



WORK-LAB
Shining Minds at Play

HELLO GENIUS WORK-LAB is an engaging, hands-on program crafted for budding performers, creative explorers, and future leaders. Whether you're aiming to shine in film, OTT, and television, or seeking growth in education, self-expression, or leadership, this immersive experience offers a transformative and holistic journey. Rooted in the award-winning ALB Method, our intensive and results-oriented sessions are designed to help participants unlock, explore and embody their hidden potential.

HOW IT WORKS

“Fiction, poetry, and drama cleanse the doors of perception.”

At HELLO GENIUS WORK-LAB, our ALB Drama-Based Learning isn't just about teaching — it's about reaching. Through ALB Drama Altucation, we spark cognitive, social, emotional, and physical growth, nurturing skills that ripple through every subject and every stage of life. Our therapeutic approach taps into multiple intelligences and diverse learning styles, creating a multi-sensory, immersive experience where mind, body, soul, sound, and voice align — deepening both comprehension and retention. Because when learning feels like play, growth becomes natural.

WORK-LAB DEVICE

7% Words — The Power of Precision
38% Voice Culture — The Symphony of Sound
55% Body Culture — The Language of Presence



HOW WE APPROACH

It's not random — it's designed.

ALB activates: Reason | Will | Imagination | Memory | Intuition | Perception

Through: Seeing + Listening + Doing + Experiencing × Repetition = Beliefs

And those beliefs evolve into your identity:

Beliefs + Behavior × Repetition = Habits

This is the ALB Path: from awareness to mastery — from knowing to being.



Brain Health & Development



Emotional Intelligence



ALB Clowning



Resilience & Behaviour



Speech & Dialogue



Observation & Imagination



ALB Storytelling



Combating SMD



Combating CVE



WORK-LAB LEARNINGS

- Embody emotions, build resilience.
- Unlock imagination, spark creativity.
- Cultivate empathy, sharpen social skills.
- Command body language; own your space.
- Shape your voice; express with power.
- Relaxes the mind, boosts mental strength.
- Sharpen focus, deepen observation.
- Tell stories, speak your truth.
- Solve conflicts, think on your feet.
- Discover self, build true identity.
- Break free from social media illusions.
- Resist violent thinking, nurture compassion.
- Outsmart AI — amplify human originality.
- Speak clear, connect deep, lead strong.

COURSES AVAILABLE



ALB INTRODUCTORY

7 DAYS | 3 HOURS SESSION



ALB FOUNDATION

15 DAYS | 3 HOURS SESSION



ALB ADVANCE

30 DAYS | 4 HOURS SESSION



EVERY SUNDAY | 3 HOURS SESSION

Course details and fee structure are available on demand.
Advance booking is required at least one week in advance for
SUNDAY SESSION



WORK-LAB

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LOCATION

PERSONALITY MAGIC WORK-LAB
Rudra Studio, Bungalow NO. 147, Near Ambe Mata
Mandir Aram Nagar-2 Versova, Mumbai

Open Air, Beside Mukti Foundation
Model Town Andheri West Mumbai

CONTACT

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THE MENTOR

Abou Raaja Jaffrey



NARRATIVE ALCHEMIST. BRAND
FOLKLORIST. DRAMA THERAPIST

Raaja Jaffrey is a pioneering Drama Therapist, Actor, and Educator with 19 years of creative leadership. A master of Urdu-Hindi dialogue, diction, voice culture, and Qissa-Goi (storytelling), he has mentored thousands—shaping emerging talent and film stars at India's top acting institutes in Mumbai and Delhi. An ex actor of National School of Drama Rep Co, He is the creator of the award-winning Actor's Life Book, he has revolutionized film acting pedagogy in India. A powerhouse of edutainment, Raaja blends storytelling, brand strategy, and life coaching. His acclaimed literary works, iconic TV campaigns, and groundbreaking mentorship continue to shape India's creative and performing arts landscape.

“The human universe is not built on atoms — it's built on stories.”

