



Welcome to the
National Hypnotherapy Society

www.nationalhypnotherapysociety.org

“Every profession needs a central point of excellence to act as a signpost for guidance and support.”

Jacqui Godfrey
Therapist

**THE NATIONAL
HYPNOTHERAPY
SOCIETY**

Welcome to the National Hypnotherapy Society

We are a Learned Society whose primary purpose is the advancement of the knowledge of hypnotherapy and the fostering of professional hypnotherapy expertise through training, accreditation and continued professional development of our members. Today, alongside our sister organisation in counselling we have over 9,000 members.

We seek to contribute to public wellbeing both through the use of hypnotherapy and by ensuring that hypnotherapists are safe, competent and ethical in practice.

We're a non-profit professional association and hold an Accredited Register of hypnotherapists which is recognised by the Professional Standards Authority.

We have a unique ethos. We're member led, which means that our members have a proper say in the fundamentals of policy, including direct referendums on key issues.

Our members are our expertise - so instead of a top-down, dictatorial approach we learn from our members' experience and ensure that all members have a voice. In addition we form a wide variety of partnerships and working relationships with organisations that can help us grow and become better at what we do. We get our members involved in helping us make the changes we need. It's a virtuous circle - the more members participate, the more we grow, and the more in turn we can support them.

Our belief is that hypnotherapy is not best seen as a complementary therapy, but rather, taken seriously as a psychological therapy alongside counselling and psychotherapy. We support and promote hypnotherapy and hypnotherapists, offering a wide variety of benefits to our members and training providers. We also play a role in ensuring that the best interests of the clients of hypnotherapy are protected. We acknowledge that we have a duty of care to the public.

We acknowledge and encourage the diversity, creativity and range of training options that currently exist in our profession.

We seek to involve, encourage and work in partnership with our members at all levels - we believe this is the only appropriate way of running a hypnotherapy organisation.

We treat members as individuals and work hard to ensure that we retain a personal touch with members even as we continue to grow at a rapid pace. Our application processes are straightforward and sensible, designed to assess whether you're safe, competent and ethical to practice. We want to support you in your practice and professional development, in whatever form that takes.

We attract many members who work solely as hypnotherapists, as well as those who are utilising hypnotherapy as part of a wider approach. Many of our members choose to belong to us as their sole professional body, and some choose to belong to us as well as another body in order to support our ethos and the way we view hypnotherapy as a valuable talking therapy.

Please read on and see the many benefits you could gain from being an HS member. We'd love to welcome you to our friendly yet professional organisation. We invite you to join your voice to ours.

We hold an **Accredited Register**

The Accredited Register programme was set up by the Department of Health, and is administered by the Professional Standards Authority who are an independent body, accountable to Parliament.



Hypnotherapists on our register, also known as registrants, (i.e. our Registrants, Accredited Registrants, and Fellows) will be able to display the Accredited Register quality mark, as a sign that they belong to a register which meets the Authority's rigorous standards.

The programme was created to ensure that the public are able to choose safe, ethical and competent professionals for their health and social care needs. The programme provides assurance on the standards of Accredited Registers,

and is the best way to promote quality within the field of Hypnotherapy.

Clients of hypnotherapists should now only choose a practitioner who belongs to a register which has been vetted and approved by the Authority.

Accreditation means that The National Hypnotherapy Society has met the Authority's demanding standards in the following areas: governance, setting standards, education and training, managing the register, providing information, and complaints.



"We are very pleased to accredit The National Hypnotherapy Society's register of hypnotherapists. Bringing hypnotherapy professionals into a broad framework of assurance is good for patients, service users and the public and is the best way to promote quality. The programme offers enhanced consumer protection to anyone looking for hypnotherapy services, and gives hypnotherapists the opportunity to demonstrate their commitment."

Harry Cayton CBE
Chief Executive of the Professional Standards Authority

'Patients need to know that health professionals are properly qualified and safe to practise. But statutory regulation is not always the best way to achieve this and in some cases could create costly red tape without making care safer. [Health and social care practitioners] can now voluntarily apply to join a register which is then independently assessed and approved. We encourage employers and patients to choose practitioners who have done this.'

