

Diploma in  
**CLINICAL &  
ADVANCED  
HYPNOSIS**



New Zealand School of  
**PROFESSIONAL  
HYPNOTHERAPY**



**Our outcome is your  
achievement**

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## Foreword

Welcome to the prospectus for the Diploma in Clinical and Advanced Hypnosis from the NZ School of Professional Hypnotherapy (NZSPH).

I am delighted that you are interested in training and then going on to join this exciting and rewarding profession with us.

I personally first taught the diploma course in 2003 in Oxford in the UK for the Washington School of Clinical and Advanced Hypnosis. That school has now been merged into the UK Academy of Therapeutic Arts and Sciences. It is their wonderful program that provides the backbone of this course.

This prospectus is designed to give you all the information you need so that you can make a decision as to whether to train with us. We include, in detail, all of the requirements you need to meet in order to achieve the diploma as well as several other specialist certifications and your qualification to practice.

A career as a professional hypnotherapist can be extremely rewarding. My personal aim is to help you not only to achieve the qualifications but also to enter the profession full of confidence and supported all the way.

I hope you are able to find everything you are looking for in this prospectus.

All the very best

A handwritten signature in black ink, appearing to read 'Ed Lester', with a long horizontal flourish extending to the right.

**Ed Lester BA, HPD, DipCAH, MPNLP**  
**Founder and Director**

## **NZSPH - Our Philosophy**

“Our philosophy is that we all have within us every resource and tool we need to overcome problems and to be successful in life. Hypnotherapists who understand this process are able to help clients unlock their true potential in a way many people consider impossible. This is also the process and belief we follow at the NZSPH as we teach our students how to become super successful hypnotherapists.

As well as teaching you advanced levels of theoretical and practical knowledge, in a way that is profoundly enjoyable and will help you in your own personal journey towards your goals, we are dedicated to teaching you advanced practice-building and marketing skills. We teach you in a way that allows you to bring your unique strengths, passions and life experiences to your future life and career success.

We have a profound belief that hypnotherapy can help individuals to achieve incredible personal transformations. Our confidence and positivity about our clients’ and students’ success is unconditional, and our faith in their potential unwavering.

We are committed to ensuring that every student who goes through our Diploma training program will quickly achieve the same level of confidence and belief in their ability to help others. Caring, dedicated individuals joining the hypnotherapy profession and receiving the highest level of training and support available, offers future long term benefits to the general public which we believe are enormous and profound.”

**Ed Lester**  
**Founder and Director**

## The Course

Our Diploma Course is run part time and has 450 hours of combined classroom tuition and independent study.

We follow a 'rolling module' system, which means you can join at any time up to NLP Module 1, subject to places being available. The module structure is as follows:

### **Module 1**

Immersion Training covering Introduction to traditional hypnotherapy practice

### **Module 2**

Mastering Self Hypnosis  
Hypnosis & Pain Management (Including rapid and instant inductions)

### **Module 3**

Smoking & Addictions  
Weight Management & Habits

### **Module 4**

Understanding the Therapeutic Relationship  
Psychological Models

### **Module 5**

Stress Relief Techniques & Skills  
Reducing Anxiety with Hypnotherapy

### **Module 6**

Ericksonian Hypnotherapy  
Language Patterns & Conversational Hypnosis

### **Module 7**

Introduction to NLP: Tools & strategies for rapid change  
The power of body-language and unspoken communication

**Module 8**

Advanced NLP: Understanding the internal strategies we use  
Changing our Mind Programs

**Module 9**

Regression and other advanced Hypnotherapy Techniques & Strategies

**Module 10**

Ethics and Assignments, Marketing and Practice Building  
How to build and maintain a highly successful, credible and ethical  
hypnotherapy practice

Hypnotherapy is both a theoretical and practical based study. The NZSPH believes that it is very important for a student to not only know the information taught, but also to be able to use this information in a practical way. To this end, a large proportion of the course is dedicated to practical sessions.

In addition to the classroom attendance, students will be required to submit a portfolio of work which includes a question paper, a series of hypothetical situations for which you plan treatment and a statement of personal and professional philosophy.

