

# HYPNOTHERAPY TODAY

ASSOCIATION FOR SOLUTION FOCUSED HYPNOTHERAPY

Edition 32, Autumn, 2020

## *New Horizons* *Cultivating optimism in 2021*

*Also in this issue:*

Inspiring member stories

10 years of the AfSFH!

Super Supporters

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Association for  
SOLUTION FOCUSED HYPNOTHERAPY

# SUPERVISORS' DIRECTORY

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

For the latest list of Supervisors, please refer to the AfSFH website.



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## A Message from the Editor...

Welcome to the Winter edition of Hypnotherapy Today. As 2020 draws to a close, I'm sure many of us will reflect on the challenges that the whole world has faced this year. At the time of writing, news of effective COVID-19 vaccines is starting to emerge, and perhaps many of us will now be facing the new year with enhanced levels of optimism.

New horizons, fresh starts and positivity are very much the themes for this edition. As such, we feature a timely article on how to cultivate optimism, we look at members who've made a fresh start in their careers and take a look at how SFH can help adopted children and their families forge a brighter future together.

In October 2020, the AfSFH celebrated 10 years since its launch, and as we begin our tenth year of existence, we also reflect on the journey of the association over the last decade. For those of you who know me well, you'll know I'm a big fan of the Dickensian classic, "A Christmas Carol" ... it therefore seems fitting to look at the Past, Present and Future of the AfSFH ... and we are delighted to feature contributions from some former Exec members (minus any ghostly rattling of chains!).

I hope you enjoy this edition – a big thank you to everyone who contributed; as always, your efforts are greatly

appreciated. Hypnotherapy Today would not exist without written contributions from you, our members, so please, do keep sending in your articles, ideas or reviews to me at: [journal@afsfh.com](mailto:journal@afsfh.com). Don't forget, for all work published, authors will receive a £10 Amazon gift voucher as a little 'thank you' for their efforts!

I hope that this latest edition finds you and your loved ones in good health, and as I sit here typing in my reindeer slippers, drinking a gingerbread latte, I want to send my very best wishes to all of you for the festive season and the coming year ahead.

Here's to a positive 2021!

Best wishes,

*Helen*

Helen Green,  
AfSFH CEO & Editor



# Super Support

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

## Super supporter: Heidi Hardy, AfSFH Supervisor

### Q. What do you feel are the greatest benefits of attending supervision?

I remember when I was training to be a supervisor a conversation was had about 'ticking the supervision box' versus 'appreciation of the benefits'. I can imagine that from time to time some of us go through the train of thought of possibly 'not needing' supervision maybe because we've been in the business for a long time or because we don't have many clients or any number of other reasons. However, when we do book in and experience supervision, we're very pleased we did! We can always take away some learning and/or ideas, a few spring to mind...

Reminders of elements of the process – I remember at one group supervision session the technique SWISH came up, and one of the group remarked how they had 'forgotten about that!'

How to phrase and learn new ways of SF questioning – it might be watching (or re-watching!) an Insoo Kim Berg video – shared and discussed. Various different ways of asking the Miracle Question – I remember a particularly creative supervisor who came up with wonderful types of scenarios to help clients imagine their preferred future. This particular supervisor also wrote their own metaphors and shared one each session, we also experienced trance ourselves at the end of the session, and occasionally there would be a raffle to win a relevant book! All super memories and great learnings!

Learnings from others' experiences – it's always interesting to broaden our own horizons by listening to the questions and conversations raised in relation to specific client cases, in some cases - 'Gold Dust' I can hear another of my fellow supervisors say.

Camaraderie – the comfort in the affirmation that we're all the same (no single islander); there are times when we all need support and encouragement – and shared coffee and biscuits in the good old days!

### Q. What do you enjoy most in your role as a supervisor?

I too learn and grow alongside my supervisees, on occasion encouraging me to look into or revisit particular issues. I recently enjoyed more in-depth learning on PTSD (with Andrew

Workman) partly borne out of a conversation with a supervisee regarding the use of rewind/reframe, and this in turn led me to sign up for a specific CPD on Stress (with Helen Green). I particularly enjoy helping my supervisees grow in confidence within their practice. It is extremely satisfying (serotonin-boosting!) to be a part of their learning and growth, similarly with my clients – naturally, the same persuasive techniques are used to encourage creativity and solutions. I consider it a 'win win'!

### Here's what some supervisees have to say:

*"Heidi has been my supervisor for about 4 years and has helped me enormously. Our sessions are held over Skype because we live so far apart. It's always good to have the wisdom of someone with a bit more experience to discuss anything I'm not sure of or just to run something past her to make sure I'm on the right track. If I ever doubt myself or my ability, we can all have those times can't we, I know I can rely on Heidi to give me a boost and remind me just how effective SF hypnotherapy is and to just stick to what we know, because it works. It is so reassuring to know that there is someone there to talk to and who will help you to see things clearly. I can honestly say that I always feel a lot more positive and confident after a session" – Carolyn*

*"I enjoy supervision with Heidi because when I go to her with a problem, one to one, we discuss it and she always helps me to see it from another perspective, usually one that I hadn't thought of! I also find that if there is something that I need to change within my own circumstances she encourages me to help me find the answer. Heidi usually backs up our subjects of discussion with the science, via an article she has read or sends me information at a later date after the session, which I find very helpful too" – Rachel*

*"One of the key things about supervision with Heidi is that it's relatable and solution focused. We were told throughout our training that our clients most often bring their answers with them – sometimes that's easy to forget. When I'm struggling with a client or in need of advice on what to do, I occasionally feel the temptation slip into that advisory mode. A quick call with Heidi reminds me of the fact that we are helping our clients to help themselves with their own answers and that our processes will help them get there. Heidi is great fun and really encourages me to be open and honest so that she can provide the support and reassurance that I need from a supervisor. We also sometimes meet at a cafe the does a great Croque Monsieur!" – Matt*



#### About the writer:

Heidi qualified as a Solution Focused Hypnotherapist from CPHT Bristol in 2010 and is based on the North Devon Coast. She runs group supervision sessions as well as individual sessions, both online and face to face.

# Super supporter:

## Jennifer Dunseath AfSFH Supervisor

### Q. What do you feel are the greatest benefits of attending supervision?

The benefits I get from supervision have evolved over the years as I have become more experienced. I recall when I first qualified as SFH in 2016 that I had a lot of technical questions I wanted answers to. As time went on, it was the reassurance that the solution I had come up with was correct that became the major benefit. Now, I particularly like the group aspect, knowing I'm part of something and sharing experiences with others is great.

I have had two or three different Supervisors over the years and love the variety of perspective and personality. I do have a main Supervisor that I have built up a relationship with, it is great to contact them and that rapport is already there, they know me well and our sessions are fun and productive, and I have learned so much from them, probably more than they realise.

I find a little gem of information in every one of the Supervision sessions that I have attended, and I then go on to weave that new knowledge into my sessions. Each of those little gems really transforms my sessions with clients.

I recently had group Supervision and several in the group were very experienced and one was just newly qualified – I learned a lot from everyone involved, but particularly from that newly qualified person. Everyone brought a different topic to the meeting, the meeting was well structured, everyone had an equal opportunity to talk and what I had to say seemed to add value to others, so I came away feeling pretty good about myself and buzzing with ideas to implement.

