

5-Days Life Transformation & Neuro-Linguistic Programming Practitioner Programme

- *In-person Programme*
- *Internationally recognised*
- *Experiential learning*
- *Lifetime repeat available*



MAGICAL RAFI
World Champions and High
Achiever's Mentor



Transforming Lives
FOR 20+
Years

ABOUT Magic of Change

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.

VISION

To be a global leader in driving personal transformation & excellence.

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.



Trained 200+ Organizations
Including Indian Army & Navy



ABOUT Magical Rafi

Founder and Chief Mentor at Magic of Change

- **21+ years of International Training and Coaching** experience with a strong focus on Performance psychology, Resilience, and Mindset mastery.
- Collaborated with **200+ corporates worldwide**.
- Trained over **125,000 individuals**, across **32 countries** helping them unlock Peak performance in personal, professional, and competitive environments.
- **Mentored by 30+ global masters**, including Dr. Marshall Goldsmith, Ron Kaufman and Dr. John Grinder(co-creator Of NLP), Dr. David Spiegel (Wilson Professor and Associate Chair of Psychiatry at Stanford University School of Medicine) –bringing together the best of leadership, neuroscience, and psychology.



Magical Rafi with Dr. David Spiegel – Psychiatrist, Stanford University.



Training the Agniveers of Indian Army



Magical Rafi being felicitated by Mr Revanth Reddy, CM Telangana

- Mentor to over 100 Fortune 500 leaders.
- Trained the **Athletics Team of the Indian Army**, enhancing both physical performance and mental toughness.
- Trained India U19 men's cricket team in collaboration with BCCI on Peak Performance and Mental Resilience.
- Only person in Asia to be invited twice as speaker in **International Hypnosis Convention** held at London
- Only trainer with **150+ powerful LinkedIn recommendations**, a testament to his impact and commitment to transformation.
- Recognized and awarded by the Chief Minister of Telangana for driving a large-scale government initiative that impacted **1.72 lakh children and 6000 teachers**—focusing on emotional wellness, discipline, and mindset transformation.
- Known for high-impact, experiential methods—such as **Firewalking, Ice Bath, and Iron Rod Bending**—that build resilience, sharpen focus, and drive peak performance.
- Expert in **Flow state training**—guiding individuals and teams to sustain peak focus, speed, and precision
- Trained diverse groups—including **Corporates, Armed forces, Doctors, Teachers, Entrepreneurs, and Athletes**—in NLP, Mental fitness, Peak performance, Leadership, Team building, and Spiral Somatics
- Magical Rafi brings a **dynamic, results-driven, and holistic approach**—his programs are **high-energy, Peak performance-focused**, and designed to build the **discipline, resilience, and winning mindset** essential in life.

How Life Transformation Programme &

Neuro-Linguistic Programming Practitioner Programme

Can Help You

ACHIEVE GOALS
Faster



STRESS REDUCTION



INCREASE PRODUCTIVITY & ACHIEVE EXCELLENCE



ENHANCED COMMUNICATION



BUILD RAPPORT & INFLUENCE

OVERCOME FEARS & PHOBIAS



RELATIONSHIP BUILDING



EMOTIONAL MASTERY

BECOME
good
LEADERS

IDENTIFY **HOW** DIFFERENT PEOPLE THINK

Conflict
RESOLUTION

PEAK PERFORMANCE

Why Life Transformation Programme &

Neuro-Linguistic Programming Practitioner Programme

with Magic of Change



ENHANCED TOOLS FOR TRANSFORMATION

NLP's diverse tools provide practical strategies that help individuals drive positive change, enhance relationships, overcome obstacles, and reach their goals. Their ease of use and effectiveness make them essential for personal growth and transformation.



QUICK RESULTS

NLP focuses on quickly changing behavior and thought patterns, making it appealing for those seeking rapid solutions to personal or professional challenges.



PRACTICAL TECHNIQUES

Magic of Change integrates NLP practical techniques for positive change, helping individuals improve interpersonal skills, overcome obstacles, and achieve goals.



TRIBE SUPPORT

Tribe Support builds a like-minded community through the MOC tribe, offering encouragement and shared experiences to help members overcome challenges and achieve their goals through City Meetups



VERSATILITY

NLP's versatility makes it applicable in fields like therapy, coaching, sales, communication, leadership, and personal development, appealing to professionals from diverse backgrounds.

