

ASCH

2026

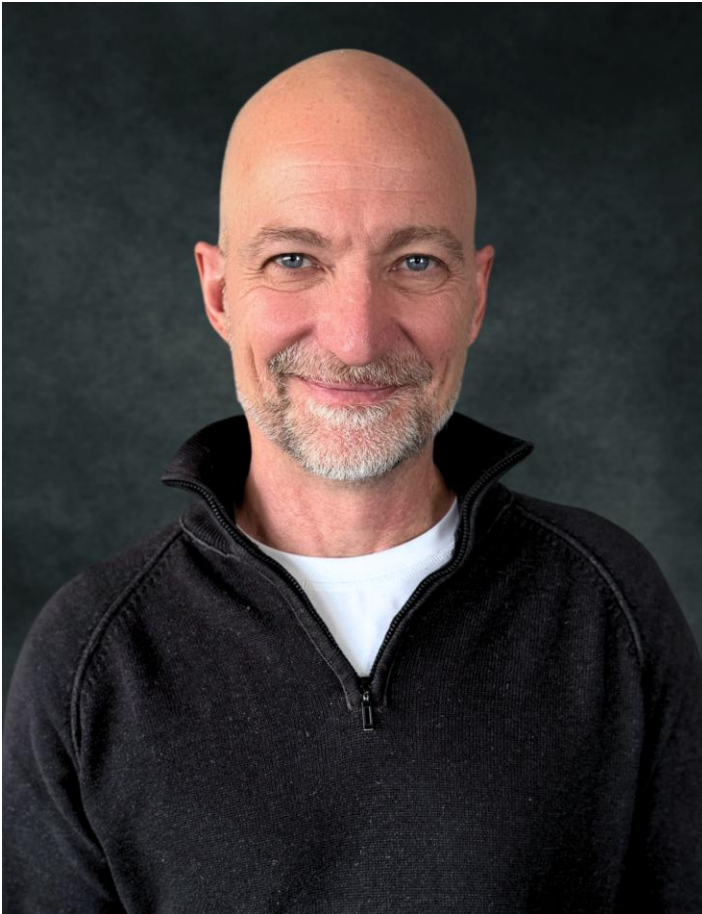
**ANNUAL SCIENTIFIC
MEETINGS & WORKSHOPS**

New Frontiers in Hypnosis:
Human Ingenuity, AI Innovation,
and Ethical Boundaries

 VIRTUAL

March 20–22, 2026

Dan Short



Dan Short is a practicing clinical psychologist who also serves as Co-Director for the Milton H. Erickson Institute of Phoenix, adjunct faculty for the Milton H. Erickson Foundation Intensive training program and the originator of the training program in Ericksonian Choice Architecture (ECA). Dr. Short served for five years as editor for the Milton H. Erickson Foundation and two years as Assistant Director at the Foundation. During that time, he oversaw the preservation of nearly 1,500 hours of audio recording from Milton Erickson. Dr. Short has taught medical hypnosis at Sonoran University of Health Sciences for more than a decade. Dr. Short has published four books, served as guest editor for the American Journal of Hypnosis (AJCH), and authored dozens of scholarly articles and book chapters. Dr. Short's research interests have focused on Ericksonian hypnosis, resulting in a research-based treatment manual for Ericksonian therapy (ET), which is used by training institutes around the world.

Disclosures

ASCH and ASCH-ERF jointly provided this program.

No staff or committee members involved in the development, planning or execution of educational content have any financial relationships or conflicts of interest to disclose.

Dan Short has no significant financial relationships or conflicts of interest to disclose.

Continuing Education & Accreditation Statement

This program has been approved by the American Society of Clinical Hypnosis Standards of Training Committee to be used toward Membership and Certification requirements.

The American Society of Clinical Hypnosis-Education and Research Foundation (ASCH-ERF) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The American Society of Clinical Hypnosis-Education and Research Foundation (ASCH-ERF) designates this live activity for a *maximum of 57 AMA PRA Category 1 Credit(s)*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

This program is Approved by the National Association of Social Workers (886386995-7390) for 57 continuing education contact hours.

