



# Quest Master Practitioner Prospectus 2025

Please note, while this prospectus is packed with excitement, it's low on print-hungry fancy graphics. If you need them to be convinced this is for you, it probably isn't - and we know that many students like to print it off and sleep with it under their pillow, so we've saved them money:)

# Master Practitioner Certification

## Who is this for?

Any Quest student or graduate, particularly:

- If you've qualified and want to devote the following 7 months to launching or building your practice as part of a dedicated group with a similar aim, this is for you.
- If you've qualified and want to take your knowledge and quality of practice to another level, this is for you.
- If you finished the course but didn't submit your exam and you want an environment that will support you in doing so, this is for you.
- If you qualified, however long ago, but didn't launch your practice and feel you've stalled, this will suit you perfectly.
- If you love learning and want to treat yourself to some powerful personal development, guess what...

We have good reason to be proud of our Diploma programme. Since its launch in 2000 it has been a platform from which many great therapists have built thriving practices. We have also had the likes of Hazel Gale, Ali Knowles, Dawn Walton, Taggart King, Pat Duckworth, Cathy Simmons and Fiona Nicholson author (or co-author) books on personal development or therapy themes, so, we know from experience that our training is a great launch pad.

But still the question we ask ourselves is, how can even more of our graduates succeed, because obviously not all do?

What we've come to learn is that academic quality isn't a predictor of success, and neither is talent alone. The ability to be consistent appears to be a key part of the mix.

What is particularly interesting is that the ability to be consistent also seems to be the key trait that predicts success for our clients, and fulfilment in life generally for any of us.

So, we got to asking ourselves, what can **we** do, that takes the potential of the great people who train with us and supports them in attaining their goal? How can we support them in the critical year after graduation to give them the very best chance of realising the dream that led them to the course in the first place? What can they learn from doing so that they can pass onto their clients that would make them even more successful in helping people achieve the life they want? And how can we deepen their therapeutic skills to make them even more effective?

Turn the page and you'll find out...

# Master Practitioner Certification

The answer revealed itself in 2014 when I (Trevor) spent six months researching a talk I was to give at our biannual Questival. The theme was Success. What beliefs and actions created it? Could you learn how to develop the habits of success?

Unequivocally science has shown that you can.

We re-develop the Master Practitioner programme regularly, to reflect the new ideas that have emerged from our work and elsewhere, and also to keep us fresh. The information about success made us want to really throw everything up in the air and start again. To create a programme that not only increased the therapy skills of those attending, but helped them to help themselves create a place where those skills would be used and rewarded (or fulfil any other life-goal related to their Quest journey).

This course is the result.

The Master Practitioner is a seven month commitment to your own success. You're going to learn a lot about yourself, and how to harness the habits and mindsets of success and apply it to your life as a whole, as well as taking your therapy to another level.

In 2022, post-Covid, it was redesigned to mirror the format of the Diploma, so there are pre-course lessons on our online platform that prepare you for a highly experiential weekend. Even more, we took specialist modules that we used to teach as extras, and incorporated the best parts of them into the course, so now you have the complete Project You Coaching training, and the NLP & Learning Coach content contained within it.

Where the Diploma is sequential and builds a narrative over its course, the MPrac comprises four modules that could be taken in any order - although we'd advise against starting with module 4 as the celebrations might feel a little premature. It is also a hybrid, so you can participate entirely online, in person, or a mix of the two according to your circumstances.

You might be most excited to learn there isn't an exam, or any kind of test. That's because, for us, being a Master Practitioner is about living from ILOC, and that is only revealed by the life you live, not by an exam you pass. Instead, your certificate is printed with special ink, so if you continue to make ELOC choices in your life, all the writing disappears.

The content of each module is revealed overleaf...

We are what we repeatedly do.  
Excellence, therefore,  
is not an act but a habit.

Aristotle

# The Master Practitioner

## Module One

The purpose of this weekend is two-fold. One is to take your knowledge from the Diploma and deepen it. The emphasis is on helping you gain the fluidity that comes with understanding the deeper levels of how to unconsciously influence clients, and the flexibility to change directions during therapy according to what emerges in the moment. We want you to become a truly creative therapist.

The second purpose is to set up the conditions for this course to be the means by which you achieve the goal you arrive with. And what you'll find by doing so is that you've acquired a set of skills and habits that can transform any and every area of your life. Ultimately this course is about you becoming better at being the you you'd have most fun being.

Don't get set into one form, adapt it and build your own, and let it grow, be like water. "Be formless... shapeless, like water. If you put water into a cup, it becomes the cup. You put water into a bottle; it becomes the bottle. You put it into a teapot; it becomes the teapot. Water can flow, and it can crash.

Be like water, my friend...

Bruce Lee

## Project You Coaching

This model is based on QCH principles, so it enables you to segue seamlessly from therapy to a sequence of coaching that aims the client in the direction of their best life. It utilises powerful ideas from Positive Psychology, such as Signature/Character strengths, and the work on motivation of Carol Dweck to help build the ILOC mindset which we've observed to be the best predictor of success in both our graduates and clients. Following this programme helps embed the changes of therapy, and will change your life.

