

THE *Un*-WORKSHOPS. Developed by Ina Hillebrandt

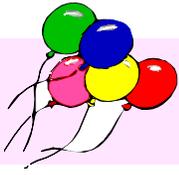
A new, effective and enLIGHTened approach
to personal and professional growth

Humor - Comic Release™



THE *Un*-WORKSHOPS™

For information about *Comic Release,™* other *Un-Workshops* or the
Pawprints Writing Clubs,™ please contact Ina at: 310-471-5048.
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THE *Un*-WORKSHOPS by Ina Hillebrandt

Are you looking for lively, original, yet **practical** workshops and speakers for your training or wellness programs or meetings? We would like to introduce you to Ina Hillebrandt's *Un-Workshops*.

Programs We Offer Serve Our Clients in:

- ◆ Needs Assessment
 - ◆ Training
 - ◆ Team Building
- ◆ Wellness: Stress Reduction, Addiction Management
 - ◆ Keynote Addresses
 - ◆ Conference Modules
- ◆ Patient/Family/Community Service



WHAT IS AN Un-WORKSHOP?

The *Un-Workshops* are workshops, seminars and lectures based on the theme of light but powerful delivery of practical tools and techniques. Un-Workshop programs enrich the lives of people professionally and personally, thereby **improving the effectiveness and profitability of organizations.**

The *Un-Workshops* as a whole are based on the scientific finding that we all **work** very hard to accomplish things, when in fact, if we stop being so serious at least some of the time, we achieve a great deal more.

The lighten up approach, the springboard for the programs highlighted below, has been highly effective with the Fortune 500 companies and key not-for-profits Ms. Hillebrandt has worked with for more than twenty years.

Her work guides these organizations to function more efficiently and productively, by using unique tools to motivate and inform employees about different ways of working so that they reach their own peak levels of performance.

“Comic vision often leads to serious solutions”

Malcolm Kushner

“There is a foolish corner in the brain of the wisest man.”

Aristotle

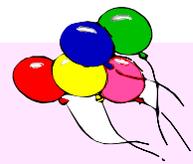


HOW THE SEMINARS AND *Un*-WORKSHOPS CAN BE APPLIED

Our sessions are available in hour-long, half-day, all day and two day sessions. The *Un*-Workshops can be used as a separate module of your training or wellness programs, serve as on-going support vehicles for staff, patient, family or community members, or as an unusual, refreshing segment at conferences. Ms. Hillebrandt is also available for keynote addresses.

In addition to individual workshops and speaking engagements, we can tailor a program to help your organization on an on-going basis. Ms. Hillebrandt has a good deal of experience doing needs assessment work, and has helped a number of organizations identify points of strength and weakness in service delivery, patient relations, employee motivation and performance. She then works with key staff to design programs to eradicate trouble spots and significantly improve the bottom line. Please see the appended Case Histories for specific examples.

NURTURER, NURTURE THYSELF!



Special adaptation of “Comic Release” for the Health Care Professional: Nowhere is it more apparent that self-nurturing is critical than it is among health care professionals. As one nurse put it, “Imagine how you feel dealing with fourteen patients on a cancer ward, and then how you feel as you lose ten of them?”

Health care professionals are dealing with perhaps the highest job stress of all – life and death issues, plus the burden of easing patients' and families' worries. All too often, the care giver finds him- or herself feeling anxious and pressured, or a victim of compassion fatigue. And frequently, the care giver is spending so much time and energy on patient and family care, that he or she “forgets” to take care of his own needs.

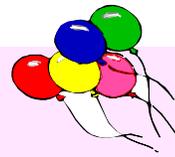
This *Un-Workshop* is designed to give health care professionals support, and an armload of practical ideas for “remembering,” and giving themselves permission to take time to give themselves the care and nurturing they need.

One set of tools centers on the appropriateness of laughter to the care giver. As Abraham Lincoln said after telling a joke to his shocked Cabinet during the Civil War, “Gentlemen, if I did not laugh I should surely die, and you need this medicine as much as I do.”

And as a nurse attending an *Un-Workshop* put it, “*Lightening up on ourselves* is a great idea. I think every professional care-giver should attend, maybe regularly. It's a great stress reliever, and in our work we face a lot of stress every day.”

NEW!

