



Institute of Applied Psychology

Be Exceptional

Clinical Hypnotherapy Training Programme

CHANGE LIVES INCLUDING YOUR OWN

About us

The Institute of Applied Psychology (IAP) was established to advance and curate the best approaches and trainers together from around the world, across many disciplines.

Why applied psychology? Because we are very focused on practical applications, not theory. Applied psychology refers to the application of psychological principles and findings to pragmatically solve the problems that humans experience.

This could be in any context including Mental health, organizational psychology, business management, education, health, criminal investigation and the law, just to name a few.

Some of the areas where you can use applied psychology include:

- clinical psychology
- counseling
- business and sales psychology
- coaching
- marketing,
- psychoneuroimmunology
- hypnotherapy
- sports psychology.

in essence applied psychology has a place wherever there is humans operate, collaborate and seek to function more effectively.

The Institute of Applied Psychology was established to bring the world's best practices together and share interdisciplinary knowledge and skills, with the lofty goal of ultimately inspiring and advancing the human condition.

For us, exceptional is a choice. So, are you ready to be exceptional?

What is Therapeutic Hypnosis? How can it benefit you?



THE QUIET REVOLUTION IN PSYCHOTHERAPY

Hypnosis is a mental state induced by a procedure known as a 'hypnotic induction'. Once this state has been attained, it renders the client open to a higher state of suggestibility.

It has been proposed that the hypnotic state is one of a 'split stream' of consciousness in which two different systems of mental activity can occur concurrently. While one stream of consciousness responds to hypnotic suggestion, another unconscious stream processes information outside of the individual's conscious awareness.

This can induce a profound range of effects in any situation where the mind has an influence - virtually every part of your life. There have been countless studies worldwide that demonstrate the benefits of hypnotherapy in areas such as:

- Stress and anxiety
- Pain Management
- Insomnia
- Performance/Study skills
- Relationship issues
- Trauma
- Phobias
- Kicking habits (smoking etc)
- Physical healing
- Depression

When using hypnosis, we are dealing with the unconscious emotional mind, rather than the analytical rationalising mind. Often people's problems do not make rational sense, even to themselves.

By dealing with the problems in the emotional mind, we are targeting the problems at their source. We are addressing the conflict between the unconscious and the conscious process to bring about a positive change.

This is what makes hypnotherapy highly effective.

When you hear the word hypnotist, what comes to mind?

If you're like many people, the word may conjure up images of a sinister stage-villain who brings about a hypnotic state by swinging a pocket watch back and forth to trick people into performing actions they wouldn't otherwise consider (in their rational mind).

It is an unfortunate link, and although therapeutic hypnotherapy shares some of the same seemingly miraculous elements, it has many stark differences.

The most important of these differences being that the change occurs as a result of the reduction of the internal conflict between emotional/analytical mind.

According to John Kihlstrom (Ph. D, Professor of Psychology, University of Berkeley), "The Hypnotherapist does not hypnotize the individual. Rather, the Hypnotherapist serves as a sort of coach or tutor whose job is to help the person become hypnotised".

While hypnosis is often described as a sleep-like trance state, it is better described as a state characterised by focused attention, heightened suggestibility, and vivid fantasies.

Hypnosis, therefore, is a valuable tool for anyone seeking to create positive, lasting changes in themselves or others. Research suggests that therapeutic hypnosis, when combined with almost any other therapeutic model, will amplify clinical results.

International Journal of Clinical and Experimental Hypnosis April 2007 Edition

Why train with IAP?

Accreditation

As a Registered Training Organisation (RTO) delivering Government Accredited training, our trainers go through a stringent auditing process that non RTO training providers are not subjected to.

Our government accredited Diploma of Clinical Hypnosis and Strategic Psychotherapy 10450NAT is recognised under the Australian Quality Framework. As a Cognitive and Solution-Oriented Clinical Hypnosis course, it is the only course of its type in Australia today.

Successful completion of this course will provide you with free Professional Membership to the professional body for the first year.

Why is Association Membership so important?

Professional membership to an Australian Association like the Australian Hypnotherapists Association (AHA) is essential as it is only through legitimate Association membership that you have access to comprehensive coverage for Malpractice Insurance and access to health fund rebates for your clients.

Short or non government accredited courses sometimes offer you membership to an association that has lower standards, but these associations often don't meet the basic standards required by insurances and health funds. This is something you need to check thoroughly.