On reflection, I think that the most important aspect of supervision is confidence building. Confidence comes from increased knowledge, from reassurance, from suggestions of new ways of doing things and from knowing what we do works and having that reinforced when talking to others who do the same thing. I'm glad the AfSFH hasn't dropped its requirement for Supervision after a few years of being in practice, as some other organisations have – we all need to learn and develop and to continue to grow.

### Q. What do you enjoy most about your role of supervisor?

I particularly love the energy and dynamics of group supervision. Strangely, once I qualified as a Supervisor it was the one thing I was most reluctant to do, but it turns out to be the element that gives me most joy! (How lucky are we to have a job that we can honestly say gives us joy?!).

When I send out my email invite to the next group supervision I do say 'a very good time to come to supervision is if you're feeling in need of a boost or if you simply want a group hug... (virtually of course!)'. The majority of the SFHs that I supervise are relatively newly qualified and I do remember myself that fantastic feeling of being in a group all doing this exciting training course, a course that takes up so much of your life for

10 months and then when it's over can feel a little like falling off a cliff – I really missed that one weekend a month being together. I try to recreate a little of that energy and sense of support of being together in my group supervision sessions. Supervision on a one-to-one basis is different but has many parallels. A one-to-one session can take many formats, an hour long Zoom session, a quick phone call or even just a series of texts, depending on the subject. I do love watching people work out their solutions, even as they are asking the question. First and foremost, supervision is an opportunity to reflect on our practice, on our work with our clients, but it is also a place for business development and self-care and for finding out about latest research. It is a statutory requirement too, but I doubt many of us have supervision just to 'tick that box'...if you do, then you're missing the point of it!

There's so much more to being a Solution Focused Hypnotherapist than setting up a clinic and helping people. You can be an amazing therapist, but if people don't know you exist you won't make much money, or if you can't manage your admin and accounts, you'll find your own bucket overflowing. Supervision is not just for getting help with clients. I feel my business development background really reinforces the fact to be successful we need to spend time every month working on our business, not just working in our business.

Supervision gives you a vital opportunity for self-reflection; it gives you another person's perspective, it can boost your confidence, it can motivate you, it can remind you of so many crucial but often basic things – like the process works regardless of the condition, we may hear the brain explanation many times, but the client doesn't. Watching a supervisee grow in confidence over time is the most rewarding aspect of supervision.

### Here's what some supervisees have to say:

*"I cannot emphasize enough how incredible the group supervisions with Jennifer have been, in terms of keeping my fighting spirit during times of difficulty. In normal circumstances, it would be fair to say that anyone would be challenged with finding new customers and working through issues with existing ones, but when faced with a global pandemic, and how easy it is to find myself in my primitive brain panicking about my newly found business, the one person that automatically springs to mind, like a superhero to the rescue, is Jennifer! Jennifer's natural positivity, warmth of character and passion for everything solution focused is what drew me to her when seeking supervision. Jennifer's 'above and beyond' approach and wealth of knowledge and her willingness to openly share her own practice experience gives me the absolute confidence and assurance that between us, all my clients are fully looked after! Jennifer truly deserves all her success for which she has worked incredibly hard for and I look forward to working more with her in the future".*



#### About the writer:

Jennifer has a practice in Northern Ireland and is also an assistant lecturer at CPHT Belfast. She runs group supervision sessions as well as individual sessions, both online and face to face.



## Celebrating 10 years of the AfSFH!

by Helen Green

**As we celebrate the tenth year of the AfSFH, we look at the past, present and future of the organisation...with the help of some familiar names!**

**To start us off, former AfSFH Head of Marketing, Debbie Pearce, looks back at some key steps in the early evolution of the AfSFH:** *"I have fond memories of 12 September 2010, when a group of CPHT graduates met at the training school in Bristol for the first meeting of the Association for Solution Focused Hypnotherapy (AfSFH). The Association was the brainchild of CPHT co-founder and senior lecturer, David Newton, and we set it up to raise awareness of Solution Focused Hypnotherapy and to provide support for SFH practitioners.*

*The first few months and years saw plenty of activity... and we were officially registered as a non-profit membership organisation on 10 October 2010. In April 2011, we held a formal launch with guest speaker, Phil Harris, a highly regarded writer, and speaker on the use of solution focused therapies to help people with drug and alcohol problems. It was a great day and a highlight in our early development. Moving forwards, on 22 January 2012, we held our first ever Annual General Meeting (AGM), which was hilarious, as most of us had no clue as to how to run one! Thank goodness Sharon Dyke was on hand to guide us with the necessary requirements and protocols!*

*Another key milestone occurred in September 2013, as the AfSFH was accepted as a registering body for UKCHO (UK Confederation of Hypnotherapy Organisations). To qualify, we needed to jump through quite a few hoops. Once we became a registered member body of UKCHO, we were then eligible to be recognised by the CNHC (Complementary and Natural Healthcare Council) as a Verifying Organisation. They confirmed us as a Professional Association, authorised to check the details of practitioners' training, insurance, and experience to confirm whether they are eligible for CNHC registration. This meant that AfSFH members could apply to be registered with the CNHC direct without needing to be members of any other professional association.*

*Setting the AfSFH up from scratch and getting the organisation recognised as a bona fide Professional Association was hard work, but enormous fun. It led to incredible adventures and treasured friendships over the last decade. I was so privileged to have been there at the beginning. We achieved a lot in those first few years and, although work commitments meant that I had to stand down from the Executive team in 2015, it's great to see the huge progress the current Exec team is making on all fronts. The future for SFH is bright, thanks to the efforts of the AfSFH and each of its members".*

**Nicola Griffiths also looks back at the founding years of the AfSFH:** *"A wise person once said to me "If you stand still for a moment, then take that moment to look back over the last 20 years and consider all that you've done, you can be surprised at all that you've achieved". They went on to say: "Don't judge what was bad, just contemplate ALL the things that you've done". Then they told me to flip that same time-period forward and imagine how much I might achieve in the next 20 years.*

*The above conversation popped into my mind whilst I was revisiting the ten years that the Association has been in existence. The first time David Newton mentioned to a few of us that he was thinking about forming an Association seems an absolute lifetime ago, especially when I consider all that has happened in between. Yet, it also seems that conversation happened only yesterday. I can recall making initial phone calls introducing myself to people I'd never met previously, people who'd volunteered to help set up this fledgling Association.*

*Little did we know how those initial conversations would end up evolving the AfSFH into a body that would help steer a wonderful group of members through very choppy waters in 2020! Our Association has matured into something that's worth being proud of, especially if you were around and can recall its tentative beginnings! Using David's words, we have occasionally had the "need to be brave, be disciplined and definitely to have fun", and I think that's helped us achieve all that has been achieved.*

*Over the last ten years there have been many people come and go, both in terms of the membership and the Executive team*

that steer this organisation and, in some way or another, they've all played their part. I would like to thank the existing Executive team for all their dedication and hard work, especially given they've had to deal with COVID-19 from their own perspective and how it's affected their own businesses. But I'd also like to take this opportunity to thank all the past executive members – we couldn't have got here without you!