The Pawprints Writing Club™



A-MUSE YOURSELF!™ – This unique program for staff, lients, patients and families draws on love of animals and the outdoors to inspire people to *want* to read, and to write. Materials are accessible – short, short “tails” – such as “Moonlit Fox,” “Stupid Ear Tricks” and “Toilet Lips” – that hit people’s funny bones, lift the spirits, and move readers to “think differently.” Proven to cause listeners to *volunteer* to read aloud, spark creativity among budding authors, and “unblock” the reluctant. Stories the author wrote are personal, and inspire readers to write from the heart – a very powerful tool for expressing oneself, and for catharsis. Participants will get a boost in morale, enhance their writing skills, and gain self-confidence. They’ll learn special creative writing techniques, and how to compose in a new short story form. Authors are also invited to illustrate their stories.

Perfect for:

- ◆ Young people (ages 6-teen): on-site day care, patients
- ◆ Adults – in Health Care, Patients, Staff
- ◆ Seniors – Patients and Family Members
- ◆ Staff – *A fun way to get well-needed relief from the pressures of dealing with the stress of the workday, and nourish creativity*

Materials can be compiled in a book of writings and illustrations, and put on the “Pawprints” website, www.inaspawprints.com. The illustrated stories by patients and families are also a wonderful PR tool for the medical facility, and provide a big lift in the mood and spirit of the authors, artists.



SPECIAL PROGRAMS FOR TRAINING and COMMUNICATIONS SKILLS DEVELOPMENT

TRANSITION MANAGEMENT

Workers in today's health care world, and health care providers as a whole, have been suffering from shock waves as a result of the severely depressed economy and the uncertainties of funding and restructuring of health care. This *UN-Workshop* provides **tools and support for staff** finding themselves in the new health care environments of the 90's.

Separate programs available for **management**, which also needs support and tools to handle the employee productivity and morale issues that arise during these difficult times.

DEALING WITH THE OPPOSITE SEX AT WORK

Communication between the sexes can be tricky today. This program gives participants insights and solutions to handling the issues that invariably arise when men and women work together. How do you handle the issues that occur with the opposite sex, such as dealing with a boss of the opposite sex, or subordinates of the other gender? Flirting -- bane of workers' existence, or unexpected benefit of different sex peer status? Learn how to be assertive without being regarded as aggressive, for women. Learn how to be supportive without being overpowering, for men. Experiential exercises will give you first-hand knowledge of communicating and working with the opposite sex, instead of against them, with more self-assurance and productivity.

FUN 'N' MENTALS: The Lite Approach to Weight Control.

For those who share the facilitator's former fixation upon having a "fat head," this program can herald a change in outlook and behavior. The program can be slotted into the company's structure, most often in:

- ◆ Wellness
- ◆ Stand-Alone programs developed for the company.

LISTENING SKILLS:

For sharpening up the ears and learning techniques for really hearing what people are saying to you, instead of interpreting and re-interpreting what you think you hear them say. A basic ingredient for communication skills. Powerful for team-building, efficient and productive work, and enhanced customer relations.

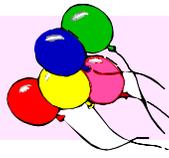
TIME MANAGEMENT -- How to meet those deadlines!

This UN-Workshop teaches participants that effective control of time is a habit we can learn, just as we have learned habits that keep us from using time efficiently. Attendees find out, for example, that one of the obstacles to freedom of time is perfectionism, and that perfection exists only in the imagination or on television. Participants learn to be realistic, productive and in control of their day. A take-charge forum for managers and employees to improve productivity and morale at work.

GRIEF LIFTERS™ – Dealing with the loss of a spouse or other close family member

Developed by Hillebrandt originally for Teachers Insurance and Annuities/CREF, this program helps survivors learn tools that have proven to be effective in getting past the pain of loss, and into a new growth in personal satisfaction. Can be delivered as a train-the-trainer or ongoing program conducted by Hillebrandt. Useful for health care staff who lose patients as an inevitable part of the life cycle, and for families/friends of patients who have passed on. "I tried many other programs. And then I found this one. Thank God!" member of group at Felicia Mahood Senior Multipurpose Center. "I would recommend this workshop to anyone dealing with the loss of a spouse. People who attended Ina's workshop felt so much better after going through the series." Summer Rogers, Program Director, Classic Residence by Hyatt

IDEA MAGIC



An *Un-Workshop* on Creativity, *Idea Magic* furnishes participants with a tools to ferret out problems in new program design, service delivery, patient relations, communications (advertising/public relations and among employees), image, names, snags at efficiency and more. To promote creative problem-solving, *Idea Magic* is a strong program sparking staff to devise practical yet imaginative solutions to the many challenges facing the health care, business and other organizations today. *Idea Magic* can be used in a variety of ways: Training; New Product/Service Development; Patient and Family Care Service Enhancement; Strategic Planning; Communications Enrichment.

