



UK Academy

of therapeutic arts and sciences

incorporating the Washington School of Clinical and Advanced Hypnosis

PROSPECTUS

Diploma in Clinical and Advanced Hypnosis

Our outcome is your achievement

10 Mayfield Ro
Manchester, M16 8FT (UK)
Tel: +44 (0) 7815 805858

Email: info@ukacademy.org
Web: www.ukacademy.org

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Foreword

Welcome to the prospectus for the Diploma in Clinical and Advanced Hypnosis from the UK Academy of Therapeutic Arts and Sciences. I am delighted that you are interested in training in this exciting profession with us. Until June 2006 we were known as the Washington School of Clinical and Advanced Hypnosis, and at that point this was merged into our continuing professional development school, the UK Academy.

This prospectus is designed to give you all the information that you need to make a decision as to whether to train with us. The field of hypnotherapy in the UK is complex; it is our aim to enable you to take your place as a fully qualified and supported professional, so that you can find fulfilment in your chosen career.

At the UK Academy, we pride ourselves on our on-going commitment to our students, and the profession as a whole. If at any time you need to ask questions or seek advice, please speak to either your local trainer, myself, or our Vice Principal, Fiona Biddle. Contact details for all staff can be found in the "Staff" chapter within this prospectus.

Here, we detail all the requirements that must be met in order for you to satisfactorily complete the Diploma and associated specialist certifications, and obtain your qualification to practice. All requirements are set so that we can be sure that anyone who qualifies with us is fit to practice. The profession of hypnotherapy involves the creation of significant relationships with often vulnerable people. Therefore, ethics are of extreme importance and will be emphasised throughout.

I very much hope that this prospectus gives you the information you seek and that we will soon be able to welcome you to our school.

Best wishes



Shaun Brookhouse, GCGI, MA, CertEd, ACoT, DHyp, DipProfCouns, ADHP(NC), HPD, FNSTT, UKCP(H)

Principal

Our School

The Washington School of Clinical and Advanced Hypnosis (WSCAH) was founded in 1996 and has been training successful hypnotherapists ever since. Now the UK Academy, our mission remains to be a "Centre of Excellence" for the training of Clinical Hypnosis and Neuro-Linguistics.

Shaun Brookhouse is the Principal of the School. Each centre is run by a qualified trainer or trainers chosen specifically by Shaun for their expertise, commitment and skill. All trainers have a lively and provocative style of lecturing which makes training a memorable experience. Our trainings are about empowerment, both on an individual and professional level.

The UK Academy is actively involved in the hypnotherapy profession on both a National and International Level. We support efforts into the standardisation of hypnotherapy training standards and professional ethics and practice via our involvement in key hypnotherapy bodies in the UK and with an International arm too. Shaun and Vice Principal, Fiona Biddle, were part of a small group of professionals who drafted the National Occupational Standards for Hypnotherapy in 2002.

The UK Academy is staffed by certified professional instructors of hypnotherapy (via either the National Guild of Hypnotists or the National Society of Talking Therapies). We are the only school, as far as we are aware, committed to having our programmes delivered by qualified trainers as well as qualified clinicians.

The UK Academy is accredited by the National Council for Hypnotherapy and the National Society of Talking Therapies. We choose these accreditations over any others that would be available to us due to the benefits they provide. The NCH is a members' co-operative and offers the Hypnotherapy in Practice Diploma (see p#). Both offer our students free membership (NCH while students and NSTT student membership and the first year in practice). Both have very high standards which are fully enforced by their codes of ethics and complaints procedures.

Shaun and Fiona are both past Chairs of the National Council for Hypnotherapy and are past Chairs of the UK Confederation of Hypnotherapy Organisations.

We are recognised to award the Hypnotherapy in Practice Diploma through the National Council for Hypnotherapy. The HPD is also accredited through NCFE. For more information see p13.

In 2006 we have incorporated the UK Academy's specialist certifications in Smoking Cessation, Anxiety and Ericksonian Hypnosis into our programme, so our course now offers you the opportunity to get SIX qualifications in one!

Our Philosophy

One thing that makes the UK Academy different from most other Hypnotherapy training schools is our emphasis on the importance of understanding the individual client through various tried and tested therapeutic theories. We use Humanistic Principles and the theories of Carl Rogers that lead to the development of Client Centred Counselling. We believe that this way of working brings much better results and that is what it's all about! You can be more flexible and creative, adapting your approach as circumstances require.

The Course

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

Most UK Academy Centres operate run the course over 10 or 11 weekends, typically following this structure:

1. Introductory (see below)
2. The Basics of Hypnotherapy
3. The Humanistic Foundation
4. Anxiety and Stress
5. Specific Behavioural Issues
6. Body Mind Issues
7. Regression and Ethics
8. Cognitive Behavioural Therapy, Transactional Analysis and Marketing
9. Solution Focussed Therapy and Freud
10. Ericksonian hypnosis
11. NLP

Some centres have rolling entry, whereby you may take module one (usually on a Friday) and then join the group on the next weekend. Some centres allow intake at only one or two points in the year. Please contact your local training director for details of how their centre runs.

