



uncommon knowledge®



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Diploma in Hypnotherapy and  
Psychotherapy

Prospectus 2004

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# Uncommon Knowledge

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## Sensible psychology – easing suffering, advancing performance

Since 1996, Uncommon Knowledge have trained thousands of people in hypnosis and psychology, empowering them to help themselves and others.

The Uncommon Knowledge Diploma in Hypnotherapy and Psychotherapy is unlike any other because it puts hypnosis into perspective as part of wider psychology, enabling you to be flexible and versatile in its use. Uncommon Knowledge takes as the starting point for therapy the factors that every individual needs to live a healthy, satisfying life.

This simplifying and clarifying approach allows theory and technique to fall away, opening up a clear view of what it is to be human, and what we need to avoid emotional problems and perform at our best.

From this foundation grows a uniquely focused and effective skill-set, utilising the latest developments from the fields of hypnosis, psychology and therapy, creating Uncommon Therapists that are confident, knowledgeable, and above all – effective.

“This course has given me great personal development - attitudes and techniques which have made me already a more rounded person, and given me the start of a professional extension which will make me a better doctor and therapist.”

*Dr Peter Bellamy, therapist and retired GP*

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## Up-to-date and effective – so you only have to train once

The greatest criticism of hypnotherapy, psychotherapy and counseling training in the UK today has to be the focus on theory, rather than efficacy.

Read the materials for other training courses and you will be baffled by technical jargon and archaic terminology. On many hypnotherapy, psychotherapy and counselling courses you will spend precious hours writing essays on the ideas of historical figures or learning 'technical manuals', rather than focusing on learning what is helpful to you and those you will help.

“A well structured and enlightened course...  
...set it apart from the clinical, narrowly focused, theoretical and prescriptive  
approaches of some of the London schools. Excellent. Thank you.”

*Guy Baglow, Corporate Financier*

## Personal or professional development?

Different people have different reasons for attending the course. Some graduates use their qualification to set up their own full time practice, or develop a second income. Some are already therapists, adding to their existing skill-set.

Others, however, put their learning to a different use. These are people looking to enhance their communication skills, increase their confidence and look after their own mental health. In today's fast paced, high stress environments, more and more people are finding it difficult to cope.

The ability to relax properly, be aware of damaging thought processes, develop positive thinking styles and effectively use our resources is invaluable. And as Daniel Goleman says in his brilliant book Emotional Intelligence, it's those with 'people skills' that allow people to get ahead.

## Join the growing band of Uncommon Therapists

Demand for effective therapists is increasing year-on-year. Public awareness of the varying efficacies of different therapies is growing, and people are seeking brief, solution-focused therapy that can help them quickly. Uncommon Therapists charge between £50 and £100, meaning your course investment can be repaid within 40 sessions.

