



Corporate Coach Group

Training that transforms



Training Proposal

Memory Training and Creative Problem Solving

A training plan for your organisation

What is the purpose of Memory and Creative Problem Solving Training?

The purpose of Memory Training and Creative Problem Solving is to improve your ability to retain important information; and effectively solve problems by generating creative, practical solutions.

We live in the information age.

We are all surrounded by an avalanche of facts, figures, names and numbers. And we need to remember many of them.

Every day there is more information to absorb.

The problem is, most people don't have a great memory.

Meaning; most people can only remember about 5, 6 or 7 items in a list.

And most people forget the names of other people, within seconds of being introduced. And many people can read a document and retain very little of what they read.

Most people don't have a great memory because they have never learned any memory training techniques.

People with a great memory usually have a **trained memory**. They are using special Recall Systems. These systems have the effect of increasing your memory capacity from being able to recall 7 items on a list to up to 100 items and beyond.

Memory Training and Creative Problem Solving Course Objectives

The objectives of this course is to:

- Improve your memory by learning the Rapid Recall memory techniques
- Expand your ability to remember facts, stats, names and numbers
- Improve your power of attention; and remember more of what was said
- Improve your power of retention; and remember more of what you read
- Solve problems using logical methods of step by step analysis
- Solve problems by imaginative methods: giant leaps of creative intuition
- Solve problems by harnessing the power of the MasterMind

How many people are doing the training?

Numbers of staff to be trained: are to be confirmed.

When will the training take place?

To be arranged.

Where is the training location?

In-house.

Course Content Summary

Day One - Morning

- Introductions
- Memory training as a skill that can be learned
- RAISE method of memory:
- Repetition. Association. Imagination. Structure. Effort
- Repetition is the mother of learning
- Association. Memory training is about forming strong associations
- Imagination. Imagination is how you make the association
- Structure. You need to impose order on chaotic information
- Effort. It takes effort to memorise anything
- How to remember names, numbers facts, lists and stats

Day One - Afternoon

- Problems solving is about how to close the gap between what you have and what you want
- Problems solving has two major sets: logical analysis and creative imagination
- Logical analysis methods
- Examples of logical analysis in problems solving
- Creative imagination problem solving methods
- Mind mapping
- The Mastermind: using multiple brains to crack the case
- Examples of creative problems solving
- Summary action plan

The content of the course is set out as follows:

Memory Training AM

Introduction

Who are you and what do you want to gain from attending this course?



Memory training

Memory training was invented by the ancient Greeks, about 500BC. In those days, there was no internet, there were no printed books, and so if you wanted information, you got it by learning what you were told, or remembering what you saw.

In the old days, Memory Training was an essential part of your education, as a Good Greek.

But in the Modern world, memory was replaced by the book and then by the computer.

So, we don't bother with memory training any more.

As a result, most of us have untrained memories.

That limits our effectiveness because we forget names, we forget facts, we can't remember much of what we read.

Most people are limping along with a lazy, untrained, out-of-condition memory. Now, we can rapidly improve our memory capacity with the right training. Just like the Olympic athletes from Ancient Greece, we can improve our memory muscles. Let us start.

RAISE your game

All memory is based on using five basic concepts: Repetition. Association. Imagination. Structure. Effort. That gives us our first memory device: mnemonic. RAISE your game.

Memorise this list:

R = Repetition

A = Association

I = Imagination

S = Structure

E = Effort

Repetition

Your memory remembers what it sees more than once.

Repetition is the mother of learning.

You need to review according to a specific formula.

We will reveal the special formula for effective reviews.

Association

Memory works by making associative links between events.

One thing reminds you of another thing. Memory training relies on your natural ability to make associations. But training harnesses this natural ability and develops it to a greater degree.

We will show you how.

Imagination

Imagination is the driving force of memory.

Association and imagination work together to create mental links.

Your job as a memory expert, is to make mental links between two things: what you already know, to what you want to remember.

Structure

All knowledge is structured. If it unstructured, it falls apart in the mind and is forgotten.

If you impose a structure on knowledge, you will remember it.

Effort

Even when using special techniques, it takes a certain amount of effort to memorise anything. We will show you how to make your efforts, productive efforts.

Exercises memorising names, numbers, facts and stats.

Problem Solving Training PM

Problems solving

Problems solving is about how to close the gap between what you have and what you want.

The gap between what you have and what you want is called 'The Problem Space'. You need ways to fill that space.

Problems solving has two major sets: logical analysis and creative imagination.

Logical analysis methods

Logic is a systematic, step by step approach to solving problems. Almost all problems are best tackled by analysing its components and figuring out the facts, identifying causes and coming up with practical solutions. This is the problem cause solution analytical method.

Examples of logical analysis in problems solving

Creative imagination problem solving methods

Many problems cannot be solved by pure logic. Instead you need the creative imagination. Creative imagination is not necessarily logical, it involves visualisation, music, inventiveness, imagery, fantasy and humour. Creative problem solving is what built the Disney organisation.

Examples of how to improve your imagery.

Mind mapping

Mind mapping is a great way to combine the creative and the logical minds. Mind mapping allows you to be creative and orderly and systematic at the same time, and to record your ideas on paper or on computer.

We will show you how.

The Mastermind: using multiple brains to crack the case.

You have heard the slogan, "Two minds are better than one."

The master mind your secret weapon in problem solving. You get more brains in the room and you decimate your problems by combining the multiple brains to form a mastermind.

If you have enough good brains all working to solve your problem, then success is assured.

We will go over the rules for effective team problem solving.

Examples of creative problems solving

Summary action plan.



The training is designed to comply exactly with your requirements:

Your organisation shall provide a fully equipped classroom for the entire duration of the training course

Corporate Coach Training shall prepare and supply all the course and teaching materials for the participants. – **Yes**

The expected number of your organisations participants per course is to be confirmed. -**Yes**

Corporate Coach Training shall make its own travel and accommodation arrangements. - **Yes**

Corporate Coach Training shall provide a detailed course proposal to meet the YOUR ORGANISATION requirements as stated - **Yes**

The proposed course structure shall clearly outline what topics would be covered on each day. -**Yes**

The method of training is as follows:

The training is to be:

- Delivered in an enthusiastic and interesting way that will involve all the delegates.
- Whilst being consistent with the plan, the training must be flexible and responsive to the needs of the individual delegate group.
- Highly practical, structured and organized.

The training method follows this general pattern:

1. The trainer, gives a clear explanation of the point in question.
2. Then the trainer will demonstrate the principle and gives specific examples.
3. Then, the delegates practice by doing an exercise with each other
4. The delegates practice by doing exercise with the trainer.
5. All points are supported with full written notes to take away.
6. Delegates are asked to write down an associated action, for each point made.
7. (At the end of the day, we have about twenty such actions, from which the delegates choose six which are the most personally meaningful).

What are the costs / investments?

In-house course

Daily rate is £1,950 + VAT for up to 20 delegates.

Plus £80 for each additional delegate over 20.

Plus hotel accommodation for trainer if needed (*Premier inn type: not the Hilton!*)

The training days are inclusive of:

- Full days training
- Full course notes
- Written action plan to take away
- Access to our post course portal
- Plus three months FREE telephone coaching to answer any on-going questions

Plus free telephone coaching!

To answer any on-going questions, you will also receive email and telephone support from your trainer after you have attended the course.

We suggest the following plan of action:

You please send to me:

1. Any amendments or changes you wish to make to the programme.
2. Your thoughts
3. The plan of action

Thank you

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A word from our previous delegates...

For feedback, video testimonials and list of companies that have benefited from our training programmes please [follow this link](#)