

ERICKSONIAN APPROACHES TO HYPNOSIS AND BRIEF PSYCHOTHERAPY

"After 35-plus years in private practice and many, many workshops and seminars, this program was *by far* one of the most challenging, provocative, and rewarding I've ever attended."

John Wortley, D.Ed.

Licensed Psychologist

**25th anniversary
celebration!**

*call to speak to Ron Klein
personally and take an
extra \$50.00 off!*

AMERICAN HYPNOSIS TRAINING ACADEMY, INC.
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. As one of our students says:

*"Without a doubt, in these days of managed care, insurance
constriction and the need for immediate treatment results, the
AHTA training is invaluable."* Toby Brandt, M.S.W., LCSW

YOU WANT EXCELLENT TRAINING... this *is* excellent training. We have provided outstanding instruction for more than *twenty* years, and we have more than three thousand 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.

Toll free: 1 (800) 343-9915 • Local calls: (301) 565-0103

Sincerely yours,



Ron Klein, CAAC, 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.*



A 60-HOUR CERTIFICATION TRAINING FOR MENTAL HEALTH PROFESSIONALS

8 DAYS

November 11,12,13,14

AND

December 2,3,4,5, 2004

presenter:

Ron Klein, C.M.H.

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

"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.



The image shows a spiral-bound workbook with a white cover and a blue spine. The cover text reads: "An Eight Day Certification Program in Ericksonian Techniques for Mental Health Professionals" and "AMERICAN HYPNOSIS TRAINING ACADEMY, INC." at the bottom.

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.

SUPERVISION

The American Hypnosis Training Academy provides group and individual supervision in the Washington, D.C. Metropolitan area and other parts of the country.

TRAINER TRAINING

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

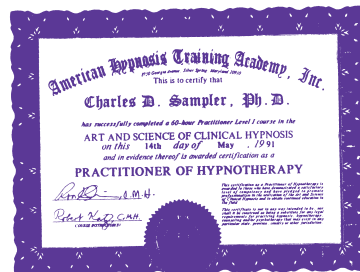
WHO SHOULD ATTEND

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.**





AMERICAN HYPNOSIS TRAINING ACADEMY, INC.

1110 Fidler Lane, Suite 1218, Silver Spring, Maryland 20910

(301) 565-0103 * (800) 343-9915 * Fax (301) 588-9535

ERICKSONIAN APPROACHES TO HYPNOSIS AND BRIEF PSYCHOTHERAPY

SPECIAL TUITION: \$800.00

Thank you for your interest in our training programs. The next **60-HOUR TRAINING IN ERICKSONIAN APPROACHES TO HYPNOSIS AND BRIEF PSYCHOTHERAPY** is scheduled for the dates shown on the enclosed brochure.

REBATE: Participants can attend this training program for **\$800.00 (a saving of \$100.00 off the current \$ 900.00 registration fee)**. Please indicate that you are eligible for the special fee by cutting out and enclosing the \$100.00 rebate coupon included with the brochure.

REGISTER EARLY: You are encouraged to *enroll today* because available seats for our seminars fill rapidly. Also, make your hotel reservation for both weekends immediately.

The Ericksonian Approaches to Hypnosis and Brief Solution Focused Psychotherapy has wide recognition as an extraordinarily effective development in the mental health field. This training program is based on and teaches the client-centered values, principles and short-term interventions identified with the late Dr. Milton H. Erickson. These Ericksonian hypnosis & brief solution-focused approaches provide clinical methods that produce lasting therapeutic change. **You will learn brief solution-focused procedures for dealing with phobia, PTSD, anxiety, and other problem behavioral or emotional issues. Also, included are procedures for pain management and the treatment of substance abuse, quit smoking and weight control.**

The program also includes the therapeutic language patterns, the parts model, and the reframing techniques associated with the work of Virginia Satir. Additionally, the course incorporates many dynamic methods taken from the work of a number of other short-term psychotherapists such as Bill O'Hanlon, Robert and Mary Goulding, Jay Haley and H.D. Johns. **These methods are remarkably valuable when working with individuals, couples or families and other relationship issues.**

In recent years, over four thousand 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.

