



THE INSTITUTE OF
**APPLIED
PSYCHOLOGY**



NATIONALLY RECOGNISED
TRAINING

11271NAT Diploma of Clinical Hypnosis and Strategic Psychotherapy Course Guide

Online and LIVE Interactive Certification

iap.edu.au

11271NAT

DIPLOMA OF CLINICAL HYPNOSIS AND STRATEGIC PSYCHOTHERAPY



COURSE DETAILS

COURSE NAME AND NATIONAL CODE

11271NAT Diploma Of Clinical Hypnosis and Strategic Psychotherapy

WHO SHOULD STUDY THIS COURSE?

This course is suitable for those considering a career change, looking to add therapeutic skills and/or to start their own business and help people. These may include:

- Individuals wishing to change careers or enter into a new career
- Existing workers who have over 5 years work experience in any field and wish to upgrade their skills and knowledge into a new and/or existing industry sector
- Existing workers who wish to have their current skills and knowledge recognised
- Existing therapists, medical practitioners and allied health workers who seek additional skill sets
- Anyone who is fascinated by the power of the mind and wants to make a difference in this world
- Anyone who wants to have a lifestyle that supports family with no more than 20-25 hours per week
- Anyone who has life experience and wants to be effective NOW.

COURSE DURATION AND COMMITMENT

- You have up to 18 months from the date of enrolment to complete the diploma.
- 16 live and interactive online days. These are delivered in four day blocks + Elearning
- An average of 10 hours a week commitment will help you complete this course.

SELECTION CRITERIA (PRE-REQUISITES)

This course requires the following to be enrolled:

- Year 12 or equivalent and 5 years of post-secondary school work experience in any field.
- If there is no Certificate IV (any) previously completed, you may have to complete an LLN Assessment.

DELIVERY MODE & STRUCTURE

- This course is delivered online to students across Australia and the globe. Training will be delivered online using interactive platforms and utilities (Zoom).
- The 16 live practical days are delivered via zoom in blocks of 4 days, 1pm-8pm AEST.
- Self-paced eLearning. Note: Students will be required to complete activities in their own time and will be required to manage their own study.

ASSESSMENT METHOD

Different units will require the completion of different assessments across the course. These include:

- Observation
- Written
- Case studies
- Simulations
- Role plays and
- Third party reports.

RECOGNITION OF PRIOR LEARNING (RPL)

All individual students are offered the opportunity to apply for RPL. Please see the Student Handbook or inquire at the RTO for the procedure on how to apply.

COURSE INCLUSIONS & EXTRAS

When you join IAP, you join a community of like-minded peers and receive the highest quality of live student support. We offer you the following:

- Phone and email student support access and support
- IAP Knowledge Base
- Weekly study support groups
- Monthly playdates (practice sessions)

A student community networking engagement platform.

You will also receive recordings (audio and video) for 12 months post graduation and a specific Class Resource Library (Learning Annex) that includes extra materials, research evidence, videos and articles pertaining to class discussions.

CERTIFICATION & WHAT YOU CAN DO WITH THIS QUALIFICATION

Upon graduation of this course you will

- Receive a digital and hard copy of the 11271NAT Diploma of Clinical Hypnosis and Strategic Psychotherapy within 30 days of graduating.
- Be equipped with both clinical hypnotherapy and strategic psychotherapy that will help you produce long lasting client results
- Be able to apply to join your association of choice and register as a qualified Clinical Hypnotherapist and Strategic Psychotherapist.
- Have the potential to set up your own Hypnotherapy practice

COURSE RECOGNITION & ASSOCIATIONS

This exclusive course is nationally-accredited by The Australian Skills Quality Agency (ASQA) and is part of the larger Australian Quality Framework (AQF)

This course is also recognised by the following associations across domestically and internationally:

- Hypnotherapy Council of Australia (Peak Body)
- International Strategic Psychotherapists Association (ISPA)
- Australian Association of Hypnotherapists and Psychotherapists (AACHP)
- Australian Hypnotherapists Association (AHA)
- Guild of Australian Hypnotherapists (GOAH)
- Holistic Health Association (HHA)
- General Hypnotherapy Standards Council (GHSC) UK based Authority

BECOME AN ACCREDITED HYPNOTHERAPIST

CHANGE LIVES INCLUDING YOUR OWN

Post pandemic the issue of mental health has become a consideration that can no longer be denied. The Australian Bureau of Statistics estimates that 43.7% of the population 16-85 have now experienced a mental disorder. This is a significant increase and we need good mental health practitioners to deal with this surge. For us, Hypnosis is an obvious choice.

WHY STUDY HYPNOSIS?

In psychotherapy today there is a very strong movement towards the **inclusion of trance** inducing techniques because they tend to facilitate change when talking about an issue consciously, even repetitively, simply doesn't always move the dial. Hypnosis is for those who want to see results...quickly!

Now, a finer distinction. **Not all Hypnosis is the same.** Some of it is little more than guided visualisation. Some forms are entwined with psycho-dynamic approaches, and others with modern mindfulness. Each has its own efficacy and its own devotees, but all of these approaches involve trance and deal with unconscious processes

Modern Strategic Hypnotherapy is considered by many to be **the quiet revolution in psychotherapy.** It essentially comes from the **same source points** as Cognitive Behaviour Therapy (CBT), Acceptance and Commitment Therapy (ACT) Mindfulness, Psychoneuroimmunology, Neuro-Linguistics, and Ericksonian Hypnosis.

Each of these approaches has empirical support, but when combined, the results can be spectacular. In fact, even when students are already a talk therapist of some kind, they are often **genuinely astounded** by what they see.

It is that reliable.



THE INSTITUTE OF
**APPLIED
PSYCHOLOGY**

COURSE DESCRIPTION

This course provided participants with a range of knowledge, and skills to perform the following functions associated with clinical hypnosis and strategic psychotherapy counseling this course will training participants in therapy for a range of issues including:

- Anxiety disorders, Phobias,
- Substance abuse
(alcohol, smoking/tobacco and other drugs)
- Weight issues,
- Undesirable behaviours and habits,
- Pain management,
- Psychological issues,
- Sexual issues, Physical dysfunction
- Insomnia/sleep disorders,
- PTSD/OCD, Depression,
- Procrastination,
- Self-esteem issues,
- Grief/Crisis Situations

The course is especially suited as an adjunct form of therapy used with other forms of psychological or counselling treatments.

ABOUT THIS COURSE

Expected Learning Outcomes

By the end of the first 4 day Practical we expect you to be able to **hypnotise someone** without a script, deliver a therapeutically value message, and bring them back effectively.

By the end of the course we expect you to be able to address the top 18 conditions someone might present with, using a strategic approach, and implementing the Gordian Pillars of Psychotherapy. This should prepare you well to hit the ground running for a **career as a Clinical Hypnotherapist**.

Specific Competencies you will be Awarded (10 units in total)

- | | |
|---|--|
| 1. DCHHYP501 Work within a clinical hypnosis framework | 7. CHCLEG001 Work legally and ethically |
| 2. DCHHYP502 Prepare for clinical hypnosis session | 8. CHCCSL001 Establish and confirm counselling relationships |
| 3. DCHHYP503 Provide clinical hypnosis session | |
| 4. DCHHYP504 Monitor and evaluate clinical hypnosis interventions | |
| 5. DCHSTP505 Develop clinical hypnosis and strategic psychotherapy practice | |
| 6. DCHSTP506 Apply strategic psychotherapy techniques to clinical hypnosis | |
-
- Electives: Choose 2 of the following:**
- CHCCCS014 Provide brief interventions
 - CHCCCS019 Recognise and respond to crisis situations
 - CHCDIV001 Work with diverse people

PLEASE NOTE:

The RTO reserves the right to change the units within this training as required.

Please refer to the Enrolment Form, for the terms and conditions of enrolment, which includes: Enrolment and Selection; Training Guarantee; Course Fees, Payments and Refunds; Course Fees paid in Advance; Recognition of Prior Learning (RPL) or Credit Transfer.