In 2021, I will become a 'member of the AfSFH' rather than 'Chair'. I'm very pleased to have done my stint as Chair, but as I flipped time forward to plan what's next for me personally, I realised it was time to hand over to the very experienced hands of Susan Rodrigues. I wish everyone the very best over the next few months and years as we move forward to help others achieve the successes they deserve. Good luck, you've got a very good Association backing you up!"

**Former AfSFH CEO, Alex Bronger, also had this to say:**

The AfSFH has grown and matured in leaps and bounds in its short history. Thanks to the contributions of many people, it can now confidently call itself one of, if not the, very best Hypnotherapy Association in the UK. Any organisation will experience highs and lows. Fortunately, the AfSFH has been able to avoid most of the lows and has seen many highs. When I took over as the CEO in 2016 there was only a small executive team. I enjoyed recruiting new people to bring in fresh ideas and to step up its growth. I'm proud that many of those people are still part of the executive team today. The work of an organisation like the AfSFH is never done, there is always more to achieve. The challenge is to direct limited resources in the right direction, and I think the current team does that brilliantly. I find it very hard to imagine life as a Hypnotherapist without it!

## Recent times...

As time has gone on, the AfSFH has continued to build on those positive early foundations. There's been great progress on the behind-the-scenes infrastructure of the organisation, development of our website and professional policies and we've welcomed an ever-increasing number of members to the AfSFH fold. A memorable highlight was that so many members were able to meet in person at our Members' Event, held on 30 November 2019. It's hard to believe that it was just over a year ago. The event itself was an inspiring, fun-filled day, and we hope to hold another event again in the future, so watch this space!

**We couldn't celebrate 10 years of the AfSFH without a few words from our current Executive team. We start, quite rightly, with thoughts from our longest-serving Exec member, Trevor Eddolls, AfSFH Head of IT & Social Media:** "I joined the Exec team in 2012, and have seen the AfSFH grow from a small club for solution-focused hypnotherapists with limited horizons to a world-class organization that still, very much, cares about its members and how they are getting on – in terms of their work with clients, their business development, and their personal growth. I'm proud to be a part of it".

**Our second current longest-serving Exec member, Sacha Taylor, AfSFH Head of Finance, also reflects on the recent progress of the AfSFH:**

"A past rich in Solution Focused history, with useful previous editions of Hypnotherapy Today to help me when I first started out in practice, and iconic founding members followed by a stream of dedicated others, I was very excited to join the Exec team back in November 2016. Our present is rich with many achievements to date, the wonderful website, the support of our fabulous closed Facebook group, expanding our social media presence while we continue navigating the COVID storms and help our growing membership find their way safely through too. Here's to a future rich with opportunities to improve members' experiences further and many more years of being part of the amazing Exec Team that keeps it all together!"

**Our Head of Membership, Anne Wyatt, outlines some of the enduring core elements of the organisation:**

"One of the huge strengths of the AfSFH is that it provides a central focal point, a virtual meeting area for members, no matter where they are located. Self-employment can be a challenging and lonely experience for many, but the Association provides a place where we can all go for support or even just a chat. It's unlike any other Association or professional body that I know of from that point of view. Especially this year, this sense of community has been hugely valuable".

## Looking to the future...

As we move into 2021, the AfSFH will continue to focus on raising standards, which has been at the heart of the evolution of the organisation: "The future for standards and ethical practice in solution focused hypnotherapy looks bright! Growth in numbers means that even more of our members will continue to be supported in achieving the highest possible standards of hypnotherapy for our clients. As we move into a new

year, I look forward to working with the Executive team to raise awareness of the AfSFH and the wonderful work of our highly professional members" – Nicola Taylor, AfSFH Head of Standards.

Over the coming months, the AfSFH will also be continuing to focus on raising the profile of SFH and the work of its members: "I'm proud to be part of our dedicated AfSFH Exec team, supporting members and their practice. We've seen great improvements to the membership process online and we've delivered more value by enhancing the website and resources for members, which continues to evolve. I'm excited about our plans for the coming months, which will see us doing even more to raise our online profile and the visibility of members so we can be found more easily by those searching for support" – Andrew Major, AfSFH Head of Marketing.

And finally, as Editor and CEO of the AfSFH, I'm very proud of all the progress that the organisation has made over the last decade – definitely worthy of celebration! It would not have been possible without the spark of its inception by the great David Newton, and the extraordinary efforts of the Executive team members (past and present), who work so hard to keep the association going for the benefit of all our members. Nicola Griffiths has been a wonderful steering hand as Chair, and I'm very grateful to her for all her efforts. I'm also excited that our Trustee, Susan Rodrigues, will be taking up the baton of Chair in 2021. Of course, thanks also go to our members, whose support for the organisation and fellow members within it, make it such a great community.

One thing that unites all of us in the AfSFH is our passion for Solution Focused Hypnotherapy, and my goal for the year ahead is to look at further ways of sharing that passion with the public, by enhancing our profile as an organisation and finding further ways to promote the work of our members. In the coming year, we have plans to invest in our digital presence, including a revamp of the website, dedicated work on increasing the functionality of our ever-expanding directory of members and working on SEO strategies so that our members are found even more readily via search engines.

As we look to the future, there are certainly exciting things to come!



## SFH for adopted children & teenagers

**As we continue to reflect on hope and new horizons, we can also recognise the challenges clients face when trying to move forwards in their lives. In this article, Karina Price looks at the process of adoption, and how we can help adopted children and their adoptive families to steer a positive course together.**

During this time, it's now more important than ever to support a child's mental health and well-being. Adopted children and teenagers often have additional needs due to their life experiences. Solution Focused Hypnotherapy (SFH) is an effective way to support children and it can also help adoptive parents cope better during challenging circumstances.

### What is adoption?

Adoption is the legal process by which a child or a group of siblings who cannot be brought up within their birth family become full, permanent and legal members of their new family. Adopters become the child's legal parents with the same rights and responsibilities as if the child was born to them. Most adopted children have suffered significant abuse, violence or neglect in their birth families and most have spent time in foster care.

Adoption gives children a second chance of stability, permanence, and the love and nurture that all children need.

The outcomes for adopted children are better than for those who stay in care. However, adoption is not a simple solution to a complex situation. The trauma suffered in early childhood is carried with children into their adoptive families. Many of the challenges encountered by families, stem from their children's early life experiences. This can range from experiencing emotional, physical or sexual abuse to experiencing neglect or chaotic living conditions, leading to children feeling scared, hopeless, powerless and insecure [1]. Adopted children often have difficulties in trusting adults and forming healthy relationships within their new families. Those families need consistent, specialist support to help them give their adopted children the best possible chance of a brighter future.

### Mental Health and Attachment Issues

Research has found that adopted children are at risk for suffering from mental health disorders [2]. Twelve to 14 percent of adopted children in the United States between the ages of 8 and 18 are diagnosed with a mental health disorder each year, and adopted children are almost twice as likely as children brought up with their biological parents to suffer from mood disorders like anxiety, depression, and behavioural issues.

Most adopted children in the UK are taken into care because of maltreatment by their birth parents. They are more likely to have experienced adversity at an early

stage of life than the general population. Previous research found children who are older at the time of their adoption are more likely to experience psychological and behaviour problems. Children over four are more troubled than children who are younger when they are adopted.

