

**WD-40<sup>®</sup>**  
**for the**  
**creative**  
**soul**



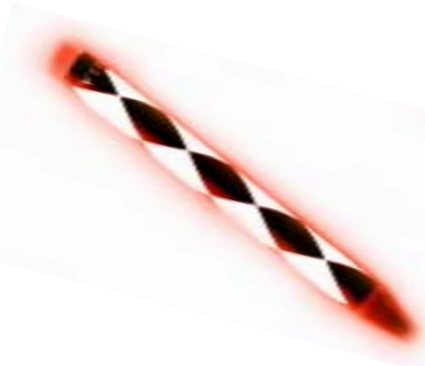
**(how to get unstuck)**

**corporate workshops and retreats with Ellen Ziegler**

**N**o matter how much we love our jobs, the daily routine of work – the repetition, stress, and workload – can sometimes bog us down. When this happens, talented professionals can lose sight of the **creative spark** that resides at the core of every successful business.

A *WD40® for the Creative Soul* workshop will bring **renewed vigor** to your workplace, infusing participants with a vital sense of enthusiasm and creativity. This stimulating **“mind spa”** creates the confidence to look at problems and challenges from different angles, to try new approaches, and to work with a light touch.





*Inspiration and creativity  
have always served  
as the drivers for sustainable  
revenue, profit, and market share.*

*A WD-40® for the Creative Soul workshop  
will build these qualities  
directly into your corporate culture.*

## For executives and management

The office environment narrows sensory perception, thereby blocking one of the fundamental avenues to innovative thinking. By expanding the creative energy that produces successful problem-solving, your team can innovate in response to a broad range of business pressures.

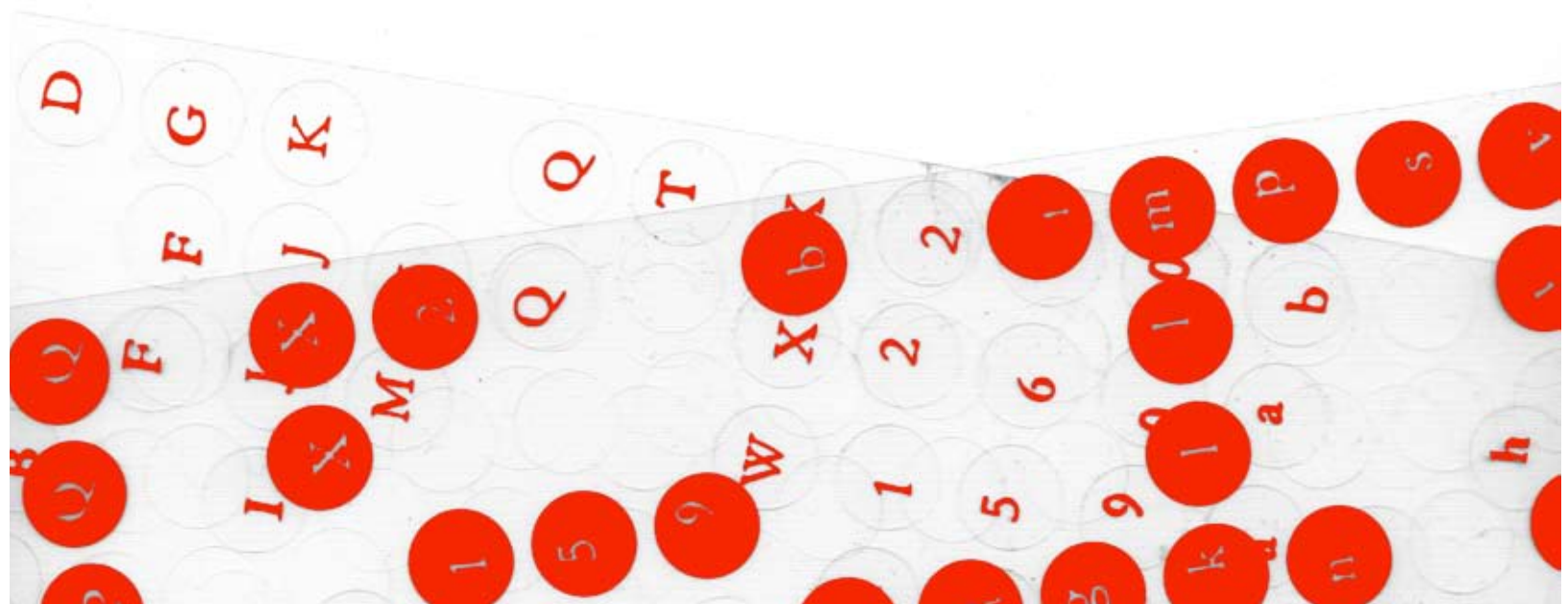
The WD-40 workshop focuses for a single day on visual and conceptual investigations that yield a clearer, more playful state of mind – one that can respond successfully to daily workplace challenges and interpersonal relationships. **Because participants interact outside of daily roles and hierarchies, the workshop opens new avenues of communication and teamwork.**

