



adam eason
NLP, Hypnotism and Training

Adam Eason School of Therapeutic Hypnosis presents

Hypnotherapy Practitioner Diploma

Incorporating NLP Practitioner Certification

Intensive Diploma Prospectus



GHSc

VALIDATED TRAINING

General Hypnotherapy Standards Council



Welcome to the ultimate hypnotherapy diploma training program.

Imagine...

- Becoming fluent, skilled and confident in therapeutically utilizing hypnosis for enhancing the welfare of others, their health, their state of mind and much, much more.
- Understanding the body and mind connections and how to create and facilitate change through intuitive mental play and mind coaching.
- Being personally trained and guided by one of the UK's most successful therapists.

Discover...

- Powerful, rapid and effective inductions, hypnotic state management, issue, trauma and habit resolution.
- How to motivate and inspire with hypnosis.
- How to successfully regress and alleviate old programming.
- The joy of hypnotizing groups of people at one time.
- Individual, business and sports performance enhancement.
- Ways to advance and enhance your own personal development, critical thinking, creativity and much more.

"Adam Eason is an experienced and professional clinical practitioner. His high level skills in Hypnosis, NLP and coaching is exemplified with his success in helping people make significant changes in their lives."

Paul McKenna PhD



Hello and welcome to the beginning of something wonderful...

Hypnosis is a mental state of focus and communication that allows change to happen rapidly and often instantly. Sometimes it requires patience and persistence. A qualified Hypnotherapist induces, guides and manages the hypnotic trance state and subsequently facilitates thorough and permanent change in the mind's patterning.

Are you getting intrigued...?

This course is for the complete novice, practitioners, budding hypnotists and individuals seeking to use hypnosis to help bring about change in their lives.

As well as the respect and recognition that becoming a hypnotist brings: self-confidence and control are enhanced; thinking is clarified and simplified; energy leeches and blocks to the attainment of your potential are unmasked; professional security is established.

I run this entire course personally and on a rare occasion may be aided by a guest trainer if I think it of benefit to my students. I keep the groups relatively small and intimate to maximize the learning experience for all — I

"Adam Eason's diploma course is an incredible journey into the fascinating and rewarding fields of NLP and hypnotherapy. Adam's exceptionally high standards are apparent in every aspect: his well-structured and comprehensive content, the way he demonstrates and explains practical skills in depth, and his detailed and constructive feedback for each student at every step of the way.

Adam leads the course like a firefly dancing ahead, his humour and enthusiasm shining in every session. His encouragement and understanding are dependable and warmly supportive when the learning curve gets steep to climb. Adam's unique diploma course is an amazing life-enhancing experience for your own personal development and a direct route to helping others lead happier and more fulfilled lives."

Mary Potter, Professional Pianist, Bournemouth, UK

only accept a limited number of delegates a year.

Help People Live Their Dreams!

Many years ago, I realized that I encountered so many people with wonderfully vivid dreams of how they wished their life would be. And so many of those people lacked the tools, understanding or knowledge of how to achieve those dreams. They had been programmed by parents, teachers, friends, the media in such a wide array of ways, they just did not seem to be able to make forward steps despite having so much will to do so.

I made it my life purpose to help as many people as I possibly could to achieve their dreams, free their hearts and minds and live the life that was their birthright... And that is some way to live.

Think for a moment; what would it be like if you found yourself absorbed in a subject, whereby you can aid either powerful or profound change in those you come into contact with, both professionally and personally, therapeutically or personal development. Now I am not suggesting that you can do that straight away, just asking you to wonder what it would be like. Now read on...

20 Module Hypnotherapy Diploma

Hypnotherapy is a powerful form of psychotherapy which has been developed from many individuals over the years, including the work of Dr. Milton Erickson, James Braid, Irving Kirsch, Dave Elman and many others.

Milton Erickson's approach greatly influenced Richard Bandler and John Grinder when they were themselves developing NLP and it has since rapidly grown in popularity among professional hypnotherapists. Today, Ericksonian Hypnotherapy skills and various other hypnotic interventions are recognized as being some of the most effective therapeutic tools available. This is the reason that this course also integrates a fully accredited NLP practitioner certification too.

This Hypnotherapy Diploma course has been designed to meet the accreditation criteria for **The National Council for Hypnotherapy (NCH)**, **The Hypnotherapy Association (THA)** and the **GHSC (General Hypnotherapy Standards Council)** requirements for Practitioner Hypnotherapy Training.

This training school is a member of the **UKCHO (UK Confederation of Hypnotherapy Organisations)**, alongside all the major associations and schools in the UK.

As a graduate of this school, you'll be able to be a member of the **NCH, THA** and the **GHR (General Hypnotherapy Register)** to show that you are the qualified hypnosis professional on every level.

This course qualification is also accredited by the **IMDHA NGH in the US**, the **ARCH in Canada** and the **AHA in Australia**, meaning that you can be fully insured and practice professionally in any of those countries too.

What's more, upon successful completion of this diploma, you also receive a full NLP practitioner certification **signed by Richard Bandler himself!** You'll be a licensed member of the NLP Society too.

Over 10 months, within dedicated tuition blocks, you gain necessary experience, integrate your skills and become proficient to be able to work as a hypnotherapist with



a wide variety of clients. Something hard to achieve with fast-tracked, intensive and far less thorough courses.

I have chosen to adhere to these clinical standards because they are leading, independent accrediting organisations, positively representing the field of hypnotherapy.

I have been complaints officer and Director for the Hypnotherapy Association, member of the General Hypnotherapy Register, the National Council for Hypnotherapy, and several other organizations over the years and seen first hand the important role they

“When I was looking for a Hypnotherapy Diploma course, I spent a lot of time researching different courses, and it was Adam’s course that stood out above all others for me.

The course content was what attracted me to Adam’s course, as it had a wonderful balance of NLP, hypnotherapy, not just theoretical teachings but a lot of practical elements too.

