

# ERICKSONIAN HYPNOSIS AND BRIEF POSITIVE OUTCOME-ORIENTED PSYCHOTHERAPY

*In recent years, over forty five hundred of your colleagues have attended our workshops, and training programs. They report that the training is unique — that what makes it unique is that it is designed to promote skill and confidence for the trainees — not just to show how well the instructors can do demonstrations.*

AMERICAN HYPNOSIS TRAINING ACADEMY  
1110 Fidler Lane, Suite 1218  
Silver Spring, MD 20910

Dear Colleague,

**THIS TRAINING IS DIFFERENT!** What's different about this training is that my associates and myself are fully committed to teaching. Therefore, the focus is on instructing you to do Ericksonian hypnotherapy well...not just demonstrating how we do it.

**YOU WILL BE TAUGHT** to utilize the generative approaches of Ericksonian hypnotherapy to help clients reduce anxiety, conquer phobias, change problem behaviors, handle difficult relationships successfully, quit smoking, lose weight and more. You will learn to induce hypnotic trance with ease, and to use verbal and nonverbal multilevel hypnotic communication and metaphor to bring about rapid and lasting changes for your clients and for yourself.

**ERICKSONIAN APPROACHES to HYPNOSIS and BRIEF PSYCHOTHERAPY** are a powerful set of clinical interventions with which to promote profound personal growth and achieve therapeutic objectives. The acquisition of these highly effective methods will reinforce your professional expertise, and can have a profound effect on your personal life as well.

**YOUR TRAINING** will consist of lecture-demonstrations and exercises in small groups, where you will practice each of the skills and techniques as they are presented. Immediate feedback from the training staff and your colleagues will enhance your learning experience.

**AS THE OLD SAYING GOES** you can tell a lot about people by the company they keep. You can also tell a lot about therapists by the training they take. When you attend the American Hypnosis Training Academy you'll gain the important skills you need to do effective hypnosis and brief psychotherapy.

**YOU WANT EXCELLENT TRAINING...**this *is* excellent training. We have provided outstanding instruction for more than *thirty* years, and we have more than forty five hundred satisfied trainees who agree.

I'd like to talk to you personally to recommend that you choose this program. Call me if you have any other questions.

Cell: 301-523-5659

Sincerely yours,



Ron Klein, M.C.S., NBCCH  
Certified Trainer, NLP

*P.S. Fill out the registration form on this brochure and return it today to reserve your place for this exciting opportunity.*



Our 33rd  
Year!

## A 60-HOUR CERTIFICATION TRAINING FOR MENTAL HEALTH PROFESSIONALS

### 8 DAYS

November 11, 12, 13, 14  
and  
December 2, 3, 4, 5, 2010

**Presenter:**

**Ron Klein, M.C.S.**  
Certified Trainer, NLP

**Approved Continuing  
Education Provider:**

Psychologists — American  
Psychological Association  
Social Workers — CMR NASW  
Counselors — National Board  
for Certified Counselors &  
National Assoc. of Alcoholism  
and Drug Abuse Counselors

### Why the two, four day weekend schedule?

Since introducing the 2 four-day weekend format, participants consistently show higher levels of comprehension and skill acquisition. More importantly, when they return to their clinical practices, after each weekend, they report the hypnotic and brief therapy skills, techniques and methods they learned are successfully and confidently being put to use with their clients. Also, participants express appreciation for the ease with which they can adjust their appointment calendars to the two-weekend schedule. Finally they report they like our seven and one half hour daily schedule which provides ample time for morning/afternoon coffee breaks and meal periods.

*"It isn't the amount of time. It isn't the theory of psychotherapy. It's how you reach the personality by saying the right thing at the right time."*

**Milton H. Erickson, M.D.**

This **competency-based certification** program teaches **Ericksonian Hypnosis, Neurolinguistic Programming,** and traditional hypnotic approaches. It meets the demand for an in-depth exploration of the phenomena of hypnosis. This comprehensive 8-day program will lead to certification as a practitioner in hypnosis and will move beyond the introductory patterns of hypnosis to advanced applications. Time will be available to develop and refine trance induction skills, to discover resources leading to rapid and smooth behavioral change for yourself and your clients, and to develop the ability to act effectively.