If you choose to complete a short course or a longer course that is not nationally recognised you may not be able to secure professional membership and that will jeopardize your insurance coverage and negate your eligibility to secure Health Fund Rebates.

Many people attend courses that appear legitimate and provide membership to an American Association. Some of these courses are well organised and professionally delivered. Ask questions. We suggest that if you are able to join the American association Online without too many hurdles like an approval process for your membership, you should be asking even more questions.

Marketing Package - We are with you all the way

There is no point you learning these amazing skills and techniques but nobody can find you because you are on page 7 of Google.

If you don't want to take the time to learn it yourself we now full marketing Starter Packs where we will create your website, set up your Google Ads, your Facebook Ads, and your basic SEO (Search Engine Optimisation).

Talk to a Course Consultant for more details.

Payment Plans

We understand that not everyone has the ready cash to invest in a career change. This is why we have a simple Payment Plans, some through us our own credit facility, or you can choose one of the many external providers that have recently come on to the nominal monthly transaction fees.

With our 6 month payment plans are interest free but you can secure a significant discount if you pay your tuition fees at the beginning of the course. N.B. Third party credit providers are governed by the Credit Act.

Why train with IAP?

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

Your teachers are the best in the country, and some would say amongst the best in the world. Some of our trainers are published authors, and their contributions to the fields of Psychotherapy and Hypnosis have made them internationally recognised figures in the field. In some cases, American psychologists have received OPD points when listening to their Online podcats.

When you train with IAP you are giving yourself more than a qualification, you are giving yourself the best possible chance to create a successful career.

Cost effectiveness - get your career off to a flying start

If you are currently researching government accredited qualifications, you will find that some courses have fewer face to face days but can charge up to \$18,000 for Government Accreditation.

Our students consider our selves to be excellent value.

Fast track your training

IAP provides the most thorough and intensive training in the field. Our training format is spaced out over a period of four to six months and the option of ongoing supervision is there if you want it.

As a student, if you do what it takes to learn this process, you can expect to be a qualified and competent Hypnotherapist on completion of our course.

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 outcomes.

On graduation, you will have experience dealing with many of the perennial issues that Hypnotherapists are presented, and will have a structure to tackle most issues you might see come through your door. Most of our graduates start their career at a charge out rate of \$150 per hour, and then increase it as they get busier and are getting more referrals. Some of our most successful students are charging as much as \$330 per hour and still have busy calendars.

If you choose to do your supervision with us (supervision is a requirement of AHA membership) you have the ongoing support of your trainers.

Return on investment

Once you have qualified, you have the potential to recoup your entire financial investment within two to three months. There are very few career changes that allow you to recover your cost of training as quickly as this.

What is the Oprah Connection with the Institute of Applied Psychology?



BE INSPIRING...MAKE A DIFFERENCE IN THE WORLD



Be Inspiring...Be exceptional?

Hypnotherapy training with IAP

Be Inspiring....Be Exceptional



THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT

Modern Hypnotherapy is the quiet revolution in psychotherapy. The Milton H Erickson Foundation in Phoenix Arizona, where Gordon Young, director of IAP, is not just the premier hypnotherapy training school in the world, it is seen by many to be the pinnacle of psychotherapy generally in the world.

The Institute of Applied Psychology (IAP) is the only Cognitive/Solution-Oriented hypnosis training provider in Australia, and the only school teaching the advanced approach of Strategic Psychotherapy.

As practicing Clinical Hypnotherapists ourselves we are dedicated to providing high quality, hands on learning. Our experiential training techniques, small class groups and ongoing support options ensure that students gain a thorough understanding of hypnotherapy and graduate equipped with the skills needed to begin a career as a Clinical Hypnotherapist.

We want to be proud of you as a graduate. After all, at some point we will be welcoming you in to our amazing field as a colleague.

Course Recognition

We are a Registered Training Organisation (RTO # 70206) and, as such, we are held to high standards of training delivery. We believe that our training is the very best available in Australia.

Our hypnotherapy course is listed on the official government website www.training.gov.au.

Our training is recognised by industry bodies including the Australian Society of Clinical Hypnotherapists, the Australian Hypnotherapists

"I am very pleased to finally see an accredited course that ties in with modern approaches to psychotherapy, and to the research that has emerged in the past 10 years.

I see Gordon's (Director of IAP) course as a significant advancement for the field of hypnotherapy."