# Course features

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- **Free membership of HypnosisDownloads.com** from Uncommon Knowledge gives you examples of scripts for many different problems. As you will see if you visit the website, HypnosisDownloads.com contains a vast library of hypnosis sessions. As a student on the Diploma course, you will receive a free download of your choice every two weeks during your course to give you further experience of hypnosis and hypnotic language patterns.
  - **Free books** – there are no 'hidden costs' for reading materials. You will receive all your books as soon as you reserve your place.
  - **A free client-convincing website** – no matter how well-trained you are, getting clients through the door is the bottom line for your business. You can refer potential clients to **UncommonTherapists.com** where they can learn about your training and your approach.
  - **Duration of course** allows new knowledge and skills time to 'bed in'.
  - **Practice groups** ensure learning between classroom sessions.
  - **Focus on practical skills** makes the most of your time.
  - **High trainer-to-student ratio** ensures personal attention at all times
  - **Fun learning environment** keeps you motivated.
  - **Our friendly, knowledgeable trainers** and supervisors will make you comfortable to ask questions and develop your knowledge.
  - **Personal mentor scheme** means you always have someone you can call. Your mentor will be an experienced course supervisor who is currently practicing as a hypnotherapist using the skills you will be learning. This personal support continues for 3 months after you graduate. You will be able to get help with your course work, opinions on clients and support whenever you need it.
  - **Extensive video library** of real therapy sessions aid 'learning by absorption'. Throughout your time on the course, you will be able to hire videos of the course trainers working with clients on a wide range of common problems. Seeing the skills in action backs up your practice and gives you new ideas and approaches to try.
  - **'Real client' practice system** with written feedback builds your confidence and ensures you can use your skills. One of the unique features of the Uncommon Knowledge Diploma course, during your training you will work with members of the public in supervised sessions. Year after year our graduates tell us that this was the single most important factor in their learning advanced skills so quickly.
  - **'Tell, show do' training** ensures we cater to your preferred learning style by giving you theory and background (tell), demonstrating the skill (show), then giving you a learning exercise to carry out (do).
  - **Extensive course notes** and lecture overheads mean you will always have access to what you have learned.
  - **Clear modular format** ensures you are confident in your knowledge.
  - **Private online discussion forum** at *UncommonForum.com* enables you to ask questions and discuss ideas with trainers, supervisors and other students
  - **Detailed, constructive written feedback** makes it easy to improve your skills
  - **Professional and efficient admin support** means you can always get queries resolved quickly
  - **Free advertising** on the Uncommon Knowledge website with email address and a link to your own site if you have one.
  - **Business setup support** – if you wish to practice as a hypnotherapist, you will get all the information you need about business, advertising and finance. After completing the course, you will be able to contact one of Uncommon Knowledge's hypnotherapy business advisors for advice on marketing and business in general.
  - **Ongoing peer support** – via online forum and local groups
  - **Experienced supervisors** – all supervisors are currently practicing as therapists
- 'Lunch included – always a chatty affair, you don't need to worry about bringing your own'.**

# Maintaining the highest standards

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**To ensure Uncommon Knowledge retains its position as leader-in-the-field, and you receive the best training available, we have established an advisory board of experienced professionals from psychology, medicine and education.**

“Balanced, comprehensive and well-presented.”

*Joe Griffin, eminent psychologist, lecturer and neurology advisor*

## Advisory board

**Neurology Advisor: Dr David Lewis BSc (Hons) DPhil, FISMA. FINSDT. C. Psychol.** is a psychologist, author and award-winning broadcaster. David, a researcher specialising in neuropsychology is a Chartered member of the British Psychological Society and a Fellow of both the International Stress Management Association and the Institute of Directors. His current research interests involve studying changes in brain activity under different stimulus conditions. His many books include *The Secret Language of Your Child*, *Thinking Better, Know Your Own Mind*; *The Secret Language of Your Handwriting*, *The Secret Language Of Success*, *The Doctors' Heart Attack Recovery Plan*, *One-Minute Stress Management*, *The Alpha Plan*, *Life Unlimited: Peak Performance Past Forty*, *Ten Minute Time and Stress Management and Information Overload - Practical Strategies for Surviving in Today's Workplace*, *The Soul of the New Consumer: Authenticity: What People Buy and Why in the New Economy*.

**Psychology advisor: Paul Myszor, Educational Psychologist** specialises in working with children and young people with emotional, behavioural difficulties, their teachers and carers. He has taken a lead in East Sussex LEA's decision to promote emotional literacy in schools and after gaining the Uncommon Knowledge Diploma in 1999, developed a stress management program for teachers and treatment of traumatised children, including refugees.

**Training advisor: Ann Clark, Senior Training Manager, NHS**

Ann's career began in physiology research and following a career break she lectured in Colleges of Further Education covering a range of pure and applied science subjects. For the past 20 years she has worked in the field of organisational development and learning in the public and private sector. This has enabled her to develop extensive internal consultancy skills in the provision of a range of learning interventions. She has an in depth knowledge of organisational accreditations such as Investors in People and also those specific to the public sector.

**Medical advisor: Liz Evans**

After studying medicine at Cambridge University, then at St Mary's hospital medical school, London, Liz worked in accident and emergency before becoming ill with ME. After two years recovering using a holistic approach of diet, acupuncture, CBT, homeopathy and osteopathy she joined the GP training scheme at Princess Royal Hospital. She has worked as a Senior House Officer in psychiatry, obstetrics and gynaecology and general practice. Liz plans to take an MSc in nutritional medicine to enable her to work in a more holistic way than the conventional Western medical model.