All Certificates will be issues by the institute of Applied Psychology

Immediately applicable skills

During the course, you will learn how to:

- **Set up** an ethical Hypnotherapy Practice
- **Be able to** hypnotise just about anyone as long as they are willing to participate
- **Assess** if a potential client is within scope, or should be referred on to other professionals
- **Assess** who is a good candidate for a hypnotic intervention and who is not
- **Identify** people's cognitive patterns and address the issue effectively
- **Identify** your own patterns and have methods to negate them if you wish
- **Create** an effective treatment plan for each client
- **Avoid** marketing mistakes

COURSE DETAILS

PRACTICAL 1: DAY 1

Clinical Hypnosis: Foundational Knowledge

- Summary of Elearning as a review
- Traditional hypnosis - reading scripts and developing your hypnotic patter
- Introducing Ericksonian hypnosis

PRACTICAL 1: DAY 2

Clinical Hypnosis: Delivering Ericksonian Hypnosis

- Utilization inductions without a script
- Adjusting your induction for different/difficult clients

PRACTICAL 1: DAY 3

Clinical Hypnosis: Interview and Pretalk

- Framing questions establish the nature of the issue
- The pretalk - framing hypnotic experience
- First real session

PRACTICAL 1: DAY 4

Clinical Hypnosis: Practicing LIVE Assessment

- Groups of 3 dealing with just two underpinning cognitive distortions
- Pseudo orientation in time - Hypnotic devices

PRACTICAL 2: DAY 5

Strategic Psychotherapy - Cognitive Distortions

- The role of cognitive distortions in perception
- Use of the Gordian Treatment Plan
- How to assess the underpinning distortions that generate the problem

PRACTICAL 2: DAY 6

Strategic Psychotherapy - Addressing GICA

- The Fundamental Five- the foundation to most psychological problems, and how to address each component.



PRACTICAL 2: DAY 7

Strategic Psychotherapy - Addressing Anxiety

- Addressing the fundamental perceptual mistakes of anxiety

PRACTICAL 2: DAY 8

Strategic Psychotherapy - Low Self Esteem

- Addressing low self esteem including avoidance and perfectionism
- The POWER of HOW

PRACTICAL 3: DAY 9

Strategic Psychotherapy - Strategic Interviewing

- Uncovering the experiential gap
- Tackling beliefs that don't serve

PRACTICAL 3: DAY 10

Strategic Psychotherapy - Addictions

- Hypno Aikedo -Changing associations especially with addictive substances or habits/compulsions

PRACTICAL 3: DAY 11

Strategic Psychotherapy - Trauma & Phobias

- How to decide if the client is within your scope or not + legal issues
- Specific technique to deal with visual flashbacks and painful memories
- How to deal with Phobias e.g. spiders, snakes, birds, rats, geckos, dogs, tunnels

PRACTICAL 3: DAY 12

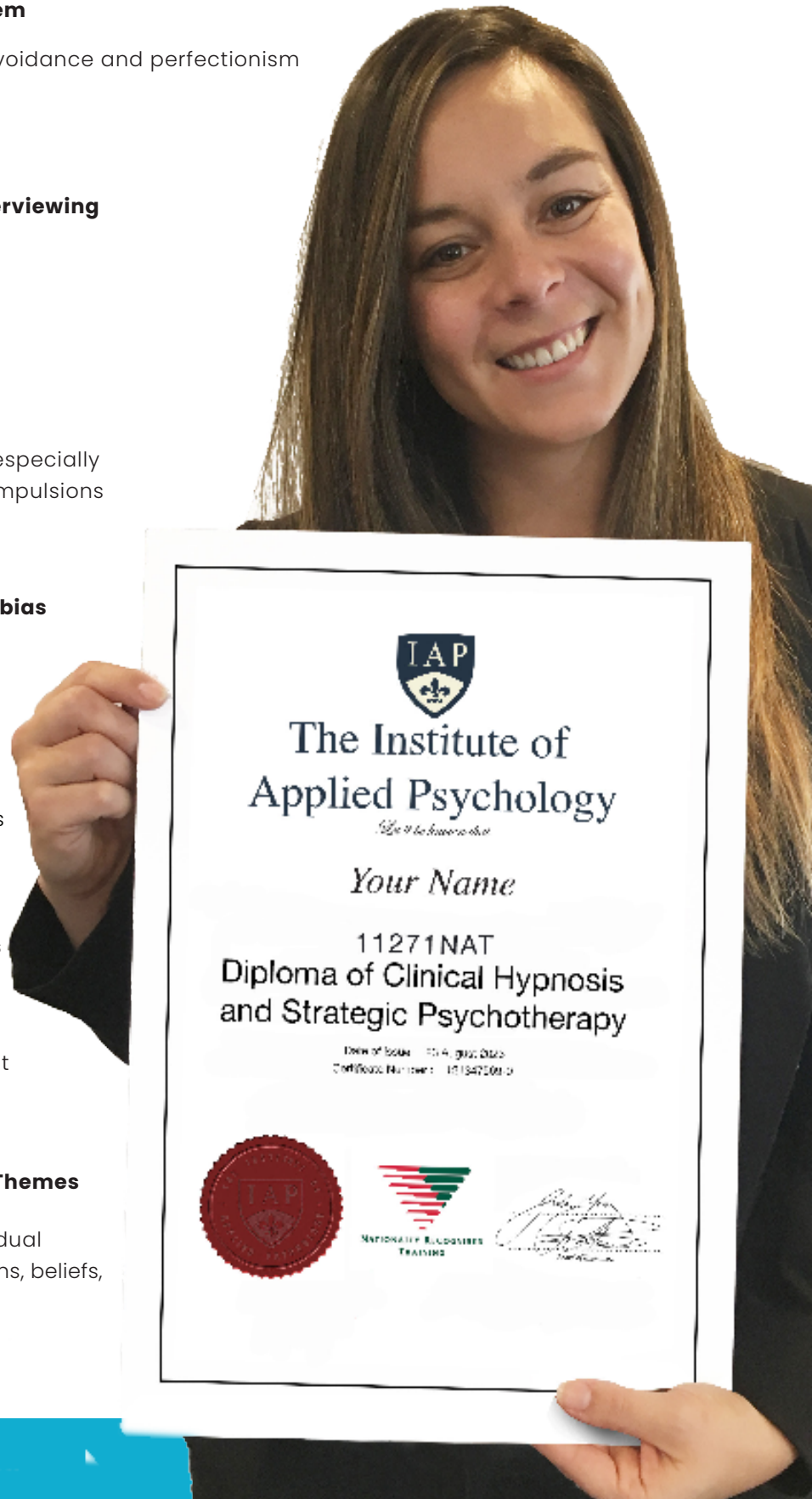
Strategic Psychotherapy - Real Sessions

- One hour sessions dealing with real issues as they arise
- How to address the 506 LIVE assessment

PRACTICAL 4: DAY 13

Strategic Psychotherapy - Therapeutic Themes

- Therapeutic themes make up the individual component of a problem. e.g. assumptions, beliefs, unrealistic expectations



IAP
The Institute of
Applied Psychology
Use it to know it

Your Name

11271NAT
Diploma of Clinical Hypnosis
and Strategic Psychotherapy

Date of Issue: 15 August 2020
Certificate Number: 10134720010



John Doe
Signature

PRACTICAL 4: DAY 14

Strategic Psychotherapy – Pain Management

- Co-morbidities of pain – anxiety, depression, and addictions
- Pain as a messenger
- Legal issues to consider when a client arrives with pain
- How to address pain – compartmentalization,

PRACTICAL 4: DAY 15

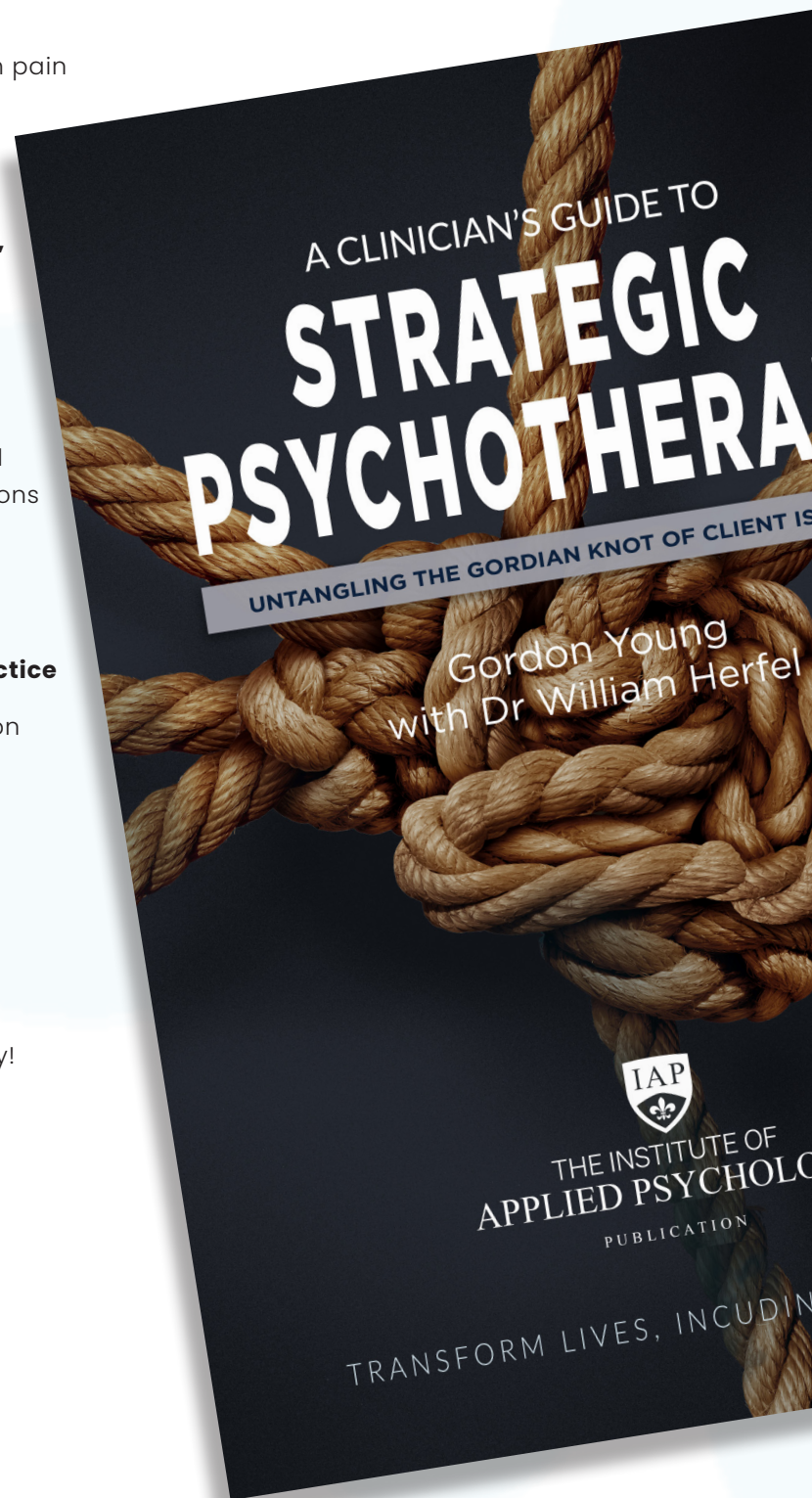
Strategic Psychotherapy – Anger, Procrastination, sleep disturbance

