

HYPNOTHERAPY TODAY

Association for Solution Focused Hypnotherapy

Edition 44, Winter 2025

Community

Supporting, engaging and
inspiring each other

Also in this issue:

Personal conduct

Working in the
corporate sector

Reframing

AfSFH.com



Association for
SOLUTION FOCUSED HYPNOTHERAPY

All about you!

AfSFH Fellowship nominations reopen in February!

We are pleased to announce that nominations for AfSFH Fellowship status will shortly reopen. If you know someone who has shown 'significant commitment and contribution to SFH, the AfSFH and the Hypnotherapy profession', you may submit your application to ceo@afsfh.com between 1st and 28th February 2025.

You can find full details of the Fellowship on page 13 of Issue 35 of *Hypnotherapy Today*, but the necessary criteria are:

- The HPD qualification
- Qualified to Level 5; this can be through qualification as a Supervisor or Advanced Hypnotherapy Diploma
- Qualified as a SFH for a minimum of 10 years
- Have been a member of the AfSFH for at least the last five consecutive years

Also, if still in practice, they must be able to evidence the professional requirements for Supervision and CPD (Continuous Professional Development) for the last 12 months.

To nominate an individual, please submit a 500-word written statement highlighting their significant commitment and contribution to SFH, the AfSFH and the wider Hypnotherapy profession. Each nomination will be considered on its own merits and subject to final, majority Executive Committee vote. The Executive Committee also reserve the right independently to nominate an individual that they feel meets the criteria for Fellowship.

Membership benefits

The Executive Committee continue to prioritise giving our members the best possible resources and experience as part of their subscription. We're currently evaluating our membership proposition and offering, with a view to giving our members the best value, relevancy, support and engagement possible. As part of this we'll be conducting some research, so watch out for opportunities to contribute soon! Already available is our Reciprocal Therapy Directory in the *Members' Network* area of the website. We all know how important self-care is in our profession, so to add or remove yourself, go to the bottom of *Your AfSFH Profile* and click the drop-down box. In the *Members' Network* area you'll also find our new CPD and Supervision downloadable log, listings of upcoming CPDs, and many other practical resources. Don't forget to check our latest member discounts in the *Business Support Hub*, where there is also much more information and support for you and your career as a self-employed SFH. Plus of course there's our bi-monthly podcast, *Talking Solutions*, which you'll find on your usual podcast platforms, and YouTube. Search AfSFH and/or *Talking Solutions*. The best way to increase awareness about the podcasts, and indeed the AfSFH, is to like, comment and share, so please get busy to help spread the word!

Perhaps the most important resource we offer is the website's SFH directory. The more you complete your listing, the more you'll rise up Google's algorithm, so if you haven't done so already, visit *Your AfSFH Profile* and add as much information as you can. The more you do, the more findable you'll be, and the more you'll help the website's SEO! It's a win-win, so if the days are a little dark for you at this time of year, here's something to help pass the time – and help your business.

Help us continue to spread the SFH word!

Follow us:

X: [@afsfh](https://twitter.com/afsfh)

Instagram: [@afsfhofficial](https://www.instagram.com/afsfhofficial)

LinkedIn: [Association for Solution Focused Hypnotherapy](https://www.linkedin.com/company/Association-for-Solution-Focused-Hypnotherapy)

Or follow us on the public-facing Facebook page – we often publish items that you can share on your own FB business pages. Just search for: **Association for Solution Focused Hypnotherapy** on Facebook or scan the barcode here to join:



If you are a Registered member, or a Student in your eighth month of training, you can also join the closed AfSFH Facebook group at: www.facebook.com/groups/Afsfh/. Once we receive your request to join, we will verify your membership and add you to the group!



Thank you to all contributors and people who have helped make this publication possible. The AfSFH was established in 2010 to represent the practice of Solution Focused Hypnotherapy as a distinct profession in its own right. Membership is open to those practitioners who have appropriate qualifications and experience within the field.

Hypnotherapy Today address:
Journal of the Association for
Solution Focused Hypnotherapy,
8-10 Whiteladies Road,
Clifton, Bristol BS8 1PD

Email: comms@afsfh.com Editor: Sally Hare

Disclaimer:

Hypnotherapy Today has tried to ensure that the contents of this magazine are accurate. AfSFH takes no responsibility for the content of articles reproduced, and articles submitted should not be taken as an endorsement of any kind. The Editor reserves the right to edit submitted articles. If you are looking to find a Solution Focused Hypnotherapy practitioner, then ensure they are qualified and fully insured (the AfSFH website provides full member details). Seek qualified medical/expert advice when it is appropriate to do so.

Contents

02 All about you!

04 Super support

We get to know another AfSFH Supervisor

05 Spotlight on – personal conduct

By AfSFH Head of Personal Standards,
Nicola Taylor

08 Meet the Member

- our new Head of IT and Digital Platforms,
Emma Naughton

10 Community – supporting, engaging and inspiring each other

By Wend Allport, Andy Hill and Mel Cook

13 Reframing goes off-piste

By Tim Maude

16 So you want to get into corporate?

By Gin Lalli

18 Supervisors' Directory

20 The Executive Committee

A Message from the Editor ...

Hello, and welcome to our winter edition of *Hypnotherapy Today*. I hope you enjoyed a wonderful festive season and are ready to fulfil your best hopes for 2025!

There are more changes to report within the Executive Committee. Sadly our current CEO, Sasha Taylor, has decided to step down from the role. We are grateful for everything she has contributed to the Committee over the past seven years, both as CEO and Head of Finance, and wish her every success going forward. Thanks, Sacha! We're pleased to announce that her replacement is Brian Noon, long-standing SFH, Supervisor, Senior Lecturer, and local radio presenter and producer! We'll be introducing him properly in the next issue. Also stepping down from the Committee is our Head of Finance, Sarah Coward, and we thank her for all her hard work and wish her all the best going forward. Our new Head of Finance will be Rebeka Cohen, who graduated in 2022 and has a background in accountancy. I'm sure you'll join me in welcoming Brian and Bekki to the team. On top of that our new Head of Social Media and Digital Platforms, Emma Naughton, has been settling into her role, and you can find out more about her in our *Meet the Member* feature on page eight.

Many thanks to everyone who has contributed to this issue. I'm loving the generosity in our membership, and in this edition we include articles on both broadening and deepening our practice. I'm hoping our *Community* article can become a (semi-)regular feature, so if you know of any interesting groups out there, let me know – and if you know someone who really goes above and beyond for the SFH community you might consider nominating them for our Fellowship. Nominations will be open

throughout February, more details in *All About You* opposite. Our Spring issue is just about full already but I do hold a bank of articles and am always pleased to hear from potential contributors. If you have an idea for a piece then do get in touch at comms@afsfh.com. Pieces should be around 500-1,800 words long and aimed at our professional membership. They can be about anything you think will be of interest to your fellow SFHs, so do get creative! You can find more details on the website at afsfh.com/publications-journals/. If you have an idea for a contribution but aren't sure if it's appropriate, or how to take it further, do get in touch. I am more than happy to advise and support you to turn that spark into a published piece for a future issue of *Hypnotherapy Today*.

Happy reading

Sally

Sally Hare,
AfSFH Head of Communications





Super support!

In this feature we continue to get to know some of our fabulous Supervisors. All quotes printed with kind permission. Details of all our AfSFH Supervisors can be found in the Supervisor Directory at [afsfh.com](https://www.afsfh.com).

Super supporter: Nicole Woodcock, AfSFH Supervisor

Hey, I'm Nicole, a Solution Focused Clinical Hypnotherapist in my practice, Hummingbird Hypnotherapy, which is based in Bourne, Lincolnshire. I also lecture at CPHT Peterborough and Nottingham, and Supervise a wonderful bunch of other Solution Focused Hypnotherapists.