“This course has had a major impact on my personal and professional life.  
Powerful stuff indeed - strongly recommended.”

*Paul Myszor, Chartered Educational Psychologist*

# The course modules

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The Diploma Course is divided into clear-cut modules, each supported by comprehensive course notes. The modules take place over 9 weekends; see the booking form for dates.

## **Module 1 – Hypnosis training weekend**

### **What is hypnosis?**

- How to hypnotise yourself and others
- Principal hypnotic techniques
- Trance states and depression, anxiety, anger & addictions
- Why depression makes you dream more
- Basic needs for emotional health and physical wellbeing
- Self hypnosis for relaxation, confidence and performance

## **Module 2 – Solution focused therapy**

- Miracle questioning
- Finding and amplifying resources
- The Human Givens approach
- Agreeing strategy and measurable goals
- Creating optimism and expectancy quickly
- Using solution focused questions to hypnotise

## **Module 3 – Advanced hypnosis**

- Advanced hypnotic language patterns
- Developing deep rapport quickly
- Ericksonian approaches
- Skills for effective communication
- Reframing – the heart of therapy
- Pain management with hypnosis
- Indirect conversational hypnosis
- Dreaming & metaphor
- The truth about false memory syndrome and regression

## **Module 4 – Addictions and smoking cessation**

- The Uncommon Smoking Cessation System
- How addictions control and how to 'unhook' them – a 'pact with the devil'
- How to break the addictive trance
- The commonality in all addictive patterns

## **Module 5 – Sleep disorders**

- Fundamental sleep hygiene
- Deconditioning fear of sleep disruption
- Removing expectancy for sleep
- Reliable thought-stopping self hypnosis
- Nutrition and sleep
- Improve sleep patterns to lift depression

## **Module 6 – Anxiety, phobias & trauma**

- The Rewind Technique or Fast Phobia Cure
- Physiology of anxiety
- Understanding the stress response/effective stress management.
- Instantly teachable relaxation techniques
- Stop panic attacks in a single session
- The role of anxiety in depression
- How anxiety conditions responses and how to stop it

## **Module 7 – Story, metaphor and analogy**

- The central nature of metaphor in all human experience
- Left versus right brain hemisphere functions.
- How to use client metaphors in therapy
- How to bypass logical resistance
- Replacing negative patterns with positive expectation
- The dreaming brain – unconscious storytelling
- Using analogy to make complex ideas simple
- Psychosis and metaphor

## **Module 8 – Weight loss**

- Self esteem and body size
- Dispelling the myths around food and eating
- Why diets don't work and what does
- The link between nutrition and weight control
- The Uncommon system to control food craving
- Maximizing motivation for exercise

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### **Module 9 – Relationships and sexual problems**

- The truth about essential relationship skills
- Spotting common predictors of relationship breakdown
- Getting over past relationships
- Understanding sexual problems
- Lowering performance anxiety

### **Module 10 – Mind/body connection**

- Creating physical responses using hypnosis
- Utilising the placebo response
- How emotions affect health
- The power of the mind to heal the body
- IBS, skin conditions, migraines

### **Module 11 – Depression and grief**

- The latest knowledge about depression
- How to lift depression in a single session
- The roles and limitations of cognitive, behavioural and interpersonal therapy for depression
- The central role of dreaming in maintaining depression and what to do about it
- Natural grief and healthy readjustment

### **Module 12 – Peak performance**

- How to access the flow state
- Optimising performance through hypnosis
- Pre-setting patterns for success
- Overcoming perceived limitations

### **Module 13 – Confidence and self-esteem**

- Exploding the myths of self-esteem
- Where low self-esteem comes from and how to lift it
- How to gauge someone's level of self-esteem
- Building confidence for stressful situations
- Self esteem-destroying thinking styles and how to alter them

### **Module 14 – Obsessive-Compulsive Disorder**

- The importance of deconditioning anxiety in OCD and how to do it
- The central role of basic human needs
- Stepwise approach to reducing obsessive behaviours
- Tasking and paradoxical interventions
- The compulsive trance and how to break it

### **Module 15 – Business & marketing**

- How to set up your own business
- How to create a thriving practice
- Professional memberships and insurance



Since commencing the course, not only have my stress levels during my normal working day reduced significantly, but I have also had the opportunity to help friends and family overcome some of their own obstacles. I intend to pursue therapy rigorously as a career and have already set the wheels in motion. Thanks for all your help, advice, guidance and teachings!"

