

# BRANDS

WORLD MEMORY CHAMPION 2020  
EMMA ALAM AND HER COACH SANIA ALAM



# CHAMPIONS OF PAKISTAN

Mind Sports Athletes of Team Pakistan won the golden title, broke 4 world records and won 13 medals.



Trained by  
Futuristic Learning  
A Global Hub of Life Transformational Courses

## An Exclusive Interview with **EMMA ALAM & SANIA ALAM**

WE ARE JOINED IN TODAY'S CONVERSATION BY TEAM PAKISTAN'S EMMA ALAM, WHO IS OUR NATION'S SHINING STAR ALONG WITH HER COACH SANIA ALAM. TEAM PAKISTAN IS A GROUP OF YOUNGSTERS WHO ARE CHAMPIONS OF VARIOUS COMPETITIONS AND HAVE A VERY INSPIRING MESSAGE THEY WANT TO CONVEY THROUGH THEIR WINNINGS. WE ARE GOING TO FIND OUT ALL ABOUT IT AND MUCH MORE. LET'S START WITH EMMA.

**BM:** Emma, congratulations to you for such an amazing achievement at such a young age, you have made us all proud. We are genuinely happy to learn that such fascinating work is being done in Pakistan. How was your experience and what did it feel to win? Were you expecting to this type of grand finale?

**EMMA ALAM:** I was confident that whatever memory tools I had I would be able to perform my best. I was aiming to achieve one of the top positions because I had practiced with complete dedication for two years, giving daily about 6-8 hours into practice. Winning the entire championship made all that hard work truly worth the time. I also broke 3 World Records.

**BM:** Emma did you always have a good memory?

**EMMA ALAM:** I had an average memory prior to trainings, what I have now is a TRAINED MEMORY. I enrolled in the Futuristic Learning's

memory course because I wanted to improve my memory for my studies. I was not an intelligent student, because I always struggled with my studies, focus, interest and maxed out on rote learning. So, the initial aim was just to boost my memory enough to pass exams. The course helped me and invoked my interest after I noticed a dramatic shift in my memory and academic results. Ever since then I used the skills I learnt through Speed Reading, Memory Skills and Mind Mapping Courses to swiftly complete my studies as well as to compete in these tournaments. My teammates and myself included, have participated in 11 international and world memory, speed reading and mind mapping championships and won 11 trophies and 45 medals. Team Pakistan holds many other Champion titles including: Shomie Alam, French Mind Mapping Champion, Syeda Kisa Zehra, U.K. Speed Reading Champion, and myself, the World Mind Mapping Champion in junior category.



**BM: Sania you as the coach and Super-Learning Master Trainer have a strong team of mind sports athletes, how did this all begin in Pakistan, what was the journey like and how do you feel having cultivated such talented team of champions?**

SANIA ALAM: It feels great knowing I was able to provide trainings that were able to bring about such fruitful results. The global recognition and appreciation that we have received has been a motivational experience for the entire team. We started our project Institute of Human Memory Development International, which is now called Futuristic Learning, with an aim to connect everyone with their natural super-learning abilities. Our admirable founder, Dr. Mohammad Alam, envisioned a nation where everyone was using the full capacity of their brain, and leading optimum life. With this mission we have created a global hub for life transformational courses that aim at producing individuals with success mindset and smart brain. At Futuristic Learning, we believe that it is the fundamental right of everyone to be educated and trained on the skills that teaches them true meaning of life and capabilities of the brain. What we have designed could very well be called the User Manual for the Human Brain. We have done an extensive 20 years of research on the powers of the human brain, mind, heart, and consciousness.

EMMA ALAM: I am deeply grateful to Dr. Alam and his institute for making these trainings available in Pakistan, which is the biggest reason for why I was able to achieve this. I am also grateful for my trainer Sania Alam for investing time and effort in helping me prepare for the tough competition against athletes with strongest memory and supreme brain capabilities. Appreciation also to the founders of World Memory Championships which was established jointly by renowned Raymond Keene and Tony Buzan, famed inventor of Mind Maps, in London in 1991.

The late Tony Buzan was world's top 5 speakers reported by Forbes Magazine. He was the one who popularized the idea of mental literacy as well as being the author/co-author of more than 80 books. Raymond Keene is Grandmaster of Chess, and an appointed Officer of the Order of the British Empire by her majesty Queen Elizabeth.