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

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

The UK Academy Diploma is recognised by several national and international professional associations. Our Diploma Course meets the requirements for the externally accredited Hypnotherapy in Practice Diploma awarded by the National Council for Hypnotherapy. This is a level 4 Vocational award, which you will receive upon successful completion of this course.

Qualifications

Upon successful completion of the course you will receive:

- and ✓ Diploma in Clinical and Advanced Hypnosis
- and ✓ Hypnotherapy in Practice Diploma
- and ✓ NLP Practitioner Certificate

and you will be eligible to use the letters DipCAH, HPD and PNLN after your name.

If you successfully pass optional tests you will also receive:

- ✓ Specialist Certificate in Smoking Cessation
- ✓ Specialist Certificate in Treating Anxiety
- ✓ Ericksonian Hypnotherapy Practitioner Certificate

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



Shaun and Fiona receiving the International Visionary Award from Dr Damon at the National Guild of Hypnotists

Syllabus

The syllabus includes the following topics:

- Abreaction
- NLP
- Behavioural assessment
- Various specific scripts
- Working with anxiety
- Cognitive behavioural therapy
- Contraindications
- Core conditions
- Depth testing
- Ego strengthening
- Ethics
- Ericksonian hypnotherapy
- Exercise for mental health
- False memory syndrome
- Regression
- Freudian defence mechanisms
- Freudian theory of mind
- Glove anaesthesia
- History
- How to hypnotise
- Humanistic principles
- Hypnosis in dentistry
- IBS
- Ideo-motor responses
- Inductions
- Self-hypnosis
- Listening skills
- Marketing
- Metaphor
- Mindfulness
- Pain
- Parts integration
- Psychosis
- Reflective practice
- Resistance
- Safeguarding
- Smoking cessation
- Solution focused therapy
- Stress
- Suggestibility
- Suggestions
- Systematic desensitisation
- TA: ego states
- TA: life scripts
- The conscious/unconscious mind
- Therapeutic relationship
- Transference
- Weight control

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

The DipCAH/HPD course has now been combined with the Certified NLP Practitioner Training, giving graduates two internationally recognised credentials when they complete their training. If the student completes additional assignments they are entitled to receive extra certifications in smoking cessation, anxiety and Ericksonian Hypnotherapy.

What is NLP ?

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

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

The UK Academy of Therapeutic Arts and Sciences' NLP Practitioner 10 and Master Practitioner Courses cover both traditional and non traditional NLP techniques and models.

For students who wish to go beyond Master Practitioner Training, we can support you becoming a Certified Trainer of NLP.

Both the Practitioner and Master Practitioner Courses are stand alone courses in their own right, but the Practitioner Course is also contained within the Diploma in Clinical and Advanced Hypnosis.



The International Certified Professional Instructor course

NLP Syllabus

Practitioner (Certified through the UK Academy):

- Behavioural integration of the basic presuppositions of NLP
- Rapport, establishment and maintenance
- Pacing and Leading (Verbal and Non Verbal)
- Calibration (Sensory Based Experience)
- Representational Systems (predicates and accessing cues)
- Meta Model
- Milton Model
- Elicitation of well formed, ecological outcomes and structures of present state
- Metaphor creation
- Frames contrast
- Relevancy
- As if
- Backtrack
- Anchoring (VAK)
- Anchoring Techniques
- Dissociation and Association Chunking
- Submodalities
- Reframing



Accreditation

It is important to understand that because of the UK's legal tradition of common law, there are no formal regulations regarding the practice of Hypnotherapy. However, The UK Academy feels that external validation is a very good way to assess the quality of training provided.

Some enquirers have asked why the UK Academy is not affiliated with certain "hypnotherapy organisations". It is our policy to align ourselves only with organisations which have meaningful and verifiable means of accreditation and thus we are recognised by the following organisations:

The National Council for Hypnotherapy: The NCH is one of the oldest independent hypnotherapy organisations in the UK. It was originally formed as the Hypnotherapy Register in 1973. The NCH provides practice insurance and a referrals system, which is very useful to the newly graduated hypnotherapist. Additionally, the NCH also provides a comprehensive Code of Ethics and Practice. The National Council for Hypnotherapy is one of the premier organisations for hypnotherapists in the UK having a membership of more than 1500.

The National Society of Talking Therapies: The NSTT is the membership arm of our sister school, the National College of Hypnosis and Psychotherapy. Students of the UK Academy can have free student membership of the NSTT and graduates can have their first year as a full member free. The NSTT runs an annual conference; always an exciting and enjoyable learning experience!

