

GUIDELINES FOR THE USE OF DR. ERICKSON'S NAME  
TO ESTABLISH A MILTON H. ERICKSON INSTITUTE  
Board of Directors, The Milton H. Erickson Foundation, Inc.  
2632 E Thomas Road, Suite 200  
Phoenix, Arizona 85016-6500  
Tel (602) 956-6196 Fax (602) 956-0519  
e-mail: [institutes@erickson-foundation.org](mailto:institutes@erickson-foundation.org)  
<http://www.erickson-foundation.org>

Purpose of the Milton H. Erickson Foundation

The purpose and objectives of the Milton H. Erickson Foundation are as follows:

The Foundation provides educational programs for physicians, dentists, podiatrists, psychologists, master's level psychotherapists, clinical social workers, and full-time graduate students in accredited programs in the above fields to advance knowledge and understanding of the use of clinical hypnosis and psychotherapy in every ethical way. Special emphasis is placed on developing expertise in the use of Ericksonian psychotherapy and hypnosis: The Foundation is dedicated to fostering proficiency among practitioners in the use of Ericksonian techniques and in developing the diagnostic acumen necessary to use those techniques safely and effectively. To achieve these ends, the Foundation organizes a number of educational programs including the Evolution of Psychotherapy Conferences, Brief Therapy Conferences, International Congresses, regional workshops and Intensive Training; maintains the Erickson Archives; and publishes a number of diverse publications including a triennial newsletter. The Foundation is committed to developing new research, theory, and clinical applications in Ericksonian approaches to hypnosis and psychotherapy and works to foster professional publications and presentations.

Guidelines for Establishing a Milton H. Erickson Institute or Society

Professional groups that would like to use Milton H. Erickson's name in the title of their organizations must meet the following standards:

1) All members of the organization and participants in the organization's activities must meet the same eligibility requirements as established by the Milton H. Erickson Foundation for attendance at any of its training events. They must be professionals in health-related fields, namely, physicians, doctoral level psychologists, dentists or podiatrists who are qualified for membership in their respective professional organizations, and professionals with mental health-related graduate degrees from accredited institutions. Full-time graduate students in accredited programs in the above fields also can be included in attendance at meetings and as students in teaching programs.

2) A specific location (city) should be used in the title of the institute (e.g. The Milton H. Erickson Institute of Tucson). No new institute will be approved that is within 50 miles (80.45 kilometers) of an established institute without consulting the established institute. Also, a group will be notified at the time it requests guidelines if there is another group that has expressed interest in establishing an institute or society in the same area. The Foundation Board of Directors will review **only completed applications** in order of receipt.

Note: Satellite offices of established institutes must apply separately for institute approval. The name and regional identification of an institute should not be changed after Board approval without written consent of the Milton H. Erickson Board of Directors.

3) Groups wishing to affiliate with the Foundation and use Dr. Erickson's name may choose to specialize in any or all of the following types of activity: education, hypnotherapy, psychotherapy, research, supervision, and training. Groups whose focus is primarily education rather than clinical services, or who maintain a roll of qualified members, may prefer to use the name "Society" in their title, rather than "Institute." Nevertheless, the same eligibility requirements to join and attend programs must be maintained as stipulated in Guideline #1.

4) Groups requesting Guidelines must submit an application within 180 days of the postmarked date of the letter sent from the Erickson Foundation, containing the Guidelines for the establishment of an Institute, or the request shall be considered withdrawn.

5) The organization must consist of **at least three** resident board members, all of whom meet the minimum academic requirements and have attained their master's degree in a mental health-related field as outlined in Guideline #1 and who are actively involved in and thoroughly expert in Ericksonian theory and practice. An exception to the eligibility rule for students is that an active institute Board member, **but not an organizing Board member**, may be a full-time doctoral student in an accredited mental health program. Master's degree graduate students would not be eligible to serve on a Board of Directors.

6) To receive approval from the Foundation, the organization must indicate in a letter (disclaimer), signed by all founding members of the prospective institute's Board, that they remove the Erickson Foundation from any and all liability for their actions.

7) As part of the application process, the organizer and members of the initial board of directors or executive council (minimum of three persons) are required to send:

- A. 1.) A current curriculum vitae
- 2.) Three professional letters of recommendation for each proposed board member.
- 3.) Each board member should demonstrate interest, competence, and ongoing education in Ericksonian techniques and philosophy.
- 4.) At least three of the organizing board members should reside in the location where the institute is to be established.

B. A statement of specific goals and objectives is required.

C. If available, by-laws should be enclosed.

D. All application materials submitted should be the originals.

**Please Note:** Foreign applications should include English translation of the cover letter, objectives, disclaimer, and summaries of the vitae.

8) It is expected that institutes will regularly keep the Erickson Foundation informed of their activities and changes in the composition of their organization and leadership. Each institute/society is required to submit a brief annual report including documentation regarding qualifications for personnel changes in the composition of the Board (director or other officers); specifying activities of the preceding year; and including copies of any publications and flyers. **The annual report for all Institutes will be due January 1, every year, summarizing the previous year and projecting plans for the coming year.**

9) Institutes must be sensitive to legal and ethical strictures, and involved professionals must be advised to independently carry necessary insurance, especially malpractice insurance. Institutes will report to the Foundation the name of the carrier and limits of liability of their insurance coverage with their annual report. Institutes will report to the Foundation any legal or ethical infraction.

10) Institutes agree not to establish "certification programs." This is in keeping with Milton H. Erickson's philosophy that certification programs are impossible to monitor for uniform quality and educational integrity. **The Erickson Foundation does not endorse certification programs in Ericksonian hypnotherapy and does not wish to be associated with such programs.**

11) Institutes may not use logos or facsimiles or likenesses of logos and drawings used to represent the Milton H. Erickson Foundation, Inc.

12) The Board of Directors of the Erickson Foundation may, at any time, terminate affiliation with an organization for failure to comply with the requirements, for actions that are not in keeping with the

purpose and objectives of the Erickson Foundation, or for any reason the Erickson Foundation may deem necessary. Such action will be reported in the Newsletter of the Erickson Foundation. Establishment of new institutes also will be announced in the Newsletter, and the Institute name, location, phone and e-mail numbers placed in the official Foundation Institutes list and on the Foundation web page on the Internet.

13) Institute's founding officers must sign a Licensing Agreement, which will be sent upon receipt and approval of a completed application. The Licensing Agreement specifies the above terms and asks institutes to recognize and acknowledge that the Foundation is the sole and exclusive owner of the trademark, trade name, and service mark "Milton H. Erickson" and shall not register or attempt to register that name in the name of the institute or in the name of any other person, firm or corporation. The Foundation does not give the institute any right, title, or interest in and to the name "Milton H. Erickson" except as a privilege during the term of the Licensing Agreement to use Dr. Erickson's name according to the terms and conditions of the signed Agreement. In the event the institute desires to incorporate, it shall do so under another name, without using the name "Milton H. Erickson" or any part thereof.

14) The Erickson Foundation will send a letter to the proposed institute indicating approval for the use of Dr. Milton H. Erickson's name in the title of the organization. The name shall not be used until the signed Licensing Agreement has been returned to the Foundation and the Board of Directors of the Milton H. Erickson Foundation, Inc has granted official approval.

**Revised: February 2016**