

● FULL ASSOCIATION ACCREDITED PATHWAY

Multi professional certifications in hypnotherapy, NLP and coaching alongside TMA specialised credentials.

The Mind Dynamics Program

Become a **Mind Academy Certified Practitioner**. Three industry-recognised qualifications: Hypnotherapy, NLP and Professional Coaching with four TMA credentials, multi association memberships and The TMA Professional Hypnotherapy Diploma.



NEW FOR 2026

The AHA Pathway Option

Take your Mind Dynamics program to 1,000 hours for Australian Hypnotherapists Association Graduate membership.

● GRADUATE STORIES



100% five-star. Every review.

Google reviews from working practitioners. Not one below five stars — we believe we're the only Australian training of our kind that can say that.



"One of the finest educational experiences of my entire career — one that exceeds 40 years."

Dr Alan Brast

TRAUMA THERAPIST



"This training is a masterpiece. You will not find a better subconscious change-work course."

Evie Ince

THERAPIST & COACH



"I learned far more here than in my original two-year therapy training."

Julie Rice

CLINICAL HYPNOTHERAPIST

Testimonials describe individual graduates' experiences and are not a guarantee of income or results.

● HELP OTHERS, LOVE WHAT YOU DO

There are three usual ways into this work.

We've been delivering the fourth for over fifteen years.

The cheap online certificate

- 01 Quick to get. Most people finish it with imposter syndrome and no real depth of knowledge.

The degree

- 02 Seven years of study, and still no reliable way to change the person in front of you.

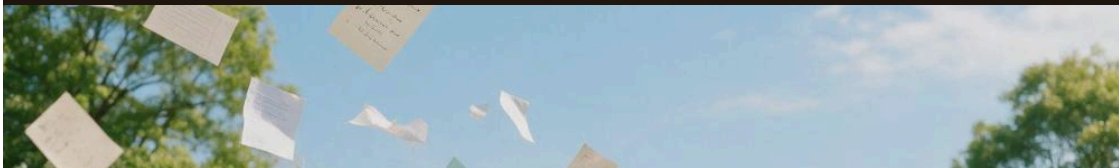
The government-framework program

- 03 Often an impersonal tick-box exercise wrapped in red tape. Nearly two-thirds of students who start a nationally accredited course never finish it.*

04 The Mind Dynamics Program

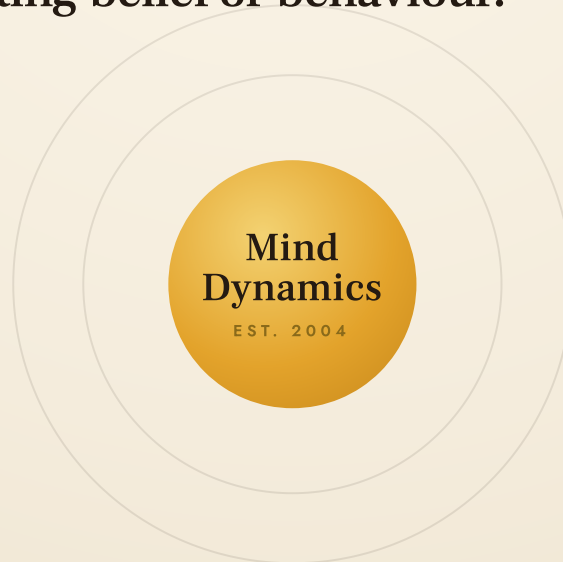
The most exciting, empowering, fun, supportive and complete training in the industry. Multi professional association memberships, proven highly successful graduates, the least red tape, and the most real-world-ready skills and processes available. Welcome to the Mind Dynamics Program.

* NCVER, VET qualification completion rates 2023 — accredited qualifications commencing 2019, completion after four years.



● THE SOLUTION

A training built to give you the real-world *mind tools* to change almost any limiting belief or behaviour.



WHAT GOES IN

- TMA Hypnotherapy
- TMA Professional Coaching
- NLP
- Evidence-Based Psychology
- Neuroscience

WHAT CHANGES

- Anxiety
- Stress
- Trauma
- Confidence
- Performance
- Success
- Relationships
- Bad Habits

● YOUR CERTIFICATIONS

Three recognised industry credentials

Leading to membership of the professional associations.

Three industry-recognised qualifications, four TMA credentials including the TMA Professional Hypnotherapy Diploma — seven in total, all held at graduation. All are tied together by the Mind Academy Certified Practitioner credential.

