Company Profile

Insight Training Centre is an organisation offering an inimitable set of personal transformation workshops. It was established in 1985 by Dr Baruch Banai, the founder of the Centre of Light in the year 2000 – a centre whose Vision it is to become the fountainhead of self- and social-transformation throughout the continent of Africa.

Personal Transformation in its pure form, and in the hands of competence, is a conscious, well-designed process of human technology that affords an irrevocable, instantaneous shift from a survival-driven existence to one of becoming a living, breathing possibility, birthing new self-creations and levels of consciousness.

These novel creations allow for a different way of being human, inviting human beings globally to crystallise a civilisation blossoming with self-awareness, purpose, authenticity, integrity, love and magnificence.

The work of Personal Transformation as offered by Insight Training Centre incorporates a vast range of subjects into a unique composition, with contributions having been made by various individuals, among them: Viktor Frankl, Elisabeth Kübler-Ross, Martin Buber, Jean-Paul Sartre, Carl Rogers, Albert Einstein, Fritz Perls, Carl Sagan, and many others, whose works may not have received as wide an acclaim, yet they remain pivotal in the spheres of human consciousness and well-being.

With the contextual paradigm being an eclectic, all-encompassing philosophical stand-point, incorporating the classical and the modern, utilising the ancient Socratic dialectic method of questioning, as well as our modern-day social constructivism tools, the process is wide-ranging and efficacious in its impact. Perhaps most significantly, with this being a work that has grown and developed over the course of more than two decades, like any other human discipline that exists over an extended span of time, a wealth of what is offered derives from first-hand experience with literally thousands of individuals, and the direct discoveries of what pragmatically works in comparison to what does not, are implemented.

Whereas we as human beings may all aspire to: attain to our true potential, create depth and intimacy in our personal relationships, discard self-destructive tendencies (among them detrimental habits), communicate efficaciously, discover who we are and the meaning of our lives, and ultimately to transform our lives into a reality of living our dreams – as an objective observation, few of us ever do so in tangible terms. These noble ends are often-times squandered for no better reason than a lack of effectual means. Insight Training Centre represents and presents the powerful mechanisms to effect exactly these changes, and more. For Personal Transformation is the journey
into the Self, an endless sojourn leading to the continuous unearthing of inner wisdom, which, being an integral part of the universe, as witnessed in nature, is an innate part of each and every one of us. And once this fountain-like source of inherent wisdom is touched upon, it streams into consciousness, and from there it surfaces into worldly manifestation.

In practical form, Insight Training Centre offers a trilogy of workshops: Turning Point, Joyspring and The Mile. These form the constructed catalysts by which individuals are sanctioned to unleash their full human capacities, thereby empowering themselves, the organizations they form part of and society at large. If you are seeking Magnificence in your personal life, your business environment and the world in which you live, the workshop trilogy is specifically designed to provide you with the tools to produce your desired results.

Our Vision:

Creating a world conducive for children to be born into.

Our Mission Statement:

Creating an environment in which trust, love, loyalty, respect, gentleness, sensitivity, kindness, courage, humour and wisdom exist, where the individual is empowered, risking, free to choose, focused on what is important, and experiencing his/her magnificence.
Dr. Baruch Banai

Dr. Baruch Banai, the oldest of three siblings, was born in 1950, in Jerusalem, Israel. In 1968, immediately after graduating from high school, he was obliged to join the Israeli Defence Force. For a period of three years he served in a combat unit and was exposed to the destructive aspects of war. This exposure shaped and influenced his appreciation for life, and his stand against the existence of military institutions, wars and violence at large. In 1971, after being released from the Israeli military, he enrolled to medical school, in Haifa, Israel, from which he graduated in 1978.

In 1979, upon recommendation from his professor, Dr. Banai moved to South Africa to join the surgical unit at Wits University, Johannesburg. Becoming disillusioned with the Newtonian approach of the medical field – dealing with patients’ physical symptoms but not with the person as a holistic entity – he abandoned the medical field in 1984 and started his own set of personal transformation workshops (Turning Point®, Joyspring® and The Mile®) under the umbrella of the Insight Training Centre® (ITC). By that time Dr. Banai had chosen to permanently settle in South Africa and he became a South African citizen. In addition to his medical degree, in 1997, Dr. Banai attained an Honours degree in psychology from UNISA.