Several factors contribute to an adopted child's risk of suffering from a mood or behavioural disorder, like:

- Age of adoption
- Where the child was adopted from
- Conditions of the foster home and family
- Whether the child has contact with his or her biological family members
- History of mental illness in biological family

These contributing factors directly affect the adopted child's ability to attach and bond with his or her adopted parents. Issues with attachment are common and are often a major contributing factor to the onset of mental health issues. For example, many adopted children suffer from reactive attachment disorder (RAD), which is a disorder in which a child is uncomfortable with and avoids being comforted by caretakers. Adopted children develop RAD as a result of not getting enough nurturing, comforting and consistent care prior to adoption [3].

Adopted children can suffer from:

- General feelings of grief, loss, and rejection
- Lack of trust
- Attachment difficulties
- Sense of shame and low self-esteem
- Problems concentrating
- Night terrors
- Anger issues
- Depression
- High level of anxiety
- School issues
- Strong desire to be in control
- Inability to regulate their emotions
- PTSD
- Identity issues
- Suicidal idealisations and self-harm

RAD and related struggles can have a major impact on an adopted child as he or she reaches young adulthood. Young adulthood is a critical time for discovering one's identity, purpose, passions, and place in the world. As the adopted child grows, he or she begins to understand more about the world. Such questions cause stress, anxiety, and sometimes anger and depression.

There may be resentment toward adopted or biological parents, or a poor sense of confidence and low self-esteem, which are triggered by the confusion behind these unanswered questions.



### How can SFH help?

Hypnotherapy is a useful way to help young people to overcome their problems. Solution Focused Hypnotherapy is an effective way to reconnect and reach out to children who are experiencing difficulties. Unlike other talking therapies, we do not focus on the issue, instead we give children the tools to be able to move forward so they can achieve whatever they want to achieve. This can be particularly helpful for adopted children, who may not feel ready or able to talk about their past or presenting issue.

Hypnosis creates a state of relaxation which enables us to access the subconscious mind, using stories, visualisations and metaphors as part of this process. It can be explained to a child that they will be having a relaxed and quiet time in which they use their imaginations to resolve their problems. Whilst treating a childhood problem, we can introduce other positive affirmations to the child. For example, being more relaxed, having more energy, feeling confident, feeling happy, liking themselves better, remembering things more easily or reading faster. Children are very suggestible and will respond well to these types of therapy. It is important that the child is keen to change the problem behaviour or issue themselves.

### Supporting Parents

Often a child's issue can trigger a parent and bring up emotional issues for them, such as unresolved feelings of loss, stress, anxiety and problems with sleep. Solution Focused Hypnotherapy can also be an effective way to help

adoptive parents to learn how to cope better during stressful situations. This can better equip them in supporting their child, which in turn can promote more positive relationships.

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#### About the writer:

Karina is a Solution Focused Hypnotherapist based in Exeter, Devon. She is also an Adoption Social Worker, within Adoption South West Adoption Agency. She has over 15 years' experience of working with children and young people and specialises in hypnotherapy with children.



## Rollercoasters and a book

**In this article, Tiffany Armitage reflects on life during lockdown and how it yielded some surprising opportunities.**

*“When obstacles or difficulties arise, the positive thinker takes them as creative opportunities” - Norman Vincent Peale.*

It was my birthday, on March the 20th, which marked the start of the ‘lockdown’ rollercoaster for me. It was to be the last day of school for my girls, for what turned out to be 6 months. It was the end of a very discombobulating week where the structure of life had been, day by day, dismantled around us, and as always seems to happen on ‘those’ weeks, my little camper van broke down. I noticed my primitive mind kick in, with its tendency of existential thinking, and getting busy trying to ‘make things ok’ for everyone! It did feel like a fairground ride for quite a few weeks, starting with the initial effort to organise online sessions for my clients and supporting supervisees through similar, and looking to how I could make the most out of the time for myself, my clients, and my community.

Looking back from the relative comfort of November 2020, where it feels we can see the exit platform of this ride approaching, there really were some positive personal and professional experiences that I will treasure in my memory. As a therapist, these included greater connections with colleagues who became friends, booking on an intensive SFBT course that became possible thanks to the shift to online training, and finally getting through some of those tasks that lingered at the bottom of my to do list. And, more surprisingly, how a wonderful

opportunity arose from the creativity of a colleague that led to us co-authoring a book on Solution Focused Hypnotherapy!

I count myself very lucky – my husband is a primary school teacher, so he started up ‘Daddy School!’, which meant I had the mornings free to concentrate on work. I have a standalone practice room at home that is (thankfully) separated from the house and I count myself lucky that I had over the last three years occasionally been working with clients online. It had not been my preferred way of working simply because I just didn’t have the time or need to get my head around it all, but I knew it worked for me.

As I saw the pandemic sweep across Europe towards us, I’d been upgrading technology and skills and sorting out an assortment of admin that popped up as we went into lock down. For weeks I seemed to be surrounded by piles of wires, dealing with technology and internet issues (who knew you can’t have a Bluetooth mouse too close to your router extender?!). I was trying hard to stay calm and confident for clients; it was such a relief to spend the afternoons getting some exercise with the family, enjoying the sun and watching spring emerge. I decided to use any spare time between the fewer clients to get through jobs at the bottom of my ‘To Do’ list; I redesigned my website, turned my waiting room into a recording studio to record relaxation audios, and worked on learning the skills to provide online relaxation sessions with a local colleague of mine to support people who couldn’t access therapy. Like I said, my primitive mind goes into busy mode when things get uncertain, but it made such a difference to me to be able to get those things done. I’m not sure when, if ever, I would have managed to find the time to do these things otherwise.

At the time it was really helpful for me to access the support of supervision, and recognising this as a Supervisor myself, I tried to make myself as available and visible as possible to my supervisees. I guessed in the spring that no matter what was happening in my supervisees' personal lives, staying calm and confident about their therapy work would be as tricky for them as it was for me. As well as supervision, I started hosting a weekly online 'coffee morning' for my SFH list in the South West. It was mainly my own supervisees that came along; as a group they are very supportive of each other and the sessions were light-hearted, but it was great to have that connection with people going through a similar thing. I did meet some new faces which was great and enjoyed meeting my colleagues' rather assertive pets!

Over the weeks, as the rollercoaster slowed down somewhat, a handful of us slipped into a very life-affirming pattern of meeting each week. Colleagues became friends as I enjoyed watching the progress of people's lock down projects; cheering on essay writing and couch to 5K achievements! It really was a highlight of my week, and so it was with a tinge of sadness that these came to an end in August, when I just couldn't juggle them with the increase in client numbers and family time.

However, it was because of these meetings that in early July, I turned to Carolyn Gillan. I'd seen her over the months approach the pandemic with a level head and with a level of professionalism and experience that I valued greatly. I'd got to know her more personally – I'd even 'met' her dog Buddy and Leonard the cat, and therefore knew she was someone whose opinion I would value. We had just found out that the expected and long wished for return to face-to-face work was perhaps not going to happen after all. I hoped she would help ground me following a long weekend of researching the nuances of government documents and Zoom chats about the ethics of seeing clients face-to-face!

