

The 'Magic of Collaboration' Workshop Hand Out

Anthony Lindan's Secrets of Collaboration Checklist™

Most magicians work very hard to conceal their secrets. I'd like to share a few with you.

Recently I consulted with past clients and fellow trainers and team builders to identify the steps that high performance teams follow to effectively work together and produce exceptional results. The result is my *Secrets of Collaboration Checklist™*, which now serves as the core learning framework for my team building program.

1. Personal Commitment To Group Success

Each and every team member must be personally committed to helping the team achieve its goals.

Commitment is a three-step process:

Step 1 – Belief - Each team member must believe in and support the team goal.

Step 2 - Confidence – Each team member must have confidence in the team's ability to achieve the goal.

Step 3 - Commitment to work as a team to achieve the goal.

2. Unrestricted Creativity & Innovation

Producing new solutions requires people to think creatively and innovatively. Effective leaders encourage and reward new ways of thinking by giving team members permission to be creative and innovative.

3. Freedom To Openly & Safely Express Ideas

Fear of ridicule and failure stifles expression and participation. A high performance culture encourages and values participation and divergent views. It also encourages team members to actively and objectively listen without passing judgment.

4. Distil and Evaluate Ideas

The ability to objectively evaluate ideas as per the team's goals and objectives.

5. Create Consensus

The ability to create team buy-in and universal support.

6. Execute and Produce Results

The required skill set to implement strategy and decisions and take the necessary action to make it happen.

7. Work To Deadline

Strong time management skills to meet and not exceed deadlines.

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Why Learn To Think & Perform Like A Magician?

This workshop is not about learning 'how' a magic trick works. It is about learning the real secrets – WHY a magic trick works and how the magician makes it work.

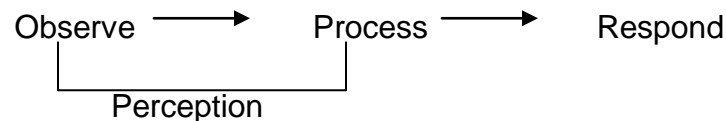
A brief explanation of why a magic trick works is helpful. Magic happens in the mind of the audience. The magician provides just enough information and delivers it in a highly structured manner so the audience draws a false conclusion that results in deception.

A successful magician must:

- Build the stage
- Set the stage
- Command the stage

How A Person Experiences A Magic Trick

The person observes all the stimuli he can take in. The brain processes the information and then formulates a response to the stimuli.



For our purposes, the observation and processing components or how a person sees and thinks is defined as perception.

A magic trick is the methodically structured and orchestrated delivery of information intended to influence the audience's perception and persuade them to adopt the desired response.

Believing Is Seeing

Everyone filters communication – the information they take in and send out – through their 'belief' system.

People selectively see only the information that supports their 'belief' system.

They will not 'see' until they 'believe'.

A person's belief or conviction will be stronger if he feels that he discovered and processed the information and adopted a conclusion on his own.

In a magic context, it is critical that the performer follow this long-standing piece of advice. Show them. Don't tell them. Let the audience decide for themselves.

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Structure Of A Magic Trick

Presentation + Mechanics + Performance = Desired Response

The 'presentation' is the structure of the trick and provides a theatrical framework or point of reference for the audience. It provides the motivation and/or justification for every aspect of the trick.

The 'mechanics' are the physical steps and the secret actions that must be executed for the trick to work properly.

The 'performance' is the simultaneous execution of the presentation and the mechanics for an audience.

Looking at it backwards, a magician creates a trick as follows:

1. Determine the desired response.
2. Devise a method to achieve the desired response.
3. Design an entertaining presentation and performance strategy that effectively conceals the method.

All aspects of the 'presentation', 'mechanics' and performance' must be consistent and work together to move the audience towards adopting the 'desired response.'

Throughout the performance of a magic trick, the performer will:

- Constantly control and manage the audience's attention.
- Guide the audience where to look.
- Tell the audience what to see.
- Suggest how the audience should think by presenting a logical framework in which to interpret the information.
- Link information to universal themes and assumptions.
- Draw upon and leverage the predictable qualities of human nature.
- Minimize suspicion by emphasizing key information that supports the trick's presentation while downplaying or eliminating information that questions it.
- Persuade the audience to arrive at the desired response.

