

# Expert Skills for Business Leaders

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



Professional Skills Training for Trainers  
Scope of Training: 2 1/2 Days

## **The MemoryPower Competitive Advantage** **Core Skills that Drive Superior Learning & Professional Development**

Are you responsible for training new hires or legacy employees, subject matter experts or CSRs, driving best-practices for sales and operations, or coaching leadership development for supervisors and managers?

Would you like to see retention rates soar, transfer rates accelerate, training time reduced, and the application of your training speed across the company?

Learn this and more as we show you how to facilitate the world's #1 memory training curriculum to dramatically improve the design and delivery of your training programs and development initiatives.

Whether you're onboarding new hires, designing company curriculum, launching marketing or strategic initiatives, running an annual sales meeting or leading a client appreciation event, success will always be measured by what and how much can be remembered and made actionable.

Simple and engaging, active and experiential, discover firsthand as a participant how the MemoryPower curriculum can unlock learning and unleash performance. Then experience a new level in your training development as you become a content master of the 1/2 day immersion curriculum and then drill-down with Scott on your content to create a training program or enhance an existing one.

Adapt, adopt and apply this proven process during this 2 1/2 day workshop to create powerful learning that increases understanding, retention, application and content transfer!

If it's worth knowing, it's worth remembering. We can help you make that happen.

# Total Recall Total Credibility



Drive success and accomplishment  
with a stronger memory.

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## The MemoryPower Competitive Advantage Core Skills that Drive Superior Learning & Professional Development

### Day 1 - AM                      Companywide 1/2 Day Immersion Workshop

- Learn the 5 Laws of MemoryPower and the 10 Day Rule
- Level 1: The 3 MemoryPower systems for rapid recall and effectiveness
- How to make names & faces unforgettable – part 1
- The Bornstein Number Recall System – overview
- Names & faces – part 2: introductions & networking simulation

### Day 1 - PM                      Train-the-Trainer: More MemoryPower

- Level 2: Expanding memory capacity – the next MemoryPower recall system
- The Mind-Mapping MemoryPower System – overview
- Level 3: MemoryPower Systems Thinking – How to organize content, find connections, and help others remember copious amounts of information
- Content assessment

### Day 2                              Train-the-Trainer: From Content to Delivery

- Review, Warm-up, The Logical Laws of MemoryPower
- Mind-Maps for curriculum, presentations, content transfer
- MemoryPower templates for quick learning activities
- MemoryPower presentation skills for trainers
- Your content, challenges, advanced MemoryPower Systems

### Day 3 - AM                      Train-the-Trainer: 360

- Simulation, 360, next steps, 90-day consult schedule