Features of Life Transformation Programme &

Neuro-Linguistic Programming Practitioner Programme

1

5 DAYS OF LEARNING

2

**INTERNATIONAL
TRAINERS**

3

**PROVEN RESULTS WITH
PRACTICAL EXPERIENCE**

4

**AVAILABLE ONLINE
AND OFFLINE**

5

**CITY MEETUPS FOR
CONTINUOUS NURTURING**

**NLP
PRACTITIONER**

Experience THE MAGIC

Brainpower Boost

Explore how the brain processes information and learn strategies to enhance communication and drive personal transformation.

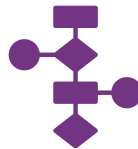


Heal & Thrive

Learn to release past traumas, let go of negative emotions, and design a future that inspires and motivates you.

Sensory Insights

Discover how individuals perceive and store information through their senses, and how this knowledge can be used to communicate more effectively.



Emotional Control

Gain control over your thoughts and emotions, empowering yourself to take charge of your destiny and achieve your goals.

Break Barriers

Learn practical techniques to overcome procrastination, boost motivation, and conquer anxiety, fear, and phobias that hinder progress.



Language Influence

Harness the power of language to shape thought patterns, shift perspectives, and break free from limiting beliefs.

Communication Mastery

Enhance your communication skills by mastering both verbal and non-verbal cues, including building rapport, active listening, and interpreting body language.



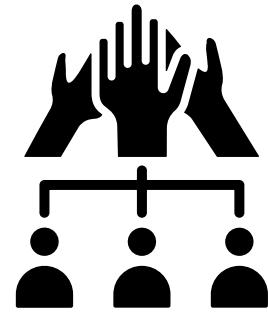
Learning by Doing

Experience the power of hands-on learning to deepen understanding and retain knowledge. Engage in practical exercises that bridge theory and real-world application for lasting impact.

What WILL YOU LEARN ?

1 Rapport Building

Rapport is an unconscious rhythmic synchronization between people. Strong rapport skills help you close deals, win negotiations, and influence others. We help you master these skills to become a powerful influencer.



2 Meta Model

When someone can't find a solution, it's usually due to distorted, generalized, or deleted information.



Mastering the meta model helps you ask the right questions, avoiding these pitfalls and solving problems effectively.

3 Representation System

Representational systems are the senses through which we experience the world. Learning these patterns in yourself and others enhances communication and helps you connect by adapting to others' mental maps.



4 Clean Language

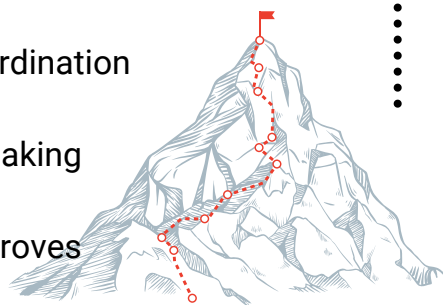
This powerful questioning technique, used in coaching, guides individuals to deeper self-reflection by focusing on their own words, without offering suggestions, moving from surface to deep communication.

6 Meta Programmes

The NLP Communication Model explains how we take information from the outside world into our neurology and how that in turn affects our thoughts, feelings and behaviours.

5 Peak Performance

- Left Brain / Right Brain Coordination
- Focus Enhancement
- Improvement in Decision Making
- Increased creativity
- Eye Hand Coordination Improves
- Best Stress Reliever



What WILL YOU LEARN ?

7 Provocative Therapy



Its a new age psychological approach where it challenges the negative behavior of the coachee by using different state shift tools which will make the person to move from a stuck state of thinking to a fluid state with more possibilities and empowering them to take new action.

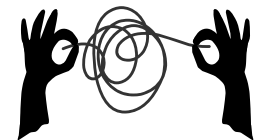
9 Pattern Detection



People are a set of patterns.

By recognizing these patterns in yourself and others, you can shift from a subjective to an objective perspective, allowing you to reprogram unhelpful patterns and enhance resourceful ones.

10 Metaphors



Metaphors are the brain's language, drawing comparisons to real-world situations. People use 8-12 metaphors per minute, and changing them can transform behavior and boost productivity.

12 Reframing

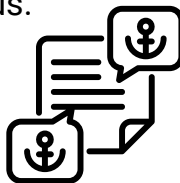


Reframing involves telling yourself a different story about the same events or people, allowing you to see situations differently. It trains your brain to function in new ways, keeping you resourceful and better equipped to handle stress.

