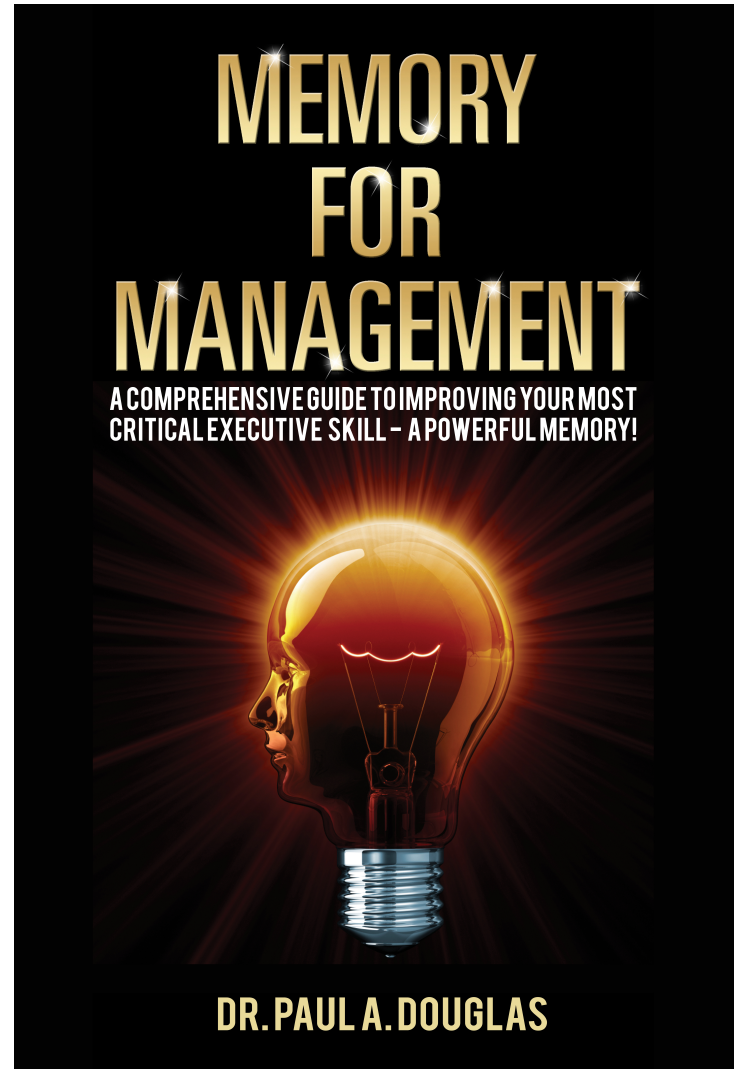




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Memory

1. Association



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Acronyms

*Acronyms allow us to associate information with the letters in common words.
They act as cues.*

HOMES - Reminds us of the five great lakes (Huron, Ontario, Michigan, Erie and Superior).

PATINA - Reminds us of the four major bodies of water (Pacific, Atlantic, Indian and arctic).

GUMP - Reminds us of the checklist before landing a propeller-drive airplane (Gas pumps on, Undercarriage down, Mixture rich and Prop full increase).