Why the two, four-day weekend schedule? We are often asked that question by people who have seen our brochures. Back in 1981-82, we presented this program a few times as a continuous series. After those early trials, we decided on our current two 4-day weekend design. Since introducing the 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.

That's why we promise your training in two four-day weekends with three to four weeks in between for you to practice back in your office. 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 and meal periods.

Why NOT six days of training in a row? Because trying to absorb 60 hours of instruction and develop therapeutic skills in six, very long 12-14 hour days without adequate breaks leads to exhaustion and overload. To quote a participant who attended another program, *"A thirst for knowledge doesn't mean I want to drown under Niagara Falls!"*

Participant evaluations rate American Hypnosis Training Academy program above 95 out of 100 consistently. The AHTA training is based on the work of Milton H. Erickson and other client centered, outcome oriented and brief solution-focused master psychotherapists. If you would like to read more of what our graduates have to say about the quality of the course, call me and I will send you a document with dozens of additional letters and comments from participants.

My commitment is to give you one of the best training experiences of your career. You will find this program both exciting and challenging. Moreover, your efforts will be rewarded well into the future as you add the skills and techniques of the Ericksonian Hypnosis & Brief Psychotherapy approach to your clinical repertoire.

Register by mail, phone or FAX. Our voice mail and FAX are 100% confidential. Therefore, you can safely leave your name as it appears on your credit card, your charge card numbers and the expiration date when you enroll by phone or FAX. This training is often over-subscribe. ***Enroll today to reserve your place.*** Call toll-free (800) 343-9915 or locally, (301) 565-0103.

Sincerely yours,



Ron Klein, Certified Trainer

Fill out the registration form in
the brochure and return it today
to reserve your place for this training

P.S. Please feel free to call to speak to me personally. I'll gladly answer your questions, tell you more about the program, and explain why I think you and your clients will benefit from training in Ericksonian Hypnosis & Brief Psychotherapy.

Mr. Ron Klein
American Hypnosis Training Academy, Inc.
1110 Fidler Lane, Suite 1218
Silver Spring, MD 20910

Dear Ron:

I'm writing to give you and your staff a heartfelt thank you for a "Four Star" Course!! I am a physician, psychiatrist and psychotherapist who had treated patients, taught courses and attended teaching conferences and seminars for 35-40 years. I am a Professor of Psychiatry at Temple Medical School and Hospital in Philadelphia.

Your course is, by far, the best organized, best taught, best conceptualized course I have ever attended. The eight full days of training were loaded with a beautiful syllabus, a well thought out and available literature complemented by an outstanding balance between lectures, demonstrations, tapes and films and practice sessions for us as participants.

I learned an immense amount due primarily to you and your choice of participating staff. Your enthusiasm, expertise, humor and professional competence left us all with a remarkable enlivening and deeply educational experience. I wish more of my medical colleagues could take advantage of your training. I'll be back for Level II and etc., etc., etc. until I learn all you have to share.

Thanks again,



John R. Benson, M.D.
Professor of Psychiatry
Temple Medical School and Hospital

REBATE COUPON	
\$100.00	\$100.00
This coupon reduces your tuition for the Ericksonian Approaches to Hypnosis and Brief Psychotherapy Training	
Full Fee	\$900.00
Less Rebate	<u>\$100.00</u>
Your Cost	\$800.00
American Hypnosis Training Academy, Inc. 1110 Fidler Lane, Suite 1218 Silver Spring, MD 20910	

Mr. Ron Klein
American Hypnosis Training Academy, Inc.
1110 Fidler Lane, Suite 1218
Silver Spring, MD 209100

Dear Ron,

This is an outstanding training program. Some of the features that stand out for me are: your deep respect for persons, and vast range of experience. I liked the teaching learning method – explanation, demonstration, practice with and without coaching.

I was impressed with the high caliber of participants and enjoyed the associations.

Since my psychological awakening came many years ago through transactional analysis, your background and understanding of transactional analysis helped me to integrate the new material with previous knowledge.

The eight day program divided into two segments contributed to my learning.

From my perspective, this was a training program that gave me my money's worth.

Sincerely,



Floyd A. Chambers, Ed.D.

