

Practical Hypnosis I

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

Dates: 2025 Sioux Falls, SD March 13th, (8a-5p) 14th, (8a-5p) and 15th, (8a-12p)

When you watch everything going on right now, it can be difficult to remember. Do you remember your dream? You wanted to help others, have a successful career, and make a real difference. But the mental health field is changing, and the health concerns, paperwork requirements, impossible caseloads, limited opportunities, and the lack of quality mentorship make it hard to feel like you are doing what's right. It's all too easy to feel overwhelmed, and even think about giving up.

RIGHT NOW... is't time to reignite that dream. Are you ready to learn powerful skills that will allow you to help your clients achieve real change? Are you looking for skills that can help you make more money, and see a different future? If you know what you want, this training is a clear map to get there.

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 the time you need 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 experiential. 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:

The training will be held at the Lumber Exchange building conference center on 101 South Reid Street. The Lumber Exchange building, sometimes called the CNA building, is located downtown, within easy walking distance of four different hotels. The conference space is comfortable, and private, with excellent parking on site, and across the street. Other training locations will be listed on the training page.

Cost:

\$450 per person and space is limited. If you wish to attend this training, call Sioux Falls Hypnosis at 605-702-6691 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 interrupt, stop, and/or change problematic behavior and negative 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 receive one on one feedback, as well as ongoing access to feedback, questions, and further supervision after the training is complete.

Refunds/Cancelations:

If a student should cancel prior to the first day of training, they will receive a complete refund, minus applicable credit card, or other transfer fees. If a student does not feel that the training course fits their needs at the end of the first day, they will receive a complete refund, minus applicable fees. If a student completes the training, and does not feel satisfied, they will be refunded half of the cost of the training. Any other complaint or dispute can be addressed directly with the trainer/Sioux Falls Hypnosis.

Certification:

This workshop will provide a basic introduction to hypnosis that you can use to work toward your professional certification with the Master Hypnotist Society (MHS). The MHS requires 140 hours of supervised training for certification. Students who are interested in full certification can discuss this directly with the trainer at the time of the workshop or after.

Trainer

Daniel Burow is a psychologist, consultant, trainer, and past C-suite executive for healthcare, and mental health operations across the United States. He started his career as a Professor of Psychiatry at the University of South Dakota School of Medicine. He left this position to be a founding partner, and Vice President of Operations at Curaquick, one of the nation's first retail health care chains. The Curaquick team opened low cost health care clinics in seven states working with both Walmart and HyVee stores. Daniel sold his interests in Curaquick, and went on to become the Chief Clinical Officer at Deer Oaks Mental Health. He was part of the management team that took Deer Oaks from 180 clinicians in 9 states to 360 clinicians in 19 states. During his time at Deer Oaks, the company went from 13 million to 30 million a year in revenue. Daniel left Deer Oaks to take the position of Vice President of Operations with Medoptions, the nation's largest provider of behavioral health services in rehabilitation and long-term care. At Medoptions he worked with a staff of more than 800 Social Workers, Psychologists and Psychiatrists providing care in 21 states, including psychotherapy and psychiatry services. While at Medoptions, Daniel managed the integration of one of the largest behavioral health business acquisitions ever completed, and when he left Medoptions the company generated over 90 million a year in revenue.

Daniel currently works as a consultant for corporations, and private equity groups across the United States who have an interest in the behavioral health space. He specializes in working with private equity groups, executive teams, operations managers, and clinical staff to improve business operations and clinical service. Daniel did his doctoral dissertation on Ericksonian Hypnosis, and spent the last 25 years applying hypnosis to clinical issues, as well as clinical supervision, training, sales, team building and customer service. He is an expert in non-verbal communication and behavioral analysis and has trained government, military, law enforcement, mental health providers, and business/sales teams across the United States. Daniel owns Sioux Falls Hypnosis where he offers hypnosis services as well as training, and continuing education programming for psychologists, counselors, social workers, hypnotists, business managers, sales staff, and lay people working in the helping fields.

Daniel is the president of the Master Hypnotist Society. MHS provides training, certification, supervision, and support for both clinical, and lay hypnotists across the U.S. and Canada. Daniel is the author of *Rebels Poets and Mystics*, published in 2008 as well as his latest book, *The Bigger Picture*, which was released in 2021 and available on Amazon.

What others say...

Hypnosis is truly the missing piece to overall care for others. Daniel was so personable and knowledgeable and made me want to continue to know more.

Cori Haag, Counselor

Dan is a visionary, who has the uncanny ability to make things happen. He is motivated, persistent, creative and highly effective. I recommend him without reservation!

Ellen Muntz, Ph.D. Chief of Mental Health Services VA Health Services

This weekend training has changed the way I look at my career and the world of mental health completely – to say I walked away with a set of useable skills would probably be the least valuable thing I could tell you... I can't wait to see where I'm going from here

Holly Garrett, 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

Not only did the training provide me with the skills I needed to practice hypnosis, but it led me to gain insight into myself and achieve a level of confidence to do my life's work. When I walked into this training... I did not have this.

Akela Sorenson, Counselor

Dan provided an amazing training experience. He is knowledgeable and passionate with an educators gift for teaching. His approach is immersive and each time we connect, I learn more and more! I love the way he challenges me to embrace my training as a clinician while empowering me to be open to understanding additional techniques to support my clients wellbeing!

Jessica Brockel, Counselor

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

The most useful part of this training was truly embracing my inner intuition and "go with it." You will make mistakes and that's okay. The point is to be authentic and create the most powerful experience possible for client.

Megan Spawn, Counselor

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

DR. STEPHEN GILLIGAN, Psychologist

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, Hypnotist