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The core of this book is a seminar with Dr. Erickson—a complete transcript of a five-day gathering in which he discusses his method of therapy, demonstrates his strategies and hypnosis, and offers a slew of engaging anecdotes. The Monday-through-Friday course allows readers access to the full dimension of Erickson's "unconscious learning"—and the creativity and efficaciousness of the approach combined with the lively idiosyncrasies of Erickson's personality make the transcript fun and enlightening to read. Therapists came from all over the world to participate in Erickson's seminars. This book provides a sense of why that was — and what it was to have done it.

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## **EXPERIENCING ERICKSON**

*An Introduction to the Man and His Work*

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Author, *Therapeutic Trances*  
and *The Courage to Love*

"On the most obvious level, Jeffrey K. Zeig provides an engaging, warm and personal narrative of this special relationship with Milton H. Erickson. On a less obvious level, however, Zeig leads us through the many steps that he took — and indirectly invites us to take — to learn and master the complex array of skills to be found in Erickson's approach. Zeig's unapologetic admiration for Erickson and his thoughtful consideration of what makes Erickson's work so enduring and invaluable, make for wonderfully compelling reading."

—Michael D. Yapko, Ph.D., author of *Trancework: An Introduction to the Practice of Clinical Hypnosis* (3rd edition)

**Jeffrey K. Zeig, Ph.D.**, had unique access to Milton H. Erickson — *the man and his work* — and in this book he provides us with access to both. And Dr. Erickson's legacy permeates every corner of the mental health field, as the broad swath of contemporary professionals and students are influenced by his work.

Himself an important contributor to the field, Dr. Zeig first introduces us to *Erickson's Creativity*, the section in which he carves out Erickson's genius in four areas: hypnotherapy, psychotherapy, teaching, and life. The last category may reflect his greatest triumph as he overcame lifelong, profound physical challenges to become a convincing advocate for the possibility of positive change no matter how difficult our fates. In fact, much of what he endured at the hands of fate both inspired and informed his distinctive approach to psychotherapy.

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