- The fundamental Five plus key factors in each condition
- Risks for Sleep Apnea
- Three kinds of Insomnia and specific ways to deal with them including specific Sleep Hypnosis sessions

PRACTICAL 4: DAY 16

Strategic Psychotherapy – Weight Loss, Grief, Depression, Post Natal Depression, Setting up Practice

- Legal considerations when dealing with depression which usually has several comorbidities
- How to refer if the client is outside of scope
- The does and don't of setting up practice –
 - 1) The pros and cons of specialisation
 - 2) Whats in a name?
 - 3) How to set up a business
 - 4) Marketing – Online and off line options
 - 5) Rookie errors
 - 6) What a website should do, apart from be pretty!
 - 7) Setting up offers and packages
 - 8) Importance of reviews
 - 9) Professional convincers
 - 10) How to spend your advertising dollar
- IAP Marketing Options you can choose
- Open question time



FAQS

What payment options do I have?

- 1) Generous discounts for up front payments
- 2) Third Party Student loan options. (Course fees detailed on page 22)

I can get a diploma from many schools cheaper than IAP. Why would I choose you?

Its a valid question.. Unfortunately there are **few barriers to entry** when it comes to setting up a Hypnosis School. In fact, until recently, you did not have to show any qualifications to set up or teach Hypnotherapy at all. This will change with the new incoming Education Standards due to be implemented at the beginning of 2024. The **new standard will require** all trainers to either have a TAE (Trainer and Assessor Qualification) or a Diploma of Education. These new standards for the field were written by Gordon Young at the behest of the peak body. (Hypnotherapy Council of Australia)

As you can probably imagine, this means that there is a **wide range of expertise and course quality** out there. We suggest you do your homework and really **investigate** your potential trainer. Remember, a trainer cannot give you what they do not have themselves. We have retrained many students who have frequently remarked that there is a stark difference between what we do, and what they have learned before. In many cases, they have to **unlearn** what they have learned elsewhere to become effective.

This course is a government recognised course, and as such, is **almost universally accepted around the world**. We have graduates in Europe, the UK, the USA, Canada, Singapore, Hong Kong, Pakistan New Zealand and the UAE. You can also check our credibility on training.gov.au

What makes this course different from other schools?

- 1) It is government accredited so your qualification is **future-proofed**.
- 2) Unlike most, we use a professional LMS (**Learning Management System**) to deliver the Online components. Many other schools only provide documents in a google drive which you have to work through yourself.
- 3) **Ease of use**. A lot of hypnotherapy is like throwing darts at a wall and hoping to hit something. This course offers a superior structure and specific techniques to address client issues. It is tried, tested and proven!
- 4) **Cross Credits** Four Counselling Competencies are included in your diploma which will count towards a CHC51015 Diploma of Counselling if you wish to pursue it.
- 5) **Post graduate support**. You have 12 months FREE access to the Post Graduate Learning Annex. Hundreds of clinical demonstration videos, plus audios and transcripts of actual sessions, all designed to help you tackle client issues as they arise. There is a first time you will deal with everything, so we make sure **you are not alone**.
- 6) Our support team use a ticketing system for all support inquiries. The **average response time is two hours** during normal business hours. This is among the highest in adult education. Moreover, you can speak to assessors, come to free "Playdates" to practice, or book to speak to the Support Team about administrative "stuff". We have four people dedicated completely to **student experience**.
- 7) The **credibility** of an award from the Institute of Applied Psychology. It might sound a little superficial, but your award will sit on your wall, and clients will look at it. It should sound impressive and give your clients confidence they are in the right place.
- 8) **Thorough experiential training**. You cannot learn hypnosis from a book. In our view, you need at least sixteen days of interactive Practicals. This gives you the opportunity to develop the skills of being a hypnotherapist, the chance to address a series of your own impediments to your success, and work with a wide range of different people, before you are unleashed on the public. It also allows for you to ask your questions about real issues in real time. Our students find this time invaluable, as well as enjoyable.

FAQS

What if I cannot attend every day?

We **record the complete training** day and upload it each night into your student portal. You can catch up or review any time you like.

I have studied different forms of hypnosis before. How will this be different?

We recognise that there are other versions. What we also know is that our approach to psychotherapy (what we do when the client is in trance) is different from anything you have seen before. Our **trademarked Gordian Pillars** offer a simple framework for understanding and addressing most issues that a Hypnotherapist will deal with in their practice. Dr Bill Herfel of the University of Newcastle believes that Gordian Therapy will be **“the next big thing”** once more people are exposed to it.

Why is it a “BIG DEAL” to be just 3 degrees of separation from Milton Erickson?

Milton Erickson is arguably the **most influential figure** in modern psychotherapy and coaching since Freud, and is considered the father of modern hypnotherapy. Gordon learned many of his methods from Erickson’s direct students (Erickson passed away in 1980). Learning a form of hypnosis closer to the source meant the lessons were less diluted than many other offerings. We, and many others, believe this is a **more authentic** form of Ericksonian Hypnosis.

You join an **elite group** and gain a marketing edge that could be **worth \$10,000s** over the course of your career. Marketing is all about standing out and being different. Very few hypnosis trainers around the world have been admitted into the Milton H Erickson Foundation and can pass on this type of advantage.

What percentage of students actually complete the course?

Adult education is notorious for its low completion rates. Industry standard is 45.9%, but **our completion rate** for this course is over 84%. It is important to us that you achieve your goals. We give you every support, short of doing it for you, that we can.

Will you help me with marketing?

Yes. The day you graduate you can list yourself **FREE** on the **IAP directory**. You can be online and findable the day you graduate.

We also teach you the basics of **setting up practice**

You can also secure a listing on our **besttherapists.com.au** site for just \$297, which effectively gives you a **one page website** which you can use as an entry level site, or as a way of enhancing your digital footprint.

We also have **third party digital experts** who you can work with if you really want to launch with gusto!

IAP has over 380 Google reviews with a 5 STAR average, Are they all legit?

Yes. We often hear that our 5 Star Google rating is suspicious because no company can truly have a 5 Star average across so many reviews. Well we do. **We challenge you to thoroughly investigate** any one of those reviews and validate it is a real person who has actually studied with us.

N.B Google reviews that are not legitimate tend to have names like IXb103 and are linked geographically to the Philippines or the old soviet block.

FAQS ABOUT YOU?

How do I know if I have what it takes to be a Hypnotherapist?

Its a good question. Not everyone is cut out to be a hypnotherapist, or a therapist of any kind. So lets lay it out for you. Can you say yes to at least 8 of the 11 the boxes below?

- Can you follow a process?
- Do you have life experience and have you successfully overcome challenges along the way?
- Do you want to make a difference in people's lives?
- Are you interested/fascinated by the mind and human potential?
- Do you have the ability to learn a practical skill?
- Do you have compassion for people?
- Can you park your own judgement and biases and help someone?
- Can you maintain decent boundaries so the client's problems don't start to feel like they are yours?
- Do you want to create your own life and your own enterprise?
- Are you an independent thinker who knows your own mind?
- Can you read and absorb information at a Australian High School Certificate Level.

