



umami

Provocative Hypnosis

with Jørgen Rasmussen

A Bespoke Approach to Change-Work

'The structure may alter due to the unique way we are organising this event and the delegate involvement in the course content'

- 1 **How to frame interventions, which frames to use based upon what the clients presenting issue is.**
- 2 **How to create a learning context and relationship most useful for change.**
- 3 **How to use the phone in advance of sessions to set things up, establish the above mentioned whilst building commitment.**
- 4 **How to work with analytical 'left brainers' and what to do when NLP techniques don't work.**
- 5 **How to deal with highly hypnotizable clients to avoid common pitfalls and ensure long term change.**
- 6 **How to follow up clients...**
- 7 **When to use ordeals.**
- 8 **BUILDING THE BRIDGE FROM TRAINING ROOM TO PRIVATE PRACTICE**
- 9 **Combining New Code Principles with time-line work and hypnotic regressions.**
- 10 **Differentiating between genuine unconscious responses and distractors.**

**Utilising 'Provocation'
and much much more...**

‘A specific group will be created for delegates to join that will start 2 weeks before the event and run ‘online’ for 6 weeks after. You can ask questions directly to the trainers before whilst following up on clients progress outside of the training venue as you continue to develop your skillset learned by modelling one of the best change artists around’...

You'll witness demonstrations that combine elements of the new code NLP, Provocations, Pattern Interrupts, instant inductions and affect bridge regression. You'll learn firsthand how to gauge and utilise each client's hypnotic capacity.

Umami's unique approach to training involves **you** in the process of influencing course content. On booking you will receive some questions guided towards making sure you get the best from your experience with us. The opportunity to be a demonstration subject and get one on one from the ‘maverick’ in this new change technology is yours for the taking...

Your Trainer

Jørgen Rasmussen

Jørgen Rasmussen entered the world of change-work over 11 years ago and asked himself many questions that didn't seem to have been answered. Not until he set out on his own did he start to gain some understanding of what was actually missing. Some of the clients he has helped throughout his career were classed as ‘impossibles’ – people whom other therapists could not help create change. His creative and provocative approach is in stark contrast to many of the existing trends in personal development.

Jørgen began his career by offering his clients the deal “if you don't get the outcome you want... you don't pay”. This complete acceptance of responsibility for his clients very quickly motivated him to get results... at any cost... and is one of the reasons Provocative Hypnosis evolved.

His groundbreaking and controversial book ‘Provocative Hypnosis’ has been acclaimed by many world leaders in the field of NLP and Hypnosis including John Grinder (co creator of NLP).

You are in for a treat, this is the stuff of genius. Take a young man, unencumbered with theory, with excellent sensory acuity and great flexibility and give him a set of patterns some mix of the classic and New Code NLP patterning - and set him loose. Oh yeah, it helps enormously that he is fearless - that is, the issue of failure is not part of the baggage he brings to the game, and that he has a healthy disrespect for conventional treatments.

-John Grinder (Co-Creator of Neuro Linguistic Programming)

There are many NLP & Hypnosis Trainings available of varying quality and substance. Many people leave the training environment and decide to enter the world of change-work only to be confronted by the fact that the training room is very much different to the 'real world'. Jørgen discovered that, even after multiple training's with some of the worlds leading organisations, an essential ingredient seemed to be missing – the bridge from seminar to client had not really been constructed.

When you don't succeed do you have the ability to step out of the box, accept your errors, and delve straight back into the job in hand? This is a question Jørgen challenges his participants to answer, and one of the major differences that makes a difference when dealing with *anyone*.

Your Training Assistants

Our assistants are a fantastic resource. They're passionate about their chosen field and keen to share their experience and support the UMAMI code of ethics.

Assisting on this special event will be Certified Trainer of Neuro Linguistic Programming and Creator of UMAMI - Wayne Marsh

Other guest assistants to be announced

Questions & Answers

What is Provocative Hypnosis?

It is a system for how to work with clients that I personally have developed in the last 11 years as a full time change artist.

