

# 100-HOUR COMPREHENSIVE TRAINING IN APPLYING CLINICAL HYPNOSIS IN STRATEGIC PSYCHOTHERAPY



*Join Internationally Known and Respected  
Clinical Psychologist*

**MICHAEL D. YAPKO, Ph.D.**

*for this Intensive and Unique  
Training Opportunity*



**Focusing  
on Your  
Strengths**

**Michael D. Yapko, Ph.D.**

Go to  
[www.yapko.com](http://www.yapko.com)  
to watch Dr. Yapko's short  
video describing this program

Dear Colleague,

In this ever quickening age we live in, it seems a neglected truth that some things simply cannot be hurried or instantly acquired. Complex clinical skills often take years of education and training to evolve. It helps, though, to have a clear and practical framework for thinking about and practicing therapy in the most efficient ways possible. Hypnosis offers such a framework. Training in clinical hypnosis encourages sensitivity to the unique and subjective aspects of human experience as well as the inevitable role of suggestion in *any* form of treatment. Furthermore, hypnosis allows hidden resources we all have to be more readily accessible, greatly empowering individuals in the process. Can you imagine what it's like, for example, for someone in pain to discover an ability to manage his or her pain naturally with less medication or possibly none at all? What a privilege to be able to work in this impactful way! In this respect, hypnosis may well be regarded as the original applied "positive psychology," for anyone who practices hypnosis recognizes that people have many more resources than they realize. Connecting people to their strengths, empowering people to use more of their skills in new and diverse ways, and helping people acquire new skills are all fundamental to the practice of clinical hypnosis. Is there anyone who doubts that people learn and grow more easily when they are focused and relaxed?

The empirical evidence for the merits of these invaluable approaches will be on continuous display in this training. Beyond what the substantial body of science tells us about the benefits of hypnosis, though, is the reality that good therapy involves at least as much artistry as science. This is the greater focus of the training; the small group and structured program assure you of having lots of time to explore your individual interests and develop your style of practice. In whatever way you may wish to apply hypnosis in your work, you'll be guided each step of the way to evolve the skills you'll need as well as the understanding of the scientific underpinnings for those skills. More details about the program are provided elsewhere in this announcement as well as in videos on my website [www.yapko.com](http://www.yapko.com).

I have dedicated my professional life to advancing the field of clinical hypnosis as it is applied in the context of short-term goal-oriented psychotherapies. I have learned a great deal and I have also contributed a great deal. It has been an extraordinary journey. I hope you'll join the course so I may have the chance to help you discover what makes the study of hypnosis both fascinating and clinically powerful.

With best wishes,

Michael D. Yapko, Ph.D.

Clinical Psychologist

Director, The Milton H. Erickson Institute of San Diego

Fellow, American Society of Clinical Hypnosis

*"Is the goal of treatment to reduce pathology or expand wellness? Hypnosis generally focuses on and amplifies peoples' strengths, beginning with the premise that people have more resources than they realize. Hypnosis allows us to connect with and enhance the best parts of human experience. Best of all, the scientific literature shows clearly that hypnosis enhances the treatment process in ways we are just beginning to understand."*

– Michael D. Yapko



## *Why Study Hypnosis with Michael D. Yapko, Ph.D.?*

*Dr. Yapko has distinguished himself in the fields of psychotherapy and clinical hypnosis in a number of ways.*

*Here are just a few of them:*

- He is the only person in the field to have *ever* received each of these highest awards of recognition from within the profession: the American Psychological Association’s “*Division 30 Award for Distinguished Contributions to Professional Hypnosis*,” The International Society of Hypnosis Lifetime Achievement “*Pierre Janet Award for Clinical Excellence*,” and The Milton H. Erickson Foundation “*Lifetime Achievement Award For Outstanding Contributions to the Field of Psychotherapy*.”
- He is the author of the leading text in the field, a comprehensive volume called *Trancework: An Introduction to the Practice of Clinical Hypnosis*, now in its fifth edition.
- He has been teaching some of the most highly rated workshops at national and international professional conferences for more than 30 years. People appreciate his structured and clear style of teaching. He is knowledgeable, supportive, humorous, and makes learning *fun*.
- He has conducted clinical trainings in more than 30 countries across six continents as well as all over the United States. His perspective is cross-national and multi-cultural.
- His depth and breadth of knowledge about hypnosis is evident in his writings and teachings; in fact, beyond the 15 books he authored, he was honored to be asked to write the authoritative sections on hypnosis, brief therapy, and treating depression for the *Encyclopedia Britannica Medical and Health Annual*.
- His emphasis in this program is on a more naturalistic (rather than ritualistic) style of hypnosis, what many refer to as “Ericksonian hypnosis.” However, to be comprehensive, *all* major models of hypnosis will be considered so participants will have a broad base of understanding and experience.

## **STRUCTURE OF THE TRAINING**

This training program is provided in a concentrated format of three 5-day training phases for a total of 100 contact hours. The time between phases allows for integrating the new skills into your work.

