

KEYNOTE ADDRESS

Dealing with Challenging or Resistant Clients

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and
William Horton

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Dealing with resistant or challenging clients can be daunting for any therapist or coach. These clients often come with deeply ingrained beliefs, defensive walls, and resistance to change. However, combining Neuro-Linguistic Programming (NLP) techniques and hypnosis can be a powerful approach. By building rapport, using effective communication techniques, and tapping into the subconscious mind, you can help your clients break through resistance, overcome limiting beliefs, and work toward achieving their desired outcomes. Remember that every individual client is unique, and tailoring your approach to their meet specific needs is the key to succeeding in your therapeutic work.

For 30 years, Robert Otto has traversed the fascinating landscape of hypnosis, leaving a trail of transformed lives and groundbreaking achievements. As president and CEO of the International Association of Counselors and Therapists and the International Medical and Dental Hypnotherapy Association®, his influence in the profession speaks volumes. Over 4,500 workshops, 150,000 captivated participants, and a presence in 29 states – Robert's impact on behavior modification is undeniable. But his influence extends beyond conferences – hospitals and corporations bear witness to his expertise, while radio and television audiences hang onto his every word. Even the printed page can't contain his magic – his work graces magazines, journals, and hypnotherapy texts like revered McGill's Encyclopedia. And if that's not enough, let history speak for itself – Robert's pioneering spirit earned him the first Certificate of Special Congressional Recognition for a hypnotist, forever etched in the Library of Congress.

Meet Will Horton, the "Cowboy Doc" who lassos anxieties and unlocks hidden potential. For 35 years, he's roped in tens of thousands struggling with addictions, guiding them with NLP and hypnosis through emotional canyons and onto sunlit plains of recovery. He's the gunslinger of inner demons, the whisperer to artistic souls, helping countless performers shoot arrows of brilliance onto the stage. Professionals, drawn to his unwavering spirit, seek his wisdom when their confidence stumbles. The "Cowboy Doc" moniker isn't just for his boots and Stetson; it's the grit in his voice, the relentless pursuit of helping others ride towards their best selves. So, if your spirit needs saddling, trust Will to lead you on a transformative journey towards self-discovery and boundless possibilities.

More information >> WWW.HYPNOEXPO.COM