When I embarked on the Diploma Course I knew nothing, absolutely nothing about NLP and I had experienced a little hypnotherapy as a client. Adam listened and helped further explain whatever anyone on the course had difficulty in grasping. He puts so much time, his wonderful energy and expertise and has a wonderful unique approach making learning so much more fun.

Everything I learnt on the course from a theoretical point of view was backed up by Adam with practical work. My confidence grew and continually grows from the encouragement and group support also.

As Adam attracts individuals from all over, those studying his Diploma are a wonderful mix of people... I have made many long-term friends on this course as well as the confidence to go out in the wide world and make a difference to other people’s lives as hypnotherapy has done so far in my life and I hope continues to do so as I have a wonderful career ahead of me.

Thank you so much Adam for your encouragement and belief in me, to get me where I am today.”

Catherine Young, Therapist, Bristol, UK



play for development and longer term standard enhancement for professionals in the hypnotherapy field.

Upon commencement of this course, you receive a **free Student Membership to the National Council for Hypnotherapy** which means you’ll get their journal and other member benefits at the beginning of your studies. Upon qualification, your membership can then be upgraded accordingly.

Should you wish it, you can also get student membership of the Hypnotherapy Association. You’ll also get **Student Membership with General Hypnotherapy Register**; you’ll be eligible for full membership and access to all their facilities, events and publications upon being awarded your diploma.

Upon successful completion of this course, our students receive clinical hypnotherapy diplomas awarded by this school within the standards set by The Hypnotherapy Association and The General

Hypnotherapy Standards Council and as such, you can apply for full membership of this organization — allowing you to gain insurance and practice as a hypnotherapist and be recognized as one of the most approved and officially recognized anywhere!

This Diploma also integrates an NLP Practitioner training within it and you receive an additional license and certification signed by Richard Bandler, co-creator of NLP, and John La Valle, the president of the NLP Society.

The Hypnotherapy Practitioner Diploma

More than all of the above though, you also get a **Hypnotherapy Practitioner Diploma (HPD)**.

The Hypnotherapy Practitioner Diploma is a qualification that is verified by the National Council for Hypnotherapy (NCH) and NCFE. The award is externally verified by the NCFE which is incredibly important.

With many hypnotherapy training schools you are awarded a qualification by the same organisation that you pay your fees to and there may be bias towards their own students, qualifying people that perhaps are not reaching the correct levels required for developing a worthwhile career. Additionally, these training courses vary in quality, substance and duration.

An externally verified award overcomes these potential problems, ensuring a certain standard of training is provided across different training schools, a definite number of hours is spent on class training and homework, and a measurable standard of learning is evident in all students. The award

is a vocational qualification at Level 4 (i.e. NVQ Level 4 equivalent). For these reasons, the award is held in very high esteem in the hypnotherapy community. For those looking for a robust qualification that matches national Vocational Standards, there is simply no other choice.

Open University Credit Transfer Points

Upon successfully completing this Hypnotherapy Practitioner Diploma, you are also entitled to 45 credit transfer points at undergraduate level 1 towards an Open Degree with the Open University. They count degrees of equal BA/BSc weighting (i.e. combined BA and BSc) and certain named BA or BSc degrees. This means you would be exempt from having to study certain parts of the course.



The Open University



Complementary & Natural
Healthcare Council

Complementary and Natural Healthcare Council (CNHC) Level

Successful graduation from this course will also enable you to be a registered member of the Complementary and Natural Healthcare Council (CNHC):

“Regulation, whether statutory or voluntary, is about protecting the public. For this reason, the Government fully supports the work of the CNHC. If patients choose to use complementary or alternative therapy, the Government’s advice is to choose a practitioner registered with a reputable voluntary registration body such as the CNHC.”

Department of Health, May 2009

This gives you a confirmation of quality:

- Registration with CNHC is seen as the ‘gold standard’ for complementary healthcare practitioners.
- Registration with CNHC provides practitioners with a nationally recognised quality mark for their work.
- Members of the public are able to confirm that a complementary healthcare professional has met CNHC’s standards for safe practice.

You will be able to show that you belong to an organisation that the Government

recommends which will ensure you are perceived with great credibility.

Course Accreditation

Though not the most exciting of subjects, course accreditation is incredibly important. Legally, anyone can set up a hypnotherapy training school and conduct courses of any length and any quality. The level of accreditation you get with this course gives you and your future clients confidence that you have received a sufficient depth of training so that you are a competent, confident and ethical practitioner.

I urge you to rethink if you feel tempted by a short, cheap, unaccredited hypnotherapy course. You need time to develop your skills, experience and depth of knowledge before you practice professionally. This course gives you the time needed to develop the skill set necessary to thrive in this field. This course also meets National Occupation Standards and this may be important to you later if the government bring in statutory regulation of hypnotherapists. Although nothing is currently cast in stone, the best insurance for that happening is to take a quality course that meets national Occupational Standards.

The NCH

We are an accredited school with the National Council for Hypnotherapy (NCH). One of the oldest independent, Non-for-profit hypnotherapy organisations in the UK, the NCH is well-respected amongst the hypnotherapy community and provides low cost insurance and Yellow pages advertising for its members, an interesting quarterly journal and a referrals system.

It has a comprehensive code of ethics to protect members of the public, a code that this school and its tutors adhere to. They also organise a well-attended hypnotherapy conference each year. The NCH is the only professional body to provide the **Hypnotherapy Practitioner Diploma (HPD)** which has been validated by NCFE, a government recognised national awarding body, at National Vocational Qualification Level 4 equivalent.

More hypnotherapists are realising that the HPD is the way forward and future in this field. When you register for this course, you will get free student membership to the NCH and become a member upon qualification.

Further Information

For further information on Hypnosis as a phenomenon, please read the pages within [the Adam Eason website](#) about hypnosis and its history. I have designed this Hypnotherapy Practitioner Diploma programme to help you to learn the fundamental aspects of hypnotherapy, certain counselling skills and to integrate aspects of NLP — for specific therapeutic application.

