

Memory and Memorability



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- › Senior Arbiter, World Memory Champs
- › Crowned "Memory Maven" by Anthill Magazine



A Memory Upgrade To Increase Business Success

Age-proof Your Brain!

You may not believe it, but improving your memory is a skill you can easily learn, with the right techniques and practice.

How good is your memory?

Try this extract from "Age Proof Your Brain" by Tony Buzan

	1	2	3	4	5
	Easy				Real Problem
Remembering names:					
Someone you've just met	1	2	3	4	5
Friends	1	2	3	4	5
Family members	1	2	3	4	5
Places like restaurants you've visited	1	2	3	4	5
Titles of books and movies you've seen	1	2	3	4	5
Remembering numbers:					
PIN number	1	2	3	4	5
Bank account number	1	2	3	4	5
Familiar phone number	1	2	3	4	5
New phone numbers	1	2	3	4	5
Doing simple sums	1	2	3	4	5
Remembering Dates:					
Birthdays and anniversaries	1	2	3	4	5
Appointments	1	2	3	4	5
Household chores	1	2	3	4	5
Remembering where:					
You put things (keys, phone, etc)	1	2	3	4	5
You parked the car	1	2	3	4	5
Directions	1	2	3	4	5
Remembering stories:					
What you watched on TV last night, read in the papers, etc.	1	2	3	4	5
What you were just saying	1	2	3	4	5
What the other person was just saying	1	2	3	4	5
The right word for it	1	2	3	4	5

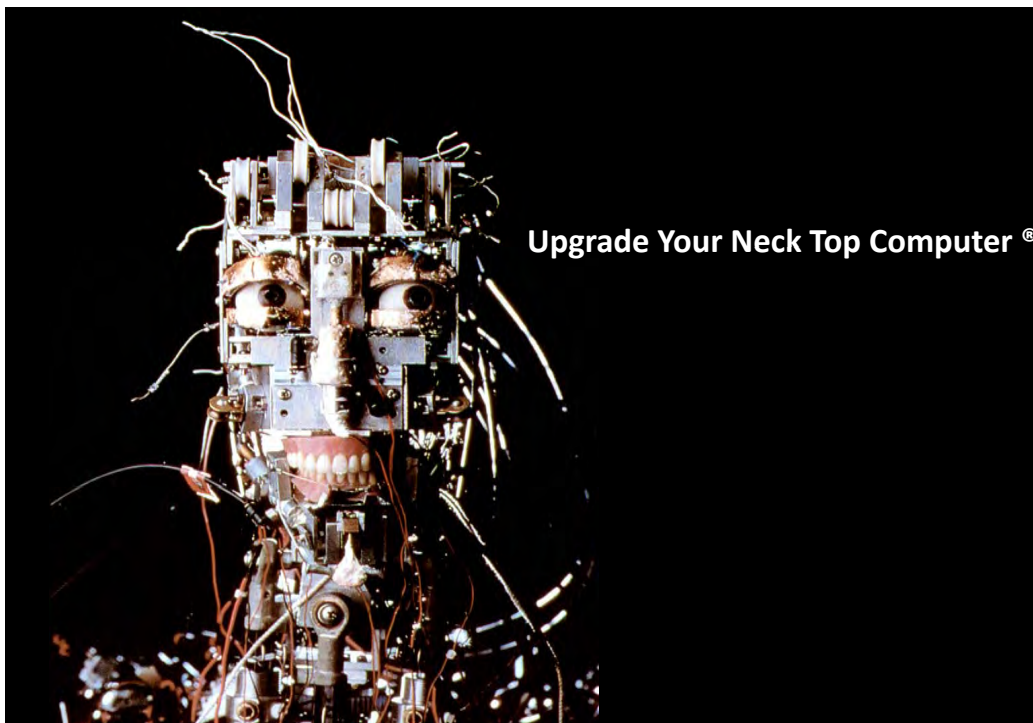
- 20 – 30 Congratulations! You have no memory problems whatsoever.
Have fun with the program and mental challenges to keep your brain in tip-top condition.
- 31 – 40 You experience mild memory problems.
Follow the program to fine-tune your brain and eradicate them altogether.
- 41 – 60 You have average memory problems.
Stick with the program and you will start to excel.
- 61 – 80 You have moderate difficulties with your memory and need to follow the program closely to get your brain back into shape.
You should start to notice improvements in 7 days.
- 81 – 100 You experience severe memory problems.
You can start to improve your performance by using the memory techniques shown today.
Persevere and you will soon improve.

