

# IT'S A FACT - NORMAL PEOPLE REALLY ARE CRAZY

Seventy years' research proves that normal people are crazy. Their mind controls them, not the other way around. They simply cannot pay attention. That's too bad, because research also shows that your chances of being happy and successful are directly linked to how you pay attention. No wonder living the dream is just a dream for so many of us.

Willie Horton works with Fortune 500 companies – including Pfizer, Deloitte, Merrill Lynch, KPMG, Wyeth, PwC, Nestlé and Allergan – enabling their top people to become super-effective, super-successful. Author, world-class speaker and mentor to leading figures, Willie's Irish charm and wit masks a deep and encyclopaedic mind that can impart life-changing wisdom in the space of five minutes.

Our mind is our greatest resource and, left to its own devices, our worst enemy. Yet you can take really simple steps to take full control of your mind. It's the key to Living the Dream.

## Ten Ideas for Practical, Life-Changing Stories

- **How to Live the Dream – Even in This Recession**  
Five practical tips to start living your dream straight away
- **Is Self-Help a Scam? Why Self-Help Books Aren't Helping**  
Stop reading the books – quick tips to put into practice
- **Why Approval is Worse Than Crack**  
How to stop worrying about what others think of you – and how to start approving of yourself
- **Exfoliate Your Mind**  
Three really simple steps to change your life
- **Are Your New Year's Resolutions are the Same as Last Year?**  
Three steps to making your New Year's Resolutions stick
- **Stressed or Depressed? It's Your Own Fault**  
How to banish stress and depression in one simple step
- **What Every Parent Should Know Before Their Child Turns 11**  
How to prevent your child becoming a normal crazy adult
- **It's God – But Not as You Know Him**  
How God responds to what occupies your mind
- **No One Needs a Life Coach – You've Got to Do It Yourself**  
Three key simple things to achieve the life you really want
- **Why Settle for an Average Business – When You Can be "Fortune 500 Successful"?**  
Five simple, practical business strategy secrets revealed
- **Your Secret Business Weapon: Female Intuition**  
Three quick steps to unleash your inner inspiration
- **How to Beat Your Competitors Hands Down**  
Five simple steps for extra-ordinary business success
- **Stop Business Planning**  
A more practical way to achieve your business ambitions



**Willie Horton** helps people live abnormally successful lives. He transformed his own life by leaving his job as President at ACCBank and moving from his native Ireland to the French Alps, where he now lives with his wife and teenage children. A sought-after speaker, management mentor and coach, Horton has been studying and working in the fields of psychology, business strategy and quantum physics since 1993.



The **Ultimate Personal Development Plan** is the online version of Willie's acclaimed two-day intensive workshop that's been running since 1996. 29 video seminars enable users start living their dream straight away. [www.Gurdy.Net](http://www.Gurdy.Net)

Willie is author of:  
**To Succeed... Just Let Go**  
**Normal Crazy People**

### How to Contact Willie Horton

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## Introducing Willie Horton

Willie Horton has a thirteen year track record of enabling people understand how, if you control your mind, you control your life – and get the life that you really, really want.

His clients vary from big to small business people and sports people

He qualified as a Tax Consultant in Ireland in 1980 and a Certified Accountant in 1981 and practised tax with KPMG and PWC. He was marketing and development manager with two major life assurers – Hibernian and Prudential before becoming General Manager at Ireland's ACCBank where his main task was to transform the State-owned Bank into something worth selling – and sell it, which he did.

Whilst at ACCBank he got involved, through the American Management Institute, with a leading US psychologist, Dr. Jerry Kuschel – an exponent of Mihaly Csikszentmihalyi's "Flow" theory. Kuschel enabled Horton understand what made people "tick". This spurred Horton on to an in-depth study of humanistic psychology and quantum physics – the science that explains how our world really works. But the breath of Horton's work with business leaders, on three continents got in the way to the extent that only now – at fifty years of age – is he finalising his Honours Degree in Psychology with The Open University, one of the UK's most respected universities.

Having put the quality of his life – and his family's – first, he, his wife and three children left Ireland and moved to the French Alps in 2002. That gave him the space to finish his first book on my work, *To Succeed...Just Let Go*, which was published in London in 2006. He has now launched his second book *Normal Crazy People*.

Nowadays, he spends his time working with and talking to his clients and developing *Gurdy.Net* – his Online Personal and Business Development Website, using the latest online multi-media technology to bring what he does to anyone with a mind to better themselves. Of course, he also spend lots of time skiing, hill-walking, boating and, naturally, enjoying the odd glass of some of the world's best wines!