Participants commit to attending all three phases of the training together as a group. Everyone starts at Phase 1 and no new members are added later at another phase of the training. This format creates a wonderful group cohesiveness and continuity in the training experience.

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

## HAVE YOU HAD PREVIOUS TRAINING IN HYPNOSIS?

Many people interested in this program have already had some training in hypnosis. Too often, though, they're not really using it because they didn't develop the confidence they needed to design and deliver hypnotic interventions. Others are using what they've learned, but simply want to add more depth and breadth to their approaches.

If you think this will be redundant, we can assure you that we have had many, many highly experienced clinicians take this entire program, and there has been virtually unanimous agreement that they learned far more than they expected to even at phase one's beginning level.

The conceptual and practical foundation established in the beginning sets the stage for the advanced concepts and methods to come in phases two and three. Furthermore, group cohesiveness builds from the start, and only gets stronger day by day, enriching the learning experience. Many people have said this was the best clinical training they ever received. We hope it will be yours, too!

## PARTICIPANT ELIGIBILITY

This program is open to health care professionals and graduate students with advanced degrees, licenses and/or certifications in the helping professions (as regulated by the country in which they practice). As a strict condition of acceptance into the program, participants must commit to fully attending each section of the entire three-phase program. ***There is no partial attendance or partial completion permitted.***

## GROUP SIZE

Group size is limited and varies depending upon the location of the training and the venue (usually between 24 and 36 participants). Please see the website registration page at [www.yapko.com](http://www.yapko.com) for details about the specific training you may wish to attend.

## CERTIFICATION IN HYPNOSIS

This course fulfills the educational requirements for certification in hypnosis offered by the American Society of Clinical Hypnosis (ASCH) for individuals eligible to join ASCH.

Certification by ASCH is a voluntary credentialing program. According to the ASCH website, "Anecdotal evidence suggests that hospitals and third party payers are beginning to recognize the importance of such standards and view ASCH Certification as a basic requirement for promoting hypnosis as a treatment modality."

Please visit [www.asch.net](http://www.asch.net) for further details.

## CONTINUING EDUCATION CREDIT

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



# The 100 Hour Program: A Brief Synopsis

*(More detailed program information, including educational objectives and daily schedule, are available online at [www.yapko.com](http://www.yapko.com))*

## **Week 1: *The Foundations of Hypnosis: Concepts and Basic Methods***

In this comprehensive beginning level training, you will learn the principles and terminology of hypnosis as well as general ways hypnosis can be applied clinically. More specifically, you'll learn: the “nuts and bolts” of hypnotic suggestion and ways to fit them to your clients' needs, modern theories of hypnosis, the structure and utilization of hypnotic phenomena, contextual considerations in applying hypnosis, common myths about hypnosis affecting its use, the social psychology of hypnosis, clinical versus research findings, age regression and the workings of memory, verbal priming of unconscious responses, dissociation and automaticity, the range of suggestion structures and styles, methods of induction, and more... *you'll learn enough hypnosis in just this first week to start using it in your practice.*

## **Week 2: *Applying Hypnosis in Psychotherapy: Developing a Goal Orientation***

In this intensive intermediate level training, the foundational skills acquired in the first week and subsequently practiced will be guided in the direction of evolving artistry in performing hypnosis in goal-oriented psychotherapy. The ability to use hypnosis to build client receptivity to new ideas and possibilities in order to begin to transform his or her experience in some meaningful way is an essential step in any treatment process. In this second phase of the training, you will learn: interviewing strategies for uncovering the symptom formation process, subjective patterns of self-organization and treatment responses, key patterns of self-regulation, sequencing stages of therapeutic interaction, building client receptivity, thinking strategically about treatment goals, creating and offering goal-oriented hypnosis sessions, the use of therapeutic metaphor, and more...

## **Week 3: *Expanding Clinical Approaches: Developing Deeper Clinical Focus***

In the third and final phase of the program, the skill level will move to an advanced one of designing and delivering hypnotic interventions across a wide variety of client problems. In this phase you will learn about the hypnotic and strategic treatment of depression, the most common mood disorder, hypnosis and pain management, the use of indirection in treatment, hypnosis and habit modification, the interface between hypnosis and homework assignments, hypnosis and managing anxiety, designing and delivering therapeutic metaphors in hypnosis, seeding of growth-oriented changes even after formal treatment ends, and more... By the time this final phase ends, you'll have evolved into a knowledgeable and experienced hypnosis practitioner!



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**describe this program**

## DATES, LOCATION and SPONSORSHIP

Dates and locations can be found on [www.yapko.com](http://www.yapko.com).

Our home base is Southern California and we offer this training once a year in the San Diego area. This unique 100-hour training has also been brought to international locations by qualified sponsors. Please visit [www.yapko.com](http://www.yapko.com) to see where and when this training is being offered.

If you are a conference organizer and wish to bring this training to your geographical area, you can contact Diane ([diane@yapko.com](mailto:diane@yapko.com)), the Program Manager, for relevant sponsorship information.