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Memory

1. Association

2. Mental Slap



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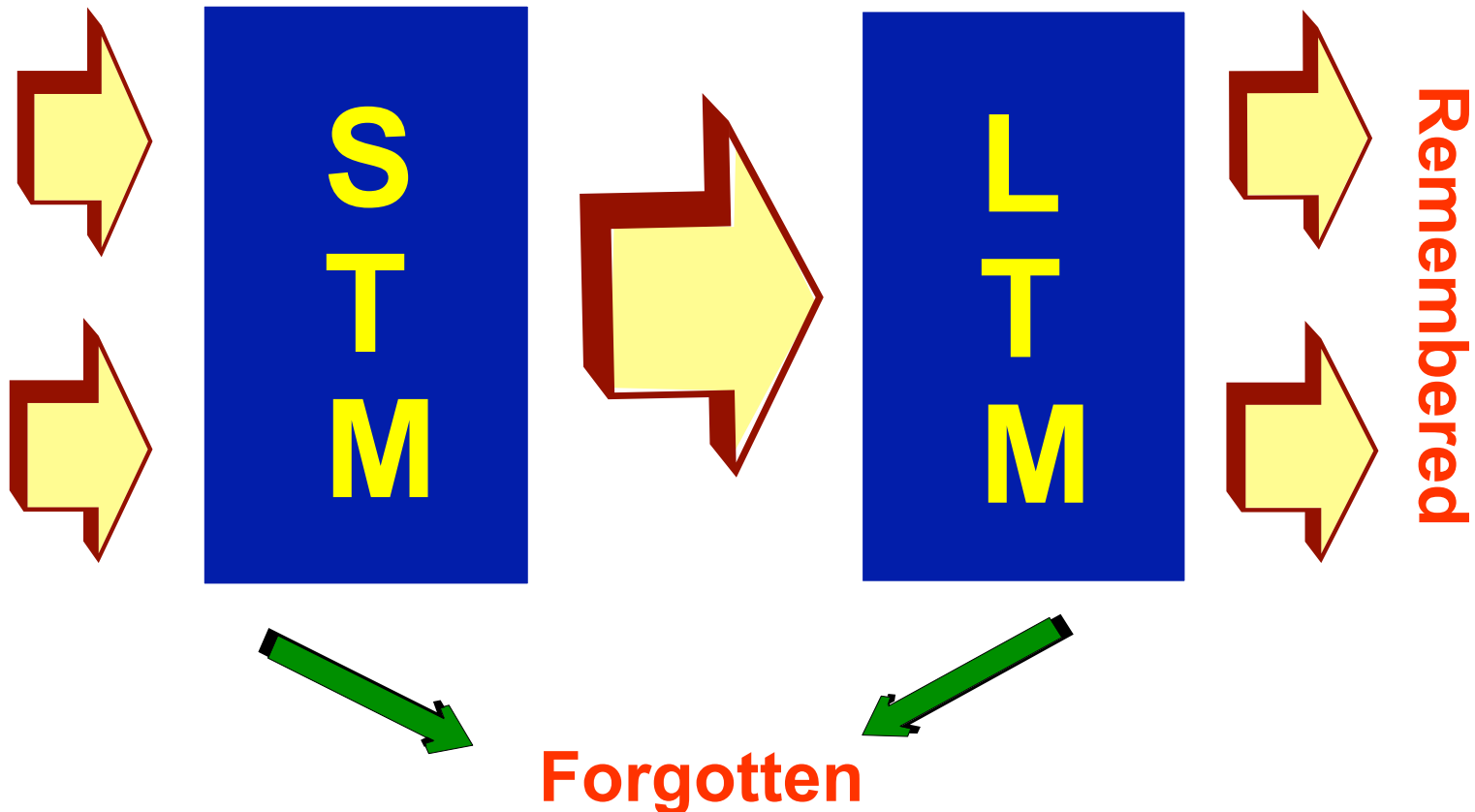
- 1. Tree**
- 2. Airplane**
- 3. Envelope**
- 4. Nuns**
- 5. Motorcycle**
- 6. Supermarket**
- 7. Fire**
- 8. Teapot**
- 9. Mouse**
- 10. Book**



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Long vs. Short-Term Memory





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That Reminds Me

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Loci Method



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1. Front Door



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2. Foyer



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3. Staircase



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4. Conservatory



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*Friends, Romans, countrymen, lend me your ears;
I come to bury Caesar, not to praise him;
The evil that men do lives after them,
The good is oft interred with their bones,
So let it be with Caesar ... The noble Brutus
Hath told you Caesar was ambitious:
If it were so, it was a grievous fault,
And grievously hath Caesar answered it ...
Here, under leave of Brutus and the rest,
(For Brutus is an honourable man;
So are they all; all honourable men)
Come I to speak in Caesar's funeral ...
He was my friend, faithful and just to me:
But Brutus says he was ambitious;
And Brutus is an honourable man....*



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Friends, Romans, countrymen, lend
me your ears;



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Friends, Romans, countrymen, lend
me your **ears**;



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I come to **bury** Caesar, not to praise him;



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The evil that men do lives after them,
The good is oft interred with their bones,
So let it be with Caesar....



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The evil that men do lives after them,
The good is oft interred with their **bones**,
So let it be with Caesar....



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The noble Brutus
Hath told you Caesar was ambitious:
If it were so, it was a grievous fault,
And grievously hath Caesar answered it....



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Friends, Romans, countrymen, lend
me your **ears**;



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I come to **bury** Caesar, not to praise him;



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The evil that men do lives after them,

The good is oft interred with their **bones**,

So let it be with Caesar....