For eight of those years I ran an "impossibles practice". I would work a lot with people who had NOT succeeded in various forms of therapy. I sought out these clients and worked with them with a "no cure, no pay" policy. As a result of this journey I discovered a lot of stuff that is not covered in traditional NLP and hypnosis courses.

This system includes how to prepare clients for the work, how to frame interventions... how to select interventions based upon hypnotize-ability levels... as well as how to follow up clients to ensure long term results.

Technically, it includes elements from The Classic and The New Code NLP, utilising provocation, pattern interrupts, affect bridge regressions and ordeal therapy.

Provocative hypnosis is also the title of a book I released last year.

I am new to the field of NLP & Hypnosis will it help me?

Firstly, I wish that I could have attended a seminar like this when I first started out.

One of the main challenges for most people is that they learn NLP in a seminar context which is fine in essence. However, then, when they start a private practice or conduct change-work in daily life, they discover that it is a completely different environment.

You will not be learning NLP derived processes such as eye accessing cues, or how to set a resource anchor at this course. But you will learn things like how to build a bridge between the seminar context and private everyday practice.

You will also learn what to do when your interventions do not work. My background is not as an NLP trainer, rather I have spent all my time doing effective, lasting change work. I have developed the techniques that I would like to transfer and guide you in the right direction so that you develop your skills more rapidly in any context.

So to get the most from this experience I would recommend that you have at least some experience of NLP/Hypnosis based learning. However, it depends really on you as an individual but I would recommend a minimum of attending something along the lines of an advanced introduction to NLP.

What will it do for me as a Trainer of NLP?

Most of the NLP trainers that I have met spend most of their time doing training's as well as conducting demonstrations in the seminar context.

Since I have done the exact opposite I can help you... and your students... increase their abilities to "build a better bridge" between the training's and beyond to have the capacity to actually pull off interventions with a consistent success rate in practice.

You will also learn how to select interventions based upon hypnotizability levels (this is a neglected area in most Training's). How to combine NLP with deep states of hypnosis as well as tools for when NLP interventions don't work.

As a businessman how will this seminar benefit me?

If you are a businessman then you know that business is about persuasion. I have learned many many things about persuasion from different businessmen. The demonstrations, exercises and client cases will undoubtedly give you some aha moments about persuasion and human behavior. Not forgetting you may choose to be a demonstration subject or become actively involved in any of the processes to find your own leverage, just like an entrepreneur does when he/she seeks new opportunity. Again some NLP exposure will be of benefit...

Does provocative Hypnosis involve deep states and somnambulism?

I think that many NLP courses are weak when it comes to the deep hypnotic stuff. If you can get deep hypnosis, then your interventions will be more powerful...

You will learn how to get somnambulism and utilise it effectively. And you will also learn what to do when you can't get somnambulism and even when the client seems to be totally unresponsive.

My experience is that some clients who seem un-hypnotizable can be trained to reach somnambulism. Its also been my experience that quite a few can not. Believe me when I say that I have really explored this topic. I have some tools to help you decide if its worth the effort to train the client to respond better and also when it may be unlikely in the extreme that the client will improve. I will teach you how to spot those clients with greater accuracy and then provide you with some non NLP and hypnosis tools you can use instead.

How will this seminar differ from other NLP/Hypnosis seminars?

Let me tell you something that has often bugged me about ALL the seminars that I have attended. The instructor will do some demonstrations and then who knows what's actually happened in the real world? Unless you know the subject personally or by chance meet them later... then the chances of knowing what really happened are very slim.

I will select some of the demonstration subjects before the course to prepare them (I will share with the group how I prepared them). Then those who are demonstration subjects (with consent) will inform the rest of the group what the results are over time. We have created a mini discussion group for the participants, so that people will get to know about the results over time. Alongside being kept in the information loop as to how I follow up outside the seminar context.

There will be increased attention on:

Framing (what you do before and after the sessions)

Bridging (building the bridge between seminar context and private practice)

Troubleshooting (what to do when what you do does not work)

The utilisation of hypnotizability levels to select interventions as well as the eclectic combination of NLP, Provocation, Deep Hypnosis, Ordeals and Symptom Prescription....

“I am confident that no matter what background you have there will be something for you to embrace from this seminar”...

