

EXPERIENCE THE MAGIC





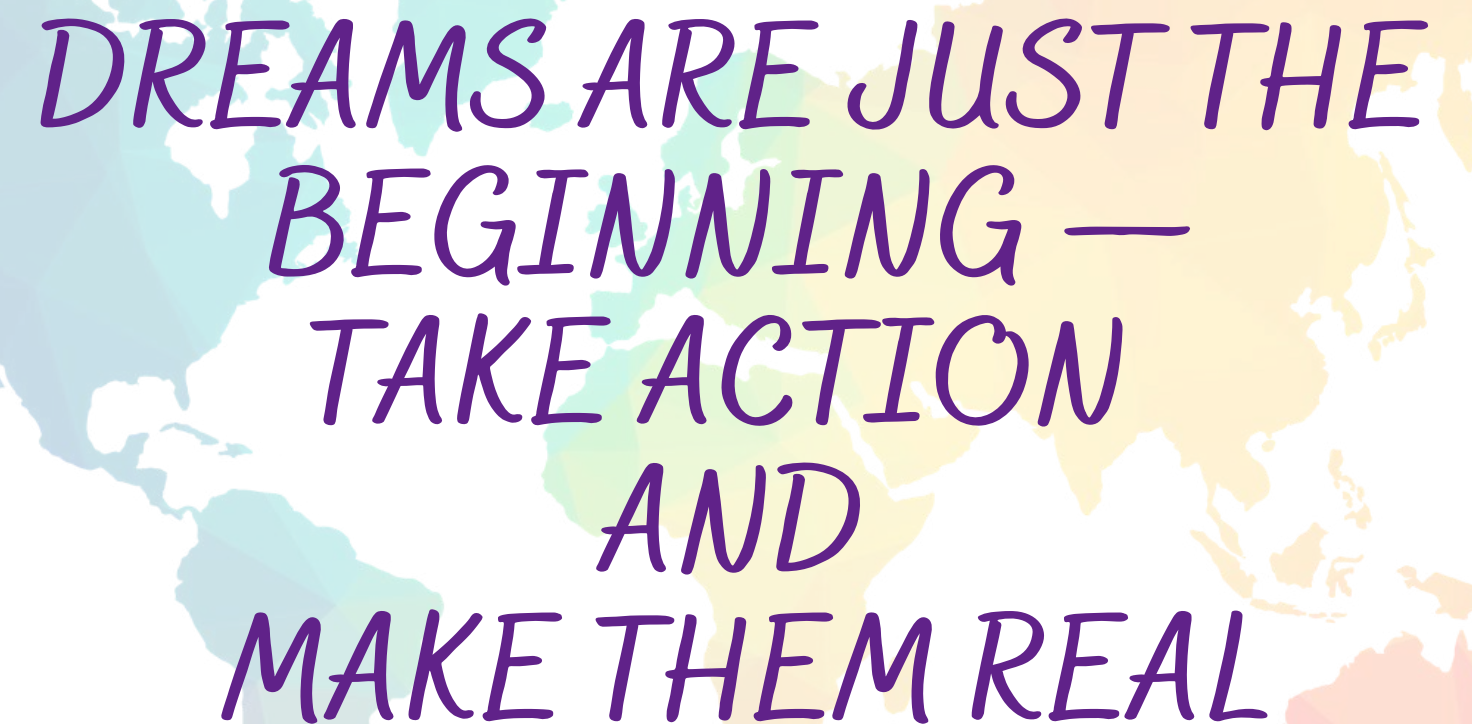
# TRANSFORMING LIVES

# ABOUT US



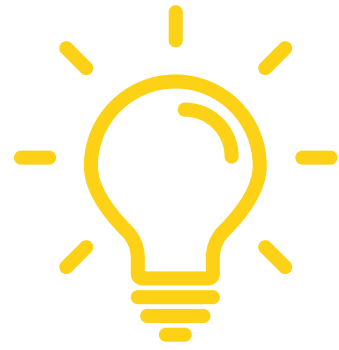
For more than two decades, Magic of Change has been India's foremost destination for self-growth and personal development.

Under the leadership of **Magical Rafi**, Asia's top-rated NLP Master Trainer and Behavioral Scientist, our team of seasoned educators and visionary leaders is committed to guiding individuals on their transformative journeys.

A stylized world map in the background, with colors ranging from light blue to yellow and orange.

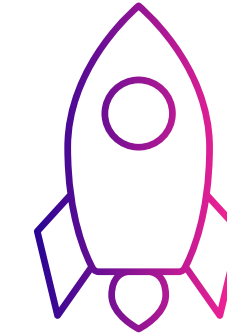
*DREAMS ARE JUST THE  
BEGINNING —  
TAKE ACTION  
AND  
MAKE THEM REAL*

# OUR VISION & MISSION



## Vision

To be a global leader in personal development and total transformation



## Mission

Our mission is to elevate people globally by utilizing state-of-the-art personal growth and human engineering technology, aiming to lead the world in promoting individual development and well-being.



