

THE SAN DIEGO SOCIETY OF CLINICAL HYPNOSIS

Presents the 2nd of 2 in the Lecture Series

The Merits of Hypnosis: When Words Can Heal

WHEN: September 24, 2013 at 6:00pm

WHERE: Alliant University, Green Hall, 10455 Pomerado Road, SD, CA 92131

COST: Free to Students & Health Care Professional \$10.00 Fee if You Want Continuing Education Credits. 1.5 hours per lecture. We now accept all Major Credit Cards and Paypal thru the website www.SDSCH.com

Topic: Using Metaphor in Hypnosis for Deeper Change

Presenter: Peter Lambrou, Ph.D. September 24, 2013 6:00 p.m.



Description: Metaphors and stories can often convey therapeutic messages more effectively than a direct statement with the same point. Weaving metaphors into a therapeutic hypnotic suggestion is a process that delivers communication deeply into subconscious and semi-conscious, as-well-as conscious levels of awareness. When an hypnotic message is conveyed in a metaphor and story it can have more enduring effects as well as more powerful results. Constructing or using metaphors in hypnosis can be developed as a therapeutic skill. This presentation will describe how to use metaphors both with formal and informal hypnosis, metaphors for affective change, behavioral change and attitudinal change. Even therapists who have yet to learn to utilize hypnosis can benefit from using metaphors more effectively in non-hypnotic communications.

About Dr. Lambrou: Peter T. Lambrou, Ph.D. is a licensed clinical psychologist and a specialist in anxiety, work stress, and emotional management. He is a Certified Medical Hypnotherapist by the American Psychotherapy & Medical Hypnosis Assn, of which he is a past president. Dr. Lambrou has written and published books and articles for both the professional and general markets. He is the author of "Self-Hypnosis: The Complete Manual for Health and Self-Change", which has been translated into 14 languages and four other books. Dr. Lambrou is the past chairman of Psychology at Scripps Memorial Hospital, where he continues on the Psychology Executive Committee. Dr. Lambrou is a clinical member of the Assn for Psychological Science and SD Society of Clinical Hypnosis, a Diplomat in behavioral medicine and a clinical instructor of hypnosis for continuing education at UCSD Extension

TO REGISTER: The presentations are offered as a service of the SDSCH at no charge. If you wish to receive CEU credits, a fee of \$10.00 is charged. We would appreciate receiving your registration in advance as it helps with planning. When you pre-register, please indicate if you want CEUs.

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About the San Diego Society of Clinical Hypnosis (SDSCH): The San Diego Society of Clinical Hypnosis (SDSCH) is a local organization for those professionals who share a common interest in the clinical application of hypnosis. It is a component of the larger national society, the American Society of Clinical Hypnosis (ASCH). As a treatment tool, hypnosis has highlighted the importance of carefully constructed and delivered therapeutic suggestions and their effect on physiological, cognitive and behavioral processes. With regular meetings, SDSCH offers its members opportunities for continuing education, social and professional networking, and case consultations. We invite you to join. Membership information is available on the SDSCH website: www.SDSCH.com.