

# therapeutic ⊕ coaching

Course Prospectus



“The style of training is a highly creative and flexible blend of all the tools and techniques the team picked up along their journey's. They have 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, I can't imagine my life now without these new perspectives, 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 the trainers portray. You all have a great gift in passing on knowledge in such a fun and enjoyable way that you made it seem effortless.”



Marette O'Rourke

Luxembourg





# Introduction

In development since 1998, the Therapeutic Coaching model integrates key principles of hypnotherapy, psychotherapy, NLP, life coaching, EFT and mindfulness. The groundbreaking 18-month certification programme has been running since 2005 and is accredited by the Complementary Natural Healthcare Council (CNHC), British Institute of Hypnotherapy (BIH) and Association for the Advancement of Meridian and Energy Techniques (AAMET).



The programme supports students from a range backgrounds, including those who are making a career change and are new to the area, along with those who have been working in the field for many years such as psychologists, psychotherapists and psychiatrists. Students are trained to work with the many issues one would expect to see in normal practice, from confidence issues and anxiety, to low mood and phobias.

Founded by Alex Howard, Therapeutic Coaching has been at the basis of the psychology approach at The Optimum Health Clinic (OHC) since its inception in 2003, and has evolved through OHCs working with thousands of patients in over 40 countries. Despite being underpinned by the latest developments in psychological theory, the therapeutic coaching model is very much grounded in the real world of clinical practice.



## About The Optimum Health Clinic

The Optimum Health Clinic is an award winning (CAM Magazine “Outstanding Practice Award”) integrative medicine clinic with a specialism in the diagnosis and treatment of ME, CFS and Fibromyalgia along with CAM (complementary and alternative medicine) based approaches for optimizing health, relaxation and generally well-being. The clinic’s team of over twenty practitioners has supported thousands of patients with M.E./C.F.S./Fibromyalgia in over forty countries around the world.

In early 2013 Alex Howard gifted ownership of The Optimum Health Clinic to registered charity The Optimum Health Clinic Foundation to help support its on-going research agenda. In November 2013, OHC team launched its plans for a full randomised controlled trial at the House of Lords and the following year was recognised in the parliamentary review. Research to date has been published in *British Medical Journal Open*, *Psychology and Health*, *Medical Hypothesis* and a number of journals. An ongoing research programme is currently underway in conjunction with University of Surrey.







# About Our Courses

Students come to our courses for a whole range of reasons - from those who are simply fascinated by these fields and want to learn and understand more for their own development, to those aiming to set up their own clinics and model the success The Optimum Health Clinic has been able to achieve. The course also appeals to established practitioners who want to benefit from the team's immense clinical experience and benefit from the in-house protocols it has developed.

Where most training colleges focus exclusively on theory and what we call "skills development," we believe this is only one aspect of what it takes to be a truly effective practitioner. We define the 'Three Keys' to becoming an effective practitioner - and thus the key aspects of an effective training programme - as self-development, skill development and clinical development.

# 1 Self-development

The best practitioners speak with a level of confidence and sincerity that comes from walking the path themselves. This in no way means they have to have experienced everything their clients might wish to work on, and it also doesn't mean that a practitioner has to be free from any emotional issues (there would be no practitioners working if that was the measure!). Yet the integrity and authenticity that comes from a practitioner who is on an active journey of self-development themselves is something that clients can feel and which engenders trust. We strongly encourage and support students' self-development throughout the course and believe it is at the heart of everything.

# 2 Skills development

The therapeutic coaching model integrates a powerful blend of tools from a number of disciplines. Our training is more than just the sum of the parts. We support students' learning and integration through a combination of teaching sessions, practical sessions with other students, Q and As, learning journals and homework assignments. We also record all sessions as we go along, ensuring that if you miss anything or want to review you can do so easily. In addition to this, we actively encourage students to repeat the live modules again after they have completed their initial year, and this is something that students value greatly - and continually report to be central to their deepening understanding of the materials.