This diploma also draws greatly on the work of modern cognitive behavioural approaches to hypnotherapy and incorporates them in a way that advances and enhances your hypnotherapy skills.

Drawing upon the successful patterns used by myself, my peers and fellow tutors over the years in real-time practice, this course is based upon more than just theory. You learn a wide variety of techniques, in an accelerated way which means that you can be amongst those who know the patterns which can help to get real results.

People who benefit from this kind of training and development include medical doctors, psychiatrists, nurses, counsellors, hypnotherapists, NLPers, Reiki practitioners, reflexologists, business people — and beginners just starting to create new careers

for themselves in the world of modern, innovative healthcare.

These stated guidelines have been designed to meet the Government's growing interest in minimum training criteria throughout the field. Not all courses consider these levels. I personally believe in setting up your skills for the long term future. Running a very busy, thriving hypnotherapy practice myself for many years now, I also offer many skills to apply in your life to make your business a real success. These are authentic strategies that I give you to ensure that you make a good living (if that is your desire) while helping the lives of others.

The insights that you gain from this course are the kind that you would often spend years in practice seeking to develop. I have worked with clients from all over the world that include people from the world of media, corporate business people, counsellors and other therapists, parents, children, financial workers, teachers and tutors, sales people, sports stars, sporting beginners — and many other people from all walks of life. My work has featured on TV, in national and international media, and I speak all over the world on these subjects.

Top people continue to choose to work with me, individually as well as on my courses, workshops and seminars. My courses are

attended by a wide range of people from all over the world, with varying backgrounds.

Part of the training I offer provides a wide ranging programme based solidly on Dr. Milton Erickson's outstanding methods, the more modern Therapeutic NLP, as well as more classical models of hypnotherapeutic intervention. It also covers training in certain core coaching skills to provide you with a complete education in this field.

"If you want to train with someone who has an incredible depth of knowledge and passion for the subject, who will push you out of your comfort zone and help you realise your potential, then look no further.

When looking to train in hypnotherapy, I contacted Adam and arranged to meet with him to discuss the course. I immediately felt comfortable chatting with him and knew when leaving his office after an hour that he was the right tutor for me.

Having now completed my training, I can say it has been a truly amazing ten months, with many, many laughs. Adam has such a belief and passion for hypnotherapy it is infectious; combine that with the care and desire he has for his students to succeed and you have a winning combination."

*Sharon Snelgrove,
Mother and Hypnotherapist, Dorset*

"I am a qualified hypnotherapist and am already in practice. I joined Adam Eason's Hypnotherapy Diploma Course as part of my continuing professional development, thinking that I might learn something extra.

At the very first tutorial session it became obvious to me that my one year hypnotherapy diploma course, which I thought had given me so much, had barely scratched the surface. The depth and breadth of knowledge I have obtained while studying with Adam has been beyond any expectations I might have had.

Adam leads by example. His enthusiasm for his subject is infectious and his teaching skill can best be described as brilliant. He has a wonderful way of helping people to get the best out of themselves. His classes are thought-provoking and send you on a wonderful journey of self-discovery. Furthermore he is extremely happy to impart as much of his extensive knowledge as you can soak up, and offers support and encouragement throughout the course. There is also ample time made available during the tutorials for supervised practice, with Adam always on hand to guide.

I recommend this course to anyone who wishes to discover their true potential and in my opinion Adam Eason's Diploma Course should be mandatory for anyone wishing to set up in practice as a clinical hypnotherapist."

*Angela Ford, Hypnotherapist,
Bournemouth, UK*

"I am proud to have achieved so much knowledge, so many skills and practical tools that are going to benefit my clients and I in my new journey.

I greatly love your compassionate style and the feelings you put in to help us develop our therapeutic skills. I feel very lucky to have had the benefit of your teaching, coaching, and individual support. Learning was so much fun. We had lots of laughter. Thank you again."

*Raj Jingree, Carehome owner,
Portsmouth, UK*

"Adam's inspirational soul and amazing leadership is a service to all. He knows the way things are and he inspires others to be true to ourselves.

He has helped me and my team achieve so much more than we expected, in ways we never imagined. Thanks."

*Xesco Espar,
First Team Head Coach,
Barcelona Handball Team,
European Champions 2004-2005*

"Becoming a qualified Clinical Hypnotherapist is for me the biggest achievement to date. It is a very demanding course and there is a huge amount of course-work. There hasn't been one day that I haven't been pulled out of my comfort zone. I am amazed at how much I have achieved and how much I have progressed and grown as a person, and am still discovering my abilities daily.



Adam is an excellent tutor who adds a lot of humour to his teaching, many a class was filled with roars of laughter and I will miss them so much. As a tutor Adam is very honest and will bring out the very best in you — he's dynamic, enthusiastic and will help you out in any way he can. In between sessions, he is at the end of the phone (when possible) and will always give you the benefit of his knowledge and expertise.

My choice to go with Adam was definitely for me the correct decision, and I will continue to have Adam as my supervisor.

Adam is much, much more than just a tutor, he is an outstanding teacher and an exceptional kind and helpful person who will be there to support you not only during the course, but long after.

Thank you, from one of your newly qualified students."

