



ACCESS

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My Journey to Master Trainer of NLP

By Bruce M. Farrow

I left Cairo more than 5 years ago with my NLP Trainers certificate firmly wedged under my arm and as I boarded the flight to the UK I reflected on 3 weeks of being inspired by Tad & Adriana James.

It had been a training to cap all trainings. It had showed me that whilst I knew my Practitioner and Master Practitioner subjects relatively well, that there was so much more to learn.

It had showed me the art of utilizing everything that you know in your presentations so that you really do walk the talk.

To be honest, when I left Cairo, I knew that Tad & Adriana were the models that I would use in order to be a successful and inspirational trainer.

My training company was in existence (and not much more than existence) before I went to Trainers Training and on my return I did my first Practitioner course. Now that was a learning curve!! Straightaway you find out what you don't know (and what you do) but using the format of training that I had been taught, everyone seemed to have a good time and two thirds of the people immediately booked Master Practitioner with me.

At the end of that course, my first ever Practitioner course, I started a process that I still do today. Sitting down with my feedback forms and a coffee on the night of the conclusion of the training, I asked myself "what worked really well, what worked OK and what didn't work at all?" I then noted down the things that needed to be changed and the following day made adjustments to the slides and notes for the next course. I still do this today after nearly 60 practitioner courses.

Due to the cost of venues in the UK I decided that I would not take more than 18 people on any course.

This was a manageable number and the costs of the room for this size of group were not prohibitive. Group size is important to the students – they want to have access to the trainer and when you do big groups (and I have done in the Middle East) there are always some people who don't get all they could if they had been in a smaller group.

No-one had told me it was hard to fill Practitioners courses... so it wasn't!!

Within 3 courses we were filling the seats and Tad's words were always ringing in my ears"you can be the best trainer in the world but if you haven't got anyone in front of you, it's a waste of time!!"



Bruce Farrow with Adriana James, M.A., Ph.D. and Tad James, M.S., Ph.D.

Initially I was very focussed at making sure my courses had plenty of people on them AND that the students got great value. I wanted them to tell their relatives and friends to come on the course so I went that extra mile, talking to them late into the night, helping them out of class, and generally

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doing what needed to be done to get them to the place they wanted to be.

Early on in my training career I learned that as soon as you think you know your subject, someone will ask you a question that reminds you there is so much more to learn.

My UK trainings were going well but I needed to expand my experience which I did by doing trainings in the Middle East. I had made contacts at Trainers Training and utilized those contacts in establishing training companies in Egypt and Riyadh where we could base our Middle Eastern trainings.

It was a good learning experience teaching in a totally different culture and having to adapt and reframe my existing courses in a way where the audience would get it!! It was also interesting

to notice the different learning styles of those cultures.

One of the key elements every year, to me, was to assist on Tad & Adriana's Trainers Training. Every year the month of October was crossed out in my diary to enable the annual pilgrimage to Sydney. As a coach/assistant I learned a huge amount on those trainings and it also kept my skills fresh. Listening to those trainings every year enabled me to constantly review, refresh and even reorganize the way I trained. I always came back from Sydney with some exciting ideas as to how the next set of trainings would change for the better.

Every Trainers Training also gave me the opportunity to see all my students who had set their goals to be an NLP Trainer, achieve their dreams. In the last 5 years nearly 40 of my students made that journey to Trainers Training and watching them perform on the training was so rewarding – because they were very, very good !!

For me the other key element was to set goals for my own personal development every year. What else could I learn which I could utilise, who else could I learn from and what new concepts and ideas were out there? Every year I had a clear objective on what I needed to learn to improve what I did.

Doing around 12 NLP Practitioner courses and 3 Master Practitioner courses every year was, and is, an exciting and motivating thing to do. This is not work. This is almost a lifestyle – something I love doing and am totally passionate about. So the number of courses has never been an issue because on every course I learn something new

that will enable each course in the future to be better.

When you run an NLP Training company it could be easy to get so caught up in the day to day business of training that you can forget that you must constantly evolve as a person to continue to be the best you can be.

Many people who start the Master Trainer program never finish it. Why? Simple answer is, as with everything in life, you need the rather important ingredient of tenacity. You have to have the sheer bloody mindedness to battle through any obstacles that are placed (or you have placed) in your path to achieve you goals. You need to have flexibility in your training and business to enable you to stay on track.