Hypnotherapy

Clinical Hypnotherapist

NLP

NLP Practitioner

Coaching

Professional Coach

ACCREDITING PROFESSIONAL BODIES

NEW 2026



Australian
Hypnotherapists
Association



Australian
Society of
Clinical
Hypnotherapists



Intl. Institute
for
Complementary
Therapists



NLP Asia
Pacific



Association for
Coaching

● New for 2026 — the Australian Hypnotherapy Professional Diploma Pathway.

Plus four TMA credentials — assessed on real clients, not printed. Listed overleaf.

Membership of these bodies is what gives you professional insurance eligibility and a health-fund rebate pathway for your clients. Rebate pathways run through both the AHA and the ASCH; rebates and eligibility are set by individual insurers and can change.

- INCLUDED WITH YOUR PROGRAM

And 4 TMA credentials

Alongside your three industry qualifications in Hypnotherapy, NLP and Coaching are 4 TMA credentials.

- **TMA Heart Dynamics Coherence Coach** NEW FOR 2026

Measure client change from day one.

- **TMA Clarity Coach Certification** NEW FOR 2026

The conscious-mind counterpart to the therapy work.

- **TMA Resolve Anxiety Practitioner** NEW FOR 2026

One of the most in-demand specialisations in the field.

- **TMA Professional Hypnotherapy Diploma**

For ASCH and AHA association membership.



Assessed on real clients, under supervision, or through logged mentored hours.

● GRADUATE OUTCOMES

What you'll help clients **change**



Emotional Wellbeing

- Anxiety & chronic worry
- Stress & panic
- Trauma & past experiences
- Grief, anger & overwhelm

Behavioural Change

- Unwanted habits
- Procrastination
- Self-sabotage
- Addictive behaviours

Relationships

- Conflict & communication
- Boundary setting
- Social anxiety
- Trust issues

Confidence & Identity

- Low self-esteem
- Fear of failure & judgement
- Imposter syndrome
- Resilience & self-belief

Performance & Success

- Performance anxiety
- Public speaking
- Focus & clarity
- Goal achievement

Life Direction

- Clarity & goals
- Personal empowerment
- Motivation & drive
- Meaningful change

SCOPE OF PRACTICE

General practice

Run a general practice or clinic across the full range of client presentations.

Specialist practice

Specialise in the areas you love and build the practice around that work.

Coaching and NLP

Countless further areas sit outside hypnotherapy and are worked through coaching and NLP.

● THE COMMUNITY

Join real-world, successful Mind Academy Certified Practitioners

You're joining a real, growing community — practitioners trained live in Noosa who are now running successful practices across Australia and internationally.

**7**

credentials earned

650-1,000

hours of training

2004

training since

DISCIPLINE 01

● THE CORE DISCIPLINES

Hypnotherapy

The transformational career move.

TMA Hypnotherapy works directly with the subconscious — where, over 20 years, we've found meaningful change actually happens. Anxiety, habits, confidence and identity operate beneath conscious awareness; hypnosis opens a focused state where these deeper patterns can be safely explored and updated.

\$150-350

Typical per-session rate¹

¹ Industry range; individual rates vary.



DISCIPLINE 02

● THE CORE DISCIPLINES

NLP

The practical change toolkit.

NLP is the most practical toolkit for understanding and changing behaviour. By studying how people organise thoughts and language, it reveals the structure of a problem — while hypnosis changes it at the subconscious level and coaching brings conscious clarity.

Communication & rapport

Emotional state management

Belief change

Anchoring & reframing

Pattern transformation



DISCIPLINE 03

● THE CORE DISCIPLINES

Coaching

The art of making goals happen.

TMA Professional Coaching completes the picture — turning vision into action through structure, goal-setting and accountability. Where hypnosis works with deeper patterns and NLP reshapes them, coaching creates clarity and momentum in the real world.

Clarity

Define meaningful goals and the strategy to reach them.

Action

Frameworks that move clients from intention to results.

Empowerment

Confidence and ownership of their direction in life.



DISCIPLINE 04

● THE CORE DISCIPLINES

Mind Training

The difference that makes the difference.

This is where everything comes together. Applied psychology, philosophy of mind, belief and identity work, The Mind Academy frameworks and neuroscience — distilled into a practical ability to see the structure behind a problem, understand how change occurs, and choose the right approach for the individual.

Hypnotherapy accesses

the subconscious mind.