We spoke about my concerns that if we had to stay working online in the longer term, there would not be an uptake of clients seeking hypnotherapy that would reboot everyone's client numbers. We both perceived a lack of understanding about the safety and efficacy of hypnosis as a therapeutic tool amongst the general public, and that going online may perhaps be a step too far for people looking for support with their mental health (I would like to add, that my primitive mind, as it often does, had got this wrong. Writing this from the perspective of November 2020, my

client numbers although not yet pre-Covid levels are much more buoyant and 90% are now online). Carolyn also commented that in her experience, an understanding of the benefits of hypnosis is also limited amongst counsellors and psychotherapists of other modalities too. It's not really surprising – she pointed out that where you could fill shelves with books about other therapeutic models, the SFH shelf is rather empty!

We talked about how some colleagues, especially those more newly qualified, have struggled to confidently adapt to online sessions. They were still building their confidence more generally and I wished there was something I could do to support that process in them. I remember how important it was for me to build my confidence as a therapist. I'm still on that journey, learning still how to relax into my own style within the SFH framework; but I recognised how gaining that initial confidence as a therapist had a big impact on my ability to market myself appropriately following graduation from CPHT.

So, while I went out to get some fresh air and exercise, hoping to reengage my intellectual mind, Carolyn's was powering full steam ahead! The very next morning, she woke up with a genius idea! And so, it began. We started on a project together to write a book. A book that builds the confidence of Solution Focused Hypnotherapists by helping to answer the most common questions to supervisors, for example: "Can I work with a client with this particular problem?" and "How do I work with the client with this problem?". We did this by collating a collection of case studies, told from the perspective of a group of ourselves and colleagues. And taking advantage of the extra time we had during lockdown, we were hopeful we could get it finished in the summer.

We found we were able to keep each other on track, that we had joint knowledge and perspectives on what we wanted it to achieve, and we discovered that in working together we could give each other the confidence to keep going in a way that I'm not sure we would have done alone. We were also really pleased to discover that we have a complimentary set of skills and thinking styles, that have created a much richer book than we would have produced independently.

We beavered away through the summer on Zoom, formulating the concept, co-opting fellow SFH colleagues to get them involved in writing chapters and editing the drafts. In fact, we have only met once in person since the start of the project! I have to admit, that we

were totally wrong about it being done quickly. Although we never started it as a money-making strategy, it would take the best seller list to recoup the time we've spent on it! However, as I write this at the end of November, we're so pleased to be at the stage of proofreading the (almost) complete book and waiting with bated breath for the foreword to be written by David Newton. We still have kinks in the track to navigate before the book lands on our doorstep, but we have the confidence, from what we've done in the last few months, to say: "The Art of Solution Focused Hypnotherapy; a Collection of Case Studies" will be on sale as a paperback and eBook in early 2021!

Maybe I would have preferred a carousel to the rollercoaster ride of 2020. However, writing this has really shown me how many positives have come from this time. I have excitement for what the new year will bring, my confidence in my own skills as a therapist and writer has grown, and on a personal level, I have made deeper connections with colleagues near and far!



**About the writer:**  
Tiffany qualified in SFH in 2013. She runs her practice in Devon and is also a Supervisor.

# Brainbox: Cultivating optimism

## As the new year beckons, Trevor Eddolls takes a timely look at optimism.

So, you're looking at a glass – is it half empty or is it half full? Or is it just a really nice glass?

Optimism is all about being hopeful and confident about the future or the success of something. But, is that the best way to approach life? Let's see what research suggests...

### The health benefits of being optimistic

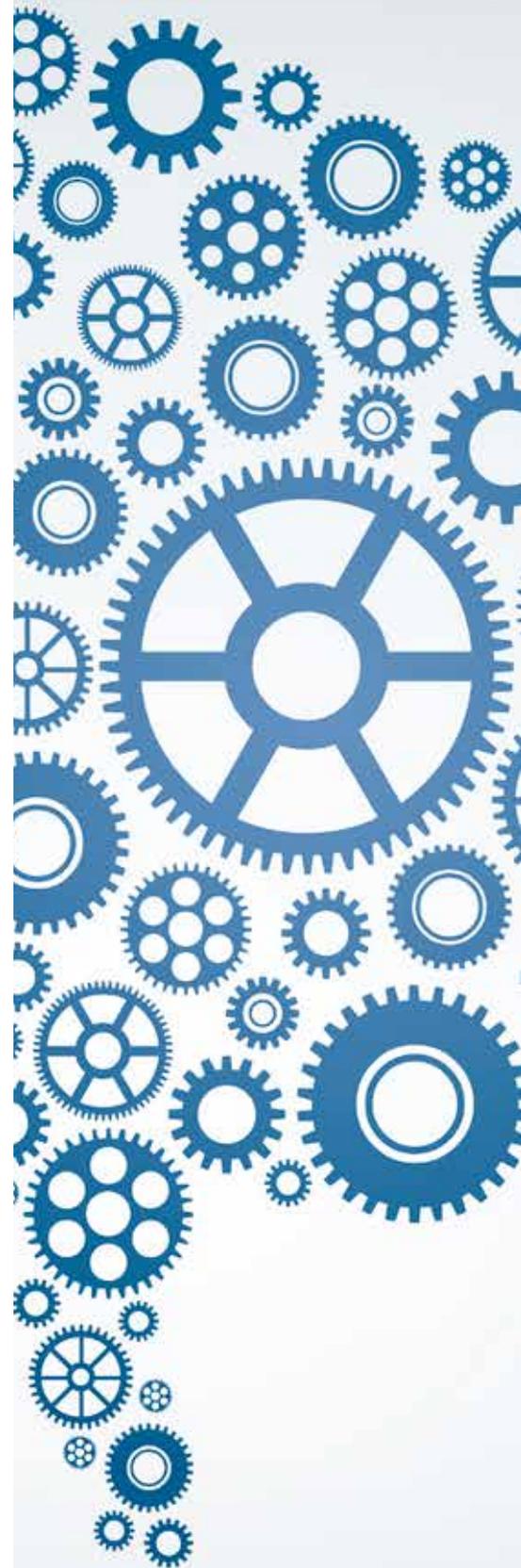
It appears that optimism is good for your heart. There's a story that on 12 July 1988 France beat Brazil in the World Cup final, and on that day, there were fewer cardiovascular deaths in France than the average for the previous week. And that's been attributed to a burst of optimism!

Further cardiac benefits were explored by Scheier et al (1999), who studied 309 middle-aged patients scheduled for coronary bypass surgery. They found that compared with pessimistic people, optimistic people were significantly less likely to be re-hospitalized for a broad range of problems, such as postsurgical sternal wound infection, angina, myocardial infarction, and the need for another bypass surgery. They concluded that optimism predicts a lower rate of re-hospitalization after coronary artery bypass graft surgery. And that fostering positive expectations may promote better recovery.

Similarly, optimism is good for people with high blood pressure. A Finnish study of 616 middle-aged men with normal blood pressures when the study began had their mental outlook evaluated with questions about their expectations for the future. They were also evaluated for cardiovascular risk factors such as smoking, obesity, physical inactivity, alcohol abuse, and a family history of hypertension. Over a four-year period, highly pessimistic men were three times more likely to develop high blood pressure than optimists, even after other risk factors were taken into account.

