

Natal Hypnotherapy Practitioner training details

As the awareness and use of hypnosis for birth is increasing in the UK, we are looking to train and license Natal Hypnotherapy practitioners around the UK to run our highly effective workshops. Trained practitioners will run their own business for themselves whilst being part of a very supportive network.

1) Why become a Natal Hypnotherapy Practitioner

By becoming a Natal Hypnotherapy Practitioner you will:-

- a)** Become part of a fast growing network of like minded professionals dedicated to helping women have a better birth experience
- b)** Learn to teach powerful and effective techniques which are becoming more and more popular
- c)** Help to shape the future birthing culture in the UK
- d)** Be part of an enthusiastic team dedicated to the same goal
- e)** Receive top quality training, coaching and support
- f)** Own your own business – an asset you could sell
- g)** Manage your work and life around workshop dates and locations which suit you
- h)** Receive on going coaching and support to help you be successful – all just a phone call or email away
- i)** Benefit from a national marketing and PR campaign
- j)** Have flexibility of managing your own workshop dates and bookings
- k)** Make money and grow a successful and rewarding business that truly helps men, women and babies!

2) Becoming a practitioner

To become a licensed Natal Hypnotherapy Practitioner, you will be required to complete the following:-

- Pass the application process and interview
- Sign and return the Natal Practitioners Licensing agreement
- Read Maggie Howell's "Effective birth preparation – Your practical guide to a better birth"
- Pay the full training fee

- Attend a birth physiology workshop prior to the five day course (for non birth professionals), the learning of which will be built upon during the workshop
- Attend the five day training course (see attached for syllabus)
- Complete a written assessment (3 essays) after the workshop covering your knowledge on birth physiology, hypnotherapy and the application of hypnosis for birth.
- Deliver one or more sections of a Natal Hypnotherapy workshop to prospective parents which will be assessed by Maggie Howell or a senior NH practitioner
- Assist on one or more Natal Hypnotherapy workshops run by an existing practitioner
- Provide us with your insurance certificate and policy details

Once you have satisfactorily completed the above, you will be invited to become a licensed practitioner. There are a number of things you will need to do to maintain your status as a licensed practitioner. See section 3 for further details

3) What does it mean to be a licensed practitioner?

By signing the license agreement you are entitled to use the name, intellectual property and portfolio of products and services of Natal Hypnotherapy in your geographic area as laid out in the agreement. You will then undergo a high standard of training and on going support from Natal Hypnotherapy (NH).

The training will qualify and enable you to run the Natal Hypnotherapy™

- Natural pain relief workshop (either one day or 2 x 3 hr sessions)
- Effective birth preparation workshop (either one day or 2 x 3 hr sessions)
- Private one to one workshops
- The weekly Pregnancy Relaxation classes in your area
- Short taster sessions for mums
- Short taster sessions for midwives

By becoming a licensed Natal Hypnotherapy practitioner, you are becoming part of a growing group of practitioners who are passionate about reducing fear in childbirth and making antenatal education truly "woman centered".

Natal Hypnotherapy and fellow practitioners are on hand to provide you with support and advice connected via our online forum with running workshops, dealing with difficult situations, managing diverse groups etc. You will be part of a team – not a lone practitioner.

You will be required to have your own website; however Natal Hypnotherapy will provide you with much of the content, testimonials etc. Natal Hypnotherapy will also support you with advice and guidance on setting up a payment and booking system and linking into the social network system.

You will then be able to set your dates and locations and have the full flexibility to manage them according to the demand in your area.

The Natal Hypnotherapy office manages a central website which will have a profile of each practitioner. Any enquiries for your area will then be passed straight onto you.

You will then provide all your participants with one of the Natal Hypnotherapy birth preparation course book. These will be bought from Natal Hypnotherapy.

4) What materials will you receive?

After signing the licensing agreement, completing the training and having paid all the fees you will receive a starter pack to set up your own Natal Hypnotherapy business. The starter pack contains:-

- A license certificate to practice as a Natal Hypnotherapy practitioner
- A practitioner's training manual taking you step by step through the workshop content
- A Natal Hypnotherapy operations manual
- A postcode geographic area for running and marketing workshops including demographic breakdown, ages groups, income categories, population density
- Range of hypnotherapy scripts for use on the workshop
- A sample copy of the Natal Hypnotherapy CDs
- Natal Hypnotherapy birth videos
- Guidelines on marketing yourself and the Natal Hypnotherapy workshops including making the most of social media
- Guidelines on finding the right venue and a checklist for venue criteria
- Recommended reading list
- Guidelines on running your own business
- Proforma press releases and sample adverts
- Access to the on line support for practitioners
- Post course participant questionnaires
- Postnatal questionnaire on birth outcomes and summary statistics and testimonials you can use on your site.