The NZSPH is recognised by several international professional associations. Our Diploma course incorporates the UK Academy Diploma course and meets the requirements for the externally accredited Hypnotherapy Practitioner Diploma awarded by the National Council for Hypnotherapy in the UK. This is one of the specialist vocational awards you will receive upon successful completion of this course and relevant assignments.

## Qualifications

Upon successful completion of this course and the HPD Portfolio assignment, you will receive the following qualifications:

**Diploma in Clinical and Advanced Hypnosis  
NLP Practitioner Certificate**  
*From the NZ School of Professional Hypnotherapy*

and

**Hypnotherapy Practitioner Diploma**  
*From the National Council of Hypnotherapy*

and

**Diploma in Clinical and Advanced Hypnosis**  
*From the UK Academy of Therapeutic Arts & Sciences*

You will also be eligible to use the letters DipCAH, HPD and PNLP after your name.

If you successfully complete optional assignments you will also receive:

**Specialist Certificate in Smoking Cessation  
Specialist Certificate in Treating Anxiety  
Ericksonian Hypnotherapy Practitioner Certificate**

This means that you will be able to start up immediately with all the skills and knowledge that you need to build a successful practice.

## **Certificate in Hypnotherapy Course**

We are now offering an introductory **Certificate in Hypnotherapy** course.

This comprises the *Introduction to Hypnotherapy* training module (completed online as a combination of on-demand training videos and a 2 hour Zoom workshop), followed by a weekend's training in another module of your choice. Students can choose from any of the first 6 full weekend modules of the Diploma course (up to and including NLP Part 1).

The **Certificate in Hypnotherapy** training is self-contained and is a fantastic option to gain a basic understanding of and certificate in hypnotherapy, however it is also a 'taster' for the longer Diploma course.

Should you decide to continue, your financial investment in the Certificate course along with the training content already completed, are fully credited against the Diploma.

## **Syllabus**

The syllabus includes the following topics:

<b>History of Hypnosis</b>	<b>Clinical Application of Hypnosis</b>
<b>Treatment Design</b>	<b>Brookhouse's three S's (Smoking, Slimming and Stress)</b>
<b>Post Hypnotic Suggestions</b>	<b>Behavioural Assessment</b>
<b>Practice Management</b>	<b>Pain Control</b>
<b>Script Design</b>	<b>Work of Milton H Erickson</b>
<b>Regressions</b>	<b>Traditional Hypnotic Phenomena</b>
<b>Pseudo Orientation in Time</b>	<b>Eye Patterns</b>
<b>Work of Dave Elman</b>	<b>Meta Communications</b>
<b>Indirect Suggestions</b>	<b>Abreactions</b>
<b>Direct Language Usage</b>	<b>Symptom Removal</b>
<b>Neuro-Linguistic Programming (NLP)</b>	<b>Insomnia</b>
<b>Rapport Building</b>	<b>Bruxism</b>
<b>Contra Indications</b>	<b>Eating Disorders</b>
<b>False Memory Syndrome</b>	<b>Nail Biting</b>
<b>Systematic Desensitisation</b>	<b>Obsessive Compulsive Disorders (OCD's)</b>
<b>Migraine</b>	<b>Self Hypnosis</b>
<b>IBS</b>	<b>Effective Hypnosis</b>
<b>Phobias</b>	<b>Presentations</b>
<b>Stammering</b>	
<b>Milton Model</b>	
<b>Performance Enhancement</b>	
<b>Solution Oriented Hypnosis</b>	
<b>Truisms</b>	
<b>Utilisation Language</b>	

As this course is constantly updated, this list only represents a sample of what is covered. Other cutting edge techniques will be taught in order to keep the student at the forefront of hypnosis for therapeutic changework.



## **What is NLP?**

Neuro-Linguistic Programming (NLP) is a model of communication that focuses on identifying and using patterns of thought that influence a person's behaviour as a means of improving the quality and effectiveness of their lives. It offers a paradigm of how the brain works (neuro), about how language interacts with the brain (linguistic), and we use this interaction to get the results we want for ourselves and others (programming). It is an effective, proven vehicle for accelerated human change, radically altering the 'old way' of lengthy psychotherapy.