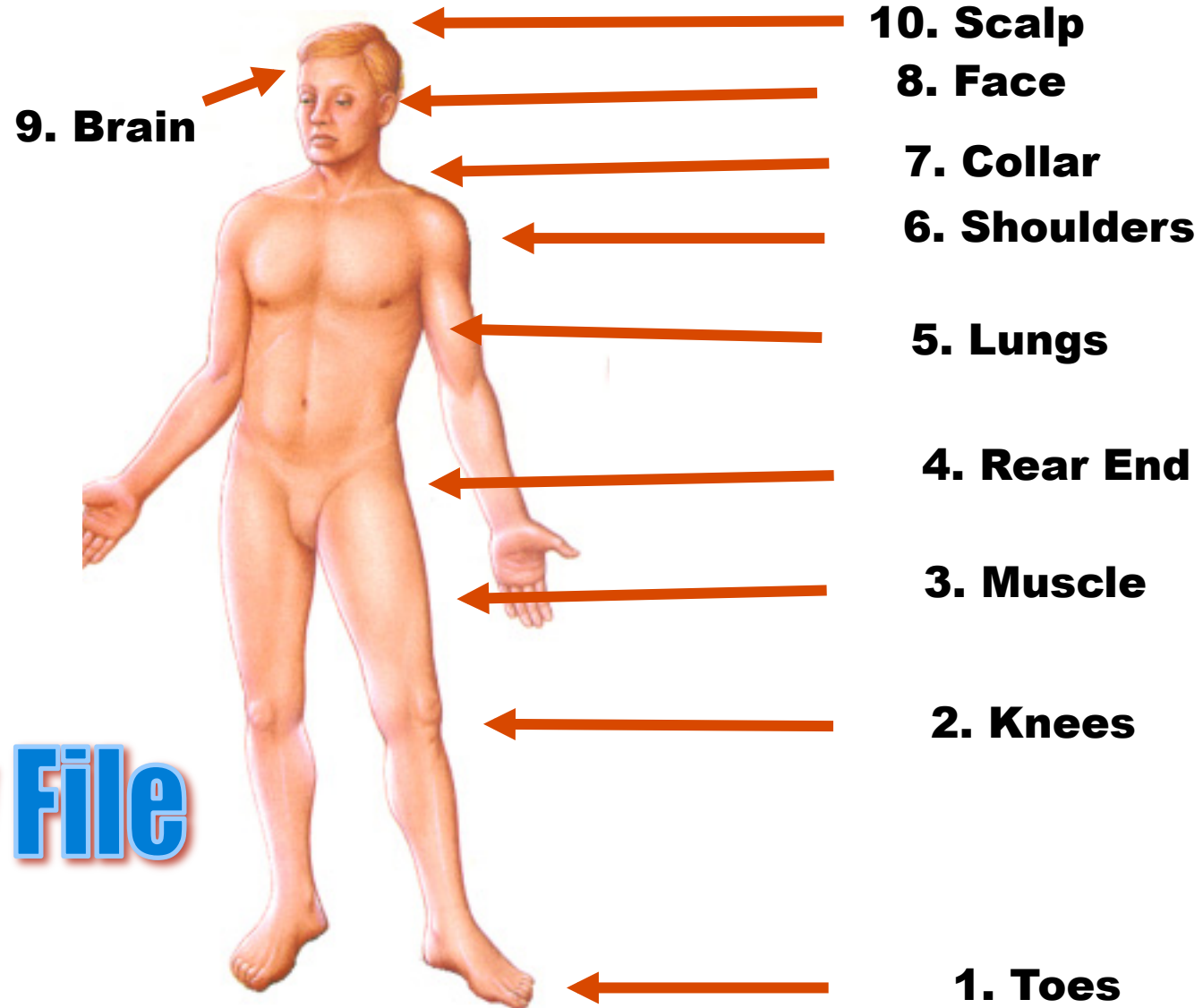
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Body File



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Body File



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Body File

- 1. Toes**
- 2. Knees**
- 3. Muscle**
- 4. Rear End**
- 5. Lungs**
- 6. Shoulders**
- 7. Collar**
- 8. Face**
- 9. Brain**
- 10. Scalp**



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The Peg System

1. T,D	Tie
2. N	Noah
3. M	Ma
4. R	Rye
5. L	Law
6. Sh, Ch	Shoe
7. K, C	Key
8. F,V	Ivy
9. B,P	Bee
0. S,Z	Zoo



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The Peg System

- | | |
|-----------------|-----------------|
| 1. Tie | 11. Tot |
| 2. Noah | 12. Tin |
| 3. Ma | 13. Time |
| 4. Rye | 14. Tire |
| 5. Law | 15. Tail |
| 6. Shoe | 16. Dish |
| 7. Key | 17. Tack |
| 8. Ivy | 18. T.V. |
| 9. Bee | 19. Tub |
| 10. Toes | 20. Nose |



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En Français

- | | |
|-----------|-----------|
| 1. Thé | 11. Tête |
| 2. Nez | 12. Tonne |
| 3. Main | 13. Tombe |
| 4. Rue | 14. Terre |
| 5. Lit | 15. Tuile |
| 6. Chat | 16. Tache |
| 7. Quai | 17. Duc |
| 8. Vin | 18. T.V. |
| 9. But | 19. Tapis |
| 10. Thèse | 20. Noces |



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Español

- | | |
|----------|------------|
| 1. Arbol | 11. Reloj |
| 2. Nuéz | 12. Agua |
| 3. Pan | 13. Mesa |
| 4. Perú | 14. Azucar |
| 5. Leche | 15. Oso |
| 6. Gato | 16. Taza |
| 7. Cuna | 17. Fuego |
| 8. Vino | 18. Sal |
| 9. Perro | 19. Ratón |
| 10. Cara | 20. Libro |



