



## PARTICIPANT TESTIMONIALS

"Now I am aware of Goal Setting and learning from my mistakes. My listening skills are better and I feel more motivated because of the methods I learned in MAGIC." *EW*

"My people skills are better and I am more confident because of MAGIC" *DF*

"I can keep a positive outlook on things!" *CR*

"The Course was excellent! Every part was helpful. Big thanks to our Coach!" *CH*

"MAGIC was really fun and enjoyable, and it helped me understand myself better - I have got more skills and potential than I realised" *LJ*



## FIND OUT MORE

For more information on MAGIC log on to:

[www.cmiexcel.com/magic](http://www.cmiexcel.com/magic)

Call us on:

0800 694 0891

Email us at:

[magic@cmiexcel.com](mailto:magic@cmiexcel.com)

Write to us at:

MAGIC Information  
Coaching and Mentoring International  
The Science Park  
Stafford Road  
Wolverhampton  
WV10 9RU

For teachers, youth leaders, parents or guardians who would like to know more about the skills and tools used in MAGIC or coaching in general, we are able to arrange participation in an Interactive E-Seminar. Please ask for more details.



# MAGIC

SELF DEVELOPMENT FOR YOUNG PEOPLE



**MAGIC** gives young people the **opportunity** to develop important **life skills** that are rarely addressed through formal or informal **education**

## THE PROGRAMME



**M**otivation  
**A**ssertiveness  
**G**oal achievement  
**I**nitiative  
**C**onfident communication

The programme is designed to complement formal and informal education and learning, and provides a way for young people to explore their own self development.

It is rare for self development to be covered specifically in any curriculum, yet an enhanced understanding of ourselves, our potential and our abilities is important to all learning - and living.

## AIM OF MAGIC

MAGIC's aim is to help young people increase their self esteem, self awareness and confidence, while allowing the time and space needed to understand and explore their potential. We give young people the opportunity to consider what they want to achieve with their lives, and introduce them to methods that can guide them in the right direction.

## PRINCIPLES OF MAGIC

MAGIC uses Coaching, which is non-judgemental and impartial. MAGIC is about young people being given the freedom to explore their own choices through non-directive Coaching. This means a participant will never be told what or how to do something, and the Coach would not represent an authority figure in their delivery.

The Coaching process places the emphasis on the person being coached, the decisions made and actions taken are developed through the range of activities covered during MAGIC.

MAGIC is based on the skills developed in Personal and Business Coaching. Coaching and Mentoring International is at the forefront of Coach training and personal development throughout the UK and around the world.



**MAGIC** gives young people the time and space needed to **discover** their own motivations, what they want to **achieve**, and their route to **success**.



## BENEFITS OF MAGIC

Participants in MAGIC will benefit from:

- being listened to, and learning how to listen to others
- increased levels of motivation
- learning how to set goals, and break down goals into manageable sections
- recognising their potential and how to work towards it
- increased awareness of assertiveness, and how to assert confidently
- identifying their core values - what is most important to them
- understanding and learning how to use their initiative
- learning the importance of responding, and not reacting
- increased ability to communicate effectively and with confidence
- an alternative source of learning and development

The benefits of MAGIC are wider than just to the participant - it has the ability to improve society as a whole. MAGIC can positively effect the families, friends, teachers, youth workers and anyone associated with a MAGIC participant.

## LEARNING & DELIVERY METHODS

MAGIC uses a wide range of learning methods. These include many interactive activities - examples being role-play, creative writing, logic challenges and self-coaching models. MAGIC is delivered in a fun, safe and personalised way.

MAGIC is designed to be delivered over a 6-8 week period. For example in schools this is one double-period class, once a week.

## MAGIC COACHES

Before delivering MAGIC to young people, our Coaches are required to undertake specialist training, alongside the high quality Coach training they received from Coaching and Mentoring International. This training includes awareness of legal, ethical and moral obligations of working with young people. Coaches are also required to undertake appropriate CRB checks that enable them to practice in a youth arena.

The Coach training provided by the College is externally accredited, and membership is subject to a programme of Continual Professional Development and adherence to a Code of Conduct.