I have not studied in years. How do I know I can complete the course?

This is a common concern. You do need basic computer skills, there is no getting around that. However, this is vocational training and is therefore not an "academic" course. Our focus is practical applications of knowledge. If you have barely read anything outside of a menu in the last 20 years, you will probably take some time to get into the groove, but you do have a full 12 months to complete the course, and there are no other deadlines, so it is completely self paced.

Moreover, when people ask, "How do I know if I will complete the course", what they are really saying is that they don't TRUST themselves to maintain the effort. They are struggling with the uncertainty of the future, but whether they complete or not is within their control. If you do what it takes to succeed, you will succeed. There is no special secret. It is not attached to your self worth. **Follow the steps**, and get the outcome!

Our form of hypnosis is all about **empowering people**, which often translates into helping them get out of their own way. If you **need help** in this area, you can work on it during our practical sessions.

Can I do this course when I am working full time?

Most of our students are working full-time, and ironically, tend to finish before those who are not working at all. Do you need to be **organised**? Yes! Do you need to make time? Yes! Do you need to be **self motivated**? Yes! It may be a challenge at times, but the reward is the **potential to create your life** the way you want, free of many of the pressures you have now. Previous students would attest, it is totally worth it. Hypnotherapy is a **deeply satisfying career**. You get to see people transform in just a few sessions and you get to feel like you truly make a difference. It is a privilege that most people will never have.

Is hypnotherapy a good choice for me compared to other modalities?

If your preference is to engage in weekly discussions with a client and essentially provide ongoing "support" more than facilitate change, this form of hypnotherapy is probably not for you. If you want to be a brief therapist (anything under 20 sessions is considered brief therapy) and are **results-driven**, the answer is yes. If you don't have three to six years to go back to university to qualify, the answer absolutely is yes.

WHAT OTHERS SAY



Christine Weston - Police Counsellor



"Eleven years as a police counsellor taught me a lot about people, but this course challenged many of my beliefs. I have now changed the way I work and I love it. Gordon (lead trainer) oozes expertise and confidence and somehow inspires confidence in you.. Gordon's teaching style is honest, practical and straightforward. It comes from some central place within him, and makes for a very positive learning experience."

Dr Lisa Phillips-Leece Clinical Psychologist



"I was so impressed with the school's professionalism, educational approach and passion for what they teach. Gordon is a charismatic trainer and the opportunity to train with the world's best was hard to pass up. Dr Michael Yapko was a highlight and the group's exceptional bond was so very important in a class of 18. Gordon's standing in the field, his easy style and his cheeky sense of humour make this training both

Amanda McFadden - Real Estate



"Studying the Diploma of Clinical Hypnosis and Strategic Psychotherapy is one of the best decisions I have ever made! Gordon and the IAP team's expertise and engaging delivery has made studying a pleasure. I am well prepared to embark on the journey of opening my own practice, knowing that the therapy I provide will make a positive difference in the lives of my clients. Thank you Gordon and IAP."

Tanya Rees



"The Diploma of Hypnotherapy & Strategic Psychotherapy has provided me with many valuable and tangible life lessons that I have put into practice as a therapist and personally. I since went on to study the NLP Practitioner course and am thoroughly enjoying the many NLP techniques and teachings. Gordon Young is an inspiring and engaging teacher and I highly recommend IAP."

Bernedeta Cansdell - Registered Nurse



"This course is what learning is all about. It is extremely comprehensive and Gordon teaches a respect for the uniqueness of all individuals in the application of therapeutic hypnosis. Gordon's teaching style reflects an innate wisdom which allows you to expand to meet the many needs of your clients."

Jenelle Tartaro- Chiropractor



"I've loved learning Clinical Hypnotherapy and Strategic Psychotherapy at IAP. I've met great people. The content keeps you interested the whole way through. Gordon is a great Teacher who engages his students. I highly recommend this course to anyone who wants to make a difference."

Tahn Miller - Digital Marketer



"You cannot do this course and not become a more observant version of your own nature and behaviours. That reason alone makes this such an invaluable experience. If you are considering the study of clinical hypnotherapy and psychotherapy I encourage you to do this course. This has been life changing.."

Stephanie Karst-McGrath



"If you want to learn from the best in the industry - I highly recommend to enrol with IAP! I successfully completed the Diploma course "Clinical Hypnotherapy & Strategic Psychotherapy" and the "NLP Practitioner" course..."

ABOUT IAP

The Institute of Applied Psychology (IAP) is a leading educational institute delivering **cutting edge**, world-class training in strategic approaches and applied psychology (both accredited and non-accredited).

Because IAP is part of **Australia's VET System** (Vocational Education and Training). As a Registered Training Organisation (RTO #70206), our accredited courses are governed and audited by the Australian Skills Quality Agency (ASQA). This ensures high quality, and robust training and assessment standards.

IAP's faculty consists of education experts who are also **industry-leaders**. The course you will do was written by Gordon Young, director of Training at IAP. It was accepted as part of the Australian Quality Framework (AQF) at a Diploma Level (Level 5) in 2012.

As you might imagine, there are considerable hurdles for a private course to achieve national accreditation. It has to go through **rigorous checks**, and have a panel of industry leaders review it, and support it.

This course has also been **endorsed** by some of the best known practitioners on the planet. Because of this, you can feel safe knowing that you are learning methods that have been thoroughly assessed by experts.

IAP's training approach to education uses cutting-edge, evidence-based technology and applied methodologies that ensures you are able to apply your learnings in the real world from day one.

IAP also facilitates **experts from around the world** to share their expertise with the student body. Past speakers have included Bill O'Hanlon, Dan Short, Michael Yapko, Stephen Gilligan and Robert Dilts.

Professional Bodies you can join:

- 1) International Strategic Psychotherapists Association (ISPA)
- 2) Australian Association of Clinical Hypnotherapists and Psychotherapists (AACHP)
- 3) Australian Hypnotherapists Association (AHA)
- 4) Australian Society of Clinical Hypnotherapists (ASCH)



INTERNATIONAL
STRATEGIC PSYCHOTHERAPISTS
ASSOCIATION



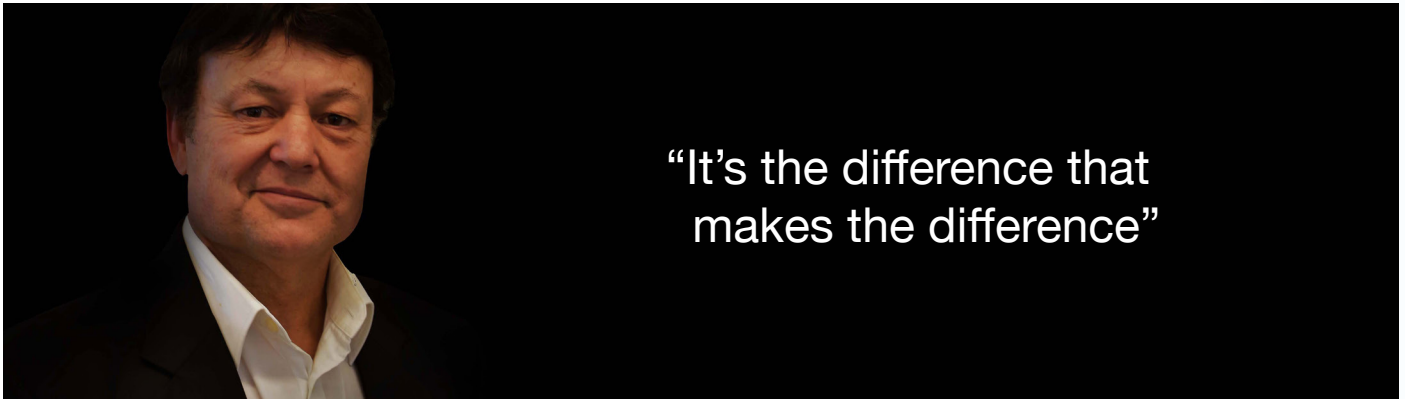
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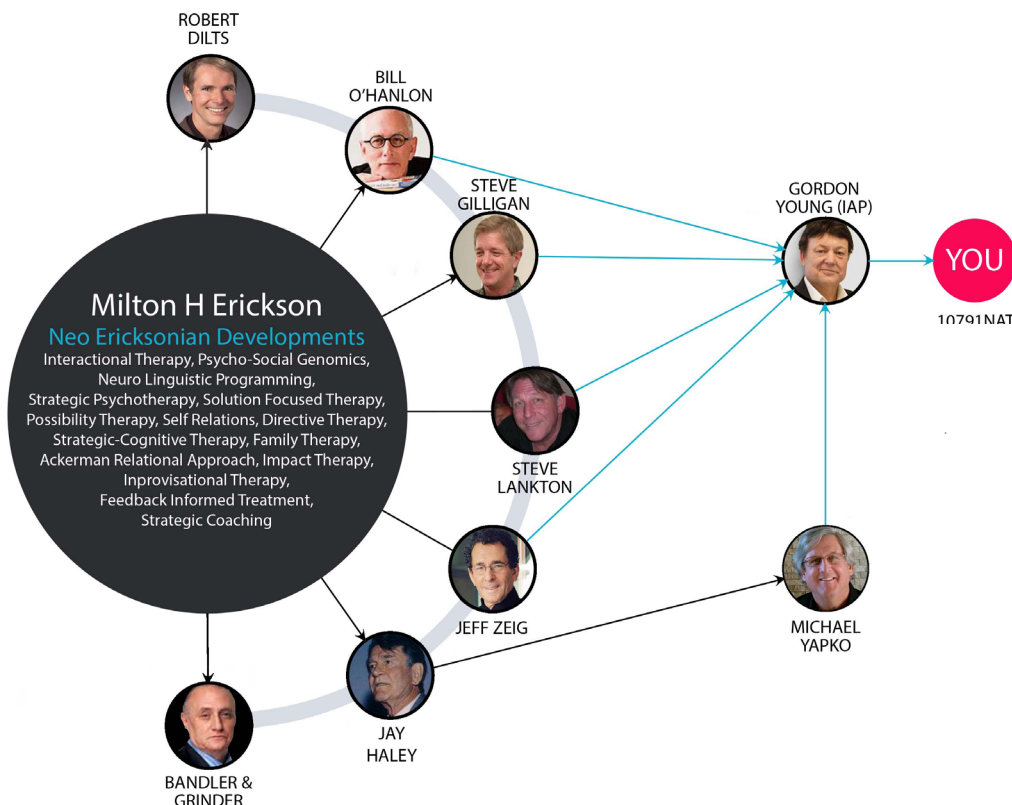
GoAH
GUILD OF AUSTRALIAN
HYPNOTHERAPISTS

