
Training in organisations through Illusionistic Thinking



ILLUSIONISTIC THINKING

Illusionistic thinking is an unusual way to represent reality. By framing a problem with a look free from mental habits, the way is cleared to original solutions.

This way of thinking uses the same **mental processes** from which beliefs emerge that unconsciously influence our choices.

Recognising and learning to use these mechanisms in a conscious way means acquiring **an effective tool to solve problems**, even apparently impossible ones.



TOOLS



Construction of a prestige

The most effective way to learn how to solve problems is knowing how to create them. Those who manage to conceal a solution have in themselves the tools to "see" the solutions to apparently impossible problems.

Working for strategies

For the success of a magic trick you need a strategy planned down to the smallest detail, since it is precisely the apparently negligible details that hold the key to the solution.

Effective communication

The effectiveness of a message depends on the coherence between verbal and non-verbal communication. Master your communication and know how to interpret other people's are fundamental skills for an effective communication.



TRAINING EXPERIENCE

The principles of Illusionistic Thinking are **powerful tools** in the mind of a professional: they allow you to identify **mental processes** that guide human behaviour and to understand their motivations.

What do you learn?

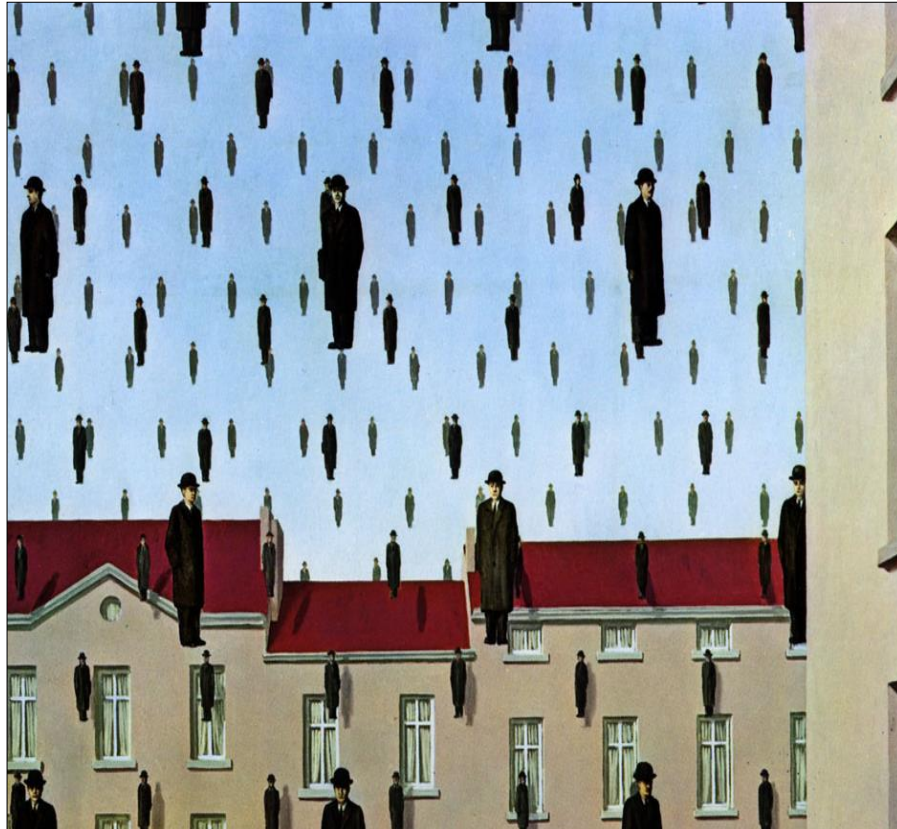
You **train your mind** to develop lateral and predictive thinking, broadening your vision and range of means.

You **go backwards** through the construction of a problem, in order to find the key to solve it.

By **thinking differently**, you discover **new resources** to face challenges more effectively.



MAGICAMENTE TRAINING



A training to learn the principles of Illusionistic Thinking, exercising your mind to think differently.

A theoretical and practical course to bring out one's unexpressed individual resources, necessary for the solution of apparently unsolvable problems.