*Andrew Leen, Insurance Consultant*



# What you will learn

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**Whatever your reasons for attending the Diploma course, this section of the prospectus will show you what you will learn. Take a look and see how many of the skills relate to what you want to get from it.**

- An understanding of the central role of hypnosis in all therapeutic interventions
- How to match, pace and lead on an unconscious level to establish and enhance rapport
- The relief of symptoms
- Creating expectancy
- Solution focused questioning
- Establishing well formed outcomes with clients
- How to check and use 'basic needs' in therapy
- How to structure an effective therapy session
- 'Miracle' questioning and other solution-focused approaches Cognitive therapy and its uses for anxiety and depression
- Age regression, accessing resources, revivification and rehearsal
- An understanding of false memory syndrome
- The use of 'informal/conversational' hypnosis in therapy
- Learning to 'read' unconscious communication and communicate below the level of consciousness
- How to create motivation for the client
- Paradoxical interventions
- The rules of social influence
- How to develop personal influence
- The role of 'double binds' in therapy
- The 'utilisation method' and 'joining with the client'
- The importance of 'direct perception' when working with clients
- An understanding of 'The Human Givens' and how to use them in therapy
- Hypnotic suggestions and post hypnotic suggestions
- The uses for hypnotic amnesia
- Teaching social skills – interpersonal therapy
- The 'Observing Self' - how to develop and use it
- Accessing resources and creating new ones
- The role of the conscious mind in therapy
- Eliciting trance phenomena and working with the unconscious mind
- How to create a conscious/unconscious split
- Prescribing therapeutic tasks and 'paradoxical interventions' – behavioural therapy
- Using re-framing and humour in therapy
- A full understanding of all the main types of counselling and psychotherapy and their levels of scientific validation
- A basic understanding of all the major current drug treatments for psychiatric disorders
- How to 'read' client metaphors and use them to elicit change, how to construct and use metaphors and work with the 'metaphorical mind'. Stories that heal
- How to understand dreams according to the very latest dream understanding and research
- How to work with psychosomatic conditions, physical pain and high blood pressure
- An understanding of 'Systemic Therapy' and the 'Life Cycle' model of the family
- How to 'wean' clients when therapy has ended
- Launching a successful psychotherapy practice

"This course has enabled me to be more effective at work as I can gain rapport with people quickly and structure questions so I get the answers I want. I understand people's behaviour much more clearly and I am more confident in all aspects of my work relationships."

Lyndsay Swinton, Team Leader, American Express

# Innovative strategies for common problems

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The previous page shows you the abilities you will have acquired on graduation. This section shows the variety of disorders you will be able to treat with hypnotherapy. Your learning from the course will allow you to use a versatile approach to treating these and other disorders, including cognitive therapy, interpersonal therapy, behavioural therapy and hypnotherapy as required.

- Depression
- Panic attacks
- Generalised anxiety
- Phobias
- Post traumatic stress disorder
- Eating disorders
- Addictions : smoking, alcohol abuse, gambling...
- Chronic anger
- Pain: physically and psychologically based
- Relationship and sexual difficulties
- Sleep disorders
- Allergies
- Confidence issues - shyness, blushing etc.
- Weight and dieting
- Stress/tension
- High blood pressure
- Obsessive-Compulsive Disorder
- Grief
- Performance anxiety - driving test, exam nerves, sexual anxiety etc

On completion of the course, your understanding of human psychology and behaviour will enable you to see these and other problems with clarity. In addition to standard approaches, you will have the experience, confidence and knowledge to create your own interventions and solutions. As Milton Erickson, father of modern therapy, said when asked about his theory of psychotherapy, "I invent a new theory for each client who walks through the door!"

"I thoroughly enjoyed the course and feel that it has changed my own circumstances immensely. I use what I've learnt daily and know I feel more optimistic. Some years ago I took a child psychology course and found it was quite depressing and I was fully aware having been in therapy with my children that going over the past was not changing the present for them. So this course was enlightening. I dearly hope to use my qualification and am discussing at the present time with another colleague the possibility of going into practice."