# 3

## Clinical development

Knowing how the therapeutic coaching model works in theory is one thing. Being able to use it effectively in the real world with a diverse range of clients is something else. Our own work at The Optimum Health Clinic over the last 15 years, and the thousands of clients who we have either worked with directly or supervised our practitioners to work with, has made very clear the vital difference that this level of clinical skill makes in the effectiveness of therapy. The training course, therefore, places a very strong emphasis on developing students' clinical skills, to ensure that they are truly equipped to work with clients when they complete the course. At level 3, students work with real-life patients under live observation, review filmed sessions and analyse and discuss in these tutorials, and write reflective case studies. They also receive direct feedback and guidance from the training team and tutors. We believe that this focus on clinical development sets the course apart from any comparable training, and we see it as being absolutely crucial to your long-term success as a practitioner.



# Course Faculty



**Alex Howard BSc (Hons)**

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 is also Founder and CEO of The Optimum Health Clinic and responsible for its ongoing leadership and vision.

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?,” numerous online programmes along with a number of academic papers in publications such as British Medical Journal Open and Psychology and Health. Alex has been featured in magazines such as Time Out and Company, on radio stations such as LBC and BBC Radio Scotland, and TV channels such as Channel 4 and Sky 1.





## **Anna Duschinsky MA (Hons)**

TRAINER AND COURSE TUTOR

Anna was the founder Director of Psychology at The Optimum Health Clinic, where for ten years she was responsible for developing the psychology department to its current level of international recognition. Anna holds a degree in Languages and Linguistics from Cambridge University, and has numerous qualifications in psychology and mind-body medicine. Throughout her career she has trained extensively with some of the best teachers and trainers in the world in Coaching, NLP, Hypnotherapy, EFT and many other disciplines, and is a certified Trainer of NLP. She has been training on the practitioner programme for the last ten years and played a crucial role in the development of the Therapeutic Coaching model.



## **Emma Johnson BSc (Hons), MBPsS HypCert**

TRAINER

Emma has an honours degree (BSc) in Psychology and Counselling, and has undertaken further postgraduate training in psychotherapy and counselling. Emma has over 20 years experience in public, private and voluntary sectors working with survivors of abuse, mental health service users, young people and people living with HIV and AIDS. More recently Emma developed a passion for the new cutting edge methods broadly termed Energy Psychology and Brief Solution-Focused Approaches. To further this passion, she has gained qualifications and experience with EFT, NLP and hypnotherapy. Emma is committed to working with everyone as an individual, and supporting them in finding their own path to transformation. Emma brings an unrivalled level of experience of the tools being taught in extreme environments in the real world and is deeply passionate about the potential within all of us change.



# Specialist Areas

To be able to help the largest number of people, we need the most diverse toolkit possible. The Therapeutic Coaching model draws on the following areas:

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## Hypnotherapy

### WORK WITH THE UNCONSCIOUS

Hypnotherapy is the use of 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. 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 our programmes is permissive and empathic, and so although still very powerful, is driven by ethics and compassion.



# Psychotherapy

## UNDERSTAND THE PAST

The term psychotherapy is derived from Ancient Greek psyche (ψυχή meaning "breath; spirit; soul") and therapeia (θεραπεία "healing; medical treatment"). Over one thousand therapeutic tools have been classified under the banner of psychotherapy, we focus on key psychotherapy models such as those created by Freud and Jung, with a strong emphasis towards how they can be used to shape a deeper understanding of one's self and their clients. Without understanding the impact of the past, it is difficult to live in the now and to create a happy future and so we see psychotherapeutic maps and tools as a crucial part of our wider toolkit.

# NLP (Neuro-Linguistic Programming)

## THE USER MANUAL FOR YOUR BRAIN

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 further 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.



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## Life Coaching

### CREATE YOUR FUTURE

Life Coaching is the process of finding out where people are in their lives in the current moment, where they want to be, and then helping them create a plan to get there. Providing a more solution oriented model than traditional psychotherapy, Life Coaching is a crucial tool in ensuring that changes are not just theoretical, but have clear actionable plan in the clients daily life.

