



HOW LATITUDE HELPED
THE HYPNOTHERAPY TRAINING INSTITUTE
**DOUBLE THEIR COURSE UPTAKE
& TREBLE THEIR TURNOVER**



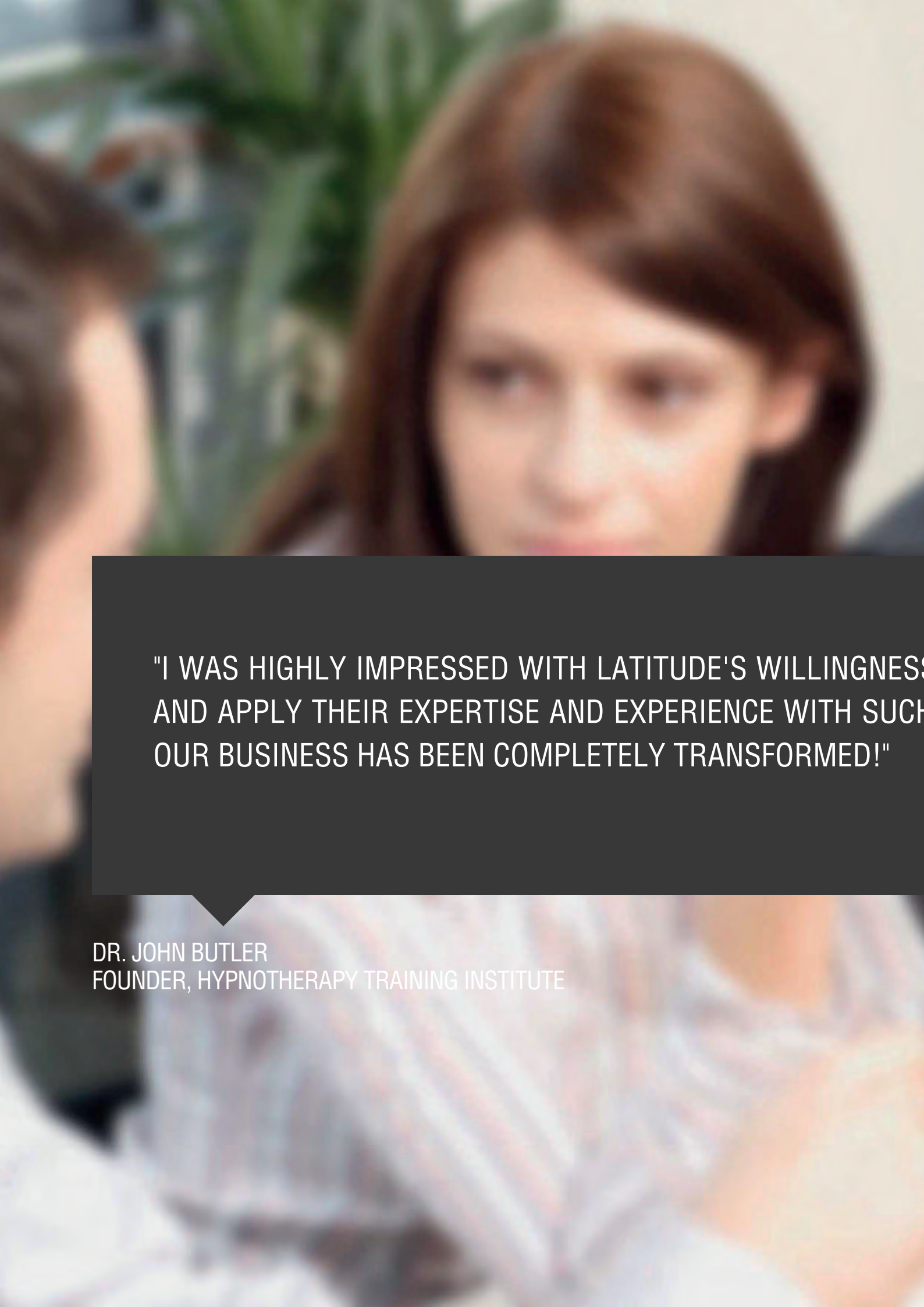


hti

the hypnotherapy training
institute of britain

PROJECT RESULTS

- NEW TRUSTWORTHY BRAND IMAGE
- CLEAR AND CONCISE SALES MESSAGING
- RANGE OF NEW SALES MATERIALS
- FULLY BOOKED TRAINING COURSES
- TREBLED TURNOVER