Coaching creates

direction and action.

NLP reveals

the structure of patterns.

Mind Training connects

all three, with precision.

INCLUDED • NEW FOR 2026

Client HRV rising into coherence across a session
— the Heart Dynamics app.

● INCLUDED • YOUR CREDENTIAL

ONE OF SEVEN CREDENTIALS

TMA Heart Dynamics Coherence Coach

You will be using this tech with clients in your practice.

Show clients how to regulate their emotions in real time — for stress, anxiety, peak performance and much more. Heart Dynamics is our own HRV biofeedback system: a sensor and app that read the client's nervous system live and train them into measurable coherence. You don't describe the change to them. They watch it happen. You qualify as a **TMA Heart Dynamics Coherence Coach**.

Use it with every client

Stress, anxiety, peak performance and more.

Regulation, in real time

They feel it settle and see it on screen.

A tool they keep

Practice continues between sessions. Your first 12 months of platform access are included.

● INCLUDED · NEW FOR 2026

TWO OF SEVEN CREDENTIALS

The two things clients ask for most.

We added these two credentials because they answer what people actually walk in with. Across coaching and therapy, getting clear and resolving anxiety are the two areas of highest demand — and now you graduate certified to deliver both as named programs, not just as techniques.



TMA Clarity Coach

The conscious-mind counterpart to the therapy work.

Most people don't arrive knowing what they want — they arrive knowing something isn't right. Clarity Coach is the structured process that turns that into a defined outcome, a plan, and the behaviours that carry it. It's the front end of almost every piece of work you'll do.



TMA Resolve Anxiety Practitioner

One of the most in-demand specialisations in the field.

Anxiety is the single most common presentation in private practice. You leave able to run a complete, repeatable program for it — from first session to resolution — rather than reaching for a technique and hoping it holds.

YOUR TRAINER

Alistair Horscroft

LEAD TRAINER

A pioneer of rapid, integrated therapy and coaching — trained and certified by many of the original greats of hypnotherapy, NLP and coaching, and creator of Mind Dynamics™.

- Creator of **The Hummingbird Method** — Subconscious Narratives
- Therapist and coach to Olympians, world champions and leading CEOs; trainer of psychologists, therapists and coaches
- Trainer of Hypnotherapy, NLP and Coaching · creator of the Diploma of Modern Psychology

1.4M+

TEDx views

10,000+

Sessions delivered

1stDiscovery Channel
hypnotherapist**BA(Hons)**

Philosophy of Mind

● THE TRAINING EXPERIENCE

In-person in amazing locations — Noosa, Gold Coast and Sydney

11 immersive days of live demonstration, guided practice and direct feedback — because real practitioner skill can't be learned from a screen.

Other training locations are set throughout the year — see the website calendar for details.



110 hours (11 days) of immersion
in the room, live with Alistair.

- Experience massive rapid change and skill development in the LIVE 11-day part of the Mind Dynamics program.
- Travelling from interstate? We've arranged discounted student rates at apartments within walking distance of the venue. Details and booking codes sent on enrolment.

Higher skill acquisition

Live observation and correction of technique.

Non-verbal skill

Read and practise the cues that carry change.

Immediate feedback

Get real-world feedback in real time to boost competency and confidence.

Real confidence

Ability built live, under supervision — not theory.

- THE MIND DYNAMICS JOURNEY

Eleven days in the room. Six months at your side.

Every day you work on real people, under supervision — you leave with demonstrated ability, then six months of support as you build success.

BEFORE DAY ONE

Arrive already ahead. Textbooks, manuals and video courses on hypnosis, NLP and coaching — sent before you arrive.

WEEK ONE — THE FOUNDATIONS OF CHANGE

- DAY 1

Hypnotise someone. For real.

By day's end you've guided a real person into genuine hypnosis.

- DAY 2

Read people like an open book.

How experience is coded — and how to shift a feeling in minutes.

- DAY 3

Resolve a phobia.

The rewind technique dissolves in an hour what's been carried for decades.

- DAY 4

Hear the subconscious speak.

Find the real problem hiding beneath what people tell you.

- DAY 5

Break decades-old patterns.

Habits, self-sabotage and inner conflict — a reliable process for each.

WEEK TWO — DEPTH, IDENTITY AND PRACTICE

Trauma, addiction, identity work, and the business of running a real practice. Days six to eleven continue overleaf.