We use this weekend to help you begin to guide yourself in the direction you want to go, building and utilising the strengths you have to make your life and career fit you.

## Utilising TAOTM (the Algorithms of the Mind) to guide the client's mind in the direction the client points.

The very simplicity of this model sometimes causes people to underestimate its power. This is a simple model of how the brain constructs our reality. When you become expert in utilising it you have a graceful and elegant tool for 'incepting' ideas into a client's model of the world and helping them create the reality that leads to their goal. You'll be taught both how to use TAOTM questions, and an intervention called TAOTM Hands, that can be incorporated into most sessions to consolidate the changes you've initiated in the session.


# The Master Practitioner

## Module Two

It's September and it's time to go deeper down the rabbit hole. What we want you to gain from this weekend is the ability to use submodalities - the basic units of thought - in such a way that you can create variations of common techniques to fit your client's mind. You'll be able to fine-tune their thoughts to move them from negative to positive in a short space of time, and even create brand new interventions. It's another layer of crucial flexibility. We'll also be adding to your language skills in a big way.

### Polya Patterns

Language is our core skill, and there are many facets to master in pursuit of influencing powerfully. This model gives you a range of possibilities that can be utilised with clients or with marketing - or kids refusing to clean their rooms.



“True refinement  
seeks simplicity.”  
Bruce Lee

### Advanced Structure: Submodalities

We know from techniques such as the headache cure, that submodalities can represent change to the unconscious in a very straightforward, yet powerful, way. This training segment shows you the principles underlying single space, dual space and multiple space anchors, and how to use 'outer space' to change inner space. It specifically shows you how to utilise smds in your work with grief and allergies.

### Advanced Structure: Submodality Belief Change

This is a great exercise, not only for improving your conversational use of submodalities, but also for the speed with which a belief can be changed without exploring its roots. Beliefs lie at the root of all therapeutic work, so you can never have too many ways of influencing them.

### Advanced Structure: Neuro-Logical Alignment

A wonderful technique for gaining congruence around an outcome, and linking your actions to a higher purpose. Another Dilts creation. This fits into our model beautifully because it utilises the familiar Neuro-logical Levels, but in a Kinaesthetic variation, which also opens up the possibility of 'life purpose' level work. A favourite with past Master Practitioners, and a great thing to experience at this stage.

### NLP & Learning

I believe that working with students and Hendon to discover how the way they think related to how they needed to learn, built my skill in understanding others, enormously. It especially helped me become fluent in the use of smds. In this module I give you everything I learned during that time, to use to help you learn better, teach others how to learn better, and along the way realise how quickly you can read the way people are thinking. This fluency will make you excellent at helping people change.

# The Master Practitioner

## Module Three

It's November, and by now you've benefited from two weekends of new ideas and tools, and five months opportunity to practice the forming of positive habits, and making them stick. You've been part of a community that's come together regularly online to share ideas and support each other. You've also gained experience as a therapist, and it's time to start considering broadening your horizons.

### Working with Post Traumatic Stress Disorder

PTSD is a condition that Cognitive Hypnotherapy has had great results with, and we really want our graduates to be in a position to offer their services to people who are currently mainly helped by a support system that is overwhelmed by the demands made of it. In this training section we dissect the symptoms of PTSD and link them to techniques and approaches that can often quickly bring relief. Another reason for teaching you this approach, is because it potentially draws on every tool and model we have, so can be applied to other major presenting issues as well, including addictions.

"PTSD is the brain saying it needs help to process an event that has overwhelmed its capacity to process it. We must get the message out that help can occur in a short space of time and that the help itself doesn't have to be traumatic, "

Trevor

### Eye Movement Integration X

When it comes to working with trauma, this is one of our most potent weapons. You'll be taught a special variation of this NLP version of EMDR that Trevor has developed from his years of working with victims of trauma, stripping the technique to its core principles and looking at ways of synthesising them with other techniques. Competence in this technique creates the ability to remove the emotional effects of trauma, often in an amazingly short space of time. This is one of the top techniques from the whole programme, and can be used on any memory or emotion that resists reframing. EMI X is awesome, which is why we spend most of the weekend getting you comfortable with using it.

### Patterns of Persuasion: Sleight of Mouth Patterns

Continuing our language training, these patterns, developed by the great Robert Dilts, gives you unrivalled flexibility in your ability to reframe your client's (or anyone else's) experiences.

# The Master Practitioner

## Module Four

It's January! Graduation weekend, and a piece of paper should be the least thing you can display as a symbol of your effort. We intend that actually your life, and the quality of it, is the thing that should be framed. As one door closes, another door opens. This weekend teaches you more stuff, but it also prompts you to explore the options for the next door.

### Capturing Excellence

What are the lessons you've learned this year that have helped you most? What has changed about you that you most value? What are the differences that have made most difference? In a group of achievers there is much to learn through sharing our experiences, and what has helped us grow.