"I WAS HIGHLY IMPRESSED WITH LATITUDE'S WILLINGNESS
AND APPLY THEIR EXPERTISE AND EXPERIENCE WITH SUCH
OUR BUSINESS HAS BEEN COMPLETELY TRANSFORMED!"

DR. JOHN BUTLER
FOUNDER, HYPNOTHERAPY TRAINING INSTITUTE



S TO LISTEN AND LEARN ABOUT MY FIELD AND MY GOALS,
H COMMITMENT AND ENTHUSIASM. THE PRESENTATION OF

THE CLIENT

The Hypnotherapy Training Institute was founded by Dr. John Butler who has been practising and teaching hypnotherapy in the UK and the US for over 30 years. He is seen by many as the most renowned medical hypnotherapist in the world. Not to be mistaken for sideshow hypnotherapy, John uses his talents to help people through personal issues, operations and teaches clinical hypnotherapy to surgeons, anaesthetists and dentists.

THE PROJECT

Latitude were asked to re-structure the business strategy and brand the institute to increase awareness and create a trustworthy image that ensured hypnotherapy would be taken seriously in the medical industry as an alternative and supportive therapy.

THE SOLUTION

Latitude provided an initial one-day workshop to gain a much better understanding of the institute, its programmes, its competition and the main issues that the business was facing.

Following the workshop we worked alongside the institute to analyse the state of the UK's hypnotherapy industry. Through this research it quickly became apparent that there were a lot of poorly trained hypnotherapists working within the UK, both as therapists as well as instructors. And because the industry had never been structured or regulated properly, hypnotherapy had built up a bad reputation.

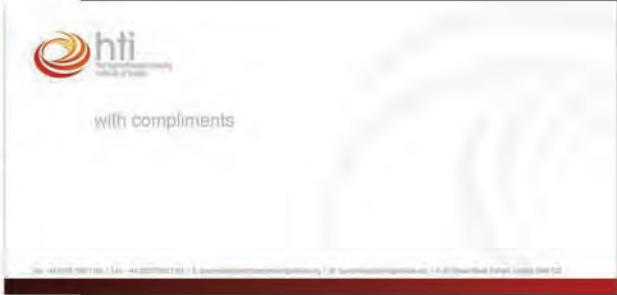
The main aim of the institute therefore became to create an organisation that could show potential clients the difference between someone who had had a day's training and called themselves a hypnotherapist and someone who could practice the profession properly and more importantly, safely.

Once this vision was established we were able to breakdown the main sales messaging, structure the programmes so that it became easier to see the benefits and depth to which the training courses went and create a thought-through navigation and information plan for the website that would 'guide' visitors to all the necessary information.

With the core arguments and messaging in place we could then start to look at the HTI brand look and feel and set out to create all the necessary visual elements such as a logo, stationery, website and a course folder with inserts.

Because the institute now had a far better brand and business platform compared to other institutes and quickly became respected for its professional ethos we pushed them to raise their course prices.

Although the HTI was reluctant at first and felt that this could potentially result in a drop in trainees they agreed to try it out. Within a short time class sizes doubled, consequently trebling the institute's turnover. In 2010, when the industry was hit hard by the recession, classes continued to be fully booked whilst competitors were finding it difficult to attract new trainees. and some eventually closing down.