COURSE TRAINERS

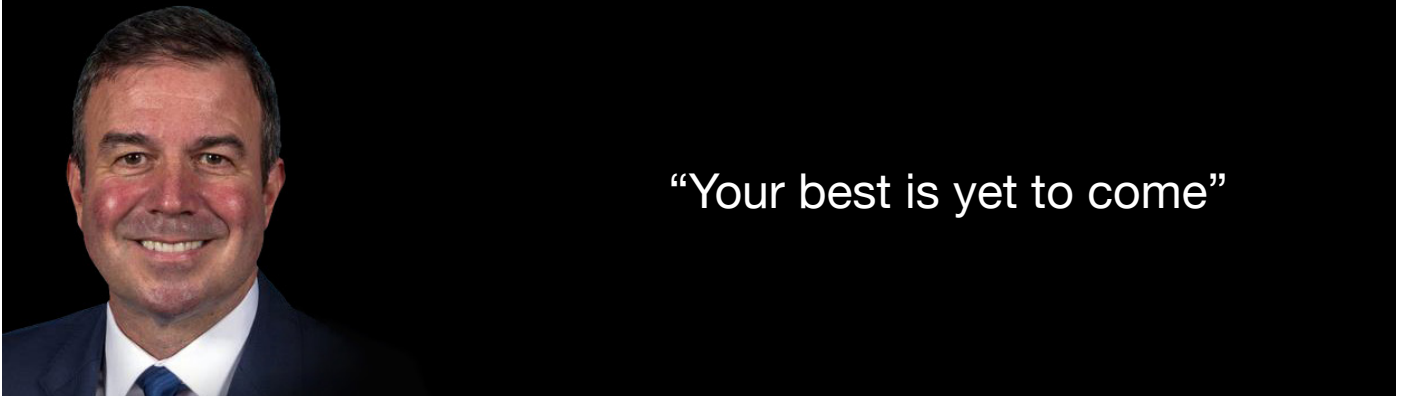


GORDON YOUNG (HEAD FACILITATOR)

- Director of Training for the Institute of Applied Psychology
- President of the Hypnotherapy Council of Australia (the Peak Body in Australia)
- Graduate of the Milton H Erickson Foundation in Phoenix Arizona
- Former President of the Australian Board of Neuro-Linguistic Programming (ABNLP)
- Former President of the Australian Society of Clinical Hypnotherapy (ASCH)
- Former Editor of the *Australian Journal of Clinical Hypnosis and Hypnotherapy*
- Author of *A Clinician's Guide to Strategic Psychotherapy*
- Creator of the Gordian Pillars of Psychotherapy
- Faculty member of the first two Milton H Erickson International Online Congresses in 2012 and 2013
- Faculty of the World Anxiety Summit in 2016
- Author of the improved Educational Standards for the field to take effect January 1st 2024
- Featured in Australia's 100 Leaders Programme (the largest study of leadership in the southern hemisphere)



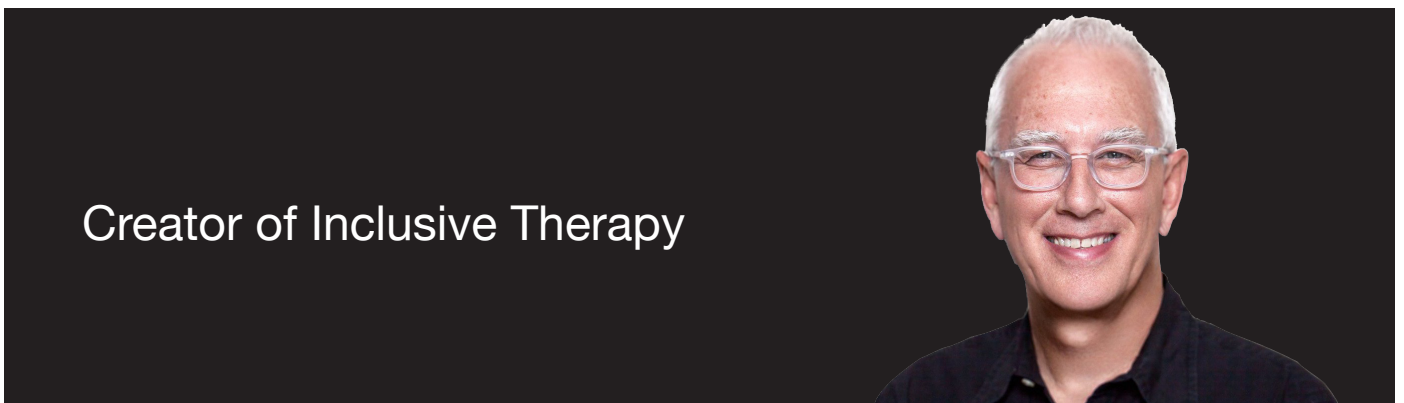
INTERNATIONAL FACULTY



Dr Joe Dowling – US Based Sports Psychology Adjunct Faculty

Joe is a licensed professional counselor who conducts his private psychology practice in Philadelphia, PA. Working with individuals, couples, and families, Joe can be best characterized as a peak performance, strength based, future focused practitioner who facilitates therapy as an experiential process. He specializes in solution-focused/strategic therapy while having an expertise in clinical and medical hypnotherapy.

He is the author of the book ZONEfulness, offering easy, fluid, and effective technique on how to utilize your own natural and innate ability to perform at your best.



Bill O'Hanlon US Based (Legend in the field) Adjunct Faculty

Teaches a two day fully Online workshop on Ericksonian Hypnosis

William "Bill" O'Hanlon is a world-renowned leader in the fields of brief psychotherapy and clinical hypnosis. Bill is the **author of nearly 40 books** and has delivered over 3,700 talks around the world. He was featured on the Oprah Winfrey show with his book, *Do One Thing Different*.

Bill is the co-founder of the Solution-Oriented Approach, a therapeutic method that focuses on identifying unrealized possibilities while acknowledging emotional and contextual issues. During graduate school, Bill studied with the eccentric and creative psychiatrist **Milton Erickson** (he was Dr. Erickson's only work/study student), he later became a major teacher/translator of Dr. Erickson's approaches to clinical hypnosis and change.

COURSE ASSESSORS



Deb Biderman

Deborah is the lead assessor at the Institute of Applied Psychology, and is a former board member of the International Strategic Psychotherapy Association (ISPA)

Deb Assesses the LIVE Role Plays for both the Hypnotherapy and psychotherapy units.



Lauren Heydon

Lauren Heydon draws on a diverse educational and professional background to help therapists become the best therapist they can be. Lauren Assesses the Hypnotherapy and psychotherapy units.



Kerry Bailey

Kerry Bailey founder and principal therapist of Sydney Hypno & The Functional Mind Coaching Clinic has a broad range of experience and skills acquired over decades. Kerry Assesses the LIVE Role Plays for both the Hypnotherapy and psychotherapy units.