You will also be able to buy all your Natal Hypnotherapy products at a discounted price (CDs, gift cards, course manuals, books etc) for both running workshops as well as for selling on to participants.

5) What other training is required once you are qualified?

To ensure a high standard of teaching by practitioners and that continually updated information and research is maintained all practitioners are required to attend 3 CPD study days per year, 1 of which will be Natal Hypnotherapy study days.

For each study day you will need to upload a short written report to the Natal Hypnotherapy team tool to document your learning. You may also be asked to present a short piece to other Natal Hypnotherapy practitioners at study days or webinars.

6) Managing workshops

The process for setting up and running workshops is as follows:-

-  Step 1 You identify a local venue with meets the venue criteria (provided to you)
-  Step 2 We recommend you advertise dates up to 9 months in advance as our experience shows this encourages maximum bookings (we know that most bookings are made from 12 – 28 weeks and some as early as 6 weeks!)
-  Step 3 Natal Hypnotherapy will forward all enquiries for workshops in your area to your email, phone or website.
-  Step 4 Participant's book and pay through your site.
-  Step 5 You send them a confirmation email including the terms and conditions and a pre workshop questionnaire for them to complete and return to you.
-  Step 6 Participants return their pre workshop questionnaire to you to get a clearer understanding of their needs and concerns.
-  Step 7 You order, via your online Natal Hypnotherapy account, the appropriate number of books to give to your participants on the workshop, and print off the handouts from the team tool.
-  Step 8 You run the workshop and collect post workshop feedback which you enter online via the Natal Hypnotherapy website.
-  Step 9 You send the original workshop feedback forms to Natal Hypnotherapy for quality control.
-  Step 10 You contact the participant after their due date for feedback on their birth experience and send them the standard online post natal birth questionnaire.

7) What are the costs involved?

After training you will then be subject to an annual license fee, approximately is £200 + VAT, payable each 1st of October and you will be issued with a License certificate to display. This also includes a stock of books to use in your first 10 courses. You are required to have and maintain appropriate insurance and undertake continuous professional development CPD.

8) How to book your place

To apply for a place please complete the application form and confirm your place by book at www.natalhypnotherapy.co.uk/shop/How-to-book-your-place. This will then be followed by a telephone interview with Maggie Howell.

Places will be awarded based on suitability of the candidate to run workshops (e.g. personal philosophy, experience using Natal Hypnotherapy, ability and attitude towards making a success of running workshops) not necessarily on work experience i.e. being a midwife or a Hypnotherapist.

The workshop is not for people who just want to learn a bit more or who just want to collect another “badge”, or who wish to use Natal Hypnotherapy material in their own workshops. It is suitable for people who are passionate about helping empower women to have a better pregnancy and birth and who want to have a successful Natal Hypnotherapy business and are prepared to put in the time and effort to make it happen.

9) Cancellation and refunds policy

a) Should you wish to cancel

Should you decide to cancel your place at the practitioner training once your application has been approved, the following terms apply:-

8 weeks plus	90% refund
4 - 8 weeks prior to the workshop	50% refund
2 – 4 weeks prior to the workshop	25% refund
1 – 2 weeks prior to the workshop	10% refund
Less than 1 week	0% refund

If you are not able to start the training workshop for medical or personal reasons you will be offered the opportunity to attend a future date for the training.

b) Transfer to alternative dates

Transferring workshops will incur a 10% administration charge and must be done no more than 2 weeks prior to the original workshop dates

c) Should Natal Hypnotherapy need to postpone the workshop

Alternative dates will be offered.

10) What makes Natal Hypnotherapy different from other hypnotherapy for birth training programs?

Natal Hypnotherapy was developed in the UK by clinical Hypnotherapist Maggie Howell since 2000. The techniques, principles and approach of Natal Hypnotherapy have developed organically through the teachings of the worlds leading natural birth experts including Michel Odent, Ina May Gaskin and Sheila Kitzinger. Maggie Howell has created the programme following her own experiences of giving birth five times using Natal Hypnotherapy and from her work and interaction with over two thousand midwives and antenatal teachers across the UK, and having reached over 100,000 women.