This course is approved by the American Society of Clinical Hypnosis and as such is an approved continuing education course per Florida's AC-Rule 64B-4-6002 American Society of Clinical Hypnosis-ERF is designated as an Approved PACE Program Provider.



The American Society of Clinical Hypnosis Education & Research Foundation Nationally Approved PACE Program Provider for FAGD/MAGD credit. Approval does not imply acceptance by any regulatory authority or AGD endorsement. 10/1/2024 to 9/30/2027. Provider ID#217022

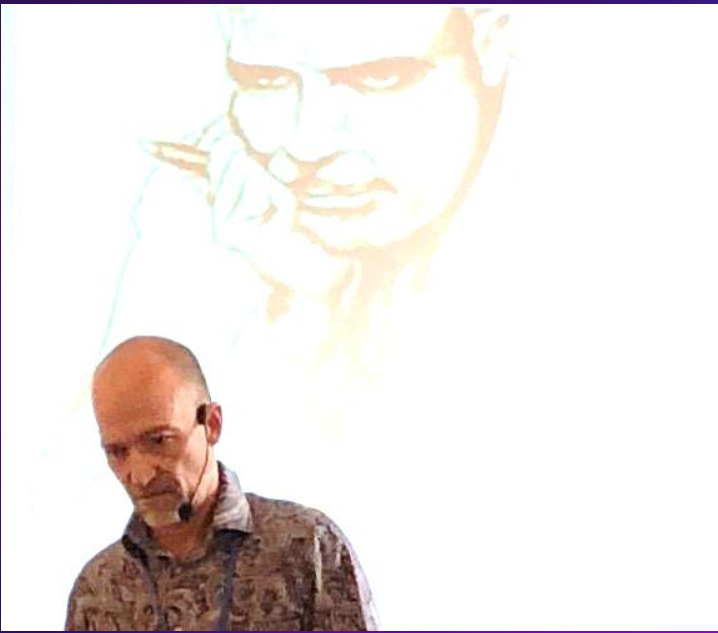


American Group Psychotherapy Association (AGPA) is approved by the American Psychological Association to sponsor continuing education for psychologists and the American Society of Clinical Hypnosis (ASCH). American Group Psychotherapy Association (AGPA) is approved by the American Psychological Association (APA) to sponsor continuing education for psychologists.

Learning Objectives

At the conclusion of this session, participants will be able to:

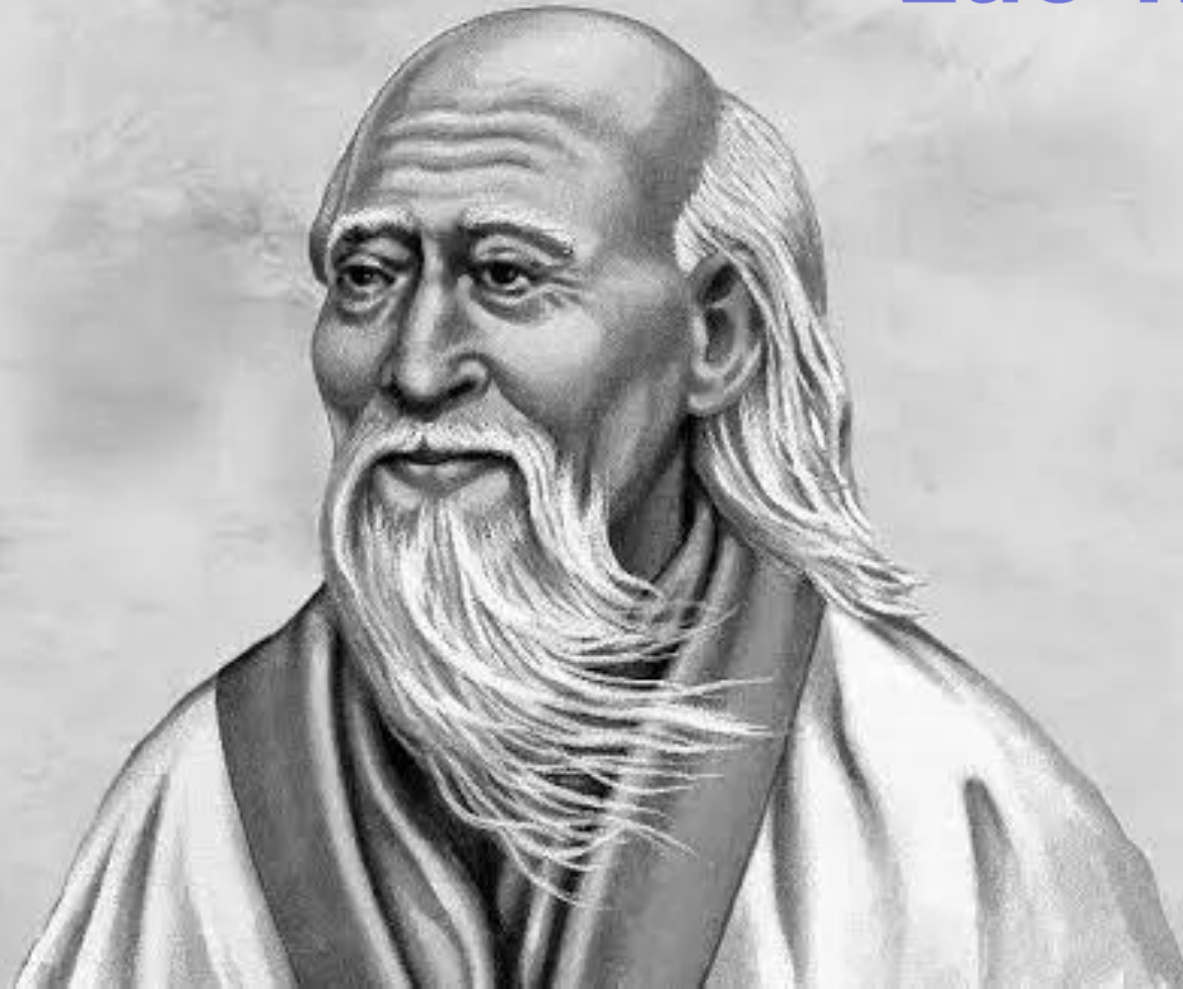
- 1. Define** the core principles of Ericksonian Choice Architecture (ECA) and **distinguish** how they differ from traditional directive models of hypnotic communication.
- 2. Identify and analyze** at least three ECA strategies that enhance client autonomy, engagement, and responsiveness during hypnosis.
- 3. Apply** ECA principles to a clinical vignette by **formulating** at least one intervention that demonstrates choice-centered communication and strategic framing.



Ericksonian Choice Architecture: Crafting Strategic Communication for Hypnotic Practice

“to lead people, walk behind them”