Competence objectives:

- **problem solving**
- **strategic thinking**
- **effective communication**

Duration: 1 to 3 days

Attendees: up to 20



MAGICAMENTE TRAINING

Experiential training includes:

- **Theoretical** knowledge on Illusionistic Thinking and mind's functioning.
- Performing **magic tricks** by trainers.
- Involvement of participants in the **solution** of the proposed tricks.
- **School of magic**: card magic, mentalism, close-up, possible planning and staging of a performance by attendees.
- Illusionistic problem solving applied to **business cases**.





ADVANTAGES



Programs are **customisable**, calibrated to attendees' characteristics and to organisations' goals.

A fun and playful experiential training, in a pleasant climate that puts participants at ease, **amplifying** their willingness to **learn**.

The involvement, the challenges and the creation of situations completely different from everyday life, typical of outdoor experiences, **at the cost of indoor training**.

The **persistence** of a learning experience that continues spontaneously on an individual level, strengthening the **new acquired mindset**.

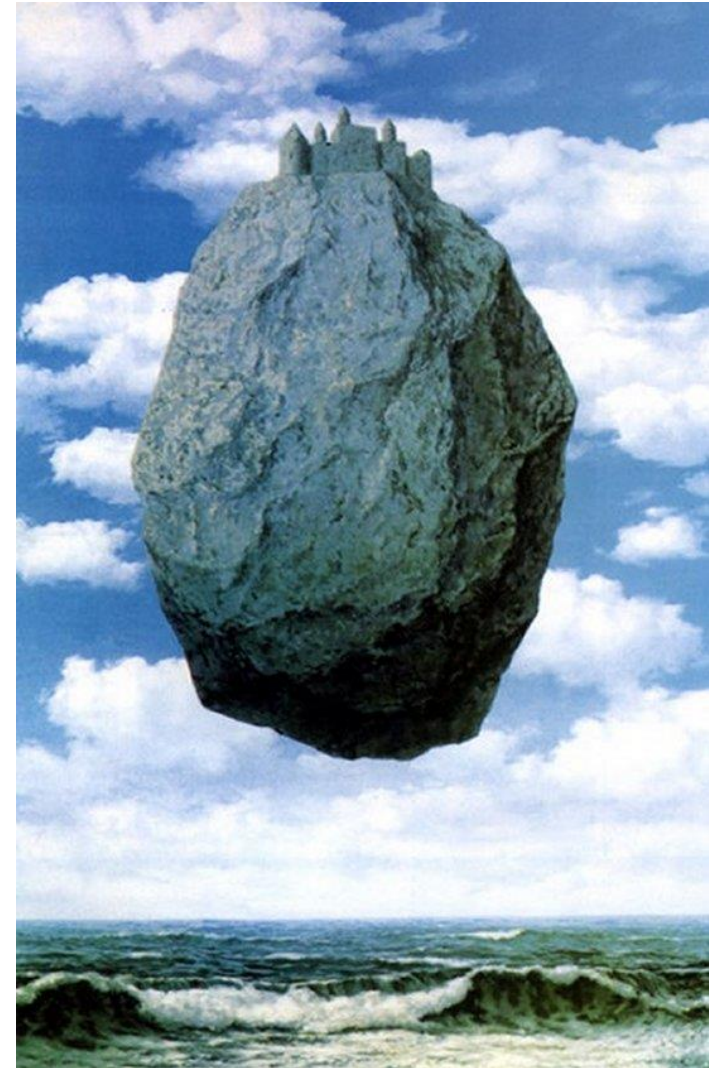


WHO WE ARE

We are seasoned professionals in business communication: **illusionists, communication experts and counselors.**

We put at the service of companies our knowledge about **interpersonal communication** through a new way of experiential training courses.

We collaborate with a consolidated network of other professionals, including psychologists and actors expert in corporate theatre.





WE WORKED WITH:

Training

ATS - Autostrada Torino Savona

Autogrill

Barilla – Mulino Bianco

Barbieri

Capac – Politecnico del Commercio e del Turismo e Formaterziario

Guerrato

Parmalat

COOP Montelupo School

SGS Italy

SMA Auchan

Vodafone Omnitel

Seminars and consultancy

Polytechnic of Milan – Metaproject laboratory

Municipality of Milan and Lombardy Region – Consultancy for political decision makers.

WIZBIZ

magic at work

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