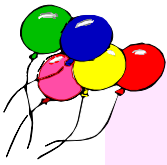


## THE *UN*-WORKSHOPS by Ina Hillebrandt

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, Weight Control
- ◆ Visualization Techniques for Creativity and more
  - ◆ Keynote Addresses
  - ◆ Conference Modules



## WHAT IS AN *UN*-WORKSHOP?

The *UN-Workshops* are workshops and seminars that deliver powerful, practical tools and techniques, in a refreshing, invitingly light tone. *UN-Workshop* programs enhance the lives of people professionally and personally, **improving the effectiveness and profitability of individual attendees and organizations alike.**

The basis for the programs as a whole? A scientific finding – 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.

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

Her processes guide attendees to function more efficiently and productively, by using unique tools to motivate and inform, open people to invent less stressful, more creative solutions, so that participants reach their own peak levels of performance and personal enrichment.

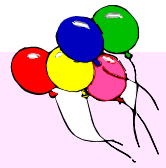
*"Comic vision often leads to serious solutions"*

Malcolm Kushner

*"There is a foolish corner in the brain of the wisest man."*

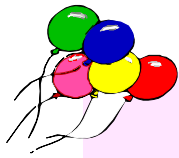
Aristotle

## HOW THE SEMINARS AND *UV*-WORKSHOPS CAN BE APPLIED



Our sessions are available in hour-long, half-day, all day and two day sessions. The *UV*-Workshops can be used as a separate module of your training or wellness programs, serve as on-going support vehicles for staff, 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, customer 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.



## COMIC RELEASE

In this time of great technological, political and economic uncertainty, *Comic Release* is a superb antidote for stress, a health enhancer of inestimable value, and a morale booster. It's also a lot of fun. People *want* to attend, and they tend to retain information longer, and with deeper understanding, than they achieve from standard seminars and workshops.

A hands-on presentation on Humor in the Workplace, *Comic Release* can also provide managers and employees with a potent set of tools for empowerment and motivation, enhancing their abilities to communicate with each other, as well as the with publics they serve.

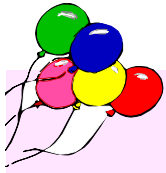
This UN-Workshop can be effective in several areas for your organization:

Stress Reduction, for your clients as well as staff, for health

Training: For Better Performance, enhanced Customer Relations

Communications: Dealing with difficult people and situations

Team-Building



## SPECIAL PROGRAMS FOR TRAINING and COMMUNICATIONS SKILLS DEVELOPMENT

### TRANSITION MANAGEMENT

Workers in today's fast-paced and stressful world have been suffering from shock waves as a result of increasing societal upheavals – along with downturns, downsizing and the severely depressed global economy. This *UN-Workshop* provides **tools and support for staff** finding themselves in the challenging environment of this first decade of the 21<sup>st</sup> century. Separate programs available for **management**, providing support and tools to handle the employee productivity and morale issues that arise during these difficult times.

A program of special benefit for companies involved in mergers/acquisitions.

This program can be effective in a single session or weekly guided support group format.

### 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 Programs

#### Stand-Alone, Brown Bag Programs.

Single session provides a solid platform for change. Recommended as an ongoing series. *UN-Workbook* \$29.95 ea. if used with single session program; included with contract for series of six or more sessions with up to ten people..

### LISTEN UP

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

Single session sufficient to impart skills.

### SPEAK!

A unique approach to the art of speaking, this *UN-Workshop* puts the focus on instilling confidence as it improves skills. Ask us about teaching drama of the spoken word, music and "know your audience." Single session and series versions, plus individual coaching available.

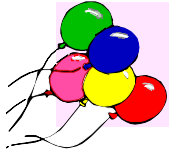
## **TIME MASTERS – How to meet those deadlines!**

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. Single session sufficient for this *UN*-Workshop.

## **WRITE RIGHT – and more easily than you thought was possible!\***

Recognizing that many people today need help with basics, and may be less than confident in their writing skills as well, this *UN*-Workshop is one of our most effective. Taught by veteran business and entertainment writer, Ina Hillebrandt, "Write Right" puts *fun* into the writing process. If your organization can buy into the principle that writing does not have to be boring to be effective, this *UN*-Workshop can be of great value.

A productive single session seminar, this *UN*-Workshop is also useful in a multiple meeting format. Coaching available.



## IDEA MAGIC

An *UN-Workshop on Creativity, Idea Magic* furnishes potent tools to unlock staff and management creativity, tools that spark practical yet imaginative solutions to the many challenges facing organizations and individuals today.

These *Idea Magic* techniques are alive and quite distinctive. Your people will be treated to exercises that loosen them up, banish the "I'm not creative" monster, and stimulate original thinking. In our belief that experiencing a process is the best way to learn it, most of time in the sessions is devoted to the special, mind-expanding exercises Ina Hillebrandt has developed. These include creative visualization, improvisation, unusual, non-threatening and fun writing exercises that draw upon lines from one of Ina's books, *Diving Boards*, such as "If you see a Man Alone on the Beach in Mexico, it means his wife is upstairs throwing up in the room," and many more.

