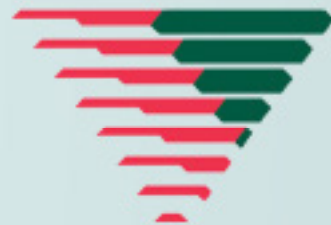




# Australian Institute of Clinical Hypnotherapy

Change lives, including your own



NATIONALLY RECOGNISED  
TRAINING

10450NAT Diploma of Clinical  
Hypnosis and Strategic Psychotherapy

Accredited and internationally  
recognised qualification

Graduates can secure membership  
to industry bodies/professional  
associations

Ongoing supervision options



Hypnotherapy Council of AUSTRALIA

*"I love the spirit I find here, I really recommend their work and their trainings..."*

Bill O'Hanlon Oprah Guest, author of 34 books,  
trained by the father of modern hypnotherapy, Milton H Erickson

# MEET THE TRAINERS

## Gordon Young

B.A. Dip. Ed, B.A. (Hons), Dip. C.H., Dip. C.S.

### Director & Lead Trainer of the AICH

Gordon studied at the prestigious Milton Erickson Foundation in Phoenix Arizona.

Gordon is also former President of the Australian Society of Clinical Hypnotherapists, and former editor of the *Australian Journal of Clinical Hypnosis and Hypnotherapy* (a peer reviewed journal that is subscribed to by universities, hospitals and other educational institutions around the world).



Tightening his focus on the Institute and clinical practice, Gordon continues to be a respected, nationally-recognised figure in the industry. The faculty has links with many of the world's foremost authorities on hypnotherapy. In 2010, Michael Yapko's two-day workshop formed part of the curriculum. And in 2011 and 2012, our guest lecturer was Bill O'Hanlon from the USA, one of the world's most respected therapists, co-creator of Solution-Oriented Therapy, author of 36 books and one of Oprah's most celebrated guest therapists. Gordon's strong links with leaders in the industry connect AICH with the international hypnosis sector.

Gordon has also served as the Chair of the Australian Board of Neuro Linguistic Programming, an appointed supervisor for the AHA, a faculty member of the first two Milton H Erickson International Online Congresses in 2012 and 2013, the World Anxiety Summit and a host of international conferences on different clinical issues.

# GOVERNMENT ACCREDITED TRAINING

## Diploma of Clinical Hypnosis and Strategic Psychotherapy (10450NAT)

### PREREQUISITES

Refer to student handbook for details

### FORMAT

17 days of face-to-face training held over approximately six months (usually 4 day blocks - Monday to Friday) plus approximately 1000+hrs of self-paced study

Face-face days have an emphasis on practical skill-building whilst self-paced study refers to assessments, research, elearning and the reading of prescribed material in your own time.

### FOUR SUBJECTS

Clinical Hypnosis

- 8 days face-to-face & 400+hours self-paced

Strategic Psychotherapy

- 8 days face-to-face & 200+hours self-paced

Professional Practice

- 200+hours self-paced
- 1 day face-to-face First Aid unit

Health Information

- 200+hours self-paced

Total:

- Aprox. 1000+ hours self-paced study
- 112 hours face-to-face

### OUTCOME

Industry-recognised qualification to become a Clinical Hypnotherapist.

## CLINICAL HYPNOSIS

- History of hypnotic approaches
- Myths and misconceptions of hypnosis
- Specific theories for hypnotic phenomena
- Assessment of hypnotizability
- Susceptibility and depth scales
- Contexts of hypnosis
- Human Suggestibility
- The Mind and How it Works – Conscious and Unconscious Processes
- Induction techniques (For adult and child subjects)
- Deepening techniques
- The phenomena of hypnosis
- Structuring suggestions
- Hypnotic Communication – How to elicit and reflect meaning
- Indications and Contra-indications for Hypnosis
- Limitations, complications and adverse affects
- Therapeutic Implications of the Hypnotic State
- Symptom removal
- Imagery techniques
- Hypnosis in the behavioural therapies
- Hypnosis in the Psychodynamic Therapies
- Specific techniques (e.g. of Hilgard, Spiegel, Erickson)
- Spontaneous trance-states
- Symptom remission
- Relaxation and methods of diversion of attention