Department of Health

Recognition by a Unique and Flexible Approach to Membership and Accreditation

We believe that membership of a professional association is essential as it gives confirmation of your professional standing to both your peers and clients - and gives you a voice in the future of our profession.



In recognition of the different 'life stages' of a hypnotherapist we offer the following levels of membership, with a Society member being either a Registrant or a Non-Registrant.

The Society clearly maps its Registrant grades against the Ofqual qualification framework - a detailed explanation of which can be found on the Society website. Registrants are listed on the Societies Accredited Register and can be any of the following:

Registrant Member (MHS)

A practitioner who has met the standards for registration.

Accredited Member (MHS Accred)

A practitioner who has met the standards for Registrant membership, and has further qualifications and/or experience.

Fellow Registrant (FHS) A practitioner who has met the standards for Accredited membership and has significant further experience and qualifications.

If you do not meet the criteria for registration, we offer Non-Registrant membership (who are not listed on our website) and can be:

Associate Member A non-registrant member with initial hypnotherapy qualifications which are not yet sufficient for registration and who is working towards registration.

Student Member A non-registrant member who is on a training course to become a hypnotherapist.

Companion A non-registrant person who wishes to maintain an association with the Society unconnected with professional practice.

Honorary Fellow (HonFHS) This Special Award may be given to individuals who have made a significant contribution to the Society or the profession of hypnotherapy.

Full details can be found on our website: www.nationalhypnotherapysociety.org



Reasons to Join

First and foremost, we seek members who agree with our ethos, who support hypnotherapy as a vocation, and who wish to join a growing professional body with a high level of member satisfaction and personal support. The HS can offer you a wide range of benefits, such as those below. You're welcome to contact us any time to discuss becoming a member.

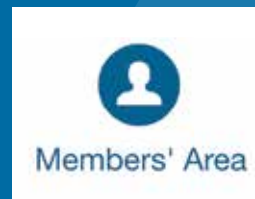
NUS Extra

As a student member of the Society you can apply for the NUS Extra Card to get exclusive discounts.



Insurance

The Society has negotiated with an insurance provider to offer all HS members preferential rates.



Cylix

Cylix currently offer all HS members a 10% discount on Cylix online courses.



Dedicated members area of the website

All members have access to the members' area of our website - which is full of information to help and guide you.

Routledge

Routledge offers all HS members a 20% discount on all products when purchased through their website.

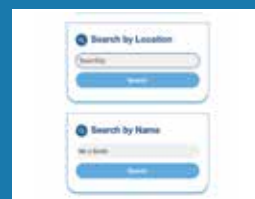


Monthly members' newsletter

All members receive a newsletter via email each month. Members are welcome to write articles and share news.

Sage Publishing Discount

SAGE are delighted to be offering 30% off selected titles exclusively for HS members.



Use of Society literature

Members can request Society literature to share with their networks, including: Society pens, Society Leaflets & Society Posters.

CPD Workshops/Courses

The Society produces an annual calendar of workshops across the UK which are specifically run for members. You will find a variety of topics that you can use as part of your Continuing Professional Development (CPD).



'Find a hypnotherapist' listing

All registrants will have an individual listing on the website which members of the public can search. Registrants will be able to add information to their listing.

Using the Society Logo

Registrants are eligible and encouraged to use the Society logo and the Accredited Register Quality Mark logo.

Social Media presence

The Society is active on social media with over 9,000 likes on Facebook, growing every week. You can also find us on Twitter, LinkedIn and YouTube.

Private Practice

The National Hypnotherapy Society is well known for supporting and encouraging hypnotherapists in private practice. The Society is actively invested in helping all our members build a successful private practice, if this is the route for them. Many members find the benefits to their private practice alone are worth the price of membership.

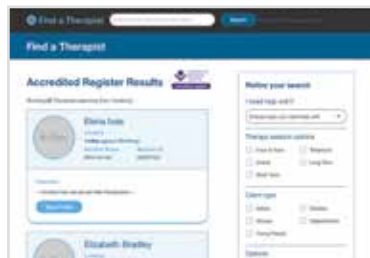
Social Media & PR

With over 9,000 likes on Facebook and active engagement across the social media and PR spectrum, the HS invests in our members' private practice. We run campaigns direct to potential clients to ensure a high number of enquiries come through to our members.