# HIGHLIGHTS

Specially designed, outcome-focused programs curated to support individuals and organizations in attaining their objectives



**Participants**  
5 lakhs + trained



**Corporates**  
300+



**Workshops**  
800+

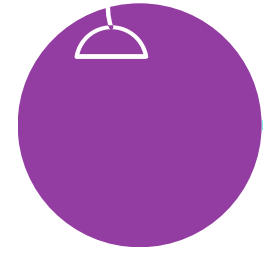


**Presence**  
20+ countries

# OUR JOURNEY



2009



- Inception with 3 members

2012



- Started global operations
- Transformed over 50,000 lives

2017



- Team Size grows to over 50
- Global Presence increased to over 14 countries

2020



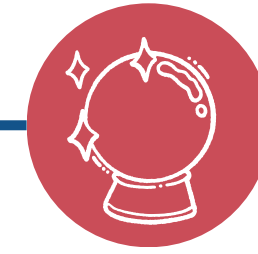
- First to start online training during pandemic
- Launched online Learnathon

2023



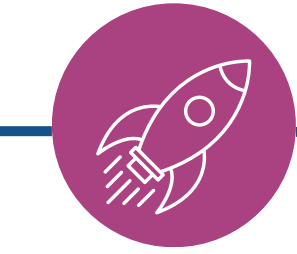
- Leadership Sessions to the Indian Navy and Indian Army
- Global Presence increased to over 20+ countries

2024



- Launched ManiFest 2024, Goa
- Launched signature program - WOW Woman
- Launched NLP in Marathi (first of many regional languages)

2025



- Impacted beyond borders UK, Dubai, Singapore
- Recognized and awarded by the CM of Telangana for 'Mental Warriors' State level project impacting 2,00,000+ students.
- Trained India U19 men's cricket team(BCCI)
- ManiFest 2.0, Kovalam

2026



- Spreading wings in Netherlands & Australia
- Launching 'Made for Each Other' and 'Gestalt' Signature Program
- Developing the next wave of Magic of Change Coaches

# OUR CHAMPIONS



**Dimple Pandey**  
Therapist & Trainer |  
HR Professional



**Dr Khushbu Savasani**  
Physiotherapist &  
Somatic Healing  
Coach



**Alfana Khatri**  
Sound Therapist,  
Holistic Nutritionist,  
Lifestyle Medicine  
Expert



**Deepa Srinath**  
Senior Consultant



**Sangeeta Anburaj**  
Lead Cordinator, Senior  
Coach & Trainer



**Priti Parab**  
Music Therapist,  
Senior NLP Trainer



**Keerthi V C**  
Compliance Leader,  
International NLP Trainer



**Jaishankar Menon**  
Director - Global Operations &  
IT, Senior Trainer & Coach



**Avanti Parulekar**  
CEO, NLP  
Master  
Practitioner,  
ICF ACC Coach



**James Tsakalos**  
NLP innovator, modeler and  
trainer, Developer of Spiral  
Somatics.



**Sakthivel Thevar**  
"Performance  
Intervention Specialist  
using Neuro-  
performance  
strategies



**Sareena Ikbal**  
Finance Head,  
Senior Trainer and Fire  
walking faciliator



**Abhilash Tomy**  
Global Keynote  
Speaker on Resilience  
& Leadership



**Magical Rafi**  
Chief Mentor and Founder



**Avi Adir**  
Vocalist, Voice  
Improvisation Coach  
and Trainer



**Lavanya Hemasunder**  
Head - Business  
Growth & Client  
Relationship,  
Senior Trainer &  
Coach



**R. Raja Moorthy**  
Interactive Illusionist  
and Traiiner



**Dr Munir Rawalia**  
Apitherapy and Coach



**Col Ganesh Kumar**  
Senior Trainer and  
Coach



**Gayathri Sunder**  
Lead Cordinator,  
Corporate Trainer & Coach



**Jyoti Sharma**  
Art Therapist



**Remya R**  
Admin



**Sona S**  
Senior NLP Trainer



**Pooja Sharma**  
Senior Corporate  
Trainer & Coach



**Inda Khopkar**  
Coach & Corporate  
Trainer



**Krishna R**  
Digital Content  
Designer



**Stanley Victor**  
Head Merchandise &  
Sales



## EXPERIENTIAL LEARNING

- Learning through experiences
- Minimal use of Powerpoint
- High energy activities
- Continuous Feedback
- Interventions