So, if you were to ask me the keys to being a Master Trainer they would be:

- 1) Focus on giving the very best quality of trainings. Assess each training and improve it.
- 2) Constantly look to broaden your knowledge.
- 3) Ensure you have a successful business. As an NLP trainer you are teaching people ways that they can change their lives and be successful. If you stand in front of an audience YOU need to be successful or you will lose credibility
- 4) Walk the talk. Utilise all the NLP skills within the trainings.
- 5) Ensure you have sufficient numbers of students attend trainers training every year so Tad & Adriana can assess YOUR skills. How else are they going to know how good a trainer you are other than seeing the products of your trainings?
- 6) Coach every year at trainers training. You will learn huge amounts and will refresh yourself ready for the next year.
- 7) Have the tenacity to keep going !!

My route to my Master Trainers Certificate has been a happy one. It has involved meeting many, many inspiring students, constantly enjoying the pleasure of expanding my knowledge and knowing that, like all other NLP Trainers, I am doing my little bit to help make this world a better place.

Enjoy the journey.

A friend of mine told me that the National TV Show Wife Swap was looking for people in my field. I had never seen the show but I decided to contact them. Within 24 hours the casting person contacted me and we were on our way.



My Experiences on a National TV Show in 2007

During the next few months, we'd go through a number of interviews and forms, and finally

– were picked to switch lives with a family in Kentucky, although I didn't know it then. The day of the switch finally arrived. I said goodbye to Sam, my partner, and my children... and I was off to the airport. I did not know where I was going, but I had a sense the experience was not going to be easy.

I arrived at a small house in a very small town. From the outside, everything looked fine. But when I held the keys in my hands (Psychometry), I felt chaos. Opening the door, it all became clear. The couple did not believe in washing clothes. They had piles of dirty clothes all down the stairs and in the laundry room. I took a deep breath and continued.

Within a short time, I was introduced to my "new family." I had a new Swap Husband and his two boys... all I can say was my work was definitely cut out for me. The children, ages 7 and 9 slept in the same bed as the parents, the father spent every evening gambling on the Internet. It became clear within a few days of what I needed to do for this family.

I began with the children. Making their rooms safe and comfortable for them. With the camera present and the lights on I hypnotized the youngest child to sleep in his own room and have a great night's sleep. I asked him where he wanted to go; the countdown started and he was off in a spaceship to space. He slept all night and didn't wake up until the morning.

The father was amazed – the children had never slept in their own beds. He decided to let me hypnotize him. Everything was set up; the cameraman was ready. Several crew members were scattered throughout the house listening on headphones and watching on monitors. I began with a deep take down, helping him to relax. Then I filled his mind with an array of positive suggestions about being a loving husband, being good to

his wife and helping her out. I then talked about gambling. Giving him suggestions about not having any desire to gamble and enjoying his life completely.

After the session, I brought him up. He said he didn't remember much, but he felt very relaxed. I then was shocked to hear that some of people on the TV crew had not heard what I'd said during the hypnosis. It turned out that they had gone under while listening through the earphones. I could sense that everyone in the house was starting to believe.

Within a day, there was a big difference in the Swap Dad's attitude. He willingly started to gather up the clothes and clean the house to get ready for his wife to come home. I never saw him gambling on the computer again. The children were in their own beds. The father was looking forward to seeing his wife. My job was done.

It was so wonderful to see my kids. It had been a challenging experience having another woman in the house. My boys go to sleep with different hypnosis CDs. They have done that since birth. Due to their strong positive attitudes, they had little trouble dealing with their new Swap Mom. In all, I was proud to be able to show America what my work is. And no matter what, my family and myself have greatly benefited from hypnosis in our lives.

I became a certified hypnotherapist with Dr. Krasner in 1985. And I have been using it ever since in my practice and my personal life. I also have a Ph.D. in Metaphysical Philosophy.

A few months ago, we were surprisingly contacted by Wife Swap to be in a contest with a chance to go back on, and I decided that we would participate. I am looking forward to the chance to help another family, so please go to ABC.com, click on Wifeswap, and vote for the Silver Family starting October 3rd.

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Trance Training Metaphors

Drifting back to spring this year to our annual UK Hypnosis training where we proudly certified Hypnotherapists, Master Hypnotherapists and Trainers from 4 different continents.

We had 18 students from all corners of the world who came together to share their passion and interest in the field of hypnosis. The training venue was a charming old style British hotel on the seafront in the coastal city of Brighton, England.

I co-train with British Hypnosis Trainer par excellence, Russell Potts. Russ is also a certified NLP Trainer and is trained and certified in most all the major hypnosis styles. Russ and I did some great demos and our individual styles and energy combined with the group to create a magical atmosphere of learning and fun.