A US study of 1,306 men with an average age of 61 evaluated them for an optimistic or pessimistic outlook as well as for blood pressure, cholesterol, obesity, smoking, alcohol use, and family history of heart disease. None of them had a diagnosis of coronary artery disease when the study began. Over the next 10 years, the most pessimistic men were more than twice as likely to develop heart disease than the most optimistic men, even after taking other risk factors into account.

Looking at overall health, a study of 2,300 older adults (over 85 years old) over a 2-year period found that people with a positive outlook were much more likely to stay healthy and enjoy independent living than less cheerful people. Another study of 447 patients over a 30-year period found optimism was linked to a better outcome on eight measures of physical and mental function and health.



Optimists also live longer. A US study of 839 people concluded after a 30-year follow-up that optimism was linked to longevity. They suggested that for every 10-point increase in pessimism on an optimism-pessimism test, the mortality rate rose by 19 percent. Another US study of 6,959 students found that over the next 40 years, 476 of the people died from a variety of causes, with cancer being the most common. They concluded that pessimists had a 42 percent higher rate of death than the most optimistic students. Similarly, a Dutch study of 941 people aged between 65 and 85 found that people who demonstrated dispositional optimism at the start of the study enjoyed a 45 percent lower risk of death during a nine-year follow-up period.

### Why do optimists live longer?

A 2008 study of 2,873 healthy people found that a positive outlook on life was linked to lower levels of cortisol, even after taking age, employment, income, ethnicity, obesity, smoking, and depression into account. Other possible benefits include reduced levels of adrenalin, improved immune function, and less active clotting systems.

Optimists also seem to make healthier choices. A study by Steptoe et al (2006) of people aged between 65 and 80 years found that optimism was correlated with healthy behaviours such as abstaining from smoking, moderate consumption of alcohol, the habit of walking briskly, and regular physical activity, regardless of demographical factors, current psycho-physical conditions, and body mass.

A study by Lee et al (2019) also confirmed that people with greater optimism tend to live longer than pessimists, on average. This decades-long study identified a strong correlation between optimism and 'exceptional longevity', which is described as living to age 85 or older.

### Optimism and playing sport

In addition to the direct health benefits of optimism, it's also good for any athlete clients you work with to be more optimistic. An optimistic athlete is more likely to be persistent and committed during the action phase of working towards a goal and are more likely to be able to tolerate uncontrollable suffering (according to Espahbodi et al, 1991). Optimistic athletes believe that successful performance is within their control, and the reason is unchanging, i.e. they are a good player. They view an unsuccessful performance as a temporary setback that's caused by something out of their control, e.g. bad weather. This means that their self-esteem isn't impacted because they believe that they are in control of the good and not of the negative. And this, in turn leads to optimism about future positive performances.

Gordan & Kane (2001) found optimism led to better performances and less variability. An older study by Carver et al (1979) found that optimism helped athletes to overcome adversities, was motivating, and increased persistence. And Rettew & Reivich (1995) found optimism led to more wins.

### Optimism and the brain

We're perhaps more interested in what's going on inside people's brains. Chang et al (2001) and Hart (2008) found an inverse correlation between optimism and depressive symptoms. And Hirsch et al (2007) found the same inverse correlation between optimism and suicidal ideation. Scheier et al (1986) found a significant positive relationship between optimism and different aspects of life, such as coping strategies focused on the problem, looking for social support, and emphasis of the positive aspects of the stressful situation.



Other research (Nes et al 2006) confirms that optimism is positively correlated with those coping strategies thought to eliminate, reduce, or manage the stressors and negatively correlated with those employed to ignore, avoid, or distance oneself from stressors and emotions.

These all go to show that helping our clients to be more optimistic is going to help them with the usual ups and downs of life.

Dr Richard Davidson, in research using functional MRI scanners and advanced EEG analysis, found that when people are emotionally distressed (anxious, angry, depressed) the most active sites in the brain are circuitry converging on the amygdalae and the right prefrontal cortex. We probably knew this. And when people are in a positive mood (upbeat, enthusiastic, and energized) there's heightened activity in the left prefrontal cortex area of the brain. Dr Davidson also found that volunteers with more left-side activity who watched amusing films had a far stronger pleasant response, while those with more right-side brain activity who watched distressing films had far stronger negative feelings.

So, positive moods are associated with more left-brain activity, and negative moods with more right-brain activity. The good news is, that by consciously altering their thought processes, our clients can literally re-wire their brain.

Research has shown that optimism is correlated with many positive life outcomes including increased life expectancy, general health, better mental health, increased success in sports and work, greater recovery rates from heart operations and better coping strategies when faced with adversity.

But where does optimism come from? Can it be learned? A study by Robert Plomin et al (1992) suggested that optimism is about 25 percent inheritable. The other 75 percent comes from other factors such as socioeconomic status, which are probably less in our control.

### How can we help our clients to be more optimistic?

Dr Davidson taught mindfulness to workers in high-stress jobs who were right-prefrontal cortex users. After two months of training (for three hours each week), they moved to the

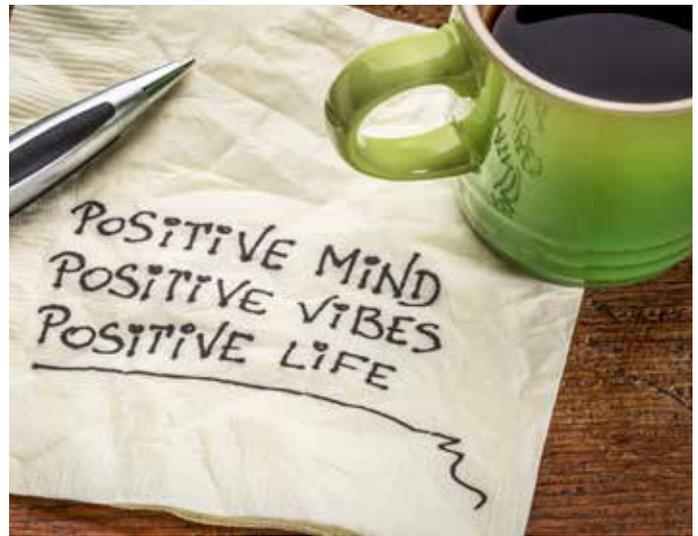
left prefrontal cortex and reported feeling less anxious, more energized, and happier.

Some other techniques you can try with clients include:

- Looking for the good – instead of highlighting the bad events, make a note of the good things. That's why we ask clients – "what's been good?". We want them to start noticing those sparkling moments. This may well train their brain to think more positively.
- Cultivating positive interactions – too often conversations with others become a moaning session or gossip fests. We need to encourage clients to be positive and mix with positive people. That will make them feel happier and more optimistic.
- Bucket emptying – to get people out of their right prefrontal cortex, we need to help them to empty their metaphorical emotional buckets. And we can do that in the usual way of helping them to relax, helping them to get a good night's sleep, and building their confidence.
- Turning off the news – your thoughts become your reality. If a client is continually thinking about all the bad news, it will lead them to have a negative and rather bleak view of the world. This will move them into their right prefrontal cortex and make them less optimistic. So, they should stop watching the news and searching the Internet for news stories (or at least cut down to the bare minimum).
- Keeping a gratitude journal – towards the end of each day, suggest your client write down a couple of things or events that happened during the day that they feel grateful for or made them feel happy. This will get them to focus on the positives of their day and cultivate an optimistic mindset.
- Help clients recognize the things they can control and the things they can't – and don't spend time worrying or ruminating about the things they can't control. Mindfulness has a technique to stop people ruminating over the things that they have found stressful during the day. People allow thoughts to enter their brain, then gently push them away without judgement.
- Help clients recognize their own talents – too often people don't see the strengths that they have used during the day, or don't remember the nice things that people have said to them during the day. To be optimistic, it's important for a person to acknowledge what they have done and when people have appreciated them.

