

# Empowered Creativity Institute

*Celebrating Seniors and the Moments of Their Lives*



"Just like the oyster creates valuable treasures by using the disruption of the grain of sand to become a pearl, so too have you been filled by treasures because of the life you have lived."

*~Dion McInnis*

*Discover and Polish  
The Pearls Within™*

[www.EmpoweredCreativityInstitute.com](http://www.EmpoweredCreativityInstitute.com)

SEE differently; CHANGE perspectives; GROW authentically

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## **Empowered Creativity Institute**

2500 South Shore Blvd, Suite B League City, TX 77573  
832-877-8821 Dion@DionMcInnis.com



**Together, let's celebrate our seniors ...**

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# Empowered Creativity Institute's Pearls Program for Seniors

Discover your *Life of Pearls, Treasures in the Making* so that you can harness the wisdom of your life's experiences to empower your future for happiness.

## Overview

In keeping with your commitment to quality of life in senior living and memory care, Empowered Creativity Institute brings a variety of unique programs that provide meaningful experiences to residents, useful tools for research and engaging opportunities in markets with potential residents. The programs and materials **celebrate** lives, **embrace** living, **honor** connections and relationships, **rekindle** memories and **instill** hope and joy for the future.

The programs have been used by Dion McInnis for 15 years in workshops and classes for participants ages 14 to 90+, the basis of which is described in his book, *LIFELines: Empowering All Aspects of Your Life*.

The programs detailed below can be used with small or large groups, with residents or staff, and in senior communities or the general community. Because of their flexible nature, they can be used in presentations (up to 90 minutes), or workshops (two to ten hours, depending on goals), and emphasize the your brand's commitment to seniors and their lives.

## Programs

### *Resident experiences*

- **Workshops** using the *LIFELines* process can last from two to ten hours, depending on the goal(s) of the workshop, e.g, a writing or creativity workshop, or a memory development workshop, etc. Sessions can be split in one day, or up to three days in a row.
- **Interactive presentations** of 60-90 minutes, depending on goals and/or audience. The presentations include the basics of the workshops but with substantially less time dedicated to the *LIFELines* work and exercises
- **Cross-generational events:** The workshops or presentations work well with a cross-generation audience, getting the family together to embrace life's moments and memories.
- Special **large font workbook** and copies of *LIFELines* may be ordered separately and directly from publisher to be shipped to venue at additional charge.

### *Community outreach/marketing*

- **Interactive presentations** of 60-90 minutes can be used in communities as a "gift" to seniors and to publicize your services and brand. It would be made clear to audiences on site and in marketing that Dion McInnis/Empowered Creativity Institute is being sponsored for the event by your company and is not an employee of the company.

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### *Staff Development*

- **Workshop** on listening skills through the perspective of understanding one's own life and other's as a way to listen, connect and understand based on the six actions of LISTEN. (Described in brief in this LinkedIn article: <https://www.linkedin.com/pulse/failing-listen-tragic-shortcoming-dion-mcinnis>). These three-hour sessions empower self-awareness to strengthen empathetic listening with others through the *LIFELines* exercises, LISTEN skill development and role playing.

### *Collaborations*

- Many opportunities exist for collaborations in research and program developments regarding the process(es) of re-kindling memories, making connections, embracing moments and empowering life.

### *Promotional/marketing items*

- **LIFELines: Empowering All Aspects of Your Life** available from publisher at a discount for large quantities shipped directly to venues.
- **Listen to Life journal** <http://www.blurb.com/b/3363530-listen-to-life-a-journal-to-remember-everyday-wisdom> as special gift to new residents, potential partners, etc. The softback version makes an excellent, special gift and can be previewed in full at the link above.

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## About Dion

Dion McInnis has long been in loving respect and appreciation of seniors and elders. Thanks, in part, to having parents in their late 50s when he was in his teens, he has always been moved by poetry, song and images that celebrate the full lives and wisdom of seniors.

Influenced by "Old Man" from Neil Young's *Harvest* album, McInnis wrote a poem in his senior year in high school in 1974. It was his first work that brought his father to tears.



*Old man can you manage  
With that cane in your hand?  
Can you continue watching  
The dropping of the sand?*

*Do memories plague you  
Of the days in the street?  
Do memories haunt you  
Of the people you did meet?*

*So slow to walk  
And feeble to stand.  
Old man do you need help?  
Can I lend you my hand?*

*Those arms that hang and shake so  
Were once trunks of power  
Does the loss bother you?  
Has your life become sour?*

*Your steps are now in inches  
Yesterday they were in miles  
How come? What is it old man  
That continues to bring you smiles?*

*Old man you make us wonder  
Is old age such a sin?  
Old man my eyes water for you  
But, remember, here's my hand.*

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A lifelong writer and photographer, McInnis spent his life in Houston where he grew up in an environment reminiscent of the television show "The Wonder Years." The time and conditions, and hearing his parents' stories of family and experiences that dated back to the late 1800s, further connected him to the power of life stories. They also led him to his belief that joy, courage, hope and strength come because of the lives people have lived, not despite.