I qualified in 2017 in Peterborough, and now run an independent practice, mainly working with children and teenagers with additional, emotional and neurodiverse needs. This is an area about which I have always been passionate, after spending a long time working in children's services for my local authority.

During lockdown, after being in practice for a couple of years and at the time just working solely self-employed after quitting the day job, I was put forward by my Supervisor to begin my Supervision training.

What do you feel are the greatest benefits of attending Supervision?

Having a Supervisor for me personally has been, at times, a lifeline. The one thing I really appreciate about it is that, when things in business are not going how you want them to be, it can be really reassuring in a group session to get feedback from others who have shared similar experiences. Working on your own can also be a lonely place at times. Attending Supervision has enabled me to get out of my own head on more than one occasion. More importantly I feel a part of something. When I have a new idea or need some additional support to get more information on a particular topic or subject, CPD, book recommendations etc, Supervision has been invaluable for me and my business. You don't get to experience the ebbs and flows of self-employment until you're in it, and the right Supervisor will always aim to guide you through this.

***We all know the
importance of noticing
the good stuff.***

Qualifying as a Supervisor was not something that was on my radar at the time, but with becoming a lecturer and being in lockdown it was the right time to begin learning again to support others. It was also a great opportunity to interact with fellow SFHs and learn a whole new skillset to support those in the solution-focused world.

What do you enjoy most in your role as Supervisor?

Being a Supervisor allows me to mix up my week in practice and support other small businesses, which is something that I personally enjoy spending my time doing, both in the Supervision world and outside within my business network.

My aim as a Supervisor is always to support and listen to where my supervisee is, what they have achieved, to 'high five' the wins and give them chance to acknowledge them. We all know the importance of noticing the good stuff. This is something I hugely advocate in Supervision, too. Alongside a good dose of laughter and fun.

Positive conversation and talking through difficult situations can all be part of the process, and at times we all need an additional space to be heard, then to be able to manage our circumstances in a more effective way. I love listening to my supervisees' new ideas and it blows my mind how many of them have taken this phenomenal training, and utilised the process to create learning outcomes, courses, school support and more.

We all know that, the more we feel supported, the more we help each other to grow. As a Supervisor I am here for all of that, sharing 'high fives and whoops' for all the amazing feedback, too.

I always feel privileged that clients come and choose to be supported within the space I hold, and Supervision is no different. Being available, and supervisees just knowing they have someone to soundboard with, is like an additional comfort blanket. I have experienced these things previously myself, and so can support in an empathetic and solution-focused way. Utilising and including the tools we know as Clinical Hypnotherapists can be just as supportive within the Supervision space.



About the writer:

Nicole offers 1:1 Supervision within her practice available both online, and face to face if within the local area of Bourne, Lincolnshire.



Spotlight on ...

maintaining the highest standards
in our professional practice

Personal Conduct

By AfSFH Head of Professional Standards,
Nicola Taylor

Earlier this year we updated our Code of Conduct, Performance and Ethics. In the third of our series of articles exploring aspects of the Code in more depth, we are focusing on section CC-S3: *Maintain High Standards of Personal Conduct*.

Item 3.1 of the Code states: *You must avoid any behaviour that may in any way damage or undermine the AfSFH or the reputation of your profession. This includes conduct within your professional practice or, more generally, in your personal life, if your personal conduct affects your ability to practice professionally. You will be required on application to advise of any ongoing or prior convictions and failure to do so may result in the refusal/termination of your membership.*

Professional practice and personal conduct

You will notice the difficulty here in separating professional practice from personal conduct and this is because, as the Code states, your personal conduct can affect your ability to practice professionally. Many of you by now will be familiar with our Audit process, where you may be asked to provide evidence of the required competence and ability for membership of the AfSFH. These being: appropriate insurance, a minimum of six hours of Supervision (verified by your Supervisor), and 15 hours of Continuing Professional Development (CPD) per annum. These requirements pertain solely to your professional practice and are there to ensure that our members are maintaining high standards as Solution Focused Hypnotherapists. Alongside this requirement is the consideration of aspects of personal conduct which could affect your ability to practice (see box). Any therapist guilty of this level of misconduct would clearly be unfit to practice. Under section CC-S4 of the Code of Conduct you are required to inform us at your earliest opportunity if you are convicted or prosecuted for a criminal offence or if you are under suspicion of an offence as well as providing information on previous convictions (email standards@afsfh.com). We

Your personal conduct can affect your ability to practice professionally.

Your membership may be at risk if you have been/are prosecuted or convicted for a criminal offence or on suspicion of an offence that involves, for example, at least one of the following behaviours:

- Violence
- Abuse
- Sexual misconduct
- Hate crime
- Criminal damage
- Anti-social behaviour
- Acts of neglect or negligent behaviour
- Drugs misuse (including supplying)
- Acts of terrorism
- Drink-driving
- Other offences including theft, dishonesty, fraud, or extortion.

also ask that you advise us if you are aware of misconduct involving a colleague if they are also a member of the AfSFH. We have a robust standards enquiry procedure which will fairly assess any information forwarded to us whilst maintaining confidentiality as appropriate. Each enquiry is assessed on an individual basis using the Code of Conduct, Performance and Ethics as our point of reference. Standards enquiries that sit outside of the remit of the Code may be referred to other agencies such as the ASA (Advertising Standards Agency).

If you are a member of another professional association e.g. the NCH, CNHC, ASA or ICO we also require you to advise us if you are disciplined, suspended or under investigation. This also applies if you are disciplined or suspended or under investigation by an employer, organisation or practice over conduct or competence concerns.

Greyer areas

So far we have focused on the more obvious elements of personal conduct contained within our Code, but what about those 'grey' areas; conduct issues that are more difficult to legislate for as they sit more within the remit of ethics, morals or expected norms in relation to our role as therapist? As therapist and client, we are in a very particular dynamic: a therapeutic relationship, a working relationship. This is different from a friendship. Sometimes we may come across a client who wants us to be their friend. I have heard of instances where a client wants to invite their therapist to an event, join them for a coffee or become involved in an activity. It is important to make it clear from the outset that your therapeutic alliance is not and cannot be a friendship. Previous articles on Informed Consent and Confidentiality (*Hypnotherapy Today* issues 42 and 43 respectively) also touch upon these issues, and the importance of establishing appropriate boundaries from the outset. This also raises the issue of working with people who are already known to us. When we are in training we can only practice with

family, friends and acquaintances. At this point we are training and not charging, but once we are qualified it is important to consider the appropriateness of working with someone who is known to you. Can you maintain the client-therapist relationship?

We have probably all heard of cases where a therapist has been guilty of sexual misconduct. Perhaps one of the most prominent in recent times is Beechy Colclough who was struck off by the BACP in 2012 for having sexual relations with his clients. No 'grey' area here. However, it is also important to consider how we come across to our client in our working relationship. In any social interaction, we are acutely aware of signals that an individual is sending. Most of us are excellent readers of body language, posture, and tone of voice, and therapists should be aware of how a client may be interpreting any signals. A professional appearance and appropriate body language will help to instil trust in your client; that you are there to help them and that they are safe. I was interested to read a post on our Facebook group recently discussing the appropriateness of using touch with our clients. It was good to see that the group consensus was that this is not appropriate and that a therapist should not instigate any physical contact. Once again this is about recognising what the relationship is: a professional, working alliance, not a friendship.

We have a robust standards enquiry procedure which will fairly assess any information forwarded to us whilst maintaining confidentiality as appropriate.



