

HYPNOTHERAPY CLINIC OF THE YEAR

Dr Johns Systems & Solutions



Dr. John Souglides is an internationally accredited hypnotherapist and hypnotist, transformational coach, mentor, metaphysician, and speciality course instructor with more than 36 years of experience in personal development, holistic wellness, and consciousness-based therapies. The Sandton-based clinic focuses on helping individuals overcome emotional, behavioural, and performance-related challenges through hypnotherapy, Neuro-Linguistic Programming (NLP), coaching, counselling, and personal empowerment methodologies. Dr. Souglides has been practicing since the early 1990s and became a licensed and certified hypnotist in 2003. He holds doctoral qualifications in Transpersonal Counselling, Holistic Life Coaching, Parapsychology, and Martial Art Science. He is affiliated with several international professional organisations, including the International Medical & Dental Hypnotherapy Association, the American Hypnosis Association, and the National Guild of Hypnotists.



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**Dr John's Systems
 & Solutions uses
 hypnotherapy, coaching
 and NLP for tailored
 transformation.**
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Through tailored hypnotherapy sessions and coaching programmes, the company helps people manage anxiety, stress, depression, phobias, addictions, and trauma, including PTSD. Weight management and confidence-building also feature prominently among client goals, alongside broader personal development, self-mastery, and habit-change work. The practice draws on a wide range of disciplines, including non-medical, analytical, and holistic hypnotherapy, subconscious reprogramming, holistic NLP, transformational life coaching, and integrative counselling, as well as corporate wellness initiatives, leadership and mentoring programmes, team-building workshops, and professional training and certification courses. What sets the approach apart is the use of structured initial assessments, allowing each programme to be designed around a person's specific circumstances rather than offering generic, one-size-fits-all solutions. This emphasis on bespoke planning means clients are guided through measurable stages of progress, with techniques drawn from subconscious reprogramming and



holistic NLP working alongside traditional coaching conversations to support lasting change rather than temporary relief.

The company runs corporate wellness initiatives, mentoring programmes, leadership training, team-building workshops, and retreats designed to strengthen workplace culture and performance. These services apply the same principles used in individual transformation work, adapted for groups and organisations seeking to improve resilience, communication, and motivation among staff. The company also offers professional training and certification courses, sharing its methodologies with practitioners and extending its reach across the holistic development field. Individual clients typically seek support with anxiety and stress, confidence and self-esteem, depression and emotional wellbeing, phobias, addiction and habit change, weight management, trauma and PTSD, personal growth through life transitions, and peak performance or motivation. Services are delivered through personalised consultations, coaching

programmes, hypnotherapy, workshops, and online training, beginning with an initial assessment to create tailored plans for measurable outcomes. Retreats and team-building activities extend this model into the corporate space.

The judges were particularly impressed by the expertise underpinning the company's services and its commitment to long-term behavioural and mindset transformation. The operating model centres on personalised consultations, customised assessment and treatment plans, and practical interventions that empower individuals and organisations to overcome limiting beliefs and unlock their potential, with services delivered online to clients worldwide. The core mission of Dr John' Souglides and Dr Johns Systems & Solutions is to empower individuals and organisations to overcome limiting beliefs, unlock their potential, and create meaningful, lasting transformation through evidence-informed coaching, hypnotherapy, and personal development systems.



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