Increasing productivity via hypnosis techniques

By MARY ZACHARIAH

A visiting British hynotherapist, who even designs programmes for business people, says her techniques help them to "clear the cobwebs" in their minds and thus increase productivity.

Valerie Austin, who practises hypnotherapy in London's Harley Street and has conducted sessions in Langkawi and Kuala Lumpur, told Business Times: "If the mind is likened to a computer, then introducing hypnosis would be like switching the computer on."

"Actually, we already possess the software that we need but we do not know how to use it. Therefore using the correct techniques through hypnosis will help people make positive changes in their minds."

Using another description, Austin said that stress and trauma, among other factors, were like "virus" that could break down the mind/computer.

"I am like a hacker and I go into the mind/computer and clear out the virus and thus creating a better environment.

"As hypnosis is a heightened state of awareness, it allows the mind to work things out without the viruses of grief and depression, for example, said Austin.

Local businessman Hisham Zainal of Hisham & Company Ltd is so convinced of hypnotherapy and its benefits, having attended one of Austin's training programmes, that he and two others are setting up an institute in Langkawi.

Hisham, together with another Malaysian and a Saudi Arabian are investing RM200 million in the Valerie Austin Institute which will be operational in June 1996.

Various courses will be offered at the institute and these include training those who have already received a diploma for the practice of hynotherapy but are interested in training others to become hynotherapists.

Individuals who are interested in making a career out of hynotherapy can also attend courses at the institute to receive the diploma which is recognised by the British National Register of Advanced Hypnotherapists.

Another feature of the institute will be therapy for clients who are seeking treatment.

Austin, whose main work is training and writing (her fourth book will be available in September 1996), developed the Austin Technique which teaches people the art of reprogramming the sub-conscious to eliminate bad habits and stress and instead create new positive habits.

"Imagination is the language of the subconscious. When you imagine what you want in hypnosis, it gives a blueprint to your subconscious.

"That blueprint can be changed anytime according to your goals to better yourself," said Austin.



□ **AUSTIN...** *'techniques help clear cobwebs in the minds'.*