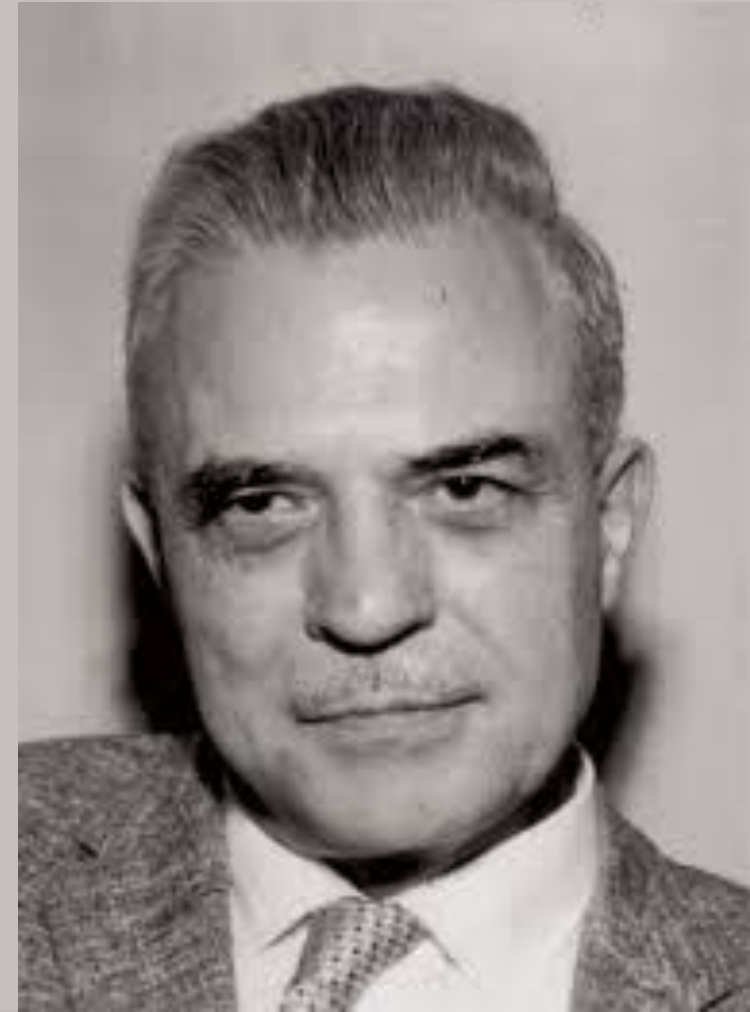
-Lao Tzu



“My voice in the background is where I want it to be.”

“It’s in the background of her experience. Her own experience is in the focus of attention.”

-Milton Erickson, 1979



Context & Choice Architecture

People need to find their way through life's challenges.

- **Designing opportunity:** Milton liked to lead his classmates to school, from behind a snowbank.
- **Indirect suggestion (nudging):** Design conditions rather than persuading with reasons or demands. (Using context to create influence)
- **Permissive suggestion:** Open-ended structure creates spontaneous choices, personal insight, and self-determination. (Self-organizing systems)