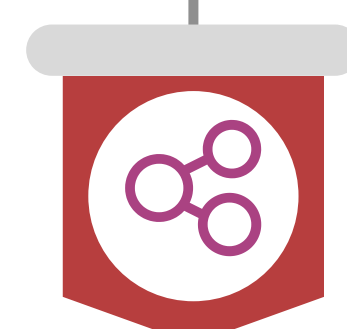
## WORLD CLASS TRAINERS

- Mohd. Rafi is Asia's leading NLP Trainer and Behavioural Scientist
- World class Trainers with rich Corporate Experience across domains
- Trainers certified in both Therapeutic coaching & Corporate training



## FLEXIBLE OFFERINGS

- Trainings curated to client needs
- Unique blend of NLP and rich corporate accumen
- Flexible schedules & mode of delivery



## PROVEN RESULTS

- Over 250 satisfied clients
- Only company to have trained both Indian Army and Indian Navy
- High percentage of repeat requests



## Personal Growth

- NLP Practitioners
- NLP Masters & Beyond Mastery
- Train the Trainer
- 1-to-1 Therapy/ Coaching/Mentoring Sessions
- Customized Programs



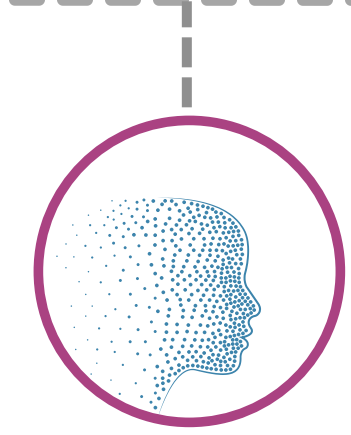
## Corporate Programs

- Stress free productivity
- Leadership Development Program
- Psychological Selling
- Business Story-telling
- Peak Performance Mindset
- Change Management
- Attrition Management



## Signature Programs

- 38 skills of World class presenters
- Neuro-hypnotic Storytelling
- Mindful Parenting
- Young Genius (9-14-year-old)
- WOW Woman Program
- Deep Transformation Coaching
- Made for each other



## Transformational Experiences

- High Energy Outbound programs
- Transformational Retreats
- ManiFest - Annual 3 day carnival and a bootcamp.
- ManiFest 2025: 21-22-23 November @ Kovalam, Kerala
- Manifest 3.0: 19-20-21 November 2026

*and much more...*

# PERSONAL GROWTH



## CALL WITH OUR COACH

Understand how NLP can help you and get details about the upcoming workshops. Join our Magic of Change Tribe Whatsapp group



### 5 DAYS NLP PRACTITIONER WORKSHOP (IN-PERSON )

Experiential learning of NLP concepts, tools and techniques.  
American Board NLP certified course  
Explore online options with our coaches



### LEVEL 2



### 10 DAYS MASTERS & BEYOND MASTERY

Residential program with intense learning to level up your understanding of NLP .  
Learn spiral-somatics (advance level)



### 14 DAYS TRAIN THE TRAINER & THERAPEUTIC LIFE COACH CERTIFICATION

Be a World-Class Trainer. Intense workshop to chisel out the trainer within you. Get training opportunities, co-facilitation with Magical Rafi & speaker slot at ManiFest

### LEVEL 3



*The only TTT to offer ROI as well.*



### LEVEL 4



### MASTER TRAINER

Launch your signature programs with Magic of Change. Opportunities to deliver Level 3 - Train the Trainer & Therapeutic Life Coach program



### LEVEL 5

### BE A TOP GLOBAL TRAILBLAZER

Be part of the Secret Circle  
Access to World Class mentors.  
Personal mentorship by Senior Coaches



## PERSONAL TRANSFORMATION



18 years of skin allergies vanished in just 45 mins of intervention

-Ms. Salaba



I quit my 30 years of tea addiction in just 1 session with Rafi Sir

-Dr Vandana Jain

M.B.B.S, MD (Ophthalmology Gold Medalist, Stanford MBA, Harvard Research Fellow)



From bankruptcy I became a millionaire within 8 months of experiencing

Magic Of Change

- Mr. Ashraf, Entrepreneur



For 2 years, I couldn't win or even reach a final. After Magic of Change, I'm holding my first trophy again. Magical Rafi sir helped me discover my TRUE potential—his guidance was nothing

short of magical

- Chandan Shivraj,

National level Tennis Player, Bangalore



Magic Of Change helped me heal my depression which was after being written off by 5 psychologists and top doctors in India

- Dr Ankush Agarwal

M.B.B.S, MD (Gold Medalist in Pulmonology)



Got a 110% salary hike and a new job within 45 days of attending NLP practitioners workshop

- Ms. Jansi, Agile Coach

## Stress-free productivity

Stress-free productivity training enhances self-improvement and relationships by understanding behaviors and emotions, promoting flexibility to improve interactions. It provides growth strategies, focusing on performance, rapport, and values. It covers peak performance mindset, rapport building, and values insights. Recommended for all employees.