Clinical Supervision

Students will be placed in Clinical Supervision at a time decided by the tutor based on progress. It is hoped that students will maintain this relationship post-diploma. UK Academy will provide a list of recognised Supervisors for the student's use. Supervised practice is an integral part of the Course.



Continuing Professional Development

Although the Diploma in Clinical and Advanced Hypnosis is a full practitioner qualification, The UK Academy believes that Continuing Professional Development is vital for the hypnotherapy practitioner and for the profession as a whole. With this aim, we are proud to offer the following training opportunities. Most of these courses are only open to qualified, practising therapists.

Courses include:

Professional Coaching Course (CPC): This special certification programme is designed to equip students to set up in practice as a professional coach, or to employ coaching theory and skills in another setting, such as within a work related role.

Specialist certifications in working with trauma, birthing, fertility and weight control.

Psychotherapy Training: for those interested in becoming registered psychotherapists, a route is available that recognises your hypnotherapy training and experience to gain registration with the United Kingdom Council for Psychotherapy.

Eligibility

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

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

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

Unless otherwise arranged, tuition fees will be due on or before the commencement of the course. A deposit will be required upon enrolment, with the balance payable on the first day of the course. The total fee includes a £100.00 Certification Fee and this is payable with the tuition fee. If you require special dispensation, please contact our National Headquarters for a confidential discussion. While our fee includes all tuition and certification, students should be aware that additional expenditure will be incurred for books and supervision.

As of November 2022, our fees are £2675

Each centre is owned and operated independently by licence. VAT is included in the fee at the appropriate rate for centres which are registered for VAT.



Hilary training a group in 2013

Why train with the UK Academy?

When choosing to train as a hypnotherapist, we are well aware that you have many choices and that it can be very confusing and difficult to determine which course would suit you best. To help, we have listed the primary benefits of training with us, including some questions that you might like to ask other schools if the issues raised are important to you.

- ✓ The UK Academy is a national group of training centres, so you can be sure of a secure structure with plenty of support available before, during and after your course, not just from your tutor(s), but also from the other tutors, Principal and Vice Principal. We can offer supervision and on-going training, if you want to do this with us, but you are free to move on to others if you choose. If support matters to you, you may like to ask other schools about the breadth and depth of their support structures, and whether you are tied to them for supervision or on-going training after your diploma.
- ✓ All UK Academy tutors have undertaken specific training in the education of hypnotherapists through the National Guild of Hypnotists (USA) or the National Society of Talking Therapies. This means that not only do we know our subject, but we also know how to teach you so that you learn efficiently. If this matters

to you, check out the educational credentials of other trainers that you are considering.

- ✓ While there is no statutory regulation of the profession of hypnotherapy in the UK, there are National Occupational Standards. The Principal and Vice Principal of the UK Academy were on the panel of eight who created these standards, so you can be sure that your training will meet these standards. If this matters to you, check if other courses are geared to meeting the NOSs
- ✓ In 2001 the National Council for Hypnotherapy inaugurated the Hypnotherapy Practitioner Diploma (now known as the Hypnotherapy in Practice Diploma): the first nationally accredited qualification in hypnotherapy open to all regardless of background. Our Principal and Vice Principal were instrumental in this development, and in the intervening years the HPD has gone from strength to strength. It is a "level 4" qualification, and is validated by the NCFE awarding body. If you study with us, you will produce a portfolio of work which, when satisfactorily assessed will give you this important credential. You will also gain the school's own Diploma in Clinical and Advanced Hypnosis. The HPD is, by many, considered to be the "gold standard" in hypnotherapy qualifications, and we at the UK Academy strive to be a beacon of excellence in the delivery of this qualification.
- ✓ The UK Academy course offers you the chance to gain six qualifications in one. Not only will you, on successful completion of the course, gain the DipCAH, HPD and NLP Practitioner Certificate, but you may also submit assignments to be awarded Specialist Certifications in Smoking Cessation, Treating Anxiety and Ericksonian Hypnotherapy.
- ✓ Within the UK Academy we have a philosophy that ensures that all tutors are full-time practitioners in addition to their training. By this we mean that they derive their primary income from seeing clients: this ensures that they "walk the walk" as well as "talk the talk". You will find that we often have examples of current clients to tell you about that illustrate theoretical points. There are some trainers who set up a school because they can't make it as practitioners. Would you want to be trained by them?
- ✓ We believe it is vitally important that you see demonstrations of techniques and also get to practice. This gives you the confidence to practice with "real people" as soon as (if not before) you qualify. We say before, because you will be given permission to work with certain issues at certain points in your training. Not all trainers demonstrate, and not all give you a chance to practice and build your confidence.
- ✓ The UK Confederation of Hypnotherapy Organisations which was created in 1997 by our Principal, Shaun Brookhouse, insists that schools train to minimum standards of 120 hours face to face and 450 hours of total study time. Naturally, we agree that courses should be of this length, to ensure that you have time to learn and consolidate your knowledge and experience. These standards have been adopted by the Complementary and Natural Healthcare Council, the voluntary regulator of hypnotherapy in the UK.
- ✓ It is important that you are able to see a full syllabus before you start the course and that this has sufficient depth to enable you to start in full practice as soon as you qualify. Our prospectus lists all elements of the course, and not

only do you get full coverage of hypnotherapy, but Neurolinguistic Programming is covered to Practitioner level too.

