



# **Association for Integrative & Spiritual Hypnotherapists (AISH)**

## **Minimum Standards of Education & Training for Initial Certification as a Professional Hypnotherapist - rev. Nov 1, 2025**

Hypnotherapy schools seeking AISH certification recognition must demonstrate that their curriculum prepares students to practice hypnotherapy safely, ethically, professionally, and with integrity. The following minimum standards apply:

### **1. PROGRAM STRUCTURE & DELIVERY**

Programs must offer no fewer than 220 total instructional hours, with a minimum of 30% delivered live (in person or via real-time interactive platforms such as Zoom/Webex).

1. Live instruction must allow for direct observation, instructor feedback, and student demonstration.
2. Asynchronous, pre-recorded-only programs are not acceptable for certification-level training unless paired with sufficient live evaluation.
3. Instruction must prepare students to practice with real clients once hypnotherapy is determined to be appropriate and non-contraindicated.
4. Training must focus on hypnotherapy-specific methodologies; unrelated modalities (e.g., bodywork, unrelated coaching systems) do not count toward required hours in the core curricula.

### **2. INSTRUCTIONAL QUALITY & ASSESSMENT**

1. Curricula must comprehensively cover required core topics, though instructional style may vary by school or tradition.
2. Student competence must be assessed throughout the training by multiple methods — written, practical, oral, observation-based, or equivalent.

3. Programs must include formal evaluation procedures, including a practical skills review before certification recommendation.
4. Student selection, support systems, supervision, and continuing education guidance must be clearly defined and available for review.

### **3. INSTRUCTOR STANDARDS**

Lead instructors must:

1. Hold a minimum of three (3) years of clinical hypnotherapy experience working with clients.
2. Provide verifiable documentation of professional practice and training credentials.
3. Demonstrate prior instructional, mentoring, or facilitation competence, which may have been gained through professional workshops, adult education, higher education, or organizational training environments.

### **4. REQUIRED CURRICULUM CONTENT**

Graduates must demonstrate capability in the following foundational areas:

#### **A. Foundational Knowledge**

1. Origins and development of hypnosis
2. Conscious/subconscious mind dynamics
3. Principles of trance and hypnotic responsiveness
4. Subconscious programming and behavioral formation
5. Models of therapeutic change and resistance
6. Applications of hypnotherapy for behavioral and emotional transformation
7. Transformational processes such as regression, release work, reframing, and reintegration
8. Awareness of cultural, linguistic, and individual client differences
9. Induction, deepening, and safe emergence techniques
10. Contraindications and safety considerations
11. Influence, communication, and suggestion theory
12. Therapeutic language and semantics
13. Development of practitioner presence and confidence
14. Scope, professionalism, and responsibility of certification
15. Ethical business development and non-medical presentation

#### **B. Practical Skills**

1. Facilitating inductions, deepeners, and suggestion work
2. Guiding safe access to subconscious patterns
3. Delivering hypnosis with professional proficiency
4. Teaching self-hypnosis for client and practitioner use
5. Voice tone, tempo, and professional delivery
6. Precision and ethics in hypnotic language
7. Appropriate selection of techniques and modalities
8. Crafting effective direct and indirect suggestions
9. Therapeutic use of metaphor
10. Proper and responsible use of advanced hypnotherapeutic methods – including regression, parts work, and related techniques

### **C. Facilitation Process**

1. Establishing rapport and psychological safety
2. Conducting whole-person client intake and assessment
3. Setting outcome-focused goals collaboratively
4. Facilitating ethical, structured hypnotic process
5. Incorporating gesture, pacing, or movement skillfully when appropriate
6. Supporting motivation, engagement, and client readiness for change

### **D. Ethics & Professional Conduct**

1. Respecting boundaries in the client relationship
2. Understanding legal, ethical, and safety obligations
3. Clarity that certification does not authorize medical or mental health diagnosis, treatment, or prescribing
4. Recognizing when to seek supervision, referral, or personal therapeutic support

### **INSTRUCTOR QUALIFICATIONS**

1. Lead instructors must demonstrate a minimum of 3 years of substantial clinical hypnotherapy practice.
2. Teaching experience may be proven through professional workshops, continuing education programs, private instruction, or academic/professional training environments.
3. Instructor credentials and experience must be provided for initial approval.

### **Assessment, Policies & Professional Standards**

Your school must provide evidence of:

1. Clear and consistent evaluation methods – written exams, observed practice, case study review, etc.
2. Ethical confidentiality, student selection, conduct, disciplinary, and supervision policies
3. Defined professional boundaries and referral guidelines (students must not be led to believe they are qualified to diagnose or treat medical or mental health conditions)
4. A structured pathway for Continuing Education / Ongoing professional development
5. Detailed course catalog

## **Graduate Competency Expectations**

Graduates of AISH-Approved programs must demonstrate competency in these four domains:

1. Knowledge: hypnosis theory, subconscious process, change mechanisms, cultural awareness, ethical boundaries.
2. Skill: induction, deepening, suggestion, language mastery, metaphor, self-hypnosis teaching.
3. Process Facilitation: client assessment, rapport building, emotional safety, goal alignment, motivational readiness.
4. Professional Ethics: scope-of-practice integrity, non-medical positioning, personal responsibility for self-regulation.

## **Summary**

1. Approval as an AISH Educational Partner signifies that your training program:
2. Teaches hypnotherapy to a professionally responsible level
3. Demonstrates spiritual, ethical, and client-centered values
4. Prepares practitioners for real-world work – not just theory
5. Elevates the profession