Communication

In my role as Head of Professional Standards, members have sometimes asked how to manage communication with clients between sessions. Email probably provides the most professional way of communicating if we need to change an appointment time, advise of any location changes etc as this mode of communication is most likely to be associated with a working relationship. If you are using text, Messenger or WhatsApp it is still important to maintain professional and appropriate language and take care with the use of emojis. I would have to hold my hand up to the one-time addition of the 'x' at the end of a message (thank you predictive text!) and an immediate follow-up message of explanation and apology when I was met with a row of laughing face emojis from my client. Taking a pause and re-reading messages before pressing the 'send' button is highly recommended.

Out in the community/social media

Even our personal presentation and behaviour outside of the therapy room may be noticed and noted by clients, prospective clients and the general public. This may be a particular issue if you live in a small town or village where people get to know you and what you do. However frustrated you are feeling with that ticket machine in the car park it may not be a 'good look' if you are clocked giving it a hefty kick! This can also extend to how we present ourselves on social media. It's a good idea to keep your personal Facebook/Instagram etc private and for friends only, and to have business accounts/pages where you can publicly talk about your work and present yourself professionally. If you have friends and family who also post it can be helpful to request that they take care with any images in which you appear. When I first began my career as a Solution Focused Hypnotherapist, one of my clients who was well known in our local town gave me a very valuable piece of advice: 'Be neutral. Don't get involved in local debate or argument on social media. People will make a judgement about you.' Not always easy, but it may well be worth it if it helps you to be seen as someone who is calm and reasonable.

In the work that we do we are often helping people when they are at their most vulnerable. Maintaining high standards of professional practice and personal conduct helps promote confidence in the general public that we can be trusted as individuals and as a profession.

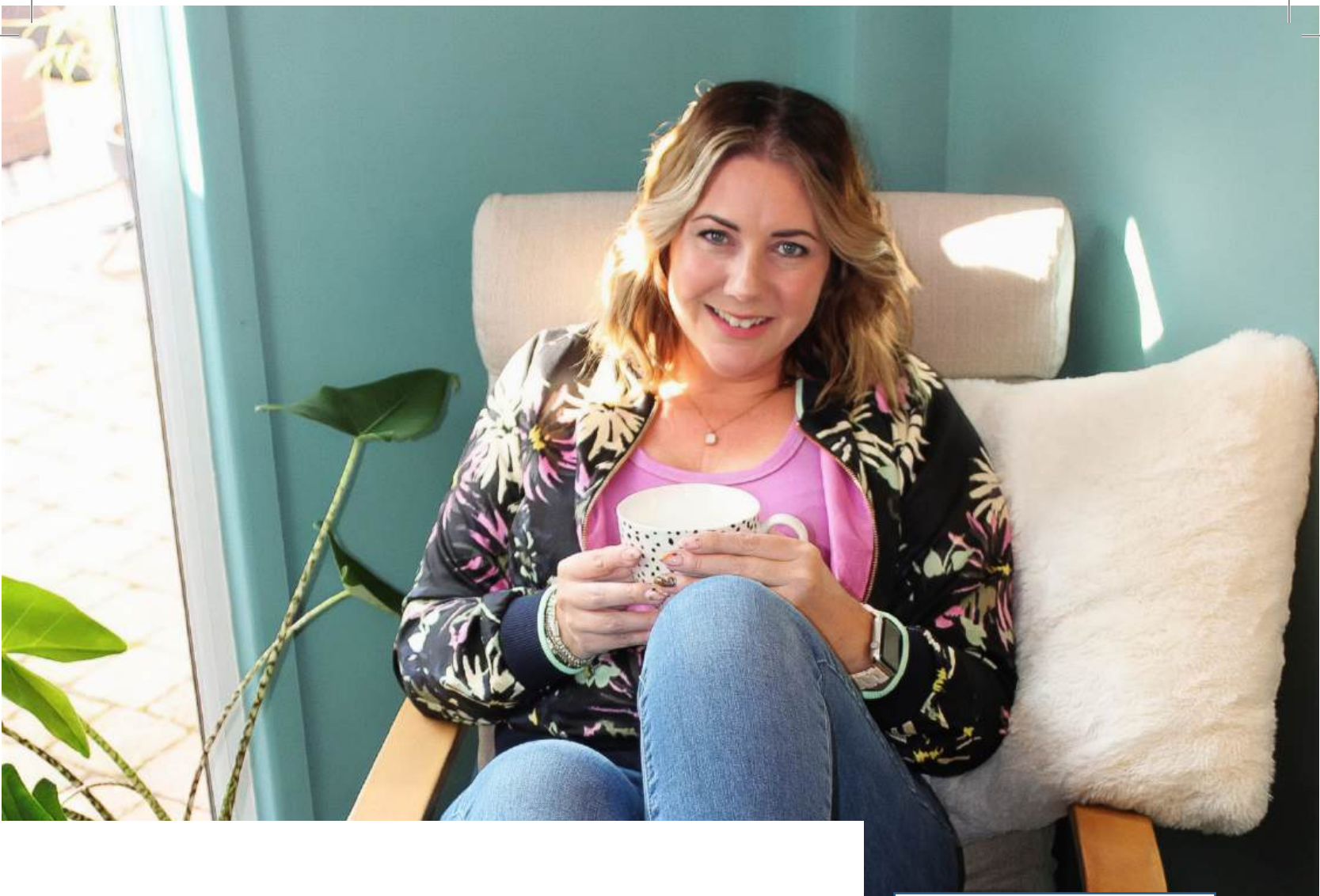


It is important to make it clear from the outset that your therapeutic alliance is not and cannot be a friendship.



About the writer:

Nicola qualified as a SFH in 2017 and as a Supervisor in 2020. She runs her Hypnotherapy practice in Abergavenny.



Meet the member

Our new Head of IT and Digital Platforms,
Emma Naughton

*In just seven
sessions my whole
perspective on life
had changed.*

How do you see your role as Head of Social Media and Digital Platforms for the AfSFH?

To create a safe and supportive environment for our members, while considering the responsibilities of the Association. To develop the overall benefits of our membership and our offering using our social platforms and the website.

I oversee the Facebook peer support group to ensure it is friendly, collaborative and supportive, while adhering to confidentiality and professional standards. I also update content on the website including CPDs, resources and articles so that we can keep our members informed and up to date. I improve the SEO of the website so that our clients can learn more about what we offer, how we can help, and details of local therapists, and I increase awareness of SFH through social media channels so we are where our clients are, and easy to discover.

What attracted you to work as a Solution Focused Hypnotherapist?

From a young age, I was described as confident, outgoing, sociable, and a bit of a rebel. However, on the inside I would often be wracked with anxiety, doubt and fear of failure. I got my degree and was doing well but my anxiety was

debilitating, and some life events left me in a very bad way. I tried counselling and CBT/ERP therapy, but always felt I must be doing something wrong as I just didn't 'feel better'. I was recommended a Solution Focused Hypnotherapist (not that I had any idea what that was) and went along to see what it was about. In just seven sessions my whole perspective on life had changed. I was seeing things in a more positive way. I felt good about my life and the future. I actually felt excited for the first time in a very long time. So when COVID hit, I lost my job and was homeschooling my five-year-old and had my two-year-old with us, I suddenly had an 'ah ha' moment. This is the chance to start again.

I love how solution-focused techniques can engage people and encourage them to change their perspective subtly, how it feels autonomous and revolutionary to realise that your own solutions are in fact the best ones for you. I am obsessed with neuroscience, which is funny as I struggled with it when studying psychology at university. Now I approach it with curiosity and wonder – the advances in our knowledge of the brain's functionality are incredible; it feels like we are on the cusp of identifying new information that will support our approach.

Why is the AfSFH important?

As our industry is unregulated, membership of the Association adds a level of trust and credibility to SFHs. Ethics and professional standards guidelines are also extremely important; they give a level of assurance not just to the public but to members that they are amongst good company, and they hold us accountable for a degree of competence and professionalism.

