

# COMPREHENSIVE TRAINING IN CLINICAL HYPNOSIS AND STRATEGIC PSYCHOTHERAPY

**Includes Beginning, Intermediate & Advanced  
Levels of Training**

**Limited to no more than 30 participants  
and leading to certification by  
The American Society of Clinical Hypnosis (ASCH)**

## *Study Clinical Hypnosis and You Can:*

- ❖ *Integrate the Mind-Body Relationship and Behavioral Medicine into Your Treatments*
- ❖ *Diversify and Increase Your Clinical Practice*
- ❖ *Bring Positive Psychology into Your Practice*
- ❖ *Incorporate the Proven Clinical Merits of Mindfulness, Relaxation and Focusing Processes into Psychotherapy*

Each participant  
will receive a  
complimentary  
copy of the course  
text, *Trancework*,  
by Dr. Yapko  
(a \$45.00 value)

*Join Internationally Known and Respected  
Clinical Psychologist **MICHAEL D. YAPKO, Ph.D.**  
for this Intensive and Unique Training Opportunity*



Michael D. Yapko, Ph.D.  
*Building Your Strengths*

## ***Pick Your Location for Your 3 Weeks of Training!***

**West Coast**    **San Diego, California**  
November 7-11, 2007; February 20-24, 2008 and May 7-11, 2008

**East Coast:**    **Chapel Hill, North Carolina**  
March 5-9, 2008; July 9-13, 2008 and October 15-19, 2008



“Hypnosis is not some mystical procedure, but rather a systematic utilization of experiential learnings—that is, the extensive learnings acquired through the process of living itself.”

— Milton H. Erickson

*Building Your Strengths*

Dear Colleague,

In this ever quickening age we live in, it seems an obvious truth that some things simply can not be hurried or instantly acquired. Clinical skills take years of education and training to evolve. So does good clinical judgment.

Building on the foundation you have already developed as a clinician, you can now take specialized training in the dynamic and fascinating methods of hypnosis, a domain of professional practice that encompasses behavioral medicine and mind-body approaches (such as pain management and promoting health and healing), and effective and empowering approaches to psychotherapy (such as skill and resource building and reframing). Training in clinical hypnosis encourages sensitivity to the unique and subjective aspects of human experience and offers ways to enlist these as positive allies in treatment. Hypnosis allows hidden resources we all have to be far more accessible, greatly empowering individuals in the process. In this respect, hypnosis may well be regarded as the original “Positive Psychology,” for anyone who practices hypnosis recognizes that people have many more resources than they realize.

The field of hypnosis has moved to the forefront of objective research in striving to understand subjective experience. High quality neuroscientific evidence for changes in the way the brain and mind interact offer compelling evidence that there is much more to hypnosis than meets the eye. As you will happily discover, the old “hocus-pocus” days are long, long gone! Thus, this hypnosis training is probably much more diverse in its considerations and practical in its approaches than you might expect.

The empirical evidence for the merits of these approaches will be on display in this training. Beyond what the science tells us, though, is the reality that therapy involves at least as much artistry as science. This

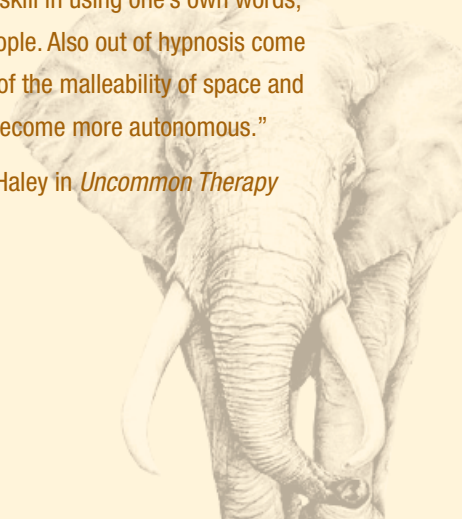
is the greater focus of the training; the small group and structured program assure you of having lots of time to address your individual needs. However you may wish to apply hypnosis in your clinical practice, you'll be guided each step of the way to evolve the skills you'll need as well as the scientific underpinnings for those skills. More details about the program are provided elsewhere in this announcement as well as on my website [www.yapko.com](http://www.yapko.com).

