

October 28 2015

LIFE COACH DRAWS ON OWN STORY

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## **Tony Yuile has gone from auditor to hypnotherapist and he couldn't be happier.**

Tony Yuile has undergone such a career change that, at times, even he has questioned whether he's made the right decision.

The 53 year-old Englishman had worked as an accountant/auditor, mostly in the New Zealand public sector, for more than 30 years until he was made redundant five and a half years ago.

He's now a life coach, NLP (neuro-linguistic programming) master practitioner and clinical hypnotherapist, helping people to achieve success, wellbeing and happiness.

"It is a huge change, I've questioned it in the past, and even when I first started coaching I'd walk down Lambton Quay and bump into ex-colleagues who'd ask what I was doing now.

"When I told them I'm a hypnotherapist and life coach there'd be this stunned silence, their faces would become taut and start twitching, they'd ask what I was doing that for and then they'd wander off in a daze thinking I must be going through a mid-life crisis!"

But Tony says there's no mid-life crisis – the experience of being made redundant simply provided the catalyst for change.

"I was in a job I didn't like and I'd already written my resignation letter when I was told I was going to be made redundant.

"Consciously I was over the moon, but I developed this pain in my side that wouldn't go away and despite trips to the doctor and tests, nothing showed up – I was convinced I had cancer or an ulcer.

"Five days after I walked out the door from my job for the last time I woke up one morning and the pain had gone, which I thought was odd."

A chat to a friend who had just completed a NLP course suggested his pain was related to his unconscious mind telling him "this is it, it's the end of my life, I won't get another job, I'll lose my house..."

Tony thought "yeah, right" and went on to find work as a contractor for a few more years.

In the meantime though, curiosity got the better of him and he enrolled in an NLP course himself.

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"It changed my life, that's where the seed was sewn, I went away and practiced the tools and techniques on myself and that seed started to grow bigger and bigger because I was experiencing for myself the power of these tools."

Intrigued, Tony underwent further NLP training, followed by hypnotherapy courses and later life coaching to "wrap the whole thing into a powerful package".

Having embarked on a journey of self-discovery, he's emerged from "the black cloud" and on a mission to help others create lasting positive personal change.

"The more I learned about the powerful and effective personal development tools and techniques that exist, the stronger my desire grew to become an expert in their application, and then to help others to experience happier, more successful and fulfilling lives."

Because of his own experiences, and the fact that he has spent most of his working life in offices within the corporate and public sector surrounded by stressed people, he's specialising in stress, anxiety and trauma.

"Looking back I was stressed and anxious, maxed out, but I didn't realise it then, and that's part of the problem today, a lot of people are living with high levels of stress without realising that that's what they're doing and over time that's not healthy."

Often people are unaware of the warning signs, the classic ones being tired upon waking in the morning, and an inability to make decisions.

The secret, Tony says, is to raise people's awareness of what stress feels like to them and to be able to acknowledge those feelings and take action before they get to breaking point.

"It's about teaching people how to intervene before they get to that stage, and changing that mindset."

Other common problems range from a fear of public speaking and job interviews through to career progression obstacles, all of which often stem from a lack of self-belief and confidence.

To help people discover their potential, Tony taps into their unconscious minds.

"More often than not it's getting over the hurdles that are standing in the way of them being where they want to be, and we can get over those obstacles by drawing on times when have been more confident and use those times to get through these situations.

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"Holistically, I coach the unconscious mind, you can't solve a problem by the same thinking that created it, you've got to talk to your unconscious mind, that's where all your resources are and that's where 85 percent of your behaviour is driven from.

"Once we learn something it becomes unconscious and we just do it without thinking, we've got a vast range of experiences, good and bad, sitting there in our memory banks, so it's a matter of tapping into those good, useful resources and reprogramming the unconscious mind."

Hypnotherapy works in a similar way, says Tony.

"Hypnotherapy is a learning state, I simply guide people into a trance and give them some good stories and suggestions that help them to replace the ones that aren't so helpful, and then lock the positive changes in place."

Tony believes the combination of his expertise in clinical hypnotherapy, life coaching and NLP creates a powerful and effective toolkit for helping people to achieve success, resolve a range of emotional and behavioural problems and create incredible personal change and breakthroughs.

He speaks of one client with a fear of spiders, who would panic and feel repulsed when she encountered one.

Through his sessions she has overcome her phobia, she can control her fear of spiders and remove them from the house.

Another client, a school boy, sought help to overcome his fear of heights in the lead-up to a school camp that involved rock climbing.

"He didn't want to look silly in front of his mates, so I put him in a trance and showed him the power of his unconscious mind through some exercises and at his camp he managed to dangle from the top of the climbing wall.

"It's those stories that make all this worthwhile, when people understand just how much power they've got and realise how to use it they're never the same again."

Tony says he's always been a creative type but a visit to a careers officer as a teenager in the UK saw him go down the accountancy path.

"The guy said we needed more bank tellers and accountants, so I went to technical college and completed a two year business studies diploma and then a further four years of accountancy study."

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He landed a job at the largest accounting firm in Warrington, near Manchester, working as an articled clerk, then having qualified as a chartered accountant, five years later decided to move on.

“I was going to look for a job in Manchester, then I thought why not London and that suddenly progressed to looking overseas.”

He got in touch with his local Institute of Accountants, which had a recruitment arm, and after successful interviews for jobs in the Bahamas and New Zealand he settled for the latter.

Since he descended on Wellington almost 30 years ago, Tony has worked for Arthur Young Accountants, now Ernst & Young, Audit New Zealand, the New Zealand Defence Force and the Department of Building and Housing.

During that time he’s worked in many areas, including business services, taxation, risk management, performance reporting and auditing.

Among his highlights were heading the Defence Directorate of Risk and Assurance, and introducing business risk management systems within the organisation.

“But being made redundant from my last role really was a silver lining – I was thrown a curve ball.

“Most people want to drop the curve ball, it knocks them off their post, but for me I caught the ball and what I’m doing now is awesome.

“I’m a continuous never-ending learning kind of guy, in this work there’s new discoveries that come up every day about how the mind and body work together and that excites me.

“I’ve gone from a number cruncher in an office to helping to change people’s lives, I couldn’t think of doing anything else now, I just bounce out of bed every morning.”

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