



*Magic of Change*  
Expand your horizons!



# CORPORATE CONNECT

*Increased Productivity*

*Sales Growth*

*Reduced Attrition*

*Leadership Training*



**Transforming  
Lives!**

# 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**

- **20+ 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 **500,000+ 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 U 19 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.

## MEET OUR TRAINERS

To know more click on the photo to view LinkedIn Profile



### **Col Ganesh Kumar**

NLP Master Practitioner, Gestalt Master and ICF Certified Life Coach, Metaphors of Movement Therapist, Timeline Therapist, IEMT Therapist - Your Partner for Personal Change



### **Lavanya Hemasunder**

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



### **Avanti Parulekar**

Empowering Change Leader, CEO, Certified NLP Master & ICF ACC Coach, HR 40under40 Awardee, Passionate Organic Farmer



### **Jaishankar Menon**

Director - Global Operations & IT , Senior Trainer & Coach



### **Priti Parab**

Senior Trainer and Therapist, Music Therapist



### **Sangeeta Anburaj**

Transformational Life Coach, International NLP Trainer, Behavioral Change Specialist, Educator



### **Gayathri Sunder**

Founder of Arctic Academy, NLP Trainer, Behavioural Change Specialist



### **Keerthi V C**

Director & Global Head of Third Party Risk Management @ Cognizant, Risk Management Expert, Compliance Leader, International NLP Trainer



### **Pooja Sharma**

International NLP Trainer, Therapeutic Life Coach, Parental Coaching, Mindset Coach, Memory specialist, Fellow Chartered Accountant



### **Maneesh Sah**

ex-CMO Aon Asia > Singapore's leading growth partner for global professional services firms, Marketing, PR, Communications, Bestselling Author



### **Dimple Pandey**

Therapist & Trainer, HR Professional

# Value Proposition



## 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 & modes of delivery



## PROVEN RESULTS

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

# Our Programmes



## 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
- Situational Leadership
- 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 2024 - Annual 3 day carnival and a bootcamp.
- ManiFest 2025: 12-13-14 September 2025
- ManiFest 3.0: 19-20-21 November 2027


# CORPORATE TRANSFORMATION TESTIMONIALS




**Presence**  
20+ countries



**Workshops**  
500+



**Corporates**  
250+



**Participants**  
5 lakhs + trained



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 organization successfully improved its market **position from 5th to 4th place** in its segment within the Indian market, in just 6 months, following our strategic interventions



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 Hopital & 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**

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# LEADERSHIP EXCELLENCE

## Change Management

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 Constellation

Business Constellation is a unique approach to uncovering and resolving organizational challenges. This technique helps leaders visualize team dynamics and organizational complexities, identifying underlying patterns that affect performance.



## Spiral Somatics

Discover how to quickly understand a person's values and personality through body language, voice tone, walking style, and handshake with Magic of Change, Asia's ONLY provider of this training.



## Ken Blanchard Situational Leadership

Adapt your leadership style to each situation, integrating the Ken Blanchard Leadership Model and advanced communication techniques to meet team needs and become an influential, agile leader.



## 38 skills of World class presenters

Master 38 powerful skills to deliver compelling presentations and enhance personal and professional success.



## Team-building

Our team-building activities enhance synergy, problem-solving, out-of-the-box thinking, and strategic skills through engaging exercises. These activities promote coordination, deep bonding, resilience, teamwork, and effective communication.



# THE ART OF IMPACTFUL COMMUNICATION



## 38 SKILLS OF WORLD CLASS PRESENTERS

Master 38 powerful skills to deliver compelling presentations and enhance personal and professional success.



## PSYCHOMETRIC TESTING

Psychometric tests provide insights into mental health, cognitive abilities, and psychological attributes like personality, intelligence, and emotional well-being, ensuring targeted interventions for optimal development.



## TRANSACTIONAL ANALYSIS

Transactional Analysis (TA) helps leaders identify communicators' ego states and categorize interactions to enhance problem-solving, conflict resolution, and communication by consistently operating from the "I am OK/You're OK" state.



## INFLUENTIAL BUSINESS STORYTELLING

Master the art of influencing people effortlessly through stories. Double your sales and business with impactful storytelling. Discover how storytelling builds trust, generates emotion, and inspires action in business.



# DRIVING SALES SUCCESS

## Sales Mastery & Business Growth Hacking

We will explore techniques for identifying customer profiles, cost-effective marketing methods, and modern strategies for business growth. Additionally, we will delve into emotional intelligence in sales, understanding psychological needs, consultative selling, and analyzing customer thinking patterns.

## Psychological Selling

An exclusive training to influence purchasing decisions, addressing customers' emotional and psychological needs. This enhances the effectiveness of sales strategies, leading to increased customer satisfaction and loyalty.



