

THE JOURNAL OF STRESS MANAGEMENT

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THE SOCIETY OF STRESS MANAGERS

The Association for Professional Stress Managers & Hypnotherapists
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STRESS: the reaction people have to an imbalance between the demands they perceive to be placed upon them and the resources they have to cope.

The Society of Stress Managers was incorporated as a professional body on 1st February 1999. The Society is a Registered Company Limited by Guarantee and has a Council of Management with a provision for nine Directors and the Company Secretary. The Objects of The Society are:

to establish and promote a professional association for those persons qualified to nationally accredited standards in the skills of stress management and hypnotherapy;

to promote the training and continuing professional development of those persons;

to do all such things as are incidental or conducive to the attainment of these objects.

To meet these Objects The Society has adopted a 'Code of Conduct, Ethics and Practice', which sets out the principles that members of a professional association should follow at all times, both with their clients and their fellow Stress Managers. These principles include the ethical values of honesty, integrity and probity.

All members and potential members are invited to contact the Secretary of The Society of Stress Managers, Peter Matthews, for further information (see details below).

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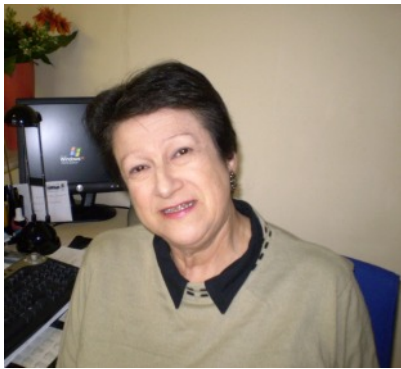
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All contributions to *The Journal* should be sent by email attachment to Mike Dillon at the email address above. Last acceptance date for inclusion of contributions in the next Journal is 1st February 2009.

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CHAIRMAN'S LETTER

Laurence Nicholas

Society Members

Welcome to the latest edition of our journal.

In this issue we have our first international contribution, from Cornelia Rudat, who works for *The Economist* in Berlin. It is an interesting article, which gives a glimpse of what caused stress to people in the communist world. The reasons for that stress may have been different from those in the West, but the stress was

still there. People are people, no matter what system they live under.

There is also a very good article by Stefan Richards, a practitioner and Society member for many years, which I'm sure you will also enjoy.

As I stated in an earlier edition, this is your journal, and it will be successful only if the members contribute articles. Some people have already done so, but we need everyone to contribute something. Tell us about yourself by

contributing to 'Membership Who's Who' or 'Life Outside Therapy'. Some success story with a client, or a funny one. How about some useful tips on improving one's practice, or a general article on stress or hypnotherapy. Tell us how other therapies may have contributed to your success.

Please send your articles to our Journal editor Mike Dillon; he will be very happy to hear from you.

Send by email attachment to: mdillon600@btinternet.com.

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EDITORIAL

Welcome to the third edition of *The Journal of Stress Management*. It is very heartening for me as Editor to have again received so many positive comments from members about the journal. Thank you to all those who wrote these encouraging words. I well recall the much slower development in earlier days of such journals as *The Hypnotherapy Journal*, published by the National Council for Hypnotherapy, and *The Hypnotherapist*, published by The Hypnotherapy Association. So as a Society we can all be proud of what has so far been achieved.

Some members will know that Peggy (my wife) and I have had a horrid year. On February 19th this year, Peggy had to undergo very complicated maxillofacial microsurgery for a cancer growth (see page 12). Apart from the shock of it all, over a period of five months from that date we were involved in many visits to three different hospitals for her post-operative treatment. At one time during 2008, I even thought of pulling out from editing the Society's journal altogether. However, I stuck it out, often working late into the night and early morning to keep my already busy life going. In the end, as you all know, the April *Journal* was published, and you are now reading the October *Journal* as well. I would like to thank once again all those members who knew of Peggy's

illness and took the trouble to wish her all the best. She is now more or less okay, but still needs some dental work carried out by a specialist dentist at the Queen Victoria hospital in East Grinstead. However, as often happens with such traumatic experiences, an even stronger love and bond between us has developed.

We have another new development in *Journal* three: our first international

article, from Cornelia Rudat, who works for *The Economist* in Berlin. (See page 7.) Thank you, Conny.

More excellent news is the invitation our Society Secretary Peter Matthews recently received to become a **Fellow of the Royal Society of Medicine**. The Royal Society of Medicine is an independent, non-political organisation, founded in London in 1806. It is one of the largest providers of continuing medical education in the UK. It provides accredited courses for continuing professional development, including hypnosis and hypnotherapy.



The aims of the **RSM** are a) to provide a broad range of educational activities and opportunities for medical practitioners and allied healthcare professionals; and b) to promote an exchange of information and ideas on the science, practice and organisation of medicine, both within the health professions and with responsible and informed public opinion. The **RSM** does not receive any state funding to

carry out its work, and depends on donations and legacies. You can visit the **RSM** on their website at www.rsm.ac.uk

I am sure all members join me in congratulating Peter on his prestigious appointment. Together with his position in the Confederation of Hypnotherapy Organisations (UKCHO), Peter is well placed to further the cause of hypnotherapy and stress management, and his appointment to the **RSM** is also significant for the Society of Stress Managers.

All that is written above enthuses me to urge members, particularly those who have not done so yet, to send their contributions to the *Journal* Editor at email: mdillon600@btinternet.com. Pick up your pens and start writing, or go direct to your computers and get cracking. Help the *Journal* to be the voice of all its members. Some less experienced therapists have shown some reluctance to contribute, questioning whether they can have anything worthwhile to say. Of course they have. There are always subjects that the less experienced therapist can contribute. Their views, at whatever stage they are at, can always make interesting reading.

I am sorry if I appear to be too 'in your face' about contributing to the journal, but as any editor knows, it is always a matter for the utmost diligence in pursuing people to take up the challenge and act instead of just thinking about it. We all **know** it is easier to say **no**, don't we just? I could have quite easily done so this year, in respect of the Society's journal.

Mike Dillon

STRESS IN GERMANY

Cornelia Rudat

When Michael Dillon, my friend and editor of *The Journal of Stress Management* asked me some time ago to write an article for the Journal on stress in Germany, I agreed, since I am convinced that the rising number of people suffering under the various consequences of stress in my country is a subject that deserves greater awareness.

As I grew up in East Germany, which before the Berlin Wall was knocked down in November 1989 we called the German Democratic Republic, and have now been a citizen of a united Germany since 3rd October 1990, I am able to compare my past life in a communist society with my present life in a so-called Western or capitalist society. Does that matter when I am talking about *stress*? It does, since stress behind the Iron Curtain was different from the stress we have to cope with nowadays, and is often difficult for Western people to understand.

What I considered stressful in those days before November 1989 was the permanent search and desire for rare consumer goods, or 'luxury' goods, as our government put it. TV-sets, licensed import goods such as fashionable clothes, records of Western pop bands, hi-fi, stereo equipment and cars, to name just a few examples. They were very difficult to obtain, as they were manufactured or imported only in small numbers. Needless to say, they were extraordinarily expensive. The fact that we could not buy fresh oranges or bananas for our children throughout the year often made us angry. But otherwise, we had enough to eat and to drink. Life wasn't too bad.

What was more upsetting was the lack of political freedom, freedom of unrestricted travelling and a patronizing state which caused a great deal of mental stress for many people. Statistical data about the numbers of people who suffered under depression, or even worse, committed suicide, were top secret.