- ✓ Our course also includes business/practice management. So often hypnotherapists fall at the first hurdle because, while they may be wonderful at what they do, they don't know how to get the clients. The UK Academy has a great depth of knowledge and experience in this area that you can draw on. All our tutors around the country are willing to share with you what works and what doesn't so that you can learn from our successes, and our mistakes!
- ✓ We do not take just anyone onto our courses. You will be interviewed to ensure that you are suitable for this profession of working with vulnerable people, and, very importantly, to ensure that the UK Academy is right for you. If we feel that another course would be better for you (and this does happen), we will tell you, and advise you of who to approach.
- ✓ We actively enforce all our policies, including equal opportunities. We will make any reasonable adjustments to ensure that anyone can take our courses, if suitable, and we do not discriminate on any grounds. Any special learning needs will be catered to if possible. For example a student with dyslexia would be able to provide portfolio evidence in recorded rather than written form if they wished to do so. The learning environment is safe, confidential and supportive.
- ✓ We are happy to receive student feedback: questions, comments or suggestions at any time in the course and will do our best to adapt to any requests that are made. Hypnotherapy is an "individual" profession in that it is important that you are encouraged to be yourself as a therapist and to find your way to practice. So your opinions matter!
- ✓ Ethical considerations are all important in a field where one is working with vulnerable people. We cover these in depth. Check with other schools as to which, if any, code of ethics they subscribe. They should be bound by a training code of ethics as well as teaching you one for practice.
- ✓ As previously stated there is no regulation of hypnotherapy in the UK, but we still believe it is vital to your career for you to belong to strong professional bodies that can give you long term support. Our course is accredited by the National Council for Hypnotherapy in the UK (you receive free trainee membership while studying), and you are also entitled to free student membership, and your first year in practice of the National Society of Talking Therapies.
- ✓ In the UK Academy we have a belief in the importance of teaching small groups which ensures that you get personal attention. Ask other schools about their class sizes.
- ✓ In Dec 2010 hypnotherapy in the UK gained voluntary self-regulation through the Complementary and Natural Healthcare Council. On graduation from the UK Academy you will be eligible to join this body and claim the credibility that this recognition gives.

Privacy Notice

Contact information:

UK Academy of Therapeutic Arts and Sciences

10 Mayfield Rd, Manchester, M16 8FT

0207 831 8801

info@ukacademy.org

www.ukacdemy.org

The UK Academy of Therapeutic Arts and Sciences Ltd is a limited company, registered in England and Wales/Scotland/Northern Ireland. Company Number 04706144.

The Data Controller and Processor is Fiona Biddle.

The other Key Decision Maker is Shaun Brookhouse.

The lawful basis for processing data

The basis on which we keep data is that of "Legitimate Interests". This means that the data is necessary for us to fulfil the objectives of the UK Academy and that it is data that would reasonably be expected for us to hold and use.

Data

The data we hold includes:

- Student information
 - As provided on the forms required for entry to courses. NB data from the diversity form is added to a spreadsheet for the year and no identifiable data is added. If the form has been sent as a hardcopy it is then shredded, and if electronically the email is permanently deleted. NB this is particularly important as ethnicity (which we need in order to gather statistics for UKCP) is considered "special category data" and as such should not be held in an identifiable way.
 - Work submitted
 - Grades
 - Information submitted in order to achieve qualifications
 - Reports from tutors/supervisors
 - Financial information
 - Emails that are sent between us
 - Details of any complaints/concerns
- Email lists
 - Email address
 - A record of which emails have been opened etc
- Enquirers information
 - Emails that are sent between us

Sharing

Data is shared in the following situations:

- With our regulator (CNHC) who may ask questions such as whether you are in good standing.
- Our accountant will see bank, credit card and Paypal records which will contain any information that you submit when making payment. If you would like us to redact your identifiable data before sending to the accountants then please let us know.
- With venues who may need an attendee list for their own regulations
- Within the organisation, eg with tutors and assessors.

The data is primarily used to enable us to provide the service(s) that you have engaged us to provide. It may also be used scientific research purposes and statistical purposes.

Details of where data is held:

- Any emails are held either on our computer's hard drive or if archived in Dropbox which is secure cloud based storage which is itself GDPR compliant.
- Student information is also held in Dropbox.
- Credit card information is shredded as soon as processed.
- Standing order mandates are shredded and/or deleted as soon as payments start to come through.
- If you use Paypal, standing orders or online banking then clearly these systems will hold your data. We will download from these systems for accounting purposes and the resulting spreadsheets are held in Dropbox. When sent to our accountants, they will be password protected.
- Email addresses are held within our email processing software, Icontact which is itself GDPR compliant.