NLP was initially created by linguist Dr John Grinder and computer scientist and Gestalt therapist Dr Richard Bandler. Together they produced a linguistic model that identified the language patterns of a few gifted individuals such as hypnotherapist Milton H Erickson, MD, Fritz Perls of Gestalt therapy, anthropologist Gregory Bateson and Virginia Satir of family systems therapy. The synthesis of their findings, a blend of cognitive and behavioural science, resulted in the technology known as Neuro-Linguistic Programming. In the 20+ years since it was first developed, NLP has grown, changed and expanded, and it continues to do so today.

The NLP practitioner course includes both traditional and non-traditional NLP techniques and models.

## **NLP Syllabus**

- **Behavioural integration of the basic presuppositions of NLP**
- **Rapport, establishment and maintenance**
- **Pacing and Leading (Verbal and Non Verbal)**
- **Calibration (Sensory Based Experience)**
- **Representational Systems (predicates and accessing cues)**
- **Meta Model**
- **Milton Model**
- **Elicitation of well formed, ecological outcomes and structures of present state**
- **Overlap and Transition**
- **Metaphor Creation**
- **Frames contrast**
- **Relevancy**
- **As if**
- **Backtrack**
- **Anchoring (VAK)**
- **Anchoring Techniques**
- **Ability to shift consciousness to external or internal, as required by the moment's task**
- **Dissociation and Association Chunking**
- **Submodalities**
- **Reframing**

## **Continuing Professional Development**

Although the Diploma in Clinical and Advanced Hypnosis is a full practitioner qualification, The NZSPH believes that Continuing Professional Development is vital for the hypnotherapy practitioner and for the profession as a whole. With this aim, we will encourage students to embrace the concept of CPD and we offer relevant and popular programs ourselves, including our online Hypnotherapy Masterclasses, a series of audio webinars with experienced trainers on a range of topics.

## **Clinical Supervision**

The NZSPH believes that clinical supervision is an integral part of being a professional hypnotherapist. We are able to advise students on this and all other relevant aspects of practicing.

## **Eligibility**

Hypnotherapy is a profession that incorporates a significant responsibility to the public who seek our services. As such, we do not simply allow anyone who applies, to do the course. We feel that it is of the utmost importance that anyone who undertakes this course must:

1. Be of suitable character to take on a career of working with vulnerable people
2. Be sufficiently mature in order to be able to listen to traumatic material without being unduly affected personally
3. Have sufficient background and experience to be able to meet the academic demands of the course

All applicants will be interviewed to determine their suitability for the course.

## **Fee Schedule**

### **Diploma in Clinical & Advanced Hypnosis**

Full Diploma course fee	\$7520
11 x monthly payments of \$595	
Single Payment Option	\$7200
Saving you \$300	
Early Bird 10% discount course fee	\$6765
Saving you \$755	

The Early Bird is available for enrolment and payment in full within your initial 10 days of registering on our mailing list for the first time.

### **Certificate in Hypnotherapy Course**

\$975 (With option to upgrade to full Diploma later)

#### **Please note:**

Course payment is required upon acceptance.

Hypnotherapy is not NZQA-recognised and this course is not eligible for a Student Loan or WINZ.

All prices are inclusive of GST.

Either Full payment or the first payment is required upon enrolment to secure your place on the course.

Fees include all tuition and certification.

Paid fees are non-refundable.

We accept payment by internet banking (or credit/debit card for Early Bird payment only).

Please note we do not accept cheques and training instructors are **not able** to accept payments.

### **Flexible Payment Plan**

The monthly payment plans allow you to spread the cost of the Diploma course over several months.

**If you choose the payment plan option, you will be required to set up an Automatic Payment to pay instalments by 7<sup>th</sup> of each month, and this is a condition of your enrolment.**

For monthly payment plans, these instalments are to be paid over 11 consecutive months. We do not offer a 'pay per weekend' option.

Proof of setting up your Automatic Payment is required before your enrolment is complete, and keeping to this arrangement is a condition of you continuing on the course.

Late and missed payments will be chased and may incur interest.