**Hypnosis is one of the quickest** and most effective ways used today to create profound and permanent change. As presented in the workshops, hypnosis does not involve the memorization of the traditional inductions to be "programmed," but rather is an approach to be individualized for each client and utilized creatively to facilitate the desired outcome.

**Hypnosis** is not a new school of psychotherapy. Rather, it is a strategic way of thinking about human change, and of acting in order to make change possible. Its methods are pragmatic and dynamic. Its goals are the resolution of conflict and the enrichment of personal experience. Its principles can be used in any form of therapy.

**The professional value of hypnosis:** These workshops will present fluid, clear models and approaches based on the work of Milton H. Erickson, M.D. and other effective brief therapists. These models will enable you to assess areas of difficulty with precision, and to make interventions that assist clients in resolving their presenting complaints quickly and effectively.

### COURSE WORKBOOK

You'll return to your practice with a free course workbook that will help you put to immediate use the techniques you've reamed. This unique comprehensive reference book, not obtainable elsewhere, reviews major points of the workshop and includes selected supplemental instructional materials.



## THROUGH BEHAVIORAL MODELING AND GUIDED PRACTICE

### YOU WILL LEARN TO:

- Gain rapport verbally and non-verbally and maintain it.
- Effectively induce hypnosis using direct, indirect, and conversational methods.
- Use an individual's already existing response patterns to facilitate rapid and creative change.
- Communicate with precision at the unconscious level.
- Turn inner conflict and resistance into resources for creative change.
- Use voice tones, gestures, and physical contact to elicit desired behavioral responses in others.
- Elicit and utilize hypnotic phenomena such as dissociation, age regression, and time distortion for therapeutic change.
- Learn self-hypnosis and auto-suggestion.
- Use specific techniques for habit control, phobias, and pain management.
- Video tape demonstrations of the work of Milton H. Erickson, M.D. and other effective agents of change will be shown during optional evening sessions.

### STUDY GROUPS

Attendees will also participate in small study groups.

### TRAINER TRAINING

Individuals who demonstrate excellence in hypnotic skills and want to become trainers are invited to apply for the trainer development program.

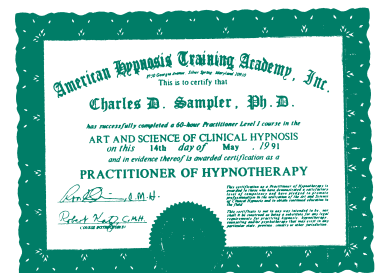
### WHO SHOULD ATTEND

This workshop is designed for and open to mental health professionals with graduate degrees, addiction counselors, and graduate students in mental health programs. Those professionals who want to gain hands-on experience and skill in utilizing hypnosis for therapeutic change can benefit from this workshop.

### CERTIFICATION

A frameable Certificate of Achievement as Practitioner of Hypnotherapy will be issued to those who demonstrate a satisfactory level of competency and understanding. Advanced and Master levels of certification are available upon completion of further training.

**NBCCH** This program meets the training requirements for certification by the **NATIONAL BOARD FOR CERTIFIED CLINICAL HYPNOTHERAPISTS.**



# WORKSHOP OUTLINE

## MAKING SENSE OF HYPNOSIS

### *Traditional and Ericksonian Approaches*

- Defining hypnosis
- The history of hypnosis
- The myths and realities of hypnosis
- Demonstration of classical tests of hypnotizability
- The treatment principles of Ericksonian hypnosis
- Indications and contraindications for the use of hypnosis

## INDUCING HYPNOSIS

### *New Developments in an Old Art*

- Traditional and Ericksonian induction strategies for individuals and groups
- The double induction — the safe method
- Learning to utilize self-hypnosis
- Demonstration of direct, indirect, and conversational method of induction

## HYPNOTIC PHENOMENA

### *Elicitation and Utilization Guidelines*

- Conscious/unconscious dissociation and other dissociative states
- Therapeutic age regression
- Pseudo-orientation in time: age progression
- Time distortion: expanding and contracting the time sense
- Methods of hypnotic pain control

