



Brian Lee's

ONE MINUTE NAME MEMORY

How to remember every name - every time - forever!

Rave Reviews For One Minute Name Memory

"Always having been terrible at remembering names, I resisted. Brian, through constant urging, talked me into it. After overcoming the initial fear, I found that I was able to retain all 85 names."

– Ken Fiske, President, Panorama Resort

"My greatest impression came when you remembered all our names – anything you can do, I can do as well!"

– Mildred Ehlers, Alderman, Hope, B.C.

"Your presentation most certainly sparked the enthusiasm of our people. You also created a lasting impression with your seminar on remembering people and their names."

– Arnold Pedde, Executive Director, Road Builders and Heavy Construction Association of Saskatchewan

"Everyone could gain by the practical application of Brian's Name Memory Program."

– Doug McLean

"I realized that name memory is a matter of CHOICE, not skill."

– Sylvia Bergerud, Auditor, Otter Trail County

"A basic skill that most people are not trained for and is undeveloped is the skill of listening. Your training was not only helpful, but your development methods fascinating and your personality vibrant."

– Laureen Bodin, Assistant Administrator, City of Buffalo, MN

"I have a lot of snakes and rabbits running around in my head now and I can always link them with the name. The technique has definitely improved my memory."

– Belva Goede, Mayor, Chauvin, Alberta

"The notion of visualizing a characteristic of a person is a very helpful idea for someone trying to do a better job remembering names."

– Representative Ann Wynia, Minnesota

One Minute Name Memory

*How to remember every name –
every time – forever!*

Brian C. Lee, CSP

ISBN 0-921328-03-6
(PB600)/DT#13/08/15/96

Published by: Mastery Publishing
#200, 2133 Kensington Road N.W.
Calgary, Alberta T2N 3R8
Phone: 403-245-2428
Fax: 403-228-6776
Toll Free: 1-800-66-SPEAK
Email: brian@customlearning.com
Web site: www.customlearning.com
Mastery Publishing is a Division of
Custom Learning Systems Group Ltd.

One Minute Name Memory

*How to remember every name –
every time – forever!*

\$24.95

First Edition 2000 by Brian Lee, CSP

All rights reserved – no part of this book may be reproduced in any form, or by any means, except for the inclusion of brief quotations in a review, without permission in writing from the publisher.

Brian C. Lee CSP

ISBN 0–921328-03-6
(PB600)/DT#14/08/21/00

Published by: Mastery Publishing
200, 2133 Kensington Road N.W.
Calgary, Alberta T2N 3R8
Phone: 403–245–2428
Fax: 403–228–6776
Toll Free: 1–800–66–SPEAK
Email: brian@customlearning.com
Web site: www.customlearning.com
Mastery Publishing is a Division of
Custom Learning Systems Group Ltd.

Canadian Cataloging with Publication Date
Lee, Brian
ISBN 0–921328–03–6

1. Customer Service 2. Business Improvement
Printed and bound in Canada
Copyright 2000
Edition #1 – 08/20/00



Brian Lee, CSP

Profile of an Author and
World-Class Professional Speaker

Active as a public speaker from the age of 15 when he completed a Junior Achievement course, Brian Lee has applied his exceptional communications skills in a host of ways.

Becoming successful in business as the Vice-President of a major retail firm by the age of 25, he entered politics two years later and was elected Calgary's youngest-ever Alderman. Nine productive years in public life on City Council and as a Provincial MLA provided Brian with public speaking opportunities on a daily basis.

Career Highlights

- Brian Lee, CSP is one of North America's leading experts in the field of World-Class Customer Satisfaction and Change Leadership and is the author of five books.
- For two consecutive years, Brian was evaluated by the International Customer Service Association Conference audiences as the number one rated Customer Service Speaker in the world.
- "Mr. Customer Satisfaction" travels over 200,000 miles a year, delivering over 200 keynotes and seminars, and has spoken in 54 states and provinces and 12 countries worldwide.
- As both a speaker and implementation consultant to over 100 Fortune 500 corporations and health care organizations, Brian is sought after as an advisor/coach to senior management, specializing in long-term strategic solutions.
- He has been awarded the National Speakers Association professional designation CSP (Certified Speaking Professional), becoming one of only 13 in Canada at that time, and fewer than 600 in the world.
- Brian Lee is a past President of the Canadian Association of Professional Speakers (Alberta Chapter) and past Assistant Area Governor, Toastmasters International as well as past President of the University of Calgary Oxford Debating Society.

Put Brian Lee to work for your next conference or meeting. 800-667-7325
Keynotes • Seminars • Consulting • Coaching

Acknowledgments

The following individuals
are gratefully acknowledged
for their contribution,
encouragement and support:

■ Candis McLean

■ Peter Miller

Table of Contents

CHAPTER 1	How to Benefit from this Book	PAGE 9
CHAPTER 2	Name Power in Perspective	PAGE 15
CHAPTER 3	The One Minute System	PAGE 23
CHAPTER 4	What You Imagine Is What You Get	PAGE 35
CHAPTER 5	Understanding Memory	PAGE 43
CHAPTER 6	L = Listen Carefully	PAGE 53
CHAPTER 7	I = Initiate Questions	PAGE 61
CHAPTER 8	S = Say Both Names Three Times	PAGE 67
CHAPTER 9	T = Translate the Name Into a Silly Picture	PAGE 75
CHAPTER 10	E = Etch the Picture onto a Key Facial Feature	PAGE 81
CHAPTER 11	N = Note It	PAGE 87
CHAPTER 12	Honing Your Skills	PAGE 95
CHAPTER 13	L.I.S.T.E.N. at a Glance	PAGE 101