4 Key Strategies in ECA

How do you design a psychological context?

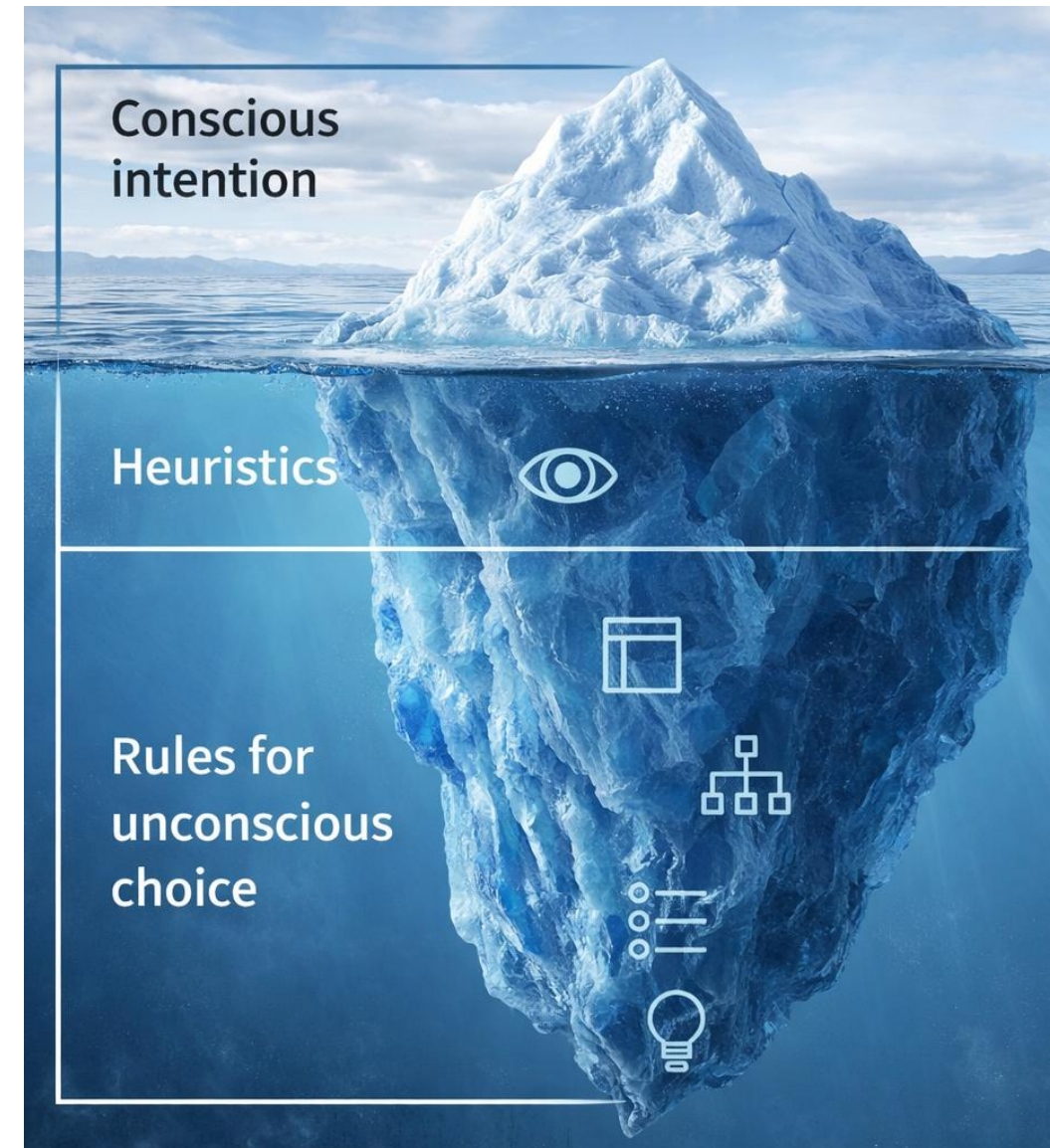
- **Framing:** *“Even with hypnosis, 10% of the problem will still remain. I’m sorry.”* (negativity bias)
- **Priming:** *“I can think of a client that reminds me a lot of you. Would you like to hear her story?”* (social conformity bias)
- **Redirection:** Nurse, *“I’m known for seducing doctors—married men.”* Dan, *“Tell me about a time when that did not work out so well for you.”* (ego-centric bias)
- **Utilization:** Teen, *“I’m not talking!”* Dan, *“That’s okay. I’ll do all the talking. You don’t even have to listen, nor is it necessary to stay awake.”* (reactance)