Jorge Rebolledo

Jorge has worked across higher and vocational education, corporate, and not for profits as an instructional designer and academic. Jorge is also a qualified Counsellor and marks some of the counselling assessments included in the hypnosis training.



Sheb Giner

Sheb is an accredited Exercise Scientist, Nationally Recognised and Accredited Clinical Hypnotherapist and Strategic Psychotherapist. Sheb Assesses LIVE Role Plays, and many of the written assessments for Hypnotherapy and psychotherapy units.



Denise Warner

Denise Warner is a skilled Individual, Couple and Family Therapist, Clinical Supervisor, Assessor, Trainer and Facilitator. Denise facilitates and assessed the counselling units. She works in Private Practice seeing individuals, couples and families for a range of concerns.

WHY TRAIN WITH IAP?

1. Credibility (Ours is Yours)

a) Over **320 5 Star Google Reviews**. This should tell you something about IAP's focus on the student experience. Feel free to read some of them.

b) You will be just **3 degrees of separation** from the legendary Milton Erickson. Not sure who he is? Discover for yourself why it is so important.

c) The 1127INAT Diploma of Clinical Hypnosis and Strategic Psychotherapy enjoys **full Government recognition**, and some health funds now only accept this level of qualification. This is the highest qualification available in Hypnotherapy in Australia.

Our hypnotherapy course is listed on the official government website **www.training.gov.au**.

d) The **most comprehensive** training in the field. Sixteen days LIVE Broadcast plus eLearning modules prepares you for the most common 19 conditions you will encounter as a hypnotherapist. There are shorter courses out there, but if you take shortcuts it will cost you in the end.

e) Our course curator Gordon Young has a **strong commitment** to the advancement of the profession. Currently he is the President of the Hypnotherapy Council of Australia (HCA), the peak body for Hypnotherapy since 2011. He also wrote the new education standards being adopted across the industry in January 1st 2024 at the behest of the peak body.

f) When you consider how your award will look on your office wall you may recognise that your qualification from the Institute of Applied Psychology carries **substance** both in the field, and with the clients.

2. Certainty

a) We only use modern **evidence supported approaches** that align with leading edge forms of psychotherapy.

b) You will have access to **over 20 Trademarked techniques** with the opportunity of becoming a Certified Practitioner in Strategic Hypnotherapy and Gordian Therapy with your own individual license number.

c) Have the confidence that you are trained in the **most advanced form of Hypnotherapy** available, giving you better therapeutic results.

N.B. Some claim that all they need is a qualification to practice, but a qualification does not give you a career. A busy practice and a "career" comes from being effective and having your clients be raving fans. This means you have to be good, and it starts with getting the best training!

3. Easy, Practical and Convenient

a) The Diploma includes Online elements and can be studied anytime, anywhere, even when you are sitting on a train or waiting for a bus.

b) The Practical sessions are run through our dedicated interactive portal, delivered via LIVE Broadcast.

There are no travel costs, no child-minding issues, no traffic or hotel costs.

Thorough experiential training. You cannot learn hypnosis from a book. In our view, you need at least sixteen days of interactive practicals. This gives you the opportunity to develop the skills of being a hypnotherapist, the chance to address a series of your own impediments to your success, and work with a wide range of different people, before you are unleashed on the public. It also allows for you to ask your questions about real issues in real time. Our students find this time invaluable, as well as enjoyable

We also have a **96% happiness score** with our Student Support Team that you will have access to. The average response time is two hours during normal business hours. This is among the highest in adult education.

You can **speak to assessors**, come to **free "Playdates"** to practice, or book to speak to the Support Team about administrative "stuff". We have four people dedicated completely to student experience.

Cross Credits are available for up to four counselling competencies are included in your diploma which will count towards a CHC51015 Diploma of Counselling if you wish to pursue it.

4. Fast Tracking your Career

a) IAP provides the most thorough and intensive training in the field. Our Interactive ZOOM training sessions (16 days in total) are spaced out over a period of six months.

As a student, if you do what it takes to learn this process, you can expect to be a qualified and competent Hypnotherapist on completion of our course.

By the time you graduate, you will have **first hand experience** dealing with many of the perennial issues, and will have a framework to tackle most issues you might see come through your door.

b) Most of our graduates start their career at a charge out rate of \$150-180 per hour, and then increase it as they get busier and are getting more referrals. Some of our most successful students are charging as much as **\$300 per hour** and still have busy calendars.

If you choose to do your supervision* with us (supervision is a requirement of most association memberships) you have the ongoing support of your trainers.

(*T&Cs and costs apply. Supervision costs are not included in the course fee.)

5. Endorsement from the General Hypnotherapy Standards Council

The GHSC is the UK's leading standards body for hypnotherapy. Our 11271NAT Diploma of Clinical Hypnosis & Strategic Psychotherapy has been Assessed by this body, and Accredited at the Practitioner Level.

Successful graduates are eligible for registration within The General Hypnotherapy Register (the GHSC's Registering Agency) with Practitioner Status.

 GHSC

6. Access to the world's best

In addition, IAP regularly sponsors some of the very best therapists in the world to present to students and graduates with Continuing Professional Development (CPD) to further advance and update your skills.

Past speakers have included Bill O'Hanlon, Dan Short, Michael Yapko, Stephen Gilligan and Robert Dilts. At IAP, you get ongoing opportunities to excel.

7. Unique Resources (Value over \$1600)

IAP does not provide off the shelf materials. Everything related to your course has been specifically created to support your learning. Here is what you get:

- 1) Clinical Hypnosis Certificate Workbook
- 2) Strategic Psychotherapy Workbook
- 3) *The Clinician Guide to Strategic Psychotherapy* by Gordon Young (IAP Head Facilitator)
- 4) *Hypnosis and You* Jorge Rebolledo with Gordon Young (both IAP Facilitators)
- 5) Class video and audio recordings, as well as clinical transcripts are available for 12 months
- 6) Post Graduate Learning Annex (12 months access post graduation)

8. Access to Unique Trademarks

Trademarked options. Once you graduate, for a nominal annual fee, you can set yourself apart from other hypnotherapists and different types of hypnotherapy with individually numbered licensed badges for Strategic Hypnotherapist, and Gordian Practitioner.

The is exclusive to IAP.



THE GORDIAN PILLARS

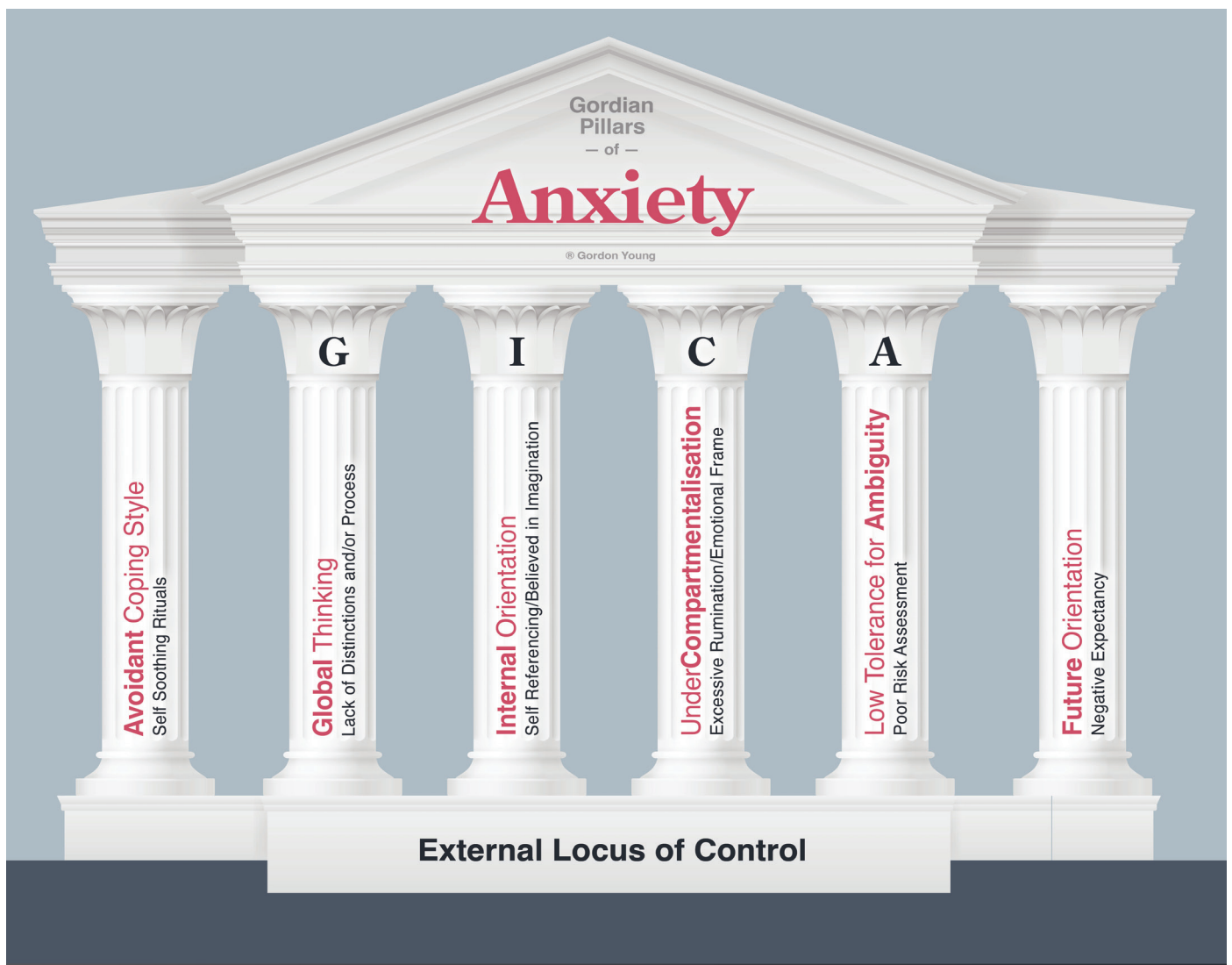
9. The Gordian Pillars of Psychotherapy®