After you graduate it can be overwhelming to realise you are on your own. It's easy to let self-doubt creep in or to feel isolated. Peer support not only gives you access to other SFHs who have likely experienced the same things as you, but gives you an important sense of belonging. The AfSFH certainly feels supportive in creating a community and hive mind of therapists, like having a coffee break in the office and getting a chance to run an idea past a colleague.

What is your background?

I graduated university with a 2.1 BSc Psychology and applied for endless psychology assistant jobs, but got frustrated as I wanted to start earning. I decided to spend 'a couple of years' working in advertising, as it was fast paced and exciting. I progressed quickly, eventually managing websites for national magazines such as *Heat*. Having such a social job, travelling the UK and attending meals and events, when I am actually quite introverted, was a big challenge, and pushed me out of my comfort zone. After I had my children I moved into the travel industry as a product and digital optimisation manager. When I lost my job to COVID I took the opportunity to train and set up in business as a Hypnotherapist while working in marketing for a vape manufacturer, but the less said about that the better!

What motivates you?

I have recently been diagnosed with ADHD, which explains a lot of the anxiety I always felt about who I am. It has also helped me understand my own brain a lot better and how I can motivate myself. I am interested in psychology, human behaviour and neuroscience.

Helping others has always been a huge theme in my life, and now I have the training and tools to do that well. I like the challenge of working out what needs to be done and experimenting with how that will work.

What do you like to do in your spare time?

I love reading nonfiction and listening to podcasts. I also do extreme barre, an exercise that is as painful as it sounds, and rebound classes. I walk a lot and have a whippet called Zack who keeps me on my toes. As I have two young children a lot of my time is spent being a taxi and PA to them, the usual life stuff like homework and clubs. I love to travel but life has been a bit too chaotic for that recently.

What have been your highlights as a Solution Focused Hypnotherapist so far?

As I have only been doing this for three years everything is a highlight still, but the fact that I have managed to grow my business to do this full time and simultaneously renovate our house is pretty cool. Having the freedom to choose when and where I work is probably one of the most important things, as I can work around the demands of a young family.

I love the variety. We never know what to expect and we have the resources to deal with each client. I like the structure of how we work with the flexibility to adapt the question if needed. I have delivered talks and workshops to businesses and charities and, as I have always enjoyed public speaking, would like to do more of this in the future.



I like the challenge of working out what needs to be done and experimenting with how that will work.



Community

How our members are supporting, engaging and inspiring each other

We all know what a supportive environment there is within the AfSFH membership, and it's great to recognise those members who are helping to build it! If you know of a group or initiative you'd like to be included in a further issue, email comms@afsfh.com

The marketing focus group

By Wend Allport

The Marketing Focus Group (MFG) was created after a stark realisation that relying on 'word of mouth' alone wasn't working, and that I was floundering with my own marketing. I figured, if I feel this way, perhaps others do too. So, I put my solution-focused thinking cap on and took to the AfSFH Facebook members' group to gauge interest for a potential solution – the Marketing Focus Group – with the premise being that many heads are better than one. Following the AfSFH Facebook post, I was delighted to see the expressions of interest flow in. Since then, it's been full steam ahead.

The online MFG sessions are scheduled monthly and are set up in a way where they are fun and relaxed, with a sharing and inspirational vibe. It is a round table format, where everyone is given a platform to ask questions, to share what they have been working on, and any ideas or learning they have gained. The suggestions and answers to questions have been wide and varied, from practical ideas and tips, to recommendations for training and resources. Together we have tackled subjects such as giving talks, social media, and SEO, to name but a few, each time tapping into the existing knowledge pool within the group. The group has proved beyond a shadow of a doubt that many heads are better than one, with a plethora of marketing ideas shared, but the knowledge contained within the group's members extends far beyond marketing. We discovered early on that the group has a wealth of experience, knowledge and

transferable skills which all blend into the mix of finding that all-important solution.

The marketing sessions have been invaluable to me and really helped me to gain and share ideas which I have implemented over the past few months and have made a big difference! Amy Gent, SFH

On a personal note, I'm over the moon with the group and have been blown away with many of the ideas and marketing strategies which have been generously shared. There is always an abundance of ideas and support, and it's great for inspiration and motivation too. Knowing that the group is due to meet encourages me to ensure that I have done my marketing homework! So with this in mind, I would like to extend a massive thank you to all who have made this group possible, your input and support is very much appreciated.

The marketing group is a great place to find support and encouragement as well as opportunities for collaborations. Sarah Simson, SFH

We are a friendly and helpful bunch, with a collective wealth of knowledge, all helping each other with ideas, motivation and new discoveries. Everyone is welcome to join, regardless of marketing experience, so whether you are a marketing novice or a marketing genius, you will receive a warm welcome.

If you would like to join a future Marketing Focus Group, email Wend directly at wend@wellnesswithwend.co.uk.



About the writer:

Wend qualified as a SFH at CPHT Bristol in 2018 and practices full time, alongside her massage practice in Bristol.

The book group

By Andy Hill

I don't know about you, but I can count on the fingers of one hand the number of books of fiction I have read over the last 10 years. When it comes to books about Hypnotherapy however, or neuroscience, the brain, emotions or habits, I've a bookshelf full and seem to always have one on the go.

For me, reading some of these has only been possible as part of the online Book Club get togethers I've organised over the last few years. I know exactly why this is, and colleagues who have attended have said the same. Firstly, it's about time. Having a date set and signing up to attend can provide that motivation.

Secondly, signing up seems to enable people to read more slowly, more thoroughly and think about the concepts more fully. This provides a 'greater effort in = greater benefits out' type of gain (an antidote to the quick-fire dopamine hits many of us are having on a daily basis through short listening, skimming and scrolling).

Thirdly, it's about that 3rd P. It feels good to connect with people who have been through similar training, do the same work and know what it takes to keep turning up, doing this amazing job and getting those outcomes with our clients. Hearing these same colleagues describe how they took completely different things from the book really opens the mind and broadens perspectives.

Fourthly, it's about tools. If a book is viewed through a 'what-does-this-mean-for-our-Hypnotherapy-practice' lens, it will provide useful things to add to our toolbox. This might include refined facts and descriptions, anecdotes, metaphors, language patterns, questions, reflection, new perspectives and new areas of knowledge. Some colleagues have gone on to publish their own write ups and inspired others to read the book as well.

So THANK YOU to everyone who has joined these sessions over the years, somehow found the time, definitely made the effort and made them so valuable and impacting. We have read:

1. *Hypnotherapy* by Freddy Jacquin
2. *The Myth of Normal* by Gabor Maté
3. *The Wisdom of Milton H. Erickson – The Complete Volume* by Ronald A. Havens, PhD
4. *The Secret* by Rhonda Byrne
5. *The Solution Focused Brief Therapy Diamond* by Elliot E. Connie and Adam S. Froerer
6. *Spark – How exercise will improve the performance of your brain* by Dr John Ratey and Eric Hagerman
7. *Rethinking Positive Thinking – inside the new science of motivation* by Gabriele Oettingen
8. *How the Mind Can Heal the Body* by David Hamilton
9. *The Boy, the Mole, the Fox and the Horse* by Charlie Mackesy
(This scored the highest)
10. *Thinking Fast and Slow* by Daniel Kahneman
11. *Why Has Nobody Told Me This Before* by Dr Julie Smith
12. *The Body Keeps the Score* by Bessel Van Der Kolk
13. *Atomic Habits* by James Clear
14. *Chatter – The Voice in Our Head and How to Harness It* by Ethan Cross
15. *Habits of a Happy Brain* by Loretta Graziano Bruening.

