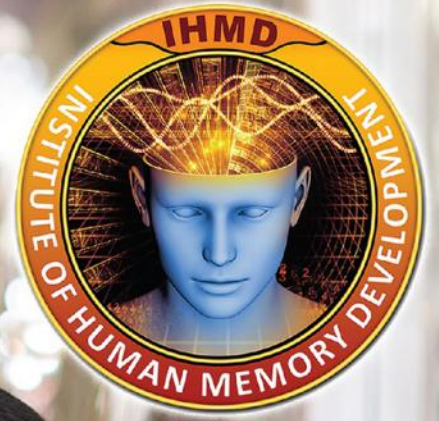


BRANDS

The Leading Corporate & Youth Magazine of Pakistan



SANIA ALAM

SUPER LEARNING MASTER TRAINER WITH THE BUSINESS TYCOON & OWNER OF THE CHAIN OF IMTIAZ SUPERMARKETS

MR. IMTIAZ HUSSAIN ABBASI



SANIA ALAM

SUPER-LEARNING MASTER TRAINER
CONDUCTING THE INTRODUCTORY
WORKSHOP OF IHMD

SUPER-LEARNING FOR GREAT BUSINESS LEADERS

It's time to learn about Super-Learning and why it's exactly what you need to succeed in business!

#IEndorseSuperLearning



BRANDS: We are in conversation with Sania Alam, the Super-Learning Master Trainer of Institute of Human Memory Development and the business tycoon Mr. Imtiaz Hussain Abbasi. We are going to find out from these two wonderful people how Super-Learning links to professionals and the business world. Sania could you please start with a little explanation of the whole Super-Learning concept.

SANIA ALAM: Super-Learning Systems (SLS) is a batch of courses offered by Institute of Human Memory Development® (IHMD). After years of research into this, 7 courses and 6 services are provided under the institute. It is a great privilege to be able to lead this project as a President. I take great pride in sharing that I have acquired direct trainings from some of the highly sought-after personalities in the field of Super-Learning and Mental Literacy. After having obtained Licensed Instructor certifications from different parts of the world, we have finally started the project in Pakistan.

When we refer to Super-Learning, basically what we are saying is learning with speed, in other words Super-Learning is an ability to manage information using methods that give superhuman results without having to be a superhuman.

There is a misconception that geniuses are born with their talent, and those who are not born with it remain average. This is not entirely true, because Super-Learning states that there is a potential genius within everyone, dormant yet present. It is like owning a Ferrari yet not knowing its full functionality. We own this powerful and most sophisticated equipment, which is our brain, yet we don't use its full potential.

BRANDS: Mr. Imtiaz please tell us what propels you to Super-Learning and how do you see this learning system changing the way you do business?

IMTIAZ HUSSAIN ABBASI: Super-Learning is one of the most advanced and effective learning methods in use today. And it brings me great joy to know that such programs are being offered in Pakistan as well. I see it as a great help to us all in the corporate world.

We all know that education is of key importance and most of our young and adult life is spent acquiring education to attain a reputable career. But education doesn't stop at school, college, or university, human beings are lifelong learners.

The need of professionals nowadays is to stay on a competitive edge and become capable of keeping up with the game of ever changing, evolving and progressive world. It has become a dire need to constantly learn, adopt, and implement new ways in which costumers' lives can be positively affected.

I have to always strive to bring innovation and progress in what I do both as a businessman and as a person and it is at this point where I see that Super-Learning is a practical way to ensure both rapid and effective learning. It saves valuable time by speeding up information management, allowing full grasp of content, helps acquire and retain new skills and also apply them into not only business but life as in whole.

I like to think of Super-Learning Systems as my personal entourage system. It optimizes learning and developmental opportunities in all aspects of business.

BRANDS: What are the given needs of professionals that Super-Learning Systems address?

SANIA ALAM: What great business leaders and professionals need is a program that addresses their information management needs. There is one thing common between every man in office, every student and any other average person, and that common element is the need to find effective ways of INFORMATION MANAGEMENT.

From what I know, currently there is no such system being offered in Pakistan, and thus we are the pioneers of this initiative.

Information is being thrown at us from every possible angle, such as reports, documents, project dealings, problem solving, productive meetings, team management, new product development, maintaining company's/business's overall healthy market value etc. All of these are varying forms of information that need to be handled with speed, productivity and innovation. Much of the time

Mr. Imtiaz Hussain Abbasi at IHMD's
Workshop, Bahria Auditorium, Karachi.