Gordon Young, IAP's founder, has developed a simple method for assessing and addressing the underpinning cognitive patterns of most problems that a hypnotherapist deals with. This has come from all of his trainings around the world, and from over 20 years of therapeutic experience. We call them the Gordian Pillars® and there are 19 of them covering everything from anxiety to post natal depression, to pain and grief. This method is not taught anywhere else in the world and **gives you a significant advantage.**

If you are anything like most people, your biggest fear

is having a client come in... tell their story...explain their terrible problem...and for you to sit there thinking, "I have no idea what to do!" You should **never feel that way** when you are familiar with the Gordian Pillars.®

For the past decade our graduates have been using them and found them very reliable. Additionally, **Dr William Herfel of Newcastle University** believes this approach has **significant advantages** over ACT and CBT, the most commonly used models by psychologists today. Ask your Course Advisor about the Gordian Pillars.®

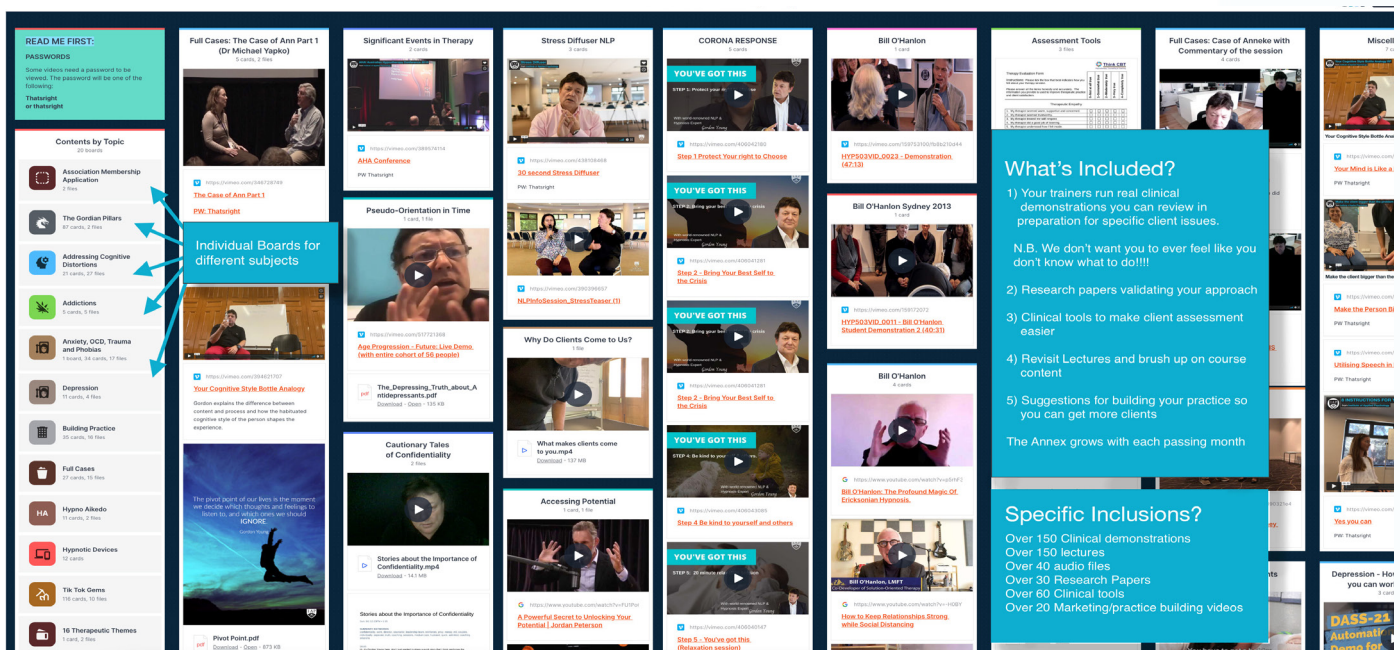


We recognize that this graphic may not mean much to you now, although, if you are a psychologist you may be familiar with some of the terms, but once you learn how to use it, we are confident that you will get results.

POST GRADUATE SUPPORT

10. The Learning Annex

One thing we identified early was that the biggest issue our graduates faced was uncertainty about how to deal with specific issues once they were in practice. In reality, you might not get your first phobia until you have been out there for 8 months, and it might have been a year since you saw it performed in class. What do you do? How do you remember all of it in the moment. We are going to say it is a tall order, so we added the **best post graduate service in the field** - The Post Graduate Learning Annex.



The **Post Graduate Learning Annex** is a resource centre with over 400 videos, audios and assessment tools designed to support you in your practice. Not sure how to tackle a bird phobia? No problem. Watch your trainer **demonstrate HOW TO DO IT** the night before you see your client. While you are there you might choose to watch rats and mice, bridges, heights, spiders or snakes. They are all there, even geckos, bananas and tomato sauce! You can also do the same for most other conditions you are going to see come through your therapeutic door.

Want to expand your hypnotic vocabulary? No problem. Listen to **audio files of real sessions** your trainer has done in clinic. AND, they are accompanied by a **transcription you can download!**

Get **12 months FREE access to the Learning Annex post graduation if you enrol now.** You will thank us again and again for it. This is an example of the types of email we get regarding the Annex:

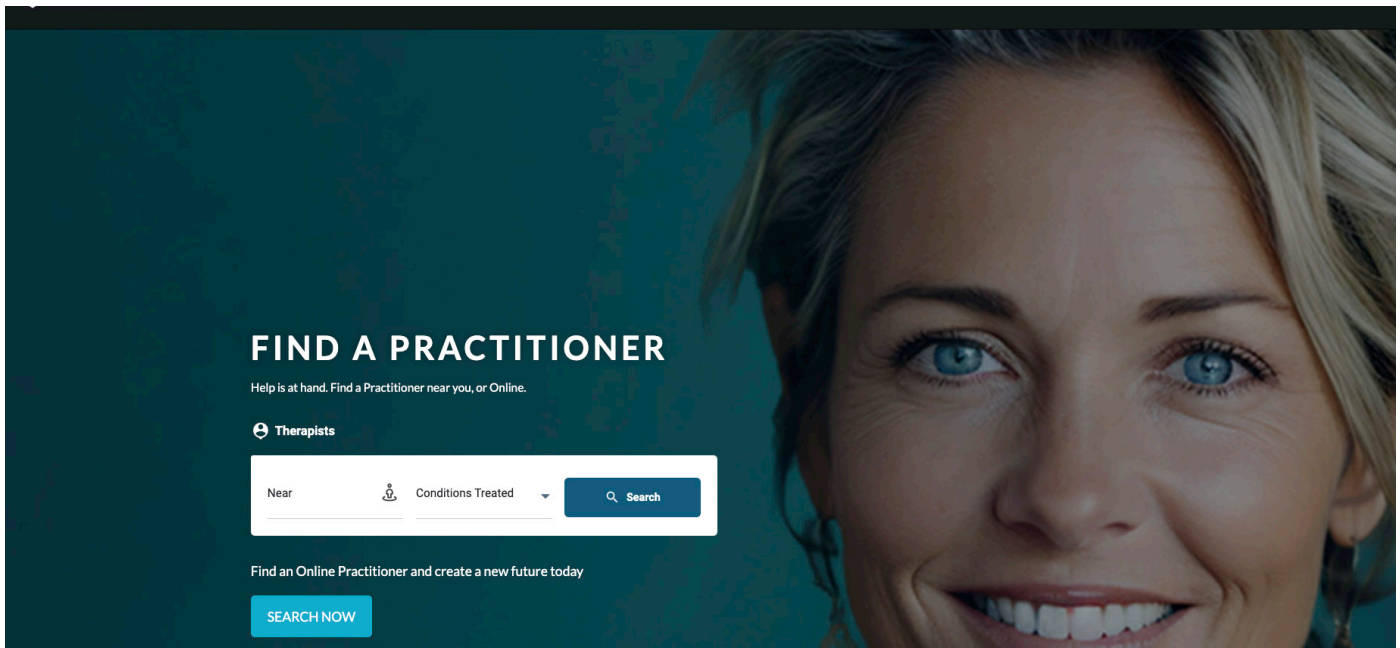
I have just rounded off my 2022 by watching your incredible session "Trapped" on the Learning Annex. I was so incredibly moved by your expertise here, that I wanted to take the opportunity to thank you for my own amazingly positive transformation and all I have experienced since completing your Diploma in November. Your work is brilliant!...I'm sure you are aware of how many lives you have transformed in such a positive way. The experience of listening to you work ...now that I understand and can hear with the ears of a therapist...is astounding.