'Find a hypnotherapist' listing

All registrants will have an individual listing on our website. In 2016 we launched a new, more responsive hypnotherapy directory which has delivered even more results. Our Accredited Register is actively promoted by the HS as a place to search for a safe and competent hypnotherapist. We regularly advertise to the public on our members' behalf.



Marketing - Grow My Practice

FREE for Members of the National Hypnotherapy Society, the Grow My Practice Programme is full of support, tips, resources and tools to make marketing your practice easy, ethical and effective. Grow My Practice also offers National Hypnotherapy Society members 25% off all of their support services.



Build a Practice Workshops

'Grow Your Practice - How to Set Up & Grow an Ethical Therapy Practice' is a workshop that is run across the UK for our members. It covers marketing advice and practical tips on how to grow a successful private practice. Alongside this workshop the Society produces an annual calendar of courses across the UK for members, covering a variety of topics which could benefit you in your private practice and can be used as part of your Continuing Professional Development (CPD).



TV and Video Campaigns promoting you

We are the only professional hypnotherapy organisation to have created an approved TV campaign to promote our members to the public. You can view our TV ads on our Social Media pages. This is a direct investment in seeing our members succeed and is unprecedented in the field. We will continue to look at ways to promote our members to the public through mainstream campaigns.



Our central ethos is to work with other organisations and training providers in a framework of mutual respect and support. We're happy to admit that we can learn from other organisations which have a wide range of expertise and experience which are of great benefit to the Society and our members. We don't dictate our policies or standards - we listen, share and work together because we're stronger as a result.

"We consider The National Hypnotherapy Society to be an excellent training partner. We have always believed that developing excellent clinical skills training, along with professional and ethical standards, is vitally important for the advancement of professional clinical hypnotherapy. Here at HypnoFocus training we recognise the important contribution the Society plays in advancing the profession. Gaining accredited register status underlines the Society's commitment to excellence. Here at Hypnofocus we have the same high standards and have a process of continuous improvement so our students can be assured of the highest levels of training. Having our courses accredited by the Society underlines our commitment to quality training.

The National Hypnotherapy Society website contains a range of articles and resources that our students really value. We know that they receive excellent support and guidance when they join and our students speak very highly of the service they receive. The emphasis the Society places on ethical and reflective practice and the importance of continual professional development fits very well with us as a training school."

HypnoFocus

"We are delighted that part of our training programme is accredited by the National Hypnotherapy Society whose governance has been assessed by the Professional Standards Authority. The accreditation process was very professional and of a high standard. Everyone that we have worked with has been friendly, helpful and organised. We have had and continue to have a positive collaboration. The National Hypnotherapy Society and its team of excellent staff are proactive in promoting good practice as well as keeping its organisational and individual members up to date with relevant news as well as offering a

broad mix of interesting CPD events throughout the year. Our students and graduates provide us with excellent feedback about their experiences with the National Hypnotherapy Society. They feel they have joined a Society that supports them and provides high quality service."

Avy Joseph, Principal.
The College of Cognitive Behavioural Therapies

"The Northern College of Therapeutic Hypnosis Ltd (NCTH) was established in July 1999 and was founded to meet the need for a private Hypnotherapy training college that sets the highest possible standards in education and ethics. The focus of the college is to promote the safe use of Clinical Hypnosis, NLP (Neuro Linguistic Programming), and Psychotherapy through its training courses.

Since starting in 1999 we have valued our accreditation status with the National Hypnotherapy Society for both our Clinical Hypnotherapy and specialised mental health and palliative care courses. Over the years we have developed beneficial working relationships with the National Hypnotherapy Society staff and our students value being able to contact individual staff with specific queries in regard to their membership and the benefits it offers.