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Remembering Numbers



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Remembering Numerical Data



4 1 1 5 3 7 5 2 6 4 1 6

RATTLE – MACK – LAWNCHAIR - DISH



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4 1 1 5 3 7 5 2 6 4 1 6

2015



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**Numbers It
Would Be
Nice To Have
In Memory**



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- **Frequently Called Telephone Numbers**
- **Social Security Number**
- **Passport Number**
- **Credit Card Numbers**
- **Calling Card Numbers**



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American Express

3735 2124 5031 947

Make My Landing Really Smooth Barack



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30 - 420121

69 - 314781

25 - 968010

16 - 419217

47 - 850947

91 - 850151

13 - 224606

64 - 370774

89 - 897639

11 - 022460

12 - 123583

90 - 998752

48 - 752796

60 - 965167

9 - 819099

41 - 055055

99 - 802123

39 - 842684

42 - 156178

4 - 314594

16 - 527965

84 - 392134

37 - 640448

86 - 594370

6 - 516730

2 - 112358

68 - 774156

3 - 213471

87 - 695493

21 - 033695

75 - 482022

56 - 561785

49 - 853819

94 - 301123

40 - 943707

59 - 864044

29 - 831459

55 - 460662

15 - 426842

79 - 886404

65 - 471897

26 - 538190

88 - 796516

22 - 134718

46 - 550550

83 - 291011

47 - 751673

19 - 820224

14 - 325729

70 - 437077

35 - 448202

50 - 954932

82 - 190998

36 - 549325

95 - 401123

98 - 701123

62 - 178538

58 - 763921

76 - 583145

78 - 785381

44 - 358314

53 - 268426

96 - 501123

17 - 628088

20 - 921347

23 - 235831

77 - 932572

38 - 741561

72 - 189763

57 - 662808

51 - 066280

66 - 572910

85 - 493257

92 - 101123

71 - 088640

74 - 381909

34 - 347189

81 - 099875

52 - 167303

5 - 875279

93 - 201123

45 - 459437

33 - 246066

67 - 673033

31 - 044820

73 - 280886

54 - 369549

1 - 011235

80 - 987527

8 - 718976

18 - 729101

28 - 730336

7 - 617853

27 - 639213

63 - 279651

61 - 077415

43 - 257291

32 - 145943

10 - 910112

99 - 802123



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30 – 420121

69 – 314781

25 – 968010

16 – 419217

47 – 850947

91 – 850151



The World-Class Administrative Professional Course



30 – 420121

69 – 314781

25 – 968010

16 – 419217

47 – 850947

91 – 850151



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30 (Mouse) – 420121 Runs Down It
69 (Ship) – 314781 Mother Craft



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Lindbergh's Flight	-	1927
Death of F.D.R.	-	1945
First British Parliament	-	1295
Death of Napoleon	-	1821
Joan of Arc's Victory	-	1429
Charles Darwin's "Origin ..."	-	1834
US Invades Cambodia	-	1970
Plymouth Colony Founded	-	1620
Martin Luther's "95 Theses"	-	1483
Independent Jewish State	-	1948



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Lindbergh's Flight	-	927
Death of F.D.R.	-	945
First British Parliament	-	295
Death of Napoleon	-	821
Joan of Arc's Victory	-	429
Charles Darwin's "Origin ..."	-	834
US Invades Cambodia	-	970
Plymouth Colony Founded	-	620
Martin Luther's "95 Theses"	-	483
Independent Jewish State	-	948



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Lindbergh's Flight	-	927
Death of F.D.R.	-	945
First British Parliament	-	295
Death of Napoleon	-	821
Joan of Arc's Victory	-	429
Charles Darwin's "Origin ..."	-	834
US Invades Cambodia	-	970
Plymouth Colony Founded	-	620
Martin Luther's "95 Theses"	-	483
Independent Jewish State	-	948



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Lindbergh's Flight	-	927
Death of F.D.R.	-	945
First British Parliament	-	295
Death of Napoleon	-	821
Joan of Arc's Victory	-	429
Charles Darwin's "Origin ..."	-	834
US Invades Cambodia	-	970
Plymouth Colony Founded	-	620
Martin Luther's "95 Theses"	-	483
Independent Jewish State	-	948



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Lindbergh's Flight - 9 2 7



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Lindbergh's Flight -

9 2 7

B N K



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Lindbergh's Flight -

9 2 7

BANK



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Lindbergh's Flight - 927

Death of F.D.R. - 945

First British Parliament - 295

Death of Napoleon - 821

Joan of Arc's Victory - 429

Charles Darwin's "Origin ..." - 834

US Invades Cambodia - 970

Plymouth Colony Founded - 620

Martin Luther's "95 Theses" - 483

Independent Jewish State - 948



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Death of F.D.R. - 9 4 5



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Death of F.D.R. - 9 4 5
B R L



