

JOSEPH TRAN  
MAKE BORING DISAPPEAR

**"A consummate professional, and a fantastic, fantastic experience for our leadership conference! We want him back!"**

**David Gebler, Principal, Ethics Engagement  
Lockheed Martin**

## **HOCUS POCUS YOUR FOCUS**

*How Thinking Like a Magician Can Change Your Life*

Magicians have a very unique profession. Their skill-set is enshrouded in mystery and secrecy... that's part of the allure in "trying to figure out how it works."

Two-time Magician of the Year and Keynote Speaker Joseph Tran will lift the veil of secrecy, teach you how magicians think, and show you how to apply it to your own life and way of thinking.

And he will do it in a way that is both informative *and* entertaining - eliminating the worry of keeping your audience engaged - to make your event a grand slam!

*Keynote and workshop presentations available.*

***MAKE BORING DISAPPEAR™ today!***



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# BEHIND EVERY FEAT OF MAGIC IS THE SCIENCE OF HUMAN CONNECTION



**HOCUS POCUS YOUR FOCUS** utilizes cutting-edge cognitive science to demonstrate the magician's thought process, and how anyone can use it to improve both their professional and personal life.

*Selected speaking topics include:*

### **Engaging Your Audience**

A card trick is just a card trick, but a card trick performed by a skilled conjuror can turn a simple trick into a wonderful piece of magic. Learn how you can use a magician's skillset to unearth your unique attributes and integrate them into your presenter's toolbelt.

### **Relationships and Gaining Trust**

How do magicians get audiences to follow instructions, lend personal items, or write down secret thoughts from their mind, even when they know they are working with a self-professed trickster? It's all about the art of creating relationships and gaining trust. Learn to do it undetectably, like a magician.

### **Overcoming Obstacles**

Magicians are human, and they make mistakes too. But... do you know how often? From an illusionist to a top CEO, everyone knows mistakes will happen... but not everyone is aware of how they can use that to their advantage. One demonstration will show you how.

### **Leadership & Presentation**

Some people would rather die than get on stage and speak to a crowd, and yet the best magicians effortlessly deliver their patter while performing their plethora of tricks. Learn how they do it and be ready the next time you find yourself in front of an audience.

### **Showmanship is Communication**

Magicians know that everything is about communication, and not just selling a magic trick. From running their own business, to performing a great illusion onstage, to teaching others how to perform magic, learn how magicians communicate effectively.

### **Time & Stress Management**

You're able to multitask like a pro, right? Learn why magicians know multitasking is a MYTH, how they use that to their advantage, and how to deal with the pressure of having to "get it right" the first time, every time.

### **Who is Joseph Tran?**

- Two-time Magician of the Year with 20 years of international experience headlining theatres, cruise ships, corporate events, and universities all over the world, on 4 of 7 continents.
- Keynote speaker & guest lecturer for Fortune 500 companies and universities in business-minded entertainment, showmanship, improvisation, and the science of illusion.
- Magic consultant for TV/Film, including for CBS, BuzzFeed, NBC, ABC, Nickelodeon, Netflix, and more.



### **Satisfied clients include...**



**"Joseph helped to make our annual conference the best one yet!"**

Rick Harrington, Dir. Retail & Franchise Operations  
Sketchers

MEMBER  
**NSA**  
NATIONAL SPEAKERS ASSOCIATION



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