## Willie Horton

### Detailed Curriculum Vitae

Born: Dublin, Ireland, October 14 1958

Married: June 4 1988 to Lisa. Three children – David (18), Louise (17), Sarah (14)

Educated: Templeogue College, Dublin, Ireland  
The Institute of Taxation in Ireland – AITA (1980)  
The Association of Certified Accountants – FCCA (1981)  
The Open University – studying BSc (Hons) Psychology (2006)

Work: Post Office Clerk – The Irish Post Office – 1976-1977  
Trainee Accountant & Tax Consultant – Irish Life – 1977-1980  
Tax Consultant – KPMG – 1980-1981  
Tax Consultant – PwC – 1981-1984  
Product Development Manager – Prudential – 1985-1986  
Marketing and Development Manager – Hibernian – 1986-1990  
General Manager – ACCBank – 1990-1996

Professional Activities: International Keynote Speaker  
Writer for National and International Newspapers, Magazines and Journals  
Author  
Vistage™ Expert Speaker

Interests: Family, skiing, tennis, hill-walking, boating, reading, food and wine

## Client Testimonials

Extraordinary and insightful. If you only ever attend one course in your life....XL Yourself is the one! Willie's depth of knowledge and research is unrivalled. He delivers his message in an entertaining yet precise fashion giving everyone who attends the tools to go out and finally live their life to the full.

**Warren Fox, Managing Director, Marketing Impressions Ltd.**

Simply put ...'I went; I listened; and I believe!' Truthfully it was without doubt the best two days I have ever spent in a room; I suppose I am a pessimist by nature; however 'I now shave with my left hand, at least once a week!' and it definitely keeps me focused on what is important to me!' I truthfully have not looked back since that two day work shop and everyday, without thinking about it within the 24 hrs, I find myself reflecting on some part of what you said, which immediately gives me a reality check and points me in the direction I need to go... even my little girl talks about 'the now' ! Again many thanks for unlocking a part of me that I never knew existed! ...Life is good!!!

**John Clifton, General Manager, Burlington Hotel, Dublin**

Living in the Here and Now and learning to Act instead of spending time thinking has been the most important learning I have had in my living and working life. Willie Horton helped me to learn how to act and really live in the here and now and it has changed my life.

**Donald Williamson, All Ireland Sales Director, C&C Group plc**

*XL Yourself* skilfully combines Vision and Insight with common-sense. It addresses the most important question - How to live life to the full--- it identifies the mental habits which hold us back and it provides practical exercises designed to open the mind to its full potential.

I strongly recommend this course to anyone. It will make a difference.

**David Guest, Country Executive, ABN AMRO Ireland**

Since the day I did Willie's course the simplicity of the philosophy behind living in the here and now cannot be ignored. The realisation that it is staring you in the face lifts a burden from your shoulders once you awaken to the reality. I would recommend the course to anyone who is trying to get to the future or is stuck in the past.

**Caleb M. Kyle, Senior Property Fund Manager, Bank of Ireland**

I found the session very interesting and stimulating. It really provides great insights into the process of achieving better focus, and reducing the impact of distractions. I certainly intend to follow up with Willie and am confident of achieving further progress.

**Ronan J. Nolan, Partner, Deloitte**

This is a very different course and without doubt it has the potential to change the way you approach life, in a very positive way. Its attraction is in its simplicity. Willie's style of delivery is excellent and participants very quickly become immersed in the sessions. I'd recommend this course to anyone, I found it fantastic.

**John Crowe, Merrill Lynch, Global Private Clients**

Thanks Willie. The feedback from the day was extremely positive - I was pleasantly surprised at everyone's openness and receptiveness to "going off the beaten track" as you say. It was as if we were opening up a part of ourselves we know is there but don't get a chance or dare to indulge. So, whatever happens, I think the day will have been of value. Thanks very much for your work with us.

**John Gleeson, Managing Partner, Arthur O'Hagan Solicitors**

If you want to maximise your potential and get in touch with the real you, go on – XL-Yourself!

**Michael McArdle, Marketing Director, C&C Group plc**

Willie's workshop has enabled me to see all the possibilities that I have in life and to go after those possibilities knowing I will be successful without any doubt in my mind whatsoever. Once this realisation sinks in, everything becomes so easy and totally fulfilling. I couldn't recommend this course strongly enough...you just need an open mind and the world is truly your oyster.

**Gabrielle Coultry, Management Consultant, UK**

Since doing the XL-Yourself workshop I have described it to a number of friends and colleagues as being *phenomenal!* My view is based on a number of factors including:

- Willie's ability to pull together and make connections such a diverse range of disciplines
- The breadth of ground that Willie covered was challenging at times, but it was very definitely worth hanging in there for the insights that emerged.
- The utter simplicity of the distillation that Willie provided as to what I as an individual can do in my daily life to apply this learning.

Reflecting on it now, this workshop has given me an effective means through which to combine having aspirations with really being in the present moment. That seems like quite a simple statement, but I found the experience of getting to that realisation to be profound and I look forward to living the consequences! Even as I write this note, I am re-reading my notes from the workshop and my enthusiasm is being cranked up another bit!