****Idea Magic offers a double benefit**, fulfilling both marketing and human resources goals. The program will provide your organization with practical, well-targeted ideas for new products and services, or service delivery. At the same time, the unique environment created in these sessions builds employee morale and greatly enhances team-building. If you're interested in getting the most for your dollar, this program is a wise choice.

I CAN'T TAKE IT ANYMORE!!!

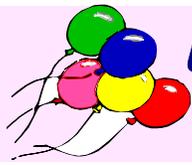


I Can't Take it Anymore!™ Is a program designed for staff to have a safe place to let their hair down. Goals are to build stronger bonds among workers -- fostering teamwork -- and to surface potential problems in the workplace, as well as develop and test possible solutions. The meetings are also a safe place to simply let off steam – even with no real problems caused by management or systems, today's workers are highly stressed by heavy workloads. Just having a place to "vent" is valuable in getting them more balanced and ultimately more productive as well.

Participants meet on a weekly basis, for one hour, to frankly talk about what's on their minds, on an anonymous basis (management will never hear names attached to opinions, though they will be given the information on issues that emerge). Because the group leader is not connected with the organization, and anonymity is insured, people feel free to speak up about issues, some of which may be sticky in the workplace. Ina Hillebrandt has a wealth of experience in this area, and a proven ability to encourage open, frank dialogs that allow and support participants as they get out their problems with coworkers, management, clients, equipment, money, time pressures.

Resulting issues and recommendations are presented by Hillebrandt to management. Ina can work with management in special Idea Generation sessions to help them create solutions, or management can come up with solutions independently using the report Hillebrandt presents. Staff/workers can be reconvened after the solutions have been put in place to discuss their reactions, and further refinements can be suggested based on these discussions.

One of the side benefits of this program is that employees feel that management is paying attention to their needs!



UN-WORKSHOPS AND SEMINARS FOR FAMILIES/COMMUNITY

The UN-Workshops offer the following programs for patients' families and the community:

- ◆ ***Nurture Thyself!™*** – Give yourself permission to take care of yourself as you help a loved one through illness. Self-care empowers you to do so much more for the other person. Powerful, easy-to-use tools to help you cope.
- ◆ ***Idea Magic™*** – Unleash Your Creative Talents
- ◆ ***Grief Lifters™*** – Dealing with loss by letting up on yourself
- ◆ ***Comic Release™***. Transformation, Risk and Change through the Power of Humor
- ◆ ***Manifest Your Destiny™*** – Get what you want by laughing, and a rich set of special visualization techniques
- ◆ ***Fun 'N' Mentals™ – The Lite Approach To Weight Control***
- ◆ ***Pawprints Writing Club™*** – The book of animal “tails” and fun exercises that will inspire you. Get a mental lift, write out those frustrating feelings, and the happy memories, with style!

NEW!



WHY CHOOSE THE *Un*-WORKSHOPS?

Ina Hillebrandt, President of the *Un*-Workshops, is a highly experienced workshop leader, speaker and author. She has held positions in health care, and has served as a consultant and group facilitator to Fortune 500 companies and key non-profits for more than twenty years. Nationally recognized for her insight into human development and injection of humor into the worksite, Ina is expert at inspiring people to perform at their peak professionally and personally. Hillebrandt's work helps clients promote patient/customer and employee satisfaction, teamwork, productivity, creativity, effectiveness and enhanced communications, all of which contribute to substantial improvements in revenues.

Hillebrandt's list of clients includes IBM, CBS, Citicorp, PepsiCo, VISA, Weight Watchers, a number of airlines and other Fortune 500 companies, plus a number of not-for-profits such as CUNY/The Rockefeller Foundation, and The Alan Guttmacher Institute/Planned Parenthood, The American League of Theatres and Producers. She served on a drug addiction agency, and worked in Hansen's disease, and has led support groups for more than twenty years.

