely new course.**

**As part of the Affiliate Programme, you will be provided with all the materials you need to teach students. This includes a trainer's manual, student course manual, scripts and resources. It also includes PowerPoints. I will waive my usual copyright restrictions so that you can distribute all course materials to your students. The only remaining restrictions cover copying the material into a book, and selling the material to other trainers, both of which will be restricted.**

**In short, you will be provided with absolutely everything you need to work with your students (and my training materials are renowned for being extensive!). All materials will be provided in word format so that you can easily add your logos and you can adapt the material accordingly. As long as you meet core curriculum needs, you can adapt parts of the course to reflect your special interests and areas of expertise (or you can deliver the set course).**

# Website development



**I will assist you in the preparation of your course prospectus, website content and everything else needed to market your course. Potential students, who are based in various parts of the UK and are looking for a face-to-face course, often contact me. As I only teach online, I have to send them elsewhere. With a permanent listing on the AIM website, I will be able to direct enquiries to your affiliated school.**

**It's imperative that you have a website that quickly attracts people's attention. I'll review your website with you to make sure it has all the required elements and I'll provide you with website content. All you have to do is adapt the content to suit your needs.**

**I know, in the early days, I missed out on potential students because my website didn't get my training message across clearly enough. I'll be there to guide you as much as you need it to make sure you have content which stands out from the crowd.**

# 1-2-1 Support & Mentoring



Establishing and running a training school is as challenging as it is rewarding. You're dealing with people who are investing a great deal, both financially, time-wise and emotionally.

You need to have a clear idea of how you're going to attract students, what professional image you're going to display, how you're going to manage student needs and how to manage a business which rapidly expands.

I'm there to support you as you transition from practitioner to teaching school and, once you've completed the train-the-trainer course, we'll have a 1-2-1 Business Strategy Meeting. During this we'll discuss your vision for your business, help you establish a mission statement and come up with a business name which effectively attracts students.

Following this, we'll have a 1-2-1 Marketing Strategy Meeting. In addition to benefiting from AIM's advertising strategy, we'll explore how you can increase your profile and, if you're offering face-to-face training, attract clients within your local area.

For the first year of your training school, you'll receive ongoing mentoring, consisting of informal and formal meetings. If you choose to remain an Affiliated School after this point, you'll continue to receive mentoring.

# Assignment marking & external marking



During the train-the-trainer course you'll learn how to set exams and mark them in accordance with NOS requirements. Exam marking can be a tricky skill to learn, and I will take you through all the steps required to follow a clear marking structure and offer fair, considered and comprehensive feedback.

You can use the exams which have been developed by AIM, with examples of business plans and case studies.

Some professional bodies require that you hire an external marker, in addition to yourself or any school tutors, to mark exams. As an experienced assignment marker, I will provide this service free during your first year of practice / your first cohort of students.

It's important to have an appeals process in place, in case your students query their mark or feedback. I will help you develop an appeals process and will act as an external adjudicator.

If you wish to continue receiving support from me as an external marker and adjudicator, you can pay a small fee of 5% per student per year.

# Student support and complaints procedure

## Checklist



During the Diploma in Clinical Hypnotherapy, students are asked to dig deep and learn from their own experiences, in addition to discussing issues such as personal and therapeutic boundaries, potentially triggering situations and the issues which might prevent them from establishing successful businesses.

Issues can arise including personal issues with other students, the potential for students to handle situations with a lack of tact and sensitivity, and finding the workload overwhelming.

It's important that you are able to offer your students support, in a way which allows you to keep look after yourself (many of the principles of student care are similar to those of safely boundaried client care). As an Affiliated School, you will receive support from me, as you provide support to your students.

It is also necessary to have a complaints procedure in place, in case of any student complaining against you, or your tutors if you hire any. Some accrediting bodies require that you have a clearly laid out complaints procedure at time of application.

I will help you develop your support, health and safety procedure and complaints procedure and produce a Programme Handbook. I will also act as an external adjudicator in the event of any complaint.

# Continuing as an Affiliated School



Once you have completed your train-the-trainer course and have gone through all the steps involved in gaining accreditation and establishing your school, you will become an Affiliated School. At this stage you will be listed on AIM's website as an Affiliated School, receive ongoing mentoring, additional student support and external marking.

Your school will not be a franchise of AIM. You will remain a separate business and legal entity. As such, you will choose your own school name, be head of your own school and develop a business strategy which is right for you. You'll be responsible for setting your own course fees and can expect to charge between £2500 to £4000 per student or up to £10000 for individual, bespoke training. At a modest estimate, you can expect to attract ten students per cohort.

Following your first year of trading as a training school, and teaching your first cohort of students, you will have the option of continuing as an Affiliated School. If you choose to retain an affiliation, you will continue to benefit from support, mentoring, external adjudication and external marking.

If, at any time, you wish to end your affiliation, you are welcome to do so and can continue to use all course materials as provided.

# Affiliated school earnings on CPD courses

Continuing Professional Development

When your students have completed their training, and have registered with a professional body, they will be required to maintain their CPD.

Academy of the Inner Mind has an extensive range of CPD courses, which are regularly added to. These include the trademarked, exclusive KidsMatters®, HypnoMenopause®, Somasense®, HypnoIBS® in addition to CPD courses which cover a range of other topics including Virtual Gastric Band, Grief, Anxiety and Chronic Pain.

As an affiliated school, you can earn 20% on all CPD courses which your students purchase, or which are purchased through your website by other hypnotherapy practitioners.

If you wish to develop your own CPD programme, in addition to earning an affiliate commission from AIM's CPD courses, you are welcome to do so. If they reach the required standard, they will be advertised on AIM's website in return for a 20% administration fee.

Creating CPD courses that you love is a great way to develop your expertise in an area and become known in the wider arena. Having access to hypnotherapy students and practitioners throughout the world, through AIM's website, opens up huge possibilities. And until you've reached that point, you can receive a passive income on AIM's world-class CPD courses.

# Registering & next steps



If you're ready to take this next step, or simply want to find out more about becoming an Affiliated School, please contact me: [info@academyinnermind.co.uk](mailto:info@academyinnermind.co.uk) so we can arrange a meeting to discuss the Train-the-Trainer programme further.

If you'd prefer to attend a group course, your course fees are £3500 with an option of payment in full spreading your payment over three months. Please note: spaces are in demand and if you would like to go on a wait-list for a future group course, please get in touch.

Alternatively, I offer a small number of bespoke training courses. These are designed for individuals or friends/ colleagues who wish to establish a training school together. The fee for the bespoke train-the-trainer is £7500 and training can be arranged to suit your requirements.

Before you go any further, please ask yourself the following questions:

- Am I ready to take my career to the next level by establishing a hypnotherapy school?
- Am I prepared to put the time in to ensure my training school is ethical, value-led and professional?
- Am I happy to receive support, mentoring, training and guidance on an individual basis with Dr. Claire Jack?

If you've answered yes to all of the above, please email [info@academyinnermind.co.uk](mailto:info@academyinnermind.co.uk) to book your place or arrange a call.

*For more information...*

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