Ruth Saint, Hypnotherapist, Kent

The Hypnotic Methods You Will Learn

- A Wide Range of Hypnotic Language Patterns
- Hypnotic Body Language
- Classical Suggestion Therapy
- Confusion and Sensory Overload Methods
- Susceptibility Tests
- Creating Unparalleled Hypnotic Expectation
- Elicitation and 'Deepening' of Hypnotic Phenomena
- Ego Strengthening Methods
- Ericksonian Language Patterning
- Habit Control Methods, including Stopping Smoking and Weight Reduction Strategies
- Facilitating Hypnoanaesthesia and Pain Alleviation
- Ideo Motor Responses
- Indirect Hypnosis Principles as Taught by The Creators
- Metaphor and Therapeutic Story Telling
- Parts Work and Identifying Hidden Benefits of Symptoms
- Quotes, Analogies, and their Appropriate Use
- Various Regression Techniques
- Inner Child Work
- How to Deal with Hypnotic Abreaction
- Creating and Using your Hypnotic Voice
- A Wide and Varied Number of Trance Inductions
- Conversational Hypnosis
- How to Teach Therapeutic Self-Hypnosis to Individuals
- Hypnotic Writing
- Automatic Writing
- How to Hypnotically Develop your Business Beyond your Expectations
- Indirect Hypnosis Methodologies
- How to Develop your own Unique Hypnotic Style
- Use Hypnosis without ever Needing to Use a Script
- Specialist Hypnotic Principles to Underpin your Entire Life!
- An Incredible Amount More...

From the field of Cognitive Behavioural Hypnotherapy, you'll learn:

- Desensitisation Techniques.
- Mindfulness Processes.
- Assertiveness Training.
- Exposure Therapy.

- REBT Processes.
- Elements of Arnold Lazarus's Multimodal therapy.
- The Ideo-Dynamic reflex Theory of Suggestion.
- Habit Reversal.
- Thought Stopping protocols.
- Cognitive Distortion Identification.
- Cognitive Disputation and Restructuring.
- Socratic Questioning techniques.
- Cognitive Behavioural Client Skills Training.
- And more.

At the core of your hypnotherapy understanding, you'll learn:

- The many varying definitions of hypnosis.
- The history of hypnosis.
- The Philosophy of Varying Schools of Hypnotherapy.
- The State vs. Nonstate Debate.
- Key Empirical Research Findings that Support the Field of Hypnotherapy.
- Forms of Suggestion.

By the end of this diploma, you are going to be able to...

- Develop an understanding of the basic principles and concepts concerned with hypnosis.
- Demonstrate competence and diligence in the processes and application of basic hypnotic skills.
- Competently manage the trance state of the person or people you are working with.
- Show natural and competent use of hypnotic language patterns.
- Illustrate the importance of a professional attitude and standards.
- Effectively manage and organize a therapeutic practice.
- Explain and appropriately dispel the myths and misconceptions in the use of hypnosis with clients.
- Show a good knowledge and understanding of the unconscious mind.
- Demonstrate your knowledge and use of sensory modalities.
- Safely and effectively deal with abreactions.
- Display the use of basic coaching skills and appropriate information recording.
- Ably demonstrate effective rapport and development of the therapeutic relationship
- Run a successful, professional hypnotherapy practice
- Develop uncanny sensory acuity skills that will have people believe you must be psychic.
- Learn to notice things that 99% of people are oblivious to, so that you see and hear things that are effectively invisible to the average person in the street.
- Use hypnosis-inducing stories and metaphor to get your messages accepted unconsciously and elegantly.
- Hypnotic State Management: Feel at your best in any situation and program yourself to automatically feel that way with your clients.
- Hypnotic Time Distortion: Literally speed up or slow down your perception of time with ease — a multi-purpose tool

You'll be learning a great deal more than this too.

You also learn many skills from the world of coaching, counselling and NLP.

- Understanding and application of the pre-suppositions of NLP.
- Rapport Establishment & Maintenance: Discover how you create your own 'version' of reality and how to enter other people's worlds to gain better understanding.
- Matching and Mirroring: How to use this approach to build easy trust and how doing it wrong will lead to anything but!
- Verbal and Nonverbal Pacing and Leading.
- Verbal and Nonverbal Elicitation of States and Responses.

- Calibration Techniques: Learn how to ask a straightforward yes/no question and check their response without them even knowing you've asked it. You'll always know whether someone is telling the truth or not!
- The Yes Set: You'll get people saying 'yes' so much that they don't even think of saying anything else.
- Representational Systems and Identifying Them: Learn how we see, hear, and touch the world around us.
- Milton Model: How to Use it with Elegance and Ease — use this powerful linguistic model to talk to people's unconscious and to induce trance states in your subjects.
- Meta Model: Finally Made Simple and Easy to Effectively Apply: Learn over a dozen questions that laser beam through people's minds when it comes to gaining clear understandings and solving problems (plus you'll get a copy of Adam's board game to help you hard-wire in this entire model).
- Creating Well-Formed Outcomes and Effective Goal Achievement Systems: How to set goals in a way that almost guarantees success.
- Eliciting, Installing and Utilizing Anchors and Advanced Anchoring Skills.
- Submodalities (Utilization including Timelines, Belief Change, Swish patterns).
- Predicates: Hear the clues in other people's language and adjust your communication style to build deep rapport and understanding.
- Eye Accessing Cues: Why our eyes give away what we're thinking without a single word leaving our mouths — and how you can use this to accurately predict people's thoughts.
- Fast Phobia Cure: Learn how to cure fears and phobias with this fast and effective process — some people make a good living doing this one thing alone.
- Accessing and Building Resources to Use Anytime.
- Content and Context Reframing Used Conversationally and Therapeutically.
- Demonstration of Flexibility of Behavior and Attitude.
- Coaching with NLP.
- The S.C.O.R.E. Model.
- The TOTE Model: Understanding this model and using it to set up minute-to-minute feedback is an essential first step in doing any NLP change work — with yourself or others.
- Know how to blow out excuses or rationalisations any client gives you by harnessing their own resources in a very particular way.

And here is some jargonized stuff you are going to learn as well:

- Visual Squash.
- Collapsing Anchors.
- Six Step Reframing.
- Reframing in Language.
- Sliding Anchors.
- The Presuppositions of NLP in-depth, and how to apply them effectively.
- Belief Change Techniques.
- Advanced Sensory Acuity.
- Neuro-Logical Levels.
- Strategy Elicitation and Utilization.
- The Language of Influence and Persuasion.
- Peripheral Vision Development.
- Timelines.
- Perceptual Positions.
- Metaprograms.
- Spatial Anchoring.
- Ultra Depth Self-Hypnosis.
- The Dancing SCORE method.
- Tracking transitions.
- Utilising archetypes of change.

