



Hi there! We'd like to introduce you to John Logan.

He's a Creativity Keynote Speaker & Magician who travels the world to teach teams about perception, psychology, and innovation.



- Founder of the *Impossible is Just a Word Leadership Program* blending education with entertainment to consult Fortune 500 companies, small start-ups, and everything in between
- Performer on NBC's hit-show *America's Got Talent* and received a standing ovation
- On-Air Host of the "Magic Moments" show & the *Team Magician for the New England Patriots* where he would interact with different players every week showcased to millions of people online
- Producer of the *Come Together: A Multimedia Beatles Experience* theater show that blends rare footage, magic, music, and more all centered around the fab four

Although John has a background in magic, he's a bit different than most magicians...

Most professional magicians use their background in magic to trick others, but John isn't a fan of that philosophy.

He's learned that creative solutions in life can be right in front of us, but our subconscious mind can miss the the answer if we're looking at the situation from the wrong perspective. For instance, 85% of people miss the extra "the" that was used in the previous sentence.

Kudos to you if you caught it the first time!



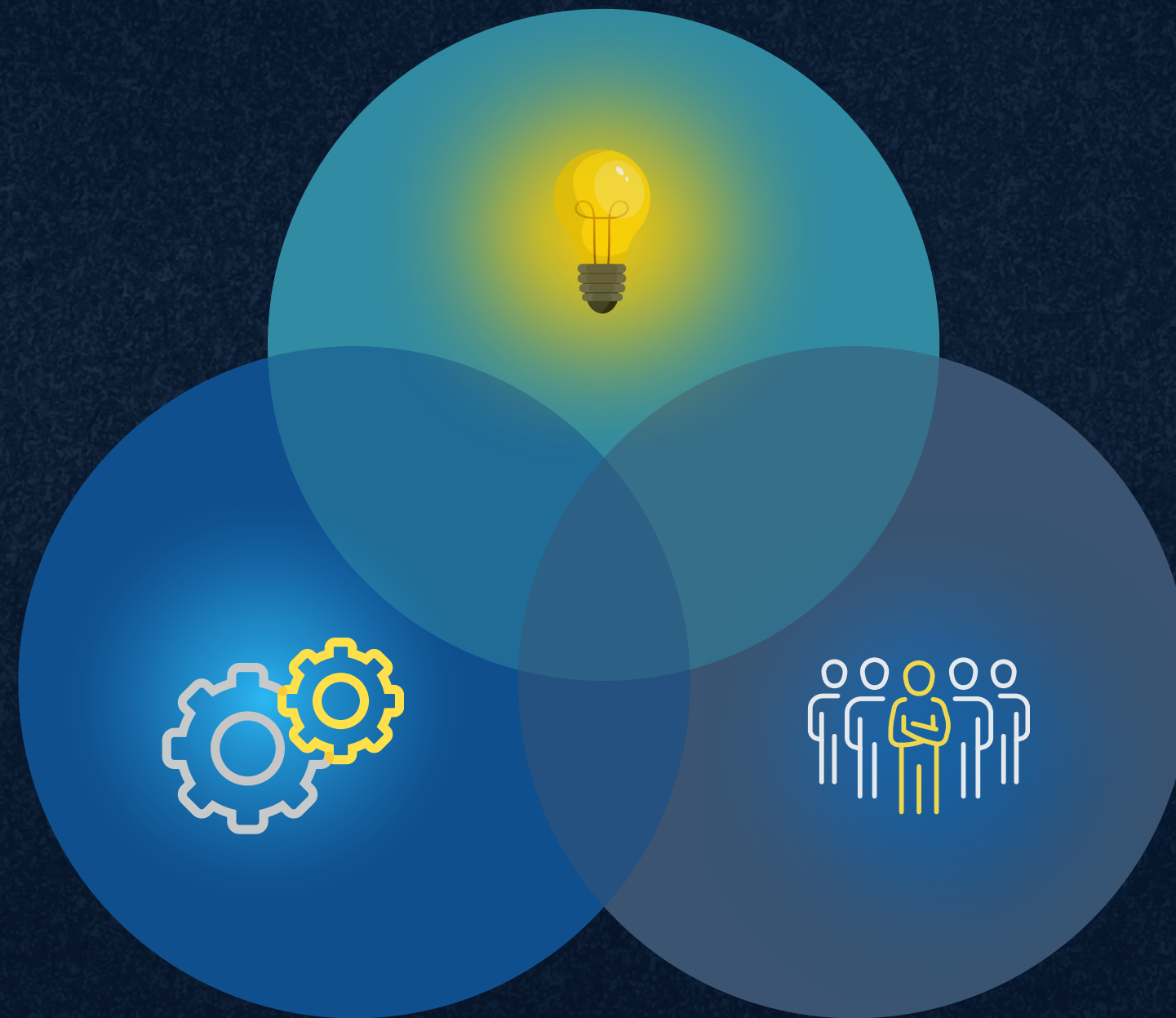
With over ten years of experience studying business development, team building techniques, and creativity research, John has been fortunate enough to be invited to speak at multiple TEDx events on psychology. Instead of tricking people like most magicians, he uses magic as a way to teach others about how we can be fooled by our own biases when approaching problem-solving and innovation.