I was lucky that these forms of stress didn't hit me so hard. I was young, had



Cornelia Rudat was born on May the 13th 1960 in today's Saxony-Anhalt, East Germany. Having obtained her Abitur (comparable to English A-levels), she then read English and Russian at Humboldt University Berlin, graduating with a language degree in English and Russian. Her higher education also included studying English and Russian at the 'Maurice Thorex' International Institute for foreign languages in Moscow. After university, she worked for a number of years as an interpreter of Russian and English at the East German organisation Intertext. During this time, she acted as interpreter for many famous artistic performers who visited her country – from England, Joe Cocker, Mick Hucknall (singer with 'Simply Red'), Shakin' Stevens, Depeche Mode; and from the USA, Bob Dylan, Bruce Springsteen and Tom Petty & the Heartbreakers, to mention just a few.

After the Berlin Wall came down, Cornelia worked in a united Germany as a translator, interpreter and editorial assistant with Anne McElvoy, correspondent of *The Times* newspaper and Tony Allen-Mills, Berlin correspondent of *The Sunday Times*. She also worked as an interpreter and producer for ITN (UK) Berlin and worked with Ian Glover-James, the ITN Berlin correspondent. Since July 1992, Cornelia has been working for *The Economist* newspaper, Berlin, and is also an online journalist as Berlin Cultural Correspondent for Economist.com.

Cornelia lives in Berlin with her partner, who works as a freelance cameraman. Her son Christian is studying electrical engineering at Berlin's technical university.

a fulfilling job, and was a happy mother of a happy and healthy son. I deliberately studied foreign languages, which enabled me to work as an interpreter and translator, whereby I could regularly meet people from the Western world. Since I could never travel beyond the borders of the socialist or communist camp, my job was my window on the world. In 1980/81, I spent a year in Moscow as part of our university curriculum to improve our Russian. Life in a student hostel in Moscow in those days was tough, and strengthened me for the rest of my life. Maybe that's why, like many of my East German former fellow-students and colleagues, I am quite resilient today.

Studies such as the report 'Psychological health at work in Germany', released last April by the Association of German Professional Psychologists (www.bdp-verband.de), did not exist in East Germany, or did not get any coverage in the media, since freedom of the press was non-existent.

The mental or sometimes physical stress I had in East Germany (as a single working mother with a challenging job that involved some travelling inside the country and hiring baby-sitters) seems now, a few decades later, harmless. Child care in kindergartens and schools was a) provided and b) free of charge. Friends and family members were not so busy and occupied as nowadays, and we would help each other (of course for free) to look after our children.

In many respects, my life has changed for the better since German unification, but unfortunately this is not true of all of my fellow-countrymen. I personally benefited a lot thanks to a great deal of good luck, but also

because of my own skills and strong will to cope with the new challenges of my new job in particular and the Western world in general.

However, with more experience of the free market, and an increasing workload, I am becoming more aware of the stress that these can involve. I do find the outcomes of the study* mentioned earlier very alarming, such as the growing number of lost workdays as a result of psychological disturbances caused by stress at work from 6.6% to 10.5% annually. People working in the health service and schoolteachers are affected most. According to the report, 20% of German doctors suffer from burnout. 24% of German teachers take early retirement. Time pressure, the growing complexity of our jobs, and deficits in appreciation by and leadership skills of managers are the main reasons for the rising number of psychological problems and depression among Germans. You might think freelancers must be luckier, for not having to report to bosses who don't appreciate their work or fail to act as good managers. Not so in Germany (and I guess it is the same in the UK). Globalisation and the EU enlargement led to a great influx of workers from Eastern Europe, which is one reason why competition has become tougher and incomes are falling. The trend is that those who have a job work like hell. Their workload is immense and their workdays are long. Those who don't have a job find it harder and more difficult to find one. Companies want to save money for bigger profits, and require one employee to do the work previously carried out by two or three people.

It comes as no surprise, then, that one fourth of the entire German workforce is concerned that they may lose their

jobs. In Professor Ulrich's report, which forms part of the report* mentioned above, he includes the statistic that diseases caused by psychological disturbances and behavioural disorders have gone up by 59% within the last five years. Forecasts indicate that by 2020, depression will be the second most significant health problem worldwide after heart disease.

What do I do to manage my 45-hour (often more) working week? Thank God my son is grown up, and an excellent student who looks after himself very well. I am very aware how stress can affect my health. Each week I go to Yoga lessons on Tuesday and choir classes on Thursday. I enjoy inline skating or cycling at weekends (provided the weather is fine) and enjoy a lot of walking and jogging. This mixture of sport and singing seems to be a successful formula for me to slow down and relax. I have learned one very important lesson: first and foremost, I alone am responsible for the maintenance of my mental and physical health in order to meet the challenges of modern life in Germany, whether at home or at work.

Information source:

'Psychische Gesundheit am Arbeitsplatz in Deutschland', a nationwide study on mental health in the workplace in Germany published by the Association of German Professional Psychologists (Berufsverband Deutscher Psychologinnen und Psychologen) in Berlin in April 2008 (www.bdv-verband.de).

Cornelia Rudat works for *The Economist* newspaper in Berlin.

Berlin, 1st August 2008.

WHO SAID THAT?

**No essential difference has been found between primitive mentality and our own.
(Lewis Wolpert)**

STRESS MANAGEMENT: WHOSE RESPONSIBILITY?

Stefan Richards

It is estimated that something like 40 million days are lost in any one year through stress-related illness, and most employees, when asked, will say that there is a certain amount of stress within their own job. But how many of us actually understand what stress is, or how it is caused, or what can be done about it?

Most of us would hazard a guess, and the usual phrases of “pressures of work” or “tight deadlines” would be typical responses. Yet a certain amount of stress can be a very positive influence – something that drives us on, even forces us into action that we did not feel possible. It is only when our ability to cope is strained or exceeded that the negative aspects of stress (better described as distress) take over.

Many stress management programmes concentrate on physical fitness and relaxation, and certainly these play a part in the management of stress. Fitness and relaxation effectively increase our tolerance threshold so that we are better able to deal with the everyday stressors in our lives and our jobs. Another solution is to reduce stressors themselves, but often we have little control over the things that irritate and annoy us.

The important point in stress management – and one that some enlightened employers already recognise – is to ensure that employees understand stress and the part that they themselves can play in reducing it.

Consider this. It is generally accepted that to have a minor accident in a car would be an unpleasant experience, and most people would expect this to cause them some stress, at least in the short term, and yet the effect on two people involved in the incident varies dramatically. One person might ‘go to pieces’, while another stays

calm and deals with the incident in a relatively relaxed manner.

So, why does one person react so differently from another? Certainly, physical fitness alone cannot account for the wide variation in the responses. And they were both exposed to the same stressor, so it was not the incident alone that caused the distress.

The real key to stress management is in understanding that the outcome (in this example, the level of distress caused by the incident) is determined by the event plus the response to the event. In stress management training, I use the simple equation:

$$E + R = O, \text{ or,} \\ \text{The Event + the Response =} \\ \text{the Outcome.}$$

In our example, it is possible (in fact highly likely) that one person in his or her response would concentrate on the negative aspects of the situation, e.g. “What might have happened if I’d been going faster?” or “This is going to cost a fortune!” or “How am I going to explain this to my boss?” whereas, the other person would keep things more in perspective and consider the positive aspects: “No one is hurt!” or “I’m fully insured” or “That’s the first accident I’ve had in ten years’ driving.”