...And so much more that I could list for an age! Is that enough jargon for you, or what?

Curriculum Details

This Hypnotherapy diploma course covers a dedicated training program of tutor led tuition, taking place over 12 months, including two 9 day intensive tuition periods and totalling 150 hours of tuition.

This makes it easy for you to attend while also managing your family and career needs. Each tuition block consists of 9 days of training, starting on a Saturday and finishing on a Sunday, each day lasting about 8.5 hours (excluding a one hour lunch break).

A number of weeks are allowed to elapse between each tuition block in order for you to be able to consolidate the learning, undertake relevant required home study, and to practice. Then you will be required to complete your homework and case studies after the second tuition block prior to receiving your certification and diploma.

Further reading, course assignments, case studies and other course work totals a further 350 hours of study time needing to be invested by you.

In order for you to make a fully informed choice — please read the following detailed further information relating to the elements included within this Diploma program — guidelines to which we adhere in order to deliver training to recognized standards.

Purpose of Training

This diploma is designed specifically to train you to be able to competently go straight into clinical practice as a professional, fully insured, competent hypnotherapist. Elements and strategies are also included that ensure you have the business acumen to do that.

I offer all delegates a free copy of my 6-volume audio program 'How To Be A Successful Consultant Or Therapist' at the end of the second tuition block to make sure they have all the necessary tools to make it happen for them.

I also offer additional guidance and support by giving you free membership to the forum and Inner Circle areas of my website from

the day you register for the course until you qualify. There is much discussion, support and guidance in there — not to mention a VAST amount of free resources in the form of hundreds of audio files, training video clips, ebooks, articles and much more — all to aid your study and enhance your knowledge and skills!

I also offer continued professional development, supervision and advice while you get fully set up and can help to locate continued supervision should you require it.

Diploma Course Content

We ensure that your competencies meet the required standard of both theoretical understanding and practical application. I like to keep abreast of modern developments and research and list this on [my blog](#) for your reading throughout the course — to help advance your own knowledge base in the hypnotherapy environment.

The Diploma Format

In keeping with the national standards given for the HPD, there are set specified learning outcomes for this diploma — given to you at the beginning of each module... You also get a full list of the HPD learning outcomes at the beginning of the diploma, though I am happy to furnish anyone prospectively interested in this course with a copy should you wish it.

I believe in getting lots of practice and real life experience as the course progresses. Therefore, the curriculum of the course is divided to cover 50% practical training and 50% theory training which includes the following.

Developing Rapport:

Understanding the need for rapport and learning a number of ways in which rapport can be established and enhanced overtly and covertly. Also included NLP-based, pacing, leading, matching and mirroring. Cutting edge body language techniques and understanding.

Communication Enhancement:

In-depth analysis of Non-Verbal Communication skills. Learning to understand and appreciate the distinctions in the art of effective communication. Covering tonality, inflection, pace of delivery and speech pattern styles, the hypnotic voice and your own state management.

Inducing Hypnosis:

Covering a number of formal/classical inductions along with a variety of permissive Ericksonian and indirect techniques. How to emerge from hypnosis — a number of principles for doing so.

Hypnosis Pre-Talk:

What a practitioner needs to run through with a client before entering into hypnosis. How to begin the hypnosis set-up conversationally. How to create the correct expectations and use your hypnotic skills conversationally before the 'official' hypnosis begins.

Hypnotic Therapeutic Intervention:

Covering a wide variety of both direct and indirect therapeutic techniques for use in clinical practice. These include application for helping people stop smoking, reduce weight, let go of phobias, excel in various aspects of life and much more.

Throughout the course I work with you individually too. That means that you get to develop and create a congruent personality and portray the right human aspects that a hypnotherapist should. You get to ensure that you are developing as the course proceeds.

Theoretical Training:

Your theoretical training with us will include an understanding of the history of hypnosis and NLP. It will also include knowing the law and being aware of research and developments.

How to Deal with Abreaction:

Your training as a clinical practitioner will include understanding what an abreaction

is, why it sometimes occurs, and how to deal with it.

Regression and Related Investigatory Techniques:

You will learn the art of hypnotic regression and related investigatory techniques for therapeutic and analytical work.

Information Gathering:

It is important that students understand what the therapist needs to know about his/her client and what the client needs to know about his/her therapy. Also covering the effective use of case notes and record keeping, confidentiality, boundaries, areas of specialism, treatment costs, etc.

Core Skills:

Utilizing all of the Core Skills; which include hypnotherapy, NLP and Counselling Skills in a competent manner. You also learn how to plan and structure your therapy sessions in the most effective way.

Contraindications:

Certain conditions necessitate special care when considering the use of hypnotherapy — we'll cover what they are and what options

you have. You'll learn how to know when not to work with people and who is best not to work with and refer to other qualified professionals.

Written and Practical Assessment:

You will be expected to complete written homework to demonstrate your understanding of various hypnotherapy and NLP techniques. Each month after each module you are emailed an electronic manual with that month's learning objectives and notes within it. You will be expected to conduct your own further reading around the subjects too. Each module you are required to complete homework that contributes to your graduation.

This goes along with a practical assessment of your therapeutic skills. You will be visually assessed throughout the course on how you work in a therapeutic environment and you will have to complete various case studies.

You are required to complete a portfolio work that includes short answer questions, construction of treatment plans for your case studies, plus keeping a log of your practice sessions in and away from the training room. The questions are set as homework and spread evenly throughout the course as they relate to particular modules. You will be monitored

informally throughout the course whilst doing practical exercises, though there is no pressure, the practice aims to help you learn, develop fluency and be a better therapist. All your work is given feedback. Provided you are willing to learn and you respond well to the feedback you are given, you'll pass this course.