MAGIC

HAVING A SENSE OF WONDER AND JOY AFTER SEEING A SITUATION YOU THOUGHT WAS IMPOSSIBLE BECOME POSSIBLE

INNOVATION

ENHANCING THE
IMAGINATION
TO CREATE
ORIGINAL IDEAS
TO HELP SOCIETY



LEADERSHIP

MOTIVATING AND
INSPIRING OTHERS
TO ACCOMPLISH
A GOAL FOR THE
GREATER GOOD

Master the Magic of Innovation

John's keynote is educational, yet entertaining that mixes magic, humor, and professional coaching all in one session centered around his message that "*Impossible* is Just a Word" with the right perspective.

He demonstrates how some products and services that we use on a daily basis were once completely unthinkable a few years ago. However, successful magicians & successful leaders have shown the world what can be possible by analyzing ordinary situations in extraordinary ways.

Surprisingly, what sparked John's popularity in the industry was not the magic tricks themselves, but rather his analysis on successful team building practices and how to master the magic of innovation. Sleight of hand might be important for a magician, but creative problem solving and communication skills are more important to have a successful show, or in a leader's case, a successful team.

His session breaks down the psychology of how successful teams take a vision in their head become a reality, but more importantly, how to bring a sense of wonder, curiosity, and inspiration to the world -- regardless of what you do for a living or what your life aspirations might be.



Reviews of His Keynote



"As an event organizer, I have invited John to multiple major events because the audience loves him. He's so easy to work with and I'm always in awe at how he takes the stage and engages the crowd in an authentic way."

KIT PANG | FOUNDER | BOSTON SPEAKS COMMUNICATION COACHING

"People said it was by far the best event we've ever had after John presented. It's really hard to find a presenter that will keep us entertained, engaged, and learn something from. John does a fantastic job getting the audience to think about challenges in a different way to help achieve our goals."

LAUREN BARNES | EVENT ORGANIZER | LEADERSHIP SUMMIT

"John was absolutely phenomenal, engaging, funny, creative, and clever. He has a presence that can own and hold the room from start to finish. From our initial contact to his final performance, my team and I enjoyed working with him. I would recommend him in a heartbeat to bring a new experience to any event."

BECKY BLACKLER | PRESIDENT | CFO LEADERSHIP COUNCIL

"John was top notch and the highlight for our national annual conference. He inspired us with his fast-paced stories and anecdotes, and he strives on communication, organization, relevance, and professionalism. Five stars all around!"

CAROUSEL INDUSTRY TECHNOLOGY | ANNUAL NATIONAL CONFERENCE

"We couldn't have asked for a better keynote. He was engaging, entertaining, informative, and the audience loved it. He is a fantastic performer and mesmerized the audience blending magic with mindset, while also teaching us how when we see something, it is not always impossible. I would highly recommend him at any event."

**MARC & ANGEL CHERNOFF | NEW YORK TIMES BEST SELLING AUTHORS
FOUNDERS OF THE THINK BETTER, LIVE BETTER LEADERSHIP CONFERENCE**



Don't worry, we're here to answer some questions that might be on your mind:

Is John a keynote speaker or magician?

Both! However, John's keynote is *not* a magic show, but instead he uses his background in magic to have your team explore what is truly possible with the right culture and mindset.

How parallel is successful magic and effective leadership?

Good leaders help teams achieve their goals, but *great* leaders think like magicians.

Successful magicians and successful leaders strive to achieve two goals: They both work with teams to look at situations from different perspectives to make 'impossible' visions become possible & they both create transformational experiences for those around them.

John's session teaches you how to avoid the subconscious biases and assumptions our brains make in the creative process, and how to start tackling everyday challenges with a fresh perspective.

Why should you have someone with a background in magic be your keynote speaker at your event?

Great question! John believes that keynote speakers should be both educational and entertaining. He noticed speakers at past conferences would typically hop on stage, but provide vague advice that people would often forget the next day. That's why John combines case studies, practical takeaways, and professional coaching all in one session to have the keynote be informative.



THANK

you

We look forward to hearing back
from you and we're more than
happy to answer any questions!



Info@JohnDukeLogan.com

www.JohnDukeLogan.com

*(you can watch a sneak peek of John's
session by visiting his website above!)*