In 1987, he left the world of freelance writing and photography to serve four universities over 27 years in the realm of university advancement, i.e., fundraising, alumni and community relations, communications and external relations. His appreciation for people's stories inspired his newsletter columns, emcee work for awards events, and approach to working with donors to help them honor lives, legacies and loved ones through philanthropy.

In about 2002, McInnis developed a memoir-writing workshop that he presented through the Clear Lake Association of Seniors Programs of University of Houston-Clear Lake. Titled "Memories to Memoirs," it used unique processes and writing exercises to rekindle memories that could then be saved in words and woven as stories, autobiographies or memoirs. He also used the processes for programs for women in shelter, photographers, writers, artists and creatives, leaders, managers and high school students. After proving the wide range of uses, he wrote *LIFELines: Empowering All Aspects of Your Life* (2017).

In 2005, McInnis published his first book, *Listen to Life: Wisdom in Life's Stories*, as further celebration of the beauty in, and wisdom gained, by the moments in life. By embracing the moments, people gain wisdom and joy every day. Buddhist wisdom reminds, "When the student is ready, the teacher will appear." For those who listen to life and embrace each moment of life, teachers appear every day, McInnis says.

An exhibited photographer and the author of 13 books, McInnis also teaches/has taught writing, photography and creativity in venues as varied as universities, Jung Center of Houston, multiple photography clubs and Houston Center for Photography. Consistent in all his teaching and his public speaking career, are the messages of joy and the empowerment of voice ... all based on personal life experiences.

He created Empowered Creativity Institute in 2014 after his higher education career to bring messages, programs, presentations, coaching and consulting that empowers individuals and teams to discover and access their innate creativity and the human nature to create.

McInnis treasures life and its experiences, and celebrates the memories, love and moments that mean so much to people's joy and happiness. In his book, *Daddin': The Verb of Being a Dad*, McInnis shares the words that he hopes will someday serve as the lyrics to a song that celebrates parenthood, the passing of time and love.

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*Refrain*  
*Father, father*  
*Dad of mine*  
*Tell me your stories*  
*Share some time*  
*Remind me you love me*  
*With a hug and a smile.*

*I look up to you*  
*I copy your walk*  
*I've watched and listened*  
*Since the time I could talk*  
*I look at your hands*  
*While you wind the clock*  
*< R >*

*We talk about jobs*  
*We talk about life*  
*We talk while we're fishing*  
*You sharpen your knife*  
*The clock keeps on ticking*  
*We're running out of time*  
*< R >*

*I lean against the granite*  
*That lays above your head*  
*I continue to ask questions*  
*Even though you are dead*  
*The clock is now silent*  
*It and you rest*  
*< R >*

*See your son's sons*  
*The way we all play*  
*Listen to our chat*  
*And the things that we say*  
*Father loves his sons*  
*I learned it that way*  
*< R >*

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More of McInnis' work can be found at [www.DionMcInnis.com](http://www.DionMcInnis.com).

Of specific interest:

- **Tribute poem to all Veterans**, but particularly those of the Vietnam era and their families: <https://youtu.be/btp-HkdWGnM> Created for a Veterans Day event, this poem has proven to rekindle memories because of its messages and the specific vocabulary used. The theme of "Welcome Home" has touched many, and the poem personalizes the message with terms and phrases familiar to the era, but mostly lost to those since.
- **Tribute poem to those in the Space Shuttle Program**, after it was ceased: <http://www.spacesafetymagazine.com/media-entertainment/for-you-shuttle-family-by-dion-mcinnis/> McInnis again rekindles memories, recognizes achievement and celebrates people and their lives' work in a tribute poem that uses language of special familiarity and meaning to the thousands who made the historic Shuttle Program the great success that it was.
- **Listen to Life blog**: [www.ListenToLife.me](http://www.ListenToLife.me) McInnis' blog (not including hundreds or archived editions published prior to 2010, 90+ of which are included in his book Listen to Life: Wisdom in Life's Stories published in 2005.

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Empowered  
Creativity  
Institute  
*with Dion McInnis*

(Photographs, poetry and lyrics © Dion McInnis. Empowered Creativity Institute is part of Dion McInnis Initiatives, LLC.)

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