### **Repeating training modules**

As part of our unique guarantee, once enrolled on the full Diploma program, you are able to come back and repeat the training days and weekends as many times as you wish, for no additional charge.

Many students find this to be an invaluable benefit offering the opportunity for continuing professional development, a deeper learning experience and networking/contact with other students and graduates.

Certain conditions apply, for example you must give us 5 working days notice of your intention to attend a repeat training day or weekend, and it is subject to there being an available seat in the room.

## Why Train with the NZSPH?

- When choosing to train as a hypnotherapist, we are well aware that you have many choices and that it can be very confusing and difficult to determine which course would suit you best. To help, we have listed the primary benefits of training with us, including some questions that you might like to ask other schools if the issues raised are important to you.
- The NZSPH was founded by Ed Lester in 2009. We are strongly affiliated with the UK Academy, which is a UK national group of training centres. So you can be sure of a secure structure with plenty of support available before, during and after your course. We can offer supervision and ongoing training if you want to do this with us, but you are free to move on to others if you choose. If support matters to you, you may like to ask other schools about the breadth and depth of their support structures, and whether you are tied to them for supervision or ongoing training after their diploma.
- Ed has a very strong background in hypnosis, training and life coaching. All current and future trainers for the NZSPH will also be trained hypnosis practitioners. They will have a proven track record of being able to 'walk the walk' as well as 'talk the talk'. You will find that we often have examples of practice clients to tell you about that illustrate theoretical points.
- The Principal and Vice-Principal of the UK Academy were on the panel which created the UK National Occupational standards in the UK so you can be sure that your training will meet those standards and beyond and will fully prepare you for clinical practice in New Zealand.
- The HPD (Hypnotherapy Practitioner Diploma) was the first nationally accredited qualification in hypnotherapy in the UK open to all regardless of background. The UK Academy's Principal and Vice-Principal were instrumental in its development and introduction in 2001. In the UK it is considered by many to be the 'gold standard' in hypnotherapy qualifications. Including its requirements in this course is representative of the aims of the NZSPH. We strive to be a beacon of excellence in the delivery of this qualification.

- The NZSPH course offers you the chance to gain six qualifications in one. On successful completion of the course and relevant assignments, not only do you gain the DipCAH, HPD and NLP Practitioner Certificate but you may also submit assignments to be awarded Specialist Certification in Smoking Cessation, Treating Anxiety and Ericksonian Hypnotherapy.
- We believe it is vitally important that you see demonstrations of techniques and also get to practice with your fellow students and tutors. This gives you the confidence to practice with 'real people', as soon as (if not before) you qualify. We say before because you will be given permission to work with certain issues at certain points in your training. Not all trainers demonstrate, and not all give you a chance to practice and build your confidence.
- We believe that schools should train to minimum standards of 120 hours face to face, and 450 hours of total study time. This ensures that you have time to learn and consolidate your knowledge and experience
- It is important that you are able to see a full syllabus before you start the course and that this has sufficient depth to enable you to start in full practice as soon as you qualify. Our prospectus lists all elements of the course, and not only do you get full coverage of hypnotherapy, but Neuro-Linguistic programming is covered to Practitioner level too.
- Our course also includes a major focus on practice building and marketing. So often hypnotherapists fall at the first hurdle because, while they may be wonderful at what they do, they don't know how to get clients. The NZSPH has a great depth of knowledge and experience in this area that you can draw on. We are enthusiastic about sharing with you what works and what doesn't so that you can learn from our successes, and our mistakes!
- We do not take just anyone onto our courses. You will be interviewed to ensure that you are suitable for this profession of working with sometimes vulnerable people and, very importantly, to ensure that the NZSPH is right for you. If we feel that another course would be better for you (and this does happen), we will tell you, and advise you of who to approach.