Of course, this oversimplifies the concept of stress management, and many factors influence our ability to cope. Nevertheless, think about the occasions when we get angry, frustrated or anxious. What part do we play in the process? Is it *really* that bad? Are we *really* thinking this through logically? Does it *really* matter that much? Or have we maybe just slightly over-reacted?

The basic problem is that our response is often, understandably, emotional – anger, frustration and

anxiety are the most common responses to events perceived as negative – and when we are emotional we are rarely logical. Often it takes only a little time, or talking the problem through with someone with a more dispassionate viewpoint, to bring the thought processes back to normal. In more extreme cases, it requires counselling skills to make a person see that his or her thinking is in some way distorted.

Stress has been called ‘the modern epidemic’, and there is no doubt that stress is on the increase. But much of this increase is due to the tendency to leave it to others to sort out. People often complain to colleagues about difficulties, but do nothing to resolve the problem. For our own part, we can reduce the negative impact of stress by continually striving to ensure that our responses (and therefore the outcome) are in reasonable proportion to the event or difficulty we are responding to.

Think about it. If we do nothing, we can expect no change in the situation. Sometimes, ‘doing something’ is simply amending our response. Sometimes it is simply accepting the situation as it stands.

Stress Management is a complex subject, but one simple fact applies in most situations:

“Constant moaning with no attempt to change things has no effect in the long run and merely induces a general sense of pessimism, hopelessness and helplessness”.

Food for thought!

Stefan Richards F.S.S.M., M.H.A.,
M.H.R., D.Hyp

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WHO SAID THAT?

There is no stress in the world, only people thinking stressful thoughts.
(Dr Wayne W. Dyer)

GENERAL SCRIPTS

Beverley Barnsley has found that the following script helps to break the cycle of negative thinking of depressive and anxiety clients.

DEPRESSION/ANXIETY

[Begin with your favourite induction and deepener.]

I am going to talk for a little while to your unconscious mind. If you want to follow along that's fine. If not, that's fine also. Just let these words wash over you. If you want to remain aware of them, then please do so and just listen peacefully as they pass by.

The words are being absorbed and acted on by your unconscious mind. So it doesn't matter if you miss a few; your unconscious mind is doing its job so you don't need to.

There are many reasons in the past that can contribute to today's problems. Whatever has brought you to this point and whether you understand the reasons or not, your unconscious mind will know what they are.

And of course, your unconscious mind is your friend. It seeks to help you achieve your goals and ambitions in life. It has immense resources that it can draw upon to help you overcome your problems.

One of the wonderful things about the unconscious mind is that it is perfectly capable of getting on with things without you being aware of what it is doing. Consider all the things it does for you already. If you cut your finger, the unconscious mind gets on and heals it for you without you having to direct it, or check up on it. If you want to walk across the room, your unconscious controls your muscles, coordination, balance, so that you just have to make the decision – your unconscious carries it out for you.

And then there are your moods. If you think happy thoughts, your

unconscious makes sure that the right hormones, neurotransmitters, and other chemical messengers are sent out to your body so that you feel happy.

Equally, if you think sad thoughts, your unconscious makes sure that the right hormones, neurotransmitters and other chemical messengers are sent out to your body so that you feel relaxed and calm.

Now, moods can take all kinds of forms. When spotting someone we know, we may say, "She's in a good mood today" because she looks cheerful to us, her facial expressions show cheerfulness, her body language (which your unconscious understands, even if you've not studied it consciously), conveys cheerfulness. In other words, our moods affect how we look, move and behave.

And they can change so quickly. We've all seen someone tired and worn out. And we've all seen someone who is exhausted. And we've all seen someone who is exhausted suddenly transform when someone suggested something they want to do.

So moods come, and moods go.

Now, your unconscious mind is your best friend. It works tirelessly on your behalf, even taking care of you while you are asleep. As you know, there are things in your past that have affected you in ways you would prefer to change. And your unconscious mind can change them for you. Easily, and effortlessly.

I'm sure you would like to help in this process.

Your unconscious mind's your best friend, and always seeks to do whatever is right for you.

Your unconscious is open to change because deep down inside, you know that the more flexible you are in life the

better you can function in the modern ever-changing world.

Because you are an intelligent, flexible, capable person, you now realise that you cannot change yourself by fighting yourself.

So, the first step in making any change in yourself is to accept the way things are now. By accepting yourself as you are, you're automatically freeing up your internal resources, many of which have been tied up in fighting or opposing the way things are, and these resources, once freed up, are then used by your unconscious mind to create dynamic changes in your life.

[Put client affirmations in here as per case history.]

You accept yourself, unconditionally.
You like yourself, unconditionally.
And in accepting yourself just as you are, you release the past and all the things that used to contribute to your problems.

The past is gone.

And this process continues as each day goes by.

Deep down inside yourself, there is all the information, skills, abilities and resources that you need to achieve your goals in life.

So more and more each day, you notice the cheerful things in life, the things that make you feel good. And this is an ongoing process.

Each and every day that goes by, as your unconscious mind sorts out the things that led you to feel down, or anxious in the past, you feel better and better.

Remembering that if you think happy thoughts, your unconscious makes sure that the right hormones, neurotransmitters, and other chemical messengers are sent out to your body so that you feel happy.

WHO SAID THAT?

A gem cannot be polished without friction.
(Chinese proverb)

NATIONAL OCCUPATIONAL STANDARDS (NOS) FOR HYPNOTHERAPY

Mike Dillon

It is appreciated that members will know about The National Occupational Standards for Hypnotherapy although the majority of practitioners will have qualified before the NOS were established or prior to them becoming widely recognised and adopted within the profession. It is nevertheless prudent for all practitioners to be thoroughly familiar with these standards and to ensure they conform to them within their practices. These National Standards will no doubt form a significant part of the requirements for the ongoing registration of practitioners once **Voluntary Self-Regulation** of the profession comes into force.

The following sets out a brief summary as advice and guidance for members:

A set of National Occupational Standards has been developed for Hypnotherapy practitioners that can be used as a basis for the development of training and qualifications. NOS set out the activities that Hypnotherapy practitioners may be involved in. They identify the performance criteria that individuals must be able to do, and the underpinning knowledge and understanding that individuals must know.

NOS are useful to individuals and organisations as they can assist with job development, job descriptions, organisational development and staff appraisals. NOS are often used as the basis for developing new qualifications and for mapping against existing qualifications.

They comprise of 3 separate units, known as **Competencies**. These are:

Unit CH-H1:

Assess the needs of the client.

Elements of competence

1. Evaluate and process requests for hypnotherapy

2. Prepare to assess the client.
3. Assess the client
4. Agree action with the client.

Unit CH-H2:

Treat the client

Elements of competence

1. Plan the hypnotherapy treatment programme with the client
2. Provide treatment
3. Evaluate the effectiveness of the treatment

Unit CH-H3:

Educate the client to adopt self-care procedure(s)

Elements of competence

1. Prepare to advise and educate the client
2. Enable the client to adopt the self-care procedure(s)
3. Evaluate the effectiveness of the self-care procedure(s)

The knowledge and understanding needed to support competent performance of the standards of competence is presented under a number of headings as follows:

Professional standards and codes of conduct

Legislation

Employment and organisational policies and practices

Communication and the professional relationship

Work role and practice – reflecting and developing

Confidentiality

Consent

Practice management

Health, effective functioning and well-being

The scope and methods of complementary healthcare

Anatomy and physiology

Assessing the client's needs and the appropriateness of hypnotherapy

Providing treatment

Evaluating and reviewing the effectiveness of treatment(s)

The above is only a brief description of NOS and members are advised to visit: www.hypnotherapyregulation.co.uk/nos/ and download the full information listed on this website.

