

THE BUSINESS OF MEMORY

Fast-Track Your Career With Supercharged Brainpower

FRANK FELBERBAUM and RACHEL KRANZ

FRANK FELBERBAUM is president of his own consulting company, Memory Training Systems. He consults with more than 175 major corporate clients teaching them memory training and brainpower performance techniques. Mr. Felberbaum also founded the Memory Training Institute in Geneva, Switzerland. He has appeared on television a number of times and has been featured in a number of newspaper and magazine articles.

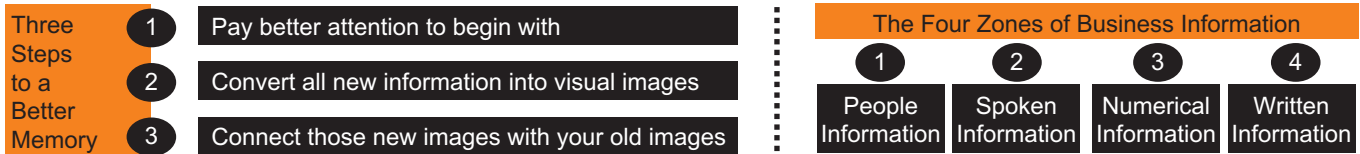
RACHEL KRANZ is an award winning author who has collaborated on a number of books in the science and medical fields.

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MAIN IDEA

Everyone actually has a photographic memory. The problem is usually this perfect recall of new information lasts for only about one-tenth of a second – not long enough to do any good. Therefore, a system is required to extend that retention time and increase the amount of information that gets captured. Just a few simple steps can pay huge career dividends and benefits.

There are three steps you can use to become better at remembering things in the four key zones of business information:



“Paying attention, along with visualizing and associating are the cornerstones of my memory system. Learning how to improve your use of these processes will go a long way toward boosting your memory – and your intelligence. Moreover, this effort has a cumulative effect. The more you strengthen one aspect of your mind, the stronger the other parts will become. Sharpening your powers of observation will mean you notice more and remember more. Learning how to create pictures and stories in your mind will strengthen your ability to make more and richer connections among your memories.”

– Frank Felberbaum

1. The three step memory training system Pages 2 - 4

Step 1 – Pay better attention to begin with

Before you can remember something, you first have to observe it and take notice of it. Most people gloss over important people, facts and concepts without really paying attention. If you don't notice something in the first place, you won't be able to remember it. Simply increasing your mental awareness in new situations will increase how much you remember without doing anything else.

Step 2 – Convert all new information into mental images

Everyone thinks in pictures whether you realize it or not. This is a universal attribute of the human brain. Therefore, to remember anything, convert the information into a mental picture. You can then use that picture as an index and a memory trigger to unlock your recall of that information in the future.

Step 3 – Connect those new images with your old images

We all remember information that means something to us and forget everything else. With this in mind, the best way to remember something new is to connect it in some way to something old. That way when you want to pull out the new data, all you have to do is remember the old. This is the idea behind the practice of association as an aid to a better memory.

2. Applying the system in the workplace Pages 5 - 8

Zone 1 – People information

To become better at remembering the names of the new people you meet, use three basic techniques:

1. Scan their faces for key features of famous people.
2. Create a vivid visual image that triggers their name.
3. Mentally associate that name with the face it belongs to.

Zone 2 – Spoken information

To increase your ability to absorb and then recall the information you've heard in business meetings, use three techniques:

1. Define your intentions in advance.
2. Ask good questions.
3. Convert verbal information into memorable visual images.

Zone 3 – Numerical information

To become better at recalling numerical information:

1. Translate digits into sounds and letters.
2. Form interactive images from the sounds and letters.
3. Associate the images together to form a story.
4. Associate the number with the situation where you'll use it.

Zone 4 – Written information

To get more out of all the reading you do, choose whatever works best for you from the following arsenal of different techniques:

1. The “Memory Palace” approach.
2. Your own numerical memory matrix.
3. The Sherlock Homes technique.
4. Develop conceptual pyramids.
5. Try word encoding.
6. The “Memory Train” approach.

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