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Death of F.D.R. - 9 4 5 BURIAL



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Lindbergh's Flight	-	927
Death of F.D.R.	-	945
First British Parliament	-	295
Death of Napoleon	-	821
Joan of Arc's Victory	-	429
Charles Darwin's "Origin ..."	-	834
US Invades Cambodia	-	970
Plymouth Colony Founded	-	620
Martin Luther's "95 Theses"	-	483
Independent Jewish State	-	948



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First British Parliament - 295



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First British Parliament - 2 9 5
N B L



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First British Parliament - 2 9 5
NOBLE



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Reference Numbers and Legal Citations



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Indecent Telephone Calls

3 3 6



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Making Counterfeit Money

3 0 7

**Making
Sawbucks
Criminal**



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Bigamy

2 5 4



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Bigamy

2 5 4

Numerous
Lovers
Restricted



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Personating A Police Officer

119



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Personating A Police Officer

1 1 9

**Don't
Dress
Police Like**



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Kidnapping

2 4 7



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Course**



Kidnapping

2 4 7

**Never
Release
Kidnappers**



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Carrying A Concealed Weapon

8 7



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Carrying A Concealed Weapon

8 7

Firearm Concealed



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Assault 244



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Assault 244

**KNUCKLE
REMEDY
RESTRICTED**



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Appointments and Anniversaries



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Month Pegs



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January - Snowman
February - Cupid
March - Leprechaun
April - Showers
May - Flowers
June - Bride
July - Firecracker
August - Beach
September - School
October - Pumpkin
November - Turkey
December - Santa



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Letter Pegs

A – Ape
B – Bear
C – Cow
D – Dog
E – Elephant
F – Fox
G – Goat
H – Horse
I – Iguana
J – Jackal
K – Kangaroo
L – Lamb
M – Mouse

N – Nightingale
O – Ostrich
P – Pig
Q – Quail
R – Rabbit
S – Snake
T – Turtle
U – Unicorn
V – Vulture
W – Weasel
X – Ox
Y – Yak
Z – Zebra

Memory Matrix

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
1																										
2																										
3																										
4																										
5																										
6																										
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9																										
10																										
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16																										
17																										
18																										
19																										
20																										



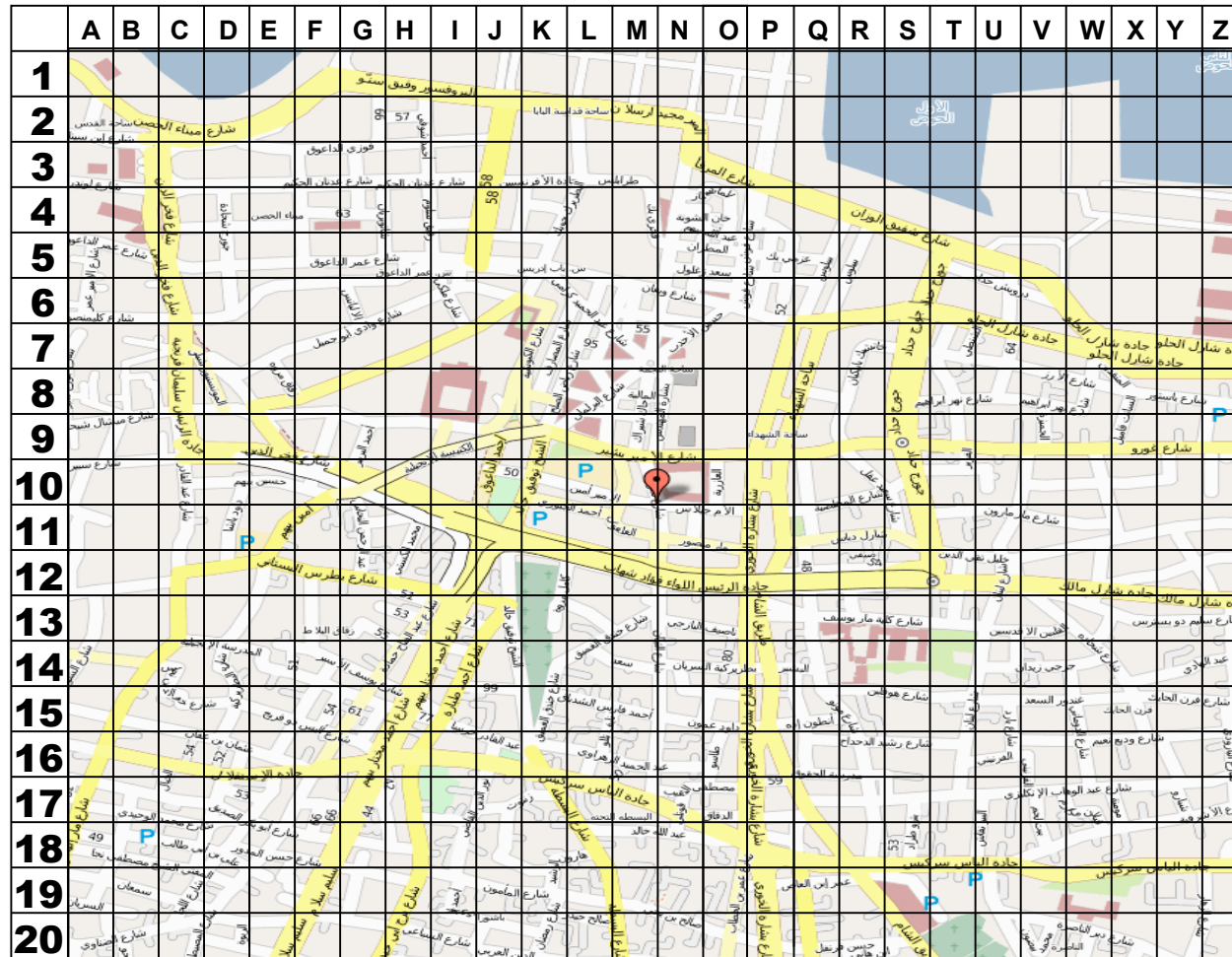
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Beirut, Lebanon