Dr Robert McNeilly
Student of Milton H Erickson

Association and other professional associations, health funds and insurance providers.

In addition, IAP regularly sponsors some of the very best therapists in the world to come to Australia to present to students and graduates with ongoing professional development (OPD) to further advance and update your skills.

In February 2019 the Institute welcomes Dr Michael Yapko to Sydney, and in February 2020 Dr Stephen Gilligan, a student of the legendary Milton H Erickson, the father of modern hypnotherapy and arguably the most influential figure in psychotherapy since Freud, will be visiting with his advanced training on Generative Change and the Hero's Journey.

At IAP, you get so much more than training. Many of our faculty are internationally recognised and will mentor you towards greater professionalism and effectiveness when working with your clients.

Meet the Faculty

Gordon Young - Founder of IAP



The best way to predict the future is to create it



The quality of the faculty is a crucial element when considering an adult education course. A trainer cannot give you what they don't have. In this field practical experience is vital, and between the members our hypnotherapy faculty there are over 70 years experience.

Gordon Young

One of the key differences between Gordon and other Australian hypnotherapy trainers is that he studied at the prestigious Milton H Erickson Foundation in Phoenix Arizona.

Gordon is 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 and internationally recognised figure in the industry.

Gordon has also served as the Chair of the Australian Board of Neuro Linguistic Programming, is an appointed supervisor for the AHA and a faculty member of the first two Milton H Erickson International Online Congresses in 2012 and 2013.

He also featured among the top 20 experts on anxiety in the World Anxiety Summit in 2016.

Meet the Faculty

Dr Colin Lemmon and Lisa Webber



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Dr Colin Lemmon

Dr. Colin Lemmon is a university lecturer at James Cook University and Central Queensland University in Cairns, currently teaching Statistics and Research Design. Over the years, Colin has designed subjects for university campuses in Sydney, Brisbane, Singapore and Beijing. He has taught a wide range of subjects both here in Australia and overseas in China.

Colin has an Honours Degree in Psychology and a PhD from James Cook University, in addition to a Diploma of Clinical Hypnosis and Strategic Psychotherapy 10450NAT and NLP Master Practitioner Certification, Colin lectures in the School of Business.

He runs Cairns Clinical Hypnotherapy which is a successful hypnotherapy practice that deals with depression, anxiety, trauma, insomnia, relationship stress, work stress, confidence, motivation, quit smoking and weight loss.



Lisa Webber

Having studied and worked for many years as a university tutor and co-authored a series of textbooks which have sold over one million copies. She originally trained in traditional hypnotherapy but was dissatisfied with the results it produced. In her role as Workshop Coordinator for the AHA, she met Gordon Young who introduced her to Strategic Hypnotherapy.

Lisa attained the Diploma of Clinical Hypnosis and Strategic Psychotherapy 10450NAT and went on to train with Dr Michael Yapko who wrote the definition of depression for Encyclopedia Britannica. She is now fortunate enough to call him her mentor.

Currently she is the Vice-Chairperson for the Professional Hypnotherapy Association (PHA). She also currently holds an Executive Committee position on the Hypnotherapy Council of Australia (HCA), which is the peak body for hypnotherapy in Australia.

Meet the Faculty

Dr Lisa Blackwell and Melissa McLeod



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Dr Lisa Blackwell

Dr Lisa Blackwell qualified as a doctor from Imperial College of Medicine & Technology, London, UK in 1995. During her time at medical school she was also awarded a scholarship to study nutrition at King's College, London, for a year and received an Intercalated Bachelor of Science in Nutrition in 1992. Dr Blackwell worked in Emergency Medicine, Oncology, Palliative Care and General Practice before committing fully to specialising in psychiatry in 2000.

Dr Blackwell did her specialist training in psychiatry both as a junior and advanced trainee in the UK as part of London hospital training schemes. She became a Member of the Royal College of Psychiatrists in the UK in 2005.

Dr Blackwell moved to Australia in 2007 and became a Fellow of the Royal Australian and New Zealand College of Psychiatrists in 2010 before completing her Diploma of Clinical Hypnosis and Strategic Psychotherapy 10450NAT.



Melissa McLeod

Melissa has a private practice in Clinical Hypnotherapy and Strategic Psychotherapy on the Northern Beaches, and is our chief assessor.

Melissa has over ten years experience of working in the mental health field with adults, firstly as a Counsellor, and later as a Clinical Hypnotherapist. She attained her Diploma of Clinical Hypnosis and Strategic psychotherapy 10450NAT in 2012.

