

Expert Skills for Business Leaders

The secret weapon of top executives & leaders is a powerful and accurate memory.



Team & Professional Skills Training for Executives, Managers, Sales, CSRs, Operations
Scope of Training: Keynote, 1/2 Day, Full Day, 2 Days

MemoryPower for Executives & Professionals Leadership & Performance Skills for Executives, Managers & Leaders

The secret weapon and core competency of all successful executives, managers and leaders is a powerful and accurate memory.

Whether it's a group of people you're about to meet, delivering a presentation to colleagues or clients, communicating core values and performance expectations to direct reports, or knowing details about everyone that works for you, your ability to influence others relies on your greatest trainable asset ... your memory power.

Designed specifically for the busy executive or manager, this high level, interactive, deep-dive into memory expertise by renowned memory expert Scott Bornstein will give you powerful training to sharpen personal and leadership excellence and newfound capability to remember facts, numbers, and names & faces with ease and accuracy.

Through this framework, case studies and customized to your specific business objectives, Scott will deliver solutions to your toughest operational and people challenges with strategies and tools that you can use immediately to align culture, execution, training, sales and marketing.

At the heart of every executive's success and influence – **actionable knowledge and insight • giving others the tools to grow • passion, poise and presence • mentoring performance champions • listening and relationship skills • commitment to continuous learning and personal growth** – is an unfailing confidence and uncommon ability to remember what must not be forgotten.

Step away from the usual agenda to engage a seasoned group, develop professionally, and keep opportunities and results flowing!

Total Recall Total Credibility



Drive success and accomplishment
with a stronger memory.

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Sample Schedule of typical 1 Day Training

MemoryPower for Executives & Professionals **Leadership & Performance Skills for Executives, Managers & Leaders**

AM General Session The MemoryPower Competitive Advantage

- Discover the compelling competitive advantages of a powerful and accurate memory
- Identify the consequences of poor memory on people, sales, and organizational performance
- Learn the 5 Laws of MemoryPower and the 10 Day Rule
- Master 3 MemoryPower systems that make rapid recall and effectiveness possible
- Time management strategies and tools – the art of “paired comparison”
- 6 Steps that make names, faces, facts & details unforgettable!
- How to expand your MemoryPower systems to keep pace as knowledge demands increase
- Case study, tailored best practices, connecting the dots and next steps

PM Executive Session: The MemoryPower Leadership Advantage

- The MemoryPower Metric: Identifying and aligning strategy, operations, sales & marketing
- Level 2: MemoryPower system #2 for presentations, meetings, conversations, tasks
- The Bornstein Number Recall System for business
- Assimilate, comprehend, retain what you read and hear – Mind-Mapping and “trigger” words
- Names & faces – part 2: introductions & networking simulation
- Final practices using employee names, facts, numbers and details for groups of 10+
- De-brief and next steps