The criteria set by the National Hypnotherapy Society ensure our training delivery and assessment meets the recognised occupational standards required within the profession. Quality of training is of key importance to us as are professional ethics and our association with the Society and the support they offer enables us to further develop our training provision to the highest standards."

Christine Blessing, Course Director.
The Northern College of Therapeutic Hypnosis Ltd

"It is important for our School that our accrediting body reflects our own ethics and values, and as an independent body with a register that has been accredited by the Professional Standards Authority, the National Hypnotherapy Society was the natural choice for us.

The process of applying for accreditation for our Diploma in Clinical Hypnotherapy was straightforward, and we found it valuable in itself as an added external check for the structure and content of our course. The Society have helped and supported us over the last few years to ensure that our high professional standards are consistently maintained, and any new training requirements are included, which helps to give us peace of mind that the courses we provide are the very best for our students."

School of Clinical and Neurolinguistic Hypnotherapy

"The National Hypnotherapy Society's register was the first hypnotherapy register to be accredited by the Professional Standards Authority, which shows the commitment that the Society have to our profession. During our application, we had regular contact with the team making the process simple. Once our Diploma course had been approved, we were given the opportunity to write an article to be included in the monthly Newsletter which is emailed out to all of their members – introducing the Hampshire School to the members.

The National Hypnotherapy Society keep all of their members up to date with CPD training and offering their members discounts and the notice board is a great place to provide further training to members."

Hampshire School of Hypnotherapy

Organisations we are proud to collaborate and work with

We recognise the importance of supporting a variety of organisations in the key role they have to play within the development of our profession. We are proud to have a wide variety of organisations that we collaborate with.

- We are always alert to how we can improve - with our members in mind. We collaborated with Suzy Lamplugh Trust. The Society worked on a joint project with Suzy Lamplugh Trust to produce guidance on personal safety for both clients and therapists. Suzy Lamplugh Trust draws upon has many years of experience in the area of personal safety and we approached them for guidance. The resulting guidance leaflets are published on our website and training dates are shared with our members.
- As an early signatory of the Memorandum of Understanding on Conversion Therapy. The Memorandum of Understanding recognises that efforts to try to change or alter sexual orientation through psychological therapies are unethical and potentially harmful. It sets out an agreed framework to tackle the issues raised by the practice of conversion therapy in the UK. Supported by the Department of Health, the organisations signed up include professional associations, voluntary regulators, NHS England and campaigning groups. They recognise a shared commitment to protecting the public from the risks of conversion therapy.

Memorandum to protect transgender and asexual clients and patients.

• Since achieving accreditation with the Professional Standards Authority we have played an active part in supporting the development of the Accredited Registers programme. We take part in PSA's meetings and events and ensure that our members are kept up to date with progress and improvements. We were delighted to be asked by the Professional Standards Authority to share our own experiences at their 2016 seminar and pleased to be included in their 2015 Accredited Register report. Our Chief Executive was asked by the Authority to share her knowledge and experience of the Accredited Register programme with the Director of the School of Public Health, from the Chinese University of Hong Kong.

- The Clinic for Boundaries Studies are considered to be experts in the area of professional boundaries and conduct. Members of our team have attended some of their training days and we promote their CPD courses to members. We consider them an excellent resource to contact for guidance if required.

We continue to work with representatives from the other signatories on developing the



What Our Members Say

The Society is proud to have members ranging from students and newly qualified hypnotherapists, to experienced and senior practitioners. We enjoy welcoming members from a wide variety of backgrounds, training routes and experiential pathways. We aspire to be not just a professional body, but a professional home. And we acknowledge that our members are our expertise.

'I have always been impressed by the standard of experience and knowledge of their team'

"As a voluntarily regulated profession, hypnotherapy can be a minefield to negotiate for anyone wanting to train, obtain accurate information, or find a practitioner.

A really important aspect of any therapy is professionalism and ethics and in my opinion The National Hypnotherapy Society as a professional register is second to none in this respect. The Society provides a strong and achievable code of ethics which means that not only can therapists clearly adhere to these codes which are based on legal compliance and professional best practice, but also that clients can safely choose a Society registered therapist knowing that the therapist has reached certain standards of training and practice.