Each Cell
Is ¼ Mile

Memory Matrix



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Periodic Table

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	H ¹																	He ²
2	Li ³	Be ⁴											B ⁵	C ⁶	N ⁷	O ⁸	F ⁹	Ne ¹⁰
3	Na ¹¹	Mg ¹²											Al ¹³	Si ¹⁴	P ¹⁵	S ¹⁶	Cl ¹⁷	Ar ¹⁸
4	K ¹⁹	Ca ²⁰	Sc ²¹	Ti ²²	V ²³	Cr ²⁴	Mn ²⁵	Fe ²⁶	Co ²⁷	Ni ²⁸	Cu ²⁹	Zn ³⁰	Ga ³¹	Ge ³²	As ³³	Se ³⁴	Br ³⁵	Kr ³⁶
5	Rb ³⁷	Sr ³⁸	Y ³⁹	Zr ⁴⁰	Nb ⁴¹	Mo ⁴²	Tc ⁴³	Ru ⁴⁴	Rh ⁴⁵	Pd ⁴⁶	Ag ⁴⁷	Cd ⁴⁸	In ⁴⁹	Sn ⁵⁰	Sb ⁵¹	Te ⁵²	I ⁵³	Xe ⁵⁴
6	Cs ⁵⁵	Ba ⁵⁶	La ⁵⁷	Hf ⁷²	Ta ⁷³	W ⁷⁴	Re ⁷⁵	Os ⁷⁶	Ir ⁷⁷	Pt ⁷⁸		Hg ⁸⁰	Tl ⁸¹	Pb ⁸²	Bi ⁸³	Po ⁸⁴	At ⁸⁵	Rn ⁸⁶
7	Fr ⁸⁷	Ra ⁸⁸	Ac ⁸⁹	Rf ¹⁰⁴	Db ¹⁰⁵	Sg ¹⁰⁶	Bh ¹⁰⁷	Hs ¹⁰⁸	Mt ¹⁰⁹	Uu ¹¹⁰								
8																		
9			Ce ⁵⁸	Pr ⁵⁹	Nd ⁶⁰	Pm ⁶¹	Sm ⁶²	Eu ⁶³	Gd ⁶⁴	Tb ⁶⁵	Dy ⁶⁶	Ho ⁶⁷	Er ⁶⁸	Tm ⁶⁹	Yb ⁷⁰	Lu ⁷¹		
10			Th ⁹⁰	Pa ⁹¹	U ⁹²	Np ⁹³	Pu ⁹⁴	Am ⁹⁵	Cm ⁹⁶	Bk ⁹⁷	Cf ⁹⁸	Es ⁹⁹	Fm ¹⁰⁰	Md ¹⁰¹	No ¹⁰²	Lr ¹⁰³		

