



## **PRACTICAL HYPNOSIS**

Now you can get exceptional hypnosis training, designed specifically to build the skills you need to deliver real and sustainable results to your clients!

### **PRACTICAL HYPNOSIS IN SIOUX FALLS, SOUTH DAKOTA**

<b>DATES:</b>	<b>NOVEMBER 4TH AND 5TH</b>	<b>8AM TO 5PM</b>
	<b>NOVEMBER 6TH</b>	<b>8AM TO NOON</b>

Practical hypnosis is your first step into a complete system of hypnosis, that's been proven effective in successful hypnosis clinics across both the United States and Canada for the last 25 years.

Your training will be competency based. Knowledge and information are important, but you'll have the opportunity to see live hypnosis demonstrations, followed by ample time to practice these skills with your peers. You'll receive expert feedback, as well as feedback from your fellow students, that will allow you build the confidence you need to be successful. You'll learn a clear approach to hypnosis, based on the work of the very best hypnotists that ever lived including:

Milton Erickson, Ormond McGill, Daniel Ellman, Stephen Gilligan, as well as Scott McFall, one of the most innovative and effective hypnotists alive today.

This workshop will be entirely experientially based. You're going to focus on learning hypnosis by doing hypnosis on others, and being hypnotized yourself. Through this experience, you'll develop the competence that only comes with real practice on real people.



#### LOCATION:

This training will be held in Sioux Falls, South Dakota at the CNA building conference center on **101 South Reid Street**.

The CNA building is located in downtown, within easy walking distance of four different hotels. The conference space is comfortable and private with excellent parking right across the street.



#### COST:

\$300 per person and space is limited. If you wish to attend this training, call Sioux Falls Hypnosis at **605-310-0341** to begin your registration process.



#### WORKSHOP OUTLINE

##### 1. Making sense of hypnosis

What is hypnosis?

The reality of hypnosis.

Hypnotic induction: demonstration and practice.

Principles of hypnosis and change.

Contraindications for hypnosis.

##### 2. Hypnotic work

Establishing rapport.

Well formed outcomes.

Hypnotic phenomena and hypnotic conviners.

Using the Elman induction: Demonstration and practice

Deepening, fragmentation and the generative unconscious.

##### 3. Hypnotic work II

Progressive relaxation induction: Demonstration and Practice

Reframing, metaphor and story.

Directives, future pacing

Generative change

Practice, Practice, Practice: Putting it all together.



#### **LEARNING OBJECTIVES:**

1. Participants will understand the principles of hypnotic induction and will display competence with two basic induction strategies.
2. Participants will display the ability to hypnotize others, as well as using hypnotic skills on themselves.
3. Participants will understand the basic strategies of hypnotic work including, rapport, hypnotic phenomena, reframing, metaphor and story. They will display competence applying these ideas during a hypnotic session.
4. Participants will be able to verbalize a basic structure of change that will allow them to understand how to use hypnotic work to stop, interrupt and/or change problematic behavior and experience.



#### **PARTICIPANTS WILL RECEIVE:**

All participants will receive a copy of the Master Hypnotist Society training manual. This is a living document created by the MHS trainers' team.

The MHS trainer's team is a group of the most effective and successful consulting hypnotists working today, with literally hundreds of years of collective experience. This manual, contains everything a beginning student will need to not only develop the skills of hypnosis, but also to create a successful hypnosis practice. The MHS training manual is absolutely the most cutting-edge information available today.

All participants will have access to feedback from Daniel Burow, an expert trainer.

If any student does not feel that the training course fits their needs at the end of the first day, they will receive a complete refund.



#### CONTINUING EDUCATION:

The South Dakota Counseling Association has been approved by NBCC as an Approved Continuing Education Provider, ACEP No. 2042. Programs that do not qualify for NBCC credit are clearly identified. The South Dakota Counseling Association is solely responsible for all aspects of the programs.

This organization, The South Dakota Counseling Association approval ID 1058, is approved as a provider for continuing education by the: South Dakota Board of Social Work Examiners.



Rebecca Christiansen LPC-MH, LPC, NCC-ACEP Administrator  
South Dakota Counseling Association  
P.O. Box 95  
Aberdeen SD, 57402  
[sdca.counseling@gmail.com](mailto:sdca.counseling@gmail.com)  
[www.sdccounseling.org](http://www.sdccounseling.org)

The Master Hypnotist Society maintains responsibility for the program and its content. All participants will receive a certificate documenting attendance, satisfactory completion and 18 CE hours.





Your trainer for this workshop is **Daniel Burow**. Daniel is a licensed psychologist and has trained extensively with many of Milton Erickson's personal students. He was personally trained and supervised by Stephen Gilligan for several years at the beginning of his career. Daniel went on to write his doctoral dissertation on the use of Ericksonian hypnosis in psychotherapy supervision.

From 2005 to 2017, Daniel was a C-suite executive with two of the largest behavioral health companies in the U.S. He has trained, supervised and managed over a thousand clinicians during the course of his career and has managed behavioral health operations generating almost one hundred million in revenue annually.

In 2017, Daniel returned to South Dakota to open Sioux Falls Hypnosis. He now devotes his time to providing hypnosis services, as well as teaching/training, clinicians, managers, sales people and business owners all over the United States, helping them to become more effective change workers and more successful business managers and owners. Daniel developed his business and clinical skills in the for-profit world of healthcare where services had to be effective, or they had to change. Years spent in this environment allowed Daniel to develop an effective approach to change as well as a unique approach to training therapists that is focused on practice and experience rather than knowledge and information. Daniel is currently the president of the Master Hypnotist Society. He trains and mentors clinicians, salespeople and managers all over the U.S.

Call

**SIoux FALLS  
HYPNOSIS**

**605-310-0341**

to secure your spot today!



This training provided me with the skills I need to utilize hypnosis in my own practice and it also gave me insight into myself and allowed me to achieve the confidence I needed to do my life's work.

- Akela Sorenson, Counselor

Hypnosis training with Dan is very worthwhile. I received a lot of great information that I will be able to use to move clients forward rather than stuck in their old patterns and beliefs.

- Nicole Choal Counselor

I highly recommend Dr. Burow. I hired him to help me through a challenging time. He's brilliant, passionate, and loves what he does. If you're looking to break through in your business or personal life, book an appointment with him!

- Yoli Olavarria, CPO Leaderlync

As a social worker, I feel like I read people fairly well. After training with Dan, I realized that I have a lot to learn. Dan not only explains what he teaches, but he demonstrates it through one-on-one and group exercises that give you the skills you need. If you ever get the chance to attend training put on by Dan, do it! You will not regret it!

- Mollie Sanchez MSW, Avera Health

Our (hypnosis workshop) attendees raved about his cutting-edge knowledge, warm manner of delivery, and seamless transition between topics. Dan is very articulate and answers questions with ease. Many of our participants commented that the sessions were not long enough and expressed a desire to see him present during a longer time slot. He is able to break down complex topics... at a level that even the layman can understand. His enthusiasm for knowledge and his desire to share that with others makes him a top-notch presenter. SDCA is looking forward to working with him again in the future.

- Rebecca Christiansen, LPC-MC, LPC, NCC SDCA Executive Director

Daniel Burow is a talented hypnotherapist and teacher. He is compassionate, creative and has tremendous integrity. I highly recommend him!

- Dr. Stephen Gilligan

Daniel Burow has shown exceptional understanding of the use of hypnosis technology to assist clients. His psychology experience coupled with traditional and non-traditional hypnosis and NLP gives him a unique platform for the understanding of clients.

- Scott McFall