

Think Like a Magician

*The Real Secrets
of Magic and Business*

Change your definition of the word 'impossible'! In this eye-opening program attendees learn how magicians are able to make the impossible possible and gain valuable tools for unleashing the true potential within one's self and organization. Join Dan Trommater as he explores the secrets of magic - not secrets like 'the hand is quicker than the eye' or 'it went up his sleeve.' Rather, the true secrets of magic. In fact, the real secrets of being a successful magician are the same as for success in any endeavor. Mastery of perception, relentless commitment, creativity, teamwork... These, and other 'secrets' are at the heart of success.

Dan uses his award-winning skills as a magician and educator to illustrate these key concepts and provide a high-energy, interactive experience for attendees. Dan will awaken perceptions and demonstrate principles of magic that can be used to unleash hidden potential and turn the impossible into reality. When you think like a magician, you can achieve the impossible!



Visit www.DanTrommater.com for video clips

THE REAL SECRETS OF MAGIC (AND LIFE)

■ PERCEPTION

Magic is all about perception. It's the magician's job to guide you to a perception of events that are utterly inexplicable. Dan uses optical illusions and clever magic to lead the group to an understanding of the power of perception. Change your perception and you change your world.

■ COMMITMENT

Magicians commit to the impossible. In this segment, Dan uses the commitment of an audience member to achieve an incredible result, and in doing so, instills the power of commitment to the entire group.

■ TEAMWORK

The magician and audience form a team, giving each other a reason for being there. In this segment, Dan invites 10 members of the group to take part in an innovative exercise that shows there's more than one way to make a team.

■ CREATIVITY

People often view creativity as some mystical, god-given talent. In fact, it's just a matter of learning the tools. Through interactive exercises and magic demonstrations, the group will learn ways to harness the incredible creative power within each of us.

"You exceeded all our expectations. The magic was fascinating, but your command of the room as a speaker puts you in a rare class."

-David Belasco
University of Southern California
Marshall School of Business

"It's Dan's knowledge of human psychology that allows him to mystify and educate – all at the same time. Each time we've worked with him, the reviews have been raves."

-Bob Presner
Beyond the Box