*Edwina Sheer, Housewife*

"This is a life-changing course and very rewarding. Not only does it offer new tools and strategies for life, it also presents whole new perspectives on it. I enjoyed it immensely."

*Jane Raven, Careers Advisor, Sussex*

"I was very attracted by the balance of the course, between theory / practical / home study. The course gave me the confidence to deal with clients. I have progressed rapidly on a personal development basis and I use solution focused language and reframing instinctively at work and outside. I feel very empowered to have a cluster of skills to help other people and appreciate seeing the bigger picture. Thank you!"

*Stephen German, Legal Services Commission*

# About Uncommon Knowledge

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## The company

Uncommon Knowledge Ltd was formed in June 1998 by Mark Tyrrell and Roger Elliott. Having run hypnosis training workshops for several years in their local area, they decided to pursue training on a full-time basis. Within 6 months, Uncommon Knowledge was running workshops in 6 different locations around England. Since then, over 400 diploma trainees have graduated, many of whom are now working as hypnotherapists. The company's mission is to spread sound, useful information and skills around psychology, psychotherapy and hypnosis.

## The trainers

### **Mark Tyrrell DHyp, EH.P, NLP-BHR, HGDip**

Mark trains thousands of health professionals and members of the public every year. Co-author of 'Maximise your self esteem – The Giant Within' published by Orbit books, he used to work as a psychiatric nurse. Mark is now Creative Director for Uncommon Knowledge and maintains a busy practice at the Uncommon Knowledge clinic in central Brighton.

### **Jill Wootton, DHypPsych (UK), BA(Hons)**

Director of Training for Uncommon Knowledge, Jill began life in sales and marketing leading to directing a team managing international conferences and exhibitions. After retraining Jill worked as a massage then acupuncture therapist. She has worked and taught in a variety of positions and places, including The Cancer Resource Centre in Wandsworth and the Royal Marsden Hospital. Jill now works as a therapist from the Uncommon Knowledge clinic in Brighton and her home in Cuckfield, East Sussex. She is a dedicated and experienced trainer with a down-to-earth and fun presenting style.

### **Roger Elliott, DHypPsych (UK), BEng(Hons)**

Managing Director of Uncommon Knowledge, Roger has created websites for Uncommon Knowledge on topics including depression, panic attacks, hypnosis and self confidence. He co-authored the ebook 'How to Raise Self Esteem in Others' and has gained a reputation for creating original, entertaining and effective training materials.

In addition to maintaining a busy private practice, Roger manages new product development for Uncommon Knowledge and undertakes research into developing areas of psychology.

### **Course Administrator: Louise McDermott**

Herself a high-performing graduate of the Diploma course, Louise has been with Uncommon Knowledge for several years, helping the company grow and develop. She will be available throughout your training to help you with the practicalities of the course and give you the benefit of her own experience. Reliable, efficient and friendly, Louise will make your path through the Diploma course smooth and easy!

## A quick word from the trainers

The Diploma course was created as we saw a gap in training in the UK. Although there are too many hypnotherapy schools to mention, there are few delivering quality training in effective methods. Many courses have become cumbersome, teaching out-of-date 'directive' methods and engaging students in studies that are more of a historical nature than therapeutic.

We have worked hard to create a training course which is both stimulating and practical and we are confident that you will find the experience rewarding, enlightening and enjoyable. For us, there is nothing better than seeing our trainees surprise themselves with their abilities to help people.

## The supervisors

Trained and experienced supervisors will be on hand throughout the course to help with practice sessions and any queries you may have. All supervisors have completed the course themselves and will be currently practicing.

# Your qualification

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The Diploma course content has been externally assessed by Joe Griffin BSc. (Psych.), M.Phil. (Psych.) The renowned author of *The Origin of Dreams*, and co-author of *Human Givens*, Joe is a widely respected clinical psychologist. He is responsible for training more UK health professionals in psychotherapeutic techniques than any other individual. He described the Uncommon Knowledge course content as "balanced, comprehensive and well-presented."