## PATTERNS OF ERICKSONIAN HYPNOSIS

### *Applying the Skills of Precision Modeling*

- Facilitating rapport: pacing and leading
- Gathering high quality information
- Setting explicit, well-formed outcomes
- Accessing resource states
- Future pacing: a new approach to post-hypnotic suggestion

## INNOVATIVE HYPNOTHERAPY

### *Utilizing Hypnosis for Therapeutic Change*

- Facilitating unconscious generative change
- Direct and indirect approaches to symptom resolution
- Individual applications for smoking, weight control, and stress management
- Associational triggers as a tool for personal change
- The art of reframing
- Utilization of metaphor

## LEARNING GROUPS

Competency-based, supervised skill training will be conducted and assessed in small learning groups. Ample time will be provided for case discussion and individual feedback. Peer groups are encouraged to meet between sessions to enable you to further practice and integrate the didactic and experiential training.

**TAX DEDUCTION** A tax deduction is allowed for tuition, travel, meals, lodging as a corporate business expense, or on schedule C for sole practitioners, or on form A as a miscellaneous business expense (2% adjusted gross income exclusion applies). Check with your tax consultant.

# COMMENTS

For additional comments, please visit <http://www.ahtainc.com/ParticipantComments.pdf>

"I strongly recommend. . . They (the workshops) have provided me with the theoretical and practical experience necessary to use hypnosis successfully in a variety of clinical problems."

**Lucy R. Waletzky, M.D., Clinical Asst. Professor, Psychiatry & Ob/Gyn.**

"Training in the experiential based program of Ericksonian Hypnosis has made a very important contribution to the skills I need for working with adolescents and their families. Personal direction, ongoing evaluation of skill development and appropriate feedback enabled me to use hypnosis successfully from the very first days of the program."

**Dorothy G. French, Ph.D., MC.C.**

"You combine the best of the expert and the teacher — and a rare combination it is to be sure. Your training has provided me with greater flexibility in my work."

**M. Jacqueline Saba, Ed. D., Psychologist**

"Training in hypnotherapy with Ron Klein has been a rich experience. In over thirty years of clinical practice I have attended many training sessions. I left most of them with great appreciation of the magical skills of the leader. In Ron's case, however, the emphasis was on our learning, rather than on his charismatic leadership. . . I am using what I learned!"

**Frances L. Seidman, Ed. D., Lic. Clinical Psychologist**

"I am much, much more than satisfied with your course, and plan to come back for more. . . Many thanks to you and your associates for giving me a lot of information, teaching me about many precise techniques and useful attitudes about changing, giving me opportunities to practice what I was learning. . ."

**Peter Bloom, Ph.D., Lic. Clinical Psychologist**

"During the past nine years, I have participated in a wide range of seminars, workshops and training programs. . . your program was the most organized and professionally well-run training program that I have experienced. Your ability to combine theoretical data with experiential exercises augmented the learning process."

**Randy Fiery, M.S.W.**

"I had no idea hypnotherapy was so rich in content and technique. The dedication of the trainer was remarkable."

**Wade C. Esserwein, M.S., Lic. Clinical Psychologist**

"Thank you for the most valuable training experience I have ever had. . . The training has and continues to profoundly affect my work and my attitudes toward life."

**John Overdurf, Certified Addiction Counselor**

"This training provides the most effective tools with which to enhance the art of mind-body healing."

**Gail L. Smith, A.C.S.W.**

"Next to my month with Virginia Satir, this has been the most useful and inspiring seminar I have attended in my career as a therapist. To quote Virginia, 'Thank you for being my partner in change.'"

**Sandee Confare, M.A.**

## CONTINUING EDUCATION - 60 Hours



AHTA is approved by the **American Psychological Association** to sponsor continuing education for Psychologists. AHTA maintains responsibility for the program and its content.

AHTA is approved by the **Maryland State Board of Examiners of Psychologists** to offer Cat. A CE, and by the **New Jersey Academy of Psychology** to offer Cat. 1 CE. 60 hours of CE credit will be issued upon completion.

AHTA is recognized by the **National Board for Certified Counselors** to offer continuing education. It is the responsibility of the provider to abide by the NBCC Continuing Education Guidelines.

