



# The Optimum Health Clinic's Hypnotherapy/NLP/Coaching/EFT Professional Training Courses



PROSPECTUS

- **Have you ever wondered what makes human beings function the way they are?**
- **Have you ever dreamed of being able to help people free themselves from their problems?**
- **Are you looking to train with a clinically based training organisation teaching the most cutting edge tools for change?**

**Then our training courses could be for you...**



# Introduction

## About The Optimum Health Clinic



The Optimum Health Clinic, based in Harley Street, London, is a leading edge integrative medicine clinic treating a diverse range of health and psychological issues, with a particular focus on fatigue and stress related conditions. It has a client base ranging from millionaires, celebrities and city traders, to the unemployed and chronically ill.

The clinic is results focused, with a strong emphasis on patient support and development. Its professional training courses grew out of a core problem the clinic was facing – finding exceptional practitioners in its specialist areas who had in-depth clinical training and experience. With this in mind, the clinic’s courses integrate and blend the latest intellectual training and knowledge, with practical hands on work and one-on-one clinical experience and supervision.

Students come with a whole range of needs, from just being fascinated by these fields and wanting to learn and understand more, to wanting to set up their own clinics and model the international success the clinic has been able to achieve, to already successful practitioners wanting to benefit from its immense clinical experience and in house protocols it has developed. The courses cater for this entire spectrum, and have made sure to achieve the highest possible standards at every level. When you train with The Optimum Health Clinic you can be sure that you will be getting the very best training available.

## To truly be able to help others there are several key components:

1. You need to be doing **work on yourself** to have the clarity and perspective to truly help others.
2. You need to have **multi-disciplinary training**, which means that you develop the expertise to help different kinds of people with the whole range of different issues. The Optimum Health Clinic’s courses therefore train people in the most cutting tools out there, whilst also assisting students in developing their own therapeutic style.
3. You need to **be supported and closely monitored as you develop**. Students on the Level 3 training course also have regular small group tutorials where they are nurtured to develop their clinical skills to the highest level.



PROSPECTUS



## Course Faculty

### Alex Howard – Principal



Alex holds a first class degree in psychology from the University of Wales, where he was awarded “Best Student Award” by the British Psychological Society. In addition he has a diploma in advanced clinical hypnotherapy, is a certified Master Practitioner of NLP and life coach. Alex founded the clinic, and is the driving force behind its constant growth and development.

Alex is well known for his approachable style, and ability to take even the most complex ideas and make them easily understandable. Alex is also the author “WHY ME?,” and producer of a number of cutting edge audio programmes, “Learn to Relax” and “The Sleep Inducer.” Alex has been featured in magazines such as Time Out and Company, on radio stations such as LBC and BBC Radio Scotland, and on Channel 4 and Sky 1.

### Anna Duschinsky – Trainer and Head Tutor



Anna is Director of Psychology at The Optimum Health Clinic, where for the past four years she has been responsible for developing the psychology department to its current level of international recognition. Anna holds a degree in linguistics from Cambridge University, numerous qualifications in psychology and mind-body medicine, and is well known for her caring and compassionate style. Anna not only has extensive experience as a practitioner herself, but is also responsible for the ongoing supervision of all the psychology practitioners at the clinic.

### Jim Pirrie – Trainer and External Assessor



Jim holds a first class degree in Engineering and an MBA. He is also certified Trainer of NLP, having trained with Robert Dilts and Judith DeLozier in Santa Cruz, California where it all began. Jim has been running Future Pace, a successful corporate coaching company, since 2001. Prior to that, he held operational management roles in blue-chip companies in a variety of service and manufacturing industries. Jim has additionally been published several times in the Training Journal, the leading UK journal for training professionals.

### Ashley Meyer – EFT Trainer



Ashley works alongside Anna and Alex in the clinic, and is well known for his empathic and giving style. Prior to training as a therapist, Ashley worked for many years in the events industry, before setting up his own very successful events management company InterAct. In addition to being a highly skilful hypnotherapist, NLP master practitioner and life coach, Ashley is also a certified trainer of EFT.



