



The Greater Philadelphia Society of Clinical Hypnosis

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

Ellen L. Wright., Ph.D.

Present

Suggestive Therapeutics and Choice Architecture

Presented by: Dan N. Short PhD

Society member of ISH and SC

DATE: January 26, 2025

Time: 10 am – 1 pm ET (see schedule below) 9:30 am login
3 CE Credits for Psychologists and ASCH Certification/Re-
certification
Zoom Webinar

Workshop Description:

Ericksonian Choice Architecture (ECA) is classified as a third branch of suggestive therapeutics, with hypnosis and placebo therapy being the other two. While ECA originated from the clinical work of Milton H. Erickson, MD, (what he termed “conversational hypnosis”) it is conceptually rooted in research produced by the field of behavioral economics. Thus, this workshop will blend elements of unconscious processing, cognition, emotion, and socio-cultural factors to enable practitioners to shape how their clients recognize and experience choice. Unlike other therapy models, ECA is choice-centric, meaning that the subjective realization of choice is the central aim of the collaborative relationship—with change following as a natural byproduct. A primary thesis of the workshop is that the exercise of choice makes opportunity possible.

Coined by Richard Thaler and Cass Sunstein, the term choice architecture refers to influencing decisions by organizing the context in which choices are made. Unlike behavior modification, choice architects empower effective decision-making using indirect influence, without imposing rewards or punishments. By providing “nudges” they support individuals in making decisions that align with their best interests. Consistent with Erickson’s permissive approach, the client retains autonomy over their choices, while the choice architect strives to create an optimal choice environment. The approach is data-biased, which means the decision architect uses research in positive psychology to help clients find opportunities for personal growth and social connection. This ethical framework requires sophisticated training to ensure decisions are framed in ways that promote the individual’s well-being and right to self-determination.

In this workshop, Dr. Short will discuss the ethical and theoretical underpinnings of ECA. He will present the general methods of Choice Architecture, including Affect Reframing, Temporal Reframing and Goal Granularity. Dr. Short will elaborate on these methods through a variety of case illustrations. Attendees will also have an opportunity to participate in experiential exercise demonstrating these methods and processes.

Outline of Program:

9:30 AM-10:00 AM Registration, Sign-in, Zoom Housekeeping, Introductions

10:00 AM-10:30 AM Opening remarks – The Ethics of Choice Architecture and Implicit Learning

10:30 AM-11:00 AM Theoretical Underpinnings: Choice, Non-volitional Behavior, & Human Thriving

11:00 AM-12:00 PM General methods of Choice Architecture (Affect Reframing, Temporal Reframing & Goal Granularity) followed by Experiential exercise

12:00 PM-12:40 PM Casework and Demonstrations

12:40 PM-1:00 PM Review and Q & A, Evaluation

Program Learning Objectives:

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

1. Define Ericksonian Choice Architecture (ECA) and classify it as a branch of suggestive therapeutics distinct from hypnosis and placebo therapy
2. Analyze five key elements of ECA – unconscious processing, cognition, motivation, emotion, and socio-cultural factors – by accurately identifying examples or applications of each component in case scenarios
3. Differentiate ECA from behavior modification approaches by explaining at least three fundamental differences, including the use of “nudges,” the prioritization of choice over change, and the focus on client autonomy
4. Demonstrate the ethical framework of ECA by describing a choice architecture scenario that promotes personal growth and self-determination

Presenter:

Dan Short is a practicing clinical psychologist who also serves as Director for the Milton H. Erickson Institute of Phoenix, adjunct faculty for the Milton H. Erickson Foundation Intensive training program, while also teaching medical hypnosis for Sonoran University of Health Sciences. Dr. Short has published four books, served as guest editor for American Journal of Hypnosis (AJCH), and authored dozens of scholarly articles and book chapters. Dr. Short’s research interests have focused on Ericksonian hypnosis resulting in a research-based treatment manual for Ericksonian therapy (ET), which is used by training

institutes around the world.

References:

Bargh, J. A. (2019). The modern unconscious. *World Psychiatry*, 18(2), 225–226.
<https://doi.org/10.1002/wps.20625> (Learning objective #3)

Brooks, A. W. (2014). Get excited: Reappraising pre performance anxiety as excitement. *Journal of Experimental Psychology: General*, 143(3), 1144-1158.
<https://doi.org/10.1037/a0035325> (Learning objective #2)

Hershfield, H. E., Shu, S., & Benartzi, S. (2020). Temporal reframing and participation in a savings program: A field experiment. *Marketing Science*, 39(6), 1039–1051.
<https://doi.org/10.1287/mksc.2019.1177> (Learning objective #1)

Tryon, G. S., Birch, S. E., & Verkuilen, J. (2018). Meta analyses of the relation of goal consensus and collaboration to psychotherapy outcome. *Psychotherapy*, 55(4), 372.
(Learning objective #4)

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 1/25/2025

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.