- THE MIND DYNAMICS JOURNEY

Week Two — The Deeper Work

Where you learn to reach the root of a problem in minutes — and finish able to run the whole system, start to finish.

- DAY 6

Coach like a professional.

The complete TMA coaching structure — a vague wish into a real outcome.

- DAY 7

Work with the deep mind directly.

Hypno-analysis and timelines reach the root in minutes.

- DAY 8

Recognise trauma. Work within scope.

Know what you can help with, what you must refer on, and how to hold the room safely.

- DAY 9

Understand the structure of addiction.

Find the unmet need behind the behaviour.

- DAY 10

Work with identity itself.

Limiting beliefs and the deepest change — clients call it life-changing.

- DAY 11

Run complete sessions, start to finish.

The whole system, on real people, under supervision.

● AFTER THE ELEVEN DAYS

Six months at your side

Live group mentoring with Alistair — not a support inbox.



Bring your real cases

Live Q&A on the clients actually in front of you. The problem you can't place, the session that stalled, the pattern you've not seen before.

Techniques beyond the manual

Refinements, adaptations and the judgement calls that decide whether a technique lands — the parts that only surface in practice.

New work as it develops

You stay current. Updates to the method and new material go to the mentoring group first.

Where competence becomes confidence.

● CURRICULUM OVERVIEW

Twelve areas of study

650+
hours of training

01 Foundations of Human Behaviour

02 Communication & Rapport Development

03 Representational Systems & Processing

04 Foundations of Hypnosis

05 Hypnotic Induction Techniques

06 Hypnotherapy Applications

07 Timeline & Memory Processing

08 Language & Cognitive Change

09 Psychological Foundations

10 NLP Change Methodologies

11 Coaching Methodology

12 Advanced Skills & Integrations

● WHAT'S INCLUDED

Six pillars of your training

01

Live Training

11 immersive days with Alistair in Noosa — live demonstration, guided practice and direct feedback.

02

Group Coaching

Monthly live sessions with Alistair — case studies, new techniques added month by month, and ask anything on any client.

03

Extensive Resources

Lifetime access — 30+ filmed videos, every recorded mentoring call, textbooks, manuals and scripts.

04

Business Builder

A step-by-step program to launch your practice, attract clients and build a sustainable business.

05

Self-Integration

Experience every technique first-hand, so you lead with authenticity and real personal insight.

06

NEW

Heart Dynamics

Certification in our own biofeedback system, plus your practitioner kit — so you can measure client change, not just describe it.

- AFTER YOU QUALIFY

Knowing how to change people is half of it. This is how they find you.

The Rapid Business Builder Course is included in both pathways. Not a bonus module — building the practice is part of the training.



RAPID BUSINESS
BUILDER INCLUDED

You're not competing with counselling, psychology or traditional therapy.

They work the conscious mind. You work where the pattern actually lives — get the client clear, then resolve it in the unconscious. That's a genuinely different mechanism, and we spend time on how to explain it simply and confidently, so people understand what you offer.

Programs, not just sessions.

You leave able to deliver the five things people most often come looking for — anxiety, trauma, confidence, relationships and clarity — while equipped for whatever else walks in. Sold as a program, that work sits at \$1,200–\$2,500. Sold as an hour, \$150–350. We teach both, and when each one serves the client best.

- **The build itself.** Your website, advertising, niche and first clients — the practical mechanics of getting found, taught properly.
- **Built for a changing world.** A live session on integrating AI into your practice, so your work moves with a field that is shifting quickly.

THE ARITHMETIC

\$1,200–\$2,500

typical program fee

\$150–350

typical hourly rate

Two programs a month is a comfortable part-time practice. Four is a full-time one. What tends to make the difference isn't the technique — it's a clear niche, steady marketing and consistency. That's exactly what this part of the training is for.

Fees shown are industry ranges; individual practitioners set their own. Nothing here is a projection or a guarantee of income.

● GRADUATE STORIES

What our graduates say

In their own words — Olympians, psychologists and working practitioners.



“I cannot recommend Alistair and his Mind Academy more highly. Living this way makes me feel truly limitless. I have trained as an NLP Coach with this work and used Alistair throughout my Olympic preparation.”

Kiara Reddingius

X2 OLYMPIAN



“As a former clinical psychologist in the United States, I became frustrated by the limited and often slow progress many clients experienced with traditional approaches. Through my training with The Mind Academy, I gained a deeper understanding of how to help people overcome challenges and create lasting change. The techniques taught were practical, effective, and focused on achieving meaningful results. I highly recommend The Mind Academy to anyone seeking powerful, results-oriented methods for helping themselves and others.”