I have dedicated my professional life to advancing the field of clinical hypnosis. I have learned a great deal and I have contributed a great deal. It has been a privilege. I hope to have the chance to show you what makes the study of hypnosis both fascinating and clinically powerful. Please plan to attend this program in a location near you and invest yourself in discovering what makes for the best of human experiences.

With best wishes,  
Michael D. Yapko, Ph.D.  
Clinical Psychologist  
Director, The Milton H. Erickson Institute of San Diego  
Fellow, American Society of Clinical Hypnosis

“The influence of hypnosis upon all forms of therapy has not been fully appreciated. It can be argued that most therapeutic approaches have their origins in that art... Out of hypnotic training comes skill in observing people and the complex ways they communicate, skill in motivating people to follow directives, and skill in using one's own words, intonations, and body movements to influence other people. Also out of hypnosis come a conception of people as changeable, an appreciation of the malleability of space and time, and specific ideas about how to direct people to become more autonomous.”

– Jay Haley in *Uncommon Therapy*



## *Why Study Hypnosis?*

*There are so many excellent reasons to study hypnosis. Here are just a few of them:*

- ❖ Suggestion is an inevitable part of *any* treatment. Learning hypnosis allows you to better understand how you currently use suggestive language in your treatment approaches and how to increase and diversify your range of skills in suggesting therapeutic possibilities.
- ❖ Hypnosis provides deeper insights into how people generate their experiences, including symptomatic ones, making your therapy more strategic, focused and effective.
- ❖ Empowering people is an essential part of any therapeutic intervention, and there simply is no approach more empowering to the individual than hypnosis.
- ❖ By learning hypnosis, you will be able to tap into peoples' strengths in ways beyond what they may think is possible. Amplifying peoples' strengths is often more clinically effective than trying to diminish peoples' weaknesses.
- ❖ People learn best through experience. Hypnosis is a vehicle of focused, experiential learning.
- ❖ Research on the effectiveness of hypnosis highlights the fact that hypnosis enhances treatment outcomes.
- ❖ By learning hypnosis, you will acquire a desirable additional treatment tool to help market your practice both to clients and other health professionals who will seek out your area(s) of expertise.

## *Why Take This Particular Training?*

- ❖ It is only open to professionals (all participants will have advanced degrees in the helping professions).
- ❖ It is practical, "hands-on" training designed to build competency in practice.
- ❖ It is limited to no more than 30 participants so individualized attention can be provided.

- ❖ It is specifically designed to allow you time to learn, process the information and practice the skills in-between sessions.
- ❖ With the format of returning for three separate phases of instruction with the same participants, you develop a core group of friends and fellow professionals to network with during and after the course.

## ***Why Study Hypnosis with Michael D. Yapko, Ph.D.?***

*Dr. Yapko has distinguished himself in the field of clinical hypnosis in a number of ways. Here are just a few of them:*

- ❖ He is the author of the leading text in the field, called *Trancework: An Introduction to the Practice of Clinical Hypnosis*, now in its third edition.
- ❖ He received a lifetime achievement award from his international colleagues for his major contributions to the field called the *Pierre Janet Award for Clinical Excellence* from the International Society of Hypnosis.
- ❖ He has received major honors from the two primary professional associations in the United States: the *American Society of Clinical Hypnosis* and the *Society for Clinical and Experimental Hypnosis*.
- ❖ He has been teaching some of the most highly rated workshops at national and international professional conferences for 30 years. People appreciate his structure and style of teaching. He is clear, supportive, and makes learning fun.
- ❖ His depth and breadth of knowledge about hypnosis is evident in his writings and teachings; in fact, beyond the dozen books he authored, he was honored to be asked to write the authoritative section on hypnosis for the *Encyclopedia Britannica Medical and Health Annual*.
- ❖ His emphasis in this program is on a more naturalistic (rather than ritualistic) style of hypnosis, what many refer to as “Ericksonian hypnosis.” However, *all* models of hypnosis will be considered so participants will have a broad base of understanding and experience with hypnosis.

