

Evocative Approaches to Therapeutic Communication, an Ericksonian Approach

Dr. Jeffrey K. Zeig, PhD

9 am - 4:45pm Pacific time May 10-11, 2024

Course Description

Therapeutic communication can be informative and/or evocative depending on client

need. When the goal is eliciting a change in state it is best to use evocative methods.

Hypnosis is the mother of an experiential approach and evocative method can be derived therefrom. The program consists of lectures, demonstration therapy, small group practice and video examples of Milton H. Erickson.

Learning Objectives

Participants will define an evocative approach and discriminate it from an informative approach.

Participants will list three evocative methods that can facilitate the realization of concepts.

Participants will describe the meta-model of evocative communication and given a case apply it clinically.

Participants will indicate how using tailoring, including social determinants, can be used to define therapy goals.

Given a client, participants will indicate how to use evocative methods to accomplish therapy goals.

Suggested Text

Evocation by Jeffrey Zeig, www.erickson-foundation/press

Agenda

Day One AM 9am – 11am

Evocative approaches to counseling

Break 11:00 – 11:15am

Small group practice (11:15 AM to 12:15PM)

Lunch 12:15pm – 1:30pm

Day One PM 1:30 to 4:45 PM (Break 3:00pm – 3:15pm)

Video example of Milton Erickson conducting therapy

Engaging social determinants in effecting therapy

Discussion and Q&A

Day Two AM 9am – 12:15pm (Break 10:30m – 10:45am)

Meta Model of Counseling

Tailoring communication

Small group exercises

Lunch 12:15pm – 1:30pm

Day Two PM 1:30 to 4:45 PM (Break 3:00pm – 3:15pm)

Demonstration therapy

Discussion and Q&A