



Hypnosis and Therapeutic Influence

9:00	Registration
9:30	Introduction The change pattern and the meaning of communication Calming dental fear 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	Reducing pain 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	Lunch
1:30	Encouraging good oral hygiene, attendance, stopping smoking (and more) 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	Ethically selling beneficial treatments Overcoming discomfort around selling Selling without pushing Using questions for no-pressure selling Getting commitment Building no-pressure sales over time
5:00	End