



The Greater Philadelphia Society of Clinical Hypnosis

*A Component Section of the American Society of Clinical Hypnosis
and*

Ellen L. Wright., Ph.D.

Present

Process-Oriented Hypnosis: Focusing on Structure, Not Content, in Hypnotic Interventions

Presented by: Michael D. Yapko, Ph.D

DATE: May 15, 2022

Time: 10 am – 1 pm EDT (see schedule below) 9:45 am login
3 CE Credits for Psychologists and ASCH Certification/Re-
certification
Zoom Webinar

Outline of Program:

9:45 – 10:00 am	Registration, sign in, Zoom housekeeping, introductions
10:00 – 11:30	Process vs. content in forming clinical interventions; Targeting patterns of self-organization: addressing rigidities hypnotically; Cognitive style's role in hypnotic responsiveness and suggestion formulation; The "how" question's role in identifying experiential deficits
11:30 – 11:40	Q & A, Break as needed
11:40 – 12:10 pm	Video demonstration of applied process-orientated hypnosis
12:10 – 12:45	Hypnosis, dissociation, and automaticity in process-oriented intervention
12:45 – 1:00	Q & A, Integration, Conclusion, Closure, Evaluation

Workshop Description:

As advances are made in better understanding the power of focus in shaping one's subjective perceptions and even one's physiology, the field of clinical hypnosis has played an especially important role in this ongoing process of discovery. Despite too many clinicians' terribly misinformed dismissal of hypnosis as little more than a gimmick, in fact hypnosis has evolved a strong scientific basis arising from its insights into neuroscience, cognition, suggestive language and information processing, placebo and nocebo

responses, the therapeutic alliance, and more.

Just as there are many different models of psychotherapy, each with different foundational philosophies and methods, there are many different models of hypnosis, each with a different emphasis and utilizing different approaches. The highly innovative work of Milton Erickson in particular is widely acknowledged by therapists who may or may not use hypnosis but are definitely influenced by his strategic methods.

Milton Erickson was often credited with being a “mind-reader,” but he simply said he was more observant than most. Realistically, there are many common denominators of human experience that can make one seem a mind reader to a client when touching on them in the course of therapy. Hypnosis can be especially well used to address generalities that can have very specific effects. In this presentation, we’ll explore this gentle style of process-oriented hypnotic intervention. The emphasis will be on targeting the structural components of problems rather than their content. This means striving to understand *how* clients generate their symptomatic experience rather than attempting to explain *why*.

Program Learning Objectives:

At the end of the program, participants will be able to:

1. Describe and discuss recent studies on the role of over-general cognitive style in treatment response
2. Demonstrate how general language can generate specific effects in the listener
3. List and describe the key components of a “process-oriented hypnosis”

Presenter:

Michael D. Yapko, Ph.D., is a clinical psychologist residing in Southern California. He is internationally recognized for his work in advancing clinical hypnosis and outcome-focused psychotherapy, routinely teaching to professional audiences all over the world. His presentations are well known for being both practical and enjoyable.

Dr. Yapko is the author of 16 books and editor of three others, as well as numerous book chapters and articles on the subjects of hypnosis and the use of strategic psychotherapies.

His newest book, *Process-Oriented Hypnosis: Focusing on the Forest, Not the Trees* (W.W. Norton, 2021), is the subject of this presentation. It was awarded the Arthur Shapiro Award for being the “Best Book on Hypnosis in 2021” by the Society for Clinical and Experimental Hypnosis. His other books include his recent 5th edition of his widely used hypnosis text, *Trancework: An Introduction to the Practice of Clinical Hypnosis* as well as *Taking Hypnosis to the Next Level*, *The Discriminating Therapist*, and *Mindfulness and Hypnosis: The Power of Suggestion to Transform Experience*.

See www.yapko.com for teaching schedule and publications. Dr. Yapko is recipient of Lifetime Achievement Awards from American Psychological Association Division 30's Society of Psychological Hypnosis, International Society of Hypnosis' Pierre Janet Award and The Milton H. Erickson Foundation.

References:

Kirsch, I. & Low, C. (2013). Suggestion in the treatment of depression. *American Journal of Clinical Hypnosis*, 55(3) 221-229.

Lench, H., Levine, L., Dang, V., Kaiser, K., Carpenter, Z., Carlson, S., Flynn, E., Perez, K., & Winckler, B. (2021). Optimistic expectations have benefits for effort and emotion with little cost. *Emotion*, 21(6), 1213-1223. DOI: <https://doi.org/10.1037/emo0000957>.

Torem, M. (2017). Future-focused therapeutic strategies for integrative health. *International Journal of Clinical and Experimental Hypnosis*, 65(3), 353-378.

Fees and Registration:

Registration is available ONLINE ONLY - Register online at the GPSCH website www.gpsch.org/events.

- GPSCH Members: \$100
- Non-Members: \$150
- Students/Residents/Interns: \$50
- CE Certificate \$15, paid separately:

Participants desiring **Psychology CE** credits will pay \$15 (\$5/credit) to Kristin Kopple, Ph.D., by check. Checks can be mailed to Dr. Kristin Kopple, 2123 Bainbridge Street, Philadelphia, PA 19146. Once the *payment* is received by Dr. Kopple **and** the *webinar evaluation* is received by GPSCH, the CE certificate will be processed and emailed to the participant.

Online Registration Deadline: Deadline for registration is 5/13/22

Refund Policy: Requests for registration fee refunds must be received in writing (email) no later than midnight on the Friday before the webinar.

AUDIENCE/SKILL LEVEL: This program is intended for mental health professionals with a basic understanding of hypnosis and its related techniques.

CONTINUING EDUCATION CREDITS

This GPSCH webinar is sponsored by Dr. Ellen L. Wright. Ellen L. Wright, Ph.D., is approved by the American Psychological Association to sponsor **CONTINUING EDUCATION FOR PSYCHOLOGISTS**. Dr. Wright maintains responsibility for this program and its content. Certificates of completion for continuing education credits will be awarded to participants who attend **the entire program, complete the evaluation form and submit a certificate request form along with a check for \$15 (\$5 per CE credit obtained), mailed to Kristin Kopple, Ph.D. (See address above.)** This program meets requirements for **3 Credits** for psychologists.

This webinar also qualifies for ASCH certification/recertification credits. For further information, contact admin@gpsch.org.

Additional Information:

PLATFORM: ZOOM Webinar

Zoom link and login codes provided after paid registration.