Dear Ron,

I know we are only part of the way through the training course, but I had to write and let you know how much I appreciated this past weekend.

In only one weekend I feel I have learned as much as I expected to learn in the whole program. So that makes me very excited about what is yet to come.

I have taken courses at some of the most prestigious institutions around the country such as The Johnson Institute, The U.S. Navy Institute in Substance Abuse Studies and training provided by the National Association of Alcohol and Drug Abuse Counselors as well as the American Psychological Association. I am personally certified as a Master Training Specialist. With this experience in training and as a trainer, I don't believe I have ever experienced such a well thought out, well-planned workshop.

The material presented has been appropriate, very well presented and the demonstrations and experiential exercises forced it home. I found it supportive to have recent graduates of the program show us "how it works." Their coaching was very helpful.

I found the entire staff most supportive and available with a true willingness to enhance the learning process.

Joseph L. Trim, M.A.

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

"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



AHTA is approved by the **American Psychological Association** to offer continuing education for psychologists. AHTA maintains responsibility for the program.

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 APPROACHES TO HYPNOSIS AND BRIEF PSYCHOTHERAPY

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

DATES: November 11,12,13,14
December 2,3,4,5, 2004

HOURS: Thursdays, 12:45-9:00 pm
Fridays, Saturdays and
Sundays, 8:45 am-6:00 pm

Fee: \$800 with \$100 rebate certificate enclosed for the 8-day workshop. \$250 deposit with enrollment. Included in this fee is the course workbook and other workshop materials. (Student discount 10%). Balance due at registration. Alternate payment schedules can be obtained **only** when arranged in advance. **You can enroll** by phone with your Visa/MasterCard.

REFUND POLICY: Refund less \$125 fee with **written request** (certified mail) received 14 days prior to the workshop. After that date, credit can be applied to any other AHTA workshop.

HOTEL: Best Western Hotel—Rockville,
1251 West Montgomery Avenue, Rockville,MD
Phone: (301) 424-4940 / 800-366-1251
Room rates: \$80.00 single or double.

Make your hotel reservations for both weekends and state you are an American Hypnosis Training Academy participant.

If you have any trouble making reservations, please phone the American Hypnosis Training Academy immediately.

TRAINER: RON KLEIN, CAAC, NBCCH, is a certified Master Hypnotherapist, a Certified Trainer of Neuro-Linguistic Programming (N.L.P.) and an Addictions Counselor. He has over seventeen 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, 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 Instructor and designated Examiner (ACHE).



ASSOCIATE TRAINERS:

Jill B. Cody, M.A., NCC, NBCCH, has a Master's degree in counseling psychology and is a Certified Trainer of N.L.P. She is in private practice in Frederick, Maryland and has over 12 years experience as a counselor and hypnotherapist.

JUDITH PEARSON, Ph.D., NBCCH, is a Licensed Professional Counselor, clinical hypnotherapist, and Certified Trainer of N.L.P. She holds a doctorate in counseling from Catholic University and has experience as a social worker, psychologist and trainer. Judy has a private practice in Northern Virginia.

Please return enrollment form with address label

ENROLLMENT FORM

11/12-2004

Make check payable to **AHTA** and

Mail to: AMERICAN HYPNOSIS TRAINING ACADEMY, INC.
1110 Fidler Lane, Suite 1218
Silver Spring, MD 20910

To Enroll By Telephone:



LOCAL (301) 565-0103 FAX (301) 588-9535
TOLL FREE 1 (800) 343-9915 email: Aims@erols.com

AMERICAN HYPNOSIS TRAINING ACADEMY, INC.
1110 Fidler Lane, Suite 1218
Silver Spring, MD 20910
EMAIL: Aims@EROLS.com

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Silver Spring, MD
Permit No. 7621

Return Service Requested

Charged or Enclosed \$ _____

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

CARD # _____ EXP. DATE _____

SIGNATURE _____

NAME _____ DEGREE _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

E-MAIL _____

() _____ () _____
WORK PHONE HOME PHONE



*25th anniversary celebration!
call to speak to Ron Klein
personally and take an extra
\$50.00 off!*