# GOVERNMENT ACCREDITED TRAINING

## STRATEGIC PSYCHOTHERAPY

- The counselling relationship
- Multicultural issues in counselling
- Gender issues in counselling
- Developmental/life span issues in counselling
- Attending skills and behaviour - empathic listening
- Use of questions and language - opening communication
- Timing in therapy
- Observation skills - individual styles and perception
- Encouraging, paraphrasing and summarising reflection of clients' feelings
- Structuring the counselling process - establishing rapport - gathering information and defining the problem - determining goals - exploring alternatives
- Use of confrontation
- Working with grief and loss
- Exploring clients' values and beliefs
- Templates for presenting conditions
- Unique and powerful questioning techniques
- Simple ways to dismantle and diffuse problems
- Break down the cognitive distortions
- Solution Oriented Approaches
- Only course of its type in Australia

## PROFESSIONAL PRACTICE

- Protecting Your Career
- Ethical and professional issues related to professional practice
- Duty of confidentiality and privacy
- legislation, acceptance of limits of personal competence and the need for appropriate referral of clients to other practitioners
- Ethical practice issues, particularly inappropriate client relationships
- Limits on practice and boundary/licensing/registration issues with other practitioners
- Regulation of advertising and promotion of services under consumer protection legislation including the Trade Practices Act and State/Territory Fair Trading Acts particularly the provisions relating to misleading and deceptive conduct
- Regulation of infection control and public health legislation
- Complaints resolution and applicability of complaints legislation

## HEALTH

- First Aid
- Client communication
- Knowledge of common health concerns
- Anatomy and Physiology
- Ethical issues, particularly referring on to other health care providers



# WHY TRAIN WITH AICH?

## BENEFITS OF TRAINING WITH AICH

### Learn the most advanced techniques from internationally recognised experts in the field

Your teachers are the best in the country and among the best in the world. Our trainers are published authors and pioneers of the field. Their contributions to the fields of Psychotherapy and Hypnosis garner regular invitations to speak at conferences all around the world. Training with AICH affords you the best possible career in the future.

### Cost effectiveness - get your career off to a flying start

If you are currently researching government accredited qualifications, you will find our courses to be the best quality and value in Australia today.

### Fast track your training

AICH provides the most thorough and intensive training in the field. Our training format is spaced out over a period of six months and is followed up by ongoing supervision. All of our students hit the ground running and are qualified to practice as a hypotherapist on completion of our course - this could be in just six months if all assignments have been completed to a satisfactory standard.

Some other training facilities will spread the classroom time over 12 months. In our experience, this does not offer an optimum training outcome. In fact, all over the world Hypnotherapy is taught in an intensive, modular format to maximise knowledge saturation and training outcome.

On graduation, you will be a competent practitioner, able to work with people immediately and feel confident in your skills as a Clinical Hypnotherapist.

In addition, we are here to support you before, during and after your course, whenever you need us.

### We help you build your new career

We assist you with ongoing supervision, ongoing professional development (as required by the Associations) and personal support. Our students benefit from professional support with a personal touch.

### Return on investment

When you are looking for career changes and retraining options you will quickly see that many diplomas out there are in excess of \$30,000. Some are in excess of \$60,000. Some of our students have claimed that they have recouped their investment in a matter of months. There are very few career changes that allow you to recover your cost of training as quickly as this.



# Seven reasons to become a Hypnotherapist

Clinical hypnotherapy has long been the best-kept secret of the therapeutic world.

Now, it is one of the fastest growing fields and one of the best career choices in the western world.