So, why not have a think about reading a book with others? Or do get in touch if you'd like to know about future book clubs (andy@behypnotherapy.co.uk).



Reading some of these has only been possible as part of the online Book Club get togethers.



About the writer:

Andy Hill works full time as a Hypnotherapist in South Somerset and online. Since qualifying he has continued to develop his practice and style, keeping (mostly) to the solution-focused approach but after reading Erickson, no longer uses terms like 'the primitive mind'.

The peer support group

By Mel Cook

Solution Focused Hypnotherapy, 'my first career love', and the most substantial chunk of my professional work, is one of the most useful things that has helped me through my own life since qualifying. I thought in the beginning that I must be failing in some way personally to grasp the teachings, as I always felt that I needed more sessions at certain points. I'd tried other forms of professional support: coaching, various holistic therapies for body and mind, but the most consistent and useful help for myself is regular SFH. Whether this be because of my ADHD and/or hefty workload, or just my pure love of it and how it enriches my life.

When we're juggling finances, going through transitions and/or reacting to family demands, we don't always have the funds to keep this self-care up. At these times I have relied on my writing, yoga, playing my gongs, dancing, self-hypnosis, walks in nature, meetups with friends, regular holidays. But still, the need for trusty SFH sessions with another practitioner was needed. I'd had reciprocal therapy a few times when I couldn't afford that block of eight sessions that I knew I needed to get me back on track. When client numbers had dwindled due to my own overwhelm and energy levels dropping, I knew SFH and Supervision would give me what I needed.

I noticed through my own supervisees and in our professional social media groups that this was also needed from other therapists. I shared a few times how much I had got from reciprocal sessions and thanked those involved, hoping to nudge others gently to reach out for support too. It is not an indulgent treat, but absolutely necessary for us to maintain the level of support we need to carry the weight of our work.

Great Supervision and reciprocal SFH is the answer to maintaining my own dreams, and if we don't thoroughly walk our talk then how can we expect to help others to live their dreams?

I created the WhatsApp group for reciprocal Hypnotherapy for others to join, either for a one-off or to partner up with another for a series of sessions, to help us to navigate through these uncertain and somewhat shaky times.

I invite you to join the WhatsApp group, introduce yourself and speak out when you feel the need for support or to offer this to others. I prefer both as it keeps us all afloat and buoyant. We all have different skills, strengths and experiences to share, so go ahead and hop aboard, or you could create your own group for similar. Scan the QR code, email me with your number (melaniecookhypnotherapy@gmail.com) or text 07746 438276 to be added.

It is not an indulgent treat, but absolutely necessary for us to maintain the level of support we need to carry the weight of our work.



About the writer:

Melanie Cook has practiced as a full-time SFH since 2010, and a Supervisor since 2020, in Bath city centre, at the Clifton Practice, and at Radstock and Paulton surgeries. Melanie was also a CPHT senior lecturer in North Wales.



Reframing Goes Off-Piste

By Tim Maude

I admit it ... I tend to go off-piste. Sometimes it works and sometimes it doesn't.

I always stick to the solution-focused principles and framework, but sometimes something occurs to me during the session. I follow my instincts and create variations on the basic framework. But I always reflect afterwards – did that work? Did it add anything? Then I can choose either to drop it or to use the same technique again.

I have picked out three cases where a small, off-piste difference worked out well [Note 1]. These are all times when I was working with a client on reframing a phobic reaction.

Turning fear into enjoyment

A young lady came to see me because of a fear of flying. She had always disliked flying and in recent years it had got worse. Her father had organised a holiday in Greece, which she was looking forward to, but was now petrified of the upcoming flight. She was particularly scared during take-off and when there was turbulence.

I did the usual thing for a phobia – I took her through the experience of rewinding a couple of bad experiences she had had in the past. And then, just a few days before the actual flight, I took her through a reframe.

As usual, I got her to talk me through how the day was going to go, from leaving the house in a taxi in the morning, all the way to arriving at the hotel in Athens. This first part of the reframe

allows the client to imagine success while out of trance.

I took her into a light trance and replayed all that she had told me. I asked her to imagine being calm and relaxed throughout the turbulence. During the turbulence, I added, 'You never know, you might actually enjoy it.'

Two weeks later, she called me up. I asked how the holiday had been and she told me the story of her return trip. She and her father were waiting for the plane in Athens, when a fairly violent storm blew up. It was not so bad as to have to cancel the flight, but the plane would have to take off in a period of quite severe turbulence.

As the plane left the ground and started shaking with the turbulence, her concerned father (knowing about her phobia) took her hand and asked, 'Are you all right?' She found herself replying, 'I'm fine, I'm actually quite enjoying it.'

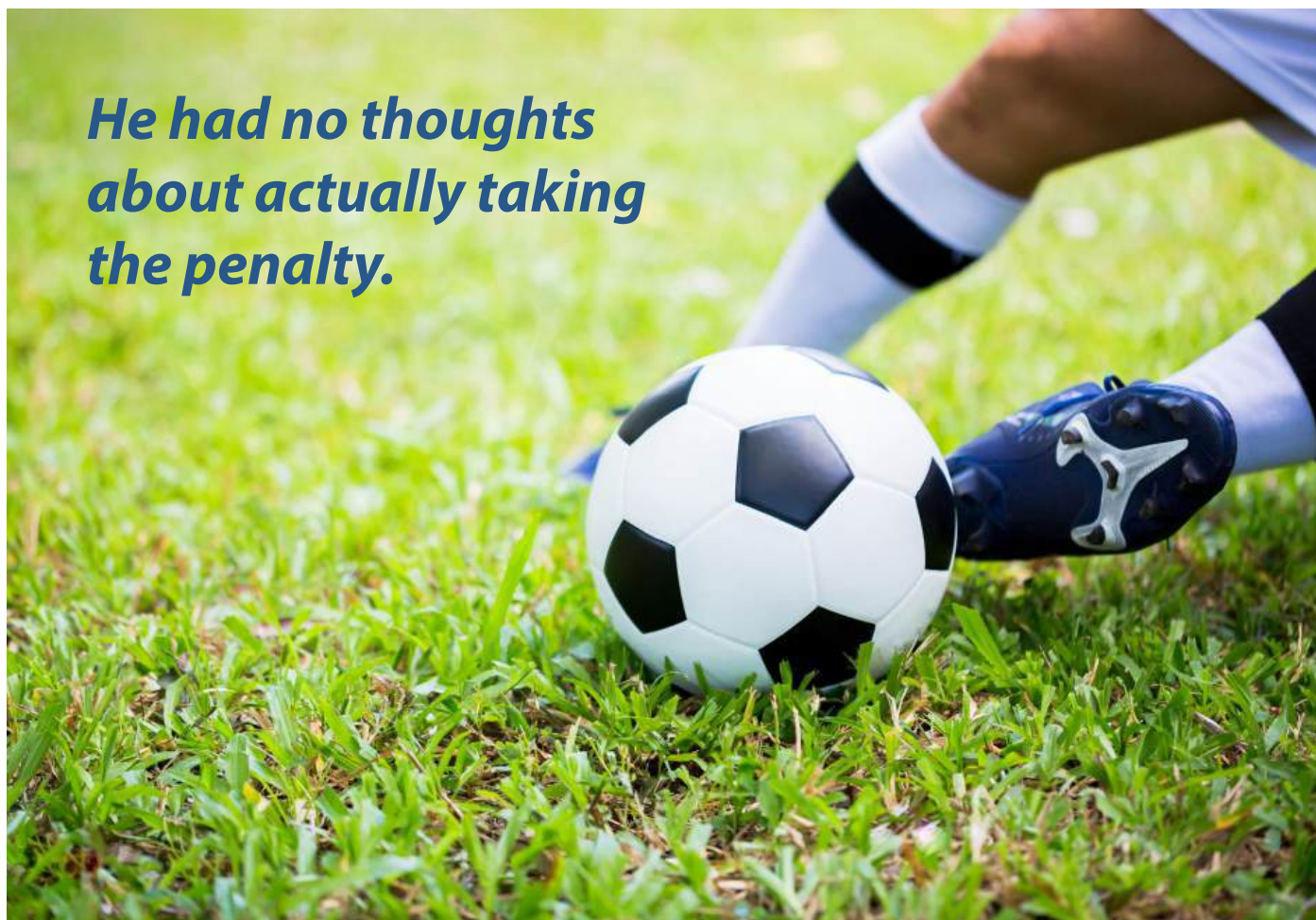
I asked her if she remembered me saying that she might enjoy it ... she could not.