She specialises in working with adolescents and children helping them to overcome issues such as insomnia, anxiety, PTSD, weight Issues, depression and self esteem issues.

Melissa is a Clinical Member of the Australian Hypnotherapy Association (AHA), the ANZATA (Australian and New Zealand Arts Therapies Association) and has been a practicing member of AFCA (Adolescent and Family Counselling Association)

1) Diploma of Clinical Hypnosis and Strategic Psychotherapy 10450NAT



THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT

Full Experience

Prerequisites

Refer to student handbook for details

Format

- 1) 16 days of face-to-face training.
- 2) Modular formats over 4-6 months
Either Friday to Monday or Weekend only formats
- 3) Nominal hours - self-paced study
Includes assessments, research, elearning and the reading of prescribed material in your own time.

N.B. The Face-to-face sessions have an emphasis on practical skill building and experiential learning.

Four Subjects

Subject 1: Clinical Hypnosis
8 days face-to-face plus self-paced

Subject 2: Professional Practice
Online Delivery only

Subject 3: Strategic Psychotherapy
8 days face-to-face plus self-paced

Subject 4: Anatomy and Physiology
Online Delivery only

Total:
112 hours face-to-face plus self paced study

Outcome

Government Accredited Qualification certifying you as a Clinical Hypnotherapist and automatic entry into the Australian Hypnotherapists Association. (AHA)



1) Diploma of Clinical Hypnosis and Strategic Psychotherapy 10450NAT



COURSE OUTLINE - CLINICAL HYPNOSIS

Course Outline - Subject 1

Clinical Hypnosis

1. DCHHYP501A Work within a clinical hypnosis framework

- History of hypnotic approaches
- Myths and misconceptions of hypnosis
- Specific theories for hypnotic phenomena
- Hypnotic assessments and Susceptibility
- Contexts of hypnosis
- Human Suggestibility
- The Mind and How it Works – Conscious and Unconscious Processes

2. DCHHYP502A Prepare for clinical hypnosis session

- Interviewing and questioning techniques
Framing Questions
- Establishing client suitability
- Criteria for clients you should refer to other professionals
- Establishing leverage
- Importance of preframing hypnosis experience
- How to physically set up the client for best effect

3. DCHHYP503A Provide clinical hypnosis session

- 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 effects
- Therapeutic Implications of the Hypnotic State
- Symptom removal vs real change
- Imagery techniques
- Hypnosis in the behavioural therapies
- Different hypnotic techniques to manage clients with a high need for control or high levels of anxiety
- Arm levitation

4. DCHHYP504A Monitor and evaluate clinical hypnosis interventions

- Criteria to assess the effectiveness of your session
- Indicators of change and how to set up a follow up sessions as part of a full treatment plan

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COURSE OUTLINE - PROFESSIONAL PRACTICE

Course Outline - Subject 2 Professional Practice

1. CHCLEG003 - Manage legal and ethical compliance

- 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
- Regulation of infection control and public health legislation

2. HLTWHS001 Participate in workplace health and safety

- Ensure your practice is safe
- Personal safety/Fire safety/Client safety

3. CHCCOM006 - Establish and manage client relationships

- 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 open ended questions
- 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 if its type in Australia
- Eliciting client feedback whilst still in hypnosis

1) Diploma of Clinical Hypnosis and Strategic Psychotherapy 10450NAT



COURSE OUTLINE - STRATEGIC PSYCHOTHERAPY

Course Outline - Subject 3 Strategic Psychotherapy

1. DCHHYP505A Develop clinical hypnosis and strategic psychotherapy practice

- Develop professional practice processes
- How to set up and market your new enterprise
- Note-taking, calendar management
- Ongoing Professional Development (OPD)
- Effective use of supervision

2. DCHSP506A Apply strategic psychotherapy techniques to clinical hypnosis

- Interviewing and questioning techniques
Framing Questions
- Using a strategic approach to problem assessment
- Cognitive distortions and the effects on perception
- The nature of the experiential gap
- The GORDIAN PILLARS of PSYCHOTHERAPY (15 separate frameworks to manage virtually any presenting issue)
- How to specifically address the PILLARS of each presenting issue
- Emphasis on anxiety, addiction, anger, sleep disturbances, self esteem, performance anxiety, anger, phobias, OCD and pain.