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Thinking Like A Magician's – The Magician's Attitude

Build The Stage

The goal of the performer is to connect with his audience and facilitate a meaningful and entertaining interaction. A performer communicates with an audience with his words, behavior and appearance.

An audiences gauges the level of interest and attention it will give the performer by observing:

- What the performer says (content)
- What the performer does (actions)
- How the performer looks while doing these (physicality)

Ironically, in terms of connecting and developing rapport with an audience, a performer's actions and physicality are more important than the actual content. In other words, how you say your message and how you look presenting it has greater influence than the message.

Applied to performing a magic trick – the performance and presentation are more important than the actual trick.

What Makes An Effective Performer

Confident + Prepared + Likable = Effective Performer

Confident

Confidence is the fuel that powers the performance engine. You must be confident in your knowledge, ability, preparation and material. Demonstrate your confidence by commanding the stage. An audience can sense a performer's lack of confidence, nervousness or insecurity like a shark and will respond accordingly. Audiences expect and demand confidence but there is a fine line between confidence and arrogance. Avoid crossing that line. Nothing alienates an audience faster than an arrogant performer!

Prepared

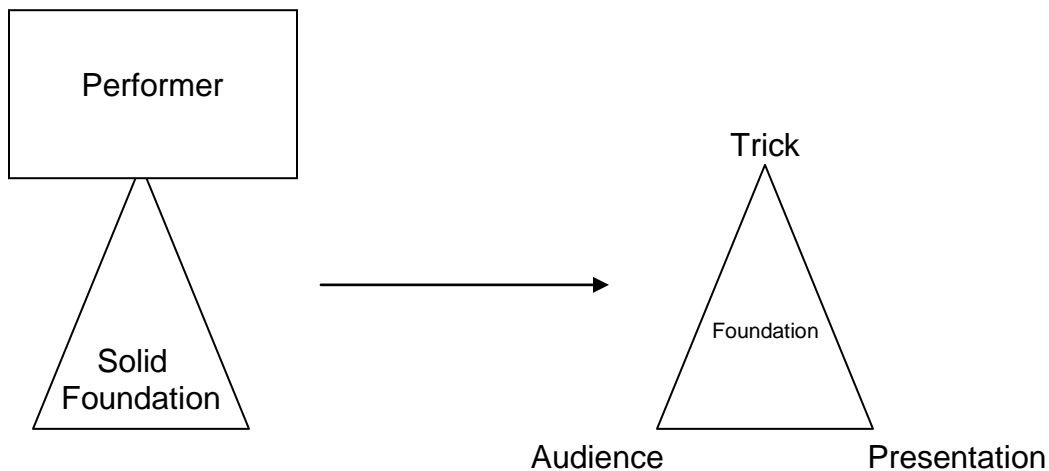
Completely know and understand what you must execute to successfully perform the trick. Performance is 80% preparation and 20% execution. Do your homework and sweat the details so you are prepared to perform and entertain with confidence.

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Likeable

Likeability is very subjective. It's hard to please everyone all the time. This is a good general rule of thumb. When the audience sees that you genuinely care about them, they will care about you and 'like' you. Imagine that your performance is a powerful torch lighting the darkness and revealing the magic. Communicate your humanity by wielding your torch with passion, enthusiasm and respect. Shine it on the audience and not yourself. The light and energy will reflect back onto yourself illuminating your genuine and sincere intent.

An effective performer prepares a solid foundation on which to stand and connect with the audience.



A Solid foundation includes:

- A thorough knowledge and understanding of how the trick works and how to perform it.
- The necessary confidence to successfully execute the mechanics of the trick without error.
- A thorough understanding of the presentation.
- The ability to perform the presentation without error.
- Proper knowledge about the audience and a genuine respect for the audience.

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Set The Stage

Always remember – the magic happens in the mind of the audience. Without an audience there is no magic and no show.

What does an audience want?

- To be entertained and escape the ordinary.
- To have fun in a manner that is not insulting or uncomfortable.
- To be entertained by a performer who cares about their unique needs.

The best way to connect with your audience is know as much as you can about them.