8 Anchoring

Anchoring is an immediate change in your physical and mental state in response to an external or internal stimulus.

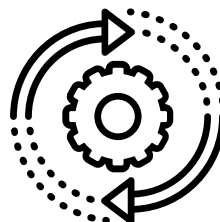
When you set anchors you will be able to move quickly from an



unresourceful state of mind to a resourceful state of mind.

11 Swish Pattern

The Swish Pattern is a useful technique to help people address an unwanted behaviour response or an unwanted habit to a specific stimulus by changing key submodalities..



and much more...



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)



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)



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

-Ms. Salaba



Those workshops don't just teach—they transform. Every session is an unforgettable journey into the mind, behavior, and heart. I've witnessed profound growth in teachers, students, and institutions

-Mrs. Amala Stanley

CEO of 4 Schools in Mumbai | National Award Winning Best Principal



From bankruptcy I became a millionaire within 8 months of experiencing Magic Of Change

- Mr. Ashraf, Entrepreneur



After a stroke and fractured ankle, Rafi's therapeutic intervention helped me push boundaries — my walking speed tripled, and I even jog again. A gift to myself.

- Mr. Sandiip Modi

Business Strategy Coach & Mentor | Serial 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



What once felt like a distant dream is now a reality—Raaha Wellness Hub. From self-doubt to launching my own healing centre, my productivity and confidence has doubled

-Dr Shweta Mittal, BPT| D.Ac| NDTA Therapist| MMTFI | MIAP



I hadn't run in nearly 30 years, but just 13 days after the Life Transformation and Masters program, I completed a 5K run. The program helped me 2X my Health, Wealth, and Happiness

-Nagaraj Gandikote,

Stock Market Trader | Handwriting Analyst | Parenting Coach |



No more hiding behind endless courses—now I live my passion, confidently serving as a Coach and a therapist

-Jyoti Sharma, Founder of Brain and Brush.

Coach | Art therapist | NLP Master Practitioner



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

- Ms. Jansi, Agile Coach

And lakhs more... Join the journey and witness your own testimonial of transformation!

OUR TEAM



Abhilash Tomy
Global Keynote
Speaker on Resilience
& Leadership



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



Avanti Parulekar
CEO, NLP
Master
Practitioner,
ICF ACC Coach



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



Magical Rafi
Chief Mentor and Founder



R. Raja Moorthy
Interactive Illusionist
and Traiiner



Sakthivel Thevar
"Performance
Intervention Specialist
using Neuro-
performance
strategies