It is appreciated that National Occupational Standards can be a little bewildering to some therapists, particularly the more intuitive ones, but once they get to know the structure and terminology used, practitioners will find they in the main carry out their work in the manner and to the level of professionalism required.

If you find any requirement is not covered by your particular work style then adjusting your current practices to conform to all the requirements can only benefit both you as the practitioner and your clients. It also gives you the opportunity to review your current knowledge and performance and implement any necessary beneficial changes if you feel they are needed.

We surely all agree "best practice" standards are in all our interests to achieve.

Editor

MIND AND MEDICINE WORKING AS ONE: A PERSONAL EXPERIENCE

Mike Dillon

Some Society members will know that in early January 2008 my wife Peggy was diagnosed as having cancer of the mouth. You can imagine how we both felt: as though the Sword of Damocles was hovering over our head. What for many years had been an idyllic relationship together was suddenly interrupted in a major way. I am sure all those who have had such an experience in their personal life, either as the one with cancer or the closest loved one involved, will have some idea of how we both felt, although it is fully appreciated that everybody has his or her own complex of feelings in such a situation.

Peggy and I immediately discussed the challenge before us, and embarked on a therapeutic programme of 'mind power healing' therapy sessions. The first session I have named 'Healing Imagery'. It consists of an induction that offers the client various ways of relaxation, during which they choose the one most effective for them and are also encouraged to develop this experience using their own imaginative creativity. The script is based on the premise *'All living things in the plant and animal world have one thing in common: all have within them the most incredible capacity to heal. (Universality of capacity to heal.) You also have this miraculous capacity to heal. You also have this miraculous healing energy within you'*, then the process is developed from this concept. The process encourages the client to go within him or herself and discover this healing energy, what it looks like, sounds like, how it feels, what it is like to touch and if any taste or aroma is relevant. The client is then encouraged to use the healing power in a way that has meaning for him or her; various suggestions are proposed. Then the process goes on to *'There is a life energy within you which is unique to you'*, and the client is encouraged to use this life energy. Further suggestions are made about the immune system and its physical impact on the healing process, and how the mind can empower the immune system to be as effective as possible in the healing process. This is

followed by general healing suggestions, including a healing light and a pool of healing water. For the purposes of this article, I have given only a very general précis of the whole process and text. I made a CD of this session that Peggy played at least once every day until she went into hospital for her operation.

Prior to the surgical operation, Peggy attended hospital for MRI & CTI scans.

On the 29th of January, Peggy and I attended The Queen Victoria Hospital at East Grinstead for the pre-operation meeting. The operation procedure was explained in detail. It entailed very intricate and delicate surgery, whereby using a microscope, veins, muscles and tissue have to be removed from the arm and wrist to replace those that are cancerous and have to be removed from the mouth. Then skin from above the elbow is removed and grafted over the operation area. The operation would take nine hours to complete.

After the surgeon had described the surgical procedure, the staff nurse, who discussed all matters with us, was very surprised at how Peggy was so calm, relaxed and matter of fact about it all. It was then that I spoke about being a hypnotherapist and the work I had done with Peggy over the past three weeks. The staff nurse was very impressed and showed an interest in what we had done together.

As the cancer was very virulent and complicated, Peggy was asked if she had any objection to the operation being videoed for use with surgeons training in this kind of operation. This she agreed could be done.

On the 19th February 2008, Peggy went in for her operation. We were told that the usual period patients had to stay in hospital after the operation was at least 12 days. To my surprise, after 5 days I had a call from Peggy saying she could leave hospital and come home. When I went to collect Peggy, she told me that since she had healed so remarkably quickly, many doctors and nurses visited her bedside after

the operation to see her and talk to her. She became quite a celebrity among the medical staff.

To enhance the convalescent healing, I created a session and recorded it on CD for Peggy. This process was based on a journey through a rainbow using the colours of the rainbow for various healing elements. The text also included various other post-operation re-enhancement healing suggestions. Peggy played this CD for a long time after her operation.

Each time Peggy returned to hospital for a check-up the story of rapid healing continued, with medical staff showing considerable surprise at how quickly her mouth was healing. After it had healed sufficiently, Peggy had radiotherapy every day for four weeks. After that period, she was told the cancer was completely clear.

This personal story is in no way intended to play down the wonderful medical help Peggy received at all times. The maxillofacial surgeon who carried out the operation was brilliant, and all the other doctors and nurses who cared for Peggy, post-operation, were absolutely wonderful. This applies to all three hospitals Peggy attended for the various stages of her illness and recovery.

Peggy maintained her weight throughout the whole post-operation and convalescent period. This is always a great concern for the medical people, as weight can be a critical factor in the overall recovery process.

I have been involved with many clients over the last 20 years as a therapist using healing imagery processes, which have been, in the main, successful. However, I was of course not so closely involved as with Peggy, so it was of great interest as a therapist to have this personal knowledge and awareness of how the medical procedures and mind power healing can work together to produce such positive results. Readers will have their own views about this fascinating subject.

Some recent research

The Mind Prepared: Hypnosis in Surgery, Spiegel D, 2007.

Conclusions: the study in this issue contributes to an impressive body of research using randomised prospective methodology in sizeable patient populations to demonstrate that adjunctive hypnosis substantially reduces pain and anxiety during surgical procedures while decreasing medication use, procedure time and cost.

This certainly happened in Peggy's case, whereby 7 days of costly hospital bed care were saved compared with the average person undertaking the operation she had.

'Patient satisfaction after oral and maxillofacial procedures under clinical hypnosis', Hermes D, Trubger D, Hakim SG, 2007.

Results: results of research indicated that, intra-operative hypnosis significantly increased post-operative satisfaction of maxillofacial patients.

Conclusions: hypnosis does improve patient's experience of maxillofacial surgery.

Hypnosis and its Place in Modern Pain Management, Amadsun FE, 2007.

Conclusions: sufficient clinical evidence was provided of adequate quality to conclude that hypnosis has demonstrable efficacy in the treatment of chronic pain.

In conclusion, my view is that as more research goes on in academia, more will be learnt that will influence the medical profession to take more seriously the benefits of mind power healing through hypnotherapy. The media are also picking up on this mind

power healing research more and more. Hypnosis is being researched on a broader spectrum, which must be encouraging for all those who already do effective work in this fascinating area of hypnotherapy. The results are becoming increasingly more positive and convincing.

For me personally, I believe that in recent years an inextinguishable flame has been lit that will grow stronger and stronger as mind power healing becomes an accepted part of a more holistic approach throughout the nation's health care services as a whole.

It is the editor's intention to make 'Mind Power Healing' a feature subject in the next two or three issues of the *Journal*, so please submit your articles and views including any case histories and interesting articles, books you have read, or seminars you have attended on this absorbing subject.

YOU NEVER FORGET YOUR FIRST TIME!!!!

Jane Murphy-Thresh

When the business 'phone rang, it took me a few seconds to realise what the unfamiliar noise was and where it was coming from! By the time I got to the 'phone, the caller had rung off. Using the missed-call log on the 'phone, I rang straight back, thinking the caller was Caron from the *Wakefield Review*. Steve (my husband and fellow Stress Manager) and I had started to advertise in the *Review*, and Caron had invited me to write an editorial for the publication, as a sort of recompense for misprinting our 'phone number in a previous ad. I had written 680 words about Emotional Intelligence and was waiting to find out when the publication was being distributed.

