



MICHAEL D. YAPKO, Ph.D.

Focusing on Your Strengths



**Diane & Michael Yapko
invite you to join us for our**

100-Hour Clinical Hypnosis & Strategic Psychotherapy Training

ONLINE October 2022-March 2023

USA Pacific Time Zone

Check your local time



We have been a team for a long time, both personally and professionally. In this training we combine two different skill sets: Michael's intellectual, strategic, practical, and humanistic strengths are offered along side the administrative, organizational, technological and compassionate skills that Diane brings to this training. Together, we believe we can offer you a training like no other and hope you'll join us for our next 100-Hour Clinical Hypnosis & Strategic Psychotherapy Training Online for people all around the world. We hope to see you in 2022.

Diane & Michael

Why Study Hypnosis?

There are many excellent reasons to study hypnosis. Here are just a few of them:

- Suggestion is an inevitable part of *any* treatment, yet too often clinicians are unaware of the role of suggestion in their treatments. Learning hypnosis allows you to improve and diversify your skills in suggesting therapeutic possibilities.
 - Hypnosis provides deeper insights into *how* people generate their experiences, including symptomatic ones. You'll be clearer than ever about your targets of intervention, making your therapies more strategic, focused and effective, regardless of what orientation to therapy or treatment model you subscribe to.
 - Empowering people is an essential part of any therapeutic intervention. Hypnosis is especially focused on helping people develop and use their innate resources more skillfully in responding to life's challenges. Amplifying peoples' strengths is often far more clinically effective than trying to diminish peoples' weaknesses.
 - The science makes it clear: People learn best through direct experience. Hypnosis is a vehicle of focused, *experiential* learning.
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- Research on the effectiveness of hypnosis highlights the fact that hypnosis reliably enhances treatment outcomes. Hypnosis isn't the therapy; rather, hypnosis provides a focused, goal-directed context for delivering meaningful therapeutic interventions of all kinds.
 - By learning hypnosis, you will acquire a desirable additional treatment tool to help market your practice both to clients and other health professionals who will seek out your area(s) of expertise. Hypnosis attracts many people.
 - **My friend and mentor Jay Haley summarized it well:** “The influence of hypnosis upon all forms of therapy has not been fully appreciated. It can be argued that most therapeutic approaches have their origins in that art...Out of hypnotic training comes skill in observing people and the complex ways they communicate, skill in motivating people to follow directives, and skill in using one's own words, intonations, and body movements to influence other people. Also out of hypnosis come a conception of people as changeable, an appreciation of the malleability of space and time, and specific ideas about how to direct people to become more autonomous.”

Jay Haley in *Uncommon Therapy*

Why Take This Particular Training?

And why take it with Michael D. Yapko, Ph.D.?

- It is for health care professionals only (all participant will have degrees or certifications in the helping professions).
- It is at its core a highly practical, ‘hands-on’ course designed to build competency in applying these skills in clinical practice.
- It is limited in size to allow for individualized attention throughout the training.
- The group cohesiveness is a unique feature of this program from the start as everyone begins at phase 1 and goes through the entire training together through phase 5. There are no new participants allowed to join the group once it begins.
- It is specifically designed in a format that allows you to learn and process information over time in order to integrate the skills into your “real life” practice and then return to debrief your experiences and continue your learning.
- Dr. Michael Yapko teaches the entire course himself which allows for continuity of ideas, a consistent and organized presentation style, and an ongoing connection to the group.
- Dr. Yapko has authored 16 books including the leading textbook in the field of clinical hypnosis entitled ***Trancework: An Introduction to the Practice of Clinical Hypnosis*** (5th Ed.) used by hypnosis courses all over the world.
- Dr. Yapko is the only person in the field to have ever received each of the these highest awards of recognition from within the profession: the American Psychological Association’s “*Division 30 Award for Distinguished Contributions to Professional Hypnosis*,” The International Society of Hypnosis Lifetime Achievement “*Pierre Janet Award for Clinical Excellence*,” and The Milton H Erickson Foundation “*Lifetime Achievement Award for Outstanding Contributions to the Field of Psychotherapy*.”



Dr. Yapko emphasizes the naturalistic, conversational style of hypnosis often referred to as “Ericksonian,” but to be as comprehensive and balanced as possible, all major models of hypnosis will be considered in this training.

Having a broad base of understanding and experience allows participants to truly understand how to best meet the needs of their individual clients.

“There is not one right way to do hypnosis, there are many right ways...” *Michael Yapko*

Participant Eligibility

This program is open to health care professionals with advanced degrees or certifications in their respective helping professions. Graduate students in the health care professions may also attend with a letter certifying their active student status on department letterhead. As a strict condition of acceptance into the program, participants must commit to fully attending each section of the entire five-phase program and participating in the educational practice sessions. ***There is no partial attendance or partial completion permitted.***

Group Size and Structure

This program is thoughtfully structured to be an intensive and comprehensive training opportunity. Thus, course size will be limited to allow for developing the group cohesiveness and individual attention we believe is critical to such a training program.

Group members will each commit to attending the full 100 hours together in five phases of training over several months as a group. New members will *not* be added later and all participants begin together at phase 1 regardless of previous experience.