In accordance with the pivotal aim of guiding and encouraging people from all walks of life to discover who they are authentically, their unique purpose in life and the world-altering road of their contributing vision, Dr. Banai’s Mission Statement is: creating an environment in which trust, love, loyalty, respect, sensitivity, kindness, courage, humour and wisdom exist, where the individual is empowered, risking, free to choose, focused on what is important and experiencing his/her magnificence.

Envisaging the above, Dr. Banai’s vision is encapsulated in the words and actions dedicated towards... elevating the level of Consciousness of Humanity through fundamental Personal Transformation of the Individual, in order to make our world conducive for children to get born into. It is Dr. Banai’s firm conviction that the only effective solution to the many current problems of the world – wars, starvation, poverty, crime, sexual abuse, broken families – resides in our ability to raise the level of consciousness of each person on the planet, and by that to raise the global level of consciousness of entire humanity.

In order to further spread personal transformation into the world, Dr. Banai has authored several transformational books, among them: The Search For Meaning: Life Purpose; Relationship with
Dr Banai has also authored a range of transformational books available for purchase directly from the ITC Centre.
The Trainer: Royee Banai

For 20+ years Royee Banai has been involved in the sphere of Personal Transformation, facilitating self-development and self-discovery workshops at the Insight Training Centre with well over 10 000 individuals since the year 2000 at the Centre of Light.

His academic achievements include having been Kwa-Zulu Natal’s top matriculant, obtaining 8 distinctions on HG in the Senior Certificate Examination, and an average pass mark of 97,67%. Thereafter, having attended university on a scholarship bursary he attained his Baccalaureus Artium (Cum Laude) in Psychology, followed by Honours. Further to this, he had been awarded Special Faculty of Arts award for Best Undergraduate Student as well as the BA Top Achiever First Place during his First Year. Later pursuits in academics include pursuing his Honours degree in Philosophy and studies in Physics.

Royee’s personal view and approach to transformation is based upon direct experience, having witnessed the efficacy of transformation in thousands of lives, and thus continuing to draw his inspiration from those courageous human beings who embarked upon the journey and whose lives have been forever touched. The mysterious nature of existence and the endless new possibilities being enacted in these experiential encounters, serve as further fuel for his fascination with human nature.

In striving to serve his fellow human beings to the utmost of his ability, he honours those who choose to venture upon this rare path of self-mastery; for ultimately, in recognising his own chosen life-path as a personal passion and mission, and knowing that discovering the authenticity of who we are is amongst the most rewarding of life’s experiences, coupled with the wonder of living a life of magnificence ... these are among his intransigent motivators.

In the final analysis, knowing that even one life breathed easier because we exist, knowing that service is joy, knowing that love is the eternal truth in an ephemeral world ... knowing that one life touched will inevitably touch another ... it is fundamentally about being an integral part of the conscious creation of a higher human consciousness and contributing to a planet conducive for all of earth’s progeny to be born into.
Workshops Introduction

In practical form, Insight Training Centre offers a trilogy of workshops:

- **Stage 1: Turning Point**
- **Stage 2: Joyspring**
- **Stage 3: The Mile**

These workshops form the heart and core in support of ITC’s Vision. They are uniquely designed for individuals who wish to create a most meaningful shift in their own personal lives, and if their consciousness so permits, to extend themselves further in making a significant difference in other human beings’ lives.

The workshops form the constructed catalysts by which individuals are sanctioned to unleash their full human capacities, thereby empowering themselves, the organizations they form part of and society at large. If you are seeking magnificence in your personal life, your business environment and the world in which you live, the workshop trilogy is specifically designed to provide you with the tools to produce your desired results.

**The Workshop Trilogy: How we do, what we do!**

It is about the adventure of self-discovery, the unearthing of new possibilities and implementation of powerful action, with the focused aim of generating breakthroughs in all spheres of human life, ranging from the personal to the professional.

Inherent in their design, the workshops afford participants the rare opportunity to perceive and examine their worldly way of being in a light of clarity; with the result being an objective recognition of both the facets that work in their life, and those that do not.

Augmented by the central motif of the ITC workshops, namely the indubitable knowing that human beings are endowed, akin to all aspects of creation, with the inherent wisdom and capability to construct their lives in a way that works, and coupled with the conducive workshop conditions which rouse this often quiescent consciousness into awakening, those who venture into this journey walk away from the encounter with heightened awareness.