- We actively enforce all our policies, including equal opportunities. We will make any reasonable adjustments to ensure that anyone can take our courses, if suitable, and we do not discriminate on any grounds. Any special learning needs will be catered to if possible. For example, a student with dyslexia would be able to provide portfolio evidence in recorded rather than written form if they wished to do so. The learning environment is safe, confidential and supportive.
- We actively and consistently gather student feedback on an ongoing basis, in order to continually improve the course. Hypnotherapy is an 'individual' profession in that it is important that you are encouraged to be yourself as a therapist and to find your way to practice. So your opinions matter!
- Ethical considerations are all important in a field where one is working with vulnerable people. We cover these in depth. Check with other schools as to which, if any, code of ethics they subscribe to. They should be bound by a training code of ethics as well as teaching you one for practice.
- We believe that it is vital to your career for you to belong to strong professional bodies that can give you long-term support. We will help you to understand which are the most relevant bodies for you to join within New Zealand. Our course is also accredited internationally.



## NZSPH Team

### **Ed Lester DipCAH, BA Hons, HPD, MPNLP Co-Founder and Director**

Ed is an experienced and respected hypnotherapist, life coach and trainer who has helped thousands of clients to overcome problems and achieve their goals.

He established the NZ School of Professional Hypnotherapy in 2009.

Here are some of Ed's qualifications and achievements:



- BA in Linguistics and Visual Studies at the University of Central Lancashire.
- Original hypnosis training with Ursula Markham of the Hypnothink Foundation in 2000.
- Completed Diploma in Clinical and Advanced Hypnosis with the Washington School in Manchester, UK. Went on to complete 2 years of personal mentoring with Dr Shaun Brookhouse, one of the UK's most respected Hypnosis Trainers and Practitioners.
- Was elevated to Registered Status Membership of the National Council for Hypnotherapy in the UK in July 2002.
- In 2003 he became a member of the National Guild of Hypnotists in America (the largest and oldest hypnosis organisation in the world).
- Became a Certified Professional Life Coach in November 2004 through the International Institute of Coaching.
- Became a Certified Master Practitioner of NLP through the UK Academy of Therapeutic Arts and Sciences in Feb 2003.

- In 2003 Ed was one of the very first people to be awarded the Hypnotherapy Practitioner Diploma, the first ever externally accredited professional hypnotherapy qualification in the UK. This was awarded by the NCFE national awarding body.
- In 2003 Ed became the Principle Trainer for the Oxford Training Centre for the Washington School of Clinical and Advanced Hypnosis. He trained many professional hypnotherapists who now have very successful practices of their own.
- In 2003 and 2004, Ed was invited to speak at the National Council for Hypnotherapy's annual conference.
- Ed spent three years studying towards a BSc in Psychology with the UK Open University.
- As well as private practice and professional training, Ed spent years providing training presentations to private companies and public services including to the UK National Health Service.
- Ed moved to New Zealand in 2004 and now runs the NZ School of Professional Hypnotherapy, which has been providing Clinical Hypnosis Diploma courses since 2009.
- Ed held the position of President of the New Zealand Hypnotherapy Federation (NZHF) for two years from 2011.
- Additionally, Ed is the author and creator of many popular abundance hypnosis products around the globe.

**Ruth Lester, BA Hons**  
**Co-Founder and Enrolments Consultant**



Ruth is your first point of contact for answering any questions and providing information about the course.

She is always available and happy to chat about how our training options can meet your goals and dreams, and if what we offer is the right fit for you. She'll also help you with the process of enrolling and getting onboard with the training.

Ruth Co-founded the NZSPH with her husband Ed in 2009 and has been instrumental in its development into the pre-eminent Hypnotherapy Training School in New Zealand today. Because of her long association with the school she is ideally placed to share her experience and knowledge, and share her insight into training with the NZSPH and what it can enable students to achieve.

**Sara Wilson, BEd, DipCAH, HPD, PNLP**  
**National Training Manager and Lead Christchurch Trainer**



As National Training Manager, Sara's role is to advocate for our students and ensure you have the best training experience possible.

Once you are enrolled, Sara and her assistant Hannah will be looking after you throughout your training journey. They will provide you with all the information and course materials you will need, be on hand for any questions and are there to help and support you – both during the training and beyond!

Sara completed her Hypnotherapy Diploma in Christchurch and then went on to train as one of our Christchurch Trainers a few years later. So she has a unique perspective on what our students and trainers need to help them be successful.

With a teaching background, Sara is passionate about passing on her knowledge as a trainer, and introducing a new generation of students to these life-changing skills.

