

Whole Person Centre Pte Ltd presents

BRIEF THERAPY: Key Concepts in the Ericksonian Approach with Jeffrey K. Zeig, Ph.D.

ABOUT JEFFREY K. ZEIG Ph.D.



Jeffrey K. Zeig, Ph.D. is the Founder and Director of the Milton H. Erickson Foundation, having studied intermittently with Dr. Erickson for more than six years. He edited, co-edited, authored, or coauthored more than 20 books that appear in twelve foreign languages. His current area of interest is extracting implicit codes of influence from various arts, including movies, music, painting, poetry and fiction that can be used to empower professional practice, and everyday communication.

Dr. Zeig is the architect of *The Evolution of Psychotherapy* Conferences, considered the most important conferences in the history of psychotherapy. He organizes the *Brief Therapy* Conferences, the *Couples* Conferences, and the International Congresses on Ericksonian Approaches to Hypnosis and Psychotherapy. Dr. Zeig is on the Editorial Board of numerous journals; is a Fellow of the American Psychological Association (Division 29, Psychotherapy); and Fellow of the American Society of Clinical Hypnosis. He is a Distinguished Practitioner in the National

Academy of Practice in Psychology of the National Academies of Practice. A psychologist and marriage and family therapist in private practice in Phoenix, Arizona, Dr. Zeig conducts workshops internationally (more than 40 countries). Specialty topics include experiential psychotherapy, hypnosis and brief therapy with various clinical problems. Dr. Zeig speaks at major universities and teaching hospitals including The Mayo Clinic, Menningers and MD Anderson. He is president of *Zeig, Tucker & Theisen, Inc.*, publishers in the behavioral sciences and the *Erickson Foundation Press*

TRAINING DESCRIPTION

This dynamic workshop presents cornerstone principles of Ericksonian strategic psychotherapy. Milton H. Erickson, M.D. (1901-1980) was renowned for his ingenious methods for eliciting patient change. His approach harnessed the power of hypnosis, but often without the use of formal trance. These brief therapy techniques, such as symptom prescription, reframing, anecdotes and symbols, can be incorporated into any psychotherapeutic discipline and across patient populations to enhance the therapeutic process. Key concepts include 'goal-setting', 'gift-wrapping', 'tailoring', 'creating a dramatic process' and 'utilization'. Applications to problems such as depression, anxiety, personality disorders and trauma are addressed.

LEARNING OBJECTIVES

By the end of the training participants will be able:

- to distinguish five 'choice points' that can empower therapy
- given a treatment goal, to distill ways to gift-wrap, tailor, and process the intervention.

TEACHING METHODS

Lectures, experiential exercises, practice sessions and live demonstrations. Discussion of videotapes of Milton H. Erickson, M.D., recorded in 1978-1980 during teaching seminars in Phoenix, Arizona.

DAY ONE MORNING

- **Lessons from Hypnosis**

Hypnosis is an experiential method for eliciting powerful impact; methods from hypnosis can empower therapy no matter what theoretical model to which the practitioner subscribes. We will review the differences between emotions, moods and 'states'. Clients come to treatment because they are locked in ineffective states. Clinicians need methods to help clients elicit more effective 'states'. Hypnosis is a 'syndrome' comprised of elements. Understanding the elements that comprise hypnosis propels us to understand that problems, solutions, and even the posture of the clinician/coach are comprised of elements. A guiding heuristic for the training emerges: Don't treat categories; treat components.

DAY ONE AFTERNOON

The Metamodel of Intervention: Assessment IS intervention

We explore 'tailoring'; understanding the position the client takes so that treatment can be individualized. We use tailoring to understand how to target interventions and elicit generative, goal 'states'. Practice exercises help students master the concepts.

DAY TWO MORNING

- **Methods of Intervention**

A tour of powerful interventions derived from hypnosis, including the use of directives, paradox, symbolic tasks, metaphors, ambiguous function assignments. Interventions 'gift-wrap' suggestions for change. Indications will be provided for anxiety, depression, and habits.

DAY TWO AFTERNOON

- **The Process of Intervention**

Properly tailored and gift-wrapped interventions must be presented in a sequenced three-step drama to increase effectiveness. Clinicians will learn the microdynamics of effective change in strategic steps.

- **Clinical Demonstration**

Live clinical demonstration will be used so that participants can see the integration of goal setting, tailoring, gift-wrapping, processing, and the effective use of the therapist's flexible posture.

WORKSHOP INFORMATION:

Date: April 23rd & 24th, 2014

Time: 9.30am to 5.30pm

Normal Fee: S\$650.00 (inclusive of 2 tea-breaks and handouts)

Early Bird: S\$580.00 registered and paid before 28th February, 2014.

Venue: To be informed later

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