

“I believe, this is one of the most gratifying professions in the world because you can always apply the proven tools and skills to touch and transform”

Trainer's Profile

Links to digital presence:



MAGICAL RAFI

*Asia's Leading Behavioral Scientist, International NLP
Master Trainer and Peak Performance Coach*

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 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 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.

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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