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# Provocative Change Works (PCW)

Provocative Change Works (PCW)<sup>1)</sup> is an innovative approach to therapy and coaching that uses humor, improvisation, and spontaneous conversation to help individuals and groups move from “problem states” to greater freedom, choice, and opportunity.

The creator of PCW, Nick Kemp, was inspired by his extensive contact and training with Frank Farrelly, the creator of Provocative Therapy, and from his three decades of exploring numerous forms of personal development including the work of Milton Erickson.

PCW is unique in its conversational, improvised, and spontaneous approach, which doesn't require the use of jargon terms or extensive analysis. The aim is for the client and therapist to work together in an informal and relaxed manner, where the therapist is an “honest person” who accepts the issue, no matter how problematic or difficult it may be perceived by the client. Together, they can explore new insights and create positive change.

## Key Elements:

CW (Provocative Communication Work) involves three key elements to help clients to achieve greater flexibility and move on from their “stuck states”:

The first element involves the therapist provoking or stimulating the client's responses through both verbal and non-verbal interactions. This can involve using humor, sarcasm, or other provocative techniques to encourage the client to examine their beliefs and thought patterns in a new way.

The second element of PCW involves using non-specific or indirect hypnosis and metaphor explorations to create what's called “fluid states” for the client. These fluid states help the client become more open to new ideas and ways of thinking.

Finally, the third element of PCW is time framing. This involves promoting new ways of moving through time and space, such as challenging the client's beliefs about the past and future, and encouraging them to focus on the present moment.

## Stances:

One of the key benefits of PCW is the immense flexibility it offers to deal with a wide range of client conditions in a time-effective manner. The practitioner uses a variety of techniques, but the most important aspect of PCW is the adoption of different stances to assist the client. These stances are designed to deliberately provoke responses from the client to create new ways of thinking and feeling.

Some of the 27 stances used in PCW include:

**Interrupting the client:** The therapist may interrupt the client mid-sentence to create a pause for reflection or to challenge an assumption.

**Blaming the client:** The therapist may blame the client for their situation, not to shame or blame them but to create a shift in perspective and empower the client to take control of their situation.

**Blaming everything else for the problem:** The therapist may take the opposite stance and blame external factors or circumstances for the client's situation, again to create a shift in perspective and empower the client to take control.

**Insisting the client makes a choice between two presented options:** The therapist may present the client with two options and insist that they make a choice, which can help to clarify their thinking and create momentum towards change.

These stances are used “as if talking to an old friend” with warmth and humor, creating an environment where the client feels safe to explore their thoughts and feelings.

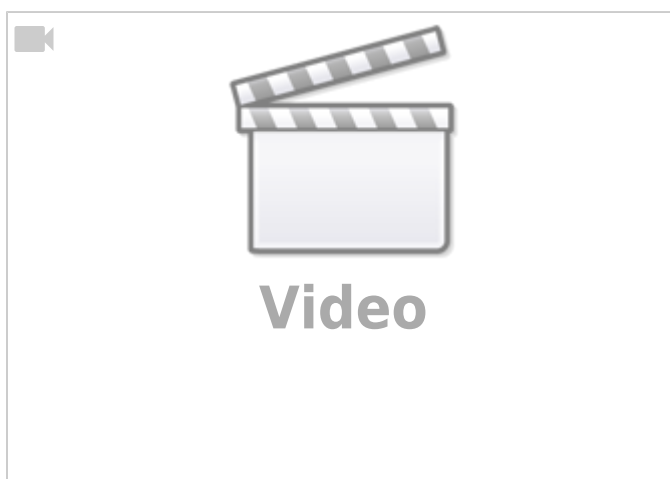
In summary, PCW is a highly effective approach to therapy and coaching that uses humor, improvisation, and spontaneous conversation to help individuals and groups make positive changes in their lives. The use of different stances by the therapist helps to create shifts in perspective and empowers the client to take control of their situation.

## Nick Kemp

Nick Kemp is a seasoned professional in the field of personal change, with over thirty years of experience. He has studied various forms of communication and personal development, including Hypnosis, Provocative Therapy, and NLP. In his private practice, he has developed his own approach known as Provocative Change Works™. In 2004, he had the opportunity to meet and train with Frank Farrelly, the creator of Provocative Therapy and an influencer of NLP's creators. He is

Nick is the founder of The Association for Provocative Therapy (AFPT) and has released several DVD sets, including “Provocative Change Works for Phobias” with commentary from Frank Farrelly himself. He has also been a guest on BBC Radio for half a year in 2006, working with clients live on the air.

If you're interested in Nick Kemp's work, you can visit his official site at [nickkemp.com](http://nickkemp.com). He offers trainings at [nickkemptraining.com](http://nickkemptraining.com).



## Frank Farrelly

Frank Farrelly<sup>2)</sup> (1931-2013) was an American psychotherapist who created the approach known as

Provocative Therapy in the 1960s. He was known for his unconventional style, using humor, sarcasm, and provocative statements to challenge clients' beliefs and provoke emotional reactions.

Farrelly believed that traditional therapy approaches were often too passive and polite, and that clients needed to be confronted and challenged in order to experience true change. He drew on his experiences as a salesman and his own personal struggles with anxiety to develop the approach.

Provocative Therapy aims to challenge clients' assumptions and defenses, and create a therapeutic relationship that is playful and confrontational. Farrelly believed that humor was an important tool in therapy, as it could help clients to see their problems from a different perspective and reduce the intensity of their emotional reactions.

After meeting Frank Farrelly and training with him to become an approved Provocative Therapy Trainer, Nick Kemp continued to develop and refine his own approach to personal change, which he called Provocative Change Works (PCW). In 2013 Frank Farrelly's son Tim Farrelly passed with Frank's instruction the Frank Farrelly archive to Nick Kemp who continues to promote Farrelly's classic Provocative Therapy as well as his own Provocative Change Works approach in the US, Asia and Europe.

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<sup>1)</sup> <http://www.provocativechangeworks.com>

<sup>2)</sup> Frank Farrelly [Wikipedia](#)

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