Natal Hypnotherapy teaches a woman to fully trust her body, to address, understand and overcome fears, to reframe her beliefs and how to work with her body in the way that is right for her. It does not teach women that birth is “pain free”, instead it teaches women to accept, welcome and work with the sensations in her body and to understand the causes and reasons behind the sensations she is feeling. The workshop does not imply that if a woman feels pain, then she is not following the techniques correctly or that she is doing something wrong. It does however teach her ways to work with the sensations and ways to “regroup” if she has a particularly strong sensation for example after waters breaking or a change of location or medical supporter.

Natal Hypnotherapy also focuses equally on preparing a woman's birth partner to overcome fears, to fully understand the birth process from a physiological as well as hormonal level and to learn effective ways to help a woman work with her body and to flow with the direction of birthing rather than fight it. However we also prepare women who may not have a partner willing to do the workshop.

Natal Hypnotherapy teaches a unique, tailored approach so that each couple is empowered to write their own affirmations, birth “mind maps” and to use their own personal imagery and post hypnotic suggestions. This way the couple “own” their birth preparation helping them to have the birth experience that is right for them. In addition the couple learn to use the techniques, not just for the birth but for other times including, perennal massage, back pain during pregnancy and after the baby is born with breastfeeding.

Couples may or may not have attended other antenatal classes before participating in Natal Hypnotherapy workshops. For those that have, they still find they learn new skills, techniques and gain a better understanding of birthing by participating in a Natal Hypnotherapy workshop.

The Natal Hypnotherapy classes offer a complete birth preparation course and teach couples a wide range of comfort measures including massage, positions, visualisation, use of water and use of a birthing ball. The workshops teach parents all they need to know to feel prepared and ready for birth. They are no longer frightened about the experience and so find that they enjoy practicing the techniques, take time out to relax, and let go of all the old fears and concerns. At the end of each class, couples leave feeling confident, excited and truly prepared.

The training to become a Natal Hypnotherapy practitioner is more robust than other approaches with a longer term training programme including practical assessment and on going study days.

In addition you become part of a close knit community of practitioners with on going practical support from Natal Hypnotherapy head office and fellow practitioners. All licensed practitioners work together as a group to promote the workshops in their own areas as well as across the UK as a whole.

The level of training, reputation in the UK and ongoing support stands us apart from other courses.

11) Practitioner training workshop

The training will take place in Haselmere, Surrey for 5 days.

The workshop will begin at 10 am on Monday morning and at 9.30 on subsequent mornings and will aim to finish at 4pm on each day. Assignments will be set each evening so home study will be required.

All refreshments and 2 course lunch will be included on each day.

Overnight accommodation will be available at the hotel and need to be booked direct quoting the Natal Hypnotherapy training. Alternative accommodation details will be sent upon securing a place.

12) Practitioner Training content

a) Birth physiology workshop 1 day (for non birth professionals)

- To have a clear understanding of the physiology of birth
- Understanding the physical structure of the female body
- The impact of hormones before, during and after birth
- The importance of environmental factors on birth
- Understanding of how birth begins and the “normal progression” of birth
- How a woman’s body will birth her baby if it is unhindered by drugs
- The difference when she has had artificial hormones / drugs
- The emotional factors which influence birth
- Dispelling myths
- The impact of beliefs on birth
- Research supporting the above

b) Hypnosis – Theory and practice – 2 days

- What is hypnosis? (and what it is not)
- How hypnosis can be used
- Understanding the power of the subconscious
- Taking a person into hypnosis
- Importance of language – both helpful and unhelpful
- Practising induction techniques
- Deepeners

- Using visualisation
- Assessing depth of hypnosis
- Dealing with abreactions
- Understanding the differences in how people perceive the world
- Using appropriate language patterns
- Using metaphor to help create change
- Noticing your clients labels and metaphors
- Use of post hypnotic triggers
- Using anchors and associations
- Applying hypnosis to therapeutic situations
- Running a hypnosis session
- Programme writing
- Letting go exercises
- Applying hypnosis to yourself
- The use of time distortion
- How to safely bring someone out of hypnosis
- Contraindications
- Introduction to other techniques to support a woman e.g. EFT, NLP

c) Running Natal Hypnotherapy Workshops – 2 days

- The impact of fear on hormones
- Understanding other cultures approach to birth
- Hypnosis through out pregnancy
- The importance of preparation of the mind and body
- Using post hypnotic suggestions to turn fear into confidence
- How hypnosis reduces / eliminates fear and is replaced with confidence
- The impact of fear on the birth process
- Script writing for usual and un unusual situations e.g. breech, twins
- Creating conversational change
- Importance of antenatal care and not antenatal “scare”
- Natural pain relief strategies
- Body centric hypnosis
- Using hypnosis whilst moving around / eyes open
- Overcoming challenges