Salience & Heuristics

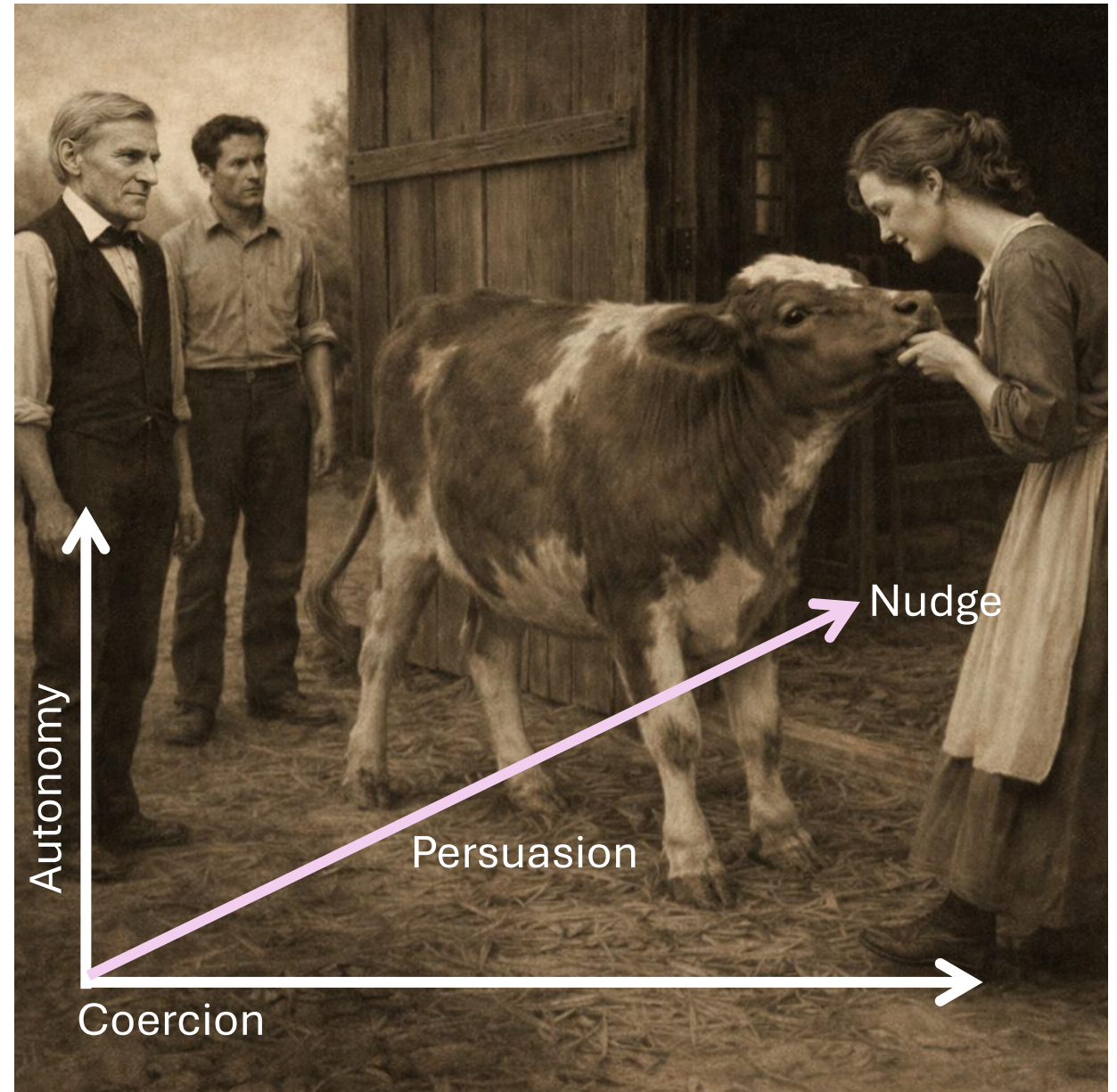
People need to be listening—at an unconscious level.

- Which words or which images will have the greatest salience for a given client?
- **Reactance:** “Are you trying to tell me what I cannot do?” (Defy)
- **Negativity bias:** “Do you really see the danger?” (Beware)
- **Status quo bias:** “Is there a way to avoid change?” (Preserve)
- **Ownership bias:** “Is it my choice, my insight, my solution?” (Value what’s mine)



The Influence Continuum

- May 25, 1862: Emerson called for his son's help and began to push from behind as Edward pulled on her ear.
- **Empowering communication designs opportunity:** ECA reframes influence as shaping the decision context—through framing, priming, redirection, and utilization.
- **Nudge:** The influence is indirect—so adaptive responses become the easiest or most natural selections.



Place Opportunity Within Reach

People need to do something about their problems.

- **Agency precedes transformation:** Sustainable adaptation occurs when individuals experience a challenge that they somehow choose to resolve.
- **Autonomy:** *Permissive suggestion* allows clients to take initiative and own their solutions.
- **Socratic dualism:** Human reality has two dimensions: 1) The body and its physical activity, 2) The soul (psyche) and its internally conceived experiences (hypnotic absorption / expectancy effects).
- Hypnosis provides a staging area for the activities of the psyche and resulting neuroplasticity.



Behavioral Activation

Lead with Humility

All people need respect

- **Choice agnostic:** The choice architect maintains, *“It’s your choice; what fits my values and needs may not fit yours.”* (Relativism: “mental health” is a social construct defined by the dominate culture)
- **Status leveling:** The concept of “resistance” presupposes a subordinate. In contrast, negotiation, cooperation, and goal alignment characterize collaborative partnerships. (support versus authority)
- **Endowment:** Progress is framed as emerging from clients’ own developing skills and insights, so change is experienced as self-generated rather than dependent on outside intervention.