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## EFT (Emotional Freedom Technique)

### HEAL YOUR PAST

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 issues that they have felt trapped by for years. EFT is a particularly powerful way to work with past memories which have been undigested and so hold us back from living our real potential.

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## Mindfulness

### LIVE IN THE NOW

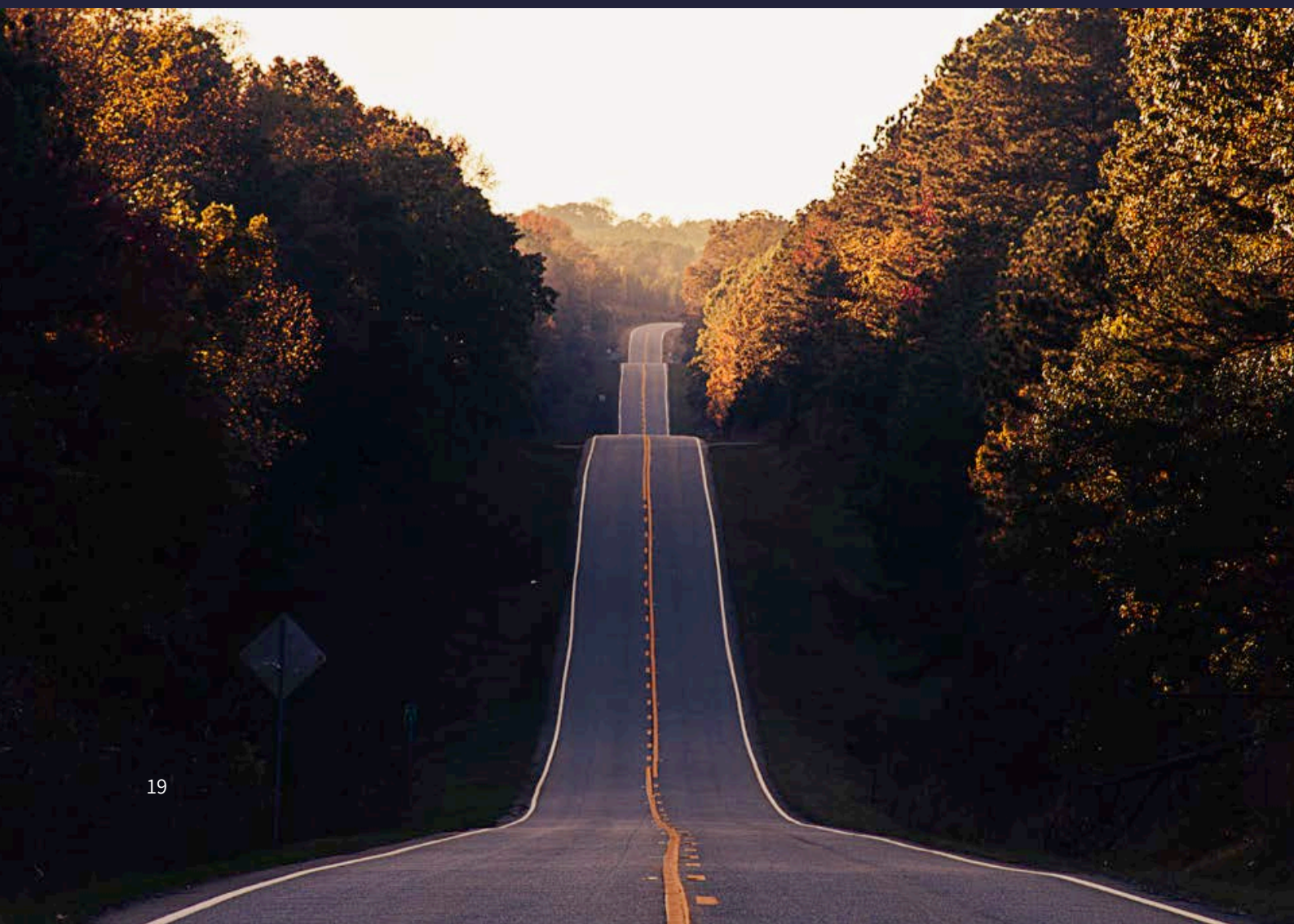
The practice of mindfulness is about learning to hold our attention present to this moment and what is immediately in front of it. Drawing on elements of non-secular meditation practice, we support students in learning to train their mind to concentrate and be present. This is invaluable not just as a therapeutic tool to make available to clients, but also for one's own clarity and attention as a practitioner.