- Facilitation skills
- Pre workshop questionnaire
- Ice breaker introductions
- Hopes and fears exercises for couples
- Working with birth partners (especially cynical ones!)
- Managing a temperature chart (gauging couples beliefs and skills)
- Teaching self hypnosis to couples
- Naming, facing and reframing fears
- Letting go exercises
- Teaching the physiology of birth
- The emotional map of labour and how to work with each one
- Massage techniques
- Positions for birth
- Using water for the birth
- Working with the medical team
- Importance of environmental factors
- The impact of relaxation and hypnotherapy on the baby
- Using hypnosis to help bonding and communication with the baby
- Ways to use hypnosis after the baby is born
- Importance of avoiding induction
- Breathing techniques and exercises
- Understanding and using the comfort dial
- The role of the birth partner
- Building time distortion into the programme
- Using hypnosis during labour – birth partner and professional
- Teaching couples to write their own affirmations and mind map of birth
- Recommended reading

d) Business / marketing element

- Understanding the licensing agreement
- Your obligations to NH
- NH obligations to you
- Insurance requirements
- Financial and accounting processes
- Taking and managing bookings
- Understanding tax, national insurance, VAT requirements
- Legal requirements
- Health and safety
- IT requirements
- Finding the right venue
- Marketing yourself and the workshops in your area
- Social network marketing
- Networking with other birth professionals
- Making the most of your network
- Local PR

13) Required reading (prior to the workshop)

It is a requirement that you read the 'Effective Birth Preparation - Your practical guide to a better birth' by Maggie Howell, prior to attending the practitioner training.

14) Recommended reading (prior to the workshop)

* These books are available from the Natal Hypnotherapy™ website

Spiritual midwifery*	Ina May Gaskin
Birth and beyond*	Michel Odent
Primal Health*	Michel Odent
Birth without Fear*	Grantley Dick Read
Birth Your Way*	Sheila Kitzinger
The Continuum Concept*	Jean Liedlof
Birthing from within	Pam England, Rob Horowitz
An Easier Birth	Dr Gayle Peterson
Birth without violence	Frederick Le Boyer
Birth Trauma	Sheila Kitzinger
The Birth Partner - Everything You Need to Know to Help a Woman Through Childbirth	Penny Simkin

15) Becoming a Natal Hypnotherapy Practitioner - FAQs

What is this opportunity all about?	Being a licensed Natal Hypnotherapy Practitioner is about having your own, real business that helps you help women to have a better conception, pregnancy and birth experience.
Do I have to sign a license agreement to be a Natal Hypnotherapist?	Yes. This is the only way of becoming a Natal Hypnotherapy Practitioner. It is an up front, honest way of defining the relationship between NH and you.
Can I charge what I want for the workshops?	No, we have set a national standard fee which appears on all marketing material. However, you can offer percentage discounts at your discretion.
Can I do the training, then go and do something else? Can I do my own thing?	No. It is called a Natal Hypnotherapy Practitioner Training because it is designed to train people who want to practise and run a business using Natal Hypnotherapy. If you do not want to practice Natal Hypnotherapy, then you won't be a Practitioner.
If it becomes my business, can I sell it?	Yes. As with any business, it is an asset and will have a value. The more you grow what you are doing, the greater the value of the business and the income for you.
What is a License agreement?	It is a legal document which states what you can expect from us, and what we can expect from you. All of us know that in life, things change. People get ill, they may retire, they may want to sell their business etc. The agreement states what will happen in all the various situations that can come up.
I am not sure I understand the words in the documents?	It can be tough going at times and if you are at all unsure about any of the wording we recommend seeing a solicitor familiar with these kinds of agreements. We will provide a list of recommended lawyers registered with the British Franchise Association.
Why are you licensing Natal Hypnotherapy?	<p>We want to make sure that mums using Natal Hypnotherapy do so in a consistent way. We want to ensure that there is a consistently high standard of teaching and materials across the country.</p> <p>In addition we want to make sure practitioners have a high level of support and a clear understanding of what is expected of them and what they can expect from NH. Licensing enables you to get a greater level of support so you are not on your own and you are legally protected. Your rights and expectations are clearly set out in the license.</p> <p>We want a level playing field and so all licensees are treated the same.</p>