Student data is kept for 40 years. The length of time is based on the likely length of career during which time you may need us to confirm your training. Enquirer information is kept for three years. After this time any paper records are shredded and computer records permanently deleted.

Security

The UK Academy takes the security of data seriously and as such:

- All data is held securely (see details of where data is held above)
- Any sensitive data transmitted is sent encrypted where possible
- For accounting purposes Excel spreadsheets are used

However, we are not in control of data (including emails) which you send us.

If there is any breach of data security, the UK Academy will give full details to the Information Commissioners Office and any person affected within 72 hours of the breach and do all possible to minimise any potential impact.

Rights

You have rights with regards to the data held:

- The right of access. We will provide you with all data we hold on you as soon as we can following a request (and definitely within 30 days, unless this is impossible due to holidays or illness).
- The right to rectification. If any data we hold is incorrect, just let us know and we will correct it as soon as we can following a request (and definitely within 30 days, unless this is impossible due to holidays or illness).
- The right to erasure. If you wish us to erase your data just let us know and we will delete any computer records and shred any paper records as soon as we can following a request (and definitely within 30 days, unless this is impossible due to holidays or illness). Data may be retained for scientific research, historical research or statistical purposes where erasure is likely to render impossible or seriously impair the achievement of that processing but this would never include data such as address/email/phone. NB if you are a student/graduate then erasure of your data will mean that we will not, in any circumstance, be able to confirm your status/qualification. Please carefully consider the implications of this before requesting erasure. You may choose partial erasure, eg to delete contact information only.
- The right to restrict processing. This would usually be a stop-gap measure before correction of any errors or before erasure
- The right to data portability. This might apply if you want your notes sent to another school for example, but it is likely that the easiest solution would come under the right to access, ie we would send the data to you.
- The right to object to:
 - processing based on legitimate interests or the performance of a task in the public interest/exercise of official authority (including profiling). The UK Academy does not engage in these things
 - direct marketing. You can opt-out at any time.
 - processing for purposes of scientific/historical research and statistics. For this, you must provide grounds for your objection.
 - automated decision making and profiling. The UK Academy does not engage in automated decision making or profiling

NB: individual tutors operate as independent legal entities and therefore will have their own Privacy Notices



Staff



Shaun Brookhouse Principal

MA, PGCert(ClinSup),
CertEd, HPD, ADHP(NC),
FNSTT(Hon) , UKCP(Acc)

Phone: 0800 849 6327
Email: shaun@hypno-
nlp.org

Shaun Brookhouse has earned:

- Graduateship in Hypnotherapy and Counselling, City and Guilds of London Institute
- Masters Degree in Education Studies from Liverpool John Moores University.
- Certificate in Education (Further, Adult and Higher) from Manchester University
- Post Graduate Certificate in Clinical Supervision

Shaun has been a professional hypnotherapist since 1989 and a respected trainer of hypnotherapists since 1993.

His professional credentials include:

- Diploma in Hypnotherapy and Psychotherapy, Post Graduate Diploma in Hypnotherapy and Psychotherapy and Certificate in Supervision from the Centre Training School of Hypnotherapy and Psychotherapy,
- Diploma in Clinical Hypnotherapy from the London College of Clinical Hypnosis,
- Diploma in Hypnotherapy from the American College of Clinical Hypnosis,
- Diploma in Advanced Hypnotherapy, Hypnotism Institute of Los Angeles
- Advanced Diploma in Hypno-Psychotherapy, National College of Hypnosis and Psychotherapy
- Diploma in Professional Counselling from the Australian Institute of Professional Counsellors
- European Certificate of Psychotherapy, European Association for Psychotherapy
- European Certificate in Clinical Hypnosis, European Association for Hypno-Psychotherapy

Shaun is also a

- Certified Trainer of NLP through Advanced Neuro Dynamics
- Master Trainer of NLP through the National Federation of NLP

Shaun was also one of the first two people to receive the externally accredited Hypnotherapy Practitioner Diploma (HPD) through the NCFE Awarding Body and the National Council for Hypnotherapy

Shaun is a professional member of the following organisations:

- The Guild of Professional Consultants (Coaching)
- The College of Teachers
- The Complementary and Natural Healthcare Council (reg no 000531-L10)
- Australian Hypnotherapy Association (Honorary)
- Accredited Member, European Counselling Association
- Accredited Member, UK Association for Solution Focused Practice

Shaun is a Fellow of:

- The National Society of Talking Therapies
- European Association of Hypno-Psychotherapy
- American Psychotherapy Association
- The United Kingdom Council for Psychotherapy (reg no 00960061)

Shaun has received the following awards:

- The Rexford L North Memorial Trophy from the National Guild of Hypnotists, their highest honour for Life Time Achievement (2004)
- The Hartland Memorial Award, from the National Council for Hypnotherapy (2005)
- International Visionary Award (First Recipient) National Guild of Hypnotists, First Recipient, (2005)
- Order of Braid, National Guild of Hypnotists, (2005)
- The President's Award from the National Guild of Hypnotists, their second highest honour. (2002)
- Hypnosis Journalism Award from the National Guild of Hypnotists (2003)
- Hypnosis Pioneer Award from the American Council of Hypnotist Examiners (2003)
- The Sealah Award from the International Hypnosis Hall of Fame (2001)
- The Honorary Service Award from the International Medical and Dental Hypnotherapy Association
- The Hypnosis Research Award from the American Association of Professional Hypnotherapists
- A Special Commendation from the Centre Association of Psychotherapists
- The Hypnotherapy Research Society's Special Award for Contribution to the Profession of Hypnotherapy. (1998)
- Outstanding Contribution to Complementary Medicine Award-Highly Commended from the Institute for Complementary and Natural Medicine

Shaun is the author of:

- Hypnotherapy Training: An investigation into the training in Clinical Hypnosis post 1971 (ISBN 1899836179) published by Crown House Publishing Company
- Motivational Hypnotism (ISBN 0954460413) co-authored with Fiona Biddle
- Building a Successful and Ethical Practice (ISBN 09554460405) co-authored with Fiona Biddle
- Hypnotic Coaching (ISBN 09554460421) co-authored with Fiona Biddle
- Clinical Hypnosis Textbook: a guide for practical intervention (ISBN 9781910272459) contributing author

He is a contributing author to the New Consumer's Guide to Hypnotism.
Shaun is available to students at all centres for advice and support.



Fiona Biddle Vice-Principal

BSc. (Hons), MSc,
DipCouns, DipCAH,
HPD,CPC, ADHP(NC), CI,
FNSTT, UKCP(H)

Phone: 0845 076 3724

Email:

fiona@ukacademy.org

Fiona Biddle has earned

- BSc in Computing from Loughborough University
- Diploma in Counselling from Exeter College
- Certified Professional Coach, International Institute of Coaching (US)
- Diploma in Clinical and Advanced Hypnosis from WSCAH
- Certificate in Hypnotherapeutic Supervision from the National Council for Hypnotherapy
- HypnoBirthing Practitioner Certification from the HypnoBirthing Institute
- Board Certified Hypnotherapist from the National Guild of Hypnotists (US)
- 7407 (part 1 & 2) Teaching Certificate from City and Guilds
- Certified Instructor from the National Guild of Hypnotists (US)
- Advance Diploma in Hypno-Psychotherapy from the National College of Hypnosis and Psychotherapy
- MSc in Medical and Health Sciences (existential psychotherapy) from Sheffield University

She has been in the therapeutic profession since 1993 and was one of the first two people to receive the externally accredited Hypnotherapy Practitioner Diploma (HPD) through the NCFE Awarding Body and the National Council for Hypnotherapy

Fiona is an Honorary Fellow of

- The National Society of Talking Therapies
- The United Kingdom Council for Psychotherapy (reg no 07159394)

Fiona is the author of

- Motivational Hypnotism (ISBN 0954460413) co-authored with Shaun Brookhouse
- Building a Successful and Ethical Practice (ISBN 09554460405) co-authored with Shaun Brookhouse
- Hypnotic Coaching (ISBN 09554460421) co-authored with Shaun Brookhouse
- Being Active: A guide for hypnotherapy weight control clients (ISBN 095446043) co-authored with Stuart Biddle

She is a contributing author to the New Consumer's Guide to Hypnotism.

Fiona is an ex-chair of the UK Confederation of Hypnotherapy Organisations (UKCHO), and of the National Council for Hypnotherapy. In 2004 Fiona received the President's Award from the National Guild of Hypnotists (USA), their second highest honour, for her work on the Core Curriculum and Certified Instructor Training Course. In 2007 she received their International Visionary Award.

Fiona is available to students at all centres for advice and support.



Hilary Norris Evans

BA(Hons), PGCE, DABCH,
BCH, CI, HPD, CPC, MNCH
(Acc.), MNSTT

Phone: 07887714892
Email:
hilary@ukacademy.org

Hilary Norris Evans has earned

- BA (Hons) in languages from the University of Manchester
- L-es-L in linguistics from the University of Dijon
- PGCE from the University of London
- Dip from Atkinson Ball College of Advanced Hypnotherapy
- BCH (Board Certified Hypnotist) National Guild of Hypnotists
- CI (Certified Instructor National Guild of Hypnotists)
- Certificate in Hypnotherapeutic Supervision from the National College of Hypnosis and Psychotherapy
- AccHypSup Accredited Hypnotherapeutic Supervisor National Council for Hypnotherapy
- Assessor qualification NVQ level 3 from OCR
- HPD from the National Council for Hypnotherapy
- Certified Professional Coach from the UK Academy
- Practitioner in NLP from Training Changes
- Master Practitioner in NLP from UK Academy.