1) Diploma of Clinical Hypnosis and Strategic Psychotherapy 10450NAT



COURSE OUTLINE - ANATOMY AND PHYSIOLOGY

Course Outline - Subject 4 Allied Health

1. HLTAP401B Confirm physical health status

- Check client's basic health and establish if the client should be referred for Medical treatment
- Check for contraindications to Hypnosis
- Interview effectively to uncover client inconsistencies in self reporting
- Structuring suggestion for physical change
e.g. Headaches, shingles, psoriasis, nausea, warts

2. HLTAP501C Analyse health information

- Become aware of medical/physical issues that can contribute or mimic emotional issues like depression
- Criteria for referring to a medical practitioner
- Educate clients as to the physical damage/dangers related to addiction, anxiety, habitual behaviours
- Deal with common physical issues
- Pain management generally

4. HLTAID003 First Aid Certificate

- Basic first aid
- A requirement of Professional membership with the Australian Hypnotherapists Association (AHA)



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A nighttime photograph of the Brisbane city skyline. The Story Bridge, a white steel arch bridge, spans across the Brisbane River. The city's skyscrapers are illuminated with various lights, and their reflections are visible in the water. Light trails from a train crossing the bridge are visible in the foreground.

Train in Brisbane

A nighttime photograph of the Melbourne city skyline. The Yarra River flows through the city, and the city's buildings are illuminated. The sky is a mix of purple and pink. The buildings and the river are reflected in the water.

Train in Melbourne

Are you ready to be exceptional?



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Train in Sydney



Train in Perth

Are you ready to be exceptional?



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2) Abridged Clinical Hypnosis Training Statements of Attainment



THE BEST WAY TO PREDICT THE FUTURE IS TO CREATE IT

Clinical Hypnosis

Statement of Attainment for 4 Competencies of Study

Prerequisites

Existing Health Care Professional

Format

8 days face-to-face plus self paced study

Subject

This short course includes 8 days of face-to-face training held over approximately 4 weeks and focusing exclusively on developing clinical hypnosis skills.

If you are undertaking the course as an existing healthcare professional, you can incorporate hypnosis as a delivery vehicle for whatever therapeutic approach you already have.

Research shows that adding hypnosis to almost any other therapeutic model consistently amplifies client outcomes.

This course can also be used as a stepping stone towards the Diploma of Clinical Hypnosis and Strategic Psychotherapy 10450NAT for those wanting to dip their toe.

N.B. It must be noted that you will not receive a Diploma qualification when doing the abridged course. You will receive 4 Statements of Attainment for the four hypnotic competencies.

- 1) DCHHYP501A Operate within a clinical hypnosis framework
- 2) DCHHYP502A Prepare for a clinical hypnosis session
- 3) DCHHYP503A Deliver a clinical hypnosis session
- 4) DCHHYP504A Monitor and Evaluate a clinical hypnosis session

3) Add the NLP Practitioner Certification

Simple, powerful, rapid change techniques



The best way to predict the future is to create it

NLP Practitioner Certification

*This course is industry endorsed

Prerequisites

None

Format

8 days in modular format

1) anuary 8 day intensive

2) 2 x 4 day modules (Fri-Mon)

Our NLP training is highly recommended, especially if you have no existing qualifications in the field. We have a unique NLP training style that is not offered anywhere else in Australia.

NLP is a powerful approach that will enhance your understanding of the hypnosis model, and give you a powerful toolkit to add to the hypnosis techniques.

In our experience, the students who do both are also the ones who have built the strongest practices. In fact, many previous students have suggested that the eight day NLP Practitioner Certification should be a mandatory inclusion in the hypnotherapy qualification.

The choice is yours.

You may like to sit in on a day of our NLP training before deciding to enrol for the course - we welcome you to sample any of our courses before enrolling.