In the non-profits, Ina has worked with patients, and also helped organizations understand the attitudes of the public for targeting information and education campaigns to serve the needs of both. Her work on Social Security was presented to the Greenspan Commission, for example. And she has been involved in films and other programs for the elderly.

Ms. Hillebrandt has spoken to many professional and business organizations, including The Commonwealth Club of California in San Francisco and The Esalen Institute. She has experience in a wide variety of locations in the U.S. and in some areas abroad, and has a great deal of information at her fingertips about differing needs and customs of people from a variety of backgrounds. She has appeared on numerous television and radio programs.

Ina Hillebrandt holds an A.B. in Social Sciences from the University of Pennsylvania, with graduate work in social psychology and anthropology at Tulane University. Her book, *DIVING BOARDS: First Lines and Titles for Stories -- OR -- If You See A Man Alone on the Beach in Mexico, It Means His Wife is Upstairs, Throwing up in the Room*, is the first in a series of humorous self-growth books. She also created curriculum guides for Pawprints Literacy programs, for both adults and youngsters, and a guide to writing memoirs, entitled, *How to Write Your Memoirs...Fun Prompts To Make Writing...And Reading...Your Life Stories A Pleasure!* Students in her writing classes see their work published online and in books. The most recent, *Stories From The Heart*, vol. 2, became an Amazon.com bestseller, as did Ina's own book *Pawprints*.

Over please...

MORE REVIEWS...

"Ina's work tickles the intellect and creates a new way of seeing ourselves, the world and our place in it. In fact, just being in Ina's presence calms the soul and heals the rough spots we may have experienced."

Tom Beardslee, Associate Vice President, Dean Witter

"*Comic Release* is a great idea. I think every professional care-giver should attend, maybe once a month. It's a great stress reliever, and in our work we face a lot of stress every day.

Sarah Hawthorne, RN

"I would definitely recommend *Comic Release*. It's a great way to relieve stress. Thanks, Ina for an insightful day. I learned a lot about myself and how humor is a valuable tool to deal with stress. And how to improve our relationships with other people. Plus it was fun playing with everyone!"

Barbara Murphy, Owner, Portofino Café

"I really enjoyed *Comic Release* and would certainly recommend it! Humor is important and a lot of people forget and don't use it. It's a great way to get frustration out of your system and move on."

Dick Coppin, Vice President-Investments, Prudential Securities

"Ina's energy is inspiring, therapeutic and magical. Since I've known her these past two years, I have become one with my gastrointestinal tract."

Larry Yurdin, President, Yurdin Entertainment



Special Rates for Education, Health Care and Government Organizations

For staff/community/public:

One Hour <i>Un</i> -Workshop Session	\$ 500
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Series options offer one session at no charge

Six Session Series	\$2,500
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Ten Session <i>Un</i> -Workshop Series*	\$4,500
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Also useful for Staff, Coaching, Personal/Professional Growth/Train-the-Trainer:

Half-Day Session	\$ 2,750
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Full Day <i>Un</i> -Workshop	\$ 5,000
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Two Day <i>Un</i> -Workshop	\$ 10,000
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All *Un*Workshops with the exception of the *Pawprints Writing Clubs** and *I Can't Take it Anymore!* can be conducted with from 10 to 100 participants per session.

Materials are included except as noted here: For writing programs, please add \$35 per person to include the book "Pawprints" and "Stories from the Heart, Vol. 2," or \$40 for "Pawprints" and "How to Write Your Memoirs." Other books and pricing combinations are available, depending on the focus of the group.

All services include planning time with your staff/management, so that we can tailor our program to your specific needs and local round trip travel time. Travel outside the Los Angeles area is additional and billed at cost. We can arrange facilities, food and beverage, should you desire, at cost plus 10%.

*NOTE: The *Pawprints Writing Club* classes and *I Can't Take It Anymore* are limited to 10 members per series, and require either a full day or 10 week series to permit participants to complete projects. For publication of the participants' own book of stories, in the *Pawprints Writing Club*, add \$1000. Includes nominal charge for pre-press preparation of materials for reproduction, plus reproduction and binding for up to 10 persons in book and class.

I Can't Take It Anymore! – special pricing depending upon elements chosen. Please talk to us to discuss your needs.

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