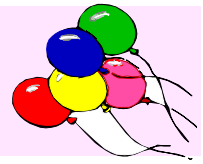
*Idea Magic* also offers a double benefit, fulfilling both marketing and human resources goals. The program can be designed so that the group aims its new-found tools at tackling specific issues already identified, or for uncovering what obstacles as well as opportunities lie ahead for your organization. *Idea Magic* will equip attendees with the power to devise practical, well-targeted ideas for solving these problems.

At the same time, the unique environment created in these sessions builds employee morale and greatly enhances team-building. In a nutshell, *Idea Magic* delivers:

- ◆ Training in Creative Problem-Solving
- ◆ New Product/Service Development Ideas
- ◆ Customer Service Enhancement Programs
- ◆ Strategic Planning
- ◆ Communications Enrichment for Advertising and Marketing
- ◆ Team-Building

If you're interested in getting the most for your dollar, this program is a wise choice.

## UN-WORKSHOPS AND SEMINARS FOR SPOUSES AT CONFERENCES/OFF-SITES



The *UN*-Workshops offer the following programs for clients' spouses at off-sites:

*Idea Magic:* Uncork Your Creative Genie!

*Visualization Techniques:* Learn how to set and achieve goals using powerful, practical tools with a spiritual touch

*Healing Through Humor – Powerful Healing Without Needles And Pills:* Learn how humor furnishes a wealth of inexpensive, no side-effect weapons against illness.

*Grief Lifters:* Dealing with loss by letting up on yourself

*Comic Release:* Stress reduction for a richer life, better personal and professional relationships

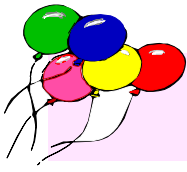
*Laugh Yourself Successful:* Get what you want by laughing

*Fun 'N' Mentals: The Lite Approach To Weight Control!* Learn how to eat well, get rid of the food monster, and enjoy the whole process

*I Can't Take it Anymore!:* Support groups to get it all out, safely, and learn how to move on – whether it's about loss of a job, difficulties with people, or other issues

*Pawprints:* Bringing love of animals to literacy, this program inspires young and old alike to want to read, write, and much more, all while experiencing the world of animals and the outdoors





## 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 private and public organizations, 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 client/customer and employee satisfaction, teamwork, productivity, creativity, effectiveness and enhanced communications, all of which contribute to substantial improvements in service delivery, and 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 leprosy, and has led support groups for more than twenty years.

In the non-profits, Ina has worked with health and other organizations, and helped translate the needs and attitudes of the public for targeting information and education campaigns. Her work on Social Security was presented to the Greenspan Commission, for example. She has also been involved in the development of special programs for the elderly.

Ms. Hillebrandt has spoken to many professional and business organizations, including The National Education Association, The Commonwealth Club of California in San Francisco and 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 new book, "Pawprints," and its companion, "The Student Prints *UN*-Workbook," has become a tool for literacy for youth and adults across the U.S. "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 another in a series of humorous self-growth books.

*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

"An innovative business thrives on creative thinking. Ina Hillebrandt's exercises in her workshop and her book, 'Diving Boards,' are a great way for business managers to stimulate their employees to think creatively."

Ripple Huth, Business Consultant and Trainer

"*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 recommend the services provided by Ina Hillebrandt with enthusiasm. Ina is one of those rare individuals who consistently provides a high level of professionalism and creativity as a facilitator. Her approach is unique, inspires teamwork and ultimately delivers real productivity to the process. In conjunction with programs at Shearson and Citibank, she was an important link in the development of value-added programs, as well as fostering better teamwork within the organizations involved. In short, she is a real professional who is always helpful in moving the business forward."

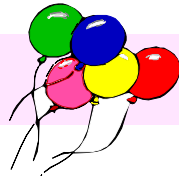
John S. Lacorazza, Vice President  
Citibank and Shearson-Lehman; Partner, Gotham Marketing

"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



## RATES\*

Keynote Address	\$5,000
Half-Day Session	\$6,000
Full Day <i>UN</i> -Workshop	\$7,500
Two Day <i>UN</i> -Workshop	\$10,000

Our rates include a detailed preliminary discussion with your management, so that we can tailor our program to your specific needs. Materials for up to 25 attendees are included. A materials charge (\$15-\$20 per person) applies for larger groups, depending upon the *UN*-Workshop selected.

Travel is additional and billed at cost. We can arrange facilities, food and beverage, should you desire, at cost plus 10%.

\* Please talk to us about our special small business, government and non-profit rates.

## Case Histories

Ina Hillebrandt is nationally recognized for her highly successful *UN-Workshops*. Her knowledge and experience derive from an extensive strategic planning background, consulting to Fortune 500 and 1000 companies and leading non-profits in organizational development/training, and in marketing/communications. The light touch now taught in The *UN-Workshops* is a basic element of all her work.

### Apple Computer

Conducted *Comic Release Humor UN-Workshops* designed to get staff to open up and relax, thereby fostering teamwork.