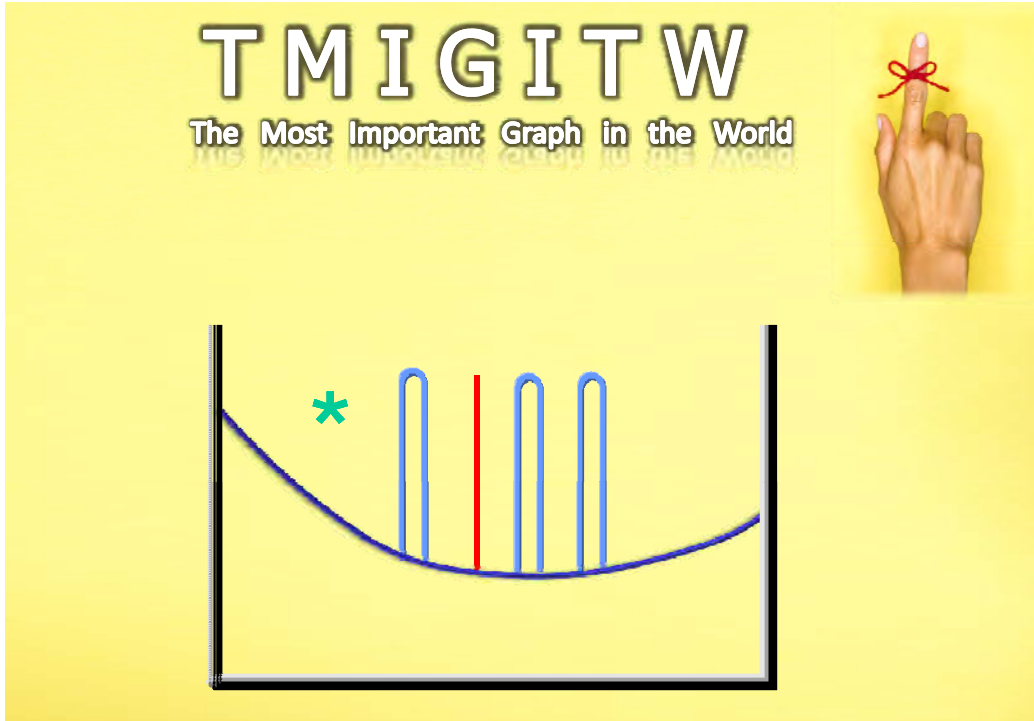


Develop
Brain Envy

Train your brain
to be even
better

Dr Daniel Amen





Example of Von Restorff at Christmas time



All Entries



more

Go to <http://www.fuzz2buzz.com/en/creativity-wired/>

12 Memory (and Creativity) Principles

Senses
Movement!
Association
Self
Humour
Imag-ination
Numbers
 1, 2, 3 dozen
 Trio