Amongst the plethora of practical benefits derived, a more than twenty-year experience in this field of human science has yielded results in areas such as increased personal motivation, passion and output efficiency when related to task-specific objectives, along with improvement in interpersonal skills, for example communication, conflict resolution and creative expression.
Graduates testify for themselves that their contentment no longer depends on external factors, as they clearly realise their own responsibility to themselves and to their company to produce results. Viewed in context, while the workshops focus with laser precision upon the individual, a strong sense of teamwork is simultaneously established within the group, which later ripples out into the work environment wherein human interaction is quintessential.

Accordingly, the emphasis on the Insight Training is of an ‘experiential’ nature and it is the experience itself that is sustained and indeed developed upon after the workshop. To allay the natural hesitations, doubts and concerns that people may hold to prior to knowing first-hand the value of what we offer, we offer upon enrolment a distinct refund guarantee should an individual be dissatisfied with his/her experience of the workshop.

To date, no refunds have been requested by participating members, as not only are their cited desired results attained, but moreover, due to the proficiency and efficiency of the tools offered, people part from the encounter with more than what they initially expect and request.

**Mode of Operation**

To generate a radical, self-sustaining shift in personal awareness and one’s way of being in the world – and to do so in a relatively short period of time, when viewed in comparison to a length of many years of life – the various modalities of learning acquisition require full engagement. As such, an integrated range of modes aimed at self-development and growth are employed, among them: cognitive discussions, audio-visual learning tools, and most importantly games conducive to experiential learning. In regard to this mode of operation, the learning emphasis is not placed upon cognitive acquisition and rehearsal of information. Instead, learning is generated in a cellular, experiential manner which by its unique design, is tailored to self-sustainability.

**Among the interwoven elements which create this experience as wholly exceptional in its nature, are:**

- Stimulating dialogues, coupled with detailed learning charts, engaging the listening and observant audience in an interactive manner that promotes internalised insights;

- Conversations on subjects relevant to the human condition, and especially those which are rarely engaged in a deep, meaningful manner;

- The use of music as a facilitating instrument, as by listening to hand-selected songs whose words represent keys to personal shifts, self-awareness is evinced;

- Relaxation techniques to alleviate accumulated stress;

- Dancing to music as a form of self-expression;

- Person-to-person interactions to increase communication skills;
• Further human-interactive features, since interaction governs all relationships, and thus, by employing perspicacious observation techniques, workshop participants are afforded the opportunity to view their own behaviour, both overt and covert, towards themselves and others, bringing into their awareness aspects which they wish to shift;

• Data transference and acquisition through focused lecture topics;

• The facilitation of integral powerful self-awareness processes by experienced facilitators;

• Consolidation of learning via homework assignments.

The work proffered is thus engaged and established via auditory, visual and kinaesthetic modalities. As such, it is a multi-faceted instrument geared towards diverse learning, with special emphasis upon tailored processes promoting the essential experiential learning. Couched in an atmosphere of intensive self-inquiry, personal challenge and clear self-reflection, a quantum leap in human growth and self-development transpires.

Summary of Workshop Benefits:

The benefits of the workshops, as attested to by countless individuals who have attended, as well as their companies, may be summarily in summary indicated as follows:

1. Personal motivation, personal passion and output efficiency are increased. With various task-specific objectives presented in the workshops, and with their being result-oriented, productivity skills are emphasised and honed, leading to higher modes of proficiency and efficiency. Valuation of tangible results as opposed to mere talk is thus attained. In practical terms, there is a reduction in work absenteeism and sick leave applications in companies whose employees have attended our workshops.

2. Significantly, with workshop emphasis being on shifting an external locus of control to an internal locus of control, employee motivation shifts accordingly from one of restrictive motivation to one of constructive motivation. As such, with the person’s contentment and satisfaction in life no longer dependent on external factors, he/she can for the first time focus fully on the task at hand.

3. Time-management is addressed, since it forms a core facet of the workshops. With many of the processes involving a time-component factored into the procedure, individuals become highly attuned to this critical component of life. Life is measured by time; and significantly how that time is valued and utilised.

4. Improvement in interpersonal relationship skills, among them conflict resolution and conflict prevention skills, communication skills and the ability to move into a mode of co-operation rather than opposition. Teamwork thus becomes a highly prized, internalised value.
5. Reduced stress and stress related illnesses. The impact of daily stressors is minimised as practical tools for stress release remain at the disposal of workshop graduates.


7. Commitment, loyalty and degree of participation are increased, as these components are central features worked with throughout the workshop trilogy, from moment first to moment last.

