

Diploma in Clinical Hypnotherapy

Academy of the Inner Mind

prospectus



March - July 2022



WELCOME!

Hi. I'm Claire and I'd like to welcome you to your prospectus for Spring/ Summer 2022. I've been working as a hypnotherapist now for nearly fifteen years and over that time I've seen a huge number of positive developments in the field. There are more opportunities than ever for hypnotherapists and an increasing openness to hypnotherapy within other professions, including the medical profession, psychology and counselling. I've adapted my teaching practices in line with CNHC guidelines and can now teach my fully GHSC accredited course with zoom classes, which opens up the course to students throughout the world and reflects changing therapeutic practices. I keep my course numbers to a maximum of 15 so that I can be on-hand with guidance and support as you need it. I hope you enjoy reading through your prospectus, and if you have any questions or would like to arrange a consultation, please **contact me**.

Claire Jack

Dr. Claire Jack

**Or book
your call
with me
today**





ABOUT AIM

I founded the Academy of the Inner Mind so that I could share my passion for hypnotherapy with like-minded people who want to use their skills to help others. Hypnotherapy transformed my life and, years later, I still get such a kick when I see other people rapidly respond to treatment. From my home in the West Coast of Scotland, I have the privilege of working with clients and students from around the world and sharing my knowledge as one of Psychology Today's experts. My HypnoMenopause® course has been featured in Psychologies Magazine and I'm always looking for ways to spread awareness about hypnosis. I believe that all therapists should start from a strong ethical and respectful standpoint. For over ten years, I've been delighted to watch my ex-students establish amazing practices and create full-time careers.

Accreditation & Registration

One of the most important things you need to consider when choosing a hypnotherapy training course is whether it is fully accredited by a recognised, external body. Some training schools provide their own "accreditation" - which carries no weight whatsoever. The General Hypnotherapy Standards Council (GHSC) is an umbrella body which establishes the learning outcomes which accredited courses have to meet. GHSC accredited courses are equivalent to nationally recognised qualifications: Level 4 (England & Wales), Level 6 (Northern Ireland), Level 7 (Scotland).

The Complementary and Natural Healthcare Council (CNHC) was established by the UK government to ensure a recognised level of quality amongst complementary therapists, including hypnotherapists. This course allows you to register as a practitioner with the CNHC & General Hypnotherapy Register (GHR).

Accreditation is confusing as there are several professional bodies. Bottom line: choose a course which allows you to register with the CNHC. That way, you are assured of doing a course which meets strict external guidelines and offers the chance to register with a highly respected professional body.



**Post-nominal accreditation:
Dip. C.hyp, GHR (Reg) & CNHC(Reg)**

Accreditation & Registration

Q & A

Q: Do I need to do an accredited course to practice as a hypnotherapist?

A: There is no legal requirement to do an accredited course. You could set up practice tomorrow after reading a book, doing an online course or attending a course for a few days.

Q: Isn't all accreditation the same? I've seen so many professional hypnotherapy bodies I don't know where to start!

A: This is a confusing area and I would suggest contacting me if you're interested in this course (I care so much that people do fully accredited courses I'm happy to give advice even you choose another training provider's course!). Anybody can create an accrediting body, and even some of the large professional bodies have different levels of practitioner accreditation. For your own sake, and that of your clients, you need to do a course which is externally accredited. The GHSC is an external body which ensures training providers meet its exacting guidelines. Registering with the CNHC (which was established by the government) is the highest and most respected level of registration in the UK. In short, you want to look for a course which is GHSC accredited, and allows for registration with the CNHC.

Q: Your course also allows me to register with the General Hypnotherapy Register (GHR). How does that work?

A: There are a few highly respected, long standing professional hypnotherapy bodies in the UK. The GHR is the largest of these. Following the course you will be able to register with the GHR at "Registered Practitioner" level, in addition to being able to register with the CNHC. Registering with the GHR also means that you are registering with a body which is internationally recognised.

Q: I'm still not sure what I get out of doing a fully accredited course...