Gold

K – 6

Kangaroo wearing golden shoes



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Periodic Table

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	H ¹																	He ²
2	Li ³	Be ⁴											B ⁵	C ⁶	N ⁷	O ⁸	F ⁹	Ne ¹⁰
3	Na ¹¹	Mg ¹²											Al ¹³	Si ¹⁴	P ¹⁵	S ¹⁶	Cl ¹⁷	Ar ¹⁸
4	K ¹⁹	Ca ²⁰	Sc ²¹	Ti ²²	V ²³	Cr ²⁴	Mn ²⁵	Fe ²⁶	Co ²⁷	Ni ²⁸	Cu ²⁹	Zn ³⁰	Ga ³¹	Ge ³²		Se ³⁴	Br ³⁵	Kr ³⁶
5	Rb ³⁷	Sr ³⁸	Y ³⁹	Zr ⁴⁰	Nb ⁴¹	Mo ⁴²	Tc ⁴³	Ru ⁴⁴	Rh ⁴⁵	Pd ⁴⁶	Ag ⁴⁷	Cd ⁴⁸	In ⁴⁹	Sn ⁵⁰	Sb ⁵¹	Te ⁵²	I ⁵³	Xe ⁵⁴
6	Cs ⁵⁵	Ba ⁵⁶	La ⁵⁷	Hf ⁷²	Ta ⁷³	W ⁷⁴	Re ⁷⁵	Os ⁷⁶	Ir ⁷⁷	Pt ⁷⁸	Au ⁷⁹	Hg ⁸⁰	Tl ⁸¹	Pb ⁸²	Bi ⁸³	Po ⁸⁴	At ⁸⁵	Rn ⁸⁶
7	Fr ⁸⁷	Ra ⁸⁸	Ac ⁸⁹	Rf ¹⁰⁴	Db ¹⁰⁵	Sg ¹⁰⁶	Bh ¹⁰⁷	Hs ¹⁰⁸	Mt ¹⁰⁹	Uun ¹¹⁰								
8																		
9			Ce ⁵⁸	Pr ⁵⁹	Nd ⁶⁰	Pm ⁶¹	Sm ⁶²	Eu ⁶³	Gd ⁶⁴	Tb ⁶⁵	Dy ⁶⁶	Ho ⁶⁷	Er ⁶⁸	Tm ⁶⁹	Yb ⁷⁰	Lu ⁷¹		
10			Th ⁹⁰	Pa ⁹¹	U ⁹²	Np ⁹³	Pu ⁹⁴	Am ⁹⁵	Cm ⁹⁶	Bk ⁹⁷	Cf ⁹⁸	Es ⁹⁹	Fm ¹⁰⁰	Md ¹⁰¹	No ¹⁰²	Lr ¹⁰³		

Arsenic
0 - 4

Ostrich dies after drinking rye whiskey laced with arsenic



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Preparing Speeches



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The most effective way to deliver a speech is to speak it in your own words.

A speech is basically a sequence of thoughts – Not words.

It is not necessary, nor is it wise, to try to memorize your speech word for word. It will sound canned and the pressure that comes from feeling you must deliver it word for word will reduce your effectiveness.



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If you are being asked to speak on a subject you must have some familiarity with the subject. The problem most people have in delivering speeches is not that they don't know what to say, but rather they have difficulty remembering the order of the thoughts they wish to express. The fear then is more one of losing your place.

Forgetting What Comes Next!



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Preparing Speeches: The Four Steps