Reframing the outcome

Frank Lampard played for West Ham, Chelsea, Man City and (of course) England. He is one of only eleven players to have scored over 150 goals in the men's Premier League, and was particularly noted for his ability to take penalties.

Often, the outcome of the whole game was dependent on Lampard's ability to outwit the goalkeeper and score a goal from the penalty spot. The eyes of everyone on the field, the

***He had no thoughts
about actually taking
the penalty.***



spectators, and often a massive TV audience would be on him ... either willing him on to score ... or hoping he would miss. The pressure on any player taking a penalty kick is immense.

Recently, someone told me a story [Note 2]:

Frank Lampard was asked in an interview, 'What do you think about when you are preparing to take a penalty?' In the few seconds that it takes to place the ball on the penalty spot, to move into the right position, and take the run up to kick the ball – that is when the pressure is at its highest. And so Lampard's response is fascinating.

In those few seconds, when the pressure should be at its peak, Lampard explained that he was thinking about which part of the stadium he would run to, to celebrate scoring the goal. He would normally run towards his friends and family, wherever they were. He had no thoughts about actually taking the penalty.

It is this story that came to mind when a client turned up at my clinic with a fear of public speaking. He had found himself in the position of having to give a 20-minute talk to several hundred people at a work conference in Paris. He had practiced and practiced his talk, and was now petrified.

I did the usual rewind and reframe and then asked him, 'What are you going to do immediately after you have said the last word of your talk?' He looked at me somewhat nonplussed. I continued, 'Your audience will applaud. What are you going to do?' He replied, 'I hadn't really thought about that.' After some discussion, he decided that he would stand facing the audience while the applause lasted, while he himself would clap the technical team who were there to assist him.

I then got him to stand up and imagine the audience in front of him applauding. I got him to imagine the rows of people, the noise of the clapping, the lights that might be in his face, and the feeling of pleasure at having finished the talk successfully. Then I took the part of the audience and clapped loud and long there in my clinic, while he stood there acknowledging the applause and then clapped towards his (imagined) technical team. We ran through this several times.

I received his email from the airport in Paris as he waited for his return flight. He had remained calm and fully focused throughout the talk. Acknowledging the applause had been a highlight.

Merging an exception into a reframe

A middle-aged doctor came to my clinic with a fear of driving on motorways and main roads. He had managed to find a circuitous route to get to me that avoided any main roads. He could not go over 20 miles per hour for the whole eight-mile trip, and still needed time to calm down before I could start. Of course, his fear was severely impacting his ability to work.

A few sessions in, we were making little headway. He was very good at going into trance, and reacted positively to the rewind and reframe. He could drive home calmly (on the minor roads), but the following day his anxiety would be back again.

I moved on to bucket emptying. But in answer to the miracle question, he insisted that the only thing that would move him up his scale would be to be clear of the fear of driving on motorways.

So I went off-piste, dropping the Miracle Question, and I asked him to tell me about a time when he was driving when he was

calm and focused. He suddenly remembered a time (many years ago) when he was living in Brazil and had driven a 14-hour road trip along rough roads. It had been a tough but exciting trip where he felt fully in control.

I got him to tell me the story from the beginning to the end, and watched his face light up with the experience of remembering. I then took him into trance and started by talking him through that positive experience. After about 10 minutes of recalling this journey, I said:

‘As you are driving along the rough roads, listening to the noise of the engine, feeling the vibrations of the car through your hands as you grip the steering wheel, and the bang of the wheel as it hits another pothole, you notice a dust cloud just ahead of you. You drive into the dust cloud, and as it clears you find yourself in your present-day car driving on a nice smooth empty motorway.’

This was the start of a new scenario – we reframed him driving along the motorway, empty at first, then one other car joined him, and gradually adding more and more traffic, finally leaving the motorway and driving to his home.

When he came out of trance, he remarked, ‘That was powerful.’ He was back the next week, very excited at the news that he had caught himself accidentally breaking the speed limit on the way over to see me.

And finally ...

Reframing is such a wonderful way of feeding the primitive mind some positive experiences. I love finding little things, no matter how small, that make it all run a little bit better, things that give my clients a better outcome. And that is why I sometimes go off-piste.

Notes

[1] I have changed some of the details of these stories, which are not relevant to the purpose of this article. This is to ensure that the readers who might know my clients are not able to identify them.

[2] I have searched for any evidence of this interview, but as yet have not been able to find it. If anyone knows the source of this story, I would appreciate it if you could let me know.

Reframing is such a wonderful way of feeding the primitive mind some positive experiences.



About the writer:

Tim runs his Hypnotherapy and Supervision practice in Fleet, Hampshire, from a purpose-built office in his back garden. He occasionally helps out at CPHT Surrey Hypnotherapy Training.

Work out why you want to get 'into corporate' in the first place.

So you want to get into corporate?

By Gin Lalli

One question I consistently get asked by peers and student Solution Focused Hypnotherapists is how I got into corporates.

It still surprises me to be honest. I feel I don't know what the question itself means, as I couldn't say that there is one silver bullet to do it, and what you're thinking of might be different to what I've experienced.

So, although I do a lot of work for businesses and organisations, it might surprise you to know that I didn't set out to do this.

It happened completely by accident.

As a newly qualified Solution Focused Hypnotherapist, I had just moved to the wonderful city of Edinburgh where I had zero connections. Wanting to make some friends and business links, I started to attend a lot of networking events in the city. There were some opportunities to give small presentations at these events, so I volunteered myself for a few of them.

They were received really well, and so I started to get invited to speak at other occasions. At a couple of these events the attendees included a lawyer from a large local law firm and the head of an engineering organisation. They both approached me afterwards and asked how much I would charge for presenting that very same talk to their company ... and the rest is history.

Obviously, the story is a lot more nuanced than that, but enough about me. Here's what I learned along the way, and you can do it too.

Why corporate?

Work out why you want to get 'into corporate' in the first place. If it is solely for the money, I would say you're setting off on the wrong foot. Don't be greedy, and don't assume businesses have an endless pot of money either. Times have been hard

recently, and not all corporations are looking to spend on things like wellbeing speakers when their other costs are increasing. They have to prioritise.

For me, I liked working with adults only, and particularly with adults who have already made a commitment to their personal development in some ways. People in professions must undertake continuous professional development, and so the learning process is part of their everyday life. They are keen as an audience.

The people attending the networking events I did in the beginning were always a useful source of tips and hints around a range of different subjects. Mental fitness is always popular.

Be corporate

If you want to get into corporate you've got to BE corporate.

Presentation is key. From the way you dress, the way you shake hands and make eye contact, to the actual content of your presentation. Get some training on this if you need to, or at least practice on your friends and family.

Luckily with CPHT we have been trained so well that the 'how the brain works' section of the Initial Consultation is the best starting point for your presentation. It is full of science and logic, which really appeals to a corporate audience. But don't overcomplicate it.

Give some key concise takeaway points, use acronyms and mnemonics, and talk less about yourself but more about the work you do.