Symbols
Colour
Orders
Positive

EXAGGERATE

12 Memory Principles

Senses	Symbols
M	C
A	O
S	Pos
H	E
N	

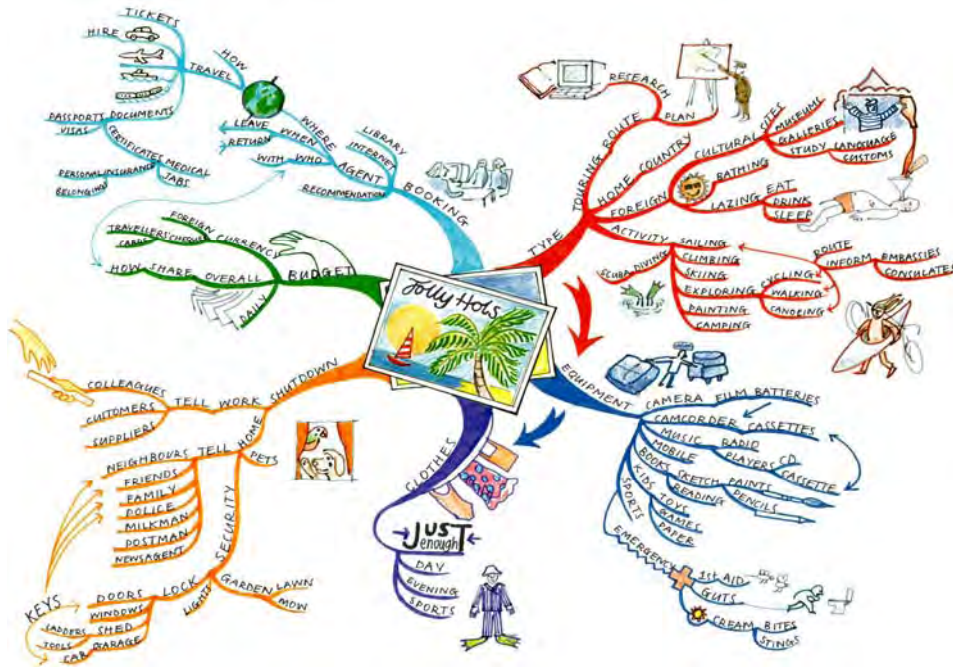
Numbers: _____
 Like a free set of pointers on how to better remember facts and figures? Visit buzan.com.au/memory

How can we apply what we have learnt so far?

Newspaper	Broccoli	Bananas
Bread	Sticky Tape	Carrots
Toilet Paper	Milk	Coffee
Oranges	Shampoo	Batteries
Biscuits	Eggs	Grapes
Toothpaste	Apples	Tomatoes
Lettuce	Soap	Pencils

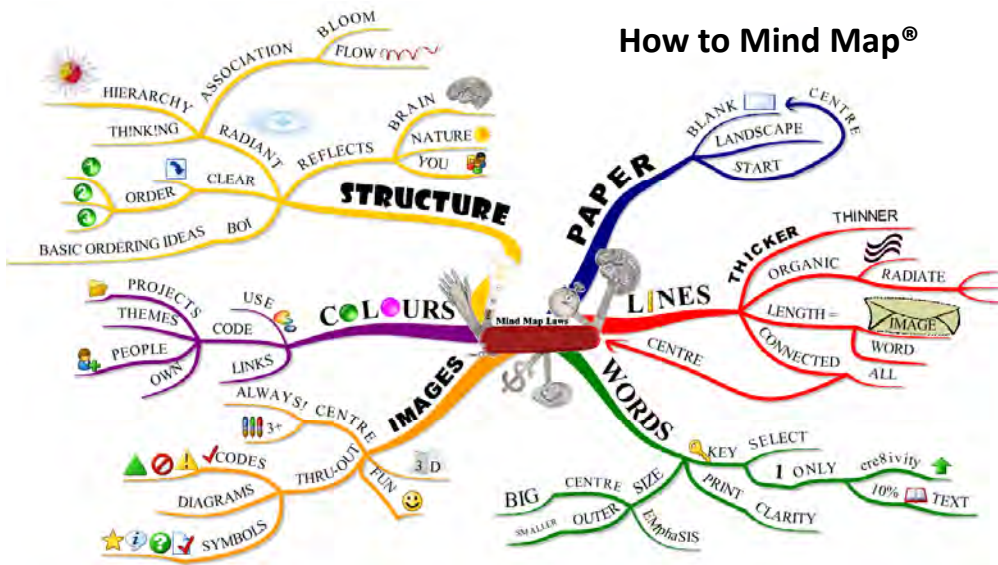


Mind Maps are the Swiss Army Knife
for your Brain and Memory





How to Mind Map®





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