Sania Alam, Level 2 Arbiter sharing the stage with world renowned Mr. Tony Buzan as he announces the results for some disciplines at the World Memory Championships 2018 in Hong Kong.

is consumed by managing information and very little time remains to take developmental actions upon it. So, then it becomes obvious that first and foremost this vital ability and skill needs to be acquired, so less time is wasted, and more time is spent on the implementational phase.

BRANDS: Mr. Imtiaz what's your say on this?

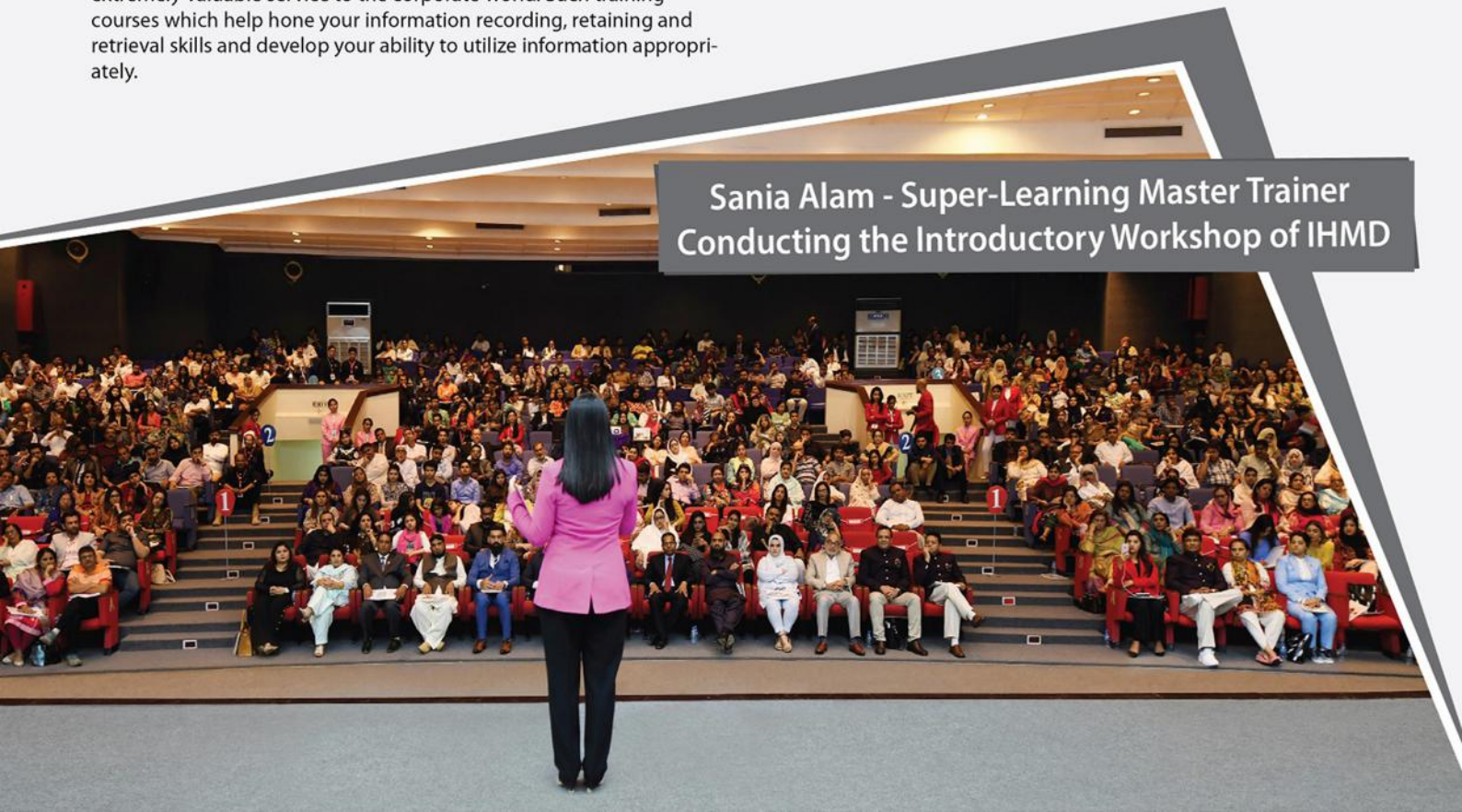
IMTIAZ HUSSAIN ABBASI: You don't become an influential business leader by following and repeating the same old patterns of doing business. Companies can come and go with the time, however, there are some that last for ages, and SPEED is the secret. You need to constantly improve the game, and if you want success you have to bring speed into your work. Speed can only come when you are taking-in new information, assimilating it, generating ideas, applying new innovations, and then rapidly implementing it. That's where Super-Learning Systems have taken a great initiative to provide this extremely valuable service to the corporate world. Such training courses which help hone your information recording, retaining and retrieval skills and develop your ability to utilize information appropriately.