When the caller answered, it wasn't Caron but a quietly spoken, slightly hesitant lady who had read the article, seen our advertisement, and wondered whether we could help her with her anxiety. My brain had to do a complete back flip! I didn't even know that the *Wakefield Review* had been distributed, and here was a prospective client! (Aargh!) She wanted to know what we did and how much we charged. Fortunately, I could draw on my experience of dealing with

the public over the telephone, as I work part time in the Crime Input Bureau with West Yorkshire Police. I managed to stay calm and answer the caller's questions. Then came the time for me to ask the vital question: "Is this something that you think would be helpful to you?" (No going back now!!) The reply came back straight away: "yes". My brain now did another back flip as the reality of a new client hit again. "Let me check when I am free" I said calmly, while scrambling for my diary. (After all, I do have my other job to fit around.)

The spare room at home had already been redecorated and converted into an office six months earlier, but had gradually reverted back to a bit of a dumping area. However, once the ironing pile, coat hanger box, etc. had been taken out and I had run around with a duster and vacuum cleaner, it was as good as new. A few finishing touches such as a bottle of water, drinking glasses, and tissues, and the room really looked the part. All that was left for me to do was to read through some of my notes and prepare my Initial Assessment Form and introduction notes. All was ready and the great day arrived. I sat waiting for

her to arrive, convinced that she would not turn up – but she did.

She was a lovely lady, who had various issues to deal with. She had stopped going out because she could not control her head and hands shaking when she was with other people, even if they were friends. She was unable to hold a cup of tea or to keep her head still at the hairdresser. However, she had decided that she did not want to live like this any more, and so had come to me with a determination to improve her quality of life. She said she felt a lot better, even after the first meeting, and responded very well to the hypnotherapy, despite initial reservations. She quickly got the results she wanted, and thought I was wonderful! I also felt elated, and the experience confirmed that I was doing the right thing and I had the skills to help others like her.

I realise that most people reading this have had far more experience than I have, and maybe their first client is a distant memory; but I hope that my experience has made them smile as they remember *their* first client, because after all, ***you never forget your first time!***

RELAX WITH THE TALKING CURE

Marilyn Upton

Hypnotherapy has been used since ancient Egyptian times, when it featured in their “dream temples”. These were a form of hospital, in which patients were placed into a trance-like or hypnotic state so that healing could take place.

Nowadays, hypnotherapy is used in many different situations. It can be used by men, women, teenagers, children, pregnant women and women who want to become pregnant. Hypnotherapy is a combination of talking therapy and relaxation.

The therapy can be used to change unwanted habits such as smoking, and unwanted behaviour such as the continual checking of locks associated with O.C.D. It can be used to dispel irrational fears as in panic attacks and phobias. It is very useful in such areas as fitness and health, motivation, eating habits, relationships and stress management.

A short course can be used to simply break a habit, such as smoking. A medium-length course can help a person change aspects of life, or accept and work round what can't be changed. Or the therapy can be used long-term to allow a person to continually make positive life choices.

Hypnotherapy has quite a pedigree. It first became widely recognised in the 18th century, when the Austrian

physician Franz Mesmer (after whom the term “mesmerism” was named) used it to help people with all manner of problems via a technique he called “magnetism”. Then Freud demonstrated the existence of the unconscious. Building on that, Erikson, Jung and other psychologists used hypnotherapy's techniques to help their patients make profound progress.

In recent years, research has shown that at a chemical level the body, mind and emotions are even more interlinked than we first thought. If the body is relaxed, so are the mind and emotions. This explains how hypnotherapy can be applied to good effect in so many different situations: pain relief, examination success and panic attacks, to name just a few.

In a typical treatment, the hypnotherapist starts by talking to the client in order to assess whether treatment is needed over a short, medium or long term. The hypnotherapist will then give the client a relaxation, during which the client reaches a state of daydreamy calm, at the same time as remaining fully aware of what is going on. In this state, the individual is able to focus on what it is they want to change – a hypnotherapy session is always about some form of change. In this relaxed state, change seems much more possible and people report that even

after one session they feel calmer and clearer about things.

This relaxed state can be achieved in a number of ways. One popular method is through concentrating on steady breathing and on tensing and relaxing different parts of the body. After this, the therapist encourages the client to remember or imagine a very pleasant place such as a beach or a garden. This process causes endorphins to be released throughout the body. Endorphins are amino acids, and are the body's own natural painkillers; they produce the relaxed feeling.*

As you can see, all this has nothing to do with stage hypnotism. There, people are taken into a very deep state in which they do not know what they are doing or saying.

Anyone visiting a hypnotherapist needs to check that the therapist is a member of a reputable group such as The Society of Stress Managers, or that the group belongs to an umbrella body such as the UK Federation of Hypnotherapists.

* For more information on endorphins, see the work of Candace Pert and Dr. William Bloom.

First published in the magazine *Somerset Life*.

WHO SAID THAT?

A little explained
A little endured
A little forgiven: -
A quarrel is cured!

METAPHOR: A MAGNET FOR THE SUBCONSCIOUS

Mike Dillon

Many of the metaphors I have created come from actual experiences in my life, a source of inspiration everyone can use. It came about as follows.

Many years ago, I was given a single stem of a forsythia bush. As my garden was full of the plants I was particularly interested in, I just stuck it in a corner of the garden and let it fend for itself, as I believed I had more important things in the garden to occupy myself with. After a number of years, despite my lack of concern and care for it, it did grow into a handsome bush.

THE FORSYTHIA MIRACLE

A man and his wife were given a single, rather bedraggled stem of forsythia. As their garden was already full with all they could cope with, the plant was something of an inconvenience, so they just stuck the lifeless-looking twig in the far corner of the garden, between the fence and a patio wall. The soil was sparse, barren, and stony, and very little sunshine ever reached this spot.

So, the forsythia stem stood abandoned in the most inhospitable part of the garden, unattended, uncared for. It seemed doomed always to stay in this dark, cold, sunless place, never having the chance to grow and flourish, to become an important part of the garden. It was just one small single stem, and appeared likely to stay in the shadows until its time was up.

However, like all living things in the universe, it had a spark of creation deep within, an inner resource, the urge for a more fulfilled existence.

For some years, the bedraggled and bare stem just existed in the garden

corner, against the fence, where hardly any sun ever shone. The couple cast a casual eye at it whenever they happened to pass that way, but were not really interested in its healthy growth. They splashed an occasional drop of water on it during the driest weather, but that was all the effort they ever made.

Eventually, after it had barely survived in the ground for some years, that spark of life burst forth. The brown forsythia stem became green, and suddenly it began to grow. Its roots had spread out under the ground to search for more fertile soil, where it could obtain the sustenance it needed to develop. It grew slowly but steadily. At last, it grew above the shadow of the fence, away from the barren, cold corner. As the sun shone fully upon it, the forsythia could be seen alongside all the other garden plants.

The forsythia grew and grew until it eventually became covered with glorious yellow flowers, the pride of the whole garden.

Every time anybody walked into the garden, instead of not noticing the weak, half-hidden stem, their eyes were immediately attracted to this glorious bush. What a wonderful sight. Not only a glorious mass of yellow colour when in flower, it also provided a favourite nesting place for the birds to raise their young, and a safe refuge for garden creatures and small animals during the long hot summer days.

In time, it became a support and protection for other plants which grew up around it, so the forsythia and its corner of the garden became more colourful and attractive.