Membership:

When you register for this diploma, you'll automatically get student membership to the NCH, along with the many benefits that membership brings.

Upon commencement of the course, you can also receive a **12 month student membership to The Hypnotherapy Association and the General Hypnotherapy Register**. Once qualified, you will be then able to apply for licentiate membership of THA, and membership of the GHR, which is one of the largest registers of hypnotherapists in the UK.

Your Diploma:

Your Hypnotherapy Diploma will be awarded upon successful attendance and completion of your classroom training and related home study work.

Your Principle Tutor

I am today one of the busiest and most prominent therapists in the UK, my clients come from the UK, Europe and further afield, and I do share all of my marketing strategies and business development techniques within this diploma.

I am the author of several best selling books on hypnosis, and my work and I have appeared regularly on primetime TV on both BBC1 and ITV in the UK.

You can read my extensive articles, listen to my podcasts and enjoy my weekly ezine at [my website](#) to learn more about me and make sure that I am the right man for you... And of course, that this diploma is the right one for you.

I am incredibly provocative in a variety of ways, because I find this as a way of creating valuable stimulus for the brain when learning. I get very excited, I often stutter and am known to punctuate sentences with swear words — I know this is indeed very naughty... I also know that this is not everyone's cup of tea...

Upon your application being successful, you will be presented with an acceptance form that includes the required reading list and some further information required back from you for us to get to know each other prior to course commencement date.

Most importantly, I believe therapy should be fun. I believe learning should be fun. I believe life should be fun and enjoyed with as much joy and laughter as is humanly possible... So expect fun, games and laughter as an integral part of this course!

Lets move on to the practical stuff, shall we?



"If you are looking for a dynamic trainer, look no further than to Adam Eason.

Audiences love his work and they learn a great deal from him. His ability to give a seminar audience an unforgettable experience is unique.

It's obvious that Adam works hard to make each training event unique and special for that group. He's affable, low maintenance, easy to work with and someone you'll want to go back to in the future. He has my highest recommendation."

Kevin Hogan, Psy.D.,

Author of The Psychology of Persuasion, and, The Science of Influence

Hypnotherapist and regular speaker at the NGH annual conference in the US

Additional Support

In addition to me teaching the vast majority of the course, on hand throughout the diploma is my chief assistant Judith Spurr. Judith is highly valued by me, she is a good friend as well as a graduate of this school.

She is an incredibly talented hypnotherapist, running her own consulting rooms locally and also someone that adds much needed yin to my yang. That is; she is calm, cool and incredibly approachable, never swears, and is



loving and polite at all times. You'll find her incredibly refreshing to talk to after a few months of listening to me at the front of the classroom.

She is available for your personal support, as well as to assist me throughout the diploma. Judith also is an NLP Master Practitioner with psychotherapy training who spent many years working in the Nursing profession; working in the traditional hospital setting, also as an Occupational Health Nurse within industry and a brief spell overseas.

Whilst raising her child, she helped in the voluntary sector with a number of cancer charities, and still does volunteer work for Barnados. Judith considers that hypnosis is a gentle, non-invasive and beautiful way to bring about effective change and alleviation from life limiting and often long-standing psychological issues.

Her role at this school utilises her range of skills and experience to accompany and assist the students throughout their learning process and to provide pastoral care. If you

have any personal needs or issues throughout the diploma, Judith will be your first port of call and will support accordingly.

Additionally, we have a number of full-time course assistants. One of which you are allocated as a support tutor throughout the ten months of the diploma. The course assistants have all completed the training before, know what you are going through and will be able to help you in a wide variety of aspects of the course, in addition to your training from me.

Following each module, I personally run through your homework with you and we'll speak outside of class (one-to-one), following every homework submission you complete — and now, you'll also have someone other than me to ask questions of, be supported by and to offer an opinion other than mine. The assistants also help with class exercises to ensure you get plenty of personal attention.

Many schools that struggle to fill their classes make a big play about having low numbers of students on the courses they offer. However,

you need to have large enough numbers to be sure everyone gets to practice with a wide range of individuals and develop comfort with diversity. This is what gets you prepared for life as a therapist. If you have only practiced your skills on the same handful of people throughout your training, can you be sure that your skills will meet those required standards? Here we make sure the numbers are low enough and that we have enough assistants on the course for you to get lots of personal attention. But that the numbers are also large enough for you to get the depth and range of diversity of people to practice with — as with real-life practice, you'll need to be comfortable working with a wide range of people from a range of backgrounds.

Having a number of full-time assistants also ensures that you get a variety of insights that help you build up your own eclectic mix of skills and develop your own stance, which makes a real difference.

“This Diploma Course has been revelatory for me: a wonderful synthesis of academic and practical learnings in a fun and progressive environment. Ideal for therapy professionals; prospective therapy professionals; AND for those simply wishing to further their own personal development insights with no intention of practicing professionally.

Adam Eason is an exceptionally gifted communicator, teacher, coach and mentor — he is also one of the most congruent individuals it has ever been my privilege and pleasure to work with. Thank you again, Adam.”

*Derek Palmer, Financial Advisor,
New Milton, UK*



“Don’t do it if you just want 10 lazy weekends in Bournemouth with friends. Only do the Adam Eason Hypnosis Diploma if you are really serious and wish to become the best hypnotherapist that you can be. Adam will open your mind and get it truly working. The rest is up to you.”

Richard Stafford, Hampshire, UK

“Embarking on Adam Eason’s Diploma course has been a positive life changing experience.

Adam brings unlimited knowledge, passion and commitment to the subject and sincere dedication to all his students.

Adam is there to encourage, support and believes in your abilities to reach your full potential.