How can I be a demonstration subject?

I will be doing numerous demonstrations and everyone is invited to email me at provocative.hypnosis@umamiuk.com to introduce themselves and give me a brief description on why I should select you as a demonstration subject. There is no guarantee that you will be selected, but there is a possibility.

So the seminar will last more than four days?

In short Yes... We have recognised another area within the field of NLP & Hypnosis where there is no follow up after training and spending your money. We value your commitment in monetary and time aspects and Ongoing support after the course as mentioned previously will be another aspect that makes training with us unique... For example, the demonstration subjects will be obligated to share their results and you will get the chance to see how I follow up with the demo subjects. The discussion group will be a place to share thoughts and opinions and ultimately your success stories of where you have applied your new talents...

What do I do next?

If you are considering booking on to this course then we recommend that you do so early to start engaging in the process of being able to influence some of the content. On booking you will receive some questions about your background experience, who you have trained with, and your main challenges when doing change-work for example.

We are assuming that most people booking onto this course will have some engagement in the coach client context or are seeking to do so. You may have the opportunity to be a demonstration subject, so by utilising the pre-seminar questions and actively participating in the course beforehand this will set the stage for a fantastic experience.

There may be 'preparation tasks' set for possible demonstration subjects that any possible demonstration subjects selected will be obligated to do. Also the willingness to share your experiences with the group over time so that participants can become involved in the ongoing process of developing and maintaining lasting change. This way the you will gain insights into the long term results and some insight into how Jorgen follows up outside the seminar setting.

Reviews ‘Provocative Hypnosis’ (The Training)

“Look at Google and you’ll see that Hypnosis and NLP courses are now a dime a dozen. From my personal experience and the experiences of my students and clients, what gets taught on one course is usually little different to the next.

I’ve recently found one big exception to this statement and it’s called, ‘Provocative Hypnosis’; the most exciting, effective and boundary pushing training that I have ever taken part in.

More importantly to me, the teacher, ‘Jorgen Rasmussen’, is a man who has earned the right to call himself a master of his trade, not by reading books and attending other peoples seminars (though he clearly has read and attended more than most), but by working with a vast range of clients, many presenting him with a range of symptoms and challenges that most change agents would run a mile from!

Since attending PH, I’ve used Jorgen’s unique patterns and methods with a number of clients. The results have each time shown an immediate and obvious shift in state. More importantly, (a month or so later) my clients continue to benefit from more choices in a number of previously limiting contexts.

I know personally that John Grinder rates Jorgen as one of the finest change agents in the world. Based on my four days with him, I have to wonder who on earth the competition could be?”

www.mikeweeks.org

Provocative hypnosis - if you come to this training expecting to worship at the altar of Bandler, Grinder, McKenna, James or Rasmussen you are in the wrong place! Guru's are neither recognised nor welcomed and the religious fanaticism which pervades much of the world of NLP and hypnosis is debunked very early on. **Handy hint number one...leave your guru and altar at home!**

The simplicity and directness of Jorgen's approach is astonishing, learning to easily lead even the most sceptical into deep hypnosis with the intention of creating lasting change within a minute is breathtaking. **Handy hint number two KISS - keep it simple stupid!**

Jorgen's approach is straightforward – dirt level honesty, being wholly present in the encounter, a willingness to fully commit to do whatever it takes to get the outcome with integrity, passion respect and heart. He walks the talk and as a result both demands and draws that same commitment from participants so back seat observers can easily become fully engaged. **Handy hint number three No bullshitting!**

The provocation is full on...sometimes surprising, occasionally shocking, powerful, intense and evoking strong emotions which are so often the precursor to deep and lasting change. However, be under no illusions this is no dark foreboding experience – the training is playfully serious and seriously playful with laughter and fun playing a major part in the process. **Handy hint number four keep a packet of Kleenex handy and make sure you don't have a full bladder!**

The balance of case histories, exercises, planned demonstrations and those which spontaneously arose, together with open question and answer sessions ensure boredom is not an option with the group constantly captivated, provoked entranced challenged and energised. The open supportive learning environment proved ideal for safe experimentation and mistake making which proved a great recipe for shared learning. This training is intensely practical and grounded to be used immediately and not left on the shelf or in the toolbox. **Handy hint number five dive right in and give it your best shot!**