Working with the powerful toolkit, you will be able to support people with a wide range of issues, including:

- **STRESS AND ANXIETY**
- **LOW SELF-ESTEEM**
- **DEPRESSION**
- **CONFIDENCE ISSUES**
- **EMOTIONAL PROBLEMS**
- **TRAUMA AND ABUSE**
- **PHOBIAS**
- **SMOKING CESSATION**
- **HYPNOSIS FOR PREGNANCY**
- **EATING DISORDERS**
- **FATIGUE**

# 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 therapy and personal development. The course is comprised of a total of 42 hours of class time (including six days of live training). To complete this course, students must also have completed various home study materials (included free with the course).



## Weekend 1: NLP Core Skills

This first weekend is an introduction to the key principles and skills of NLP. Day one covers how to approach the course, and what it means to be a therapist. It also touches on the theory and practice of the Person-Centred therapeutic approach, which fits closely with the NLP model of the therapist-client relationship.

Day two introduces students to the fundamentals of Ericksonian hypnosis, and the principle of submodalities – two of the cornerstones of all NLP work.

Techniques include:

- NLP Core Principles and Skills
- Introduction to Hypnosis
- Submodalities and Submodality cross-over pattern

## Weekend 2: Core NLP Processes

Weekend two builds on the core NLP skills to give students an understanding and experience of two fundamental NLP processes for creating change – Parts Integration and Anchoring.

Techniques include:

- Parts Integration Process
- Bringing together submodalities and states
- Anchoring
- Current State - Desired State process

## Weekend 3: EFT Level 1

This weekend is an introduction to Emotional Freedom Technique (EFT) in which students will learn how to use EFT on their own issues and on others' as a precursor to the EFT Practitioner Training at Level 2. The weekend covers the background to the approach, as well as the basics of the EFT process and some simple techniques for applying EFT in common situations.

Techniques include:

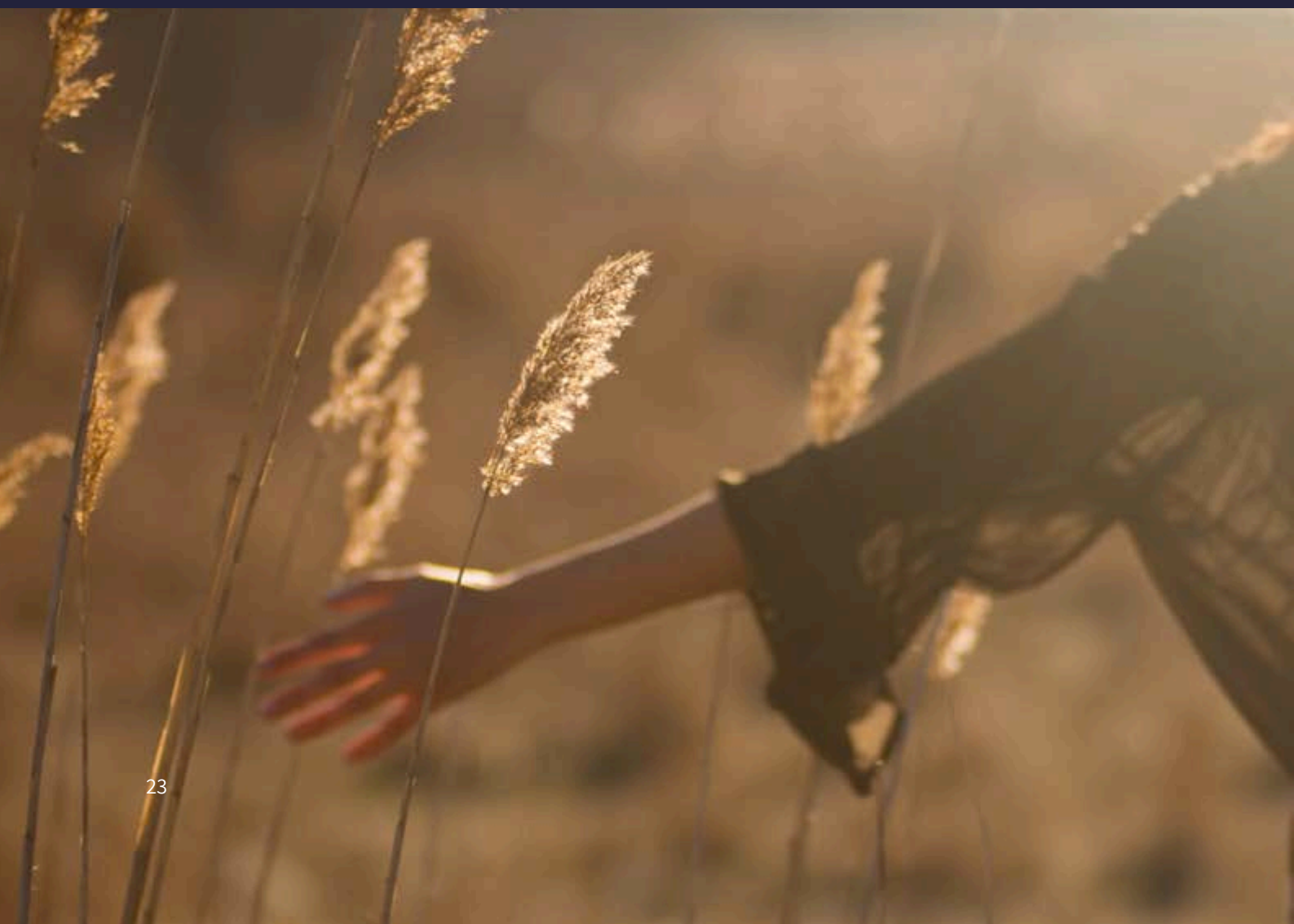
- The Movie Technique
- The Personal Peace Process
- EFT for addictive cravings
- EFT for physical discomfort and pain





# 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 91 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 (i.e. have completed our Level 1 course or equivalent elsewhere). There are two entry points to Level 2, either in April or September.



## Level 2 Training

# Entry Point 1

## Weekend 1: Working with Unhelpful Thoughts

This first weekend of Level 2 explores our conscious thoughts, beliefs and how to challenge them. It touches on the Cognitive Behavioural Therapy principles which underpin this model, and demonstrates how this has been developed into an NLP-based technique which the The Optimum Health Clinic has pioneered for the treatment of anxiety and stress-related issues. Day two is an introduction to Mindfulness and how to incorporate a Mindfulness approach into the treatment of anxiety-thinking.

Techniques include:

- The Standing Stop process
- Sitting Stop
- Presence Process

## Weekend 2: Coaching Skills

This weekend looks at the core skills of the Coaching model. We focus on developing the language skills to create change - exploring powerful models of questioning, and developing fluency with the Meta Model reframing approach - a key NLP skill. We investigate how to apply this conversational 'Re-framing' technique to change beliefs, as well as giving some insight into the extraordinary therapist on whom this model was based – Virginia Satir.

We then go on to develop a core Coaching toolkit, giving students the skills to identify areas of conflict for clients - and how to approach such conflicts - as well as Coaching techniques to create life balance and coherent, achievable goals.