I highly recommend the course if you want to make personal change or change your career. If Adam Eason’s School had an Ofsted Report, it would be “AMAZINGLY OUTSTANDING”

*Louise Graves BA(Hons) Registered Nurse,
Dorset*

Course Dates and Location

I am currently taking applications for our upcoming Intensive Diploma Course. This course commences in March 2012 and tuition is completed in September 2012, depending upon how soon you return your final homework and case studies required prior to you being sent your certification. You will have up to 6 months to complete and submit your work following the end of the second tuition block.

The 2013 Intensive Hypnotherapy Diploma course dates are as follows:

16th - 24th March, 2013
21st - 29th September, 2013

I am also currently taking applications for the 10 month Diploma Course. Which is run one weekend a month for 10 months. Please get in touch for further details, dates and information.

We start at 9am promptly each morning and finish at approximately 5:30pm–6pm with one hour for lunch.

Course Venue

The venue is chosen for its accessibility, facilities and conduciveness to the learning at hand. It overlooks the sea, is very close to the beach and creates a fabulous environment for this course.

Coffee, teas, herbal teas, juices and refreshments are included within your course investment fee and are served at regular intervals.

Discount rates are available for those seeking accommodation whilst training. Please contact me for further details.



“This fascinating Diploma course was a huge learning curve for me. I gained massive amounts of insight into the practice of clinical hypnotherapy and NLP as well as developing on a more personal level.

Whether for learning or as part of a new career development, the content of the course is very thorough and Adam is a ‘mind’ of information and knowledge which he openly shares and gives to his students, he is also an exceptional tutor. I’d even go so far as to say, I enjoyed doing the homework, believe me, this course was a truly hypnotic experience.”

*Tom Smith, Counsellor,
Southbourne, Dorset, UK*

Your Investment

Payment Options:

Option 1

Full fee, payable in advance (of which £750.00 is a non-returnable deposit).

Total: £2300.00 + VAT.

Option 2

Deposit (non-returnable): £750.00.

Balance: £1750.00 payable three weeks prior to start date.

Total: £2500.00 + VAT.

Option 3

Adam Eason School of Hypnotherapy is now an official Career Development Loan provider. For those unable to afford the initial training requirements when looking for a new career, the government can offer assistance by helping with a loan. For further information about this, get in touch with us so that we can give you our provider number to

go in your loan application. More details can be found at: <http://pcdl.ypla.gov.uk/>

Other payment options may be available to those with special circumstances. Contact me to discuss this.

All major credit and debit cards are accepted, and cheques should be made payable to 'Awake Media Productions'.

You can post your application form along with payment details to:

**Adam Eason,
Awake Media Productions,
210 Kingshott Business Centre,
23 Hinton Road,
Bournemouth, Dorset,
BH1 2EF.**

Or you can simply send in your signed form and pay over the telephone or by bank transfer, or email details of how you intend to pay.

"I was already an NLP Master Practitioner when I signed up for Adam Eason's Diploma Course to build my skills as a hypnotherapist and develop my NLP skills further. Despite excellent training from the likes of Richard Bandler and Paul McKenna, I still didn't feel ready to work with real clients.

Adam and his Diploma course have taken me so much further than my earlier training and developed me into a confident hypnotist and efficient and effective practitioner of NLP. I'm now more than ready to start up build my business as a Golf Psychologist and Clinical Hypnotherapist."

Andrew Fogg, Golf Psychologist, Bracknell, UK

Please Get in Touch

An application form should have accompanied this prospectus. To receive an additional application form, please call our offices on **0044 845 890 9000** or email me at ae@adam-eason.com. Express your interest.

When you are ready to join me for this course, complete the application form and return it by post or email me a scanned copy to take the next step to getting enrolled.

Upon your application being successful, you will be required to complete some simple initial reading and answer some simple questions in writing to help me learn more about you prior to the commencement date.

I look forward to seeing you there and then! Go for it!

With my very best wishes,

Adam Eason

"In the past I have often wondered if testimonials are genuine; now, I know this one is, because I wrote it!

I have recently completed Adam's diploma course and the only pain I feel is in my sides from laughing so much! How did I learn so much so easily and never once be tempted to gaze out of the window or sneak a peek at the clock?

Because the course was clearly and thoughtfully prepared and delivered by a gifted, energetic trainer who is passionate about his subject.

Adam, however, as a person is more than that, he is compassionate, has cared deeply and uniquely for all of us throughout. He has nurtured us, encouraged our strengths and has been keen to inspire us to be creative individuals.

In turn, he expects high standards from his students, as he is obviously mindful too, of our potential clients... There are many similar courses out there and I am so glad I chose this one."

*Judith Spurr, Therapist,
Dorset, UK*



Networking and Ongoing Support

Your course fee includes a year of formal supervision with me from the day you qualify. Supervision is a requirement of the NCH and, after that year, you can use another qualified supervisor or carry on with me — you get to choose. Supervision helps develop your skills, informs you of the choices you make in therapy and helps you to continue to be the best hypnotherapist you can be. Here at this school, you get much more than just supervision, though.

Due to the very nature of being a qualified hypnotherapist, we can sometimes feel isolated. I meet many hypnotherapists who trained and then were left to their own devices and lost touch. Here, we do much to keep you connected, supported, motivated and encouraged as part of our thriving graduate community. In addition to the members area and forum you have continual access to online, I organise a number of regular events that are attended by former students and graduates of the school:

Quarterly support group:

Counting as formal CPD (Continued Professional Development) with the GHR and NCH, every quarter, we hold a support group whereby we welcome some of the most impressive speakers from around the UK from the field of hypnosis and hypnotherapy.

In recent years we have had some real heavy-weight and inspiring speakers that our students and graduates have learned a great deal from. In addition to the speaker lectures, we get to discuss any ongoing client cases, business development and, of course, have fun and network with each other: all offered up in a friendly atmosphere that helps us all to be motivated and supported.

