
The brain overcomes obstacles

Illusionistic problem solving is the answer to any corporate problem

Text by **Elena Marzorati** - Photo by **Elisa Casanova**



Marco Marazza

“**H**e who creates an “impossible” situation as the grand finale in a game of magic, has inside himself the resources to solve professional problems. Illusionistic problem solving is a powerful weapon inside the head of a manager”, the words of Marco Marazza, ceo of Magic Team Building, a training experience activity that is designed to motivate people to overcome “daily obstacles” thanks to the instruments supplied by the Illusionistic Thought. The routes in which the professionals carry out the magic reveal their secrets, allowing them to transmit them to the participants in a fun and unforgettable way. These are formidable weapons to tackle any situation. “The techniques of communication used by an illusionist professional are applicable to various professional environments: top management, the handling of personnel, sales techniques, market strategies. So here it is, therefore, the reason to use the art of ‘magic’ for the building of the company team - tells Marazza: learning how to carry out a game of magic means acquiring a mental format that is oriented to the overcoming of difficulties. An aid to opening one’s mind and acquiring useable professional competences and more; Magic Team Building, to sum it up, just as if it were a true mental gymnasium: the companies which have tried Illusionist Problem Solving out with satisfaction are already many.