



This is a one hour teach-in of a simple magical effect, which will provide an opportunity to practice key elements of communication and presentation skills, using methods previously unavailable in corporate training. These include attention control techniques, eye contact and the power of non-verbal dialogue with an audience.

The session will be interactive, practical and above all huge fun. The session also has direct applications in the business environment. We will show how these techniques can be used in small meetings, formal presentations or one-on-one situations with a client or customer, to gain and maintain the total focus of the audience.

Magic and business share one essential aim: the communication of ideas. There are many brilliant ideas in business, but only a few people are brilliant at communicating them. This is partly due to a lack of opportunities to practice the methods needed to express ideas clearly and with confidence. This session provides one opportunity to discover just how vital these skills are.

Delegates will see a magic effect and then be given a detailed analysis of why it worked and the techniques which have achieved this. They will see how big an impact these techniques have on the perception of the audience and how similar techniques also effect business interactions.

They will then have an opportunity to practice the magic under close supervision, before taking it in turns to rehearse it with a partner. This is an important step in the process, as the observer learns to be precise in their comments, which in turn will make them more aware and observant when meeting people in their working life.

Finally, a number of delegates will perform the effect in front of the group, this time adding dialogue. The group will make their observations on the accuracy of the performance.

One of our key messages is:

**Attention lost is information lost - Learn to control it.**