It also helps to have a bank of references like good books or Ted Talks to recommend that may help people get more information later. Remember this group loves to learn more.



Network

As daunting as it may sound, you cannot deny that businesspeople attend business networking events. So, get out there and join them. **Eventbrite.co.uk** is a great place to look them up initially, but ask around for other networking events that people may recommend. Find out what is going on in your area and attend as many as possible.

Give them all a try, but be consistent by going back to ones that you enjoy and that seem a good fit.

If you want to volunteer to speak at one of them, you must have attended regularly and contributed in other ways before you ask. Asking to speak the first time you attend a networking event doesn't go down too well.

Fees

You need to have a good track record before you can charge for speaking events. Most networking events are looking for volunteers, so use this as your training ground. Do as many as you can and make your free presentations appealing, so that people want to know more.

If you'd like to take this further into businesses you can mention this at the end of your talk, on your website and your social media. But your paid talk should be different to the free one.

When it comes to what to charge that really is up to you. Factor in your travel time, your preparation time, and the immense amount of knowledge you have. It's also important to remember that often things are not valued if the fee is too low. I know it sounds strange but there you have it.

Do not undersell yourself. We do amazing work and we have been trained well to do it, so state your fee with confidence.

Personality

I'm pretty sure I get booked for my personality as well as the content.

Don't be afraid to bring humour to the presentation. Go on – use the word 'snaffle', if you deliver it right it will get a laugh! Maybe you might be good at giving a few interactive tasks or can get people involved in other ways. Don't stick rigidly to a script but do something (sensible) to make it, and you, memorable.

Taking questions – be prepared

I feel that this is where you've got to come into your own.



Do not undersell yourself. We do amazing work and we have been trained well to do it, so state your fee with confidence.

Make sure you are staying up to date with your own CPD so that you can answer any questions that may arise. I've never been asked anything so complicated I couldn't answer it – remember people are usually looking for a nice neat, clear answer, not an in-depth lecture.

Going off at a tangent can also really allow you to shine and show your expertise. This can help you to stand out from other speakers.

Leave your contact details

Don't be shy about sharing your details, your website, and where people can find out more about you. Speaking events are a great place to market yourself and, of course, solution-focused work. Share a bit about your story and why you do the work you do. It creates a good connection with your audience.

Like I said, I really didn't set out to do this initially, and the main part of my work remains working one to one with clients which I adore. A professional speaker may just tear all my tips apart. But this has worked for me, and I hope it can work for you too.

Good luck – you've got this!



About the writer:

Gin Lalli qualified in 2018 at Leeds CPHT. She is author of *How to Empty Your Stress Bucket* and host of the podcast *Stress Bucket Solutions*. She works online from Edinburgh.

SUPERVISORS' DIRECTORY

ST: Supervision type (e.g. Skype, One to One, Group supervision).



Tiffany Armitage

Location: Ivybridge, Devon
M: 07396 209103
E: tiff@tiffanyarmitage.co.uk
W: www.tiffanyarmitage.co.uk/therapists-area
ST: Group, One to One, Online



Trevor Eddolls

Location: Chippenham
T: 01249 443256
E: trevor@ihypno.biz
W: ihypno.biz
ST: Zoom, Phone, Email, One to one



Alina Bialek

Location: London
M: 07725 521804
E: info@alinabialek.co.uk
W: www.alinabialek.co.uk
ST: Group, One to One, Skype, Phone



Catherine Eland

Location: Southport / Chorley / Leeds
M: 07825047849
E: Catherine.eland@birkdale-hypnotherapy.co.uk
W: www.birkdale-hypnotherapy.co.uk
ST: Group, One to One, E-mail, Skype, Phone



Alex Brounger

Location: Stroud, Gloucestershire
M: 07917415926
E: alex@brounger.co.uk
W: www.abhypnotherapy.co.uk
ST: Group, One to One, Skype, Phone



Jane Fox

Location: Stockport, Manchester, Cheshire, Sheffield
M: 07870 882234
E: janefox2012@sky.com
W: janefoxhypnotherapy.co.uk
ST: Group, One to One, Zoom, Phone, Email



Cathy Cartwright

Location: Rochdale
M: 07716 145 122
E: cathy@freshtinkinghypnotherapy.co.uk
W: www.freshtinkinghypnotherapy.co.uk
ST: Phone, One-to-One, Skype and group sessions.



Rachel Gillibrand

Location: North Somerset
M: 07905 527719
E: rachel@seaviewtherapies.com
W: www.seaviewtherapies.com
ST: Phone, Skype/Zoom, Group, One to One



Sandra Churchill

Location: Trowbridge
M: 07515441825
E: sandrachurchill@virginmedia.com
W: www.churchillhypnotherapy.co.uk
ST: Group, One to One, E-mail, Phone, Skype



Lucy Gilroy

Location: Wantage, Oxfordshire
M: 07811 071342
E: lucy@thechildreypactice.co.uk
W: www.thechildreypactice.co.uk
ST: Group, One to One, phone, Skype



Katie Churms

Location: Bedfordshire and online
M: 07933 359563
Email- katie@songbirdhypnotherapy.co.uk
W: www.songbirdhypnotherapy.co.uk
ST: 1:1 and/or group, Zoom or in person if local



Nicola Griffiths

Location: Online
M: 0773 855 5172
E: info@nicolagriffithshypnotherapy.co.uk
W: www.nicolagriffithshypnotherapy.co.uk
ST: One to One & Group Online + Phone



Melanie Cook

Location: Bristol, Bath, Radstock, Paulton
M: 07746 438276
E: melaniecookhypnotherapy@gmail.com
W: www.melaniecookhypnotherapy.com
ST: One to One, Group, Phone, Zoom



Paul Hancocks

Location: Hampshire
M: 07534571362
E: info@hancockshypnotherapy.co.uk
W: www.hancockshypnotherapy.co.uk
ST: Phone, One to One, Group, Zoom



Debbie Daltrey

Location: Manchester & Cheshire
M: 07724 855395
E: hello@greatmindsclinic.co.uk
W: www.greatmindsclinic.co.uk
ST: Group, One to One, Skype, Phone



Heidi Hardy

Location: North Devon
M: 077121 82787
E: heidihypno@gmail.com
W: www.heidihardypnotherapist.co.uk
ST: Online (Group & One to One), Phone



Rachel Dimond

Location: Glasgow
M: 07882 659582
E: rachel@focused-mind.co.uk
W: <http://www.focused-mind.co.uk/>
ST: online/face to face one to one/group



Jennifer Higgins

Location: Lancashire, Merseyside
M: 07379 988653
E: hello@aughtonhypnotherapy.co.uk
W: www.aughtonhypnotherapy.co.uk
ST: Group, One to One, Online, Phone.



