

South Shore Hypnosis Center's Train the Trainer Certified Instructor Program

The *Train the Trainer Certified Instructor Program* is designed to train professionals to teach a complete course in basic and advanced hypnosis and self-hypnosis. This course was Developed and is Certified by the National Guild of Hypnotists.

In this Train the Trainer course, the “performance method” is taught gaining hands-on experience by “doing” and interacting with other participants. You will be trained lesson-by-lesson to teach the entire program. There will be discussions, demonstrations, case studies, role play activities, simulations, and application exercises. Participants bring their immediate concerns and goals to each session. The 5-day course includes personalized instruction, homework assignments, the latest research, and extensive practice. After training, graduates will be ready to teach a Comprehensive Course in Hypnosis and Self-Hypnosis for National Guild of Hypnotists Certification and will become National Guild of Hypnotists Certified Instructors.

To thoroughly prepare you for this important advance in your career, you will learn

- How to communicate the knowledge gained in the Hypnosis Course
- How to create a climate for learning that makes even the most obstinate student eager to learn
- How to set objectives for training students
- Ways to motivate adults using recognition, encouragement and approval
- How to teach and evaluate the performance and comprehension of students regarding suggestibility testing
- How to perform and analyze the use of authoritative and permissive induction techniques
- How to teach and judge student performance using the six depth stages of hypnosis
- How to evaluate components for teaching self-hypnosis, including application of the six criteria for formulating action suggestions
- How to diagnose learning needs by asking the right questions
- Factors that affect the success or failure of your training. The nuances of becoming an effective Hypnosis Instructor.

South Shore Hypnosis Center

183 Whiting Street, Suite #5

Hingham, MA 02043-3845

Tel: (781) 749-9050

Fax: (781) 749-4657

E-mail: pat@sshc.net

- Specific techniques to motivate students towards achieving goals, including use of new reinforcement methods
- The specifics of group seminar instruction: scheduling hotel reservations, and confirmations, hotel costs, brochure schedules, profitability, etc.
- The dynamics of Corporate Seminars
- How to advertise, where to advertise, when to advertise ... so that you get results. Direct mail techniques that work!
- And much more...

This program is designed to teach you to teach your students to become successful hypnotists/hypnotherapists. Therefore there are two key components to the course:

1. Ensuring that you fully understand the National Guild of Hypnotists' Core Curriculum so that you can convey this to your students.
2. Giving you skills that you can use in the classroom to convey your materials effectively, so that your students learn how to hypnotize and how to use hypnosis effectively.

The materials that you are given include:

- The full student manual
- A version of the student manual for you to use (with extra information)
- A file of loose leaf documents such as scripts
- A teaching guide
- Recording on CD of a complete TTT training program
- Don Mottin's Mega Marketing program on video
- Richard Harte's Motivation for Hypnotherapists audio tape

Teaching Syllabus

- Communicating hypnotism/hypnotherapy course knowledge
- Creating a climate of learning
- Setting objectives for training students
- Educating adults
- Evaluating the performance and comprehension of students
- Conditions of learning
- Techniques for generating discussion

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- How to access learning needs by asking the right questions
- Group process
- Metaphors
- Feedback
- Supporting students
- Demonstrations
- Learning and training styles
- Training design
- Learning strategies
- Satir categories
- Tasking

Course Schedule:

- Friday, May 1, 2009
- Saturday, May 2, 2009
- Sunday, May 3, 2009
- Monday, May 4, 2009
- Tuesday, May 5, 2009

All classes start at 9:00 a.m. and end at approximately 5:30 p.m.

Your Instructor:

Patricia E. MacIsaac is a NGH Certified Instructor. She is the founder and director of the South Shore Hypnosis Center, and has been in full-time private practice for twenty years. Patricia was named Certified Instructor of the Year in 1995, and appeared on the cover of *Hypnotism*, the quarterly publication of the National Guild of Hypnotists, in December 1993 and March 2007, and was featured in interviews in those editions. She has several awards from the NGH, and has been featured in numerous newspaper articles and has appeared on several radio and television shows.

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Registration Form

Please register me for the Train The Trainer Certified Instructor Program beginning Friday, ,May , 2009.

Enclosed is my check or money order in the amount of \$1,950. Balance before the commencement of the first class.

Name _____

Address _____

City _____ State _____ Zip _____

Telephone: Home () _____ Work () _____

E-mail: _____ Fax: () _____

First name or nickname for name badge: _____

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