➤ Ellen Ziegler has worked side by side with top executives and management of the Northwest's largest companies for the last 25 years. She created the *WD-40® for the Creative Soul* workshop to support corporate leaders in reinvigorating their own **personal** creativity and to bring new energy to the demands of leadership.

**The WD-40 workshop  
focuses for  
a single day on  
visual and  
conceptual  
investigations  
that yield a  
clearer,  
more playful  
state of mind**

*Ellen introduced many  
rejuvenating techniques  
that influenced  
creativity, positive attitude,  
confidence, risktaking...  
the workshop inspired  
each individual to  
do the best for themselves  
and for each other.*

Kari Saccomanno  
Creative Team Manager,  
Coldwater Creek, Inc.





## For in-house creative teams

Renewing the creative energy of an in-house team – art directors, copywriters, photographers, interface designers, and graphic designers – supports them as individuals, while strengthening the creative team as a whole.

Hardworking professional artists who give everything for a high-quality product can benefit greatly from a one-day “creative vacation”.

**non-linear**

**processes**

**can sometimes**

**produce**

*unexpected*

**innovations.**



*Ellen Ziegler has worked as an art director for over 25 years and understands the pressures of the creative environment. She knows that non-linear processes can sometimes produce unexpected innovations. A WD-40 workshop can give creative teams a new set of tools for producing work that speaks directly and meaningfully to customers, partners, and stake holders.*

**Communications materials  
that don't communicate clearly  
or speak meaningfully to customers  
result in lost opportunity**

*What I liked most about the class was the effective warm-up into working intuitively.*

*There was no tension about what to do or what it would look like.*

*I always go home invigorated and have done my best work in your classes.*

Private workshop  
Chris Houser, site manager, MSN  
Microsoft Corporation

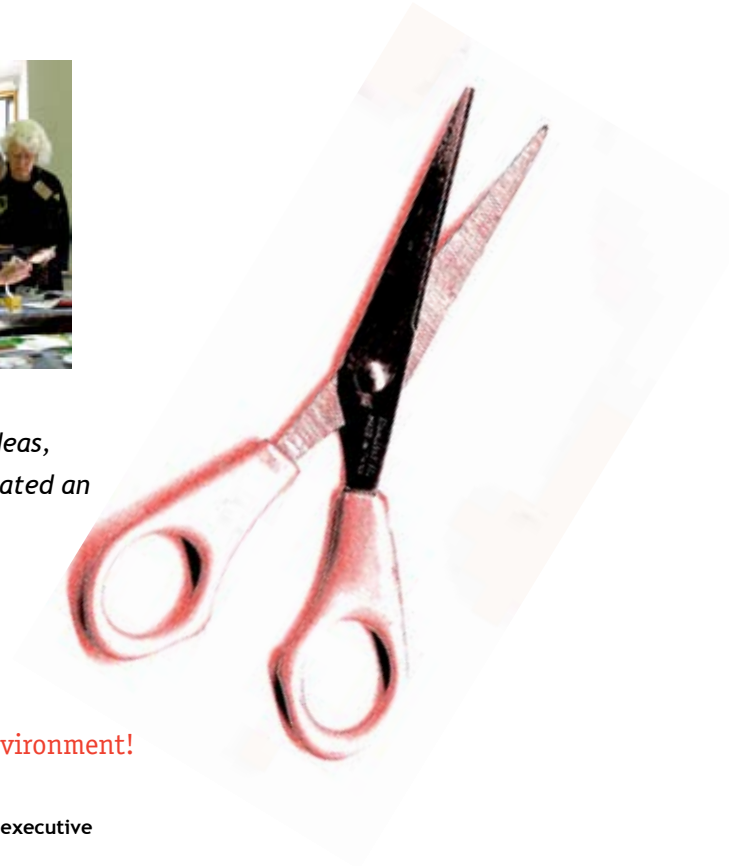


*Your generosity in sharing ideas, materials and your work created an open, exploratory atmosphere.*