This training program is “hands-on” and *highly* practical. There will be didactic sections, as well as the modeling and demonstration of approaches. There will also be several group hypnosis sessions included. The larger goal is encouraging clinical competence in designing and delivering hypnotically based interventions, skills that will be developed primarily through numerous structured practice sessions. You will be **doing and experiencing** a lot of hypnosis in this program!

Certification and Continuing Education

There is no governmental requirement or regulation as to who can provide hypnosis in a clinical or any other context. As a result, any type of certification or title received is voluntary and one that is based upon the requirements of the organization providing the certification.

The governing philosophy of this course is that if you are not qualified to treat a person and their respective issues *without* hypnosis, than you are not qualified to do so *with* hypnosis.

We provide all participants with a “Letter of Attendance” for them to use as they wish in obtaining continuing education or qualification for a certification from some other organizational body. Different countries have different organizations and options available to them. It is incumbent upon each participant to check their state/country regulations to determined eligibility of these hours towards their goals.

The American Society of Clinical Hypnosis (www.asch.net) and many organizations within Australia accept these hours towards their respective certifications.



Dr. Yapko & Associates is approved by the American Psychological Association to sponsor continuing education for psychologists. Dr. Yapko & Associates maintains responsibility for this program and its content.

An Overview of Each Phase of the Training

The Foundations of Hypnosis: Concepts and Basic Methods

In this comprehensive beginning phase, you will learn the principles of hypnosis as well as general ways hypnosis can be applied clinically. More specifically, you'll learn:

1

- The “nuts and bolts” of hypnotic suggestion and ways to fit them to your clients
- Modern theories of hypnosis
- The nature of hypnotic phenomena
- Contextual considerations in applying hypnosis
- Common myths about hypnosis affecting its use
- The social psychology of hypnosis
- Clinical versus research findings
- Factors influencing hypnotic responsiveness
- The range of suggestion structures and styles
- Methods of induction: Structured and Ericksonian (Naturalistic/Conversational)
- Conducting hypnosis sessions online: Special considerations

Eliciting Hypnotic Phenomena: What Makes Hypnosis Absorbing

In this second phase, the foundational skills of performing inductions and starting to evolve your own individual style of practice will be taken the next step: Now that the client is in hypnosis, what do we do with them? The ability to elicit and utilize classical hypnotic phenomena such as age regression, age progression, dissociation, time distortion, and others, will be the focus in this phase of the training.

2

- Age regression: Working insightfully with peoples' memories
- Safeguards against inadvertent creation of false memories
- Age progression and expectancy: Placebo and nocebo effects and self-fulfilling prophecies
- Dissociation: The driving force of hypnotic experience and its primary role in treatment
- The social psychology of hypnosis
- Hypnosis and positive psychology
- Watching Milton Erickson conduct an age regression

Designing and Delivering Hypnotic Interventions

3

In phase three, the course focus changes from having acquired the basic skills in induction and eliciting hypnotic phenomena to the dynamics of creating therapeutic interventions utilizing hypnosis. Effective hypnosis sessions require well-defined therapeutic targets and well-designed intervention strategies. In this phase, we will get very specific about the patterns of self-organization that provide strong clues to the therapist about where to aim and how to deliver effective hypnosis sessions.

- Interviewing strategies for uncovering the symptom formation process
- Defining where to begin
- Subjective patterns of self-organization and treatment responses
- Key patterns of self-regulation
- Sequencing stages of therapeutic interaction
- Building client receptivity
- Thinking strategically about treatment
- Creating and offering goal-oriented hypnosis sessions
- The use of therapeutic metaphor

Expanding Clinical Approaches: Developing Deeper Clinical Focus

4

In this fourth phase of the program, the skill level will continue to move to a more advanced one of designing and delivering hypnotic interventions to address a wide variety of client problems. In this phase you will learn about:

- Cognitive style and its implications for treatment
- The “invisible gorilla” as a metaphor for therapy
- Hypnosis as a vehicle for providing discrimination strategies
- Process-oriented hypnosis
- Hypnosis and behavioral activation
- “Seeding” therapeutic homework within the hypnosis session
- Rigidity as a problem, flexibility as the solution

Advanced and Specialized Applications of Hypnosis

In this final phase of the training, we will focus on the treatment of the most common and debilitating problems presented to us as therapists: anxiety, depression, and pain. An in-depth exploration of these topics will highlight the key targets of treatment as well as specific ways hypnosis can be structured to make treatment more effective.

5

- Hypnosis and managing anxiety: Risk assessment and self-awareness
- Treating depression with hypnosis; empowering the disempowered
- Expectancy as a predictor of treatment outcomes
- Hypnotically building expectancy for depression treatment outcomes
- Hypnosis and pain management concepts
- Strategies of hypnotic relief of pain
- Seeding of growth-oriented changes even after formal treatment ends
- More...By the time this final phase ends, you'll have evolved into a knowledgeable and experienced hypnosis practitioner!

MORE INFORMATION and DETAILS

including dates, times, cost, policies,
videos of Michael describing the training

and

REGISTRATION

Available on

www.yapko.com

click on “training” or “store” tabs