Techniques include:

- Meta programmes
- Values elicitation
- Neurological levels alignment process
- Wheel of life
- Goal setting

## Weekend 3: Advanced Hypnotic Language Techniques

This weekend focuses on deepening students' knowledge and experience of hypnosis, and developing confidence with the more advanced Ericksonian language patterns and techniques. It also explores how to develop and use metaphor and story therapeutically, in the context of hypnotic trance.

Techniques include:

- Advanced language patterns
- Arm levitation
- Working with metaphor
- Anaesthesia



Level 2 Training

# Entry Point 2

## Weekend 4: Introduction to Psychoanalysis and Exploring the Unconscious

The weekend gives a brief introduction to the Psychoanalytic model – touching on Freud and the neo-Freudians amongst others. An understanding of these models can give the therapist clues as to where to ‘look’ for the roots of a presenting issue, and inform their approach to working with it. One aim of the weekend is to help students to think more broadly about the issues that their clients present with, and to understand the more unconscious ‘layers’ of those issues.

The weekend also demonstrates how and why NLP approaches have developed out of these originating psychotherapeutic schools of thought – and how to integrate the principles of these original models with the NLP tools we now have for treatment. On Day two we introduce students to a great example of this; Symbolic Modelling is an NLP tool developed by Penny Tompkins and James Lawley which allows the practitioner to support clients to explore these unconscious patterns and layers in a simple and powerful way.

Techniques include:

- Psychoanalytical tools
- Symbolic Modelling

## Weekend 5: Developmental theory and Timeline work

Following on from Weekend 4's exploration of the roots of a presenting issue, Weekend five gives an overview of the key theories of early childhood development and looks at the impact of the early years on the later behaviour and emotional issues.

We then introduce students to a key NLP approach for working with the early roots of an issue – Timeline Therapy and Belief Re-imprinting. Drawing upon the principles and skills acquired to this point, students learn to work with the idea of Timeline – a theory of how we store and access memory – in order to change beliefs and long-held emotions or symptoms.

Techniques include:

- Time line therapy
- Belief Reimprinting



## Weekend 6: EFT Level 2

This weekend focuses on building on students' skills with Emotional Freedom Technique. We introduce students to new processes and approaches with EFT, enabling them to work with a broader and more complex breadth of issues.

Completion of this weekend is a requisite for, and the starting point of, EFT Practitioner Certification and accreditation with AAMET, the Governing Body for EFT. Please note that this module is three days long to allow us to meet the AAMET accreditation requirements.

Techniques include:

- EFT for trauma
- EFT for phobias
- Palace of Possibilities

## Weekend 7: States and Practice Day

This weekend covers working with core states as a means to transformation. The concept of core states draws on the Transpersonal models of psychotherapy – and on many spiritual traditions, which we will explore briefly before teaching the NLP process of Core Transformation for emotional healing.

Day two is a full practice day, with the opportunity for each student to run a full ‘real-life’ client session with a fellow student, with observation and feedback at the end of the session from the tutor. This is a great chance for students to try out their skills in an observed setting, and is good practice for the Live Observations that are required at Level 3. The day also gives the tutors a further chance to assess the progress of the students and identify any areas that need support.

Techniques include:

- Core Transformation



# 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 ten live observation sessions with a course trainer, twelve evening tutorials (carried out by video conference), as well as numerous written assignments.



## Live observation sessions

Live observation sessions are the cornerstone of Level 3 training. They involve working with real life clients under the supervision of one of the trainers. 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 truly feel ready to set yourself up in practice

## Tutorial sessions

Tutorial sessions are designed to be an opportunity to discuss and develop the students' 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. In the tutorial these sessions are dissected and analysed for points of language and technique, as well as themes and approaches. Each student is asked to present their own analysis of specific sections of the session, and the group discuss the key themes and relevant approaches to dealing with the presenting issues.

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 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 ten book reviews and ten case studies in total - 3 of each are completed at Level 2 to demonstrate sufficient skill and learning to move on to Level 3. 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 allow students to demonstrate knowledge of the different approaches and their aptitude at integrating and applying the different approaches. It is also a chance for the students to show their capacity to reflect on their own learning through the course, and to demonstrate their grasp of what is needed to develop a healthy therapeutic relationship with a client.