Although Jorgen may have what he describes as his “Favourite format” he is no one trick pony and I have rarely heard someone adopt such a flexible and eclectic approach with no respect for labels boundaries dogma or tradition. NLP, hypnosis, developmental psychology, mindfulness and so much more mixed shaken and stirred to produce a heady cocktail which gets to the parts others may not reach! **Handy hint number six be willing to become less certain of your certainties and realise the more you know the more you don't know!**

For my part, I met some great people, laughed a lot, cried a bit, was offended, confused, intrigued, deeply moved and excited, discovered some personal limitations, learned so much and have been provoked to find new choices both working with clients and also in my own life journey with some new twists and turns emerging which I will fully explore. So was it worth the investment of time money and energy? **Hell yes! (Jill Collins, NLP Trainer)**

“Last week I attended a 4 day intensive training with Jorgen Rasmussen, author of the book ‘Provocative Hypnosis’ organised by Wayne marsh (UmamiUK) in Doncaster.

Jorgen’s book openly details his direct and often controversial approach to change-work with clients. After reading it, I admit that I was *mildly* apprehensive before attending the training. I would not have been surprised if Jorgen had turned out to be nothing more than an impatient bully. I found this could not be more wrong. What I experienced was beyond my expectations.

I have spent 20 years working in education with children, teenagers, families and teachers, and I now run my own as an NLP Trainer. In all this time, these were 4 days of the best and most productive days of my career.

I found the course to be remarkably insightful. Jorgen had a great depth of knowledge and understanding as to how best to help clients. Rather than an impatient bully, I experienced Jorgen to be a compassionate person, who – in the name of achieving results for a client – is willing to put aside his own ego, and be very effective at cutting through other people’s stories and B.S.

Jorgen’s commitment to helping others, for me, was typified when just prior to the start of the course all European airports were closed (volcanic ash from Iceland was playing havoc with atmosphere). Instead of postponing and rescheduling the course, which would have been understandable, Jorgen drove from Norway, through Europe to Doncaster in the UK. This would not be an easy journey.

On personal and professional levels, I gained tremendously from the 4 days training. Jorgen’s willingness to share his knowledge and experiences reaffirmed many approaches of my own and critically, gave me many useful new ones for working with clients and a new perspective on how to conduct my own self! I was impressed by Jorgen’s congruence with his own approach and his “dirt level honesty” with the group. This, I considered to be a Model of Excellence and one worth patterning. The discomfort I experienced as I looked at aspects of my own self was a necessary and worthy revelation. It was, and is, being utilised for the better.

Since first reading 'Provocative Hypnosis' and attending the training, I have appraised my own approaches and changed many things. My 'back-pocket' (as John Grinder calls it!) now has many more tools. Most importantly for me, by modelling Jorgen's approach, it has enabled me to knit the tools together into a much more fluid, flexible and effective approach. My success levels with clients have improved, the time taken to achieve these has diminished and I now have a greater sense of purpose and clarity in my work than I did previously.

I highly recommend Jorgen's book 'Provocative Hypnosis'. It is a fascinating read which will take you from laughing to squirming. It widens your eyes in wonder at a real balls-out approach to change-work with clients. It will also make you stop. It will then force your hand to reconsider many things. More than his book if you get the chance to meet the man, or attend a training he is delivering*DO IT!* You will be blown away and inspired. I was, I am and I look forward to continually being."

John Phelan, NLP Trainer, Echelon NLP

"My Overall experience is that this course has shifted so many of my own assumptions, personally and those that relate to my coaching (now training!). I have come to realise that I deserve to enjoy my work to the maximum, and for a client to get the most out of what I do, they need to commit to it, rather than me just committing to them. The element of people pleaser in me has taken a major blow – thankfully. It has given me the kind of motivation to go out and play with this stuff, so that if someone offered me some arm bands to walk gently into the water, I would throw them down, run towards the deep end and 'just jump right in'. That is gold. Jorgen successfully gave me two gifts – one of information and content (ooh, did I just use that word?!), and the other is that this is useless on its own, it is up to me to do it/use it and abuse it. Many other courses I have been on give good information, but this gives you an active hanger to hang it on.