8. In practical business terms, on one hand the outcomes feature higher profit-margin turnovers in shorter time-periods, as employees are focused and present in the moment instead of being elsewhere while at work. On the other hand, company losses are reduced, be they monetary, in the form of staff retrenchments, disciplinary actions, employee counselling or other forms.

The bottom-line benefits of a human being who has worked with himself/herself in a most personal manner, cannot be limited in scope. The employer who knows and holds that a major asset in the production arena is the employee, invests in the person as a person; the impact derived from such a personal shift is often beyond precise valuation, for it is invaluable.

**Public Presentation Evenings**

We offer Public Presentation Evenings on Wednesdays, **twice per month**.

During this 2-hour comprehensive evening presentation, the Centre of Light – Insight Training Centre offers an introduction into the work of self-transformation offered through Turning Point as the first stage workshop. For those at a stage of inner readiness for self-transformation, this is an opportunity to encounter new life possibilities.

**Cost: FREE OF CHARGE**

**Presentation Evening Time Schedule:**

Please check our Online Calendar for the next Presentation Evening:

Wednesdays: Twice per month. Commences at 19h00 & completing just after 21h00
Workshop: Turning Point ®

Turning Point offers a rare opportunity to shift the direction of one’s life in a radical manner, and thus enter a new way of being. It represents an intensive period in human life, with 50 hours of concentrated self-reflection, introspection and exploration of profound possibilities.

Turning Point offers the individual who consciously enters the process, to work with the facets that are most relevant for him/her at that point in time and to part from the encounter having effected his/her desired results. In general form, the overall outcome of this once in a life-time experience – which is itself an experience of a life-time – is that once it is personally experienced first-hand, it marks the beginning of a new way of life.

**Content Emphasis:**

Turning Point addresses a broad spectrum of subjects, ranging from basic to complex. Included among them are: Freedom of Choice, Opening of New Possibilities, Conflict Resolution on personal and professional levels, Victimhood versus Responsibility approaches, Emotional Release aimed at attaining to higher levels of emotional intelligence, Communication tools for success, Qualities essential to Humanness, Self-authoring of life, the power of Intention, working with certainty as opposed to self-deceptive assumptions, and many more.

**Process Emphasis:**

Articulation of content delineated above into practicality, along with specially designed and facilitated processes geared toward promoting self-sustainable experiential learning.

**Among the workshop purposes are:**

- Creation of breakthroughs beyond current modes of thought and feeling;
- Taking effective action;
- Producing self-desired results in alignment with personal goals, focusing on commitment and participation;
- Reaching a point of self-realisation with the emergence of new possibilities.
Registration for Turning Point Workshop

When making your booking for the Turning Point Workshop please take note of the following:

1. Complete the Turning Point Registration Card (available at the back of this brochure).

2. Complete the Registration Card with your full details before returning this back to us. No booking will be made without this form.

3. Read and initial on each of the clauses marked NB. (i.e. (1) The deposit fee is neither transferable nor refundable. (2) The balance is not refundable but is transferable within three months.)

4. Enter your full name, the date and sign at the bottom of the Registration Card.

5. Email the completed and signed Registration Card to us at insightc@iafrica.com.

Trainer Information Sheet (TIS)

After you have made your booking for the Turning Point Workshop please do the following:

1. Complete the Trainer Information Sheet (TIS). (Available at the back of this Brochure)

2. Complete the TIS before attending the workshop. It cannot be done during the workshop.

3. Bring it with you on the first evening of the Turning Point Workshop. This needs to be handed in.

4. There are no wrong or right answers. This will just help us to tailor the workshop experience to your individual needs.

Cost: R5500.00 per Person

Offering a 100% Satisfaction or Moneyback Guarantee

Check our Online Calendar for the next Turning Point Workshop Dates
Workshop: Joyspring®

Joyspring proffers the return of the fountain of joy, a fountain which springs into existence the moment one knows clearly one’s reason for being and the meaning of one’s personal life. This represents a further step on the journey of self-exploration, with a further 60 hours of invested effort into one’s existence. Joyspring for the keen participant is the invitation into real knowing and inner wisdom.

Noted in summary, the outcome is crystal clarity with respect to self-awareness, purpose and reason for being; it represents the beginning of a fulfilling, purpose-oriented life, one filled with meaning, passion and zest for the gift of life.