## *Participant Eligibility*

This program is open to licensed and “almost licensed” health care professionals with advanced degrees in the helping professions only. Graduate students in the health care professions may attend with a letter certifying their active student status on department letterhead. As a condition of acceptance into the program, participants must commit to fully attending each section of the entire three-phase program and completing all course requirements. *There is no partial attendance or partial completion permitted.*

## *Group Size and Structure*

This program is structured to be an intensive training opportunity. Thus, there will be **no more than 30 professionals** allowed to participate. Group members will each commit to attending the full 100 hours together as a group. New members will not be added later, thus adding both continuity and group cohesiveness to the training experience.

This training program is “hands-on” and *highly* practical. There will be didactic sections, as well as the modeling and demonstration of approaches. The larger goal is clinical competence in designing and delivering hypnotically based interventions, skills that will be developed primarily through numerous structured practice sessions. You will be **doing and experiencing** a lot of hypnosis in this program.

This comprehensive training program is provided in a concentrated format of three 5-day segments. These are spaced several months apart in order for participants to take their skills back to their clinical practices and further develop them in-between phases.

“Is the goal of treatment to reduce pathology or expand wellness? Hypnosis generally focuses on and amplifies peoples’ strengths, beginning with the premise that people have more resources than they realize. Hypnosis allows us to connect with and enhance the best parts of human experience. Best of all, the scientific literature shows clearly that hypnosis enhances the treatment process in ways we are just beginning to understand.”

– Michael D. Yapko

# The 100-Hour Program

## ***Week 1: The Foundations of Hypnosis: Concepts and Basic Methods***

In this comprehensive beginning level training, you will learn the principles of hypnosis as well as general ways hypnosis can be applied clinically. More specifically, you'll learn: the “nuts and bolts” of hypnotic suggestion and ways to fit them to your clients' needs; modern theories of hypnosis, the nature of hypnotic phenomena, contextual considerations in applying hypnosis, common myths about hypnosis affecting its use, the social psychology of hypnosis, clinical versus research findings, the range of suggestion structures and styles, methods of induction, and more... *you'll learn enough hypnosis in just this first week to start using it in your practice.*

## ***Week 2: Applying Hypnosis in Psychotherapy: Developing a Goal-Orientation***

In this intensive intermediate level training, the foundational skills acquired in the first week and subsequently practiced will be guided in the direction of evolving artistry in performing hypnosis in psychotherapy. The ability to use hypnosis to build client receptivity to new ideas and possibilities in order to begin to transform his or her experience in some meaningful way is an essential step in any treatment process. In this second week, you will learn: interviewing strategies for uncovering the symptom formation process, subjective patterns of self-organization and treatment responses, key patterns of self-regulation, sequencing stages of therapeutic interaction, building client receptivity, thinking strategically about treatment, creating and offering goal-oriented hypnosis sessions, the use of therapeutic metaphor, and more...

## ***Week 3: Expanding Clinical Approaches: Developing Deeper Clinical Focal Points***

In the third and final week of the program, the skill level will move to an advanced one of designing and delivering hypnotic interventions across a wide variety of client problems. In this third week you will learn about treating depression, the most common mood disorder, hypnosis and pain management, the use of indirection in treatment, hypnosis and habit modification, the interface between hypnosis and homework assignments, hypnosis and managing anxiety, designing and delivering therapeutic metaphors in hypnosis, seeding of growth-oriented changes even after formal treatment ends, and more... By the time this final week ends, you'll have evolved into a knowledgeable and experienced hypnosis practitioner!