Monthly Hypnosis Geek Dinners:

Every month or so, I organise what we call a Hypnosis Geek Dinner. For all those of us that just want to discuss hypnosis and hypnotherapy, express our opinions, show-off new skills and debate, philosophise, have fun,

learn and network. We have our own private dining room, dinner is laid on and we have formalised set debates as well as informal discussions, then fun and demonstrations from a wide range of fascinating individuals who are positively 'geeky' about hypnosis. It is a great way to learn and keep informed, as well as celebrating our field with like-minded people.

Annual dinner dance:

Each year, we have a good, old fashioned, fun-filled knees-up. We have a two hour workshop in the afternoon as well as a drinks reception and then a dinner dance in the evening to get to reunite with your colleagues, meet previous students and have some fun.

Because of the number of years this school has successfully been training quality hypnotherapists, there are many people that attend these events that are successfully practicing as hypnotherapists, and these are great people to be around and learn from as well as share experiences with. Everyone is

warm and welcoming, I insist upon it — even if you arrive knowing no-one (which never happens) you'll leave any of these events with plenty of new friends.

It is a wonderful community that we have here, and, as a student and graduate of this school, you become an inherent part of that supportive community. In my experience of training with many schools, speaking at conferences and networking with thousands of hypnotherapists each year across the world, I know that hardly any other schools offer such continuing ongoing support.

“Adam Eason is more than a master practitioner of Hypnosis, Hypnotherapy and NLP, he is an Oracle. If you are prepared to develop a firm interest in this field, or even for your own personal advancement in life, then Adam’s courses are not one to miss! He enthuses each month with a plethora of learning, practical exercises and skills and you also get the opportunity to watch a master of his trade at ‘work’.

After each month, you receive a manual that is just jam packed full of personal development, just waiting for you to read and learn. After ten months you subsequently end up with a ‘Bible’ of well over a thousand pages of Hypnosis, Hypnotherapy and NLP techniques to add to your personal tool kit. If you want to get the most out of your journey with Adam, it’s well worth the time to study and read.

For those wishing for an easy course with the odd bit of reading and practicals, then politely I’d like to say, perhaps you should look elsewhere? For those who want to work with the best and be the best you can be, then Adam’s course could be for you. Imagine taking a journey of self-discovery that provides you with many learnings and skills beyond the comprehensible and has the possibility of changing your life... what would that be like for you? Well that’s what I received from Adam’s 2008–2009 Diploma in Hypnotherapy and NLP Practitioner Training and I am absolutely delighted I did!”

*Karen Brown, Hypnotherapist/NLP Practitioner/Counsellor,
Dorset, UK*



"I just had to write and give my appreciation for everything I learned on Adam Eason's Hypnosis and NLP Diploma course. I would 100% recommend the course to anyone thinking about doing it.

Adam goes to great lengths to make sure that the students that graduate from his course reach the highest standards and are in the best possible position to excel in their careers. It is hard work but immensely enjoyable. I wanted to make sure I trained with the best and I now know for sure that I made the right choice. And we had lots of fun!

When attending an additional course that Adam held, I spoke to other hypnotherapists who had trained elsewhere. They said they wished they had trained with him instead. Don't make the same mistake!

You only do your training once so make sure you make the right choice, and if you train with Adam, you won't regret your decision."

*Mike Lawson, Therapist,
Wimborne, Dorset, UK*



"Training to become a Hypnotherapist with Adam has truly been hypnotic and trance inducing. Not only due to the work that we as a class have been doing, taking each other into and out of hypnosis, but also with the work that Adam asks us to do out of the classroom environment. Adam's passion to provide you with information, confidence, knowledge and other feelings that you will have to find out when you experience this life changing course, Adam empowers you to be the best of the best, which if you want to be, you can.

Throughout the last 10 months I have been studying two diplomas, one in hypnotherapy and the other in counselling. Because the course has been so inspiring, it is one of the small amount of courses that you enjoy completing your homework — and that is saying something, isn't it?

Adam is a fountain of knowledge, and with his congruency, professional experience and honesty, you can find answers to professional and personal questions throughout the course that help clients in their life journey.

A course I'll definitely be suggesting to my friends and acquaintances.

Thank you Adam for the life changing experience, for providing me with the extraordinary skills to be an amazing therapist and a truly hypnotic outlook on life."

*Greg Smith, Civil Servant,
Dorset, UK*



"This is an amazing course I took by a brilliant hypnotist, Adam Eason.

I really enjoyed everything during this wonderful time of 10 months training with Adam Eason. Adam himself has a lot of charisma and charm together with his skill sets that just delivered to us all fellow students.

The course is highly entertaining and fun full of laughter, the course materials of NLP and hypnosis were described with Adam's style that just 'clicked'. I can easily apply them to any area of life such as toward success, relationship, finance and many more.

After taking this course, now I feel really happy about myself, belief in my capabilities and have gained such confident for me to go after anything I want! Thank you Adam for everything!"

*Thanakon Srikaew, Computer Programmer,
Bristol, UK*



"After trawling though the internet for hours, I found a hypnotherapy course I was interested in. I phoned to make enquires, I left a message, and received an almost instant response from Adam. I was a bit wary doing the course as I am dyslexic. Adam told me this would not be a problem.

I decided to do the course with Adam and he did not disappoint me, I did have many struggles but he was there to help me in class and over the phone. He was very generous with his time and invested a lot of time in me. As a result, I am very pleased to say I passed the course — something I did not initially think I was capable of.

It was a interactive, lively course. Adam has his own unique way of teaching; he is very passionate about what he does and makes it a point to make sure we all understood what we needed to every step of the way.

All in all, a great location, very interesting course and a very, very supportive environment. Thank you Adam!

I would highly recommend this course if you want to be a confident and professional hypnotherapist — the course was worth every penny and more. There were lots of little extra nuggets of golden information that we gleaned from Adam too."

*Nina Kyprianou, Therapist,
Middlesex, UK*