A: Firstly, you are assured of doing a course which has met strict external guidelines. These guidelines correspond to UK wide requirements. Secondly, you'll have put the hours in and covered a range of topics. This is incredibly important when it comes to working confidently and ethically with clients. Thirdly, both clients and organisations are increasingly aware of registration and will do their research to find a properly accredited therapist. A GP, for instance, searching for a hypnotherapist for a patient would go straight to the CNHC listing. Finally, you will only be able to access some insurance, room hire and listings on respected practitioner directories if you have completed an accredited course. Most importantly - you have the confidence you have done the highest level of training available and that you're bringing that commitment to your clients.

How long will the course take me?

As an accredited course - and in line with the CNHC core curriculum requirements - you are required to complete a certain number of hours in order to qualify.

In total, you are required to complete 450 hours. Some of these hours will be accrued during face-to-face/ zoom classroom meetings, some will be accrued during your case study work and additional assignments, and the remainder will be accrued during your own study time (reading, researching, accessing online course materials).

The breakdown is as follows:

120 hours zoom classroom based teaching (this includes group meetings and individual tutorials).

230 hours preparing and completing assignments, including case studies.

100 hours additional reading and research

You have six months following the end of the course to complete all your coursework. This offers a high degree of flexibility and allows you to work at your own pace. Some students prefer to complete their assignments, read and research whilst they are attending the course. Others prefer to attend the course dates and complete the assignments after finishing the course, within the six month period.

Career opportunities

The vast majority of people want to train as clinical hypnotherapists for the same reason that motivated me; to help others with issues from chronic pain to anxiety, weight loss to phobias. But can you do what you love and earn a good living? Absolutely! Most hypnotherapists work with private clients and charge anywhere between £75 to £120 per client session. Some charge far more, particularly if they choose to specialise.

Increasingly, there is awareness within the NHS of the benefits of hypnosis. I have been involved with a project with the Royal Hospital for Children in Glasgow, and several of my colleagues have worked within the NHS or dentistry. Hypnotherapy is recommended by NICE as a treatment option for IBS.

Whether you want to work with individuals, groups or organisations, there is the potential to make a very comfortable living and balance work and life in a way which is right for you.



Irene Irving completed her hypnotherapy training with me in 2017. In addition to having a thriving hypnotherapy practice, Irene also offers Bowen Therapy and is delivering a group mental health project with the NHS. Irene collaborated with me on our HypnoIBS® course and is an Anxiety UK Practitioner.

"Claire promotes quality, professionalism and empathy with the client at the heart of everything".

www.ireneirvingtherapies.co.uk

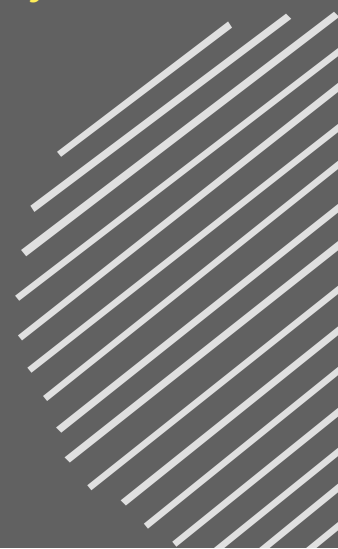
Establishing your business

Learning how to be a hypnotherapist is only part of your journey. Equally as important, is learning how to establish your business and attract the clients you want.

Not only does your Diploma course include a Hypnotherapy Business Administration qualification (HBA), it also includes a 1-2-1 business start up meeting with me. I'm happy to advise on everything from your choice of business name, to your website content to which areas you might want to specialise in.



As part of your professional membership of the GHR, you are required to have supervision so that you can receive the support you need when you're working with clients. I am a recognised supervisor with the GHR and will provide three months supervision free of charge after you register with the GHR. From then on, I can provide ongoing supervision for a fee. I also run a group supervision course which meets your supervisory needs.



Here's what others have to say about the course...



I would highly recommend Claire's hypnotherapy course, which proved to be an especially important step in my career as a psychotherapist. The use of hypnotherapy gave me a new perspective on how to work with my clients. I also wanted to say a huge thank you for all your help and support throughout my learning. The course content was brilliant, and you were always there if I needed the support. The professionalism of the course combined with what I felt to be a genuine desire for you to see me succeed was worth its weight in gold. Thank you so much again.