So, does optimism or positive thinking ever have a downside? It seems the answer is sometimes. It's been suggested that negative emotions can motivate people to change things for the better for themselves and for others. And feeling a wide range of positive and negative emotions helps a person to find meaning in life and grow as a person.

Being unrealistically or overly optimistic can result in people miscalculating risks and making bad decisions. If a person is doing a dangerous sport, and they assume a risky technique will have a positive outcome for them, that can have disastrous consequences. The optimism bias is where people think events e.g. like smoking and getting lung cancer, is unlikely to happen to them. Optimism can also lead to complacency. You may hear people dismissively say, "it's fine, it'll be alright", which may be unhelpful if some action is required. Over-visualizing achieving something (e.g. getting a new job or climbing a mountain) can result in a drop in energy levels, resulting in a worse performance during the actual event. Apparently, 'extreme optimists' are less likely to clear outstanding credit card balances, save less money, and work fewer hours than even



other optimists. So being too optimistic is not helpful if beliefs or behaviours are unrealistic or potentially risky, and we should be aware of the dangers that come for clients with an overly optimistic outlook. Optimism is important but being realistic and staying in our rational brain is also important!

Unrealistic 'extreme optimism' aside, we can still conclude that being more optimistic is generally good for our clients' health, helps them to live longer, and can be better for their sporting performance. We can see that optimism can be learned and we can help clients to become less pessimistic and more optimistic – and enjoy all those benefits of cultivating optimism.

As we leave the challenges of 2020 behind, it's time to look to the horizon of 2021 and with hopeful, cautious optimism, wish that everyone has a new year filled with sparkling moments!

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#### About the writer:

Trevor Eddolls is the Head of IT & Social Media for the AfSFH and is a regular contributor to the journal. He runs his hypnotherapy practice in Chippenham and is also a Supervisor.

# What is effective CPD?

**As 2021 appears on the horizon, many of us may start thinking about our career development in the new year. In this article, Nicola Taylor, AfSFH Head of Professional Standards, looks at the importance and variety of professional development activities.**

One of the requirements for membership of the AfSFH is that members complete a minimum of 15 hours of CPD (continuous professional development) each year. We think this is important no matter how long a member has been practising. We can all still continue to learn and improve. As Isaac Asimov said, "Education isn't something you finish". Of the required 15 hours of professional development, 10 of these must be directly related to Solution Focused Hypnotherapy. This means that the training undertaken must, in some way, enhance your Solution Focused Practice. The further 5 hours can be (but do not have to be) more general training and may help you to develop your general business skills e.g. improving your marketing techniques or developing knowledge of safeguarding.

Part of my role as Head of Standards for the AfSFH is to complete an audit of members each year to ensure compliance with membership requirements. As well as verification of insurance and supervision, members are also asked to provide evidence of the professional activities carried out over the previous year. I am often amazed by the fantastic range of training events and activities that our members get involved with but there are also times when members require clarification about what comprises CPD, asking things such as: "What can I include as CPD?" or "I did this...does that count?" and "What makes good CPD?". The audits are not designed to catch people out or to give members a slap on the wrist – they are carried out so that we can demonstrate to the public that AfSFH members are highly skilled and professional and that they are excellent practitioners by keeping their knowledge and skills fresh and up to date. This is the main goal of our CPD activities – so that we can continually learn and develop and use our skills and knowledge to further help our clients.

We are so lucky as Solution Focused practitioners to have access to the CPHT schools where we know the training on offer is specifically designed to support us as we continue to develop and grow. Our members also get discounts on these courses, which can be a real bonus especially if you are completing some of the required training for your Advanced Hypnotherapy Diploma (AHD). Recently, many of these courses have also been adapted to be delivered via Zoom, helping us to still maintain access to solution focused training during these challenging times.

If you are looking outside of CPHT for further training and development activities, it is worth being aware of what to look for in order to be confident that a course you are paying for is worthwhile. Knowledge based CPD is most effective when it is delivered by an expert and supported by research and evidence. If you come across a course that sounds good, check out the credentials of the person delivering the information. Find out if they are reputable and if they, themselves, have the appropriate training or background to be delivering the course. It may be worth speaking to others who have attended the

training to find out their opinions or look for online reviews to help you to make an informed decision. If you are considering a course that involves an extended amount of time and considerable financial outlay, it may be worth finding out about the accreditation of the course to ensure that it is a worthwhile investment for you and your business.

In the current climate, when so many of us may have more time for CPD but perhaps not as much money to spend, it is also worth considering what alternative opportunities there may be for furthering your professional development. Some members are sometimes surprised to hear that 'yes...reading does count as CPD!' Our journal, Hypnotherapy Today, can be a great place to start and why not consider writing an article for publication? The research you complete, and the self-reflection involved, are all part of professional development. Also, you gain not only CPD, but you will receive a £10 gift voucher plus the kudos of being published! The members area of our website has a knowledge and resources section listing a range of books, not only recommended by our members, but also written by SFH practitioners to help enhance your practice: <https://afsfh.com/knowledge-resources>.

Some relevant online training can also be accessed without cost. The Events and CPD section of our AfSFH website not only lists CPHT events but also other appropriate training and will flag what is freely available. Have a look on YouTube too and for relevant television programmes that may be available. Keep your eye on our closed Facebook page – our members are brilliant at sharing their knowledge of engaging TED talks or documentaries that they have seen and found both interesting and useful.

Whatever you choose to do to meet your CPD requirement it is important to record and evidence your training and development. There is a very helpful template you can use to log any CPD you complete on our website, which you can download and use from the CPD/Events page: <https://afsfh.com/events-and-cpd>. Many courses, whether through CPHT or online and free, will offer a certificate of attendance to acknowledge your training. To meet the requirements of an audit you will also need to reflect on the CPD activities you have taken part in to show how they have contributed to and improved your SFH practise. Take time to think about what you wanted to get out of the training; did you achieve or exceed your aims? Is there further training that you would now like to pursue? You never know, after all the learning, reading, training and development you might, one day, feel ready to teach others what you have learned!



**About the writer:**  
Nicola is the Head of Professional Standards for the AfSFH. She runs her hypnotherapy practice in Abergavenny and is also a Supervisor.



## How and why I chose hypnotherapy as a new career

**As 2020 has shown, we never really know what the future may bring. In this article, Lauren Metcalfe reflects on her story of change, and how small steps unfolded to set her on a new career path...**

I'm a bit unusual. I didn't fall in love with Hypnotherapy because I personally worked with a Hypnotherapist. For me, it's been like a slow burn love affair. A few small, but momentous, things over five years led me to passionately choose my second career in Hypnotherapy.

Rewind 20 years, I finished my education at an International School in Switzerland before returning to the UK to study Law with International Relations at University. In my last year of university, I passed the Admiralty Interview Board to join the Royal Navy as a Logistics Officer and completed my Basic training at Britannia Royal Naval College in 2008.