The forsythia was now established as the pride of the garden. Because it had struggled for so many years to climb away from the dark gloomy corner, with very little help or interest shown for its welfare, an inner strength had developed that made it indestructible. It had become sturdier and stronger than any other plant in the garden. Its roots had spread out, deep and wide, anchoring it in the ground with a tenacity born of struggle and endeavour.

One day in late winter, the garden was hit by a whirlwind. Everything was severely damaged except the forsythia and other plants that had grown up around it. This corner of the garden stood strong and unyielding. The dark, cold, shaded aspect of the garden, in this time of dire need, was used as a protection and support.

In the spring, the forsythia flowered with a magnificent show of bright yellow sunshine flowers, the like of which it had never produced before. It shone out like a beacon in a barren landscape, a symbol of determination and strength, which the other garden plants did not have because growing had been too easy for them.

Nothing would ever again cause the forsythia to become the little shrivelled stalk in the corner of the garden.

The metaphor can be adapted to suit any kind of severe hardship a client has experienced. I have used it frequently for clients who in one way or another had a traumatic childhood. It can cut through a lot of detailed 'trauma run stuff' and bring a sudden realisation that is steeped in universal survival.

WHO SAID THAT?

Change problems into challenges, then you are in with a chance.
(Mike Dillon)

MIDSUMMER MADNESS

Nick Sands

When we received the invitation from Gill Hines for the StressManagers Summer Retreat, Marilyn and I took very little time to decide that we'd like to go. With little idea about where Abersoch is, and with even less idea about who we'd be sharing the weekend with, perhaps it was a touch of midsummer madness that made us do it.

After careful research, we discovered that Abersoch is in fact in North Wales, about 200 miles from our home in Nottingham, and that it would take us about four and a half hours to do the journey (or five hours with Satnav). We also found out that there would be twenty-five people plus one dog attending, and that the only person we would know would be Gill....

Friday started well: it was a fine and sunny day and perfect for driving. We had worked the route out without the assistance of an on-board computer. The only hold-up was a slow 5-mile stretch of road works close to our destination, where we found ourselves the chief source of entertainment for children in the school bus in front of us.

The sun was beating down as we arrived late afternoon in Abersoch. There was a group of people sitting outside the hotel around a collection of empty wine bottles – this must be the right place, we thought, and it was. We were immediately made to feel at home by the StressManagers group and shown to our cosy, boutique, colour-themed accommodation.

By the time we'd got to the main course of the meal that evening, we were already beginning to feel that we had known most of the people there for at least twenty years. What is it about stress managers that makes you feel this way? It's a bit like tuning to a certain radio frequency and finding your favourite music or brand of comedy. And the partners seemed to be feeling just as comfortable as the therapists themselves. In fact, some of the partners seemed to be more like therapists than the practitioners themselves.

Saturday morning started with a "Full Monty" breakfast – the full fry-up. It should have included black pudding, but the latest one had somehow been lost between the butchers and the hotel. With such a start to the day, it surely couldn't get better? Actually it did. The first working session in the morning was "How the brain best learns" and was led by Elaine Brown. The theme was of the role of the body, emotions, environment, stress and nutrition in the learning process. The session itself was a working demonstration of the process, and was probably the most interactive session I have ever experienced.

Our afternoon planned boat trip fell victim to the now-prevailing rain and winds. Undaunted, we took a stroll to the beach and then through the town itself. Stopping to look in an estate agent's window for that bargain holiday home, a beach hut caught our

eyes. It looked to be in good condition, and yes, it would be just fine for two or three people to hang out in, but the price tag of £75,000 was truly staggering! Perhaps a tent and a couple of windbreaks would be more suitable after all.

In the evening, we had a convivial meal in a local restaurant which had unwittingly agreed to let us take over the place early evening. We then returned to private rooms at the hotel for drinks and discussion. It seemed to me that I was quite coherent until about midnight, but after that.....?

Sunday morning's session, on the theme of living in the present, was led by Chris Clarke. It was a clear and well-presented talk and I have since had success using the ideas and approaches with my own clients. We finished the morning and the formal part of the weekend with a group discussion on interesting case studies. It was then time to say our goodbyes; it felt like just like leaving a bunch of old friends.

There was so much to talk about on the way home, that we seemed to be back within minutes. We both found the retreat relaxing and very stimulating. The welcome we received from StressManagers made us feel comfortable from minute one, and we found the whole experience very warming. Our thanks go to Tim Owen for organising the whole event so well. We're already looking forward to next year's retreat, wherever it may be.....

WHO SAID THAT?

**To avoid criticism, do nothing, say nothing and be nothing.
(Elbert Hubbard)**

REVIEWS

Mike Dillon

Since my request for a member to take over the 'Reviews' section appears to have fallen on stony ground, I am asking once again for a volunteer. Meanwhile, I have taken on this task again.

**The Confidence to be Yourself:
how to Boost Your Self-esteem**
Dr Brian Roet
ISBN 0-7499-1926-4

I will never forget my first meeting with Brian Roet, many years ago, when he was delivering a seminar at Regents College, London. I joined him in a session that demonstrated the use of past strengths and life successes for the present and future. I remember stating that one of my recollections was a cricket match in which I took all ten wickets in one innings when only ten years old. Cricket fans will recognise the significance of this. Brian Roet is a most charming and knowledgeable man.

Dr Brian Roet was a doctor of medicine in Australia, and a very gifted footballer, playing for his city team. Subsequently, after training as a therapist, he moved to London and has had a practice there for many years. Brian Roet has a lovely, comfortable style, and lets his ideas just slip into your mind.

The chapters of his book guide you through the process of exploration and discovery. It covers what confidence is, and how to assess your own specific confidence and other

people's. It helps people explore the role confidence plays in their everyday lives. It explains how people can benefit from making mistakes, taking risks and not trying to be perfect.

This book is like a cookbook or gardening manual. It doesn't make the meals or grow the plants for you. It does provide the ingredients, showing how trial and error and the ability to learn from one's mistakes are the cornerstone of increased confidence and self-esteem. It is an excellent book for therapists, giving them simple tools and techniques in all aspects of confidence and self esteem, to use when dealing with their clients.

Above all, Brian Roet takes the view, "Why make the journey to confidence for your client arduous? Get them to focus on the simple things they can do, so it is an enjoyable learning experience".

One little gem Brian Roet writes about in his book tells the reader much about his work as a therapist. In his consulting room, he has a clock on the wall that runs backwards, a clock that at 4pm seems to say 8pm. His advice to his clients is "Don't try and work it out, just let your mind flip over, as it were, to see the clock the other way round". It made me think differently as a therapist. It has constantly reminded me that there is always another way of looking at any situation, dilemma or life crisis – and that to let my mind "flip over" and find that other way is a route to a better and more relaxed life. I

have taught this to my clients in many different client-oriented processes ever since.

Ericksonian Approaches
Rubin Battino, MS, and Thomas L. South, PhD
ISBN 1899836314

Many books have been written by and about Milton H. Erickson and his unique contribution to the field of hypnotherapy. Very few, however, are designed as training resources in Ericksonian hypnotherapy, and none of them provides the comprehensive programme that is *Ericksonian Approaches*.

The book incorporates many exercises, developed in a systematic and easy-to-follow way. It fully reflects one of Erickson's most cherished beliefs, that a therapist's mission is to help others to find their own particular brand of genius, by teaching them in terms of the natural ways and metaphors of their own minds.