## Presencing Skills

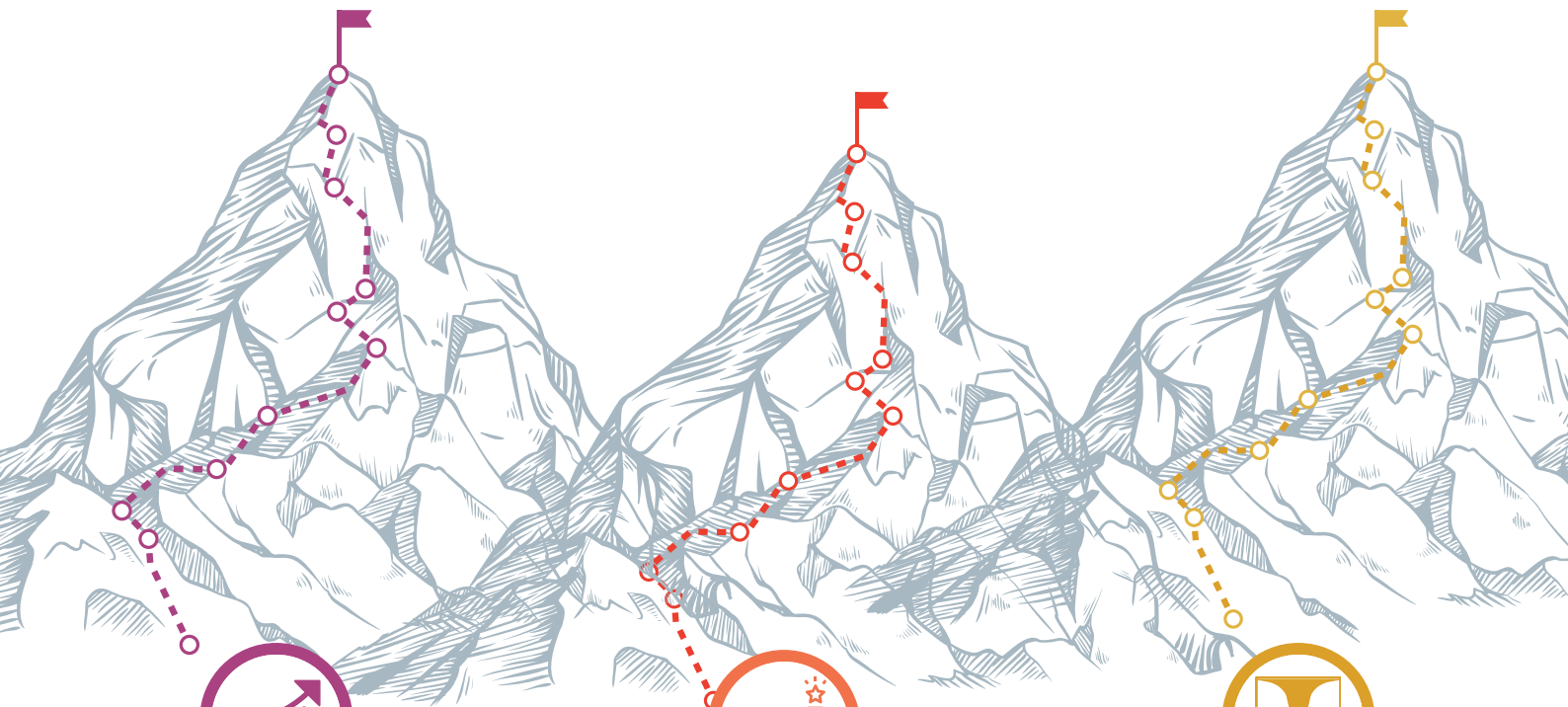
Presencing skills enable deeper listening, empathy, and adaptability, fostering authentic connections and stronger relationships. These skills enhance communication, build trust, and drive meaningful engagement in teams, leadership, and client interactions.

## Influencing Skills

Language of Influence empowers precise and impactful communication, helping participants craft resonant messages. Charisma Intensification enhances connections and influence, while Growth Mindset fosters resilience and success through embracing challenges and learning from feedback.



# ENHANCED PRODUCTIVITY



## Peak Performance Mindset & Stress Free Productivity

This powerful program empowers leaders to optimize their potential, using scientific techniques to manage stress, optimize productivity, and maintain well-being.



## Gamified Goal Setting

The "Gamification of Goal Setting" module transforms goal setting into an engaging, interactive experience, promoting enjoyment, competition, and accountability.



## Gestalt Figure & Ground

Gestalt therapy focuses on personal accountability, current experiences, therapist-client interaction, and how individuals adapt to their environmental and social backgrounds.

# Exclusive Transformational Experience Programs

Our exclusive programs provide a transformative journey that combines adventure, wellness, and personal growth. By fostering teamwork, boosting morale, and empowering individuals, we create a positive and inspiring experience. This holistic approach leads to improved performance, increased employee satisfaction, and long-term organizational success.

## High impact Fire walk

Fire walking has been practiced across various cultures since 1200 BCE. Studies show it enhances social cohesion, with synchronized heart rates observed between performers and spectators during rituals, reflecting collective unity and togetherness.



## High Energy Mind Power Exercise - Iron Rod Bending

Harness the untapped power of your mind to achieve seemingly impossible feats, boosting confidence and resilience. This transformative exercise showcases the potential for personal growth and overcoming obstacles with the right mindset.



# Exclusive Transformational Experience Programs

## Ice Bath

Ice baths are a powerful method for practicing mind over body, enhancing mental resilience and physical recovery. This technique helps prime the brain, boosting focus and clarity by exposing it to controlled stress.



## Wellness Retreats for Corporates

Our unique wellness retreats for corporates blend professional growth with harmony in nature. These retreats offer a rejuvenating escape, fostering team unity and mental well-being.



# 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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