



CREATING BUSINESS MAGIC

This inaugural **Magic of Business** conference focuses on both marketing and innovation and leverages the remarkably powerful synergies between magic and business.

LAS VEGAS

Oct. 11-13, 2018

1-888-602-9860



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www.smashinginnovation.com

This seminar is for leaders in business. Jeff McBride, David Morey, and Tobias Beckwith lead the seminar; based on the book by David Morey, Eugene Burger and John McLaughlin.

FOCUS

- **Leading Change:** Imagining what the audience thinks, re-writing the marketplace rules, and applying bold problem-solving.
- **Thinking Differently:** Challenging and changing assumptions to help unlock memory, reason, and imagination.
- **Playing Offense:** Absorbing this all-critical principle of strategic and business success — controlling the competitive dialogue, moving to the attack, exploiting challenges, and never playing defense.

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