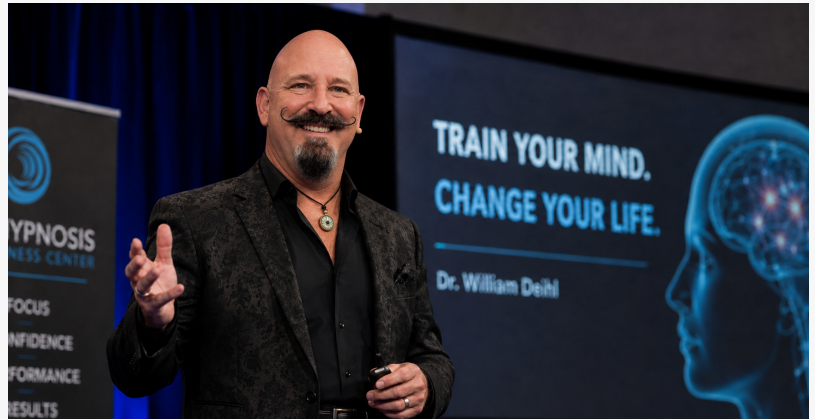


# Award-Winning Phoenix Hypnotist Seeing 45 Clients a Week Turns Lessons From Human Behavior Into Corporate Keynotes

*Phoenix hypnotist Dr. William Deihl turns insights from 45 weekly clients into keynotes on stress, leadership, behavior and performance.*

PHOENIX, AZ, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- Dr. William Deihl expands [Doc Hypnosis Wellness Center](#) while bringing insights from thousands of client interactions to business leaders, conferences and corporate audiences

What can approximately 45 hypnosis appointments a week teach business leaders about stress, communication, performance and human behavior?



Dr. William Deihl brings insights from thousands of hypnosis sessions to corporate audiences through keynotes on human behavior, stress, leadership and performance.

For Dr. William Deihl, third-generation hypnotist, keynote speaker, author, radio host and founder of Doc Hypnosis Wellness Center in Phoenix, Arizona, the answer begins with a sentence he has heard in countless forms:

“

The fascinating question is not whether people know what to do. It is why knowing something does not always translate into doing it.”

*William Deihl PhD.*

“I know what I should do. Why do I keep doing something else?”

It may come from an executive who cannot stop overthinking, a salesperson who knows how to close but hesitates under pressure, an entrepreneur caught in

perfectionism, a leader struggling to delegate, or an athlete whose performance changes during competition.

Deihl reports personally working with approximately 45 individual clients during an average active week, giving him an unusually high volume of direct exposure to people actively trying to change habits, responses and performance patterns.

There is no recognized international organization that independently ranks hypnotists by weekly client volume, so Deihl does not present himself as the independently verified “world’s busiest hypnotist.”

He believes the measurable number tells a more useful story.

Forty-five client appointments a week means 45 opportunities to observe what happens when conscious intention collides with automatic human behavior.

Multiply those interactions across months and years, and patterns emerge.

Those patterns are now becoming the foundation of Deihl’s growing work as a [corporate keynote speaker on human behavior](#), workplace stress, subconscious patterns, leadership and performance.

“People often assume the problem is that they don’t know what to do,” Deihl said. “But I spend much of my week with intelligent people who already know what they should do. The more interesting question is why knowing something doesn’t always translate into doing it.”

Deihl calls that disconnect the Knowing-Doing Gap.

From One Hypnotist to a Multi-Practitioner Phoenix Wellness Center

What began as Deihl’s individual hypnosis practice has grown into Doc Hypnosis Wellness Center, a multi-practitioner Phoenix wellness center focused on individualized approaches to hypnosis, behavior change, stress, performance and personal development.

Deihl remains one of the center’s busiest practitioners, but he is no longer working alone.

The center includes Dr. Jennifer Couldry, founder of Soul Echo Therapy, a Certified Hypnotherapist and Advanced Sound Therapist whose work incorporates hypnosis, Advanced



Dr. William Deihl, founder of Doc Hypnosis Wellness Center in Phoenix, works with approximately 45 clients during an average active week while leading a growing team of wellness professionals.

Sound Therapy, guided breathwork and IEMT.