## Specialist Areas

### Hypnotherapy

Hypnotherapy is the use of the hypnosis for therapeutic purposes. This is either through accessing a trance state where we are more in touch with our unconscious mind (which is responsible for controlling most of our behaviours in life) or through being able to change our behaviours in a more conscious state. What is particularly valuable about working with hypnosis is having the ability to use language in a way which can change a person's ongoing experience, either with or without their awareness. Over recent years hypnosis, through mediums such as stage hypnosis, has developed a reputation for being manipulative and misused. The style of hypnosis taught on The Optimum Health Clinic's courses is permissive and empathic, and so although still very powerful, is driven by ethics and compassion.

### NLP (Neuro-Linguistic Programming)

NLP is the science of understanding how people create their experience of the world, and how this can be changed. It was originally created by Dr Richard Bandler and Dr John Grinder in the 1970's, and has been developed by a number of different clinicians and practitioners since that time. NLP effectively provides the tools and processes to work with patients' conscious and unconscious minds. NLP is most famous for its ability to wipe out life long phobias in as little as a few minutes, but it has groundbreaking applications in a whole range of therapeutic areas.

### Life coaching

Life coaching is about finding out where people are, where they want to be, and then helping them create a plan to get there. This provides a much more focused approach to therapy than the more traditional psychotherapeutic model of just looking at someone's past.

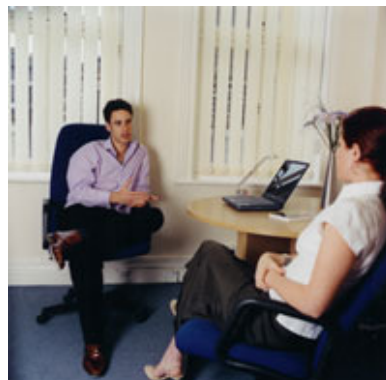
### EFT (Emotional Freedom Technique)

EFT works on the premise that all negative emotion is stored as an imbalance in the energy system. Therefore, by tuning into emotional issues, and then tapping on various acupuncture points, it is possible to help people let go of emotional issues that they have felt trapped by for years.

To be able to help the largest number of people, it is necessary to be experienced in all of these fields... effectively, hypnotherapy provides the communication skills, NLP and EFT the methodology and techniques, and life coaching the attitude and approach. Just as important as all of this is the insight and understanding to really see what is going on with people. Due to their clinical nature, this is a key part of the training style at The Optimum Health Clinic.

### The kinds of issues that students are trained to treat are:

- Stress and anxiety
- Low self-esteem
- Depression
- Confidence issues
- Emotional problems
- Trauma and abuse
- Phobias
- Smoking cessation
- Hypnosis for pregnancy
- Eating disorders
- Fatigue





## Home Study Courses (Comprised of 15 CDs and 3 DVDs)

These Home Study Courses were created to allow those that are interested in the clinics training to experience them from the comfort of their own home, and also to allow the live training courses to begin at a higher level. These courses are not a replacement for attendance at a live training courses, and because of the nature of the field, accreditation can obviously not be given through home study courses alone. However, these courses have proved immensely popular, and feedback has been consistently high.

### Life Coaching (4 CDs)

- Introduction to life coaching
- Secrets to great coaching
- Taking a client history
- Work-life balance
- Wheel of life
- Finding the balance
- The importance of questions
- The 7 coaching questions
- Goal setting

### NLP Level 1 (3 CDs and 1 DVD)

- Introduction to NLP
- NLP history
- Gaining instant rapport
- Pacing and leading
- Representational systems and eye patterns
- Creating an anchor
- Current state-desired state pattern

### NLP Level 2 (4 CDs and 1 DVD)

- The meta-model
- Belief systems
- Strategies
- Submodalities and food cravings
- The swish pattern
- Phobias

### Hypnosis (4 CDs and 1 DVD)

- Myths about hypnosis
- What hypnosis really is
- Stress states and healing states
- The 3 Keys to hypnosis
- My friend john induction
- Advanced language patterns
- Metaphors
- Anaesthesia
- Arm levitation

**These courses are £105 each, but discounts are available when purchased together. In some instances, fees paid towards these courses can be used as credit towards Level 1 Training.**

**Please visit [www.HomeStudyPsychology.com](http://www.HomeStudyPsychology.com) for more information**



## Level 1 Training

### (Includes Certified NLP Practitioner and EFT Level 1)

This course is open to the general public, and covers applications for therapy, business and teaching, with a strong emphasis towards personal development. The course is comprised of a total of 42 hours of class time (including six days of live training). To undertake this course, students must have studied the clinics "Home Study Psychology" courses, comprising of 15 CDs and 3 DVDs of materials. This training integrates the teachings in the Home Study Psychology courses and takes students learning and application to a much higher level.