# Application, assessment and accreditation

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## Application Process

To apply for a place on one of our training courses, please first complete the application form and contract (at the end of this prospectus). You will then be contacted by one of the training team to arrange a telephone interview to help us assess your suitability, and also to answer any questions you might have. 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)

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## Assessment Criteria

- Attendance at ninety percent of the course (recordings are freely available in case you do miss a session), including all EFT sessions;
- 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).

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## Accreditation

The areas covered by our courses are self-regulated, and we have made every effort to work with the best governing bodies available, specifically focusing on organisations that insist on clinically based training. The EFT elements of our courses are covered by AAMET (Association for Advancement of Meridian Energy Techniques). Our Level 3 course is accredited by the BIH (British Institute of Hypnotherapy) and CNHC (Complementary Natural Healthcare Council). Upon completing Level 3 you will have a Dip.Clin.Hyp.NLP.COACH.EFT. These qualifications allow you to get full professional indemnity insurance.



# Course Fees

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## Level 1

£1750 + VAT

Includes NLP Practitioner and EFT Level 1

\*significant early booking discounts are available

This course runs twice a year in **January/February/March** and **June/July** over six days. Please contact us for the latest dates.

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## Level 2

£3150 + VAT

Includes NLP Master Practitioner and EFT Level 2

\*significant early booking 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 £125

This is paid directly to your supervisor and is therefore charged at the standard rate for a one-hour session. 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). Supervision sessions can be commenced once you have started Level 2.

## Tutorials

£125

for 6 x 1 hour group supervisions (run via conference call)

You need to complete two sets (one for EFT and one for the rest of the course).

## Accreditation

for the EFT element of the course, there is also a charge of £15 for the AAMET online exam, and a charge of £50 for marking case studies. Please note we reserve the right to adapt the course content and trainers at our discretion. This is primarily when the course evolves and we update content to reflect the latest refinements in our model.

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 free of charge.



# Scholarship Programme

After a number of requests from promising students who were otherwise unable to afford to attend our training programme, in 2010 we created our popular scholarship programme. Scholarships result in a 40% concession on Levels 1 and 2.

Scholarship places are limited, and can be applied for by anyone. Acceptance is at the discretion of Alex Howard. Special consideration will be given to those that can demonstrate how they believe participating in the training will facilitate their own personal development/healing, have a strong desire to help and work with others, and/or who are constrained from participating due to financial circumstances.

To apply, please contact us with a short explanation of why you would like to do the training (bearing in mind the above criteria), and why you feel that a scholarship place would make a difference for you.



# Practical Information

## How do we support you?

We place a strong emphasis on supporting our students right through the training process. From the moment you commit to joining the programme, to qualification and beyond, our priority is ensuring you have the help and assistance you need. Some of the ways we do this are:

- The student to teacher ratio - due to the heavy emphasis on clinical skills, our courses are deliberately kept smaller than in many other courses to ensure you have the attention you need;
- Course Tutor - one of the trainers on the course also takes the role of Course Tutor for each intake. The tutor is there to guide and support students throughout their course journey. They work hard to create a relationship with all students, and to have frequent contact during and outside of the course at key points - such as the start, the end of Level 1 and of Level 2 and entry to Level 3. The tutor is there to deal with any practical as well as pastoral issues that may arise for students on the course.
- 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;



- You will keep a learning journal throughout the training process, allowing us and you to track your progress and identify any periods where you might be struggling and need some additional support;
- We constantly encourage you to use the tools you are learning to support yourself, which is a key ingredient anyway in being an effective practitioner.

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## Venue

Our training courses are all run from our The Optimum Health Clinic head office and training centre based in North London (nearest tube Archway). The venue is a beautiful and supportive space, complete with fully equipped kitchen, showers, and comfy sofas.

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

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## Class size

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 eight students.

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## Complaints Procedure

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