Couldry brings a distinctive background that includes advanced vocal performance, leadership, technology, project management, hypnosis, sound, breath and performance.

In addition to Deihl and Couldry, the center includes five additional hypnotists personally selected and vetted by Deihl.

“Someone working with Doc Hypnosis represents more than a name on a website,” Deihl said. “I want to understand how they work, how they communicate, how they treat people and whether I would trust them with someone I personally cared about.”

Rather than making every practitioner identical, the center allows professionals with different strengths and areas of focus to work within a shared expectation of professionalism and personalized service.

“Growth shouldn’t mean turning people into numbers,” Deihl said. “The reason people come to us is because they want to be treated like individuals.”

### An Award-Winning Hypnosis Practice With Growing National Visibility

The expansion follows several years of professional recognition for Deihl and Doc Hypnosis.

The practice has received five consecutive Best of Phoenix hypnotherapy honors from 2022 through 2026.

Deihl has also received Best in Arizona Doctors recognition, has been included in Marquis Who’s Who, and was named Top 100 Registry’s 2026 Man of the Year for outstanding achievement in hypnosis.

Doc Hypnosis maintains an A+ rating with the Better Business Bureau.

The combination of local recognition, statewide visibility, national honors and high client volume has helped move Deihl’s work beyond the traditional hypnosis office.

His next area of growth is increasingly focused on the corporate stage.

Not because he wants to deliver another motivational speech.

Because he believes the patterns he has observed through thousands of hours working with people have direct relevance to business.

The Knowing-Doing Gap: Why Smart People Don’t Always Do What They Know

Businesses invest heavily in information.

Leadership training teaches managers how to lead.

Sales training teaches teams what to say.

Productivity programs tell professionals how to organize their time.

Wellness programs encourage people to manage stress.

Books, podcasts, coaches and artificial intelligence can now provide almost unlimited advice.

Yet people continue struggling with behaviors they already understand.

A leader knows delegation is important but continues micromanaging.

A salesperson knows the closing question but avoids asking it.

A professional understands boundaries but continually says yes.

An entrepreneur knows perfectionism is delaying progress but keeps revising.

A manager knows a difficult conversation needs to happen but postpones it.

“The modern problem isn’t always lack of information,” Deihl said. “Sometimes we have more information than we know what to do with.”

That is the Knowing-Doing Gap: the distance between consciously understanding what should happen and consistently being able to respond that way when it matters.

That difference often becomes most visible under stress.

Workplace Stress Changes More Than How People Feel

Workplace stress has become a major concern for organizations worldwide.

Gallup’s State of the Global Workplace: 2026 found that 40% of employees globally experienced significant stress during much of the previous day. Among employees in the United States and Canada, that number reached 50%. Managers globally reported significant daily stress at a rate of 45%.

Those numbers matter because workplace stress can influence far more than mood.

Pressure can affect:

- Decision-making
- Focus
- Sleep
- Communication
- Confidence
- Patience
- Creativity
- Leadership
- Sales performance
- Productivity
- Conflict
- Emotional reactions

Deihl believes organizations sometimes approach performance problems primarily through conscious instruction.

"If somebody is overwhelmed, we tell them to manage stress better," he said. "If they're procrastinating, we give them another productivity system. If they're micromanaging, we tell them to delegate."

"But what happens when the person already knows that?"

That is where Deihl believes his experience in hypnosis gives him a different perspective from a conventional motivational speaker.

### What CEOs Can Learn From a Hypnotist's Office

Hypnosis is often associated with entertainment, swinging watches or the idea of someone controlling another person's mind.

Deihl views it differently.

"The question I find much more interesting isn't, 'Can someone control your mind?'" Deihl said. "It's, 'How much of your everyday behavior is already operating automatically?'"

Humans develop habits, expectations, emotional associations, communication patterns and responses to pressure. Over time, many of those responses become automatic.

Sometimes that is useful.

An experienced driver does not consciously think through every movement required to operate a car.

An athlete does not consciously calculate every movement before performing a familiar skill.

But automatic patterns can become obstacles when they no longer produce the desired result.

The workplace provides countless examples.

Perfectionism can become difficulty delegating.

Fear of rejection can affect sales performance.

Fear of failure can become procrastination.

Past conflict can influence current communication.

