

## HEALTH AND FITNESS



## THE WALL STREET JOURNAL RECENTLY DESCRIBED HYPNOTHERAPY AS THE NEW CAREER OF THE MILLENNIUM.

### Can this be the case? Mark Shields Investigates.

The Wall Street Journal recently predicted that hypnotherapy and life coaching would be one of the top career choices for the new millennium.

Can this be true I hear you think out loud?

It's true more and more of us seem to be buckling under the pressures of the millennium with far greater demands on our time and our wallets.

As the credit crunch bites and the larger companies shed staff, more and more of us are beginning to start up our own small businesses. It seems we have gone full circle with more and more start up businesses commencing trading than ever before.

This combined with educated, experienced senior staff, deciding to change careers far earlier in their lives than ever before. Many people are finding they are coming to their career crossroads in their early forties and fifties unlike before when it was common for people to work through until their late fifties, early sixties before they retired or tried something different.

So would it be entirely a surprise if you suddenly found your best friend had resigned from his career at the trust company and had set up his own behavioral change coaching clinic. Exchanging million dollar decisions for something far simpler such as becoming a clinical hypnotherapist and professional coach helping others through difficult times.

Having taken this step several years ago there's something very rewarding about helping others overcome problems you yourself once faced and successfully overcome. Adding real and meaningful value to others may be far more rewarding than trudging to work everyday wishing you were somewhere else.

I now believe you can have what you want in life. You simply need to make the changes necessary to point you in the right direction to go where you need to go, to achieve what you want to achieve.

If you really want something, then go and get it. Enough of those trudges to work wishing you were somewhere else. Go and get what you want. Make the change.

Don't be afraid. If you always do what you've always done, you'll always get what you've always got.

So is becoming a behavioral change coach for you. As a senior manager I began in the arena I was most comfortable in. Working with other senior managers with different problems and challenges. I have to say I have loved every minute of it and feel more rewarded now with the value I add to other people's lives than I have ever felt before.

### The Beginning

My earliest memories of hypnotherapy was watching Alistair Horscroft being interviewed on the TV, talking about another patient he had cured, another challenge he had overcome, and another miracle he seemed to have performed. I remember he looked as amazed as everyone and simply stated the power of the mind was incredible and anything was possible, or words to that effect.

Here was a man that was incredibly successful; often someone's last resort

and he seemed to offer the miracle cure time and time again. He had his own TV show to prove it. The Life Guru was featured every week curing all people, from all problems and phobias.

I remember vividly watching the great man that day, and wondering exactly what he meant. Now five years on and regularly using Hypnotherapy in my Channel Islands clinic I know exactly what he meant. I did cheat a little bit as I enrolled into the Alistair Horscroft training school to ensure I was trained by the best in the business.

I have since witnessed smokers stop smoking, alcoholics stop drinking, drug takers stop using, agoraphobics ably going where they have not been for years, the depressed and anxious now confident and happy and all this in a single session.

## What is Hypnosis?

So what is this great phenomenon called hypnosis and is it truly a miracle cure, or are we simply looking for a magical cure to help us cope with the pressures of the millennium.

There is a lot of myth surrounding hypnotherapy and a lot of what you read is pure nonsense. The effective use of hypnosis is without doubt one of the most effective transformational methods of rapid behavioral change solutions available today.

It stands alone in this respect and its not surprising to learn hypnotherapy has been used since the beginnings of civilization.

There is certainly resurgence in modern times and science is now adding weight to what we as hypnotherapists have always known. It works, and it works where most other approaches fail.

Hypnosis is a natural human state, a true gift from life itself. We move in and out of hypnotic states everyday. The skilled practitioner can utilize these states for immense benefit for themselves and others.

Hypnosis is an art and a science. It has methods and procedures that can be replicated yet it also takes an emphatic and conscious individual to make it "magical".

Let us begin by looking at exactly what hypnotherapy does and the mechanics

around how it works. To do this we have to understand and acknowledge the mind is split into two different parts.

These are The Conscious and the subconscious. To get this into perspective the conscious mind can cope effectively with six or seven pieces of information at any one time whilst the subconscious can deal with millions and millions.

Its easy to imagine then, what happens then when we overload our conscious mind with to many things to do and think about. Overload kicks in and we become stressed and confused. When this happens all the time, well, not worth thinking about is it?

If you imagine that the subconscious is like a filing cabinet with all our memories and experiences collected over the years and filed away. Every time, the conscious mind wants to make a decision or focus on something, first it has to check through the files to see what info is already there, which it then bases it's behavior, messages to the body, perception and decisions on.

As you can well imagine if we have not updated our files recently we can be making all our decisions based on outdated info that is no longer relevant to life.

We might have had an experience many years ago and we are still basing many of our current choices on it when in fact we no longer are that person and the behavior that we are generating is no longer in alignment with how we want to be.

Hypnosis is in essence a bridge directly to the subconscious mind. Once we have desired outcomes filed in the memory banks of the subconscious, our conscious mind will access this updated or new information causing us to behave, think, and feel in alignment with the new information.

## Do you have the difference that makes the difference.

So is this an option for you. Do you think you can make the difference? Do you have the inner confidence to make the change and live the dream for awhile? In NLP terms do you have what it takes to make the difference that makes the difference?

Since watching Alistair Horscroft on TV I now run my own training academy and more and more people are signing up to become professional practitioners and making significant career changes.

What I find really interesting is more and more of my students are highly senior professional people that simply want to make the change, start their own practice, and add some value to other people at the same time as making a good living.

Let's face it if you have spent years working with staff or clients you'll have good solid interpersonal skills, and sound business acumen. The basics of becoming a successful practitioner.

So returning to the original point. Is life coaching and hypnotherapy the new career of the millennium? With stress levels doubling, more people off work through stress than are unemployed and the government aggressively recruiting Talking therapists I definitely say it could be.

There is definitely the need and demand for more practitioners. I think Ill leave it up to you to decide.

Mark is running full hypnotherapy and NLP training in 2008 /2009 offering accredited certificated f full NLP and Hypnosis Practitioner through to full Teachers Training. For all enquiries please contact Mark on the contact details below.

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