

Lisa Butcher

By Eve Menezes Cunningham

I'm very open to things. I want things that will work quickly. I'm very much into self improvement

Lisa Butcher found out she'd won a modelling competition on her 15th birthday. She spent the next two decades modelling and moved into presenting. Most recently, she's been co-presenting *What Not To Wear* with her friend Mica Paris.

Her approach with the women they styled was more compassionate than the show's original presenters, Trinny and Susannah. Lisa says she has always been interested in helping people feel better about themselves.

Lisa had experienced NLP and recently, Cognitive Hypnotherapy helped her to recover from the loss of her father and ex-husband. She says, "My father died, and the father of my kids died two weeks later."

She was scheduled to start presenting *What Not To Wear* within a month of these bereavements so asked Trevor Silvester, the person who had trained her friend in NLP, to help her.

Lisa says, "I couldn't fall to pieces on screen. I had to find ways of making myself better and dealing with the deaths. Trevor managed to centre me more and give me the tools I needed. He showed me pressure points and made me a tape that I used to listen to when I went to work. I downloaded it on my iPod so whenever I felt a bit wobbly, I could listen to it.

"I'm not one for sticking around with bad feelings. Life's too short. If you have an issue you get it sorted out." Lisa had four sessions but says "You don't really need that many. I'm very open to things. I want things that will work quickly. I'm very much into self improvement. I always want to be the best person and to get better at my job. I read a lot of books and, for a short while, wanted to be a counsellor myself. My interest is in making people feel better around me. I'm not only doing it to improve me but to improve my relationships."

Lisa says her proudest achievement is her children. Olivia is 14 and Amber is 12. She says, "They're absolutely lovely." It must be strange to think that she was only a year older than her eldest when she started modelling.

When she looks back at her life then, Lisa says she wishes she'd known how much potential she had. "I wish I'd had the confidence when I was 15 that I have now. I wish I'd had the wisdom."



"I'm a very spiritual person. I grew up in the Far East so grew up around Buddhists, Muslims, Sikhs. I definitely believe in a higher power. I was brought up Catholic but would say I feel closer to Buddhism. I believe you get back what you put out. But I'm not a new age hippy. I've had an awful lot of death to deal with and my spiritual beliefs have helped me."

"Trevor turned my life around. Having to do what I had to do just after a bereavement felt impossible."

Things are looking up for Lisa and her new collection for Long Tall Sally comes out next year. She's also started her own production company so will be doing more of her own TV shows, too.

What is Cognitive Hypnotherapy?

Trevor Silvester founded The Quest Institute with his wife, Rebecca, in 2001. At first, they'd intended to help people with serious illnesses but are using it more widely. They incorporate an eclectic range of influences from NLP and Positive Psychology to Evolutionary Psychology and cognitive theory.

Their background was in the police and they used NLP to help people who were failing the police training. Over time, they found that although the techniques worked with exam phobias and study skills, they could also be applied to things like anxiety disorders, phobias and smoking. Cognitive Hypnotherapy emerged from this.

Cognitive Hypnotherapy stresses the point that we all go into trance states in our day-to-day lives. For example, while driving, you may suddenly realise you have no idea how you got from A to B. Trevor, Rebecca and their graduates use natural trance states to get to the root of the feelings, thoughts and memory patterns causing the issue the client wants help with.

Although many people are a bit apprehensive about any kind of hypnotherapy, Trevor is confident that all their graduates work to high standards and ethics. Also, if fear of losing control concerns you, he says you can stop at anytime and you're always in complete control.

Trevor says that while Cognitive Hypnotherapy contains important elements of NLP and standard hypnotherapy, it has its own methodology.

Trevor Silvester explains how Cognitive Hypnotherapy works here:

We identify what we call the client's problem pattern, made up of context (the memories that create the response) the structure (the trance phenomena and submodalities from which the perception of the problem is formed), the process (how they 'do' their problem) and consequence (how our brains project the anticipated outcome of the present situation).

Each technique we use is aimed at a different part of the pattern. We

believe that every technique from any approach works within one or other of the parts of the problem. And every client's pattern is unique to them, so no two smokers, or phobias are the same or will respond to the same interventions. You have to design it based on the information you get from them about their problem.

We also get information about their solution state - what their world would be without their problem - i.e. their evidence for improvement. We use wordweaving to prime the brain to bring to the foreground evidence available in the world around them that fits their criteria. Essentially it retunes their filters to notice what is right in their world, instead of what's wrong.

I used wordweaving a lot with Lisa to prime her unconscious to anticipate the kind of confident behaviour she wanted. Again, it contains key concepts from NLP (like the Milton model and neuro logical levels) but incorporates ideas about trance phenomena that moves hypnotherapists away from their reliance on one-size-fits-all scripts.

With someone who lacks confidence you find what in their past created that belief and work to reframe it, and/or change the submodalities of the thought patterns that maintain the belief and/or teach them things to interrupt their strategy, and use wordweaving to prime a positive consequence to their actions. ●

Express yourself with confidence *Lisa's top tips*

- Look through magazines
- Think about the trends you like
- Adapt them to your shape
- Adapt them to fit your lifestyle
- Take one element of the trend and make it yours

I'm not one for sticking around with bad feelings. Life's too short. If you have an issue you get it sorted out



If you would like to find out more about training in Cognitive Hypnotherapy with Trevor and Rebecca, please visit: www.questinstitute.co.uk

If you'd like to experience it yourself, you can also find a therapist on this site.