



Coue's Laws and Change Theory

Coue's Laws and Change Theory are particularly relevant and empowering information for clients dealing with compulsive behaviors.

Coue's Laws

Understand how they relate to what your client is experiencing.

Law of Reverse Effect

If a person fears they cannot do something, the harder they try, the less they are able

Law of Dominant Effect

When the will and the imagination are at odds, imagination invariably wins

Law of Concentrated Attention

An idea tends to realize itself, within the limits of possibility

Law of Auxiliary Emotion

The intensity of a suggestion is proportional to the emotion that accompanies it

Law of Autosuggestion

A suggestion only produces the condition to be transformed into auto suggestion accepted by the deepest self. The same incidents produce different effects, depending on the client who receives the suggestion.

The 5 Stages of Change Theory

Precontemplation

A person has developed a vague awareness that a behavior is something detrimental, they should stop

Contemplation

The person decides to do something about it, and is pondering the best way to go about it and when.

Preparation

The person decides exactly what method they will use (in this scenario hypnosis) to facilitate the change desired and books an appointment.

Action

The person takes initiative/action, and has their first session with you. At this point, the change has already happened or occurs within the session.

Maintenance

The person goes into the real world with the tools you gave them, the foundation necessary to successfully deal with triggers, challenges, pressures and stress, which could lead to a return to the old behavior.