I have been a member of the Society for several years now. I have contacted them on several occasions to enquire about ethical and professional issues. I have always been impressed by the standard of experience and knowledge of their team, which goes beyond experience in hypnotherapy into wider fields of professional therapeutic practice as well. This I think is vitally important. Anyone who has trained in hypnotherapy quickly understands that it is not a stand-alone therapy, but has many crossovers with counselling, psychotherapy and psychology."

Lorna Cordwell has been in professional practice as a hypnotherapist and psychotherapist for over 25 years. She practices in London (Harley Street) and York, as well as teaching therapists and supervising therapists. She has a Masters Degree in methods of psychological research specialising in hypnosis.

Lorna Cordwell



'Friendly, helpful, approachable and, above all, professional'

"I have been a member of the National Hypnotherapy Society for over 10 years, and during this time I have found them to be friendly, helpful, approachable and, above all, professional"

Joanna Taylor



'Very proud to be a member of such a professional organisation'

"I have been a member of the National Hypnotherapy Society for over 15 years and I am very proud to be a member of such a professional organisation.

I have seen the society grow and develop greatly over the years and find the CPD days they promote, their therapists directory and their newsletter to be very valuable to me as a working therapist.

I look forward to many more years of being supported by them."

Karen Ferguson



'I am finding the HS a happy home to be in'

"I haven't been a member for a long while but I am finding the HS a happy home to be in. Their attention to the detail of each applicant is carried out with an eye for the standards and an eye for the person. Each member is treated with the values of thoughtfulness and understanding. Each and every enquiry is attended to with consideration for the person enquiring and with respect. The Hypnotherapy Society reflects the core values of the therapeutic world in a way that engenders communication.

Any issues are transparently dealt with in such a way as to attend to the detail whilst still holding the big picture. This can be daunting when managing a large membership. The clarity of communication regarding standards agreed by the Professional Standards Authority, is second to none. Some organisations make it into a complex process, the National Hypnotherapy Society has made it a very clear step by step process anyone could understand.



'I regularly find working with The National Hypnotherapy Society provides guidance, practical support and advancement in my knowledge base'

"Every profession needs a central point of excellence to act as a signpost for guidance and support. The National Hypnotherapy Society offers such a service for Students, potential Clients looking for a reputable Therapist or other governing bodies such as Private Health companies.

The National Hypnotherapy Society has evolved over the past 10 years and has grown significantly in members. They have provided excellent support in looking at new legislation, new therapies, and regularly providing a winning formula which allows therapists to be part of a greater community.

It is always worth tapping into any training that may be offered, as this helps to grow your clinical practice and enhance your skill set, especially if you are working in private practice. Being a Therapist can sometimes feel isolating at times, however with the support of The Society, this means you are never far from someone who is able to help, or provide guidance.

If you are considering membership of an organisation, then it would do you good to talk to the team at the National Hypnotherapy Society offices. They will work with you to help you understand the process and guide you along the path of accreditation. No question is too small or too big. If they don't have an answer there and then, they will go away and find out and then and only then, when they have the facts, will they respond to you."

Hugh Quigley

I have been a Therapist for 15 years now, and have been working out of an NHS Surgery for over 10 of those. I regularly find working with the Society, provides guidance, practical support and advancement in my knowledge base, which is invaluable in my clinical practice. There are many professional bodies out there but none are as pro-active, or as highly regarded as The National Hypnotherapy Society.

Long may it continue to develop and grow..."

Jacqui Godfrey

- ✓ Friendly and Welcoming
- ✓ Support our vocation
- ✓ Our Members are our Expertise
- ✓ Nationally Recognised
- ✓ Listening and Networking
- ✓ Accredited Register
- ✓ Gain More Clients
- ✓ Affordable Fees
- ✓ A host of benefits

Connect with us today!

www.nationalhypnotherapysociety.org

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 @hypsoc

 @hs_media1

Terms & Conditions

All information in this brochure was correct at the time of going to press. The National Hypnotherapy Society cannot guarantee that your membership application will be successful. For a full explanation of our membership criteria, visit our website at: www.nationalhypnotherapysociety.org