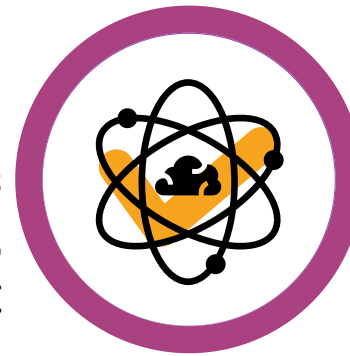


## Psychological Selling

Harness the power of customer psychology to boost sales effectiveness. Dive into advanced techniques that align with buyer emotions and motivations, ensuring a deeper connection and increased sales conversions. Transform your approach with insights that drive results.

## Leadership Development Program

A transformative program designed for CXOs and HODs to strengthen strategic thinking, decision-making, and people leadership. It enables senior leaders to align vision with execution, drive high-performance teams, and lead with clarity in complex business environments.



## Change Management

Our Change Management module empowers participants to master organizational change, blending theory with practical strategies to overcome resistance and drive success. Learn to seamlessly implement change, aligning with core organizational goals for maximum adaptability and impact.

## Business Story-telling

Understand storytelling's role in business to build trust and inspire action, and learn crafting stories that blend business goals with engaging narratives, merging logic and intuition.



## Attrition Management

Enhance retention with our Attrition Management program, leveraging data insights and engagement tactics to stabilize and enrich your workforce, ensuring long-term organizational success.

## CORPORATE TRANSFORMATION



*Achieved a 7% reduction in employee turnover rates after completing our leadership development workshops*



*Improved customer satisfaction ratings by 20% following our customer service training sessions*



*Boosted sales revenue by an average of 35% through our unique sales training program*



*Achieved a 30% increase in employee engagement scores among team members under leaders who completed our program*



*A leading pharmaceutical company successfully elevated its market standing from 5th to 4th place within its segment in the Indian market within a span of just 6 months*



*Increased employee productivity by 25% within three months of implementing our peak performance training*

## CORPORATE TRANSFORMATION TESTIMONIALS



★★★★★

We had the pleasure of inviting Rafi as a keynote speaker, His session was nothing short of transformative. Rafi brought our company together in ways we had never experienced before. The session facilitated improved bonding between management and team members, breaking down barriers and enhancing collaboration across all levels. Rafi's unique approach and genuine connection with the audience left a lasting impact, making our event a remarkable success. His ability to inspire and unite has truly been a game-changer for our organization.

Nick Thomas - Advisor @ Fin Capital | Co-Chair @ Governors Fintech Advisory Council



★★★★★

"We invited Rafi for one day outbound Leadership program, the intensive workshop instilled new beliefs that helped break limiting mindsets, leading to a notable increase in sales. Post the workshop, we achieved our sales goals set for the following year, reflecting the effectiveness of the techniques taught. The program also instilled faith in our leadership group, motivating them to strive for more and achieve greater success.

Bharat Vishnani - Country Head & Sr MD; Lerch Bates Pvt Ltd (India)



★★★★★

"Rafi's training program has been transformative for our organization (Advanced Eye Hospital & Institute). Employee productivity and efficiency increased, which significantly impacted our overall performance. Additionally, the program fostered stronger team bonding, leading to a more cohesive and collaborative work environment. This enhanced camaraderie has not only improved team morale but has also resulted in better communication and teamwork across the board.

Dr Vandana Jain - Founder & Chief Strategy Head AEHI



★★★★★

We had the privilege of having Rafi as the keynote speaker for our Annual Day function, and the impact was extraordinary. He inspired and energized our team, motivating them to aim for bigger goals while breaking through their limiting beliefs. His ability to reprogram mindsets and create a transformative experience left a lasting impression on everyone. Following this huge success, we invited Rafi to conduct an exclusive Leadership Program for our 30+ senior leaders. The results have been truly remarkable, and his insights continue to drive positive change within our organization."

Nitin Prabhakar, CEO, ANTON PAAR

# SIGNATURE OFFERINGS



## ✦ MANIFEST ✦

Unravel the magic within you and manifest your dream life

3 days of self-transformation, fun and bonding

ManiFest 3.0 on 19-20-21 November 2027

## YOUNG GENIUS

Intensive Program for Kids

Exclusively for Children

ART AND SCIENCE OF CREATING HUMOUR



Unleash the ultimate version: YOU

Exclusively for women by women



## GESTALT PRACTITIONER

Experiential Interactive Learning

## MADE FOR EACH OTHER

Ignite • Rediscover • Rejuvenate



## मराठी

Venturing in to regional languages of our nation.

Starting with NLP Marathi.



## DTC

Deep Transformation Coaching

Transform with us

# OUR ESTEEMED CLIENTELE



and many more...

## We are Featured in



# THANK YOU



## REACH US @

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Links to digital presence:

