



**Diane and Michael Yapko
invite you to join us online for a**

3-Phase /60-Hour

**Comprehensive Clinical Hypnosis
and Strategic Psychotherapy Training**

ONLINE TRAINING

April – June 2025



DATES: Phase 1: April 2-6, 2025
Phase 2: April 28-May 4, 2025
Phase 3: June 4-8, 2025

TIMES: 9:00 – 1:00 pm each day (Pacific Time)
12:00– 4:00 pm each day (Eastern Time)
Please check your local time zone

We have been a team for a long time, both personally and professionally. In this training we combine two different skill sets: Michael's intellectual, strategic, practical, compassionate and humanistic strengths are offered alongside the administrative, organizational, and technological skills that Diane brings to this training. Together, we believe we can offer you a training like no other and hope you'll join us for our next 60-Hour Comprehensive Clinical Hypnosis & Strategic Psychotherapy Training Online for people all around the world. We hope to see you in 2025.

Diane & Michael

Why Study Hypnosis?

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

- Suggestion is an inevitable part of *any* treatment, yet too often clinicians are unaware of the role of suggestion in their treatments. Learning hypnosis allows you to improve and diversify your skills in suggesting therapeutic possibilities.
- Hypnosis provides deeper insights into *how* people generate their experiences, including symptomatic ones. You'll be clearer than ever about your targets of intervention, making your therapies more strategic, focused and effective, regardless of what orientation to therapy or treatment model you may subscribe to.
- Empowering people is an essential part of any therapeutic intervention. Hypnosis is especially focused on helping people develop and use their innate resources more skillfully in responding to life's challenges. Amplifying peoples' strengths is often far more clinically effective than trying to diminish peoples' weaknesses.
- The science makes it clear: People learn best through direct experience. Hypnosis is a vehicle of focused, *experiential* learning.
- Research on the effectiveness of hypnosis highlights the fact that hypnosis reliably enhances treatment outcomes. Hypnosis isn't the therapy; rather, hypnosis provides a focused, goal-directed context for delivering meaningful therapeutic interventions of all kinds.
- By learning hypnosis, you will acquire a desirable additional treatment tool to advance your practice both to clients and other health professionals who will seek out your area(s) of expertise. Hypnosis attracts many people.

My friend and mentor Jay Haley summarized it well: “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 Take This Particular Training?

And why take it with Michael D. Yapko, Ph.D.?

- It is for health care professionals only (all participants will have degrees or certifications in the helping professions).
- It is at its core a highly practical, “hands-on” course designed to build competency in applying these skills in clinical practice.
- The group cohesiveness is a unique feature of this program from the start as everyone begins at phase 1 and goes through the entire training together through phase 3. There are no new participants allowed to join the group once it begins.
- It is specifically designed in a format that allows you to learn and process information over time. This allows the integration of skills into your “real life” practice and then return to the subsequent phases of the training to debrief your experiences and continue your learning.
- Dr. Michael Yapko teaches the entire course himself which allows for continuity of ideas, a consistent and organized presentation style, and an ongoing connection to the group.
- Dr. Yapko has authored 16 books including the leading textbook in the field of clinical hypnosis entitled ***Trancework: An Introduction to the Practice of Clinical Hypnosis*** (new 6th edition out in early 2025) used in hypnosis courses all over the world.
- Dr. Yapko has received the following prestigious awards of recognition from within the profession: the American Psychological Association’s “*Division 30 Award for Distinguished Contributions to Professional Hypnosis*,” The International Society of Hypnosis Lifetime Achievement “*Pierre Janet Award for Clinical Excellence*,” and The Milton H Erickson Foundation “*Lifetime Achievement Award for Outstanding Contributions to the Field of Psychotherapy*.”
- Dr. Yapko emphasizes the naturalistic, conversational style of hypnosis often referred to as “Ericksonian,” but to be as comprehensive and balanced as possible, all major models of hypnosis will be considered in this training. Having a broad base of understanding of various approaches, models and experience allows participants to truly understand how to best meet the needs of their individual clients.

“There is not one right way to do hypnosis, there are many right ways...”

Michael Yapko

*“Michael has the unique ability to take complex ideas and break them down into understandable and more importantly, practical ways to integrate them with clients. He is a phenomenal teacher making things learnable, not magical. He has developed unique perspectives that have influenced the field and you’ll learn about them in this course. They are written about in his books, **The Discriminating Therapist** and **Process Oriented Hypnosis**. Michael’s approach to teaching is pragmatic. With 50 years of experience, he has always focused upon what has worked, not a particular philosophy or theory. That’s why you can integrate what you learn in this course into your work regardless of what theoretical orientation you might currently subscribe to in your practice.”*

Diane Yapko

Participant Eligibility

This program is open to health care professionals with advanced degrees, credentials, and/or certifications in their respective helping professions according to the regulations in their country. Graduate students in the health care professions may also attend with a letter certifying their active student status on department letterhead. As a strict condition of acceptance into the program, participants must commit to fully attending each section of the entire three-phase program and participate in the educational practice sessions.