Stop Trying to Change People

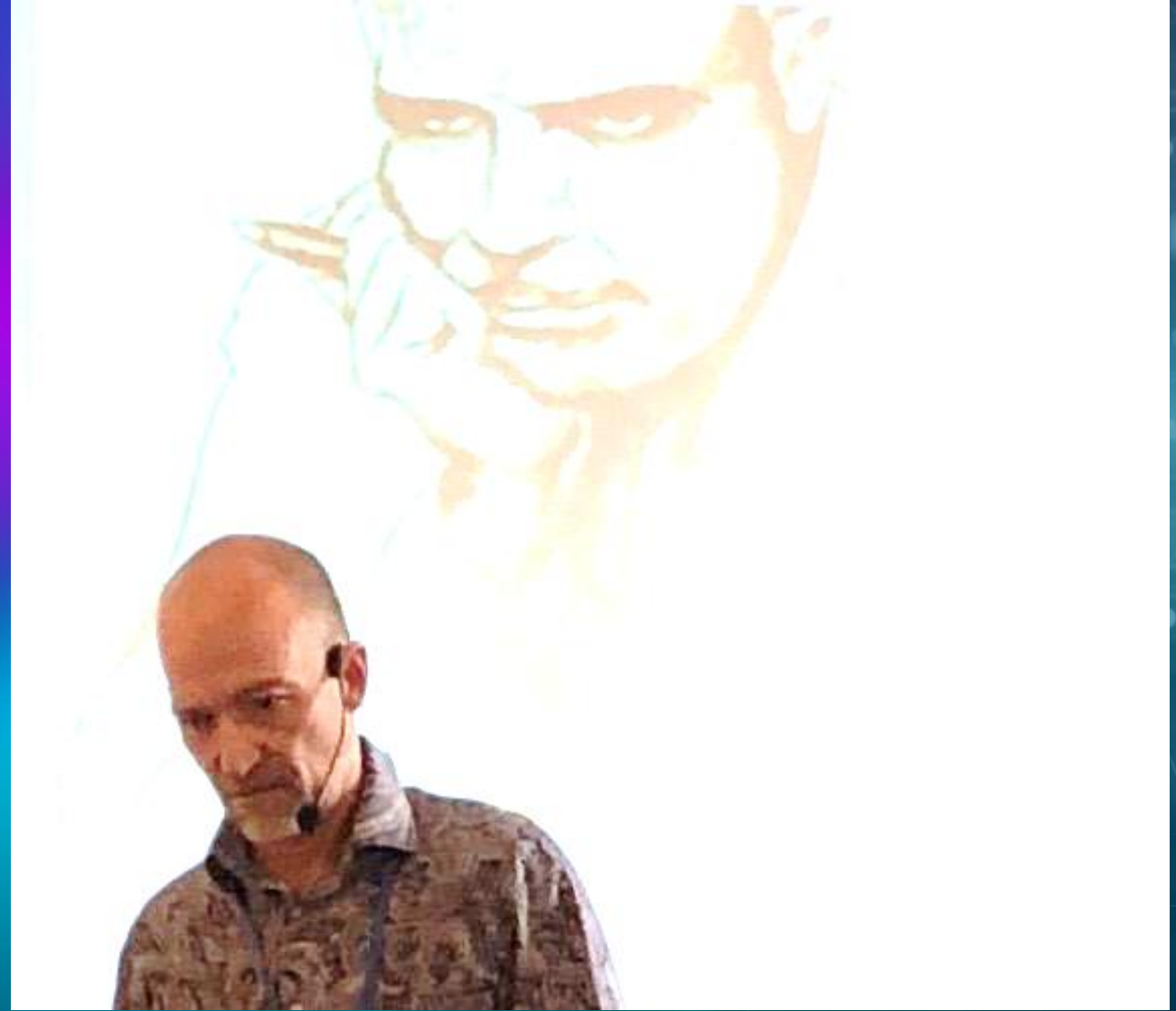
People need to be themselves

- The neighbor asked Erickson, “*How did you know that that horse came from here and was our horse?*” Erickson said, “*I didn't know—but the horse knew. All I did was to keep him on the road.*”
- **Focus on choice not change:** Adaptation is a powerful instinct. People thrive when choice feels available.
- **Choice Architects:** Change is constant. Conversely, adaptation sometimes requires help so that value-aligned options become visible and selectable.



ECA

Q & A



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