Lorraine Conway MBACP (Accredited)

I completed the full Hypnotherapy Diploma with Claire & can't recommend her highly enough. She was professional while being supportive & empathic, which I needed during some of my wobbly days! I have now set up my own business & Claire has been a fantastic support and still is. This personal touch is what gave me the confidence to become self-employed for the first time in my life. Thank you Claire.

Deborah Craig
www.deborahcraig.com



I would highly recommend Dr. Claire Jack's Diploma in Clinical Hypnotherapy. The course was extremely detailed and well thought out.

Stephen Towill
www.stephentowill.com

Course structure

Becoming the hypnotherapist you want to be

Hypnotherapy is a vast subject and one which we bring our prior experience, values & beliefs to. This course, in line with GHSC guidelines, teaches you various approaches which you can adapt & shape to your own preferences. We don't only cover how to be a hypnotherapist; we explore how to be an ethical, respectful therapist in general.

The first half of the course focuses on learning about dominant therapeutic modalities in addition to learning practical hypnotherapy techniques.

The second half of the course focuses on applying these techniques to a range of issues which clients commonly present with.

Assignments & Case studies

You are asked to complete a portfolio of work which is designed to show your growth as a hypnotherapist and your ability to practice with your clients. In addition to a business plan, you are asked to complete an open-book exam and write an essay about why you wish to train as a hypnotherapist and what areas you wish to focus on in the course in terms of self-development.

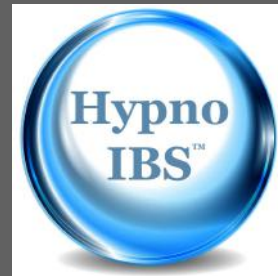
You are also asked to complete four case studies, one of which is recorded and three of which are written up. We're not looking for perfection here; what we want to see is what you have learned from your client work and how you will take this learning forwards with your first paying clients. Your case studies are an integral part of you gaining confidence as a practitioner.

Stand out from the crowd

In this internet age, potential clients are more aware than ever about hypnotherapy and are looking for practitioners who are skilled in the areas that matter to them. With our range of trademarked CPD courses, which have been developed to meet current demand, you can truly make yourself seen and attract clients from throughout the world. With 30% off, you can take your training to the next level of professionalism.



Receive fully specialised training in order to meet the growing demand for children's hypnotherapists



NICE recommends hypnotherapy for IBS. Become a registered HypnoIBS® Practitioner

Hypnotherapy has been shown to reduce vasomotor symptoms as effectively as HRT! With none of the side effects. HypnoMenopause®



The body is a storehouse of memories & healing capacity. As a registered Somasense® practitioner, you'll train as a somatic therapist.

Course dates & delivery

This is an online course only in name! You'll meet with the other students in your zoom classroom from 9.30 to 16.00 and have the opportunity to join in group discussions & hands-on practice in breakout rooms. I'm always on hand with guidance & comments and happy to offer both formal & informal support.

Following an introductory weekend, during which we will cover modules 1 and 2, we will then meet every Saturday (with holidays).

Each teaching day is recorded on zoom so that you can revisit your teaching day & you are provided with extensive online materials, including video demonstrations & PowerPoints which are accessible in your own time.

2022

March 5th
March 12th
March 19th
March 26th
April 2nd
April 9th
April 23rd
April 30th
May 7th
May 14th
May 21st
May 28th
June 4th
June 11th
June 18th
June 25th
July 2nd
July 9th
July 16th

Course modules

The course is divided into 4 sections.

Section 1 covers the history & theory of hypnotherapy. We also explore in detail how to work with clients in a safe, ethical manner & provide a supportive therapeutic context for your practice.

Section 2 explores the "how to" of hypnotherapy. You will learn about therapeutic modalities including CBT, psychodynamic, mindfulness, person centred therapy, NLP & Ericksonian hypnotherapy.

Section 3 looks in depth at some of the issues you'll be helping clients with, from weight loss to chronic pain and depression.

Section 4 covers how you will establish your successful hypnotherapy practice & incorporates our Diploma in Hypnotherapy Business Administration (DHBA).



Our Diploma in Hypnotherapy Business Administration covers everything you need to know to establish your business, from mood boards for your website to tax requirements. All supported with your 1-2-1 business planning meeting.

