

Howard Stephen Berg—the world’s fastest reader
3001 S. Hardin Blvd.
Ste 110/PMB # 144
McKinney, TX 75070
Phone: ((972) 548-0692
Fax: (800) 345-6016
E-Mail: mrreader@msn.com
Website: <http://www.mrreader.com>

Remembering What Your Learn...And Recalling It When You Need It

Have you ever heard of the book, “*The 7 Habits of Highly Effective People?*” Many students are familiar with it, and if you aren’t I would urge you to consider reading it (of course using the techniques described in this article). Can you please tell me how you have successfully used habit number three? Of course not! You don’t remember it. It is amazing how much money you and your company invests in training and self development programs when the next day all that is remembered was what a wonderful training you had yesterday. Why is your brain so quickly deleting this important information, when it can easily remember the words to a Beatle song from 30 years ago after only hearing a few notes played on the radio? The answer to this question can be summed up in one word **emotion**. Understanding the importance of emotion upon memory will instantly switch on your brain’s limitless learning ability.

Your brain is programmed to delete information that is unimportant. One of the key elements that makes your brain view information as significant is the emotional impact that information has upon your life. Let me prove this to you in an experiment. Try and remember all the places you've ever driven in an automobile during your lifetime. What happens? You can't do it! Let's ask a very similar question and see how well your memory works. Try to remember a time when you had an accident, saw an accident, or received a speeding ticket. Notice how much easier it was to remember this information? Why? Getting a ticket, having an accident, or seeing an accident generates a huge amount of emotion. This emotion instantly glues information into your permanent memory. Let's see how to use your emotional glue to permanently learn "*The 7 Habits of Highly Effective People*", that were so difficult to remember at the start of this section.

To glue information using emotion is simple. First you need a powerful picture that effects your emotions, and secondly you need a place to put that information. We shall use our body parts that are already familiar to us as places for storing our very powerful emotional pictures linked to our 7 habits. This drill was designed by my colleague Marcus Conyers for a program we co-created.

The first habit is "*be proactive.*" Picture a bee stinging you on the forehead. Experience the pain and discomfort that the sting causes. Now when you think about your forehead, you will immediately remember the bee

sting and think “*be proactive.*” See how easy it is to link information using emotional glue?

The next habit is “*begin with the end in mind*”. We shall glue this information onto our shoulders. Picture a start sign on your right shoulder, and a stop sign on your left shoulder. When you think about your right shoulder you will easily remember the word start or *begin*. When you think about your left shoulder you will easily remember to stop or *end*. Putting this together helps us remember to “*begin with the end in mind.*” Try it. Picture the start and stop signs sitting on your shoulders and say aloud, “*begin with the end in mind*” It is very important that you picture these images on your shoulders while saying this aloud.

The next habit is “*first things first.*” Picture a golden Olympian medal hanging over your heart. The medal says, “first place.” When you think about this first place medal on your heart it will help you remember “*first things first.*”

Let’s review. What comes to mind when you think about your forehead? “*Be Proactive.*” What do you remember when you think about your shoulders? “*Begin with the end in mind.*” What are you remembering when you think about your heart? “*First things first.*” Great you’ve already anchored several of the seven habits into your memory.

The next habit is “*think win-win.*” How do we know the winner at a car race? The winner is flagged at the end of the race to connote their winning.

Picture this checkered flag sitting on your stomach and waving as you think “*think win-win.*” Each time you picture your stomach you will remember this habit.

Our next habit is “*seek first to understand, then to be understood.*”

Picture a magnifying glass sticking out from your left side. We use a magnifier to examine a clue and understand it better. When you think about your magnifier sticking off your left side you will remember “*seek first to understand*”. Next picture a telephone sticking off your right side. You use a telephone to talk and be understood by people. When you picture your telephone sticking off your left side you will remember “*then to be understood.*”

Let’s recall our pegs. Imagine the bee stinging your forehead and you will remember: “*be proactive.*” Picture the start and end signs on your shoulders and remember “*begin with the end in mind.*” Picture the gold medal on your heart and remember “*first things first.*” Picture the checkered flag on your stomach and remember “*think win-win.*” Finally, picture your magnifying glass on your right side and your telephone on your left side and remember, “*seek first to understand, then to be understood.*”

The next habit is the word “*synergize*” Think about the bunny on the battery advertisement who is banging on a drum, and what does he say?

Energize. Imagine drumming on your rear while saying the word “*synergize*”.

Picture it. Say it. It will glue itself to your rear, and easily be remembered whenever you picture this part of your anatomy.

Our last habit is “*sharpen your saw.*” Have you ever felt in business that a competitor was trying to saw you off at the legs? Just picture a sharp saw cutting your thighs and think “*sharpen your saw*”. Instantly you remember this last important principle.

OK, it’s time to remember all seven habits. Think about your forehead and the bee sting and immediately recall, “*be proactive.*” Picture your shoulders and you remember: *begin with the end in mind.* Picture your heart and remember: *first things first.* Picture your stomach and remember “*think win-win.*” Picture your left and right side and remember: “*seek first to understand, then to be understood.*” Picture your rear and remember: “*synergize*”. Last picture your thighs and remember to “*sharpen your saw.*”

Congratulations. You now can remember the 7 habits. Doesn’t it make sense that all corporate training and personal learning should include a focus on retaining and recalling information and not simply disseminating it? Linking this memory technique to your schematic technique for increasing reading speed will help you read and retain more essential information than ever before. I would like to thank Marcus Conyers for his model for remembering the 7 habits based upon information he learned in my program. I am pleased to have begun showing you with you some of the accelerated learning skills covered in my

Mega Speed Reading and other accelerated learning programs then can help you and your colleagues turn information from an enemy into an ally. . You can also obtain additional information about accelerated learning and a free subscription to my accelerated learning newsletter on my website at www.mrreader.com.

Remember the decisions you make each day are only as good as the information you base them upon.

Howard Stephen Berg is the world's fastest reader and Vice President of Gateway Preparatory School. For information about Gateway's online curriculum for High School & Junior High school, Accelerated Learning Programs, and College Preparation write or call:

Phone: 214 952 9150

E-Mail: mrreader@msn.com

Website: <http://www.mrreader.com>