"If success was easy, everybody would have it. It's not supposed to be easy, just possible"

Trevor

### Schema Therapy

One of the most useful new arrivals on the therapy scene. This utilises the strengths of CBT, and fits within the Cognitive Hypnotherapy model really well to provide another way of helping a client understand - and change - themselves.

### Making Stress Work

Stress can make you smarter, stronger and more successful. Much of what you think you know about it is wrong. You'll learn the three personality traits that contribute to the mindset you need, the Challenge response and why it's critical to peak performance, and how to inoculate yourself from harmful stress.

What we are very confident about is that by this stage, if you've committed fully to the course, you will have changed how you feel about yourself, about your ability as a therapist, and how you choose to live your life. More will seem possible than ever before.

### Advanced Structure: Core Parts Integration

One of the most powerful interventions we teach, and a favourite for many of our previous Master Practitioners. Developed from a model created by Connirae Andreas, it's another big tool for your kit.

### Exploring the Transpersonal

What do you do with your life when you've let go of your limitations? What questions arise that need to be answered? We dip into the possibilities that exist beyond normal life and use The Heroes Journey to give you a compass for the next part of your journey. If you wish to take it. An excursion into woo woo that might lead your life in an unexpected, but very positive, direction. As it did mine.

So...does all this sound like a great next step? Turn the page...



## The Quest Institute Master Practitioner Certification Course

We're hoping that by now you're excited at the possibilities this offers. Just what could this help you achieve?

Think carefully, because we're going to ask a lot of you, so it needs to mean a lot to you. We're not asking for lots of essays and homework - there is none - we mean we're asking a lot in terms of taking action, being responsible for your results, and helping your fellow students through the challenges that will inevitably arise during the seven months of the course. We're all stronger together.

“Excellence is not a destination, it's a level of ability that emerges from expanding knowledge, integrated into your mind-set by hard work and passion.”  
Trevor

If you rise to the challenge, this could be an unforgettable experience, because it's intended to change you forever. We want to help you create habits that become habitual, permanently nudging you towards becoming the best you can be. And you'll learn a lot of great therapy stuff along the way.

A great therapist having fun just being you. How does that sound?

As a footnote, while our inspiration for this course came from wanting more and more Questies to succeed, we recognise that some of you might be perfectly happy with where you're at, not feel the need to commit to the pursuit of a large goal, but still want to learn what we're teaching. That's ok. Come along, learn what you need to become even more flexible and skilled, but without signing up to the coaching programme. We won't even charge you extra. As always, if you have any doubts or questions, give us a ring.

As a footnote to the footnote: I use the MPrac as a motivator to learn more. In a way it's my laboratory, so there is a chance I'll bump something from the programme because of something new I've discovered that I think would benefit you more. Or I'll just talk faster and squeeze it in.

In 2023, for the first time, we created a WhatsApp group for the course, with Trevor in it. The students got so much from it that they're keeping it going after graduation, and Trevor enjoyed it so much he's staying in it. He doesn't replace the supervisor you'll need as you practice, but it does mean you have access to him.

From Trevor: “I've always thought of Quest really offering just one course, split into two stages. The first is obligatory, and gets you to the point where you're safe and competent to practice, while the second is voluntary and dedicated to you becoming great at what you do. That, for me, is the best way I can help you become successful as a therapist, and help a world that needs great therapists. If this has excited you, even though it might scare you a bit, I implore you to join. So many times I've heard people say they were going to wait a year, and most never re-appear. That is such a waste of potential. Don't let your bullshit hold you back, you've come so far already.”

# The Soft Sell

## The Master Practitioner

### Do you want to come?

We've been developing the Master Practitioner every year since its inception, and this new evolution feels like it fits with our vision of providing a coherent and consistent development programme, from beginner to successful practitioner.

If you've got this far without getting excited, then it might not be for you, or you need medical help. If you are, then everything else is a detail, and all challenges are surmountable.

Module One: Saturday 19<sup>th</sup> & 20<sup>th</sup> July 2025

Module Two: Saturday 27<sup>th</sup> & 28<sup>th</sup> September 2025

Module Three: Saturday 22<sup>nd</sup> & 23<sup>rd</sup> November 2025

Module Four: Saturday 17<sup>th</sup> & 18<sup>th</sup> January 2025

### Your Investment

£1344.00 including VAT (£1120 + £224 VAT) Please note that post-qualification training courses can be off-set against taxation.

There are three payment options:

#### Option 1:

A non-refundable/transferable deposit of £300 with the balance of £1044 payable on or before the first weekend (18<sup>th</sup> July 2025)

#### Option 2:

A non-refundable/transferable deposit of £300. The balance is payable by Standing Order in 10 monthly payments of £104.40. Payments commence 28th July 2025 and end with the final payment on 28th April 2026.

#### Option 3: (Q47 Only)

If you are currently paying for your Diploma fees by Standing Order, in order for you to participate, we are happy to delay your monthly payments (so long as your Diploma account has been maintained regularly), to fall in line with your final Diploma payment. Please speak to Jan who will let you know what your last Diploma payment date is.