There is no partial attendance or partial completion permitted.

It is the governing philosophy of this course that **if you are not qualified to treat a person and their respective issues *without* hypnosis, then you are not qualified to do so *with* hypnosis.**

Group Structure

This program is thoughtfully structured to be an intensive comprehensive training opportunity. Each phase builds upon the previous one with skill-building practice sessions that occur almost every day.

This training program is “hands-on” and highly practical. There will be didactic sessions, modeling and demonstration of approaches, and illustrative clinical video demonstrations.

The larger goal is encouraging clinical competence in designing and delivering hypnotically based interventions, skills that will be developed primarily through numerous structured practice sessions. You can't learn to drive a car by reading a manual, you must get behind the wheel. This course is structured to get you behind the wheel to learn **to do hypnosis**. You will be **doing and experiencing** a lot of hypnosis in this program!

Certification and Continuing Education

In the U.S., as in many other countries, there is no regulation for who can provide hypnosis. Certification is not a legal requirement, but rather a voluntary one and is offered by individual organizations. Different countries have different requirements and regulations as to who can provide hypnosis. As a result, any type of certification or title received is based upon the requirements of the entity providing the certification. We do not offer certification.

We provide all participants with a “Letter of Attendance” to use as they wish in obtaining continuing education or qualification for a certification from some other organizational body. Different countries have different organizations and options available to them.

It is incumbent upon each participant to check their state/country regulations to determine eligibility of these hours towards their goals.



Dr. Yapko & Associates is approved by the American Psychological Association to sponsor continuing education for psychologists. Dr. Yapko & Associates maintains responsibility for this program and its content.

An Overview of Each Phase of the Training:

1 The Foundations of Hypnosis: What Makes Hypnosis Clinically Effective

In this comprehensive beginning phase, you will learn key principles of hypnosis, what makes it clinically effective, how to perform inductions, and ways to empower your clients. Through structured practice sessions you'll acquire enough basic skills to start using hypnosis in your work. More specifically, you'll learn about:

- The “nuts and bolts” of hypnotic suggestions and ways to individually tailor them
- The nature of hypnotic phenomena
- Contextual considerations in applying hypnosis
- Clinical versus research findings and their implications
- Factors influencing hypnotic responsiveness
- Methods of induction: Structured and Ericksonian (Naturalistic/Conversational)
- Conducting hypnosis sessions online: Guidelines and special considerations
- Empowering clients with an intervention strategy: Accessing & contextualizing personal resources

2 Strategic Treatment Planning: Designing and Delivering Hypnotic Interventions

In this second phase of the training, we'll focus on the subjective patterns of self-organization that give rise to people's problems, we'll identify specific targets of treatment and how to then create and deliver meaningful interventions.

- Subjective patterns of self-organization and treatment responses
- Defining where to begin
- Age regression: Working insightfully with peoples' memories
- Age progression and expectancy: Placebo and nocebo effects and self-fulfilling prophecies
- Dissociation: The driving force of hypnotic experience and it's primary role in treatment
- Hypnosis and positive psychology

- Process-oriented hypnosis: Aiming at problem structure not content
- Intervention strategy practice session: Hypnosis and building positive expectancy
- Intervention strategy practice session: Hypnosis and encouraging flexibility
- Intervention strategy practice session: Hypnosis and tolerating ambiguity

3 Expanding Clinical Approaches: Developing Deeper

Clinical Focus

In this third and final phase of the program, the skill level will continue to move to a more advanced one of designing and delivering hypnotic interventions to address a variety of client problems, especially anxiety and depression, the two most common psychological disorders clinicians are asked to treat. In this phase you will learn about:

- Cognitive style and its implications for treatment
- The “invisible gorilla” as a metaphor for therapy
- Hypnosis as a vehicle for providing discrimination strategies
- The use of therapeutic metaphor
- “Seeding” therapeutic homework within the hypnosis session
- Rigidity as a problem, flexibility as the solution
- Intervention strategy practice session: Hypnosis and behavioral activation
- Intervention strategy practice session: Re-defining the Self
- Intervention strategy practice session: Enhancing Decision-Making

MORE INFORMATION and DETAILS

including dates, times, cost, policies,
videos of Michael describing the training
and
REGISTRATION

Available on

www.yapko.com