The book connects the systematic presentation of the broad areas of Erickson's work with case studies, transcripts of inductions for different types of client, and practical training exercises that can facilitate clients' learning step by step. It is endlessly informative, so that clients can be heartened and find unexpected sources of strength within themselves, and can experience new beginnings and profoundly new possibilities for their lives.

WHO SAID THAT?

The true human language is the language of story, intact and uninterrupted.
(Pat Williams)

LIFE IN SANDLES

Alex Evison

It is a rare privilege for me to be invited by one of WellMind's past students to visit their practice to see what use they have made of the training.

However, a few weeks ago, Chris Smith and I were invited by Lesley Carver MSSM to visit Basingstoke. What we saw took my breath away.

Lesley first set up in practice in Stress Management and Hypnotherapy some four years ago, seeing clients at her home. For the first two years she ran a successful practice along lines similar to those many of us have followed.

As a good therapist, Lesley listened carefully to what her clients had to say, not only as they talked about their problems in a therapy context, but also

about their general lifestyle. A common theme started to emerge.

Clients told her how much time and money they spent travelling to different parts of town to have a massage, get their hair cut, have their nails done, visit a gym, attend a weight loss group, and so on. And Lesley started to think - wouldn't it be great if somewhere existed where all these services were available under one roof?

This may be a thought that many of us have had at some time or another. But for most of us it has maybe just been a passing thought. Not so for Lesley. She started keeping an eye open for possible ways of turning that thought into some form of reality. It never ceases to amaze me how often life seems to provide an opportunity if we are awake enough to see it and brave

enough to seize it. In Lesley's case, the opportunity presented itself when a local GP's practice grew too big for its existing premises and decided to move to a new, purpose-built building.

No doubt much hard work followed for Lesley, negotiating the purchase of the GP's old premises, writing business plans, negotiating a mortgage, convincing banks that she had not gone off her trolley and that her plans were practical and financially sound.

The result: Sandles Health Clinic was born.

Chris and I arrive one Tuesday morning in July - a quiet day I understand, which Lesley calls her administration day. A day set aside for doing the accounts, planning advertising, sorting out staffing



THE RECEPTION AREA



SANDLES ON OPENING DAY

matters, planning party days and pamper evenings. Did I say quiet?!

We park easily in one of a number of purpose-made street parking bays outside, and then notice the 25-space dedicated free car park at the rear of the premises. As we enter the reception area, we are aware of an atmosphere of calmness and order. The phone is ringing discreetly, but we are not kept waiting. Lesley is quietly summoned to meet us and we are taken upstairs to a seminar room, big enough to accommodate 20 people theatre-style, or around ten boardroom style.

Tea and coffee appear as we sit down to learn more about Sandles.

Why the name "Sandles", we ask. Apparently, Lesley started the project with a lady called Sandra, now no longer involved. "Sandles" is simply the first four letters of "Sandra" plus

"les" from "Lesley". It stuck. Without analysing why, it seems appropriate.

Sandles is a limited company, with Lesley managing the operation day-to-day and with some of the necessary finance provided by a "sleeping partner".

In two years, the Sandles building has been substantially refurbished. "Redecoration and reorganisation of the therapy facilities available is an ongoing issue as expansion continues", says Lesley.

"We now have seven staff and around 22 other self-employed therapists, some part-time here, some full-time. Between them they keep the current 16 therapy rooms well occupied. We have reached the point where the rentals from the therapy rooms cover the cost of the mortgage, and despite the current economic downturn, the value of the building is well above the purchase price of two years ago."

"But what about the credit crunch we all hear so much about?" Chris asks. "Isn't that affecting you?"

"So far that seems to have had no measurable effect at all on our business. People may be cutting back on overseas holidays, travel in this country, meals out or visiting the pub, but they still want to look and feel good about themselves and that is what we provide for them. The feel-good factor, both emotionally and physically. We provide a one-stop shop for all their feel-good needs. We even provide free parking.

"There is a great benefit both for the clients and ourselves in providing the range of therapies we have here under one roof. The therapists all recommend each other to their clients and the clients can spend time being de-stressed, having a massage, having their hair and nails done and so on without having to spoil the experience by travelling between



TYPICAL SMALL THERAPY ROOM

different locations, and they are able to settle up with one single payment when they are finished. The result is an apparently ever-expanding market with everyone working together to mutual advantage.”

What a menu!

“So what is the range of therapies, treatments and services you currently offer here?” I ask.

Lesley pauses to draw breath:

“Well, I still run the Hypnotherapy and Stress Management sessions of course. Then on the beauty and treatment side, Sandles can offer eyelash perms and eyelash and eyebrow tints, facials including massage and collagen treatments, make-up, manicures and pedicures, spray and St Tropez tanning, waxing, body treatments including Royal Thai, algae mask, Oriental or Veribel, hairdressing, massage including aromatherapy, holistic, Indian Head, Stone Therapy, and Swedish.

Did I mention nails - gel or acrylic extensions, overlays, infills, repairs and nail art?”

For a moment, I think Lesley has finished there; but then she goes on.

“On the therapy and workshop side, we can offer acupuncture, allergy testing, bio-energetic health screening, botox boutique *pravalie*, bridal packages, brow freezing, atlantis courses, channelled jewellery workshops, chiropody, crystal workshops, image workshops, meditation classes, introductory, intermediate and advanced tarot, psychic development for the complete novice, crystal jewellery workshops, crystals, cupping, electrolysis, meditation classes, osteopathy,

psychic healing, reflexology, Reiki, restylane, spiritual advice and guidance, sports massage, sports therapy, tarot cards and thought-field therapy.

“Oh, did I mention the Bowan technique? Then of course we have a retail shop selling gifts and jewellery. It has surprised me how well that does.”

Surely that must cover everything, I think, but no. Lesley continues.

“Clients can buy pamper packages of several different treatments for a package price. This Friday we are running one of a series of pamper evenings where clients can sample a range of treatments. This Friday has proved so popular that the starting time has had to be moved forward from 6.00pm to 1.00pm, and we still can’t fit in all those who want to come.

“We run party nights for groups who want something different from just going out on the town and drinking too much. We even run children’s parties, including two mini-treatments and a chocolate fountain.”

By now, I have learnt that Lesley’s imagination and drive know no bounds.

“And you have achieved all this in two years from a standing start?” I ask tentatively.



LARGER THERAPY ROOM



THE SANDLES SHOP

After lunch we return for a tour of Sandles, see some of the therapy rooms, ask mundane questions about how the accounts are handled for so many different therapists, and are struck once again by the feeling of calm organisation that seems to prevail at Sandles. I was reminded forcefully of the sayings about swans moving serenely across calm waters producing hardly a ripple on the surface of the water whilst all the hard work is going on beneath the surface.

"Even I am surprised how well things have gone so far", says Lesley, inviting the obvious next question.

"So what's next?" Chris asks.

"Well, part of this building is rented out to a firm of accountants at the moment and they want to move out in November. In another of life's happy coincidences, a gym in town is closing down at the same time. I am planning to acquire gym equipment, refurbish the old accountants office and move the equipment in there in November. With a bit of luck many of the gym's old clients will come to us and discover the joys of having all our facilities on tap in the same building as the gym. The possibilities are endless."

So it would seem! By this stage, my brain is severely overloaded trying to assimilate all that Lesley has told me. But a final chapter is still to come. Back to Lesley.