- Who are they?
- What are their occupations?
- Where are they from geographically?
- Why are they at this event?
- What is the purpose of the event?

Let them know that you know who they are and why they are here. Treat the audience like an old friend with heartfelt dignity and respect.

Be particularly courteous and polite to any audience member who comes up on stage to help with the show. These generous people are doing the performer a favor by helping with the show.

An effective presentation is the most important component of any magic trick.

The 'presentation' is the theatrical framework or point of reference the performer provides as the motivation or justification for performing the trick.

The 'presentation' sets the stage for the audience and influences both how they perceive and react to the trick.

Every trick has several components - the performer, the mechanics, the props, and the audience. An effective presentation is the glue that holds everything together in a logical and entertaining context.

An effective presentation can reduce or eliminate suspicion by providing the audience a logical and believable framework in which to process all the components of the trick.

An effective presentation should:

- Be fun, exciting and entertaining for the audience.
- Be relevant and meaningful to the audience.
- Be easy for the audience to follow and understand.
- Motivate the audience to care about the performer and the trick.

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Command The Stage

The goal of the performer is to entertain the audience. It is not about the performer or the tricks. It is all about the audience having fun.

Every aspect of the performance must be structured and executed to move the performance towards the goal of audience entertainment.

Command the stage with confidence and respect. Use language, actions/behaviors and present yourself in a manner that is inclusive and invites and draws the audience into the show.

The number one priority for the performer is his FEE – level of Fun, Energy and Enthusiasm.

The audience takes its cue on how to behave and respond from the performer.

If the performer is having fun – the audience will have fun.

If the performer exudes energy and enthusiasm – so will the audience.

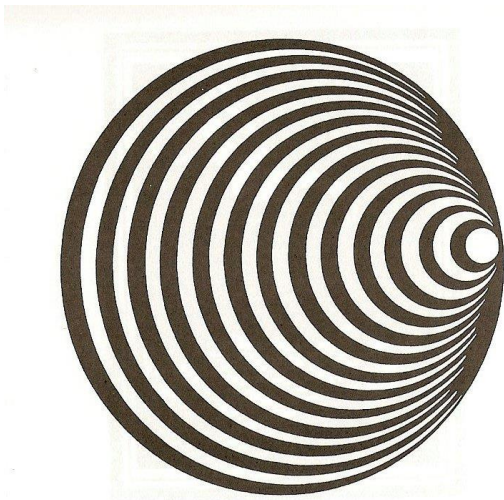
If the performer is worried or stressed out so will be the audience.

If the performer has no energy or enthusiasm neither will the audience.

Make it easy for the audience to like you and care about your performance.

Give the audience good reason to get excited and involved in your performance.

If you hid in the washroom after the show and secretly listened to people talking about your show, what would you like to hear them say?



Mountain or Tunnel?

Do you see the spiral popping out like a mountain or going in like a tunnel?

Stare at the image intently and you will experience a change in perspective and see it switch between a mountain and a tunnel!

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Perform Like A Magician

You are the message. Every aspect of your being (language, actions/behavior, body language, clothes, appearance) communicates something about you. You are always consciously or unconsciously communicating a message.

It is not what you say but how you say it and how you look saying it. Your actions/behavior and physicality can have greater influence and persuasive impact than your words.

Maximize Personal Impact With M-A-GI-C

M – Messenger (self-awareness)

- Identify your core values and guiding principles
- Build a foundation that communicates your humanity

A – Audience (audience awareness)

- Who are they?
- What do they want?
- What motivates them?
- How can you make it easy for them to understand your message?

G – Goals (communications goals)

- Identify and understand your communication goals

I – Integrate (Integrate communication strategies and tools with integrity)

- Choose the best communication strategies and tools that are consistent with your core values and guiding principles

C – Consistency (communicate with consistency)

- All aspects of your communication (words, actions physicality) must support your communications objective
- Communicate in a manner which is consistent with your core values and guiding principles

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About Anthony Lindan – The Team Building Magician



Anthony Lindan's communications expertise was honed by developing and delivering thousands of magic presentations at trade shows, product launches and sales meetings across North America.

Lindan's keynote presentations and workshops share practical tips about tapping into your inner magic, maximizing your personal impact and communicating more confidently and effectively.

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