

## Why train with the UK Academy, Exeter?

When choosing to train as a hypnotherapist, I am 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, I have listed the primary benefits of training with me, including some questions that you might like to ask other schools if the issues raised are important to you.

- The UK Academy Exeter is part of a national group of around 11 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 me, but also from the other tutors. 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.
- I am a qualified educator as well as a qualified hypnotherapist in full time practice, holding a Cert.Ed in Post Compulsory Education and Training from Bath Spa University. This means that not only do I know my subject, I 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 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: 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 currently validated by the NCFE awarding body, although this may change during 2006. When you study with me, you will produce a portfolio of work which, when satisfactorily assessed will give you this important credential. You will also gain the schools’ 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. I say before, because you will be given permission to work with certain issues at certain points in your training. Not all trainers on other courses 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, I agree that courses should be of this length, to ensure that you have time to learn and consolidate your knowledge and experience.
- It is important that you are able to see a full syllabus before you start the course and that this has sufficient depth to enable you to start in full practice as soon as you qualify. Our prospectus lists all elements of the course, and not only do you get full coverage of hypnotherapy, but Neuro-linguistic programming is covered to Practitioner level too.
- Our course also includes 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 I feel that another course would be better for you (and this does happen), I 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.

- I am happy to receive student feedback: questions, comments or suggestions at any time in the course and will do my 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 join the National Guild of Hypnotists in the USA on completion of your course (you receive one free year)
- In the UK Academy we have a belief in the importance of teaching small groups. I have a maximum of 8 in my classes which ensures that you get personal attention. Ask other schools about their class sizes.

If you have any questions about any of these topics (or any others) please feel free to call me on 07736 413314 or email [natasha@natashapestertherapy.co.uk](mailto:natasha@natashapestertherapy.co.uk). Alternatively call our Vice Principal, Fiona Biddle on 0845 076 3724 or email [admin@hypno-nlp.org](mailto:admin@hypno-nlp.org)