



## ABOUT WORK-LAB

What if your greatest role is being the “most authentic YOU?”

True charisma comes from being at ease with yourself. PERSONALITY MAGIC, powered by the awarded ALB Method, unlocks this secret through performing arts-based transformation.

This immersive Work-Lab redefines your **Mind, Body, Soul, Sound,** and **Voice**, awakening your senses and emotions for effortless self-discovery. More than learning—it's a celebration of YOU! Step into the magic. Live the transformation.



## THE APPROACH

The ALB Method makes a clear distinction between the Self and the Performer within. This structured training begins by shaping passive learners into self-aware explorers, guiding them through five transformational stages: Re-cultivation, Exploration, Expansion, Awakening, and Integration.

It activates the 5 Senses and gradually introduces the 9 Rasas, unlocking emotional intelligence and embodied expression.

Through this process, learners develop a Second Brain and an expanded Body Space—foundations for depth, awareness, and a truly Magical Personality

## THE METHOD

- **Brain Laundry**
- **Reprogramming Mind**
- **Nervous System Control**
- **Energy Channelization**

From Self-Doubt to Self-Stage.  
From Hesitation to Presence.  
This is not personality development.  
This is PERSONALITY MAGIC.



## KEY TRANSFORMATIONS

- Ignite 5 Senses & 9 Rasas
- ALB Clowning & Ice-Breaking
- Activate Neuro-Spinal Orbit
- Build a Second Brain & Body Space
- Master Expressions with ALB Modules
- Commanding Body Language
- Speak with Power & Impact
- Social Intelligence & Psychology
- Polished Etiquette & Presence
- Group Dynamics & Leadership
- Align Self-Image Inside-Out
- Craft Your Authentic Persona
- Be A Brand Called YOU

And Much More..

DON'T CHASE, ATTRACT



# TRANSFORM SA



## COURSE OBJECTIVE

- To offer world-class transformation training that is accessible, affordable, and rooted in the performing arts.
- To guide individuals from all walks of life—students, professionals, seekers—toward self-mastery, confidence, and authentic expression.
- To awaken passive learners into empowered communicators, capable of leading, connecting, and inspiring in any sphere of life.
- To nurture a generation that is emotionally intelligent, socially aware, and consciously expressive—contributing to a more compassionate and harmonious world.

### P.M 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

“Celebrate A New You”

### LOCATION

HELLO SCTOR WORK-LAB  
Aram Nagar Versova, Mumbai

Open Air, Beside Mukti Foundation  
Model Town Andheri West Mumbai

### CONTACT

91-8928712607

hello@helloactor.in  
www.helloactor.in  
www.hellocinema.in

SPECIAL  
OFFER

Discount Available For Selected Candidates

BOOK NOW

## 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.

“Confidence is nothing but being comfortable with the Self.”