Taylor Dinkel

FORMER CLINICAL PSYCHOLOGIST · VERIFIED GOOGLE REVIEW



“I have attended many hypnotherapy and NLP workshops over the past 3 decades and found The Mind Academy program to be the most competent and well programmed I have yet attended. The value of this learning is highly applicable to all fields and disciplines of health care practice and I strongly recommend this program to all health care practitioners.”

Dr Melvyn A Sydney-Smith

KGSJ

● GRADUATE STORIES

Rated five stars, again and again



★★★★★

“Alistair is a master of his craft. The depth of knowledge and the way it is taught is second to none.”

Rob McClintock

PSYCHOTHERAPIST



★★★★★

“Absolutely brilliant training. I came away with real skills and the confidence to use them from day one.”

Lucy Russel

CLINICAL HYPNOTHERAPIST



★★★★★

“The best training in the field. It changed how I work with every single client.”

Sarah Connely

ADDICTION THERAPIST

● UPCOMING TRAINING DATES

Start today. Choose *your* dates.

Enrolling opens your online classroom materials straight away. Pick the city and the dates for your live immersion training.



NOOSA



GOLD COAST



SYDNEY

2026**Noosa**, Queensland

11 days in the room. Mon—Sat, Sunday off, Mon—Fri.

2-13 Nov**2027****Gold Coast**, Queensland

11 days in the room. Mon—Sat, Sunday off, Mon—Fri.

15-26 Feb**Sydney**, New South Wales

11 days in the room. Mon—Sat, Sunday off, Mon—Fri.

14-25 Jun**Noosa**, Queensland

11 days in the room. Mon—Sat, Sunday off, Mon—Fri.

11-22 Oct

Rooms are capped. Choose your dates when you enrol.

Who can enrol: you need to be 18. No prior qualification or background is required — the standard is across the eleven days, where you're assessed working with real people.

ENROL AND START TODAY

● TRANSPARENT PRICING

Choose the option that suits you

Payable in full or over three instalments.

Mind Dynamics Program

\$9,995 +GST

Benchmarked against
standalone Australian
training costs of \$28,700.*

650 HOURS

- ✓ Seven credentials at graduation, including the TMA Professional Hypnotherapy Diploma
- ✓ 110 hours of live in-class training over 11 days
- ✓ Six months of live group mentoring
- ✓ Complete method & video technique library
- ✓ The Rapid Business Builder Course
- ✓ Multi association memberships including ASCH, IICT, APNLP and AC
- ✓ TMA Heart Dynamics Coherence Coach **NEW FOR 2026**
- ✓ TMA Clarity Coach Certification **NEW FOR 2026**
- ✓ TMA Resolve Anxiety Practitioner **NEW FOR 2026**

Payment plan

\$3,332 × 3 +GST

Add the AHA Pathway

+\$1,000 +GST

350 further hours of study and assessment. Takes your training to 1,000 hours and qualifies you for AHA Graduate membership.

AHA is the most widely recognised by health funds — and the fastest route to client rebates.

The majority of students choose the Mind Dynamics Program. Those wanting AHA Graduate membership and the most complete health rebate option add the AHA Pathway.

*Benchmark totals the current advertised Australian market price of each certification and the live in-class training if bought separately. All prices in AUD and exclusive of GST. Payment plans are taken as three equal instalments. TMA credentials require yearly re-assessment and ongoing recognition requires a yearly fee. Heart Dynamics platform access is included for 12 months, then \$20/month. Testimonials describe individual graduates' experiences and are not a guarantee of income or results.



● BEGIN YOUR JOURNEY

Help others. Live free. Love what you do.

Become a **Mind Academy Certified Practitioner**. The most complete integrated training of its kind in Australia — transform your life while learning to transform others.

STEP 01

Enrol

Reserve your place in the upcoming training.

STEP 02

Receive your pack

Textbooks, manual and online resources.

STEP 03

Attend live

The 11-day training in the room.

STEP 04

Ongoing support

Six months of mentoring and the Business Builder.

SECURE YOUR SEAT

CALL

0485 002 587

EMAIL

info@themindacademy.com.au

WEB

themindacademy.com.au

The Mind Academy · ABN 61 156 011 693 · Noosa, Queensland