Cassandra Kobayashi, attorney  
Vancouver, BC

*Great teaching and great environment!*

Private workshop  
Kendal Detrick, major accounts sales executive  
Ikon Office Solutions





## Creative workshops and retreats

A WD-40 workshop is *hands-on!* The focus is on investigation and self-awareness – at the individual level, in partnership, and as a team. Team-building – a vital process in a successful company – is strengthened by these interactions.

## WORKSHOPS INCLUDE A BROAD RANGE OF ACTIVITIES AND EXPLORATIONS

Sharpen conceptual skills and build confidence with creative practices. These include visual and writing exercises that derail habitual approaches to problem-solving. They're also fun. We'll work with simple art materials like paint, clay, collage and mask-making to remind people how to play – a vital component of accessing our innate creativity. We won't distinguish between what's required from a visual, word or idea person. It's all the same energy.

Explore habitual states of mind and how to break out of them. We'll do exercises to understand more about where our creativity might lie hidden and how to get to it — techniques that will un-stick us when we're stuck, and "increasingly accelerate the current of our intuition".\*

Support creative activity with awareness. Integrating the body and the mind brings relaxation and alertness. We'll perform simple movement exercises to remind us that our big brains are carried around in a body that is prone to stress and tension, conditions that limit our mental flexibility.

Address negative attitudes toward the things that challenge us. Private investigation using contemplation and writing will yield insights that can stimulate daily work. Sharing these insights strengthens team cohesiveness.

Connect the hand and eye as one perceptual tool. Seeing is something we take for granted. Awareness of vision reminds us to see clearly, and think in a fresh way.

Learn to keep a visual journal that records perceptions and predilections – a powerful and personal tool for defining vision.

*WD-40® for the Creative Soul rekindles that fire of enthusiasm and creativity that we begin with before it gets dampened by routine, overwork, disappointment, stress, and sometimes life in general.*

*The ultimate goal: to instill an inner process that delivers value long after the workshop is finished.*

**Where** **In-house workshops** can occur on site at your company with groups of up to fifteen participants. Consecutive days can be scheduled to accommodate larger groups.



the studio

**Retreats** are held at a beautiful Seattle studio with a view of the Ship Canal and the Olympics. Meals are catered.

Retreats are limited to ten participants per day – ideal for executives, top managers and small teams.



the view



## About Ellen Ziegler:



**Ellen Ziegler** is an artist, designer and teacher. You can see her work at [www.ellenziegler.com](http://www.ellenziegler.com).

Her projects have included a WD-40 workshop for Real Networks high-performance employees in her Seattle studio, as well as one for 56 designers and photographers working for Coldwater Creek, Inc. at their headquarters in Sandpoint, Idaho. She also led a seminar for a consortium of national museum curators and administrators meeting in Seattle.

Her strengths as a teacher of corporate workshops include her experience as the principal of Ellen Ziegler Design, a nationally recognized graphic design firm based in Seattle.

She has taught at the University of Washington, Seattle Central Community College, Cornish College of the Arts, the School of Visual Concepts, the Seattle Public School System, Seattle Academy of Arts and Sciences, Coupeville Arts Center on Whidbey Island, and Tara Mandala Retreat Centers in Pagosa Springs, Colorado and Whidbey Island, WA.

Her teaching is informed by over twenty years of meditation practice.

### **Ellen Ziegler Design**

Ellen Ziegler is a designer with experience in all areas of graphic design, art direction and related design disciplines. Projects have included corporate identity systems, annual reports, corporate and institutional brochures, posters and publications for the arts, books, exhibits and signage.

Clients and accounts have included Children's Hospital, Eddie Bauer, Immunex Corporation, King Broadcasting, Goodwill Games, Perkins Coie, Port of Seattle, and Swedish Hospital.

To book a workshop or retreat, and for more information, contact Ellen at [ellen@ellenziegler.com](mailto:ellen@ellenziegler.com), 206-784-8841.

References on request.

WD-40® is a registered trademark of the WD-40 Company.



## Ellen Ziegler Studio



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*“The work is remembering to play.”*

*Deborah Hay*