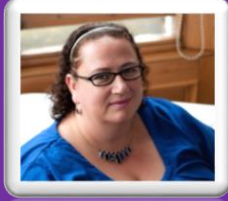
Hilary is a professional member of the following organisations

- The National Council for Hypnotherapy
- The National Guild of Hypnotists
- The National Society of Talking Therapies
- The Complementary and National healthcare Council (reg no 000066-A13)
- The Corporation Of Advanced Hypnotherapy

Having spent the first part of her career life in teaching and training, Hilary has been a full time hypnotherapist and NLP practitioner since 1997. She was the NCH Specialist Advisor For Confidence and Self Esteem and The NCH Internal Verifier For The Diploma In Supervision. She is also a supervisor and was company secretary of The National Council For Hypnotherapy from 2004-2006.

Hilary is an enthusiastic , pragmatic teacher/trainer, who loves inspiring students with an enduring passion for hypnotherapy in all its forms and uses an eclectic mixture of hypnotherapy, NLP, stress management and life coaching in her therapy work. A specialist interest is in helping problem gamblers and inspiring other hypnotherapists to take an interest in working with them. She is also very keen on Easibirthing and Post Natal Mental Health , the place of rapid inductions and self confidence in hypnotherapy practice and the relationship between Mindfulness and Hypnotherapy

Hilary teaches the UK Academy course in Bath/Bristol/Cirencester.



Heather Hutchison

MA(Hons), DipCAH,
HPD, PNLP, AccSup,
MNCH(Acc), MCNHC
MNSTT.

Phone: 07787 807609
Email:
heather@ukacademy.org

Heather Hutchison has earned

- MA (Hons) Degree in Psychology from Glasgow University
- Diploma in Clinical and Advanced Hypnosis from UK Academy & Hypnosis Scotland
- Hypnotherapy Practitioner Diploma from UK Academy & Hypnosis Scotland
- Certificate in Neuro-Linguistic Programming from UK Academy & Hypnosis Scotland
- Certificate in Hypnotherapeutic Supervision from the National Council for Hypnotherapy
- HypnoBirthing Practitioner Certification from the HypnoBirthing Institute
- Diploma in Cognitive Behaviour Therapy from Academy for Continued Hypnosis Education

Heather has been a fulltime hypnotherapist since 2010 and runs a busy practice in Polmont on the outskirts of Falkirk in Central Scotland. She has a special interest in working with clients who suffer from depression and/or anxiety. She also enjoys working with children on the autistic spectrum (high functioning) having personal experience of bringing up an autistic child.

Heather is a professional member of the following organisations

- National Society of Talking Therapies
- General Hypnotherapy Register
- National Council for Hypnotherapy (NCH)
- The Complementary and National healthcare Council (reg no 000023-F11)

Heather teaches the UK Academy course in Scotland



Ian Fielder

FRSA, MHS (Acc), Dip Hypnotherapy and Counselling, Dip Adv Hypnotherapy and Psychology, Dip NLP, Dip CBT, Higher Int Dip Holistic Therapy and NADTp, MNSTT

Phone: 01489 787170
Email: ian@ukacademy.org

Ian Fielder has earned

- Diploma in Clinical Hypnotherapy and Counselling Skills (Chrysalis)
- Diploma in Advanced Hypnotherapy and Psychology (School of Natural Health)
- Diploma in Cognitive Behavioural Therapy (School of Natural Health)
- Diploma in Neuro Linguistic Programming (School of Natural Health)
- Higher International Diploma with Distinction in Holistic Therapies (School of Natural Health)
- Certificate in Neuro Affective Desensitisation Techniques
- Certified Professional Coach (UK Academy of Therapeutic Arts and Sciences)
- Accredited Hypnotherapy Supervisor: AccHypSup (National Council for Hypnotherapy)

Ian is a professional member of the following organisations

- National Hypnotherapy Society
- Anxiety UK
- Fellow of the Royal Society of Arts
- National Society of Talking Therapies

Ian began his career working in the Health Service followed by a period in IBM and then with a service provider before running a not for profit organization for seven years. After retraining he runs his clinic from Botley in Hampshire and specializes in working with people who wish to dramatically improve their lives.

Ian enjoys working with people suffering with a variety of anxiety disorders including panic attacks, obsessive compulsive disorder, generalized anxiety disorder, specific phobias and work related stress.

As an approved therapist with Anxiety UK, he offers an individually designed intervention to suit the requirements and specific problems of each person.

Ian teaches the UK Academy course in Hampshire.