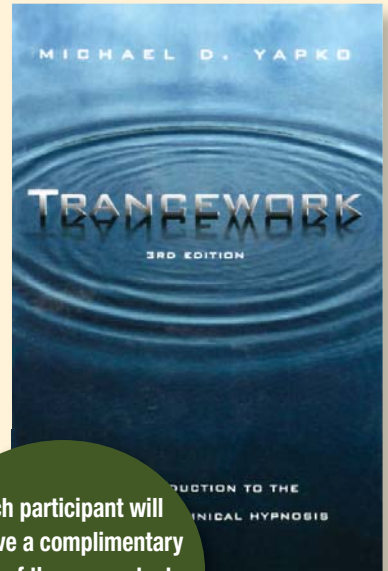
## Michael D. Yapko, Ph.D

Michael D. Yapko, Ph.D., is a clinical psychologist and marriage and family therapist residing in Fallbrook, California. He is internationally recognized for his expertise in clinical hypnosis and outcome-focused psychotherapies, routinely teaching to professional audiences all over the world. To date, he has been invited to present his ideas and methods to colleagues in 29 countries across six continents, and all over the United States.

Dr. Yapko has had a special interest for nearly three decades in the intricacies of brief therapy, and the clinical applications of hypnosis and directive methods. He is the author of ten books, editor of three others, and dozens of book chapters and articles on the subjects of hypnosis and the use of strategic psychotherapies.

These include his widely used classic text *Trancework: An Introduction to the Practice of Clinical Hypnosis* (3rd edition), the award-winning books *Treating Depression With Hypnosis: Integrating Cognitive-Behavioral and Strategic Approaches* and *Hypnosis and Treating Depression: Applications in Clinical Practice*, as well as *Essentials of Hypnosis*, and *Hypnosis and the Treatment of Depressions*. His works have been translated into eight languages. More information about Dr. Yapko's works can be found on his website: [www.yapko.com](http://www.yapko.com).

Dr. Yapko is a member of the American Psychological Association, a clinical member of the American Association for Marriage and Family Therapy, a past Fellow of the Royal Society of Medicine's Division of Hypnosis and Psychosomatic Medicine (in England), a member of the International Society of Hypnosis, and a Fellow of the American Society of Clinical Hypnosis.



Each participant will receive a complimentary copy of the course text, *Trancework*, by Dr. Yapko (a \$45.00 value)

# What is the American Society of Clinical Hypnosis and Why Strive for Their Certification?

The American Society of Clinical Hypnosis (ASCH) was founded in 1957 by Milton H. Erickson, M.D., a pioneer in the strategic and innovative uses of hypnosis. ASCH is the largest organization in America for health and mental health care professionals using clinical hypnosis. ASCH offers a certification that indicates that not only does the certified individual have the appropriate clinical training and licensure to conduct a clinical practice, but that the person has also completed approved hypnosis training courses and completed the hours required for obtaining their certification in hypnosis.

This 100-hour training program with Dr. Yapko is approved by ASCH, and the hours count toward ASCH certification for eligible professionals. You are invited to visit the ASCH website ([www.asch.net](http://www.asch.net)) for further information about the organization and its certification criteria.

## Continuing Education Credit

**This event is co-sponsored by R. Cassidy Seminars/Amedco**  
**P.O. Box 14473, Santa Rosa, CA 95402**  
**866.992.9399 • [www.ceuregistration.com](http://www.ceuregistration.com)**

### **Satisfactory Completion:**

Participants must have paid tuition fee, signed in, attended the entire seminar, completed an evaluation, and signed out in order to receive a certificate. Failure to sign in or out will result in forfeiture of credit for the entire course. No exceptions will be made.

### **Disability Access:**

If you require ADA accommodations please contact our office 10 days or more before the event. R. Cassidy Seminars cannot ensure accommodations without adequate prior notification.

