



## Hypnosis and Therapeutic Influence

9:00	Registration
9:30	<b>Introduction</b> The change pattern and the meaning of communication <b>Calming dental fear</b> Non-verbal rapport Reframing – changing the meaning of fear Relaxation techniques – changing the physiology Grading – ratifying change Motivation – continuing progress into the future
11:10	Break
11:30	<b>Reducing pain</b> Using 'yes sets' to build rapport Videos of hypnosis being used to reduce pain and observing MRI scans Reframing pain – changing the context Changing pain by altering its submodalities Grading pain with a pain dial Amplifying pain reduction for the future
12:30	<b>Lunch</b>
1:30	<b>Encouraging good oral hygiene, attendance, stopping smoking (and more)</b> How to use the leverage of social proof Bypassing resistance to change Using the imagination to motivate change Separating the person from the problem Amplifying progress and getting commitment
3:00	Break
3:20	<b>Ethically selling beneficial treatments</b> Overcoming discomfort around selling Selling without pushing Using questions for no-pressure selling Getting commitment Building no-pressure sales over time
5:00	End