AHTA is an approved provider of CE by the **National Association of Alcoholism and Drug Abuse Counselors** (NAADAC #103). Training programs offered by AHTA. have the approval of the **Maryland Addiction Counselor Certification Board**. 6.0 CEUs will be used for C.A.C.s upon completion.

**NASW** — Program approved for 60 Category 1 CE hours for relicensure, in accordance with 258 CMR 31.00. Authorization Number D20,641.

# ERICKSONIAN HYPNOSIS AND BRIEF POSITIVE OUTCOME-ORIENTED PSYCHOTHERAPY

**TRAINING SITE:** Best Western Hotel  
Rockville, MD  
(Metro Wash DC)

**DATES:** November 11, 12, 13, 14 and  
December 2, 3, 4, 5, 2010

**HOURS:** 8:45 am–5:45 pm Daily

**Fee:** \$950 After \$100 instant rebate for the workshop. Included in this fee is the course workbook and other workshop materials. (Student discount 10%). **You can enroll** by phone with your Visa/MasterCard.

**REFUND POLICY:** Payment in full is required with your registration (payment is non-refundable unless written request to withdraw from training is received fifteen days prior to first day of training. After that it can be used as a credit for any other future AHTA program). In the unlikely event that this training is canceled, full tuition refund will be made. AHTA assumes no responsibility for any further expenses incurred by enrollees.

**HOTEL:** Best Western Hotel–Rockville  
1251 West Montgomery Avenue, Rockville,  
MD  
Phone: (301) 424-4940  
Room rates: \$89.00 Single/Double

Make sleeping room arrangements on your own. Please contact the Best Western as soon as possible to make your reservation and to be sure you get the special **\$89.00** rates. Inform the reservations clerk that you are registering for the **American Hypnosis Training Academy** seminar.

*Please call me, Ron Klein, on my cell if you experience difficulty making hotel reservations at the above rate and I'll take care of it personally, 301-523-5659.*

*Nonetheless, make your reservation immediately, and I'll call the hotel to make sure you get the \$89.00 rate. If the Best Western is sold out, they have agreed to help you find a nearby hotel at a comparable room rate.*

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**TRAINER: RON KLEIN, M.C.S., NBCCH**, is a certified Master Hypnotherapist, a Certified Trainer of Neuro-Linguistic Programming (N.L.P.) and a Certified Addictions Supervisor. He has over thirty-eight years experience as a trainer and therapist. Ron has taught courses in Ericksonian Hypnotherapy to health care professionals in a variety of public and private settings, including Georgetown University Medical School, Walter Reed Army Medical Center, The Maryland State Mental Health Department, the University of Maryland, The American Academy of Psychotherapists, The U.S. Department of the Interior, and Virginia Commonwealth University School of Social Work. Ron was for five years the staff hypnotherapist at the Medical Illness Counseling Center, a psychiatric center in Bethesda, Maryland. He is an Approved Hypnosis Instructor and designated Examiner (ACHE).

American Hypnosis Training Academy is a trade name of Ron Klein and Associates, Inc.

Please return enrollment form with address label

11/12-2010

## ENROLLMENT FORM

**To Enroll Online:**

<https://www.regonline.com/ericksonianhypnotherapy11122010>

**To Enroll By Telephone:**

LOCAL (301) 565-0103 FAX (301) 588-9535

TOLL FREE 1 (800) 343-9915 email: [Aims@erols.com](mailto:Aims@erols.com)

**To Enroll by Mail:**

**AMERICAN HYPNOSIS TRAINING ACADEMY**

1110 Fidler Lane, Suite 1218

Silver Spring, MD 20910

Charged or check payable to **AHTA** enclosed.

Please Circle: **VISA** **MASTERCARD** **CHECK**

**AMERICAN HYPNOSIS  
TRAINING ACADEMY**

1110 Fidler Lane, Suite 1218

Silver Spring, MD 20910

EMAIL: [Aims@EROLS.com](mailto:Aims@EROLS.com)

Return Service Requested

Prsrt Std  
U.S. Postage  
**PAID**  
Rockville, MD  
Permit No. 800



CARD # \_\_\_\_\_

EXP. DATE \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

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NAME \_\_\_\_\_ DEGREE \_\_\_\_\_

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WORK PHONE HOME PHONE