Sara runs Mind Garden Hypnotherapy in Christchurch and specialises in the mind-body connection. She works with people to help them recognise the amazing power of their subconscious minds and enjoys empowering her clients to overcome any issues that are holding them back including smoking cessation, weight loss, stress and anxiety.

Sara has a particular focus on working with children especially those who are facing long-term illness and works one-on-one with children who are in treatment for cancer as well as leading relaxation and stress management sessions for parents of children with cancer. Her vision is for every person to be empowered to lead healthy, joyful lives free of unnecessary stress and anxiety.

Sara is also the face of our YouTube channel, and showcases her passion for hypnotherapy in regular “Breakthrough Hypnotherapy Sessions”, where students, graduates and other experts share their stories and techniques.

**Jo Green**  
**Lead Auckland Trainer**



Jo has been coaching & training for over 15 years in both her previous corporate roles & her own private business. She is a certified health and life coach, NLP Practitioner and completed her hypnotherapy training with the NZ School of Professional Hypnotherapy. She has also completed training in Executive State Identification & is currently completing a Mindfulness Practitioner Course.

Jo runs two businesses: The Health and Mind Coach working 1:1 with clients using hypnotherapy, coaching and NLP. She specialises in helping people with anxiety, chronic stress and low self worth/confidence. She also runs group programmes and has written an online course. As well as working with personal clients, she works with businesses to develop managers into coaches as well as to build a healthy and inspiring culture.

Her other business is The Happiness Club which runs The Emotional Management Programme in schools, workshops for parents and resilience and mindfulness workshops in businesses.

Jo is passionate about how hypnotherapy can help so many people and will pass on that passion to you on your hypnotherapy journey. The more people we have delivering this life changing work out in the world, the happier the world will be!

When she's not working in her businesses or training, Jo can be found out with her dogs or out on the water on her SUP board.

**Christine Walter DipCAH, HPD, MPNLP  
Auckland Guest Trainer**



Christine Walter has been with the school since 2014. Christine has a high emotional intelligence and is people focused.

While completing the course you will find that Christine is truly passionate about your learning; not only on your journey with learning hypnotherapy but also in transitioning your own goals in life via the course. During your weekends with Christine you'll learn from her skills and knowledge freely shared, and her experiences of using hypnotherapy in her business as well as the course material.

As an experienced presenter and being naturally energetic, Christine's training sessions are lively, fun and informative with lots of practical experience as well as the theory.

You will no doubt find her training style inspirational, engaging and energising.

Christine's training and qualifications include:

- Diploma in Clinical & Advanced Hypnosis from the NZ School of Professional hypnotherapy
- Master Practitioner and INLPTA trained trainer in NLP
- Master Practitioner in Timeline Therapy
- mBit Coach and Trainer
- Reiki Practitioner 2<sup>nd</sup> Level

Christine has an Auckland based coaching and hypnotherapy business and is a founding Director of the Australia and New Zealand Coaching Alliance.

**Ellie Lockhart**  
**Trainer for the Wellington Centre**



Ellie is a Hypnotherapist and coach that enjoys supporting people become the best versions of themselves.

Her qualifications include a focus on how our minds work, nutrition and wellbeing, and getting past inner self doubt and criticism She has a BSc Hons majoring in Psychology.

Her corporate background is in Human Resources and training and she has a passion for supporting growth and positive cultures in the workplace.

Her hypnotherapy style is focussed on evidence-based techniques that support the clients goal and their internal dialogue.

**Tony Yuile**  
**Trainer for the Wellington Centre**



Tony Yuile trained with the NZ School of Professional Hypnotherapy in 2010/11 and has been in practice as a life coach and hypnotherapist ever since, having attained his HPD and DipCAH qualifications. He also holds a Master Practitioner certificate in NeuroLinguistic Programming (NLP) and is a certified NLP Coach. He served on the NZ Association of NLP Management Committee for seven years and held the position of Treasurer.