I loved (nearly) every minute of my time serving in the Royal Navy. I travelled the world from the Falklands to Norway to Seychelles to Bahrain. At different points I was responsible for the sustainability of a warship at sea, repatriation of military personnel from overseas and organised a high-profile event attended by HM The Queen and the Prime Minister.

But the first thing that nudged me towards a career in Hypnotherapy was being signed off from work for three weeks with stress in 2015. I was working in the military's



Operational Headquarters in London and had hit my limit. I was struggling with self-confidence and just wanted to run away from my successful career. Little mental health support could be offered to me aside from time away from work, but I knew this wouldn't get to the root cause or provide immediate relief. This ignited an early interest to find effective ways to come back from burnout and overwhelm; I started to take talking therapies far more seriously.

The second thing that nudged me towards a Hypnotherapy career was the birth of my first child in 2016. A passing comment from a friend to 'give Hypnobirthing a try' turned into a pivotal moment in my life. I did give it a try and it was life changing. Not only did it ignite a passion in me for positive birth, but also was my first personal experience of the power of the mind.

Having returned to my Royal Navy career with a job in Bristol, after maternity leave, a fortuitous coincidence was the third thing which drew me towards my Hypnotherapy career. I had Learning Credits from the military to use and decided I wanted personal development in something I found interesting and inspiring. Many courses in this military scheme are about 'Leadership' or 'Supply Chain' or 'Logistics', but I searched for 'Hypnotherapy' on a whim. One single learning provider appeared in my search. It was 'The Clifton Practice of Hypnotherapy Training' in Bristol. It was as if the stars had aligned! I will be forever grateful to David Newton, the pioneer of Solution Focused Hypnotherapy and Director of CPHT, for registering the Diploma in Solution Focused Hypnotherapy to that military credit scheme.

The fourth thing that drew me towards my Hypnotherapy career was seeing in practise how life changing it is. This happened as soon as I started practising the basic techniques alongside my Diploma training. Even the grass root concepts make an immediate, positive difference to people's lives. I love anything which reflects the simple 'KISS' tenet of Keep It Simple Stupid.

Whilst completing my training, I worked every Friday morning with my military and civil servant colleagues – a rather cynical audience to say the least. But issues with stress, sleep and anxiety began to disappear once I'd shared my knowledge of the brain and engaged with their subconscious minds. It was like magic, but I knew it was all in the power of the brain and that resonated with me. It was truly life changing for them and when I qualified in January 2018, I knew 100% that this was the next career for me.

My love for Hypnotherapy didn't appear overnight, but it continues to grow stronger every day. I celebrated my Practice's first anniversary in September, and, despite the challenges of COVID-19, I have achieved over 300 hours working with clients and changed many lives for the better. I have found a profession which gives me a real sense of achievement, changes people's lives for the better and enhances my own life and wellbeing.



**About the writer:**

Lauren qualified at CPHT in Bristol in 2018 and runs her practice in Malmesbury, Wiltshire.

# All about you!

Here are some important updates for members about the website and managing your membership.

## Important membership information - don't miss out!

As you may be aware, the AfSFH uses specific software to support how members can manage their membership subscriptions with us. We have been informed that some new updates to that software will take place early next year, which will affect how we renew our annual membership. It's important to take note of these changes so that you don't risk your membership expiring due to payment issues.

From **Monday 18 January 2021**, there will be a change to how you **renew** your membership subscription with us due to the software changes. It will mean that the system will switch over to using a new service called **PayPal Checkout**.

## What will the switch to PayPal Checkout mean for me?

Switching over to PayPal Checkout will provide all of us with the following benefits:

- The system will feature enhanced security, including automatic support for the latest security protocols.
- PayPal checkout will provide a more stable platform than the existing version.
- It will provide members with simpler, more flexible arrangements as they will be able to manage recurring payments from their member profile instead of having to go through their PayPal account.

## What will I need to do?

There are only 3 simple steps to take to ensure your membership renewal goes smoothly. After the switchover date on **Monday 18 January**, you'll need to do the following when it is time to renew your membership with us (if you have a renewal due before this date it can proceed as usual, but will need to be changed when your next renewal is due):

- 1. All previous automatic renewal subscriptions will be cancelled by the AfSFH software on 18 January 2021.** Please double check your PayPal account after this date to ensure all previous automatic renewals to AfSFH have been stopped.
- 2.** Next, you'll need to renew your membership with us manually. Look out for your renewal email reminder 14 and 7 days before your renewal is due. You'll need to log into your AfSFH profile and click the renew button to make a payment manually by debit or credit card.
- 3.** During the payment process, you can then follow the instructions to set up your new automatic recurring annual payment with the new system.

We'll be updating our payment guides, and of course, we are always here to help if you need it. If you have any problems sorting your renewal, then please get in touch and we'll be happy to help: [membership@afsfh.com](mailto:membership@afsfh.com).

## In case you missed it

There have been a few updates to our website that you may have missed:

- Following national changes, there have been some updates to our COVID-19 resources page: <https://afsfh.com/COVID-19-Resources>.  
There have also been some additions to our Digital Advice page, that can be found in the Business Support Hub area of the website: <https://afsfh.com/digital-advice>.
- Staying Safe Online – as more of us have been seeing clients online, we have added some great tips on how to stay safe when working online: <https://afsfh.com/staying-safe-online>.
- Protecting your blogs and website content – we have set up a new page with tips and advice for members about plagiarism: <https://afsfh.com/plagiarism>.

## Help us continue to spread the SFH word!

Join us on Twitter: [@afsfh](https://twitter.com/afsfh)

We are now on Instagram!  
Follow us: [@afsfhofficial](https://www.instagram.com/afsfhofficial)

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



If you are a Registered member, or a Student in your 8th month of training, you can also join the closed AfSFH Facebook group at: [www.facebook.com/groups/Afsfh/](https://www.facebook.com/groups/Afsfh/). Once we receive your request to join, we will verify your membership and add you to the group!



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

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## Disclaimer:

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# Committee Members



## Chair and Trustee: Susan Rodrigues

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



## CEO and Editor: Helen Green

Helen has a background in Psychology and clinical research. She is proud to be the CEO for the AfSFH and wants to continue to raise the public profile of the Association and the work of its members.

**Contact email:** [journal@afsfh.com](mailto:journal@afsfh.com); [Ceo@afsfh.com](mailto:Ceo@afsfh.com)



## Head of Finance: Sacha Taylor

Sacha has been a member of AfSFH since 2014 and loves a good spreadsheet, so keeping the finances in order for the Association is an enjoyable challenge for her! She offers administrative support to the Association's CEO as well and is happy to help support all her SF colleagues whenever needed.

**Contact email:** [finance@afsfh.com](mailto:finance@afsfh.com)



## Head of IT and Social Media: Trevor Eddolls

Trevor, a regular writer and speaker about solution-focused hypnotherapy, has more than 30 years of IT experience and he looks after our website and associated social media (including our Twitter account @ AfSFH). You will probably have seen his posts on Facebook - both the closed group and the public-facing page.

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## Head of Membership: Anne Wyatt

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

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## Head of Professional Standards: Nicola Taylor

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

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## Head of Marketing: Andrew Major

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

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