NLP Practitioner Certification

Themes of NLP – Profound knowledge of the mind and human behaviour

- Presuppositions – empowering assumptions
- Creating Powerful Outcomes – the commitment model
- Sensory Acuity – reading people's reactions accurately
- Instant Rapport – reading body language and connection
- Communication Preferences – communicate to appeal to others
- Wisdom Training – be proactive in problem solving and conflict resolution

Change Habits and Patterns – Personal Empowerment

- Sub modalities – change minor addictions, compulsions and limitations
- Belief Change – change limiting and negative beliefs
- Swish – rid yourself of fears, bad habits and negative associations

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Accelerated Learning and Instruction

- Learning Styles – give instructions that are easily understood
- Eye-Patterns – use eye patterns to access the unconscious information

Negotiate and Influence with Integrity

- Re framing & Pre framing – helping others see new view points
- Hierarchy of Ideas – conflict resolution, flexibility
- Meta Model – effective questioning skills, discover the real issue
- Metaphors that transform thinking
- Create win/win outcomes

Anchoring – Motivation and Internal State Control

- Resource Anchors – controlling States
- Collapsing Anchors – overcoming frustration
- Chaining Anchors – overcoming procrastination

Strategies – How people do what they do

- Eliciting Strategies – finding strategies through eye movements
- Buying Strategies - how people make decisions to purchase or choose a partner
- Motivation Strategies – how to motivate others
- Relationship Strategies – having more effective relationships
- One Minute Stress Diffuser - stress is gone in 60 seconds

Time Based Therapy (The Forgiveness Process)

- Time management skills that work with the inner mind
- Powerful goal setting that compels action
- Clearing the baggage
- Clearing the “I’m not good enough” beliefs
- Getting rid of fears and phobias

Who Recommends Us?

Some of the best in the world - thats who



The best in the world recommend the Institute of Applied Psychology

"I love the spirit I find here (IAP), I really recommend their work and their trainings a great deal..."

Bill O'Hanlon

Oprah Guest, Creator of Solution-Oriented Therapy, author of 36 books on human change, student of Milton H Erickson



What our graduates say?



Christine Weston Psychotherapist

"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."



Dr Lisa Phillips-Leece Clinical Psychologist & Clinical Hypnotherapist. Brisbane

"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 Sydney was well worth it. You will love this journey."



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

"I consider myself privileged to have studied with Gordon (lead trainer IAP). 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."



Bernadeta Canstell, Registered Nurse, 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."



Sherryl Rozario, Grad Dip Counselling

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

What our graduates say?



Jennifer E Phillips, Counsellor

"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."



Rowan Hanley, Counsellor, Clinical Hypnotherapist Member ASCH

"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 Institute of Applied Psychology (IAP).

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



Shelley Anderson, Former Long Haul Cabin Crew, Customer Service Manager

"I did a lot of research before choosing IAP. 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 IAP. 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 IAP."



Miranda Rooney, Former General Manager, Fitness First

"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!"

What our graduates say?



David White, Clinical Hypnotherapist

"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.

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 !!!"



**Mark Hutchens
Clinical Hypnotherapist**

"I did not initially train with Gordon Young. I was seduced by the allure of a well promoted VETFEE offer by 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 Institute of Applied Psychology"



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

"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 accredited course, 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!"



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

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

The IAP 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."



Institute of Applied
Psychology
Be Exceptional

Exceptional is a choice



Want to make a difference? Take the Next Step Today



We encourage you to...

Option 1: Register for a Free Event or Webinar

In the lead up to a new course we hold a number of free introductory events at Sydney University and Abbotsford Cultural Centre Melbourne.

This gives you a chance to get an overview of the field and a thorough understanding of our training specifically, as well as afford you an opportunity to ask your own questions. You will also get a chance to meet at least one of our trainers and get a feel for our delivery style.

Check our website for the date of our next free information events
www.iap.edu.au

Option 2: Call the office and Speak to a Course Advisor or Trainer

If you can't get to a free information event, why not pick up the phone and talk to us? We encourage prospective students, especially those new to the field, to meet with our trainers and make their own assessments.

Unfortunately, hypnotherapy is an unregulated field and there are vast differences in the qualifications, experience and expertise of the faculties of different schools.

A face to face chat will quickly enable you to make the right choice. Find out who will train you and ask them questions.

What are their qualifications? Do they themselves run a successful practice? And how will they help you start your own practice? Do your homework and call our office for a personal appointment on 1300 745 486. We are always happy to talk to you.

Option 3: Call the Office and Arrange to Sit in on a current class

If you know you want to do this but just need to decide who to train with one of the best ways of making that decision is to ask to sit in on a current class.

It is not always possible depending in scheduling, but if the option is available, you can come in, talk to any student before class begins and get their appraisal of the course.

You can then sit in for an hour and get a sense of our training style. All we ask is that you book this with the office so your trainer knows you are coming and can accommodate you.



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

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Nationally recognised qualification in
Clinical Hypnosis and Strategic Psychotherapy