One of Tony's core values is 'continuous and never-ending learning' and since qualifying with the school he has gone on to train with many other recognised hypnotherapy trainers. Amongst his certifications he holds a Professional Hypnotherapy Diploma issued by the UK based Jacquin

Hypnosis Academy and a Master Practitioner Diploma in Indirect Hypnosis, Ericksonian Hypnotherapy and Hypnotic Language with Clients (Distinction) issued by the British Hypnosis Research and Training School.

Tony is passionate about helping people overcome stress and anxiety related issues including phobias and traumas. He is the author of '7 Ways to Reduce Anxiety in 7 Minutes or Less'. He also specialises in Gut Directed Hypnotherapy, for disorders of the gut-brain interaction. He works with people in the greater Wellington area, and throughout NZ and the world via the internet.

Tony is dedicated to sharing his knowledge and understanding of hypnosis and its benefits with people and has for several years delivered self-hypnosis workshops and hypnosis trainings.

When not hypnotising and coaching people, Tony can be found practicing and performing improvised theatre in, and around, Wellington.



## **UK Academy of Therapeutic Arts and Sciences Staff**

*The Professional Diploma Course is run in association with the UK Academy. Although UK academy staff will not be actively involved in the training programs, their input by way of course content and support is pivotal.*

### **Shaun Brookhouse Principal**

Shaun Brookhouse is a registered Psychotherapist, a Board Certified Hypnotherapist, a Certified Professional Coach, Educator and Author. He is known by many as 'a therapist's therapist'. He is a Master Trainer of NLP and a Certified Master Instructor of Hypnotherapy. His skills as an instructor and trainer make him very much in demand internationally at conferences and workshops. His lively and provocative style of lecturing makes training a memorable experience. Shaun is a strong believer in personal empowerment and that hypnotherapy and coaching is a means to this empowerment.



Some of Shaun's credentials include:

- GCGI, Counselling and Hypnotherapy, City and Guilds of London Institute
- MA, Education Studies, Liverpool John Moores University
- CertEd, Adult Higher and Further Education, Manchester University
- ACoT, Associate Diploma, College of Teachers
- ADHP(NC), Advanced Diploma in Hypno-Psychotherapy, National College of Hypnosis and Psychotherapy
- DipProfCouns, Diploma of Professional Counselling, Australian Institute of Professional Counsellors
- HPD, Hypnotherapy Practitioner Diploma, National Council for Hypnotherapy & NCFE National Awarding Body

- CPC, Certified Professional Coach, International Institute of Coaching (US)
- CertSup, Certificate in Supervision, Centre Training International School of Hypnotherapy and Psychotherapy
- DNGH, Diplomate, National Guild of Hypnotists (US)
- FNCH, Fellow, National Council for Hypnotherapy (UK)

Shaun has also earned several professional certifications, diplomas and Fellowships. Shaun's full time private practice is in Chorlton in Manchester and has a part time practice in Central London, for details about him and his practice go to: <https://shaunbrookhouse.com/> and <https://hypnomanchester.co.uk/>

**Fiona Biddle**  
**Managing Director and Vice-Principal**

Fiona Biddle is a Certified Professional Coach, a Board Certified Hypnotherapist, and a Humanistic Counsellor. She assists her clients on a number of levels regarding better health, well-being, success and fulfilment. Fiona is the Chair of the National Council for Hypnotherapy. Originally trained in computer systems, she has applied this systemic knowledge to the assistance of her clients in achieving their full potential.



Some of Fiona's credentials include:

- BSc (Hons), Computing, Loughborough University
- Dip Couns, Exeter College
- DipCAH, Diploma in Clinical and Advanced Hypnotherapy, The Washington School of Clinical and Advanced Hypnotherapy
- HPD, Hypnotherapy Practitioner Diploma, National Council for Hypnotherapy & NCFE National Awarding Body
- CertHypSup, Certificate in Hypnotherapeutic Supervision, National Council for Hypnotherapy
- BCH, Board Certified Hypnotherapist, National Guild of Hypnotists (US)
- CPC, Certified Professional Coach, International Institute of Coaching (US)
- FNCH, Fellow, National Council for Hypnotherapy (UK)

Fiona's private practice is at the Institute's office in Burton on the Wolds. For further details go to [www.fionabiddle.co.uk](http://www.fionabiddle.co.uk)