And I was so pissed off! Because this was such a wild and impactful course, that I knew I would have to rewrite my website and coaching material. But that my work would move to new levels, and more specifically, my enjoyment of this kind of work would also increase. Jorgen's experience as a forward thinking, experimental trainer, was conveyed in a way that I felt I was getting access to secrets that few people knew.

The clients that I used to dread walking through my office door, I now look forward to, as an opportunity to play with this stuff. Jorgen invites you to throw off your arm bands and jump right in! This course gives you the skills to float."

(Bean Sopwith - The Body Alchemist)

“I have just completed an amazing 4 day course with Joergen Rasmussen through Unami UK. Joergen was pretty much faultless in his delivery of a fantastic learning experience. There was a great balance between him actually teaching his techniques and us learning through having the experience of being hypnotised and working on our own issues. I feel like my whole way of doing business and living life has been thoroughly challenged and I am in the process of rediscovering and redesigning my beliefs and assumptions. Anyone lucky enough to work with Joergen is in for a rare treat. As well as being super talented, he is seriously funny and likable. I thoroughly (and unreservedly) recommend him to anyone interested in improving their life or their business”.

Katie Beckett, Business Consultant and Trainer, MyElement Training.

“When I purchased Provocative Hypnosis I honestly never, ever expected I would even meet the guy let alone be lucky enough to train with him. This training was the final piece of my first real jigsaw. My lineage of training has been so perfect, just perfect. I am proud that I have demonstrated choice par *excellence* in my trainings so far.

The training answered loads and loads for me. Questions I had but didn't quite consciously know were there but constantly thinking Aah! This is perfectly what I was consciously (e.g commitment) and mostly unconsciously looking for. A huge learning I soaked up was the intense sense of professionalism from Jorgan. Its real professionalism I can utilise instead of just using daft stories to bash other professions ala Mr Bandler which I think can be taken in the wrong way by many. I have a strong sense of professionalism for teaching but always felt I didn't have it yet for changework - it wasn't transferring like I thought it would but thinking about it they are two different professions!! I always had a feeling I was kinda stumbling about in the dark trying to be professional but I have a torch now...

Jorgen Rasmussens deep appreciation of NLP means he can turn to whatever it takes to get the change and this can often lead him outside of the field of NLP itself. I barely even heard the term mentioned it just wasn't necessary. For someone with a Psychology background while I'm not surprised I boxed myself in to "NLP" I am glad I have experienced someone who appears to be unifying fields with finesse bringing much needed pioneering work to a field that was and I emphasise was going stale.

Rasmussen is doing for Grinder what Grinder did for Bateson. Rasmussen is doing for Grinder what Grinder did for Bandler. All genius' in there own right working together with there own invaluable unique skills to create something magical”.

Alistair Donnel.

“Just had to post that I have achieved my own challenge to utilise all the learnings from last week by using the rapid induction and emotion release with a client just now. Blumin fantastic. Also want to say thanks to everyone last week and especially to Jorgen for sharing his knowledge and expertise. It is already making such a difference with clients I am seeing. My head is still spinning though!”

Colette Boyden (Nurse)

‘Closer to the event you will receive some questions from Joergen and also a link to the Provocative Hypnosis discussion group where your journey will start’

Again you will be invited to a special group that starts 2 weeks before the event and runs for 6 weeks after. The intention is to start shaping and moulding the training to the delegates and offer support and learning before, during and beyond the actual training.

Course & Booking information

Date

September 27th - 30th 4 x days intensive

Times

09:00 am – 17:00 pm

Venue:

Covent Garden - Central London

<http://www.wallacespace.com/wallacespace.html>

Trainer

Jørgen Rasmussen

Assistants:

Wayne Marsh & Guests

Investment:

£995

*****15 % Early Booking Offer*****

*****For anyone booking the event before 10th August 2010*****

*****£845 Total*****

*****Inclusive of all refreshments & Lunch*****

Contact Information

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Want to Know More

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