Outside the hotel, the sun glistened on the English Channel which was sprinkled with little white sailing boats, the sound of seagulls and a cool, refreshing sea breeze...

We were training inside...in fact, down in the hotel basement to experience deep trances while producing all kinds of hypnotic phenomena imaginable. The training in trance unfolded seamlessly and conversationally, as we ran Ericksonian Hypnosis Certification back to back with ABH approved Hypnosis Trainer's Training.

The students ranged from hypnosis veterans to relatively new tranceophiles who went down (where else?) to the trance basement and emerged as Certified Hypnotherapists, Master Hypnotherapists and Certified Trainers.

One of the skills we teach on Hypnosis Trainer's Training is how to induce learning trances with groups so the teaching connects with their unconscious, as well as their conscious minds. We call it "formatting the unconscious mind." It has many purposes, but foremost is to give unconscious suggestions about the values, beliefs, attitudes and states which are embodied in the training and which, when adopted insure students' success, and by presupposition Trainers' success!

I would like to share one of the training metaphors we use as an example. This metaphor is taken from the book Training Trances which I co-wrote with John Overdurf. I've unpacked it in a way that you can easily understand the patterns we're



using here. I hope it provides you with the inspiration to do something similar. This is a double induction with two trainers talking alternately and at times simultaneously. Here we pick up the metaphor mid-stream....simply read each response; then return to it to re-read what's in bold. The Bold phrases are the embedded commands for modelling the training and insuring success.

J: ...If **you were ambitious**, you'd be all the way to North Dakota. But see Milton was **extremely ambitious**. When somebody told him to **change states...** of residence, he **took it seriously**. He took **it all the way into deep** South western part of the **United States**. We don't know how he travelled to get there. He could have flown, or he could have driven...

(**Meta comment:** Here we are suggesting to the students unconscious mind that it is valuable in this training – think of teaching a NLP Practitioner Training or Hypnosis Training – to engage in certain beliefs, values, attitudes and states which insure success. These include: being ambitious; being extremely ambitious; and changing their emotional states (from present state assumably to resource states). Notice the ambiguity of the pause after "**change states...of residence**" – residence is used just to throw off the conscious mind and because its a natural part of the story; the important thing is we get to say "Change your state." What other suggestions are there? Take/took it seriously; go all the way down – where? – into the Deep... Southwest which is just a metaphor for going deeply into trance and ending up where? In the "United" States – isn't that a great ambiguity and great when all your states are united? So I think you get the drift. Now you might enjoy reading the rest and seeing what else you can discover...now.

J: **There are a lot of ways to get where you want to go.** I think he took the highway. ...

J: ...In our opinion the **high...way ...is the best way...**

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J: ...Now those of you who don't know it as a high...
way ...

J: ...May **know it as the...**

J: ...**freeway...**

J: ...**free...way** and that's **what's good** in our opinion.....

J: ...in fact for some... **either is better....**

J: ...**you can just take the interstate** high...way system that runs through the...

J: ...**the inner ...state** that runs through the **United States...**

J: ...to **get to...**

J: ...**your state...**

J: ...that **you're headed toward. Now,** I'm not **really sure,** which way did he go...?

J: ... I think Erickson took ...did you ever **take a driving trance?**

J: ...**Driving...trances** are the **ones with the most mobility...**

J: ...**Driving...trances** that are **moving experiences...** a **driving** trance...

J: ...Something we all take for granted, too, because **there was a time when you couldn't drive and when you learned all those things you put together at the same time. You had to be steering.** You had to **know how to do a number of things simultaneously.** And when **you were supposed to slow down and when you were supposed to accelerate....you're learning that now, aren't you?**

J: ...even when **you learned how to drive ...It was really driving you were doing...** and when you went on a long trip you've had a **co-pilot to navigate beside you, who's really** been the person driving? Is it **the person holding the steering wheel, or the person who knows where they are going?** Sometimes the driver thinks he knows, but sometimes the **driver thinks he knows,** but sometimes **only the navigator knows for sure on the high...way** how to **get right where you're going...** and Milton was **going down to the Deep**Southwest...