Content Emphasis:

Life Purpose, Creation of Meaning, Resolution of Personal Problems, Result-orientation rather than irrelevant talk, Time-keeping capability, Teamwork and Unity, Creativity, Perseverance, Self-challenge, Conquering of Fear thus entering the domain of Courage, Essentials of Being Human.

Process Emphasis:

Articulation of content delineated above into practicality.

Among the workshop purposes are:

- Transcending behaviours, attitudes and beliefs that by their nature are self-destructive;
- Transmuting these into serving modalities of action, thought and feeling;
- Discovering and experiencing the self in its authenticity;
- Working with and manifesting the essential power of being invested in the human being.

Cost: R6500.00 per Person

Check our Online Calendar for the next Joyspring Workshop Dates

NB: This workshop can only be attended by graduates from the Turning Point Workshop. No exceptions.
Workshop: The Mile ®

The Mile is one of the important mile-stones in a human life; it represents the doorway to the path of Vision, with the vision being the most magnificent manifestation of one’s Self in action. It represents the final stage in ITC’s tripartite trilogy, constituting an additional 130 hours of self-reflection in an atmosphere of gentleness and quietude. The Mile is our retreat into nature, away from town, offering five days and six nights in a place of natural peace and harmony. The overall outcome of this is a life wholly transformed forever.

Content Emphasis:

Implementation of Life Purpose and Creation of Meaning, Power of Stillness, Insight generation, Defining Personal Success, Formulating Vision, Creating networks of Support, Adopting Workable Positions, Breaking through personal Walls, Unlocking hidden potentiality, Health orientation, Teaching focused communication skills.

Process Emphasis:

Articulation of Content delineated above into practicality.

Among the workshop purposes are:

- Breaking through self-imposed walls and developing supportive networks;
- Reaching a place of completeness and completions of that which has remained incomplete;
- Clarifying the Vision for one’s Life and Defining Success;
- Attaining to a Personal Life-Mission Statement.

Cost: R9500.00 per Person

Cost of the Workshop Includes Food & Accommodation. This workshop is held over six days, five nights away from Tuesday 10h00 to Sunday 20h00.

Venue: Away in Nature. Venue will be confirmed prior to booking.

The Mile Workshop Time Schedule:

Check our Online Calendar for the next The Mile Workshop Dates.

NB: This workshop can only be attended by graduates from the Joyspring Workshops. No exceptions.
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### TERMS & CONDITIONS:

1. **NB!** The deposit fee (50% of Full Workshop Fee) is neither transferable nor refundable. **INITIAL .................**

2. **NB!** The balance is not refundable but is transferable, for yourself only, within 3 months. **INITIAL .................**

3. **MONEY BACK GUARANTEE:** The Turning Point Workshop has been created for people who desire to get more out of life. The workshop will be of value only if you are involved in the Workshop. For those few individuals who do not create value in the Workshop we offer the following guarantee. If you are not satisfied with your experience in the Turning Point Workshop, we will refund your entire tuition fee under the following conditions:
   a. You must attend the entire five day workshop and the Post Workshop Evening.
   b. You must participate in all exercises as directed by the trainer.
   c. Your refund request must be in writing and received by Insight Training Centre CC no later than 10:00pm on the day of the Post Workshop Evening.
   d. After receiving a refund you will not be eligible for any further Insight Training Centre Programmes.

I acknowledge that I have read and understand these terms and conditions as well as the guarantee.

Full Name: ____________________________ Signature: ____________________________ Date: _____ / _____ / _____

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**Golden Ribbon Trading 131 (Pty) Ltd t/a INSIGHT TRAINING CENTRE / ITC**

Reg Nr. 2004/023588/07  
VAT REG 4930217924  
Director: Dr. Baruch Banai

**Creating A World Conducive For Children To Be Born Into™**

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Noordwyk, 1687  
South Africa

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Fax: +27 (0)86 538 2664  
E-mail: insightc@iafrica.com  
Website: www.insighttc.co.za
**TRAINER INFORMATION SHEET – PRIVATE & CONFIDENTIAL**

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**WHAT IS YOUR PURPOSE / AIM / OBJECTIVE FOR TAKING PART IN THIS WORKSHOP?**

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www.insighttc.co.za

Please feel free to contact us regarding any queries you may have:

Telephone: (011) 464-2173
Fax: 086 538 2664
Mobile: 076 891 5026

E-mail: insightc@iafrica.com

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Republic of South Africa

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Republic of South Africa

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