Dr Munir Rawalia
Apitherapy and Coach



Sareena Ikbal
Finance Head,
Senior Trainer and Fire
walking faciliator



Avi Adir
Vocalist, Voice
Improvisation Coach
and Trainer



Col Ganesh Kumar
Senior Trainer and
Coach



Gayathri Sunder
Lead Cordinator,
Corporate Trainer & Coach



Priti Parab
Music Therapist, Senior
NLP Trainer



Sangeeta Anburaj
Lead Cordinator, Senior
Coach & Trainer



Sona S
Lead Cordinator, Senior
NLP Trainer



Vinay Kumar H Y
Senior Business
Development Manager



Remya R
Admin



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



Prasad Natarajan
Senior Corporate trainer,
ICF coach



Dr Khushbu Savasani
Physiotherapist & Somatic
Healing Coach



Dimple Pandey
Therapist & Trainer
HR Professional



Pooja Sharma
Senior Corporate
Trainer & Coach



Keerthi V C
Compliance Leader,
International NLP Trainer



Deepa Srinath
Senior Consultant



Alfana Khatri
Sound Therapist,
Holistic Nutritionist,



Jyoti Sharma
Art Therapist



Inda Khopkar
Coach &
Corporate Trainer

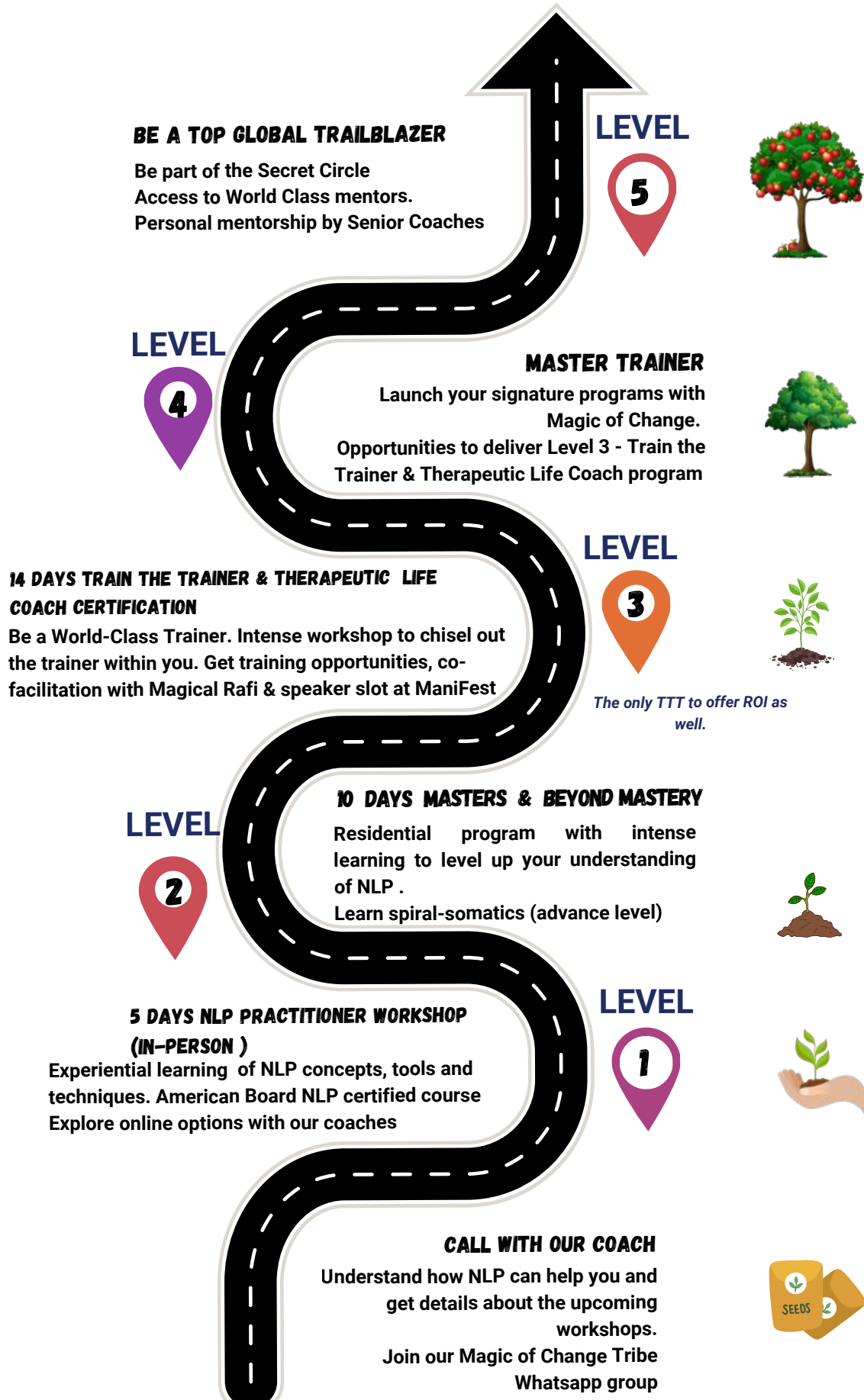


Stanley Victor
Head Merchandise
& Sales



V Krishna Sai
Digital Content Designer

The Exciting Journey of becoming a Transformative Life Coach



Celebration



Growth



Magic of Change
THE TRIBE
Values



Caring



Sharing



Signature PROGRAMMES

✦ 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



Unleash the
ultimate version :
YOU

YOUNG GENIUS
Intensive Program
for Kids

TRAIN *the* TRAINER



**GESTALT
PRACTITIONER**
Experiential Interactive Learning



DTC
Deep
Transformation
Coaching

ART AND SCIENCE OF
CREATING
HUMOUR



Peak Performance Mindset in Cricket



Sanju Samson

Outstanding performance in the ICC T20 World Cup, contributing to India's title-winning campaign.



Arjun Tendulkar

Rising all-rounder playing for the Lucknow Super Giants, showing strong form and consistency.



India national under-19 cricket team

Winners of the ICC Under-19 Cricket World Cup 2026, continuing India's legacy of future cricket stars.

Our Clients



We are Featured in

and many more...



CONTACT US FOR MORE DETAILS

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