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## CLEAR THINKING

from Uncommon Knowledge

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Psychology for success, health and happiness

January 2008

Sent only to subscribers

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Dear Subscriber

Happy New Year!

We can hardly believe it's only a year since we launched the Knowledge Lab and started our first online training course. It feels like it's always been a normal and natural part of our overall training options, which are designed to offer maximum flexibility to our would-be students, wherever they may be. And we never compromise on quality. Our courses are the best - whether live, online, or pre-recorded on CD or DVD.

We are taking this programme to new heights in 2008, and three courses are already scheduled.

First up will be the 'How to Lift Depression Quickly', starting on 9th April. This course is designed to

impart cutting edge techniques that can make an immediate difference, no matter how long or how severe the depression being treated. Like all our online courses, it includes live teleconferences, live forums, assignments, and an extensive range of support material.

We are holding the Early Bird discount option (25%) open until 19th March - which means you can take this course for a very money-wise £296.25. But there are only 25 places available, so it is best not to delay.

You can reserve your place here:

<http://www.uncommon-knowledge.co.uk/training/online/depression.html>

The very next day (10th April) we start the 'Hypnosis Unwrapped' course. This ground breaking course in the fundamentals of using hypnotherapy and solution-focused approaches to dealing with psychological distress has been a real winner with our students. Early birds can get that 25% discount if you sign up before 20th March, and take the course for a purse-friendly £221.25.

You can reserve your place here:

<http://www.uncommon-knowledge.co.uk/training/online/hypnosis-1.html>

And new this year comes our very latest course - Rewind Technique. Starting on 12th June, this course aim to teach the essential skills for removing phobias and resolving the dreadful symptoms of Post Traumatic Stress Disorder. We can honestly say that no therapist can afford to be without these skills. The early bird discount is open until 22 May, making this leading-edge course available for a mere £221.25.

You can reserve your place here:

<http://www.uncommon-knowledge.co.uk/training/online/rewind-technique.html>

And although you've now missed the savings an early bird booking would have brought you, there ARE still just a couple of places left for the prestigious Uncommon Knowledge Diploma in Hypnotherapy and Psychotherapy, which we run every year at the University of Brighton. But you will have to hurry, because classes are about to start!

Call Karen on 01273 776 770 to book a place.

That number is also the one you want if you would like a copy of our brilliant new 'Powerful Reframes' CD. You will find this an invaluable tool in life as much as in therapy. It will train your brain in the art of seeing things differently - and getting others to do the same. There's nothing like it for breaking through a fixed mind-set. At £34.95, you'll find it one of the best investments you'll ever make.

Enjoy Clear Thinking!

Roger Elliott & Mark Tyrrell  
Uncommon Knowledge Ltd

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Want to find out what we do in the 'real world'?

Come to an Uncommon Knowledge Hypnosis Workshop. These inspiring and instructive Workshops take place regularly in Brighton and in Kingston (London).

Put the dates in your calendar today!

Brighton: 12 and 13 January  
Kingston: 19 and 20 January

<http://www.uncommon-knowledge.co.uk/workshop/hypnosis/workshop.html>

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### 1: Master Series: Hypnosis and Sport

Recently a sports psychologist attended an Uncommon Knowledge introductory hypnosis workshop. She had been studying some of the top racing drivers of the world. Her research concluded what we already know. What distinguishes the very best in the world from the rest is an amazing ability to shut out distractions and narrow the focus of attention until all else around

effectively disappears.

She had devised a series of tests on a screen. The drivers had to complete these tests while increasing levels of noise and other distractions were presented to them. The best drivers were the ones who were less distracted by these outside influences – and some of them later reported they hadn't even been aware of them!

Now her description of the psychology of world-beating racing drivers is also a good definition of the hypnotic trance. When you are in trance you become less aware of sounds around you – the deeper the trance, the less you notice.

So teaching people to enter a sports trance improves performance and encourages what we call the state of 'flow', or being 'in the zone', where everything seems easy and you feel a wonderful, dream-like inevitability of success.

Read the rest of this essay online at <http://www.uncommon-knowledge.co.uk/articles/uncommon-hypnosis/sports-performance-hypnosis.html>

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## 2: Book Review: Affluenza

Affluenza: The all-consuming epidemic  
John De Graaf, David Wann and Thomas H Naylor  
ISBN: 1576751996

I live in a town with around four hundred pubs and bars. Relax! I haven't chosen this forum to come out as an alcoholic. My point is that deciding where to meet up with someone is a case of being spoilt for choice. It would be easier in fact to have less choice. Actually, it's been shown that too much choice can leave people feeling dissatisfied with the choices they do make. A world of possibilities is also a world of missed opportunities!

In industrialised countries the days are long gone of Henry Ford's famous dictum: 'You can have any colour car as long as it's black'. There are endless multiple, constantly updated, choices from financial services to mobile phones, from possible dating partners (who could be anywhere in the world) to flavours of ice cream. 'Affluenza: The all-consuming epidemic' is a thought-provoking examination of what it means to be 'ill' in a modern society suffering from "a painful, contagious, socially-transmitted condition of overload, debt, anxiety and waste resulting from the dogged pursuit of more."

'Affluenza' is defined as a social virus causing waste, massive debt, constant dissatisfaction and work obsession. It threatens families, communities and the whole planet as non-material values are marginalised and notions of personal 'self-improvement' have switched away from 'what I am' to 'what I have'.

Read the rest of this article online at

[http://www.uncommon-knowledge.co.uk/book\\_review/affluenza.html](http://www.uncommon-knowledge.co.uk/book_review/affluenza.html)

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### 3: Inspiring Quote: Success

"Success in almost any field depends more on energy and drive than it does on intelligence. This explains why we have so many stupid leaders."

Sloan Wilson, US author, 1920 – 2003

"People of mediocre ability sometimes achieve outstanding success because they don't know when to quit. Most men succeed because they are determined to."

George Allen, US senator, b1952

Becoming a leader of a major political party takes many qualities. Intelligence, however, will be lower on the list than drive, energy, cunning – and the confidence to argue forcefully through every adversity.

Determination and the sheer blind audacity of not knowing when to quit can often rise above intelligence when it comes to achieving outstanding success.

What about you?

How many people, in your own life, or in public life, can you think of who have succeeded way beyond their intelligence?

Do they have anything in common?

How determined are you to succeed?

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That's all for this month -  
we hope you enjoyed it and we'll see you next month!

Roger Elliott & Mark Tyrrell  
Uncommon Knowledge

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