## COURSE FEE and HELPFUL PAYMENT PLANS

Course fees can be found on [www.yapko.com](http://www.yapko.com).

*Payment plans are available* at no extra cost and are described on the registration page at [www.yapko.com](http://www.yapko.com)

## REGISTRATION INFORMATION

- **ONLINE:** [www.yapko.com](http://www.yapko.com)
- **PHONE:** +1.760.402.9100
- **E-MAIL:** [diane@yapko.com](mailto:diane@yapko.com)

Because the **group size is limited**, this program **regularly sells out**, often as far as 6 months in advance. Thus, *early registration is advised* - and appreciated.

## CANCELLATION/REFUND POLICY

Please see the registration page on [www.yapko.com](http://www.yapko.com) for a detailed description of our policy.

## ADA ACCOMMODATIONS

We honor the Americans With Disabilities Act. The training site provides full accessibility for people with disabilities. If you require any special ADA accommodations, please contact Diane ([diane@yapko.com](mailto:diane@yapko.com) or 760-402-9100) 2 weeks prior to the beginning of the training in order for us to accommodate your needs.



## *Why Study Hypnosis? Is There True Clinical Merit?*

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

- The science makes it clear: People learn best through direct experience. Hypnosis is a vehicle of focused, *experiential* learning. Given how many problems are problems of focus, approaches such as hypnosis (and its close cousin mindfulness) earn their value by paying attention to attention. Hypnosis is about attention with intention.
- Suggestion is an inevitable part of *any* treatment, yet too often clinicians are unaware of the role of suggestion in their methods. Learning hypnosis allows you to improve and diversify your skills in suggesting therapeutic possibilities.
- Hypnosis provides deeper insights into how people generate their experiences, including symptomatic ones. You'll be clearer than ever about your targets of intervention, making your therapies more strategic, focused and effective.
- Empowering people is an essential part of any therapeutic intervention. Hypnosis is especially focused on helping people develop and use their resources more skillfully in responding to life's challenges. Amplifying peoples' strengths is often more clinically effective than trying to diminish peoples' weaknesses.
- Research on the effectiveness of hypnosis highlights the fact that hypnosis enhances treatment outcomes. Hypnosis isn't the therapy; rather, hypnosis provides a context for delivering meaningful therapeutic interventions of all kinds.
- By learning hypnosis, you will acquire a desirable additional treatment tool to help market your practice both to clients and other health professionals who will seek out your area(s) of expertise.

*"Hypnosis is not some mystical procedure, but rather a systematic utilization of experiential learnings-that is, the extensive learnings acquired through the process of living itself."*

*– Milton H. Erickson*

## *Why Take This Particular Training?*

- It is only open to qualified professionals.
- Dr. Yapko teaches the ENTIRE course himself.
- It is a *highly practical*, "hands-on" training designed to build competency in practice.
- It is size limited so greater individualized attention can be provided.
- It is specifically designed to allow you time to learn, process the information and practice the skills in-between phases.
- With the three separate phases of instruction continuing with the same participants, you will develop a core group of friends and fellow professionals to network with during and after the course.

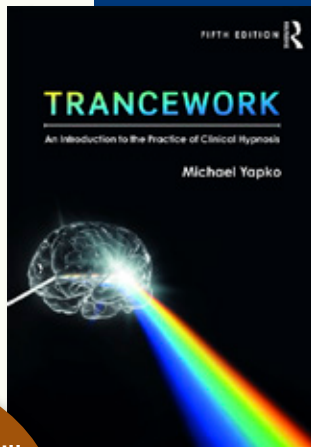
## ABOUT MICHAEL D. YAPKO, Ph.D.



Michael D. Yapko, Ph.D., is a clinical psychologist and marriage and family therapist residing in Fallbrook, California, together with his wife, Diane, who serves as Program Director. He is internationally recognized for his expertise in clinical hypnosis and outcome-focused psychotherapies, routinely teaching to professional audiences all over the world. He is

the author of 15 books and editor of 3 volumes. He has authored dozens of book chapters and articles on the subjects of hypnosis and strategic psychotherapies.

These include his widely used classic text *Trancework: An Introduction to the Practice of Clinical Hypnosis* (5th edition), the award-winning books *Mindfulness and Hypnosis: The Power of Suggestion to Transform Experience*, *Treating Depression With Hypnosis: Integrating Cognitive-Behavioral and Strategic Approaches* and *Hypnosis and Treating Depression: Applications in Clinical Practice*, as well as *Essentials of Hypnosis* and *Hypnosis and the Treatment of Depressions*. His works have been translated into 9 languages. More information about Dr. Yapko's books, CD programs, and DVD clinical demonstrations can be found on his website: [www.yapko.com](http://www.yapko.com).



Each participant will receive a complimentary copy of the course text, *Trancework*, by Dr. Yapko, the first day of the training.



MICHAEL D. YAPKO, Ph.D.

Focusing on your strengths