Kim Dyke

Location: Trowbridge
M: 07825957013
E: kimdykehypnotherapy@hotmail.co.uk
W: www.kimdykehypnotherapy.co.uk
ST: Group, One to One, Phone, Zoom, E-mail



Ali Hollands

Location: Online (UK)
M: 07957 573681
E: ali@happyhuman.online
W: www.happyhuman.online
ST: One to One, Online with Email and phone



Sharon Dyke

Location: Taunton
M: 07766250113
E: sdhypnotherapy@yahoo.co.uk
W: www.sdykehypnotherapy.co.uk
ST: Group, One to One, Skype



Caron Iley

Location: Bolton, Greater Manchester
M: 07580 041394
E: ci@havishamhypnotherapy.co.uk
W: www.havishamhypnotherapy.co.uk
ST: Zoom, Group, one to one, Phone



Andrew Jamison
 Location: Belfast
 M: 07846382768
 E: binaryhypnotics@googlemail.com
 W: www.binaryhypnotics.com
 ST: In person, Phone, One to One, Group, Zoom



Alison Jones
 Location: Bristol, Oxford and Birmingham
 M: 07730747772
 E: alison@solutionshypnotherapy.co.uk
 W: www.solutionshypnotherapy.co.uk
 ST: One to One, Phone



Liane Ulbricht-Kazan
 Location: Online
 T: 07825286550
 E: Liane@changeswelcome.co.uk
 W: www.changeswelcome.com
 ST: Group, One to One, Phone, Skype, E-mail (English & German)



Penny Ling
 Location: Abingdon and Reading
 M: 07759820674
 E: solutionshypno@yahoo.co.uk
 W: www.pennyling.co.uk
 ST: Group, Skype, Phone, E-mail



Sarah Maitland
 Location: Liverpool, Southport, Merseyside
 M: 07766 0098021
 E: sarah@hebehypnotherapy.co.uk
 W: www.hebehypnotherapy.co.uk
 ST: Face to Face One to One, Email, Zoom, Phone



Julie May
 Location: Mid Somerset and Kingston Upon Themes
 M: 07889777901
 E: juliemay.solutionfocused1@gmail.com
 W: currently being updated
 ST: Group, One to One, Phone



Jenny Mellenchip
 Location: Stafford, Staffordshire & Northwich, Cheshire, Leeds, West Yorkshire
 M: 07748511841
 E: info@jennymellenchip.co.uk
 W: www.jennymellenchip.co.uk
 ST: Group, One to One, Phone, Skype, E-mail



Sharon Mortimer
 Location: Online (based in Bradford but supervision will only be on zoom)
 M: 07498 657064
 E: B_A1900@hotmail.com
 W: Www.believeachieve.com
 ST: One to one or group on Zoom



Deirdriu Murray
 Location: Online (Ireland/ UK)
 M: 00353 87 1178386
 E: Deirdriu@breeze-hypnotherapy.com
 W: www.breeze-hypnotherapy.com
 ST: One-to-one, Zoom, phone, email



Elaine Neale
 Location: Falkirk, Stirlingshire
 M: 07976 661994
 E: elaine.neale@happy-hypnotherapy.co.uk
 W: www.happy-hypnotherapy.co.uk
 ST: One-to-one, group, Zoom, face-to-face, phone



Claire Noyelle
 Location: Maidstone, Kent
 M: 07712 220880
 E: claire@inspiredtochange.biz
 W: www.inspiredtochange.biz
 ST: Group, Zoom, with online support.



Deborah Pearce
 Location: Sidmouth
 M: 07939840788
 E: dpearcehypno@gmail.com
 W: www.deborahpearce.co.uk
 ST: Group



Lynda Phillips
 Location: Otley, West Yorkshire
 M: 07809 106189
 E: lynda-marie.phillips@hotmail.co.uk
 W: www.lyndaphillipshypnotherapy.co.uk
 ST: Zoom, Group, One to One, Phone



Caroline Prout
 Location: Peterborough
 M: 07729801247
 E: caroline@inspiredtochange.biz
 W: www.inspiredtochange.biz
 ST: Group, Skype



Susan Rodrigues
 Location: Bristol and Yate, South Gloucestershire
 M: 07743895513
 E: info@susanrodrigueshypnotherapy.co.uk
 W: susanrodrigueshypnotherapy.co.uk
 ST: Group, One to One, Skype, Phone



Laura Smith
 Location: Plymouth, Devon
 M: 07904 271655
 E: laura@laurasmithhypnotherapy.co.uk
 W: www.laurasmithhypnotherapy.co.uk
 ST: Individual, group, in person, online



Charlotte Spillane
 Location: Online (UK)
 M: 07787 833867
 E: charlotte@sparkhypnotherapy.co.uk
 W: www.sparkhypnotherapy.co.uk
 ST: One to One, Zoom, Phone, Email.



Holly Stone
 Location: Billingshurst, West Sussex
 M: 07909 951338
 E: holly@hollystonehypnotherapy.co.uk
 W: www.hollystonehypnotherapy.co.uk
 ST: phone, skype/zoom, group, one to one



Sacha Taylor
 Location: Bath
 T: 07957 397291
 E: taylor.sacha@gmail.com
 W: www.purehypnotherapy.co.uk
 ST: Group, One to One, Phone, Skype, Email



Nicola Taylor
 Location: Abergavenny, South Wales
 M: 07802 286386
 E: eclipsesfh@gmail.com
 W: www.eclipsesfh.com
 ST: phone, zoom, group, one to one



Stuart Taylor
 Location: Horfield, Bristol
 M: 07840269555
 E: info@taylorhypnotherapy.co.uk
 W: www.taylorhypnotherapy.co.uk
 ST: Group, E-mail, Phone, One to One



Jessica Townend
 Location: Leeds
 M: 07580 025514
 E: Jessica@mindgardenhypnotherapy.co.uk
 W: www.mindgardenhypnotherapy.co.uk
 ST: One to one, group, in person/Zoom/phone



Nicole Woodcock
 Location: Lincolnshire
 M: 07540873928
 E: Info@hummingbirdhypnotherapy.co.uk
 W: www.hummingbirdhypnotherapy.co.uk
 ST: One to one.



Anne Wyatt
 Location: Banchory, Aberdeenshire
 M: 07584 414715
 E: anne@bonaccordhypnotherapy.com
 W: www.bonaccordhypnotherapy.com
 ST: Group, One to One, Skype, Phone, Email

Committee Members



Chair and Trustee: Susan Rodrigues

Susan is the key interface between Clifton Practice Hypnotherapy Training (CPHT) and the AfSFH. As CPHT course co-ordinator, her crucial role allows her to organise key speakers and post-CPHT training to ensure your CPD (Continuous Professional Development) is maintained to the highest standards. She is also a senior lecturer with CPHT and was one of AfSFH's first Supervisors!



CEO: Brian Noon

Brian graduated from CPHT in Peterborough in 2016 and has been a senior lecturer for CPHT since 2019. Brian is a passionate advocate of SFH, and in his role of CEO is committed to progressing the awareness of our fantastic model of therapy, as well as ensuring that the AfSFH continues to offer support and value to its members.

Contact email: ceo@afsfh.com



Head of Finance: Rebeka Cohen

Rebeka graduated from CPHT Nottingham in June 2022 when she set up her practice in Leicestershire. Having a strong background in accountancy and with a commitment to promoting the positive impact that Hypnotherapy can have on people's lives, Rebeka is excited to make a meaningful impact in her role as Head of Finance for the AfSFH.

Contact email: finance@afsfh.com



Head of Communications: Sally Hare

Sally is a graduate of CPHT Bristol and has a background in writing, editing and proofreading. Training and practice experience have enthused her to spread the Solution Focused message to as wide a public as possible.

Contact email: comms@afsfh.com



Head of Social Media and Digital Platforms: Emma Naughton

Emma has a background in marketing with experience of managing social media platforms for international companies. She is keen to create a supportive and informative space for members to connect and access AfSFH resources, and to increase public awareness of SFH and its benefits.

Contact email: it@afsfh.com



Head of Membership: Claire Corbett

Claire oversees all aspects of the renewal and processing of membership applications for the AfSFH. She is passionate about ensuring members are fully supported, and in promoting the AfSFH.

Contact email: membership@afsfh.com



Head of Professional Standards: Nicola Taylor

Nicola has an extensive background in teaching and education. Her goals are to promote high standards and best practice amongst AfSFH members, and to ensure that the Association supports members in achieving these.

Contact email: standards@afsfh.com



Head of Marketing: Andrew Major

Andrew has a professional background in marketing. He is eager to continue the wider promotion and awareness of SFH and the work of the AfSFH and its members.

Contact email: marketing@afsfh.com