1

CHAPTER ONE

How to Benefit from this Book

One Minute Name Memory is a valuable, easy to use tool. As with any other tool, users need to ensure they are using it correctly and for the right purpose. You could roast hot dogs with a cigarette lighter, but you'll much prefer your wienies hot off your backyard barbecue. You could also try to use the One Minute System to recover a generally failing memory, as a study technique or to become the life of the party. Some techniques you'll learn might even help, but you will get better results if you use the right tools.

Remembering names is a seven-league first stride toward success and popularity.

The One Minute System helps you remember an array of people's names. Once mastered, it's easier and quicker than brushing your teeth. (For the record, don't substitute it for that, either.)

Remembering names is a seven-league first stride toward success and popularity. Beverly will find you much more convivial once you quit calling her Brenda. Your boss will notice when you start greeting customers by name. Most important, your own sense of security, well-being and confidence will soar once they're no longer assaulted by those awkward silences – you know the ones – when you're warmly greeted by a familiar face to which you couldn't put a name to save your life. Remembering names furthers conversation, the essential art of our lives. It's an essential ice breaker and the most acceptable form of flattery. Having the right name at ready recall is quick and incontrovertible confirmation of your esteem for those you meet: superiors, co-workers, associates, acquaintances and casual conversation partners.

*The L.I.S.T.E.N
formula aids
"putting a name
to that familiar
face."*

In the rest of One Minute Name Memory, I assume you are bent and intent on learning the skill of remembering people's names. You will know that any other side benefit you derive that assists in solving other sweet mysteries of life is pure coincidence. People learn the skills best which they understand most and most want to master. With that in mind, we suggest you treat this book as a manual for the unused name memory capabilities you already have.

Chapter Three, "The One Minute System," is a synopsis and overview of what the system is and how to use it. It explains the six L.I.S.T.E.N. steps to "putting a name to that familiar face." In and of themselves, the steps are simple. "L" denotes listening to the name. "I" entails initiating questions about

the name, a technique for making it more memorable. You do the same at the “S” stage when you say the name three times. Your creativity comes into play at the “T” stage. That’s when you translate the name into a silly picture to remember it graphically. That’s the fun part of the system. You’ll also like the “E” stage when you mentally etch your silly mental picture on the name bearer’s most memorable facial feature. The “N” in the L.I.S.T.E.N. formula sets you about devising creative ways to note and use the names you’ve learned.

That synopsis is best read in conjunction with Chapter Four, “What You Imagine Is What You Get.” It examines the need for a genuine, galvanized desire to master the One Minute System skill, the most important ingredient in its recipe for success.

Otherwise, would-be name memory whizzes can gain maximum benefit from this presentation by digesting it each according to his own learning style, reading habits, time availability and inclination. Some may wish to thoroughly comprehend the entire content before proceeding to practice proficiency. Others can equally progress by perusing selected chapters as need or inducement arise while putting the system to work.

The second chapter, “Name Power in Perspective,” strives for a balanced view of the value of remembering names.

Would-be name memory whizzes can gain maximum benefit... each according to his own learning style, reading habits, time availability and inclination.

Chapter Five, “Understanding Memory,” provides a layman’s explanation of how memory works. As you begin to “put the name with the face” more easily, you’ll likely want to know how you’re doing it. Read this chapter when you think you’ll find it most enriching.

The next six chapters each provide a self-contained look at each phase of the L.I.S.T.E.N. formula. We’ve drawn on the worlds of laboratory science, popular psychology, business and parenthood to illustrate and explain the reasons for the silly pictures you’ll contrive from names, answer questions on the often fascinating subject of names, outline uses for the names you’ve recorded and describe the side benefits of improved listening skills. These, too, can be read as you progress.

The final chapters scan the wealth of additional memory skills you can have at your fingertips.

Name memory is like the old Carnegie Hall joke. To get there, you simply practice, practice, practice. We strongly suggest you work with a group of other One Minute System learners. Not only will the group provide members with mutual help and support, but it will also provide a ready means to compare progress. Learning is much easier when you know how well you’re really doing.

Learning the system can be recreational and fascinating. You may well find yourself envisioning outlandish pictures to signify names for the sheer sport of it.

Above all, don't treat learning the One Minute System as a chore or exercise. In many ways, learning the system can be recreational and fascinating. You will find that putting it to use delivers new ease in dealing with people. You may well find yourself envisioning outlandish pictures to signify names for the sheer sport of it. The questions you initiate about people's names often open up intriguing vistas of colorful history and cultures.

And, as you learn the system, your improving skill in remembering names will strike down barriers between yourself and other people. As those fall, you'll have a golden opportunity to explore, exploit and enjoy the intricate social fabric of which you form a part. Everyone you meet has his or her own unique story to tell, insights to offer and experiences to relate.

As the name memory barrier falls behind you, the riches that await are virtually unlimited.

Please contact

rhonda@customlearning.com to

get your free copy of this eBook