J: ...**even deeper...**

J: ...**all the way down...**

J: ...**down the inner...state.....**

J: ...and **only at your rate** because in this type of **driving...trance,** you can drive eighty five, and its legal in this state ...You can drive ninety five... Some of you have already broken one hundred and **are going quickly and more deeply into trance.** It's **your trance.... just your state...**

Pretty easy to notice the patterns, now isn't it? Just consider for a moment where this might be a useful pattern for you to use...and which values, beliefs, attitudes and states you'd want to include to insure your students' success and by presupposition your own! And if not with students, then maybe with clients, and if not with clients then maybe...If you enjoyed this please pick up a copy of Training Trances or join us live in the **UK or Hong Kong in 2009.**

For our calendar please see us at **www.trainingtrances.com.** Julie may be reached at **Julie@juliesilverthorn.com** and Russell Potts may be reached at **russell@trainingtrances.com** or **trainingtrances@googlemail.com**

When we came **back outside** the sun was reflecting on the calm sea, the seagulls sounding in the distance and the fresh cool breeze carried the shared learning experience far and wide. **We had all made a connection on a deeper level** and our love and passion for teaching hypnosis had connected with people from four different continents of our world.

*Julie Silverthorn MS, CH,CMH
Certified NLP Master Trainer
Certified Hypnosis Trainer
Co Developer Humanistic NLP*

Peter The Great

Peter the Great was billed as one of Europe's top 5 Hypnotists, so when he called for volunteers for his Stage Show, I was first in line!

Why did I volunteer, what happened, and what was it like? Did he have me barking like a dog, or chasing Leprechauns? Well no, but I did do some unusual things that I wouldn't normally do in front of 200 people, or would I...

The first thing to bear in mind about Stage Hypnosis is that the purpose is entertainment and the participants are volunteers, some of whom will be screened out. It's a numbers game. In any audience you are going to have a percentage of people who will be open to the possibility that they can be hypnotized and are willing to participate.

The reason I volunteered was because I have been trained in Hypnosis, and I wanted to see what it felt like to be the subject in a stage show. To me it was a test, a challenge to see if I could be hypnotized under such circumstances. I was on holidays. I was up for some fun. I was going to be authentic, I wasn't going to fake it, but I wanted to be successful.

The preparation for the trance is all important. By the way, hypnosis and trance are interchangeable words for the phenomena I will describe, and you have all been in trance many times. You do know that, don't you? Trance is a normal everyday occurrence and a light trance will feel no different from relaxation. Some examples: you are watching Television and someone is talking to you and after a while you ask "What did you say...? Or you step into an elevator, the doors close, you look up and watch the numbers go by one...two...three...four... five...the doors opens, you step out and say, "Is this seven?" And what about the driving trance? Driving along, taking in the sights and the sounds, listening to the radio, you're thinking life is good... then you realize that you are miles beyond where you should have turned. You drive through the traffic lights, were the green? You search for your car keys and you find them where you've already looked! That's called negative hallucination. So trance is a normal everyday occurrence and the skill of the hypnotist lies in his ability to put you into that state...with your cooperation. You are always in control and you only accept suggestions that are consistent with your own beliefs and values. For



example if I asked you to stand up and it was ok, you would do it. However if I asked you to rob a bank you wouldn't do it...unless that's what you do for a living. So you are always in control.

So on with the show. The volunteers take their seats on the stage, about 10 of us and Peter the Great starts his pre-talk. "Do not be afraid, no harm will come to you, you will not be made to look foolish. People who are hypnotized say afterwards it was a wonderfully relaxing and enjoyable experience. Don't expect to feel hypnotized, do expect to feel relaxed. Listen to my voice and the music. Stare at the centre of my forehead...follow my fingers, close your eyes. You will not sleep; you will always hear my voice and when you come out of this trance you will feel wonderfully relaxed and refreshed."

That's an attractive promise and you can see why you would want to stay on the stage and be successful.

He then takes us through a series of tests, which are designed to convince us that we are open to suggestions and can be hypnotized. For example the dictionary and balloon test. We are asked to stand up, hold both hand outstretched, close our eyes and turn our right hand palm down. It's easy to cooperate with that? Now imagine there is a balloon attached to your right hand and a very heavy dictionary in your left hand. The hands will move in opposite directions, without conscious effort.

A second suggestibility test is to clasp your hand together and press them down on your head, again easy to comply. He then tells us that we are unable to open them. If you can you are off the stage! Are you hypnotized? Who knows, who cares, it's only fun and I want to play!

Next we are asked to imagine (follow his suggestions) certain situations which are easy enough to comply with. For example: Imagine you are on a beach and it's very hot, or very cold, you are at a very funny movie, rotate your hands faster

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and faster, stand up, sit down, you are a goldfish! You are a washing machine, that's trickier-but by now the possibilities for cooperation and fun are expanding. My attention has narrowed so that I am barely aware of the audience and I'm listening intently to his instructions.

