

“Being Self-aware”

Integrating Hypnotherapy in Corporate Wellness program

Today's Corporate Challenge

In today's world Corporates are facing challenges with employee engagement, productivity, ineffective communication, lack of innovation / creativity, recruiting people as well as retaining them.

For Employees they need fast appreciation, fast growth, fast promotions, fast money – everything with ‘supersonic speed’. And if that does not happen, they decide to jump to next organization without giving themselves a chance or without understanding how organization works.

For Employers they ‘need everything yesterday’, meaning employee joining the organization need to get going faster than they can proving themselves more than productive from Day 0.

It's like any other relationship in life that leads to disappointment when expectations are not met. That's where all problem starts, both physical or mental health.

Be it relationship between management and employees, be it team lead and team members, be it within team members, be it within peers, there are expectations and even if they are fulfilled 90% of the time but not fulfilled 10%, issues develop and then conflict within (inner conflict) and conflict outside. That results into misunderstandings, miscommunication, emotional imbalance, not able to take decisions, losing interest, frustration, stress, burnout, anxiety, blame gaming, reduced productivity and eventually losing a resource. It's a vicious circle!

Patience is the virtue, although that seems to have been lost on either side!

Mental health issues affecting employees at work is costing around US\$1 trillion per year as per WHO (World health Organization) report (Mental health at work, 2024). CDC (Centers for Disease Control and Prevention) has also published a document on stress management at the worksite with an overview of Occupational stress and health along with case studies proving impact of stress on physical and mental health (Murphy & Schoenborn, 1987).

With aforementioned its most critical to find ways to become more aware and call for an action.

What can help? ‘Knowing thyself’

‘Being Self-aware’ be it individual employee or an organization is most important. That's where self-hypnosis or hypnotherapy intervention can help. It can be a catalyst for corporate wellness – for managements as well as employees!

To understand self, to identify disempowering beliefs, to identify trigger points, to identify self potentials as well as accept the weaknesses, to become self reliant, clear mind, confident, to communicate effectively, to have healthy relationship across – in all this aspect of corporate life Hypnotherapy can help!

Communication is the key for successful endeavour!

For organizations knowing their long-term vision and where they want to take the organization in future, setting the expectations right upfront when employees are hired is the first step to successful relationship. It should be clear, honest communication.

Clear communication and clear directions to employees will help them to know what to expect and what is expected from them.

On organization side key things are –

1. Promote healthy culture & values within – of trust, respect, support, patience, acceptance, open dialogue, creativity, innovation, diversity and inclusion.
2. Maintain work life balance – move away from madness of 24x7. Certain sanity checks like work hours to be mandated, time with family, flexible working hours and help support well being of an individual mentally and physical by providing the avenues either at the campus or some support outside.
3. Identify true potential of employee and enable them to upskill in the area of future requirements. This can help employer to create an asset for long term.
4. Create new leaders – give opportunity to talents within the organization and create a trail of good leadership. Allow home grown talent to be next successors – nurture them & train them.

On Employee side key things are –

1. Understand, accept and adopt the culture of the organization.
2. Understand and follow organization vision and so how it is aligned to yours for mutual growth, win – win situation for both.
3. Ease of working within team or working independently as a self-starter.
4. Clear communication across in terms of what is working and what is not.
5. Interest to make it right the first time, learn from failures and commitment.

The purpose of this chapter is to explore, identify and explain various strategies that can be integrated in corporate wellness program using self-hypnosis or hypnotherapy intervention. And how these strategies will take organization as well as employees to the path of transformation by 'Being Self-aware'.

How? Self-awareness as path to transformation

There are different approaches to path of transformation by integrating Hypnotherapy at various levels in organization's wellness program. It can be a combination of individual sessions or group sessions depending on which area to be worked on. In organizations a gap analysis can be done to identify the areas where hypnotherapy can be used as an intervention.

Top-Down approach – From top management (C-Suite) level then rolling it to management levels below. It can be in the area of self-development as well as managing physical/mental health issues. Being at such a high level with demand of managing stressful situation, individuals at the higher level do face issues like high blood pressure, acidity, irritable bowel syndrome, obesity, insomnia and so on.

1. To enhance ways of managing stress effectively, healthy working habits.
2. To see both sides of coin and make right decision which helps both organizations and clients. Being able to see alternate reality – see other side of the coin.
3. Believing is seeing – so enhance the ability of leader to become effective leader by working on empowering beliefs. To believe in organization, self and the employees to make it happen. To replace disempowering beliefs for developing more enhanced leadership qualities – empathy, resilience, courage etc.
4. To be able to ‘walk the talk’ – healthy and effective communication so they become an example for all the upcoming leaders and inspire the entire population. It can also work on conversational improvement as what influence / impact one can have on their clients / counterparts to convince them.

After all lot of vicarious learning happens in the organizational space and all everyone is watching how their leaders behave. Hypnotherapy intervention can help to create a conducive environment for others to follow their leader. So, working on the top level is the key and it automatically flows down to below levels by following the leader.

Bottom-Up approach – can be to start from entry level employees and then rolling upward. It can start from induction training where habits of self care, self awareness, being honest, quick learning with focused mind, being able to collaborate, clearly communicate etc can be instilled in the fresh graduates or entry level managers. Being more assertive then aggressive, being able to reach across the isles and influence the decision makers all can be worked on.

Group therapy can help here building teams, creating an open culture where individuals within the team are tolerant to each other as well as open to dialogues – agreement or disagreement. Group sessions can also help to increase concentration, productivity and creativity.

Again, in bottom-up approach also physical/mental health issues like chronic stress, burnout, loss of interest etc can be worked on using various techniques of hypnotherapy.

Studies / books / research papers like (Coelho & Silva, 2024), (Patra, 2021), (Coventry, 2022) have concluded that integrating hypnotherapy intervention into workplace wellness program is an innovative approach towards achieving well-being of an employees as well as organization with increased productivity.

Hypnotherapy is scientific process that helps to enhance focal awareness and reduces peripheral awareness, enabling individual to access their subconscious mind and taps higher resources like hope, courage, confidence as well as comfort in the process of healing along with growth. Of-course there are reservations about hypnotherapy or

hypnosis, although by clarifying misconceptions can be alleviated as well as sharing current day research articles about usage of hypnotherapy in various mental and physical health.

Preventive care -

Hypnotherapy can also be introduced in the wellness program as a preventive care. Knowing the pattern of work, competition within and outside, demands from the competitive markets, programs can be designed more as prevention to any physical or mental health issues and enhance the capability of individual to sustain such situations and become more resilient.

Conclusion

Integrating hypnotherapy intervention offers a transformative opportunity for an organization. In the complexities of today's world, 'Being Self-aware' at employee as well as organization level will help organizations build a strong organizational citizenship as well as increase perceived organizational support with sustainable workforce. This will help in reducing absenteeism and turnover, increasing productivity and job satisfaction. It can be used as preventive care as well, eventually saving cost for the organization.

Collectively, wellness of an employee will eventually make the organization's well-being better, prospering and functioning at its best!

Note: More examples, diagrams and references to published papers with regards to efficacy of Hypnotherapy intervention in the corporate world can be added later while writing complete chapter.

References

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