



Quest Master Practitioner Prospectus 2021

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 8 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 a year of 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 an eight 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 addition to the training weekends, there is pre-learn material and webinars with Trevor in-between classes to maintain focus and momentum. Everybody becomes part of everybody else's success.

- ✓ Give your goal your best effort
- ✓ Be part of a 'dream team'
- ✓ Learn while you grow

To read more, turn the page.

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.

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

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

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.

Be like water: The Cascade Model - The essence of Cognitive Hypnotherapy

It's no exaggeration to say that, once you understand this model, you'll never be stuck for what to do next with a client. You'll never experience an intervention 'not working' or 'going wrong'. Ever.

Advanced Context Interventions

Learn to reframe your clients experiences exquisitely, and apply the power of it to any limitation you might feel in relation to your course goal.

WOOP Goals

The latest research into how to set goals that you actually reach, and how to create a system that maintains your enthusiasm and focus.

Creating positive habits that last

We are the sum of our habits. Change the ones that don't work for you, begin the ones that will give you the life you want, learn how to make them permanent features of your life. It's not easy, but it's very possible. This takes you deeper into Signature Strengths, introduces you to the process approach to goals, Habit Stacking, and much more.

Your Coaching Programme

The weekend will enable you to define the goal you want to achieve by the end of the course. We then set up a coaching relationship with a fellow student, where you combine energy in both learning how to apply what you're learning, as well as being the beneficiary. Grow while you practice. Each module you swap partner, to maximise your experience of different personalities.


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Module Two

It's May 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.

Mastery Coaching

We revisit the core tools for positive habit formation to give the weekend a focus for you. By applying what you learn this weekend to anything that's limiting your progress you can make a massive leap forward in your goal attainment.



“True refinement
seeks simplicity.”

Bruce Lee

Polya Patterns and Alpha Strategies

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

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.

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 lies 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.

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.

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Module Three

It's July, 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.

Mastery Coaching

Continuing to hone your skills in helping people consolidate their improvements, and make them permanent.

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 a whole day getting you comfortable with using it.

Patterns of Persuasion: Sleight of Mouth Patterns

Completing our trinity of 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.

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Module Four

It's November. 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. Within a group you'll present a summary of your Master Practitioner experience.

"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.

Creativity Coaching

Chuck Close said, "Inspiration is for amateurs - the rest of us just show up and get to work" and it's one of my favourite quotes. Everyone is born creative, many just lose it in the process of becoming sensible. And yet, building a business is a creative process, as should be living a life. Science has discovered what environments, what mindsets and actions develop and maximise creativity in each of us. Incorporate them into your work and life and you become the artist, and your work the art.

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.

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 eight 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.

Ooh, and one last thing. We offer a challenge each year to give an extra opportunity to stretch yourself, and apply what you're learning to something out of your ordinary. In 2015/16 we jumped out of a plane for the first time. In 2017 we ran a 5k/10k for an amazing charity and set a weight-loss challenge (Trevor lost 23lbs). In 2018 and 2019 we ran a 10k AND jumped out of a plane. Covid permitting, we're hoping to do the same in 2021. These are **entirely** voluntary, and are arrived at collectively. But, without a doubt, they've been a catalyst for some major personal changes.

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 12th & 13th June 2021

Module Two: Saturday 25th & 26th September 2021

Module Three: Saturday 13th & 14th November 2021

Module Four: Saturday 15th & 16th January 2022

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 (12th June 2021)

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 June 2021 and end with the final payment on 28th March 2022.

Option 3: (Q42 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 is up to date), 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.