## Your Personal Evolution

Be part of a fascinating field and learn how the mind actually works. As you go through the process of learning how to help others change, you cannot help but grow yourself as a professional and an individual

## Nationally Recognised Qualification (10450NAT)

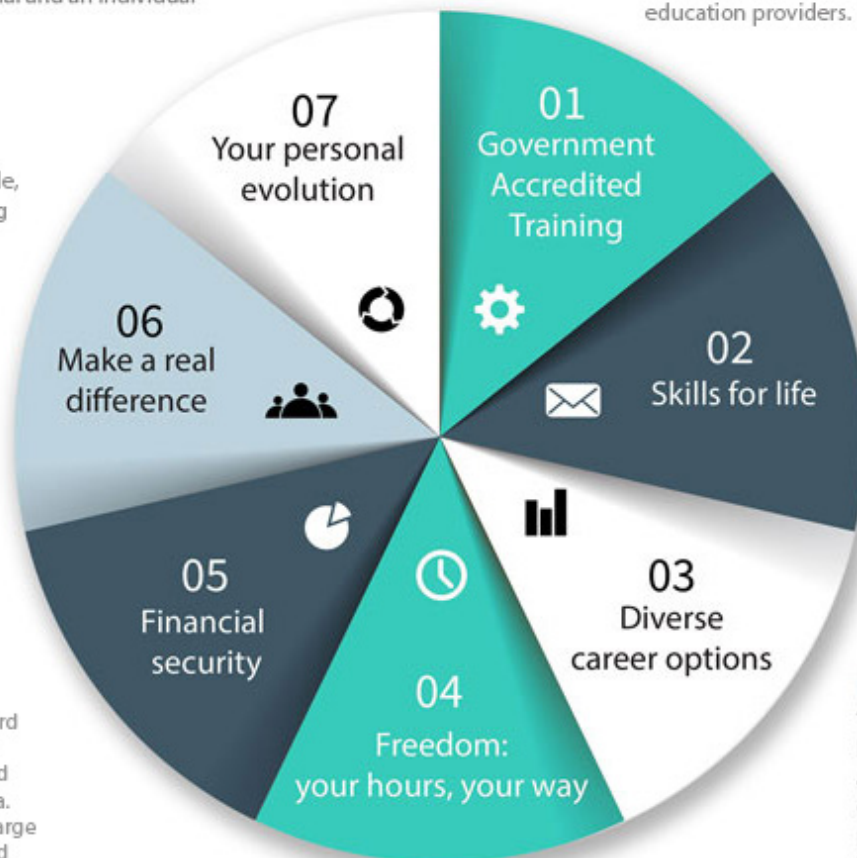
You can feel secure that our training is nationally recognised and will be accepted by professional bodies, insurance companies and other education providers.

## Make a Difference

If you truly want to help people, this is a wonderfully rewarding career. In just hours, many hypnotherapists can resolve issues that have plagued clients for decades. It can be quite magical.

## Skills for Life

Students tell us that they derive enormous benefit from the new way of approaching life generally, not just problems their clients might offer



## Financial Security

According to Google Keyword tools there are over 100,000 searches for hypnosis related terms per month in Australia. Hypnotherapists tend to charge anywhere between \$100 and \$330 per hour. It is up to you.

## Keep it Interesting

The skillset you will develop can be applied to clinical practice, but also to teaching, parenting, corporate wellbeing and performance, sport, study skills, teambuilding...in fact, virtually every area of human endeavour

## Flexible Lifestyle and Balance

Once a practitioner, you get to decide when you'll work, and when you won't. Higher hourly rates can support you to draw down an average weekly wage in just 2-3 days if you wish.



Train with the Australian Institute of Clinical Hypnotherapy, become a Clinical Hypnotherapist and create a purposeful career that offers immediate and rich personal rewards, financial security and enormous flexibility...it could just be the perfect career choice

Become a pioneer in a growing profession...see it, feel it...do it!