Overthinking can delay decisions.

Success itself can create pressure to remain successful.

"A person's job title doesn't erase human behavior," Deihl said. "The CEO still has a nervous system. The salesperson still experiences rejection. The entrepreneur still has fears. The athlete still experiences pressure."

From 45 Client Appointments to the Keynote Stage

Deihl is increasingly translating those observations into corporate keynote presentations, leadership events, executive retreats, professional conferences and workshops.

His speaking background extends beyond hypnosis.

Deihl has more than 35 years of business experience, with a career that has included leadership, sales, education, communication, wellness and human performance.

He has presented to audiences ranging from professional groups to events attended by thousands and has experience speaking for corporate organizations, healthcare education programs, associations and Fortune 500 companies.

His goal is not simply to motivate an audience.

It is to help people recognize something about their own behavior they cannot easily forget.

“Motivation can be wonderful,” Deihl said. “But motivation changes throughout the day. What interests me is what happens after the motivational high wears off.”

Signature Keynote: The Knowing-Doing Gap

Why Smart, Successful People Keep Doing Things They Know Aren't Working

Deihl's signature keynote explores one of the most common challenges in human performance.

The person possesses the knowledge.

The person understands the desired outcome.

The person genuinely wants to change.

And the old behavior still appears.

The presentation connects automatic behavior and subconscious patterns to practical business challenges involving:

Leadership

Sales

Decision-making

Communication

Procrastination

Confidence

Follow-through

Performance under pressure

Workplace stress

Rather than simply telling audiences to try harder, Deihl challenges them to become curious about what is actually driving behavior.

The High Performer's Hidden Operating System

Another of Deihl's business presentations examines the internal patterns often found beneath high achievement.

High performers may appear confident and capable while privately experiencing perfectionism, overthinking, fear of failure, difficulty disconnecting from work, chronic pressure and procrastination.

The same drive that produces extraordinary attention to detail can become perfectionism.

The same desire to be responsible can make delegation difficult.

The same ambition that creates success can make rest feel uncomfortable.

Understanding that distinction can be valuable for entrepreneurs, executives, sales professionals and other high performers.

### Your Brain Is Listening

Deihl also speaks about the influence of language, expectations and suggestion on human behavior.

Leaders use language every day.

So do sales professionals, managers, coaches, healthcare professionals and advertisers.

Drawing partly from his experience in hypnosis and communication, Deihl explores how words and framing can influence how people interpret situations, anticipate outcomes and respond under pressure.

For business audiences, those ideas have applications in leadership communication, sales, performance and organizational culture.

### Modern Hypnosis Is More Than a Stage-Show Stereotype

Scientific interest in hypnosis has continued to grow.

A 2025 systematic review and meta-analysis examining hypnosis around invasive medical procedures reviewed 20 randomized controlled trials involving 1,250 participants and reported statistically significant reductions in pain and anxiety compared with standard care.

Those findings do not mean hypnosis is a universal solution, nor can results from medical settings automatically be applied to every hypnotherapy service.

They do demonstrate that contemporary hypnosis is being investigated in serious research settings far removed from stage-show stereotypes.

Deihl is also careful to distinguish his services from licensed medical or mental-health treatment.

Doc Hypnosis Wellness Center provides hypnotherapy and complementary wellness services. It does not provide medical diagnosis, psychotherapy, medication management or emergency mental-health treatment.



## Building Doc Hypnosis Became a Leadership Lesson

The growth from a solo hypnosis practice to a center incorporating Dr. Jennifer Couldry and five additional personally vetted hypnotists also provided Deihl with a leadership lesson of his own.

A strong leader does not have to personally do everything.

“For a long time, people came because they wanted Doc Hypnosis,” Deihl said. “Building a center means finding excellent people, understanding what they do well and trusting them.”

Deihl believes the same issue appears throughout business.

Entrepreneurs become bottlenecks.

Managers struggle to delegate.

Founders resist relinquishing control.

High performers believe their value comes from personally handling everything.

The behavior may look like dedication.

Underneath, the pattern can be more complicated.

## Hypno Life Brings the Conversation to Radio

Deihl also explores human behavior publicly as co-host of Hypno Life: Train Your Mind. Change Your Life.