He then asks us to stand up and open our eyes and I notice that he has dismissed half of the volunteers, now there are just five of us. I'm glad I succeeded and I want to continue.

The suggestions get progressively sillier and more challenging! The person along side of you has smelly feet, move away from him. He smells beautiful, under his arm pits, move closer. You can speak Japanese, you are a Jack Hammer. You are a traffic warden; go around the audience giving out fines. Silly stuff, but harmless and you want to stay involved.

And now he steps up the pace...to musical accompaniment I am a tap dancer, a ballet dancer, a flamenco dancer! I'm glad he didn't say disco dancer, because consciously and unconsciously I know I'm no John Travolta!

And now I'm a lap dancer and I must seek out as many men as possible to perform for. This is getting close to being asked to rob a bank, but what the heck, I'll do it anyway!

The final act in the show is for Peter the great to install a Post Hypnotic suggestion. A post hypnotic suggestion is one given when you are in trance, to be acted upon later when you are in full awakening consciousness. This is where you hear stories of people chasing leprechauns, having just left the theatre! In fact this should never happen. A responsible hypnotist always should conclude the show with a phrase such as "Any and all suggestions I have given you for the purpose of this demonstration are hereby removed and will no longer affect you when you leave this theatre."

The post hypnotic suggestion was that when we heard the 007 theme music we would immediately hop up from our seat and adopt the James Bond persona.

He then brings us out of the trance, by counting from one to five, thanks us for being such good sports and calls upon the audience to acknowledge us, which they do with great enthusiasm. This rewards and affirms your participation.

Let me recap on how stage hypnosis works. The purpose is entertainment. The participants are volunteers and are screened for suitability. You

are aware of everything that is being said and it requires your active cooperation. The warm up is designed to eliminate any concerns you have about the process and you are lead gradually into cooperation via a series of progressively more daring suggestions.

Afterwards some members of the audience said I was "terrific". What did they mean? That I was a terrific actor or hypnotic subject? Was I hypnotized? Who knows who cares! I didn't feel hypnotized but I was certainly in an altered state of consciousness, and that is what hypnosis is! I always felt in control and believed I could snap out of that state at will.

How does hypnosis work? We have what's called a critical faculty in our minds that helps us distinguish between reality and fantasy. Tom Hanks was not on Apollo 13. Sylvester Stallone was not the heavyweight champion of the world. You cannot get on a plane in New York and be in LA 30seconds later. And yet we have no problem accepting those ideas when we are watching a movie. In hypnosis the screen is inside your mind and the image you co- create with the hypnotist is a new you. That's how hypnosis works.

In the stage show the participants are not pretending. Some of them genuinely think they are tap dancers, while others carry out the suggestion without questioning, because they have suspended the critical faculty.

I started to head back to my seat. The theme from Gold finger started playing, I hesitated for a moment, did I want to play the suave hero? No, for me the show was over, there was a lady waiting for me outside. It was time to get back to the real world. I exited swiftly and confidently, stirred but not shaken.

The final act in the show was determined by me, not by Peter the Great.

Greg's understanding of hypnosis was obtained from Trainers Training with the Tad James Company and from Dr. James CDs and books. He is Master Practitioner, Coach and Certified Trainer of Neuro Linguistic Programming. He is recognized by The American Board of Hypnotherapy as an Instructor of Hypnotherapy. His current focus is on coaching client's through the retirement transition. See his website www.retirement-stories.com

ABH Annual Recertification

It is necessary to have 15 hours of annual continuing education for your hypnotherapy recertification. The annual period in which to attain this 15 hours of credit starts on your dues renewal date. This requirement is standard among other professionals and has been enacted by the ABH for the advancement of our members and the profession as a whole.

Keep track of any of the following ways in which you achieve your recertification credits. Have that information available when you pay your next year's dues.

Here are some ways to accumulate hours:

- Attend an ABH seminar, workshop or training
- Participate in any hypnosis related event
- Any article researched and written by you which is accepted for publication in the ACCESS Journal
- Attend any course or seminar conducted by a recognized professional hypnosis group
- Independent study of hypnosis and related texts
- Teach a class on hypnosis-related subjects at an institution of higher learning

The American Board of Hypnotherapy

The ABH was founded in 1982 by Dr. A. M. Krasner as The California Board of Hypnotherapy. Within a short time it grew to be the American Board of Hypnotherapy with members all over the world - wherever Hypnosis is taught, we probably have a member.

Today we have over 1000 institutes worldwide approved at the Trainer Level of Hypnosis, and tens of thousands of members. We believe that Hypnosis is the most excellent way of creating our own personal growth and development.



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