As a leader in my field of work, it is my responsibility and duty to lead innovation in my business and continuously find ways that can help me do that. I do believe that Super-Learning Systems is capable of bringing transformational change in the way my team and I do business. What I have established and accomplished over the years with Imtiaz Supermarkets was not a one-man-show, it was a collaborative and consistent effort of the team in combination of my greater vision to provide service. But if I want to and I do want to, continue to expand, develop and bring more innovative services to my costumers in Pakistan and worldwide then I must take a different approach.

When you want to have a unique approach to business success, then you must get yourself a system that's going to make it happen. Super-Learning Systems is great for business success and taking not just your business but your entire executive team to the next level.

BRANDS: What makes Super-Learning so effective and powerful?

SANIA ALAM: What makes Super-Learning Systems so effective is that it's based on the brain's natural learning abilities. It takes into account



Sania Alam - Super-Learning Master Trainer Conducting the Introductory Workshop of IHMD

Sania Alam – Level 2 Licensed Arbiter of Memory by GOSMA, Guild of Mind Sports Arbiters
Level 2 Arbiters are Qualified to run National Memory Championships. Level 2 is achieved
after the arbiter has judged 2 International and 1 World Memory Championship.



how the brain records, retains and recalls information, and that means ANY GIVEN INFORMATION.

BRANDS: What is your advice or key-note for other business leaders in the industry?

IMTIAZ HUSSAIN ABBASI: Business leaders need to know their own strengths and shortcomings, then find top talent that fills in the gaps. Super-Learning Systems will fill that gap. As a matter of fact, I know that most businesses and corporations in Pakistan are lacking in this area of business, the information management area.

Someone with little to zero information management skills may be a hard worker, but they'll never be the visionary innovator you need to drive your business forward. The aspect of Super-Learning Systems which attracts me the most is that their courses bring out the inner genius and it takes a true genius to do something remarkably extraordinary. If you can awaken not just one but as many potential geniuses as you want through Super-Learning Systems, then which businessman would let go of an opportunity like that!

BRANDS: How is Super-Learning modifying you on a personal scale?

IMTIAZ HUSSAIN ABBASI: I like to personally and professionally develop in those areas where I might not be so well versed. I can't just hold my team to high standards of performance I must make sure that as a leader I meet those standards as well.

I like to keep myself and my brain sharp, focused and adoptive to new methods and knowledge as much as possible. Super-Learning Systems has great programs that I would like to personally explore. Applied Innovation, Mind Mapping and Memory Skills are a few of the courses that are particularly of keen interest to me.

I learned through IHMD that age does not define how effectively my memory works. It's about how much I exercise those muscles of my brain that keeps my memory sharp. I always have a burning desire to become the best version of myself and accelerate my learning throughout all stages of my life. With Super-Learning Systems I feel that I can once again gain that elasticity of my brain that has become stiff over the years of repeating the same limiting and bounding methods.

BRANDS: What is your next aim to drive more success with the business of Imtiaz Supermarkets?

IMTIAZ HUSSAIN ABBASI: I am aiming towards having all my team of executives trained by IHMD's Super-Learning Systems, so they can produce top-end results.

I would not invest in a man who is highly educated but doesn't know how to use the potential of his brain. Because an educated person has some preset knowledge but is not a Super-Learner, whereas a Super-Learner can become educated and acquire new skills on demand and with speed. If you can't hire someone who knows how to use the brain, then use Super-Learning Systems to teach them how to become Super-Learner, because only a Super-Learner is truly capable of quickly meeting and adopting to the ever demanding needs of the business world.

At the end of the day it boils down to how good you are in using your brain's capabilities to drive immeasurable success. I believe that how connected and synchronized you are with your inner genius defines whether your business rises to an empire or falls to the ground.

BRANDS: Wow, with so much great insight into the Super-Learning Systems, Sania could you please tell us how one can contact IHMD or take part in your upcoming events?

SANIA ALAM: We have a workshop coming up on 3rd February called Introduction to Mind Mapping. Mind Mapping is a powerful tool which was earlier used by Leonardo da Vinci and is now used within large corporations as well as by over 250 million people across the world. So, it's a wonderful opportunity to attend the workshop and familiarize yourself with this amazing creative thinking tool. You can enroll for this workshop by calling our office at +92-312-0284841 and +92-300-0044841. Follow us on social media @COFWConsultants or visit our websites www.cofw.co, www.ihmd.co.