### Sears, Roebuck & Co.

Facilitate *Comic Release UN-Workshops* and also conduct series of *Creativity Sessions*. Input for incorporating strategy in redesign of corporate image, customer service, in-store layout and merchandising as well as multi-cultural adaptations.

### Weight Watchers International

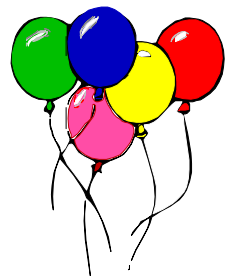
Facilitated a series of *needs assessment* and *creativity sessions* with leaders and members to help determine new program and marketing strategies. Work led to the development of the Quick Start programs and new advertising directions, and in turn to a broadened base of members and revenues.

### Teachers Insurance and Annuities

Ms. Hillebrandt conducted series of *support group* and personal sessions with widows and widowers in different parts of the country, and contributed to the structure and content of a book based on the experiences of people interviewed.

### J. Walter Thompson

Designed and executed extensive *needs assessment* study and developed *recommendations addressing hiring, training and employment practices* for clerical and secretarial employees. Results, as measured by client five years later – greatly reduced turnover and increased productivity.



## Holiday Inn

Leader and organizer of panels for *workshop on humor and health*, with major emphasis on stress reduction.

## Hyatt Classic Residence

Conduct *humor for health* sessions, and *series on grief and loss* for residents.

## National Education Association

Designed and produced workshop for executive committee featuring a broad range of *wellness* providers, and delivered *UN-Workshops on Humor in Training*.

## Scott Paper Company

Idea Generation and Idea Magic tools geared to market assessment. Over 154 ideas developed within one two-day offsite. Ideas included new product and advertising strategy.

## Xerox

Working with members of new product team, designed and facilitated *creativity sessions to develop new products and names for products* in planning stage.

## Cuny/Rockefeller Foundation

Worked with women of varying socioeconomic groups to make recommendations for improving women's nutrition at critical points in the life cycle, *providing input for inner city nutrition program*.

## Hansen's Disease/Leprosy: Tulane University

Working for an anthropologist, Ms. Hillebrandt studied *patient adaptation* to the disease.

## CBS

Conducted *needs assessment among employees following merger and acquisition*. Made *recommendations for handling the transition* with staff after acquisition.

## Support Groups

In addition to the work with widows and widowers, drug addicts and people battling weight control, Ms. Hillebrandt has years of experience as a leader of a number of support group discussions in different topic areas.

## Drug Addiction

On staff at a halfway house *drug rehabilitation* facility in New York City, Ms. Hillebrandt was responsible for program evaluation. Her role included conducting a number of personal interviews with staff and clients, leading weekly client group discussions, interviews with "graduates" of the program. She also visited women's prisons and talked with clients about to enter the program.

## Fast Food Corporation

Conducted in-depth studies among high and mid-level managers and hourly employees to investigate high turnover problems and lowered customer attitudes revealed in A&U study. Recommendations included improved communication and modifications of hiring, training and day-to-day procedures. *Client has initiated on-going program to capitalize on strengths pointed out in study and to correct weaknesses, combining tools suggested with internally-generated ideas.*

## Health Insurance Association of America

As consultant to the organization, Ms. Hillebrandt worked on a number of *public education campaigns*, including film and print pieces aimed at the elderly to insure that messages were clear and comfortable for the audience.

## Citicorp

Responsible for *developmental research and idea generation leading to successful launch of a number of innovative services, generating millions of dollars of revenue.* Banking and credit card products involved. Key role in creating and sustaining unique proprietary image among card products customers.

- ◇ Conducted numerous creativity and team-building sessions with client groups in New York, California and Saint Louis.
- ◇ Pro Bono Blood Drive Project: Gave insights and ideas for communication/education program which generated a 50% increase in participation in the next campaign.

# CLIENTS AND SPEAKING ENGAGEMENTS PARTIAL LIST

The Alliance on Aging  
The American Association of Public Opinion Research  
American Council of Life Insurance  
The American League of Theatres and Producers  
Apple Computer  
AT&T  
CBS  
City of Los Angeles Department of Recreation and Parks  
Classic Residence, by Hyatt

The Commonwealth Club of California  
Esalen Institute  
The First Theater of California  
Fisher-Price  
Garden Health and Fitness Club  
Health Insurance Association of America

IBM  
Krystal Foods  
Merrill Lynch  
The Monterey Chamber of Commerce  
Monterey Peninsula College  
The National Association of Catering Executives  
Pilgrim's Way bookstore  
Portofino Cafe  
Qualitative Research Consultants Association  
The Inn at Spanish Bay, Pebble Beach  
Private Series on Fun 'N' Mentals, Berkeley, Calif.  
Professional Women's Network  
Special workshop for schizophrenics

Charles Schwab & Co., Inc.  
Scott Paper Company  
Sears, Roebuck & Co.  
Shearson Lehman Brothers  
J. Walter Thompson  
Weight Watchers International  
Women in Management  
World Future Society  
Xerox