Peter Mohan, Partner, Sheppard Moscow Ireland

I can't explain it but since I attended your workshop eighteen months ago, much has changed in my life for the better, both professionally and personally. Thank you.

Joe Quinn, Group General Manager, Jurys Doyle Hotel Group

Over the past few years I have learned a lot about the working of the universe and how our minds are tuned into it however I had a lot of unanswered questions. Having sat with you for the two days I marvelled at the simplicity of how you managed to answer so many of these questions without me even having to ask, it just unfolded.

Now that I am armed with you book and CD I find that, with practice, I am progressing more and more towards "living in the now". This has been somewhat of a challenge for me as my life has nearly always been about the destination rather than the journey.

Having reached this stage by following your method I find I am much more relaxed, less busy rushing around and totally prepared to let my future unfold **without worrying** about what will happen. In fact the practice of living in the now has helped me to recognise the changes I needed to make and to some extent given me the courage to implement them.

I hope this summary is meaningful to you and others who may read it, in the same way your course was very meaningful to me.

For me your course was very helpful and moved me in a direction that I needed to move, however worrying was holding me back...but not any more.

It is my intention to continue along this path, one day at a time, and watch my goals unfold as a result.

Keep up the good work. Thanks for everything.

Michael Herbert, Chief Executive, Windsor Motor Group

Through my engagement with Willie I have learned to look at life and its challenges from a much broader perspective. He has given me the insight and direction from which I can choose to change my life path as I see fit and commit to. I believe the challenge is great and the rewards will be even greater for all those I love.

Billy Finn, Managing Director, Ark Life

There are few occasions in life that can be described as defining moments and I can say that Willie Horton's course comes into that category. It was a break away from the business world to discover the inner you, the driving force and thereby enhancing every area of your life.

Freddie Maguire, Managing Director, Massey Brothers

Willie provides a hands-on and heart centred approach to connecting the inner and outer you - the drizzle in your head clears to enable you to be fully present. Changing your world happens by giving full attention to the now and Willie's approach enables you to simplify complexity.

Ciaran McGettrick, Managing Director, Resolution Ireland

The course made me realise that the 'normal' approaches to business and life are not necessarily the right ones. Going back to your college frame of mind, not worrying when you can take action and not worrying when it's beyond your control frees you up to get on with work and life.

Lynne Malone, Brand Manager, Diageo

I am much more focused, I use my time much more effectively and negative thoughts or time-wasters are quickly kicked aside. The 'now' is everything and positive thoughts regarding future history(!) are helping me greatly.

**Kevin McGowan, Kevin McGowan & Associates, Executive Recruitment**

Having attended countless "Improve Yourself" courses over the years, and having seen no major changes in my life I had become very sceptical of such courses. However, from the very beginning of the course with Willie Horton I suddenly began to realise and understand the issues and circumstances that had shaped my life from the very early stages. This had a profound effect on me. But the next major discovery of learning that I myself could change my thinking, and in fact my whole outlook on life, has effectively changed my life so much for the better. Thank you Willie for helping me to see things so differently and realise that everything is achievable.

**John McLoughlin, Director, AbbeyLeigh Properties Ltd**

By helping me see that everything I needed for a successful life was already within me, Willie Horton gave me the power to make every trouble seem trivial, realise the waste of worry and live life where it was intended to be enjoyed - very much in the present - now."

**Trevor Hunt, Brand Manager, Diageo**

I found Willie's workshop and book to be really different to anything I had experienced previously. Willie's style is easy going yet is thought provoking. If you are prepared to go with Willie on the journey that he brings you on you will be challenged in a positive manner in both your professional and personal life.

**Terry Lennon, Managing Director, Advance Pitstop**

I have benefited significantly both in personal and business terms. You are aware of some of the significant personal goals I have achieved through the process and this is really only the beginning. From a business point of view it has also been successful and I am very pleased with the results.

**Rory O'Riordan, General Manager (Retired), Standard Life Ireland**

I found the course the best I have attended. The material and your presentation were excellent. May I also say that I think you are as good a model of what can be gained from this knowledge as it is possible to be.

**John Wickham, International Management Consultant**

Many thanks for allowing me the unique access to your resources, it was a very satisfying experience. I believe that I will personally benefit from the technique and the quality of the personal insight.

**Aidan J. O'Mara, Head of Human Resources, Grafton Group plc**

The basic facts: Your course helps me glimpse my elusive goals, shows me how to achieve focus and provides the "tools" necessary for this very precious and exciting journey.

**Brian R. Doyle, Managing Director, Kelly Hunter Ltd**

Willie's workshops are stimulating, challenging, unique and always interesting. Stimulating because he presents a view on life and success that is totally different to what you may have heard before. Challenging, because he puts it up to you to take control of your destiny. Unique, because you won't hear this stuff in the vast majority of management programmes you go on, and interesting because Willie doesn't just preach his philosophy on life he lives it!

**Clodagh Hughes, Managing Director, Motive8 Communications**