Visit [www.aich.edu.au](http://www.aich.edu.au)

Or call the office today on 02 9977 7989 Change lives, including your own

# WHAT OUR GRADUATES SAY

*"To watch masters like Gordon (AICH Lead Trainer) and Dr Michael Yapko work is inspiring - you know you have witnessed something special.*



*The AICH teaches the latest techniques and introduced me to evidence-based approaches and effective treatments for my clients. The intelligent mix of theory and practical work provided me with a real depth of understanding in clinical hypnotherapy. This is a very professional course with a personal touch."*

**Sarah Hensley, BA, Grad Dip Psychology, Grad Dip Psychotherapy & Counselling. Red Tent Health Centre. Woollahra**

*"From the moment you start, you know you are getting down to business. The organisation is very professional and the course material is polished and thorough.*



*The delivery is exceptional. The teaching/learning cycle is engaging and practical, and accommodates different styles of learning. What is overwhelmingly clear is that your trainers know what they are doing!*

*At the risk of being critical, I have to say I originally started with another VETAB accredited course, thinking it would be better, but was disappointed with the lack of congruence.*

*I switched quickly and I can tell you that I am so glad I did.*

*You don't realise how good your training is until you meet students from other schools, hear their stories, and see their training gaps. If you want a career in Hypnotherapy, this is definitely the place to be!"*

**Nina Alling, Social Worker, BA, Grad Dip Ed, Bachelor of Social Work**

*"I did not initially train with Gordon Young. I was seduced by the allure of a well promoted Hypnosis and NLP combined offering from another school, which in my estimate was more about gaining a marketing edge than a mark of professionalism.*



*I met Gordon through a friend and he generously invited me to sit in on his classes for a couple of days. Even though technically I was already qualified, I stayed! The difference in the quality of the training, the content and the delivery was immediately obvious. I filled in a lot of experiential gaps I still had even after 18 months of training.*

*It was practical, professional and fun. If I had my time over again, I would not hesitate. I would save my time and money and train with the Australian Institute of Clinical Hypnotherapy."*

**Mark Hutchens  
Clinical Hypnotherapist**



*"I joined the hypnotherapy course in September 2013 at the behest of a fellow student at ACAP.*

*I was impressed with the fact that a seven month course in hypnotherapy would make me eligible for a provider number and private health rebates, something that is currently not available with*

*the post grad in counselling degree from ACAP.*

*I did not know what to expect from the hypnotherapy course. By day two of the first module I was blown away. My entire perception changed, thanks to the excellent course delivery by Gordon Young. It is engaging, informative, interactive and fun. The counselling course at ACAP was fantastic and I have had some awesome teachers, but hypnotherapy was life changing.*

**Sherryl Rozario, Grad Dip Counselling**



# WHAT OUR GRADUATES SAY



*"Eleven years as a police counsellor taught me a lot about people, but this course challenged many of my beliefs. I have now changed the way I work and I love it. Gordon (lead trainer) oozes expertise and confidence and*

*somehow inspires confidence in you.*

*Gordon's teaching style is honest, practical and straightforward. It comes from some central place within him, and makes for a very positive learning experience."*

***Christine Weston Psychotherapist***

*"I was so impressed with the school's professionalism, educational approach and passion for what they teach. Gordon is a charismatic trainer and the opportunity to train with the world's best was hard to pass up.*

*Dr Michael Yapko was a highlight and the group's exceptional bond was so very important in a class of 18. Gordon's standing in the field, his easy style and his cheeky sense of humour make this training both powerful and enjoyable.*

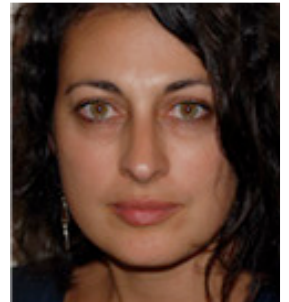


*Hypnosis is so much more than I thought it was and as a therapist you will significantly improve your outcomes. The trip from Brisbane to Manly (Sydney) was well worth it. You will love this journey."*

***Dr Lisa Phillips-Leece***

***Clinical Psychologist & Clinical Hypnotherapist.  
Brisbane***

*"I consider myself privileged to have studied with Gordon (lead trainer AICH). His passion and his determination to make you as good as you can be is obvious. He really cares about your success, and will do whatever it takes to support you through the training.*



