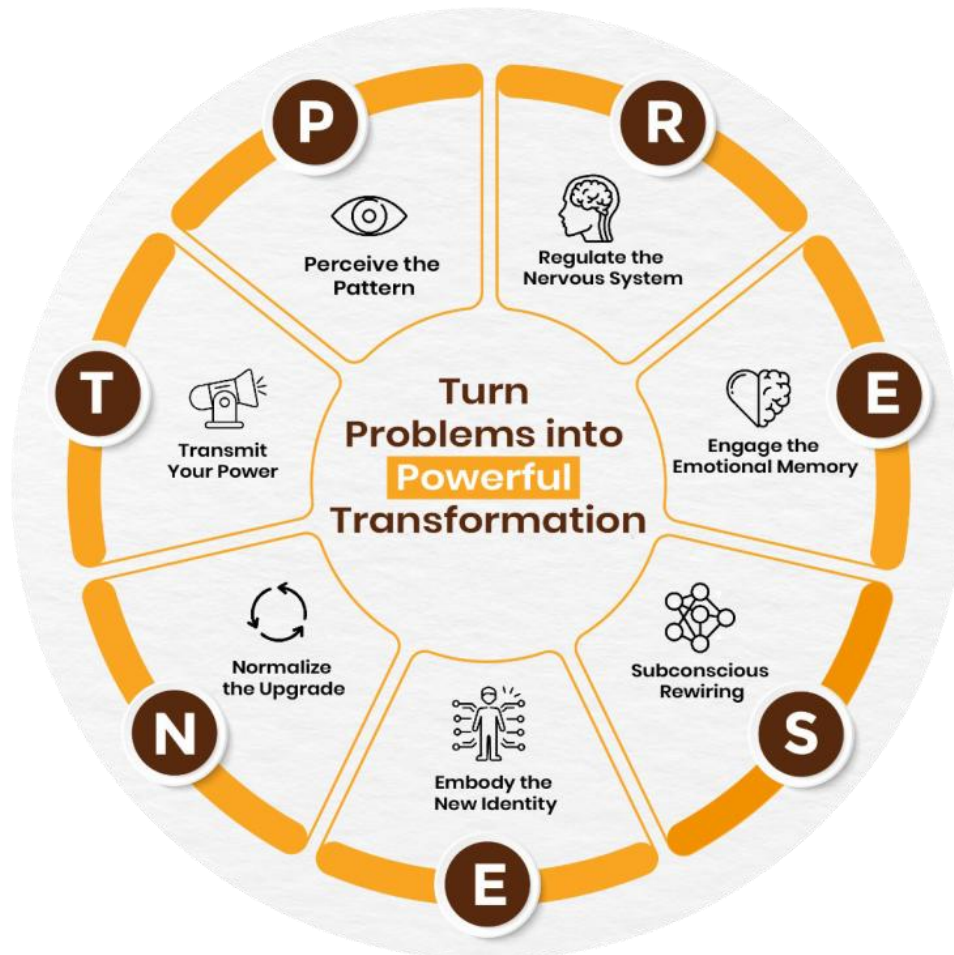


The P.R.E.S.E.N.T Method™



A trauma-aware, science-informed framework designed by Freeha Ahmad to help individuals transform challenges into meaningful personal growth and lasting change.

P: Perceive the Pattern

Transformation begins with awareness. This stage focuses on recognising the repeated thoughts, emotional reactions, behaviours, relationship dynamics, and life patterns that continue to appear throughout life. By identifying these patterns, individuals can begin to understand what may be keeping them stuck and preventing them from moving forward.

R: Regulate the Nervous System



Freeha Coaching Academy & Clinical Hypnotherapy

Before meaningful change can occur, the body and mind need to feel safe. This stage focuses on developing emotional regulation and nervous system safety and awareness, helping individuals move from survival mode into a state where reflection, healing, learning, and growth become possible.

E: Engage the Emotional Memory

Most of our reactions are connected to unresolved emotional experiences from the past. This stage involves exploring the emotional memories, triggers, and experiences that may have shaped beliefs, behaviours, and self-perception, creating opportunities for understanding, healing, and release.

S: Subconscious Rewiring

Once limiting beliefs and emotional patterns have been identified, the focus shifts to creating healthier internal narratives. Through approaches such as hypnosis, reflective practices, and subconscious-focused techniques, individuals begin replacing unhelpful beliefs with perspectives that better support their goals, values, and desired future.

E: Embody the New Identity

Lasting change requires more than understanding, it requires becoming. This stage focuses on embracing healthier beliefs, behaviours, and ways of seeing oneself, allowing a new identity to gradually develop through consistent practice and self-awareness.

N: Normalise the Upgrade

Sustainable transformation happens when new patterns become familiar and natural. This stage focuses on reinforcing positive changes, taking aligned action, and integrating new ways of thinking, feeling, and behaving into everyday life.

T: Transmit Your Power

The final stage is about expressing the transformation outwardly. With greater self-awareness, emotional resilience, and self-worth, individuals are better able to communicate confidently, pursue meaningful goals, build healthier relationships, and contribute their unique strengths to the world around them.