THE BEST CONVINCER IN THE ROOM

KEYNOTE SPEECH

45-60 mins, 10-500+ pax

INFLUENCING PEOPLE TO CONVINCE THEMSELVES

Mentalism looks like mind reading. It is closer to the opposite: the audience does the convincing, and never notices. The same thing happens in every pitch, every negotiation, every stalled decision.

Everyone has someone they cannot simply argue against — a client, a colleague, an investor, a board member.

The instinct is to push: more evidence, sharper logic, one more follow-up. But convincing is a door marked PULL with no handle on your side. The harder you push, the more firmly it stays shut.

Drawing from his understanding of influence as a mentalist and hypnotist for over a decade, Nigel shows the audience how the door to persuasion opens from the other side.

BY THE END, THE AUDIENCE WILL:

- **Experience influence** first-hand from mentalist & hypnotist Nigel Lew
- Know the difference between compliance and **lasting conviction**
- Understand how to **influence without pushing**



> Nigel held the energy of the audience from the moment he began. His sharp messaging and engaging delivery captivated us all.
>
> AVNI MARTIN
> ICF MASTER CERTIFIED COACH, THE MARTIN INSTITUTE

> A beautiful play of theatrics, silence and humour.
>
> DR ANNE PHEY
> CEO THE SCHOOL OF LEADERSHIP, AMAZON #1 AUTHOR

Nigel Lew - Influence Architect
Keynote speaker, Mentalist, Hypnotist

Nigel Lew MINDWORKS
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WHAT TO EXPECT FROM THIS KEYNOTE:

- **Demonstrated, not described.** Mentalism turns the principles into live demonstrations — entertaining enough that people stay in it, and clear enough that they leave with the mechanism.
- **Influence that lasts.** A client or colleague who agrees today can change their mind next week. When people reach the conclusion themselves, there is nothing to talk them out of.
- **Evidence-based insights.** Everything that has weak psychological or scientific evidence is left out.
- **Industry-relevant scenarios.** Persuasion or influence scenarios provided by the audience (gathered before the session), tailored to the audience.



Nigel Lew - Influence Architect

BSc. (National University of Singapore)
Certified Hypnotist (National Guild of Hypnotists, USA and Jacquin Hypnosis Academy, UK)
Certified Hypnotherapist and Certified 7th Path Self Hypnosis Teacher (Banyan Hypnosis Centre, USA)

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WORKSHOP

2-3 hrs
10-50 pax

BY THE END, PARTICIPANTS WILL BE ABLE TO:

- **Identify the Doors.** Identify when to use which techniques for influence.
- **Open the Door.** Set the grounds for others to convince themselves.
- **Lock the Door.** Create and strengthen lasting conviction and influence.



SAMPLE WORKSHOP FLOW

- **The Push Test.** Participants discover why evidence, logic and repetition make people push back.
- **What Actually Moves People.** Participants predict what will work, then find out.
- **Change a Mind Without Arguing.** In pairs, participants shift a belief using one question and no persuasion at all.
- **Find the Door.** Each person identifies one real conversation that is stuck, and evaluate ways of turning it around.

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