

Hypnosis....what can it do for you?



Tick, tock, tick, tock, tick, tock... We've all seen the movies where the hypnotist swings their gold watch-clock at the end of the gold chain, whilst their patient falls into a deep sleep. Whilst it makes for interesting cinema viewing, hypnosis is not actually characterised by sleep and today you would be hard pressed to find a hypnotherapist who even carries a watch-clock.

A Brief History of Hypnosis

Hypnosis is one of the oldest phenomena known to man. The roots of medicine by therapy lie in ancient societies even earlier than the Egyptians. Scientists first became involved in hypnosis around 1770, when Dr. Franz Mesmer started investigating an effect he called "animal magnetism" or "mesmerism". The evolution of Mesmer's ideas and practices led James Braid to coin the term and develop the procedure known as hypnosis in 1842. The modern study of hypnosis is usually considered to have begun in the 1930s with experimental psychologist Clark Leonard Hull, whose work titled *Hypnosis and Suggestibility* (1933) showed the effectiveness of hypnosis in the treatment of pain (hypnotic anaesthesia).

Today, hypnosis is used in a variety of applications, including anaesthesia and pain relief, and is also gaining popularity in the creation of change in human behaviour. The outdated image

created by stage entertainers and old films is slowly being worn down and more and more people are trying hypnosis for any number of reasons and with great success. In fact, in many countries Hypnosis has become so widely used that the medical insurance industry now includes it as a registered treatment under private health insurance policy adding distinct merit to its success in changing human behaviour.

So What Exactly is Hypnosis...?

The hypnotic state is something that people often fear for they believe they will be put into a deep sleep where they will lose control. Despite the word originating from "hypnos", the Greek word for sleep, hypnosis is actually entirely dissimilar to sleep, as noted in Clark Hull's scientific study of Hypnosis when he wrote "hypnosis is not sleep, it has no special relationship to sleep, and the whole concept of sleep when applied to hypnosis obscures the situation". Many people are surprised to hear that they can be in trance and have their eyes open and talk.



The state of hypnotic trance is a natural state similar to daydreaming. It is not a state of sleep but rather creates an experience of heightened awareness and clarity. It is common for people to feel extremely relaxed, calm and have uninterrupted clarity and focus on events and experiences they previously did not understand or know. In this way it is a very

pleasant and positive experience and often a very enlightening one. It is one of the simplest ways by which people can access their inner potential.

How Does Hypnosis Work...?



This hypnotic state that is induced by the hypnotherapist allows people to temporarily quieten their conscious mind (filled with the distractions, perceptions and internal dialogue) whilst they tap into the powerhouse that is their unconscious mind. Whilst distracting the conscious mind it is easy to utilise the power of the unconscious mind to create change, healing or understanding, and thereby access each individual's inner potential without all the distractions of the world around us.

Hypnotic trance can occur on a variety of different levels, from mild unintentional self-hypnosis to deep hypnotic trance. But the deeper the level of trance does not automatically result in a more effective result. In fact some of the most effective hypnotic work can be performed using very light trance state.

You might also be surprised to discover that hypnosis is currently used in a large number of modern-day applications, including in business, education and training, medicine and dentistry, law enforcement, recruitment and for job-seekers, and in conception and child-birth. Hypnosis is also used in Performance Coaching as a

technique used to enhance individuals' ability to access their internal resources by way of communicating and making neural connections that allow people to become stronger, clearer and more confident.



Where an individual is “out of rapport” with their unconscious mind, problems will manifest in a multitude of different ways – via illness and fatigue, via high levels of stress and anxiety, or via emotional instability and in relationships. When you relax by using hypnosis to “turn off” the noise created and confusion created by your conscious mind, you can allow yourself to efficiently and effectively solve problems, understand events and make good decisions easily. We therefore see the role of the

hypnotherapist as assisting clients in re-establishing rapport with their unconscious mind in order to release and prevent these manifestations.

In Hypnosis you become an active problem solver with access to resources inside of you that perhaps you were not aware of. Clients find they are able to look at problems differently and discover solutions that had been missed before. In a coaching environment where hypnotherapy supports the coaching process, clients experience change and growth rather than simply talking about problems with no change in how they feel or act.

For individuals or organisations investing in coaching you want to make sure that the coaching has an impact and supports a solid return on investment.

Hypnotherapy is beneficial for physical, psychological and behavioural issues including:

- Managing stress
- Improving self confidence levels
- Increasing calm and relaxation
- Improving your understanding of your communication style and others
- Improving your performance

- Freeing yourself from fear
- Achieving your goals
- Letting go of old memories
- Overcoming phobias
- Letting go of unwanted habits
- Weight loss
- Quit smoking
- Improving your health
- Pain management
- Achieving a comfortable birth
- Anesthesia without drugs
- Overcoming allergies
- Activating healthy sleep patterns



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