*To watch him work in real time with real issues is a pleasure. This is a brilliant art."*

***Dr Anna Cohen, Kids & Co. Clinical Psychology, Clinical Hypnotherapist***

*"This course is what learning is all about. It is extremely comprehensive and Gordon teaches a respect for the uniqueness of all individuals in the application of therapeutic hypnosis. Gordon's teaching style reflects an innate wisdom which allows you to expand to meet the many needs of your clients. It was such a joy and for me personally it was the piece that put the puzzle together."*



***Bernadeta Canstell, Registered Nurse, Clinical Hypnotherapist***

*"What is obvious when you start to come in to the profession is that Gordon is the best in Australia.*

*As for this course, everybody's experience was very positive. If you train with Gordon you are going to learn a lot and you will also laugh a lot."*

***Jennifer E Phillips, Counsellor***





# WHAT OUR GRADUATES SAY



*"Over the years, whilst practicing counselling in both the corporate world and more recently in welfare agencies, I have been searching for therapeutic models that might be more effective than the traditional psychotherapy models available. I found*

*them with the empowering combination of NLP practices and language, solution oriented psychotherapy and hypnotherapy offered by the AICH.*

*Gordon's valuable experience, extensive tool kit and personal delivery make for a unique and inspiring learning journey. I believe training with the AICH equips one with the most advanced communication and interpersonal skills available and are beneficially applied to all areas of one's life."*

**Rowan Hanley, Counsellor, Clinical Hypnotherapist  
Member ASCH**

*"I did a lot of research before choosing the AICH. I was fortunate enough to know graduates from other schools, many of whom felt there were gaps in their training despite the courses being 12 months or longer.*

*What I learned was that Gordon (lead trainer) was so well known, and held in such high regard in the profession, that I had to look at the AICH. Once here I saw why! When giants of the field like Dr Michael Yapko refer to the prowess of your trainer you start to understand what a good decision you've made.*



*Even though I had no previous training in therapy I have found myself confident with the material and my ability to do this work. This is in no small part due to the engaging and supportive teaching style we experienced at the AICH."*  
**Shelley Anderson, Former Long Haul Cabin Crew,  
Customer Service Manager**

*"This is a quality foundation for a career in hypnotherapy. I have done several courses with Gordon (lead trainer) in NLP and now in Hypnotherapy and I cannot recommend him enough.*

*There were psychologists and experienced counsellors in the group, but I did not feel disadvantaged because I don't have a therapy background. The structure of the course allowed us all to progress together, and I know that I now have the skills to really make a difference in people's lives.*

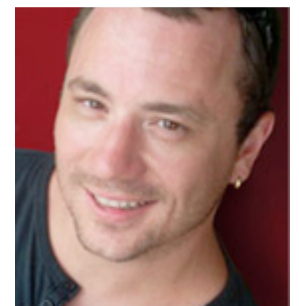
*My advice - just do it!"*

**Miranda Rooney, Former General Manager, Fitness First**

*"Having undertaken various other courses, and in the light of interactions with colleagues who have undertaken their training at other schools. It is in my experience that, with Gordon, you get the most valuable, thorough, and effective training around today.*

*You will learn through practical experience by working with real people in real time... I personally know of schools whereby you learn from a book almost in a 'teach yourself' fashion, before getting proper guidance...*

*Be assured that on completion you are able to gain membership to the professional body, full insurance and fulfil all of the requirements to practice. If you want to gain extraordinary skills from an extraordinary trainer in an extraordinary environment then this is the school for you !!!"*  
**David White, Clinical Hypnotherapist**



Become part of one of the most progressive and dynamic movements in the Australian therapeutic landscape - modern cognitive hypnotherapy.

Change lives, including your own!



Nationally Accredited Qualification in Clinical Hypnosis  
and Strategic Psychotherapy

[www.aich.edu.au](http://www.aich.edu.au)

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