POST GRADUATE SUPPORT

11. Getting Your Practice Up and Running

One thing that became obvious with many students is their complete lack of business acumen. They often know very little about the INTERNET, web design, or business set up. How does IAP help?

- 1) IAP provides training around the **fundamentals** of business set up and digital marketing
- 2) We can also help you get your **practice Online** as you graduate
- 3) We can **put you in touch** with web developers, business coaches and mentors



The **IAP Directory is normally \$197 per year, but FREE for 5 years when you enrol this month.** This gives you an immediate presence online, and some graduates have picked up their first clients in the first weeks of being listed. This is not a substitute for your own website, but having a **back-link from an .edu.au** is a great way to start your Online presence.

COURSE FEES – WHAT IS THE INVESTMENT?

a) IAP is not the cheapest but there is no other course like this.

Our focus is **astounding value**. We know this is a significant **investment in your future**, and we want to ensure we can do all that we can to make you successful. For all of the above, your investment is just...

- 1) Upfront ONE OFF Payment – \$14995
- 2) Up-front Deposit with payment plan of up to five years \$15995

Administration fee – A non-refundable administration fee of \$150 is to be paid with the deposit. This includes the full deposit and is not additional to the payment plan

ONGOING SUPERVISION OPTIONS

Stay part of our **community**. All practitioners have to have ongoing supervision to maintain their association memberships. Some require twelve sessions of one on one supervision, while others require six group and four one on one supervision sessions. You can choose to be supervised by the same trainers who taught you these methods. Your success is our success.*

*This ongoing service attracts fees that are not included in this course

BEST THERAPISTS

Additional Opportunity: Get a single page on besttherapists.com.au

Again, if you graduate with IAP, there is an opportunity to have a **full page listing** on besttherapists.com.au.

- 1) This gets you **Online quickly** in addition to your directory listing
- 2) This offers **instant credibility**, and expands your digital footprint.

Your page would be besttherapists.com.au/your-name/business-name

*This ongoing service attracts fees that are not included in this course

besttherapists

Imagine if you could learn the tools to say au-revoir to self-doubt, break free of bad relationships and confidently create the life you want.

Using strategic hypnotherapy and NLP, I teach the tools to switch negative thoughts, beliefs and behaviours so they can break free of bad habits, bad relationships and confidently create the life they want.

I help people who find self-doubt is holding them back in health, work and relationships.

Book Your Session with Sandra Today

TRADEMARKED DIRECTORIES

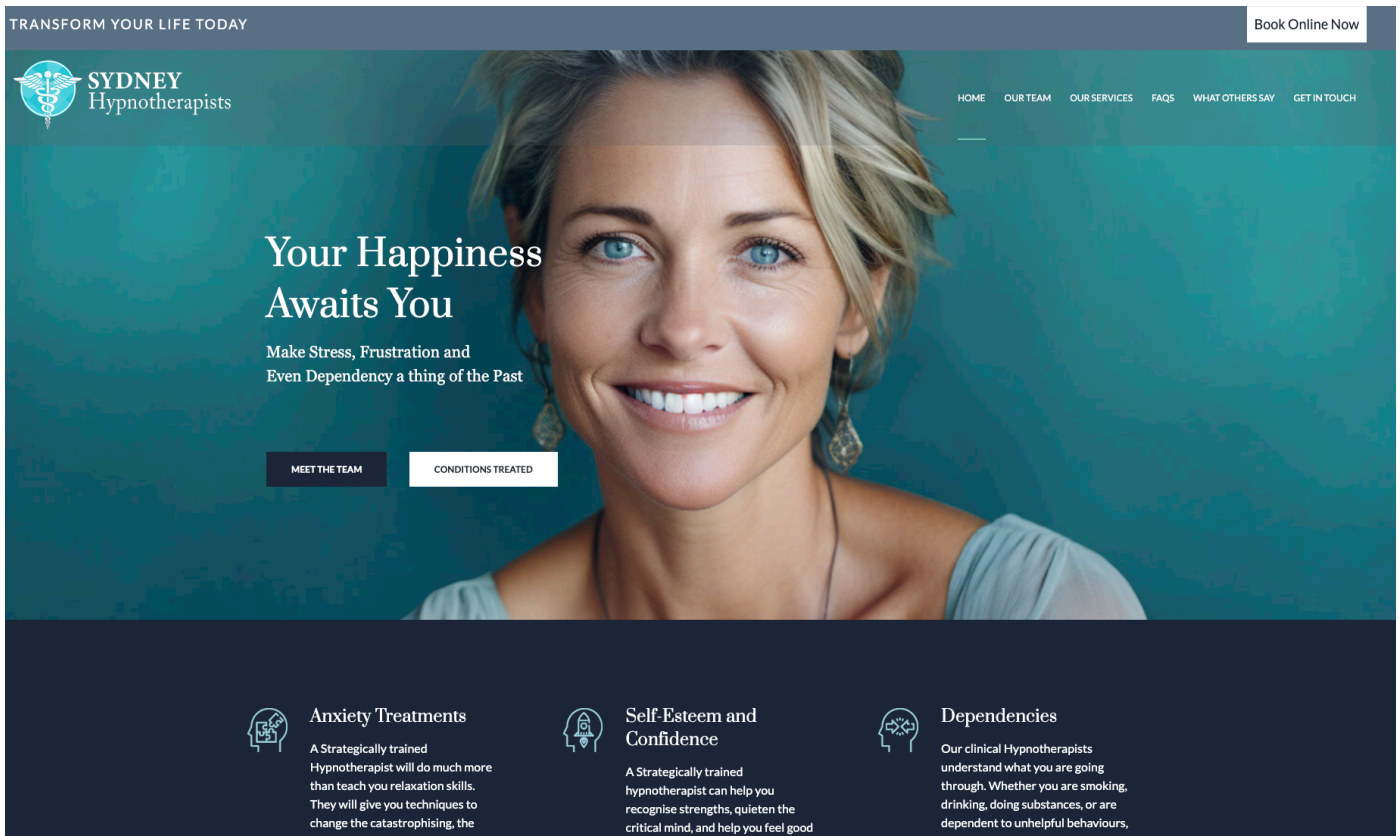
Additional Opportunity: Exclusive Licensed Directories

If you choose to secure a registered license to differentiate yourself from other hypnotherapists, you can choose to pick up a license as a Strategic Hypnotherapist®, and as a Gordian Practitioner®. You then have the opportunity to promote yourself on **two more clinical directories**, one at gordiantherapy.com, and the other at strategichypnotherapists.com.au.

*This ongoing service attracts fees that are not included in this course

CITY HYPNOTHERAPY TEAMS

As a Graduate you are eligible to join a Therapist Team like Sydney Hypnotherapists, Melbourne Hypnotherapists, Brisbane Hypnotherapists, Canberra Hypnotherapists, Perth Hypnotherapists or Adelaide Hypnotherapists. This is a great way to start your practice because you **secure a territory**, and prospective clients can contact you directly. You don't even need your own website. All we need a profile and we can get you started. This is unique to IAP. You can build a **significant digital footprint** within weeks of graduating with at least **four clinical directories**, and a city team listing. Additionally, we can arrange to have your logo designed, website built, and Google Ads set up if you wish. No other HCA Approved company does as much for their graduates as the Institute of Applied Psychology.

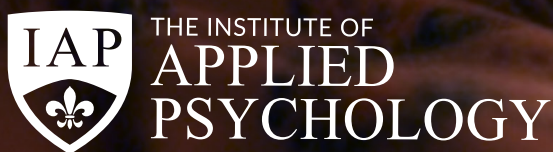


*This ongoing service attracts fees that are not included in this course

TALK TO A COURSE ADVISOR

Call and connect with a dedicated Course Advisor on 1300 915 497 or email support@iap.edu.au

and discover how IAP can help create your future



Call 1300 915 497

Email support@iap.edu.au

RTO Identification #70206

iap.edu.au