



MEET THE MEMBER:

Getting to know the AfSFH Head of IT and Social Media, Trevor Eddolls

Hypnotherapy Today asked Trevor to provide some insights into his work and his role within the AfSFH.

How do you see your role as Head of IT and Social Media for the AfSFH?

I started training in 2008 and was invited to join the AfSFH in 2011. (I attended my first meeting at the start of 2012). In that time, the role has grown and changed. I see my role now as having three facets – there's an internal facing one, where I make it clear to the Exec what IT can and cannot be used for; a public-facing role where I use IT to empower our members, to share information, and also to 'take the temperature' of what our members want from the AfSFH Exec; thirdly, my role is to help increase the general public's awareness of what Solution Focused Hypnotherapy (SFH) is and how it can help them.

We use the closed Facebook group for AfSFH members to share their thoughts and ask other members for their opinions on a wide range of topics. We also have the public-facing Facebook page (that can be found on Google), which is full of interesting stories – from the latest neuroscience findings to TV stars who have successfully used hypnotherapy. This helps spread the word about

Trevor (far right) enjoying spending time with his family.

Solution Focused Hypnotherapy. In addition, we have quite a big Twitter presence (if you don't follow us already, look for @afsfh).

We use Survey Monkey and Office 365 to conduct surveys. For the Exec itself, we use Dropbox and Mega to store shared folders. We also use Wild Apricot (recently taken over by Personify) to run our membership, host the journal PDFs, and send out the newsletters. I also look after the AfSFH website – and anything else that seems like it's more 'ITish' than fitting anywhere else!

What attracted you to work as a Solution Focused Hypnotherapist?

Oh dear, it's confession time, I didn't understand the difference between SFH and any other kind of hypnotherapy when I started! I'd always been interested in hypnotherapy, but had never done anything about it. By the end of 2007, my business was suffering from the financial crash and I found myself with more time on my hands. My daughter (who was finishing her social work degree) suggested that

we both train as hypnotherapists and found us a local training centre.

Since then, I have definitely embraced this style of working! I think SFBT (solution-focused brief therapy) is a great model to use in many interactions with people, including coaching and mentoring. And I think it makes a hugely positive difference in hypnotherapy.

I do use NLP techniques alongside SFH, and I have used Mindfulness and Appreciative Inquiry when I thought they had a place with clients. But SFH techniques are brilliant. And I'm pleased to also be a Solution Focused Hypnotherapy Supervisor.

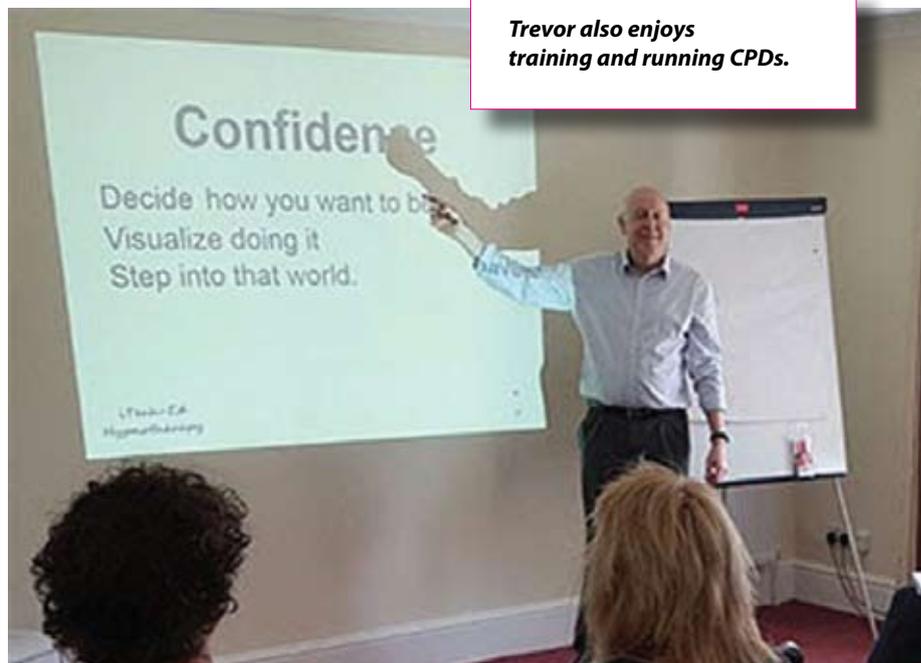
Why is the AfSFH important?

I think the AfSFH is really important because it gives members a supportive umbrella organization. Other hypnotherapy organizations are available, but they don't provide the detailed understanding of what it's like being a solution-focused hypnotherapist. I think it's important that the AfSFH motivates people to continue their training by encouraging people to take CPDs that both further their knowledge about therapies and help them to develop their businesses. And the AfSFH encourages members to attend regular supervision, which is a great way to discuss their current practice and just kick around ideas about what could be better. And, of course, the AfSFH is there to spread the word about Solution Focused Hypnotherapy to the wider public, so they realize how it could benefit them.

And, it means individual members have so much in common with other members that it's easy to start an in-depth conversation whenever they meet up!

What is your background?

I started my working life as a science and maths teacher at a secondary school, and I went on one of the first training courses for teaching IT in schools. That led to a three-week secondment at an IT bureau, where I was offered a job. I worked there for a while before joining an IT training company, and moved on to a company that ran IT conferences and was starting a publishing arm. I stayed there for 18 years, chairing and presenting at conferences, but mainly editing a number of different IT



Trevor also enjoys training and running CPDs.

technical journals. In 2004, I setup my own company (iTech-Ed Ltd) writing and editing articles and blogs about IT, chairing user groups, creating websites, and looking after social media. Since 2009, I've run that company in parallel with my hypnotherapy business, which includes supervision, writing, and giving training courses.

What motivates you?

I think I'm motivated by the desire to find out as much as I can about how people work (neuroscience, psychology, etc.) and the most effective ways of helping them (Solution Focused Hypnotherapy, NLP, Mindfulness). On top of that, I like to share that information with others through writing articles and books, training sessions, posting on social media, and supervision.

What do you like to do in your spare time?

I spend a lot of time with my family – we have two daughters and three young grandsons. They take up a lot of time (and energy!). I used to play the guitar a lot, but recently I have been learning to play the mandolin. What I lack in talent, I make up for in enthusiasm – and I am very enthusiastic! I also do magic tricks for family birthdays, which people seem to enjoy – and we did balloon animals one year. I also enjoy reading – a strange balance between mainly sci-fi and brain-related books.

What have been the highlights as a SF Hypnotherapist and in your role as a supervisor?

I love that 'ah ha' moment (to borrow an idea from Gestalt Psychology) when a client finally gets it – when they realize that they can successfully make the changes they want.

I love it when people can make changes really quickly – like a young girl I worked with on her spider phobia in a couple of sessions ahead of a school trip. And I like it when a client has worked hard over a number of sessions and finally sees the light at the end of the tunnel. I had a lady with a dental phobia who took quite a few bucket-emptying and relaxation sessions before we could even try a rewind. But once we were ready, she was amazed by how different she felt. Supervision is more like coaching than mentoring. It's important to not answer questions straight away, but help the supervisee to come up with some ideas themselves – and then mould their direction of thought. I think of supervisees as 'supervisors-in-waiting'.

It won't be long until they have enough experience to be a supervisor themselves. In the meantime, I continue to remind them of the SFH way of working, my own experience and what I've learned, and wait for their 'ah ha' moment as they develop their own ideas of what to try with a client or how to build their own businesses.