### **Psychologists**

Michael D. Yapko, Ph.D. is approved by the American Psychological Association to sponsor continuing education for psychologists. Dr. Yapko maintains responsibility for this program and its content.

### **Counselors**

R Cassidy Seminars/Amedco is recognized by the National Board for Certified Counselors to offer continuing education for certified counselors. We adhere to NBCC continuing education guidelines. Provider # 5633.

### **California MFTs and LCSWs**

This course has been approved by the Board of Behavioral Sciences for MFT and LCSW licensure requirements in California. Provider approval #: PCE 281.

### **CE Credit Disclaimer**

Please note: each attendee will be responsible for ensuring that the local licensing board will accept the CE credit being offered. We strongly recommend that you check with your individual state regulatory agency to determine whether or not you are eligible for continuing education credit by participating in this training.

## *DATES and LOCATIONS*

San Diego, CA.

OR

Chapel Hill, N.C.

Week 1:

Novovember 7-11, 2007

March 5-9, 2008

Week 2:

February 20-24, 2008

July 9-13, 2008

Week 3:

May 7-11, 2008

October 15-19, 2008

VENUE:

San Diego: **Best Western Inn by the Sea**  
7830 Fay Avenue, La Jolla, CA 92037  
[www.lajollainnbythesea.com](http://www.lajollainnbythesea.com)  
Reservations call toll free: 877-459-7257  
For general hotel information: 800-462-9732

Chapel Hill: **Hampton Inn & Suites Chapel Hill/Durham, Area**  
6121 Farrington Rd., Chapel Hill, N.C. 27517  
Phone: 919-403-8700

*Please identify yourself as a member of the "Yapko Group" to receive the best available room rate for your stay.*

*Please Visit [www.yapko.com](http://www.yapko.com)*

When you visit Dr. Yapko's website, you will have a chance to:

- ❖ see a short video of Dr. Yapko describing this course  
(*click on the 100 Hours Hypnosis Training Program*)
- ❖ download this brochure
- ❖ review the many books and programs he has authored
- ❖ review his national and international teaching schedule for both this year and next
- ❖ review his many important contributions to the field.

You can join Dr. Yapko's e-mail list in order to receive his quarterly electronic newsletter detailing new developments in the field and his latest activities, you can order his books and CDs, and you can link to other relevant sites. Please take a few minutes and visit

[www.yapko.com](http://www.yapko.com)

## ***PROGRAM REGISTRATION and FEES***

This three week, 100 hour, small group comprehensive training costs **US \$3000** (only **US \$200 per day**). And, you're **guaranteed** there won't be more than 29 others in attendance.

### **TO REGISTER:**

- go to **www.yapko.com** *OR*
- go to **www.ceuregistration.com** *OR*
- please complete and return the form below to  
**R. Cassidy Seminars/Amedco**  
**PO Box 14473, Santa Rosa, CA 95402**

Your Name: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_ Your profession: \_\_\_\_\_

Your License #: \_\_\_\_\_ Highest Degree: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Please enclose a check for \$3000, payable to Michael Yapko, or provide all credit card information requested below. If you would like to arrange a payment plan for the tuition (to be paid in full by the first class meeting), please contact R. Cassidy Seminars/Amedco at [www.ceuregistration.com](http://www.ceuregistration.com) or 866.992.9399.

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VISA, MasterCard, American Express Number      Exp. Date      3 digit security code

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City and State      Zip or Postal Code

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Signature authorizing credit card charge

An illustration of an elephant's head and trunk, split vertically. The left side is a solid green color, and the right side is a light beige color. The elephant is facing right.

***Do you want to hear Dr. Yapko describe this training?***

**Go to [www.yapko.com](http://www.yapko.com) and click on**

***“The 100 Hour Hypnosis Training Program.”***

**Michael D. Yapko, Ph.D.**  
*Building Your Strengths*

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