#### Weekend 1

- Introduction
- Overview of course
- Introduction to hypnosis
- Key hypnosis patterns
- Creating an anchor
- Current state-desired state pattern
- Representational systems and submodalities
- Removing people's addictions to foods using submodalities

#### Weekend 2

- Understanding different personality types using The Enneagram
- How to begin to see what is really going on with patients
- Taking a full client history and how to challenge the clients limiting patterns at the same time
- Reframing – how to communicate in a way which will minimise objections and resistance
- Introduction to de-hypnosis—a groundbreaking technique developed at the clinic
- Understanding how to use The Enneagram alongside de-hypnosis to start to work with patients core blocks to moving forwards in their life

#### Weekend 3

- Understanding the deeper communications of emotions and symptoms
- How to open up communication with emotions and symptoms in a transformational way
- Introduction to "parts" work
- How to work with "parts" in a way which has lasting effects
- Fully certified Level 1 EFT training

**This course is accredited by The Association of NLP (ANLP), one of the UK's largest NLP accrediting bodies, and The Association for the Advancement of Meridian Energy Techniques**



## Level 2 Training

### (Includes Certified NLP Master Practitioner and EFT Level 2)

The course runs over seven weekends, with the emphasis towards learning to work with others in a therapeutic context, in addition to working with oneself. The course is made up of 84 hours of class time (including the seven weekends of live training). To enrol on this course, students must be a certified NLP Practitioner and Level 1 EFT Practitioner.

#### Entry point 1

##### **Module 1: Advanced Clinical Hypnosis (April)**

- Suggestibility tests
- Advanced Milton Model hypnotic language patterns
- Metaphors for unconscious change
- Arm levitation
- Anaesthesia

##### **Module 2: Stress/Anxiety (May)**

- The structure of stress, anxiety, and panic attacks
- The latest techniques for modelling people's stress and anxiety patterns
- Advanced work using De-hypnosis – a groundbreaking technique developed at the clinic
- Applications to M.E./CFS, weight loss, confidence, depression, etc

##### **Module 3: Life Coaching (June)**

- Qualities of a great coach
- Coaching questions
- Meta-programmes
- Values alignment

- Term break -

#### Entry point 2

##### **Module 4: Addictions (September)**

- How to understand what is really going on behind someone's addiction
- Treating weight issues in a way which works long term
- Smoking and aversion therapy
- Advanced parts work and core transformation

##### **Module 5: Working with Emotions and Trauma (October)**

- Timeline therapy
- Belief reimprinting

##### **Module 6: EFT Level 2 (November)**

- Full certified Level 2 training

##### **Module 7: Integration and Business Skills (December)**

- The opportunity to practice doing a breakthrough session (an intensive form of therapy)
- The secrets of building a highly successful practice on a shoe string budget



## Level 3 Training (Includes Advanced Diploma in Clinical Hypnotherapy, NLP, Life Coaching and EFT)

This course is specifically for those who are looking to set up practice as a therapist, and so includes the components necessary to have full professional insurance and to join the most reputable organisations. This course is made up of 10 supervision sessions, 7 evening tutorials (carried out by conference call for those travelling to our courses internationally), and various pieces of written work.