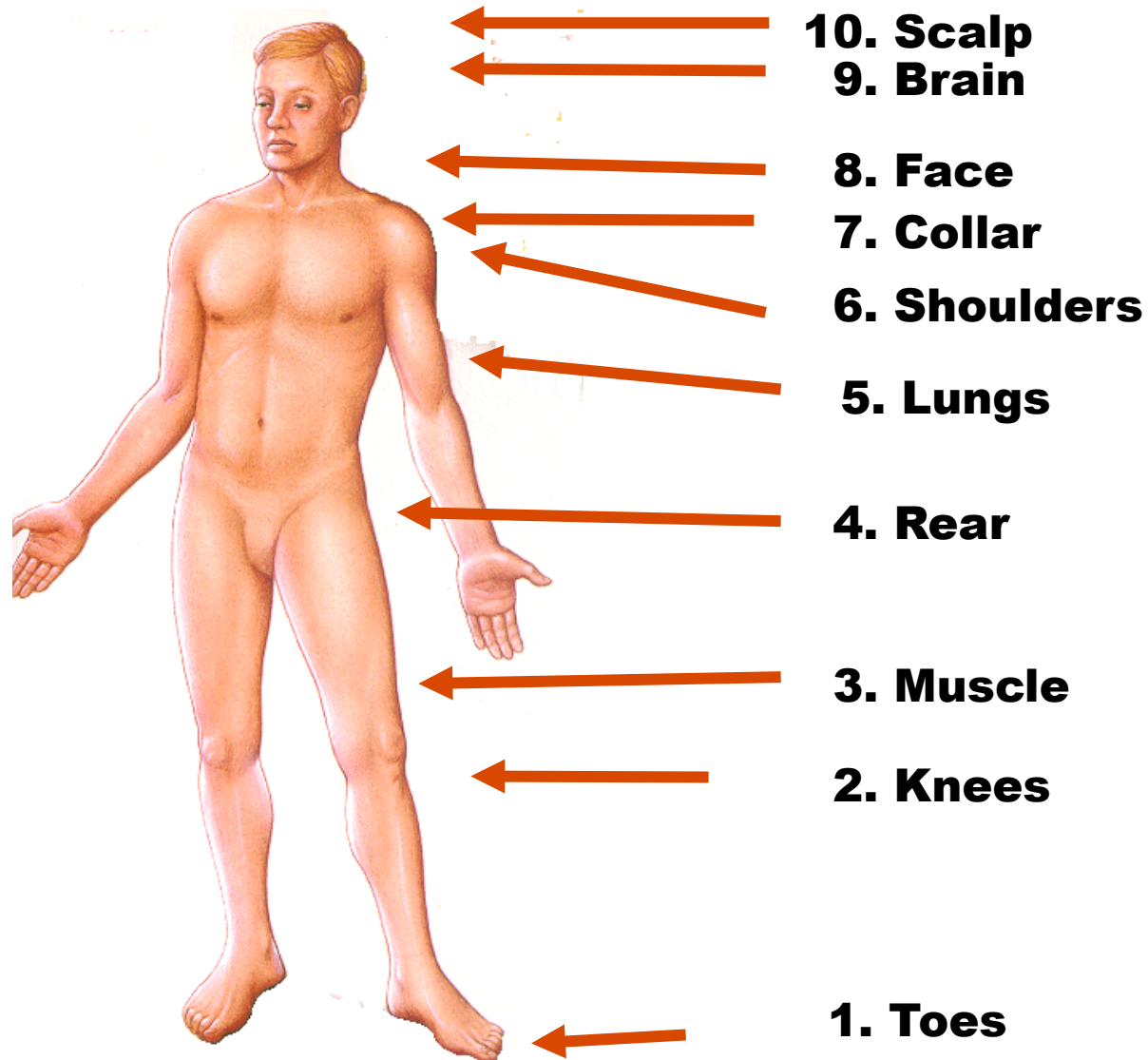


Preparing Speeches

1. Write out your speech, edit, revise and polish
2. Identify the major talking points in your speech
3. Create an visual image and reminder for each of these talking points
4. Associate each of these images with a peg or loci



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Link To Body File

- 1 – Duck sitting on Toes (Introduction)
- 2 – Kneeling in front of Mary, etc. (Thanks)
- 3 – Muscle Driving Scalpel into thigh (Operations)
- 4 – Bumman man (Challenges We Had)
- 5 – Lungs Tumor growing (Growth)
- 6 – Shoulder to the Wheel (Work needed)
- 7 – Collar Collaring people (Need to acquire talented staff)
- 8 – Face to Face Yelling in face (Customer service)
- 9 – Brain Rodin's The Thinker (We need to innovate)
- 10 – Scalp Wearing Cap (Summarize)



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MEMORY FOR MANAGEMENT

A COMPREHENSIVE GUIDE TO IMPROVING YOUR MOST
CRITICAL EXECUTIVE SKILL - A POWERFUL MEMORY!



DR. PAUL A. DOUGLAS

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Remembering Names

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Two Reasons Why People Have Trouble Remembering Names

1. Difficulty recognizing individual facial uniqueness
2. Difficulty remembering the name associated with the face



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OVAL



ROUND



RECTANGULAR



TRIANGULAR



DIAMOND



SQUARE



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**Shape
Eyes
Brows
Nose
Mouth
Chin
Hair**



The World-Class Administrative Professional Course



A



B



C



D



E



F





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 **A**



 **B**



 **C**



 **D**



 **E**



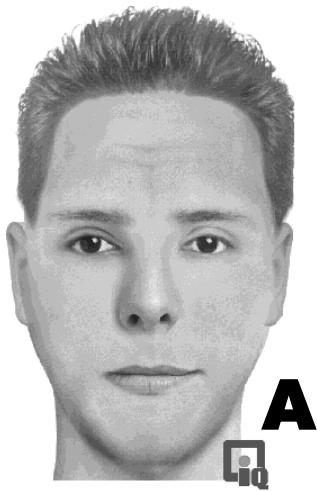
 **F**



 **G**



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A



B



C



D



E



F



G



H



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The Seven Steps



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Remembering Names

1. Hear the Name



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Remembering Names

2. See The Name



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Remembering Names

3. Comment On The Name



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Remembering Names

4. Use The Name



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Remembering Names

5. Substitution



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Remembering Names

6. Identify A Feature



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Course



Remembering Names

7. Apply The “Mental Slap”



The World-Class Administrative Professional Course



E - EXAGGERATION

R - REVERSAL

A - ACTION

S - SHOCK