Full list of Training programmes offered by HTI:

Complete Training Programme
200 hours face to face tuition consisting of four courses and providing the student with a diploma in Hypnotherapy and membership with three of the most respected organisations.

Hypnosis For Therapeutic Transformation
Learn dynamic hypnosis to effect personal change in yourself and clients. 8 days intensive training providing 50 hours of classroom tuition.

Clinical Hypnotherapy Course
Learn to be a highly effective therapist by expanding your personal power and using dynamic strategies to achieve therapeutic effects. 8 days intensive training providing 50 hours of classroom tuition.

Advanced Analytical Hypnotherapy Course
Advanced analytical hypnotherapy using many specialised skills for dealing with the subconscious, non-rational processes. 8 days intensive training providing 50 hours of classroom tuition.

Medical Hypnotherapy Course
Teaches powerful hypnotic methods for health benefits, dealing with psychosomatic problems and for pain relief including effective anaesthesia. 8 days intensive training providing 50 hours of classroom tuition.

Medical Hypnosis Course For Physicians
Teaches methods to address a wide range of psychosomatic health problems and pain management. 6 days intensive training providing 50 hours of classroom tuition.

Hypnosurgery For Surgeons And Anaesthetists
A unique 2-day course designed to introduce the methodology of hypnosurgery. 10 hours CPD. 2 days intensive training providing 15 hours of classroom tuition.

Upgrade Training Course
Designed to add to the existing skills and knowledge base of clinical practitioners. 8 days intensive training providing 50 hours of classroom tuition.

Advanced Training Course
Advanced specialist applications of clinical hypnosis. 8 days intensive training providing 50 hours of classroom tuition.

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welcome to hti

our charter

our difference

accreditation

Accreditation you receive upon completion of a course:

British Society of Hypnotherapists (BSH)
The British Society of Hypnotherapists (BSH) was founded in 1959 and is the largest known/surviving organization for hypnotherapy in the UK. A principal aim of the British Society of Hypnotherapists is to promote the highest quality practical and theoretical training in hypnosis. It sponsors a Code of Ethics, Standards of Practice and a Complaints Procedure. The Society also operates a Continuing Professional Development policy and has guidelines on supervision of Therapists and personal therapy for therapists.

ICM
The Institute for Complementary Medicine (ICM) is a charity, founded in 1982, principally dedicated to the provision of information on Complementary Medicine to the public. It has several of a national level to protect and advance the cause of Complementary Medicine. It supported the foundation of the British Register of Complementary Practitioners (BRCP) in 1988 as a professional register of competent practitioners from different disciplines of Complementary Medicine. The Hypnotherapy Training Institute of Britain became one of only three hypnotherapy courses recognized by the ICM.

American Council of Hypnotist Examiners
In 1973, the Hypnotist Examiners Council was created in the United States as a non-profit organization involved in the self-regulation of individuals practicing hypnotherapy professionally. Appropriate standards of education, training and examination were promulgated and a code of ethics and standards of practice were adopted. The ACHE established ethical standards and implemented the process of certification of professional hypnotherapists. Currently, certification as a Clinical Hypnotherapist requires that an individual has received a minimum of 200 hours of instruction from an ACHE approved hypnotherapy school.

International Council of Hypnotherapy Examiners
The International Council of Hypnotherapy Examiners (ICHE) was established to act as a generally world-wide organization with the primary function of the promotion of the study and practice of hypnotherapy. The ICHE also oversees standards of training in hypnotherapy of a minimum 200 hours of classroom teaching. Supported in its activities by the American Council of Hypnotist Examiners, the ICHE has developed into a world-wide organization with organizational members and individual candidates in many countries, including the USA, Canada, Mexico, the United Kingdom, Italy, Australia, New Zealand, Republic of China, Iran and South Africa.







IF YOU WOULD LIKE MORE INFORMATION ON THIS CASE STUDY OR
IF YOU HAVE A PARTICULAR ISSUE THAT YOU'D LIKE TO DISCUSS,
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building business. creating brands