

Axel Magnus - Speaker Topics and Descriptions

Keynote Presentations

1. "Beyond Limiting Beliefs: The Neuroscience of Lasting Transformation"

Description:

Most people know what they should do differently, yet still find themselves stuck in the same patterns. This presentation reveals why traditional willpower fails and demonstrates how understanding the unconscious mind creates lasting change. Drawing from 30+ years of NLP practice and work with 500+ clients, Axel shares the exact framework for identifying and transforming limiting beliefs that keep ambitious professionals from their next breakthrough.

Key Takeaways:

- < The three unconscious patterns that sabotage conscious goals
- < How to distinguish genuine inner knowing from anxiety or wishful thinking
- < The Deep Trance Identification technique for aligning with desired outcomes
- < Practical strategies for installing empowering beliefs that stick
- < Why forcing change never works (and what does instead)

Ideal For: Corporate leadership teams, entrepreneurial groups, professional development conferences, personal growth summits

Duration: 45-90 minutes (customizable for keynote or workshop format)

2. "The Paradox Advantage: How Your Biggest Challenges Prepare Your Greatest Breakthroughs"

Description:

What if the obstacles in your path aren't blocking your success—they're building it? This transformative presentation explores the counterintuitive principle that challenges are preparation for breakthrough, not barriers to it. Axel shares insights from his unconventional journey through roles as diverse as aeronautic engineer, mentalist, yoga guide, and embalmer, revealing how paradoxical experiences create resilience and unlock potential that linear paths cannot access.

Key Takeaways:

- < How to reframe setbacks as strategic preparation for success
- < The psychology of resilience: what makes transformations stick versus fade
- < Practical techniques for navigating discomfort without losing direction
- < Why identity flexibility matters more than consistency
- < Real-world examples of paradoxical challenges creating breakthrough results

Ideal For: Teams facing change or uncertainty, entrepreneurial communities, leadership conferences, personal development audiences

Duration: 60-90 minutes

Specialized Topics

3. "Reading the Signs: Developing Practical Intuition for Better Decision-Making"

Description:

Business leaders make hundreds of decisions daily, yet most never learn to distinguish genuine intuition from fear or wishful thinking. This presentation combines insights from 30+ years as a handicapper (where wrong decisions have immediate financial consequences) with NLP techniques for accessing unconscious wisdom. Learn how to develop reliable inner knowing that improves decision quality under pressure.

Key Takeaways:

- < The difference between genuine intuition and emotional reactivity
- < How to test and validate inner knowing systematically
- < Techniques for accessing somatic intelligence in high-stakes moments
- < Why pressure reveals whether strategies are authentic or fabricated
- < Building decision-making confidence through calibrated practice

Ideal For: Executives, business owners, investors, strategic planners, high-performers in competitive fields

Duration: 45-75 minutes

4. "The Power of Perception: What Mentalism Reveals About Influence, Attention, and Belief"

Description:

As both an NLP expert and professional mentalist with performances reaching 8 million+ viewers, Axel reveals the psychology behind attention, misdirection, and belief formation. This engaging presentation demonstrates how understanding perception transforms communication, sales, leadership, and personal influence. Combining psychological principles with live demonstrations, audiences discover how reality is constructed and how that knowledge creates ethical influence.

Key Takeaways:

- < How attention works and why most people misunderstand focus
- < The psychology of suggestion and unconscious influence
- < Ethical frameworks for persuasion in business and relationships
- < Why people believe what they believe (and how beliefs change)
- < Practical applications of perceptual awareness in daily interactions

Ideal For: Sales teams, marketing professionals, communication specialists, leadership development programs, creative professionals

Duration: 60-90 minutes (includes interactive demonstrations)

5. "From Information to Transformation: Why Most Personal Development Doesn't Work (And What Does)"

Description:

The personal development industry generates billions annually, yet most people consume content without lasting change. Why does knowing what to do fail to translate into doing it? This presentation exposes the gap between intellectual understanding and embodied transformation, then provides the neurological and psychological bridges that create lasting change. Drawing from work with 500+ clients and training with transformation pioneers Richard Bandler, Paul McKenna, and Tony Robbins, Axel shares what actually works.

Key Takeaways:

- < Why intellectual understanding doesn't create behavioral change
- < The neuroscience of habit formation and pattern interruption
- < How to design transformational experiences that stick
- < The role of unconscious resistance in sabotaging conscious goals
- < Proven frameworks for moving from "knowing" to "being"

Ideal For: Personal development professionals, coaches, therapists, educators, HR and training departments, wellness organizations

Duration: 45-90 minutes

Workshop-Style Presentations

6. "Inner Knowing Intensive: Accessing Unconscious Wisdom for Clarity and Confidence"

Description:

This experiential workshop guides participants through practical techniques for accessing deeper states of knowing beyond logical analysis. Through Core Transformation methods and advanced NLP processes, attendees experience states of peace, presence, and certainty that inform better decisions and create natural confidence. This is not theory—participants leave with embodied experiences they can recreate independently.

Key Takeaways:

- < Direct experience of accessing inner wisdom states
- < Step-by-step process for Core Transformation work
- < Distinguishing ego-driven desires from authentic knowing
- < Integration practices for bringing insights into daily life
- < Personal transformation framework to continue independently

Ideal For: Leadership retreats, personal growth workshops, mastermind groups, wellness conferences, spiritual development audiences

Duration: 2-4 hours (half-day or full-day workshop options)

7. "The Deep Trance Identification Experience: Embodying Excellence"

Description:

One of the most powerful NLP techniques for personal transformation, Deep Trance Identification allows participants to embody the qualities, perspectives, and capabilities of their ideal selves or role models. This workshop provides a guided experience of DTI, creating profound shifts in identity and capability that participants carry forward. Perfect for leaders, performers, and professionals seeking next-level growth.

Key Takeaways:

- < Experiential understanding of Deep Trance Identification
- < How to access and embody desired qualities on demand
- < Identity-level change versus behavior-level modification
- < Integration strategies for sustaining transformation
- < Applications for leadership, performance, and personal growth

Ideal For: Executive development programs, high-performance teams, transformational retreats, NLP practitioners, coaching communities

Duration: 2-3 hours

Customization Available

All presentations can be tailored to specific audiences, industries, or organizational challenges. Axel works with event organizers to ensure content aligns with event themes and delivers maximum value. Hybrid formats combining keynote insights with experiential elements are also available.

Why Book Axel Magnus

- < 30+ years of practical NLP application with 500+ individual clients
- < Trained directly with transformation pioneers: Richard Bandler (NLP co-creator), Paul McKenna, Tony Robbins
- < Unique perspective from unconventional career path: aeronautic engineer, mentalist, embalmer, yoga guide, handicapper
- < Proven presenter with content reaching 8 million+ viewers
- < Specializes in experiential learning that creates lasting change, not just inspiration
- < Brings psychological depth, practical tools, and engaging delivery

For booking inquiries and more information, visit: www.axelmagnus.com