**Lisa Pryce
Jones**

MA, FCCA, PGCCMH,
PGDCMH

Phone: **07427 451992**

Email: lisa@ukacademy.org

Lisa Pryce Jones has earned

- Postgraduate Diploma in Clinical & Medical Hypnosis – British College of Clinical & Medical Hypnosis
- Postgraduate Certificate in Clinical & Medical Hypnosis – British College of Clinical & Medical Hypnosis
- Acceptance & Commitment Therapy Skills (ACT 1, 2 & 3) – Cardiff University
- Postgraduate Certificate in Counselling (Cognitive Behaviour Therapy: CBT) – University of Wales Newport
- First, Second & Masters Degree of Usui System of Natural Healing - Reiki
- Spiritual Healer – Healer Practitioner Association International (HPAI)
- Introduction to Teaching (ET01) – University of Wales Newport
- Master of Arts (MA) Leadership & Management – University of Wales Newport
- Fellow of the Chartered Association of Certified Accounts (FCCA) – University of Wales Newport

Lisa is a professional member of the following organisations

- Complementary and Natural Healthcare Council (CNHC)
- General Hypnotherapy Register (GHR)
- The National Society of Talking Therapies
- The Past Lives Therapist Association
- National Council for Hypnotherapy (NCH)

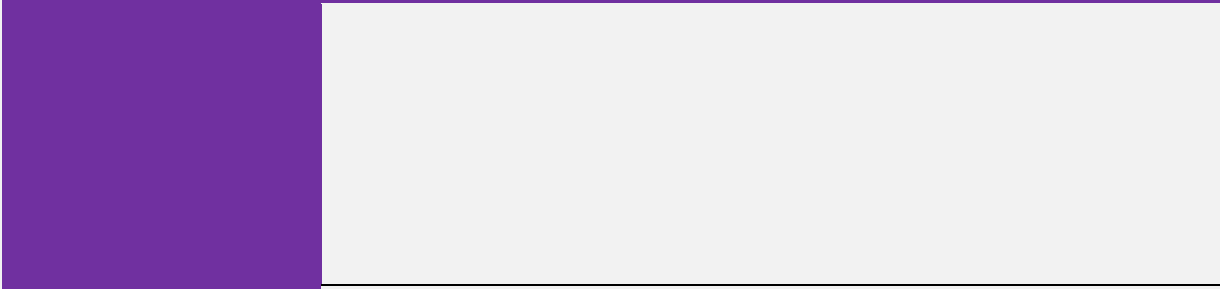
Lisa's career involved working in financial management roles and also lecturing for over 20 years before deciding that she wanted to change direction and help people to improve their lives just as she had been helped many years before with Hypnotherapy.

She trained in 2012 with the late Dr Lyn Bateman (Fellow of the Royal Society of Medicine) who had 40 years of practical hypnotherapy experience. In addition to being a Hypnotherapist Lisa is an accredited Counsellor, Master Reiki Practitioner, Spiritual Healer and an Acceptance and Commitment (ACT) Therapy Practitioner.

Lisa has a clinic in Newport, South Wales.

Lisa is a passionate and enthusiastic trainer and therapist, who loves inspiring students and clients with her holistic approach and uses a combination of Hypnotherapy, Mindfulness, CBT, ACT and Healing within her work. To maximise the opportunity for learning Lisa's group sizes are always small allowing plenty of time for practical sessions.

Lisa teaches the UK Academy course in South Wales





Natasha Pester
Cert. Ed., Dip. Hyp. CS.,
Dip. PC

Phone: 07736 413314

Email:
natasha@ukacademy.org

Natasha Pester has earned

- Cert Ed in Post Compulsory Education and Training –Bath Spa University
- A1 NVQ Assessor's Award
- Diploma in Hypnotherapy and Counselling Skills Chrysalis Not for Profit Ltd.
- Diploma in Psychotherapeutic Counselling Chrysalis Not for Profit Ltd.
- Hypnotherapy in Practice Diploma from the National Council for Hypnotherapy

Natasha is a professional member of the following organisations

- The Complementary and Natural Healthcare Council (reg no CHNC06498)
- The National Hypnotherapy Society (reg no #)
- The General Hypnotherapy Register (reg no 7658)
- Formerly a therapist for Anxiety UK

Natasha worked in adult social care and Further Education for 25 years, working in colleges and third sector organisations. Her work included teaching, assessing and verifying staff and service users, and developing services and courses. She was a volunteer for the Samaritans, and put her training experience to good use, training new recruits and planning and delivering ongoing training in her branch before joining the regional training team to travel around the south west training the branch trainers.

After having her family, Natasha trained as a hypnotherapist and set up a practice in Weston super Mare. She has previously taught counselling skills and hypnotherapy for a large provider in various cities before making the move to the UK Academy. She is an approved therapist for Anxiety UK and has a particular interest in anxiety and phobia work.

Natasha runs the UK Academy course in Exeter and Gozo, Malta