The Magic of Leadership

How to work with your brain's illusions to better decide, manage and perform.



Being a leader means making daily decisions, interpreting the behavior of others, choosing where to focus your attention, and mobilizing your teams. Yet, behind every one of these actions lies a tool that is as powerful as it is imperfect: **our brain**.

It filters what we see, influences our choices without us realizing it, diverts our attention, and transforms our expectations into behaviors.

This **immersive talk** reveals these **invisible illusions** through magic experiments and cognitive science, showing how to work with them to make better decisions, improve human relationships, boost efficiency, and create more opportunities.

Speaker

Dr Alice Pailhès

PhD in Psychology, magician, author and international speaker.

A specialist in the psychology of magic, Alice has spent more than a decade exploring the cognitive illusions that shape our decisions, perceptions and beliefs. Her research has been published in leading international scientific journals and featured by media including the Financial Times, Wired and the BBC.

She is the author of the bestselling The Psychology of Magic and the forthcoming The Art of Being Fooled, to be published by MIT Press in 2026. She regularly speaks at TED/TEDx events and international conferences.

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Keynote Overview

Key Themes

• Magical stage opening – a collective experience
• **Decision-making**: Understand the invisible forces shaping our decisions and design environments that facilitate the right choices.
• **Perception**: Identify perceptual blind spots and reduce costly misunderstandings.
• **Attention**: Understand what our attentional blindspots causes us to miss, in order to better manage priorities, information overload, and weak signals.
• **Mindset:** Learn to cultivate the right mental stance to create opportunities and boost performance.
Q&A (optional)

Audience: Executives, managers, entrepreneurs and leadership teams
Group size: From 20 participants, with no maximum

Format:

All formats begin with **10 minutes of immersive, interactive magic.**
• Extended format: 1h10 + 10-20minutes Q&A
(Key themes: decision-making, perception, attention and mindset)
• Short format: 40 minutes + optional 10-minute Q&A
(Key themes: decision-making and mindset)

Languages: French / English
Available in France & internationally

Technical requirements

Microphone for audiences of 30+, projector and screen, small high table or table, and a clear stage area (minimum 2m × 2m).
15 minutes of preparation time in the room before the keynote.

Fees: On request

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