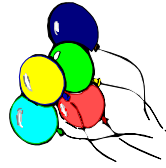


## WHO SHOULD COME TO IDEA MAGIC™?

- People who have been saying, "Gee, I'd really like to write (or paint, or sculpt, etc.), but..."
- People who feel blocked from time to time in their work or personal lives
- People who would like to make more money, personally or for their organization
- Managers and staff who would like to work more effectively, productively and creatively
- Conference/meeting planners
- Trainers
- Sales and customer service people who would like to attract — and retain — more customers
- People who say "I'm not creative."



## WHAT OTHER PEOPLE SAY ABOUT INA HILLEBRANDT

"Ina's work tickles the intellect and creates a new way of seeing ourselves, the world and our place in it."

Tom Beardslee, V.P., Dean Witter

"A few days after *Idea Magic*, I was meditating and realized how important creativity is to me... Then I saw a door and I went through it... This week I find I've been tackling problems in a whole new way... without trying to solve them within a structure or box, the way I was. I'm more open and innovative."

Kathleen McDonald, Training Director,  
Banana Republic

"This workshop at The Commonwealth Club really got us to open up and get involved. It's got me thinking in a whole new way."

Edward Buttner, President, Coastcom

"Ina's approach is unique and inspiring in fostering teamwork, productivity and creativity. She's also been an important link in creating value-added programs."

John Lacorazza, Marketing Director, Citicorp,  
Shearson; Managing Director, NAK

"Ina's energy is therapeutic and magical... Since working with her, I've become one with my gastrointestinal tract."

Larry Yurdin, President, Yurdin Entertainment

# ★ IDEA MAGIC™

## TAP YOUR CREATIVE WIZARD!

Get a well-earned lift!

In this *Un-Workshop™* you'll:

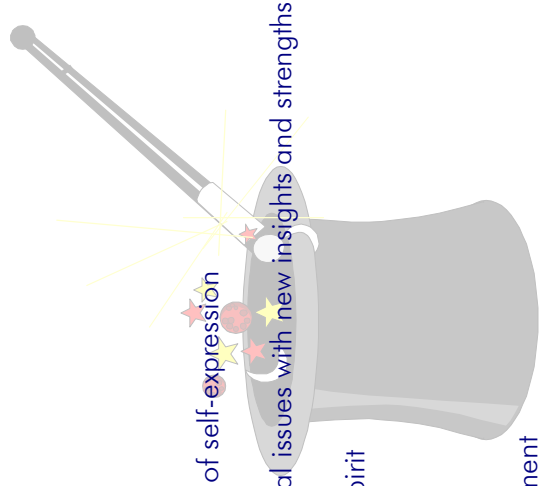
- ★ Free your own creative genius through masterful tools you'll take away with you
- ★ Empower yourself to perform at your peak personally and professionally
- ★ Eliminate pesky blocks to your imagination and performance
- ★ Unleash your problem-solving abilities
- ★ Improve your communications skills
- ★ Have a lot of fun!



## WHAT IS AN *Un*-WORKSHOP?

**IDEA MAGIC™** is the creativity *Un*-Workshop that gives you the keys to unlock your mental doors. You'll experience and take back practical, powerful tools to:

- ★ Unseat your inner critic
- ★ Open up to a whole new world of self-expression
- ★ Tackle personal and professional issues with new insights and strengths
- ★ Rekindle your own innovative spirit



## WHAT IS AN *Un*-WORKSHOP?

A Lite but Powerful Approach to Enlightenment

"I created *The Un-Workshops* because I feel we all work too hard at everything. I've found, and research has proved that we learn and retain far more effectively when we're in a relaxed atmosphere.... '**Lighten up and light up**' is the cornerstone of *The Un-Workshops*' philosophy."  
Ina Hillebrandt, creator of *The Un-Workshops*

## About your *facilitator*...

Ina Hillebrandt, Consultant and President of *The Un-Workshops*, has been facilitating creativity work with individuals and organizations for more than twenty years. Her business experience includes such companies as Citicorp, General Electric, Sears, PepsiCo, Rockefeller Foundation, RAND, Planned Parenthood, J. Walter Thompson, Weight Watchers, Scott Paper, IBM, AT&T and Newsweek.

Ms. Hillebrandt is a graduate in social sciences from the University of Pennsylvania, with graduate training in anthropology and psychology at Tulane University. She has written several books, including *DIVING BOARDS -- OR --If You See A man Alone on the Beach in Mexico, It Means His Wife is Upstairs Throwing up in the Room*, and her new release, *PAWPRINTS*, about close encounters of the furry kind.

## WHAT PEOPLE SAY ABOUT CREATIVITY

"All the really good ideas I ever had came to me while I was milking a cow."

Grant Wood

"Almost all new ideas have a certain aspect of foolishness when they are first produced."

Alfred North Whitehead

"When in doubt, make a fool of yourself. There is a microscopically thin line between being brilliantly creative and acting like the most gigantic idiot on earth. So what the hell, leap."

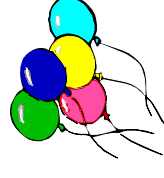
Cynthia Heimel

"If one advances in the direction of his dreams, one will meet with success unexpected in common hours."

Henry David Thoreau

*Humor - Comic Release*

Transition Management



Creativity - Idea Magic

**THE UNWORKSHOPS™**

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