

How good are you at remembering names? The chances are that like most people you would like to be better – particularly in business situations. How can you do it?

Understanding a little bit about how the brain works can help.

Our brains are excellent at linking things because they are a network with an almost infinite number of possible connections. To improve your memory tap into that natural capability and use your brain the way it works naturally.

One way to remember names is to let your brain create links with information you already have, generate some visual images and to quickly create a story.

For example I recently had to remember a name and address so that I could collect something the next day.

I already knew the first name of the person and asked for their surname, Pickford, so my brain generated a mental image of Mary Pickford, an early film star - holding a pick, standing by a ford. Then I asked for the address, Fontwell Drive. So Mary Pickford is standing at the ford holding a pick and she begins to dig a hole to use as a font, but the hole becomes too big and fills up from the ford to become a well.

The next day I was very easily able to recall the name and address.

The more bizarre and outlandish your story the easier it is to remember, and creating stories becomes faster with practise, especially if you to let your brain do the work; use whatever images or links it creates automatically as those will be the ones that are quickly re-created when you need to remember the name.

For more ideas about how to use your brain in business contact Stella Collins at www.braininbusiness.com or phone 0118 983 6339.