Course modules cont...

Module 1

Introduction to hypnosis and hypnotherapy. What is it?

Exploration of terms relevant to hypnotherapy

Your motivation for becoming a hypnotherapist

History of hypnotherapy

Exploration of anatomy and physiology relevant to hypnotherapy

Brainwaves

Default Mode Network

Brain Hemispheres

Autonomic Nervous System

Module 2

Inductions

Overview of different type of induction

When to apply particular types of induction

Fractionation

Establishing a safe place

Deepeners

Trance termination

Course modules cont...

Module 3

Establishing and maintaining client rapport

Establishing effective communication through the use of utilisation

Listening skills

Acceptance, empathy and congruence

Pre-session contact

Initial contact forms - data protection, client background, medical history

Confidentiality

Client and therapist boundaries

Transference and counter-transference

Implied and informed consent

Contraindications

Recognising when treatment may be unsuitable and working with other healthcare professionals

Physical surroundings

Explaining process of hypnotherapy to client

Evaluation methods

Explaining fee structure, session structure and number of sessions to client

Course modules cont...

Module 4

Session structure - first and subsequent sessions

Client history to inform treatment

Goal setting

Subjective Units of Distress Scale (SUDS)

Solution focused miracle question

Solution focused scaling

Testing for susceptibility - formal and informal

Diagnostic trance

Post hypnotic suggestions

First session - confidentiality statement and initial contact form

Explaining what to expect during the session

Discussing presenting issue with client

Discussing how many sessions may be expected

Subsequent sessions - feeding back on what has occurred since previous session

Responding to developments from previous session

Feedback forms and meta communication

Legal considerations

Online hypnotherapy

Course modules cont...

Module 5

Developing a person centred therapeutic framework

History of person centred therapy

Acceptance, congruence and empathy

Combining person centred therapy with hypnotherapy

Developing a psychodynamic framework

Exploring the history of psychodynamic therapy

Regression & false memories

Exploring the roots of people's issues in childhood experience and trauma

Module 6

Developing a Cognitive Behavioural Therapy framework

History of CBT

Combining CBT with hypnosis

Combining CBT with NLP anchoring

Developing a pluralistic and integrative approach with hypnotherapy and dominant therapeutic modalities

Course modules cont...

Module 7

**DMatching different approaches to different clients, e.g:
authoritarian or permissive**

Indirect approaches

History of Ericksonian approach

**Ericksonian approach and exploration of Ericksonian
language**

Use of metaphors and storytelling

Module 8

Authoritative approach

Suitability of direct approaches

Direct suggestion

Mechanistic approach

Self help

Self hypnosis

Course modules cont...

Module 9

History of NLP

NLP perspective

NLP principles

Anchoring

Modalities

Sub modalities

Rapid transformation

Future pacing

Module 10

Clean language

David Grove

Metaphor

Grounding

Mindfulness

Combining mindfulness with hypnosis

When to adopt a mindful approach

Course modules cont...

The second half of the course explores how to apply the techniques you have learned to the following issues.

Module 11
Weight loss

Module 12
Smoking cessation

Module 13
Addictions

Module 14
Phobias

Module 15
Chronic pain

Module 16
Depression

Course modules cont...

Module 17

Unique Selling Point (USP) what skills and qualities do you have which mark you out

Packaging your business

Insurance and public liability

Fee structure

Where to run your business - from home, mobile or office based

Hypnotherapy directories

Social media

Advertising on radio, television and local outlets

Proactive targeting - specialist groups and seasonal campaigns

Presentations and guest lectures

Group work

Website design, management and income stream

Referrals

Other sources of income including recordings and diversification

Supervision and Continuing Professional Development

WELCOME TO THE FIRST STEP

Please email, phone or access the contact form for more information or to register for our Diploma in Clinical Hypnotherapy!

Course fees & payment options

The Diploma in Clinical Hypnotherapy fee is £2700

There are no hidden extras. This includes exams, 1-2-1 business planning and post-course supervision.

You can choose to pay in full or in monthly instalments of £300 per month.

All major credit cards accepted.



Contact us

**Or book your call
with me today**



**Start your
journey as a
clinical
hypnotherapist
today...**

