

A New Year Revolution

Russell Hemmings explains to Thomas Rackham why every smoker should quit in 2006

We are all fully aware of the health risks associated with smoking, but you do not need to be told that do you? It would seem that the whole world is debating and commenting on the benefits and consequences of smoking, particularly in public or the working place. Even health and safety issues relating to smoking in the workplace are becoming popular with passive smokers wishing to sue their employers.



But what people forget about smoking is that it can also greatly amplify stress levels, cause tension within working environments and it also means that you are tied to a habit that can detract your concentration from other more important matters such as work issues or pending deadlines.

The Stop Smoking Centre is a high street clinic in Earlsdon, Coventry specialising in helping smokers to beat their habit. With three fully qualified hypnotherapists and experienced administration staff, the Centre is a highly professional business that mixes a combination of specialist hypnotherapy and group work to overcome not only addiction to cigarettes, but also work-related stress and anxiety, all housed in a purpose-built Centre that was specifically designed for both private and group therapy.

Russell Hemmings, Senior Therapist at The Stop Smoking Centre, commented, "Every smoker promises themselves that they will give up as their New Year resolution, but it would seem that very few of them resolve to stick to this health drive. Smoking is an addiction - more so psychological than physical - but also one that can be left behind as you move forward into the New Year. We find that many of the people that come to us to quit smoking are business people; it would seem that the stresses of the high pressure professional world go hand in hand



with the apparent calming effect of having a cigarette. This is actually a popular misconception - smoking limits the amount of oxygen you are taking in and can also increase blood pressure greatly, therefore increasing the level of stress you are putting your body under."

The specialist approach employed by The Stop Smoking Centre is unique in that the therapists at the centre use a method of clinical hypnotherapy to help the person in question relieve themselves of the need for a cigarette and utilising a mixture of group and one-to-one sessions; help them to break the habit.

Russell became interested in becoming a hypnotherapist when he suffered from stress related illness following an addiction to work. Working as a successful entrepreneur, Russell became so embroiled within his business that his life/work balance soon became deeply unsettled.

"At the time, I was very heavily addicted to working; basically I was a workaholic", Russell explains, "My business was my life and through working in this very stressful and fast paced manner, I did not recognise the damage I was doing to myself both physically and mentally, until I burnt out. The long term exposure to the pressures I was under and not dealing with that stress in an effective manner led to a long time off work. It was actually my partner who suggested to me whilst I was recuperating following my burnout that I look into practising hypnotherapy as a change of lifestyle; something I had been interested in since my teens. I later enrolled at The London College of Clinical Hypnotherapy

and after three years, gained my qualification to practice Clinical Hypnotherapy as a vocation. I want to use the skills and knowledge I have gained from my training at the London College to help people who are in a similar situation to what mine was - people who are under a lot of pressure, and who work within highly stressful environments from day to day. No one is saying that a little stress isn't part and parcel of the job sure, but the way in which we as individuals deal with that stress is very important. I can empathise with those in these positions and I know from myself that not everyone manages these levels as well as they should. What we are trying to do here at The Stop Smoking Centre and also through our main business, The Bridge Hypnotherapy Clinic, is to help people gain skills and knowledge to help them deal with their addictions and manage them effectively, whether that be work, cigarettes, or simply the daily pressures of modern life. The more people begin to understand how hypnotherapy works, the more they begin to own the problem and through an overt process, we get to figure out how that person's mind works, and why they are addicted to this particular substance or environment."

The unique service offered by The Stop Smoking Centre is specifically designed with a business customer in mind. Carrying out both group and one to one sessions from its purpose built Centre; the company also offers a range of sessions and clinics that can be carried out almost anywhere, whether that be a workplace, home or office.

Russell commented, "Many of our clients work within high profile businesses and do not have the time to travel to see us here at the Centre, so we facilitate their needs into the service and try to visit them working the sessions around their day to day schedule. Another issue to bear in mind is the ongoing pressure the government is putting upon British business to draft in new anti-smoking legislation and guidelines; as a company you may soon be forced to eradicate smoking from your business and premises. But wouldn't a more effective and welcoming method to be to hold a group "quit smoking" session for all the smokers within the company? Instead of simply moving the problem away from the business, you are helping your employees to kick the habit altogether, which in turn improves



the mood of the workplace and their productivity as a result. Every person leaves the session a non-smoker - it's an immediate change."

Above all, what The Stop Smoking Centre offers is a unique and effective way to break a habit that affects every aspect of a smoker's life. Whether it be at work, home or socialising, many smokers will find that their mind is constantly wandering, thinking of when the next cigarette will be - this is the root of the addiction. The influence and benefit that quitting smoking has on people's lives is enormous; freeing someone from the constraints of needing a cigarette not only makes them more healthy, but also allows them to deal with issues and pressure in a more

controlled manner. Managing these issues in the correct way also means that you are not turning to a cigarette as the answer and therefore putting increased physiological impact on your body.

For many business people, this time of year can often be one of the most stressful. Having to balance an increased work load and hectic social calendar finds many of us simply running from one task to another with little or no time to relax. So this year, why not make it your resolution to quit smoking and deal with these pressures in a controlled and correct manner? It may sound like a huge effort, but with The Stop Smoking Centre's help, you just might start a revolution.

Win a FREE session!

The Stop Smoking Centre has kindly offered one lucky reader the opportunity to fulfil their New Year's resolution, with a free Stop Smoking session at the Clinic worth £250 up for grabs.

Simply e-mail admin@letstalkbusinesstoday.co.uk with the subject title 'I WANT TO QUIT IN THE NEW YEAR' and explain in less than 100 words why you think you should win the free session.

Please include your full name, address, telephone number and e-mail.

For further information call 024 7671 1184 or view

www.thestopsmokingcentre.co.uk