



Bite Sized Events

Memories

One of the most popular parts of our book *Instant Brainpower* is the aspect of memory. As well as the obvious benefits of improving memory for simple retention of anything from names to key business facts, memory has a strong part to play in the creative process. The memory is the base resource from which new ideas are constructed – the more flexible the memory, the easier it is to combine factors and produce new possibilities. This session gives an insight into how memory works and provides easy to use techniques to remember anything from numbers to names and facts. Better memory isn't just an impressive party trick, it's a powerful business tool.

Goals

- To get a basic understanding of the mechanisms of memory
- To learn simple memory techniques to make it easy to remember names, numbers and pieces of information
- To be able to use mind maps to capture information from a book or another source and recall that information
- To have fun

Outline

- **Introduction** – who the speaker is, why we are here
- **Mind stretching** – a quick, fun exercise to get the brain into creative thinking
- **I'm terrible at names** – The typical problems we all have with memory
- **Brains aren't memory chips** – How the brain handles memories, and why it's much more complex than computer memory
- **Who was that man?** – First group exercise, using a technique to associate strong imagery with a name, and hence fix an individual's name in memory
- **Chunks and breaks** – The benefits to memory of breaking learning down into chunks with a quick break at regular intervals.
- **One, two, buckle my shoe** – From our childhood counting rhymes we look at how rhyme, rhythm and associations are used to fix numbers in the brain, and try out an exercise at remembering several numbers that will be returned to at the end of the seminar
- **Mapping the mind** – A quick demonstration of how the two halves of the brain can be felt to operate using the Stroop effect, leading into a description of mind maps and how they can be used to capture and fix information in the brain
- **Chaining** – A simple technique to remember lists of unconnected objects
- **Mastermemory** – A quick, fun exercise recalling events from earlier in the session

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- **Back to those numbers** – recap on memorizing numbers, and a check on how well the numbers were recalled. Used to emphasize the importance of review in fixing in long term memory
- **Everyday memory** – Not everyone who learns these techniques makes use of them. A simple action plan and tips for continuing to work with your memory

Practicalities

The *Memories* bite size event lasts 1 to 1½ hours. To get the best opportunities for participation we recommend the longer duration. It can be staged in theatre style seating for any number of attendees, but if a horseshoe format is practical then it is preferred. The location should have a data projector and two flip charts for the presenter, plus pads and pencils for attendees. As always, we can quote for provision of resources, but many clients find it more cost-effective and convenient to provide them.

Recommended books: many of the techniques described and a total of 70+ techniques and exercises are provided in *Instant Brainpower*. We find it very effective to give copies of the book to all attendees – bulk discounts are available – but if this is not practical, we suggest buying a couple of copies for reference.

Pricing

Bite size events are priced at £800+VAT, assuming the client provides the venue, projector and housekeeping resources. The only other costs will be travel expenses for the presenter (first class rail or Inland Revenue mileage 40p/mile) and optionally cost of books for attendees. *Instant Brainpower* has a list price of £9.99, but we can offer it at £8.50 with further discounts for bulk purchases.

Presenter

Your presenter will be agreed in advance. All our presenters are experienced managers, not just trainers. In the unlikely event that the agreed presenter is not available due to illness we will offer the choice of a backup presenter or rescheduling.