The weekly radio show and podcast, co-hosted with Dr. Jennifer Couldry, airs Saturdays on 1100 KFNX, The Pulse of Arizona.

Hypno Life examines hypnosis, habits, communication, stress, relationships, performance and the everyday science of change.

The program has also helped shape Deihl’s keynote style.

Audiences do not need a lecture containing everything a speaker knows.

They need an idea they will remember.

## Human Performance in the Age of AI

Artificial intelligence can now provide information in seconds.

AI can create plans, summarize meetings, suggest leadership strategies, generate sales scripts and explain exactly what steps someone should take next.

Yet there is one thing AI cannot guarantee:

That the human being will actually do it.

"A person can ask artificial intelligence how to solve a problem, get an exceptional answer and still procrastinate," Deihl said. "That makes the Knowing-Doing Gap even more interesting."

As information becomes increasingly accessible, Deihl believes understanding the human factors affecting implementation may become more valuable.

Companies will still need people who can make decisions under pressure, have difficult conversations, manage uncertainty, ask for the sale, recover from setbacks and translate information into action.

"The technology is changing incredibly fast," Deihl said. "Human behavior is still part of the equation."

What 45 Client Appointments a Week Really Means

The number attracts attention.

But Deihl says the number itself is not the point.

The repetition is.

Different people. Different professions. Different goals.

Yet many eventually arrive at some version of the same question:

Why am I still doing this when I know better?

"That question is what took my work from hypnosis into a larger conversation about human performance," Deihl said.

"The value isn't that I've heard one person's story. It's that I've heard thousands of hours of them."

Available for Corporate Keynotes and Media Interviews

Dr. William Deihl is available for corporate keynotes, leadership conferences, executive retreats, sales and performance events, workplace wellness programs, professional associations, podcasts, radio, television and expert media commentary.

Suggested interview topics include:

What 45 hypnosis clients a week reveal about human behavior

What CEOs can learn from a hypnotist's office

The Knowing-Doing Gap

Why high performers overthink

How stress changes leadership and decision-making

Why motivation and willpower are not always enough

The subconscious side of sales

Human performance in the age of artificial intelligence

What hypnosis really is—and what it is not

About Dr. William Deihl

Dr. William Deihl is a [Phoenix keynote speaker](#), third-generation hypnotist, author, trainer, radio host and founder of Doc Hypnosis Wellness Center.

His career spans more than 35 years of business, leadership, communication, education, wellness, hypnosis and human-performance work.

His professional recognition includes five consecutive Best of Phoenix hypnotherapy honors from 2022 through 2026, Best in Arizona Doctors recognition, inclusion in Marquis Who's Who and selection as Top 100 Registry's 2026 Man of the Year for outstanding achievement in hypnosis.

He co-hosts Hypno Life: Train Your Mind. Change Your Life., airing Saturdays on 1100 KFNX, The Pulse of Arizona.

His keynote presentations focus on human behavior, workplace stress, leadership, communication, automatic patterns and performance.

About Doc Hypnosis Wellness Center

Doc Hypnosis Wellness Center is a Phoenix, Arizona hypnotherapy and complementary wellness center founded by Dr. William Deihl.

The center includes Dr. Jennifer Couldry, founder of Soul Echo Therapy, and five additional hypnotists personally selected and vetted by Deihl.

Couldry is a Certified Hypnotherapist and Advanced Sound Therapist whose complementary wellness work incorporates hypnosis, Advanced Sound Therapy, breathwork and IEMT.

The expanded team allows Doc Hypnosis Wellness Center to connect clients with different practitioners and approaches while maintaining the individualized philosophy on which the practice was built.

Media, Interview and Keynote Booking

Dr. William Deihl  
Founder, Doc Hypnosis Wellness Center  
Phoenix, Arizona

Phone: 602-314-1907

Doc Hypnosis Wellness Center:  
<https://dochypnosis.com>

Keynote Speaker and Corporate Events:  
<https://dochypnosis.com/motivational-speaking/>

Documentation supporting stated professional recognition and practice-volume estimates can be provided upon request.

William Michael Deihl  
Doc Hypnosis  
+1 6027232174  
[email us here](#)

Visit us on social media:

[LinkedIn](#)  
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