"Once you have an operation on this scale and have established a reputation, clients increasingly find us. All the therapists working here are properly trained and qualified and personally vetted by me. It is in all our

interests that high standards are maintained across the board. One result is that business customers are now beginning to notice us, and I am now considering what facilities might best meet their needs in dealing with issues like stress in the workplace."

On that note, we adjourn for lunch and some time to absorb everything we have learnt about Sandles in the morning. I sit quietly thinking.

"Do you think I am mad, doing all this?" asks Lesley, mistaking my thoughtful silence for disapproval.

"No", I say, and mean it. "I am just trying to work out what it is that you have got that so many lack."

"Sometimes I think I must be mad, starting all this", says Lesley. "But then I realise that it is all working somehow, that I am still working as a stress manager and helping clients, earning money in something I really enjoy doing."

Building her pension fund, as she puts it. There is nothing mad about that.

There are lessons to be learnt here, but what are they?

There is no doubt in my mind that modest as she appears, Lesley is a remarkable lady. On the one hand a good therapist, on the other a natural entrepreneur, whatever that means. Perhaps it is about being able to recognise the opportunities life presents us all with and having the courage to turn those opportunities to advantage. Maybe it is about using a calm confident exterior to convince others to invest in you, not just financially but also in time and effort working with you. Maybe it springs from a deep self-belief in what you are doing.

Perhaps the secret lies in an ability to listen to clients, understand what they want, and then simply provide it.

Whatever it is, Lesley has it and has used it to great effect quite instinctively. I am sure we all wish her well and look forward to seeing Sandles go from strength to strength.

If you want to know more about Sandles try visiting the web site at www.sandleshealthclinic.co.uk.

CORRESPONDENCE

We welcome your letters and emails. Please include your telephone number so that we can contact you if necessary. Show any references when appropriate. Send to the Editor:

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**Letters:
Mike Dillon
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I was fascinated by Mike's article 'The Use of Music in Therapy', but bewildered as to how we go about adding the 'inaudible pulses of sound' to entrain clients' brainwaves. As a therapist with 25 years' experience as a professional Sound Engineer, I have been racking my brains as to how this might be practically achievable.

We obviously cannot simply add acoustic pulses to music at the brainwave frequencies because no equipment that I know of would reproduce them. My hi-fi loudspeakers will reproduce frequencies down to 23Hz, but they are very large and expensive (£5k) – but nowhere near the 7-13Hz of Alpha waves. And I don't know of any headphones that will go much below 30Hz, at any price.

Since we can't acoustically reproduce pulses at such low frequencies, as the article hints, we can do it only by using two very slightly different frequencies to generate a different tone, or 'beat'. Even this gets complicated, because we can't simply feed both frequencies to both ears – the clash between them would just leave the listener feeling seasick, and to anyone even vaguely musical it would be completely intolerable.

We could feed each frequency discreetly to each ear, and allow the brain to generate the 'beats' binaurally – but even then the tones would have to be loud enough and sufficiently high in frequency to be reproducible by real-world equipment, but then they would clash horribly with any music that one tried to add.

Another possibility to consider would be specially recorded music, with the same (mono) recording fed to each ear, but with the pitch to one ear shifted slightly to achieve the binaural beats. Even here though, all the pitch-shift processors that I know of change the pitch by proportion, not a fixed frequency. (For example, if you set the processor to shift a 100Hz tone up to 108Hz (a change of 8%) to generate a nice 'alpha wave-ish' 8Hz difference tone, then at 500Hz, it would shift to 540Hz, with a fairly useless 40Hz difference tone – the same change of 8%). Since music is constantly changing in frequency, the difference tone would clearly be meandering all over the place!

However, the good doctors at the Research Institute have clearly found some way of doing it, so maybe it's about time I used this Web thingy Alex is always rabbiting about to see if I can discover their secrets, and whether they have a 'real world' application for us hypnotherapists!

Keep up the excellent work on the Journal.

Alan Mosley.

Thank you for your letter, Alan. It is the first time a member has taken the trouble to respond to a Journal article, and a very interesting letter it is. I would not even attempt to dispute what you say Alan – I do not have the technical know-how to do so. I used the source material of Dr Jeffrey Thompson's research in good faith, and he is a very eminent person in the 'cutting edge' technology of 'behavioural psychoacoustics and neuroacoustics therapy'.

Nightingale Conant, an organisation that has been involved with motivational and clinical therapy for some 50 years or more, also supports his work.

Perhaps you could investigate further, Alan. I find it a most absorbing subject. As far as I am aware, Dr. Jeffrey Thompson works at the Center for Neuroacoustic Research in Encinitas, California. It is claimed that his clinical research with thousands of patients over many years has led to ground-breaking discoveries in how sound frequency patterns built into musical sound tracks induce brainwave entrainment.

I can only say what I find. All my clients whom I have used these special recordings with as an added value content to sessions, have all been very complimentary about the positive feelings they experience and the results they achieve in the sessions the recordings are used.

*I hope other Society members will join in the discussion. It is very important to keep up with the cutting edge work being carried out in clinical hypnotherapy. Whether any therapist chooses to use any of these new opportunities or developments is entirely a personal decision, of course. All I would add is that therapists who are still using **only** techniques and processes they learnt many years previously, are in my view missing out on so much they could take advantage of in the 21st century, in increasing their effectiveness as therapists.*

Mike Dillon, article author.

Comments received from members about Journal 2, April 2008.

"The variety and content are impressive and I am sure will provide a good read for all. There are also lots of leads that people can follow up on for the next edition" – *Christine Clarke*.

"I thought the second edition was absolutely brilliant. I can appreciate the amount of work that went into it" – *Marilyn Upton*.

"I have nothing but admiration for all the work and effort that have gone into the second issue of the Journal. Well done!" – *Peter Matthews*.

"Society Journal Vol. 2: just finished reading, and all I can say is congratulations! A couple of comments occurred as I was reading the journal, more appropriate for the letters page (see Alan's letter on page 22). My only other comment would be that it would be nice to see more original articles from Society members to balance those reprinted (or commissioned) from outside – but I realise these are still early days, and it requires Society members (me included) getting off their backsides and writing. Thanks for a really excellent job." – *Alan Mosley*.

*Editor: Exactly so, Alan. I hope all those members who have not yet contributed to the Society Journal get scribing and submitting their articles sooner rather than later. Those who have contributed so far, keep up the good work. **The Editor needs you all!***

"I have just downloaded the second edition of the Journal. I'm very impressed. A lot of hard work and dedication have gone into it. Well done." – *Laurence Nicholas*.

"I have just finished reading Volume Two. You have set an even higher standard this time – well done to you and your team! It is particularly good to see more people contributing and I am impressed by the wide range of topics covered." – *Nick Sands*.

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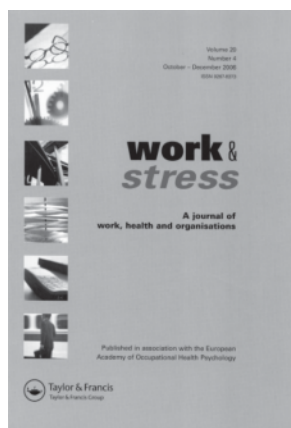
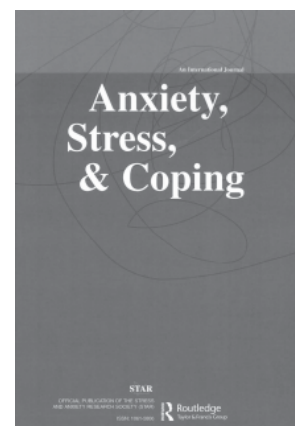
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