### Supervision sessions

Supervision sessions are the cornerstone of Level 3 training. They involve working with real life clients under the supervision of one of the clinic's practitioners. We find these to be an invaluable source of learning as they provide essential development in the following areas:

- Learning to see beyond the surface level of a client to the real issues that are going on
- Practicing pulling together the techniques learnt in Levels 1 and 2, and learning to work with more than one technique at a time
- Developing and understanding your own style of working with people
- Developing the experience so that at the end of the programme you really feel ready to set yourself up in practice

### Tutorial sessions

Tutorial sessions are designed to discuss and develop practical application of the tools learned on our trainings. In addition to discussing issues coming up when working with patients, these sessions are also spent developing the material covered in the main course lectures by watching films of real client sessions filmed at the clinic for the specific purpose of this course. We have found these video sessions to be an invaluable addition to the live demonstrations at the course for several reasons:

- When watching a film it is possible to pause/rewind and discuss the key moments of therapy
- Because the sessions are filmed in a real clinical environment in the clinic, it is possible to discuss and understand what is going through the therapist's mind at each moment
- They show what happens in the real world, rather than in a standard demonstration – you will see the practitioner (often, but not always Alex Howard) use a number of different processes in one session, in response to the individual needs of the patient.

### Written work

Students are also required to complete 10 book reviews and 10 case studies. Each of these should be around one page of A4 long. The purpose of these is not so much as to test academic abilities, but to ensure students' learning and integration of the material being learned on the course.

**This course is accredited by the British Institute of Hypnotherapy. This is one of the very few organisations in the UK which insists upon clinical experience, and for this reason is also one of the most reputable organisations.**



## Overview of our Courses

### What makes our courses unique?

- The student to teacher ratio – due to the heavy emphasis on clinical skills, our courses are deliberately kept smaller than in many other courses available
- The real clinical experience, working one-on-one with real patients under the supervision of highly experienced clinicians
- Students are given recordings of all sessions, meaning that reviewing of the course can be done at any time. It is also recommended that students use these recordings to support their ongoing learning
- The integration and amalgamation of many different leading edge approaches
- Being taught advanced study skills, which supports learning and makes assignments much easier to complete

### Assessment Criteria

- Attendance at ninety percent of the course (recordings are freely available in case you do miss a session)
- Completion and adequate performance at all stages of the course (if necessary elements can be redone)
- Demonstration of appropriate personal development and attitude throughout the course (in some cases one-on-one sessions with an appropriate practitioner may be necessary)

### Feedback from previous delegates of our courses:

To view some video feedback from previous course participants, please visit [www.TheOptimumHealthClinic.com/training](http://www.TheOptimumHealthClinic.com/training)

"Alex's style of training is a highly creative and flexible blend of all the tools and techniques he has picked up along his journey. He has not only cultivated this style but blended it to perfection for every level of student."

- Kimberley Jasper. Certified NLP, hypnotherapy and time-line therapy practitioner

"The course was brilliant, the people that I met were great and I wouldn't hesitate to recommend the course to anyone. Once again thank you for all your help, you are truly and testimony that age is just a number, keep on inspiring."

- Daniel Okunlola. Loan Markets (The Royal Bank of Scotland)

"A few words to say thank you for a great weekend. Your motivation, inspiration and your passion for what you are doing is fantastic to watch. I was impressed by the amazing number of qualities you portray. You have a great gift in passing on knowledge in such a fun and enjoyable way that you made it seem effortless. "

- Murette O'Rourke. Luxembourg

Thank you for another good weekend , I am really finding the course valuable and very practical and I like your style of therapy. Many thanks

- Tamsin Barks. Certified NLP Trainer

"This is one of the best courses I have attended in all my time in management. Alex's command of the subject and ability to communicate it is of the highest quality. I feel that a window has been opened wide and I can see how to more easily and enjoyably realise all my personal and business plans and ambitions. The knowledge and skills I have learned will transform my relationships with clients, staff and suppliers, as well as my family and friends. I thoroughly recommend this course."

- Glynn Gratrix. Regional Director, Priority Management



## Course Dates and Fees

### Level 1 (Includes NLP Practitioner and EFT Level 1)

Course fee: £1750 + VAT (significant early booking and patient discounts are available)  
This course runs twice a year in January/February/March and June/July over three weekends.  
Please contact us for the latest dates.

### Level 2 (Includes NLP Master Practitioner and EFT Level 2)

Course fee: £3150 + VAT (significant early booking and patient discounts are available)  
We run a modular system where students can join the course at two points in the year, April and September. This course runs over seven weekends spread over a ten month period.  
Please contact us for the latest dates.

