

# ONE MINUTE NAME MEMORY

How to remember every name –  
every time – forever!

**BRIAN LEE** CSP, HoF

## 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



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\$24.95

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## Brian Lee, CSP, HoF

Profile of an Author and World-Class Professional Speaker

As a young boy, Brian Lee was already honing his craft as an eloquent, persuasive storyteller among his friends. By the time he gave his first public speaking address in high school, debating the merits of double-spare, he was hooked for life.

Building on the experience he gained as Vice-President of a major retail chain, Brian entered the daunting ring of municipal politics in his twenties.

Throughout his career in business, public life and as a healthcare engagement expert, Brian has astounded his peers and clients with his ability to remember everyone's names... hence the book.

Brian has spent that past 40 years as an expert who speaks about improving the patient experience and employee engagement, amassing a host of career highlights including:

- Awarded the National Speakers Association professional designation CSP (Certified Speaking Professional)
- Being inducted into the Canadian Speaking Hall of Fame
- Evaluated as the #1 rated Customer Service Speaker in the world for 2 consecutive years by the International Customer Service Association Conference audiences
- Travelling over 5,000,000 miles to speak 3,840+ times, in every state and province in North America, and in 16 countries worldwide
- Founded the HealthCare Service Excellence Conference in 2000

Brian's motivation for publishing his **LISTEN** memory formula is "in healthcare the point is not simply to remember names... it's to humanize the patient and develop a personal relationship that contributes to the patient's healing."

Put Brian Lee to work for your next conference or meeting  
1-800-667-7325 or [brian@customlearning.com](mailto:brian@customlearning.com)

This book is dedicated to

Bruce Lee

For a lifetime of incomparable  
brotherhood and partnership

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# 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 **LISTEN** 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 **LISTEN** 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 ***LISTEN*** 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 **LISTEN** 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.



# Top Ten Reasons You Need This Book...

- Avoid public embarrassment and humiliation
- Enhance your memory
- Improve patient/customer relationships
- Grow sales productivity and results
- Impress friends and neighbours
- Boost audience engagement by knowing your audience members' names
- Increase self-confidence and self-esteem
- Reduce stress when meeting new people
- Form better connections by showing your respect and interest
- Influence, persuade and get your point across more effectively

Brian is one of Healthcare's leading experts in improving employee and physician engagement – and the patient experience. Brian is the author of 8 books, and throughout his 40-year career has travelled 5,000,000 miles to speak 3,840+ times! He shares his trademark **LISTEN** memory formula: “because in healthcare the point is not simply to remember names... it’s to humanize the patient and develop a personal relationship that contributes to their healing.”



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