## Professional bodies and insurance

Upon successful completion of the course, you will be entitled to use the letters DHypPsych(UK) after your name. You will be eligible to join the Hypnotherapy Association or the General Hypnotherapy Register. The course is accredited by both organisations, allowing you to join at a higher level. Membership of either will provide you with many benefits, including professional liability insurance. You will also automatically qualify for inclusion in the Red Poppy Company's national register of trauma therapists trained in the Rewind Technique.



"I originally approached the hypnotherapy course on a personal basis having had some limited success in using self-hypnosis techniques to help me with problems of sleeping, controlling anxiety and building self-confidence in general. The theory and practical techniques the course has taught have helped enormously in this direction.

Moreover, the practical experience of the course had reframed my attitude to working with clients to the extent that I now feel that I can offer something of real value. I am continuing to be able to make a significant contribution to friends and acquaintances and am considering practising further afield. Thank you for a very significant experience."

*Michael Blee, London*

# Course reading list

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You will receive all the books on the required reading list free as soon as you reserve your place on the course.

## Required reading

**'In Search of Solutions** - a new direction in psychotherapy' by Bill O'Hanlon and Michele Weiner-Davies. W W Norton  
ISBN: 0-393-70061-5

**'Human Givens'** - A new approach to emotional health and clear thinking' by Joe Griffin and Ivan Tyrrell. Human Givens Publishing ISBN: 1899398260

**'Emotional Intelligence'** by Daniel Goleman. Bloomsbury  
ISBN: 0-7475-2830-6

**'My voice will go with you'** - the teaching tales of Milton H Erickson' edited by Sidney Rosen. W W Norton  
ISBN: 0-393-301354

**'A Guide to Possibility Land'** - 51 methods for doing brief, respectful therapy' by Bill O'Hanlon and Sandy Beadle. W.W. Norton ISBN: 0393702979

**'When Living Hurts'** - Directives for Treating Depression by Michael D Yapko' ISBN: 0-87630-757-8

## Recommended reading

**'The Magic of Rapport'** by Jerry Richardson. Meta publications ISBN: 0-916990206

**'The Right Mind'** by Robert Ornstein. Harcourt-Brace  
ISBN: 0-15-100324-6

**'The seminars, workshops and lectures of Milton H Erickson'**. Volumes I, II, III. Edited by Rossi, Ryan and Sharp: Free Association Books ISBN: 1-85345-405-1; 1-85343-406X; 1-85343-420-5

**'The Wisdom of Milton H Erickson'** Volumes I and II by Ronald A Havens. Irvington Pub. Inc. ISBN: 0-8290-2413-1

**'Phoenix - therapeutic patterns of Milton H Erickson'** by David Gordon and Maribeth Meyers-Anderson. Meta publications ISBN 0-916990-109

**'World Tales'** edited by Idries Shah. Octagon  
ISBN: 0-86304-036-5

**'Hypnotherapy - A Exploratory Casebook'** Milton H Erickson and Ernest L Rossi. Irvington ISBN: 0-8290-0244-8

**'Influence - the psychology of persuasion'** by Robert B Cialdini, PhD. Quill ISBN: 0-688-12816-5

**'The Origin of Dreams'** by Joseph Griffin. The Therapist Ltd ISBN: 1-899398-40-6

**'The 20-minute break'** by Ernest L Rossi. Gateway Pub.  
ISBN: 0-965198-51-0

**'Hare Brain, Tortoise Mind'** by Guy Claxton. Fourth Estate. ISBN: 1-85702-709-4

**'The Optimistic Child'** - a proven program to safeguard children against depression and build lifelong resilience' by Martin E P Seligman, Ph.D. Harper Perennial  
ISBN: 0-06-097709-4

**'Hand-Me-Down-Blues - how to stop depression from spreading in families'** by Michael D Yapko. St Martin's Press ISBN: 0312263325

**'Prozac Backlash'** by Joeseeph Glenmullen, MD. Simon & Schuster ISBN: 0743200624

**'The Sickening Mind: Brain, Behaviour, Immunity and Disease'** by Paul Martin. Flamingo ISBN: 000655022

**'Uncommon Therapy - the psychiatric techniques of Milton H Erickson'**, M.D. by Jay Haley. W W Norton  
ISBN: 0-393-31031-0

**'Change'** by Watzlawick, Weakland and Fisch. Norton.  
ISBN: 0-393-01104-6