### Level 3 (Includes Advanced Diploma in Clinical Hypnotherapy, NLP, Life Coaching and EFT)

Supervision sessions: 10 x £90 per session (£900 in total, this is either including VAT, or VAT exempt, depending upon your supervisor's VAT status). This is paid directly to your supervisor and is therefore charged at the standard rate for a one hour session in the clinic.  
Supervision sessions (the final of which is the final assessment for the course) should ideally be completed within 24 months of starting Level 2 (but there is flexibility with this depending upon personal circumstances).

### Venue: The Optimum Health Clinic, Head Office and Training Centre, 25-27 Bickerton Road, London, N19 5JT



Our training courses all run from our Head Office and Training Centre (which is separate to the clinic), based in North London (nearest tube Archway). The venue is an extremely beautiful and supportive space, complete with fully equipped kitchen, showers, and comfy sofas.

### Class sizes

Because of the clinical emphasis of the course, we deliberately keep group sizes small, with a maximum of 25 students being in any one year group. We always have as a minimum one assistant or trainer for every six students.





## Practical Information

### Payment Details

Due to small group sizes, fees are non-refundable. However, if due to personal circumstances once having started the course you need to defer to a different course, this can usually be arranged.

### Information on Professional and Career Development Loans

Professional and Career Development Loans are bank loans that can be used to help pay for work related learning. You can borrow between £300 and £10,000 to help support the cost of up to two years of learning (or three years if it includes one year's relevant unpaid practical work). The Young People's Learning Agency will pay the interest on the loan while you are learning and for one month afterwards. The loan can be used to pay course fees or other costs such as travel and living expenses. You can also use the loan to supplement other forms of support such as grants or bursaries. Because the Professional and Career Development Loan is a commercial loan product, they should only be considered as an option once all other student funding options have been investigated. For further information on financial assistance to support your learning, please visit [www.direct.gov.uk/adultlearning](http://www.direct.gov.uk/adultlearning) or contact Careers Advice on 0800 100 900. Our learning provider registration number is: 12240.

### Application Process

To apply for a place on one of our training courses, please first complete the application form and contract on the following pages. You will then be called by Alex Howard (Course Director) to arrange an interview which can either be face to face or by telephone. Our primary requirements for accepting students onto our training courses are:

1. To demonstrate appropriate life experience
2. To have good communication skills
3. To have the academic abilities to keep pace with the academic components of our courses (our courses are more experiential than academic in nature, but obviously basic skills are required in this area)

### Complaints Procedure

In the event of any grievance or complaint, please first bring it up with Alex Howard or one of the assistants on the course. If the issue has not been resolved satisfactorily, issues can also be discussed with our various governing bodies.



## Application Form

First name: \_\_\_\_\_ Surname: \_\_\_\_\_

Name you wish to be called if different: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Tel home: \_\_\_\_\_ Tel work: \_\_\_\_\_

Mobile: \_\_\_\_\_ E-mail: \_\_\_\_\_

Sex: \_\_\_\_\_ Date of birth: \_\_\_\_\_

Current occupation: \_\_\_\_\_

What do you hope to get from the course?

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What do you feel your strengths are with regard to the course?

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What are the areas you think you most need to develop?

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What relevant previous experiences/qualifications do you have?

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Do you have any history of mental illness?

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## Contract for Course Applicants

Once fees are paid they cannot be refunded in the event of a cancellation on your part; this is because we run small group trainings with limited spaces; if you take up a space and cancel, no one else will be able to fill it once the course commences. We also reserve the right to change the venue to another one within London at any stage.

The clinic reserves the right to terminate your training at any point if it is felt it is not appropriate for you to continue (this is highly unlikely and has never happened before, but is a necessary and standard condition when training candidates to become members of a healthcare profession. An example of such an incident would be violation of another student's confidentiality). Your fees will not be refunded.

As part of our ongoing support and assessment of a candidate during the course, we may recommend that individuals seek therapy outside of the course to assist in their development.

If you agree to the above conditions please fill in and sign the following declaration.

I \_\_\_\_\_ understand that once I pay my fees to the clinic and supervisors they cannot be refunded, and agree to the above conditions.

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Date)

The Optimum Health Clinic,  
Head Office and Training Centre,  
25-27 Bickerton Road,  
London,  
N19 5JT

0845 226 1762