**BM: What courses does Futuristic Learning offer that our readers can reap benefit of?**

SANIA ALAM: We provide courses addressing two major categories of self-development. Firstly, we have Super-Learning courses including: Mind Mapping, Speed Reading, Memory Skills, Applied Innovation, Memory Athlete, Exam Success and Math Genius. Secondly, we have Self-Management courses including, Art of Self-Management as well as The Science of Achieving Deliberate Success.

**BM: Have you found memory trainings to have an impactful outcome in your academic results, and what is your motivational factor behind these achievements?**

EMMA ALAM: Memory plays a pivotal role in our daily lives as a student. Being able to Record, Retain and Recall what we learn in school is a huge task. Current global education systems are not only outdated, but majority are based on rote learning methods, because we fail to teach students HOW-TO-LEARN. It is easy for parents and teachers to tell the student WHAT to learn, WHAT to read, WHAT to memorize, BUT no one is directing the students on HOW to learn, HOW to speed read, HOW to memorize. And this is my aim, my passion to become an example that youngsters can emulate. I want to spread awareness about the importance of brain training and technologies that build the human capability. Once you get to know how phenomenal the human brain is, you never go back to the mundane methods of learning.

**BM: What is the future of Pakistan in this field?**

SANIA ALAM: In the years to come we want to completely insert all these technologies in the education systems so that students can expedite their learning processes through the use of their supreme brain capabilities. We will also be constructing our own schools and institutes in which within 2-3 years the child will be able to complete basic level education at the age of 10-12 and save the rest of the time working on creative innovations that can transform and impact the world.

SANIA ALAM: While basic education is important and can be completed in fraction of the time and money, however, education systems solely focus on providing predefined set of knowledge from textbooks, which aim to create a multitude of individuals with a belief that they are only fit to become an employee, when the truth of the matter is, we are much more capable of then we have been led to believe. For example, in metric education system, in 10th grade exams, students are asked to write an English essay. My question is, does it really take 10 years of education or one full 10th grade academic year to become capable of writing an essay in English? Any language could be fully learnt in 3 months' time. I believe, education systems play a particularly important role in a child's life and should also teach youngsters HOW-TO acquire attributes of a world class mindset, how to become a better human, how to deal with life's situations creatively and coherently. The early years of life spent acquiring basic education are the most sensitive part of any child's life. During this timeframe they develop permanent personality, beliefs, and outlook on life. This is the time where education systems should develop attributes of Creativity, Passion, Kindness, Art of Appreciation, Gratitude, Forgiveness and becoming LOVE. Only a person with these attributes can conjure an ALL-INCLUSIVE vision. These attributes integrate, whereas current education system only dissects. There is no curriculum in any education system that can teach you how to become a billionaire or acquire a billionaire's mindset. None of the current billionaires are a product of high-level educational degrees. Business tycoon, Elon Musk says GPA is a worthless criteria for hiring and that he couldn't care less whether candidates graduated from college at all. It is these attributes provoke a desire within to accomplish something all-inclusive for the

**Mr. Raymond Keene**

Global President, World Memory Sports Council (WMSC is the governing body for the Mind Sport of Memory worldwide)  
OBE Officer of the British Empire awarded by Queen Elizabeth  
Grandmaster of Chess

"Sania Alam is spearheading the Global Mental Literacy movement in Pakistan, both by means of her mass lectures and her tailor-made tuition. Sania is the leading exponent of Prof Tony Buzan's educational theories which enhance rapid absorption of information, develop creativity and promote Memory Power.

Sania is a shining example of a leader who can teach everyone, regardless of age, gender, physical prowess or formal qualifications, to maximize the potential of their untapped brainpower."

**Mr. Raymond Keene OBE**



humanity and the world. This desire becomes a vision, and that vision makes you a billionaire. Which in turn gives you access to proper resources and the capability to effect lives globally.

EMMA ALAM: I agree, and I think the question every child should ask parents and teachers is: WHAT kind of a person are you helping me become and what will that type of person become in the future? A person who works in a multi-national firm as a hard-working employee or the person

who is capable of providing global solutions like Bill Gates, Jeff Bezos, Elon Musk, and Mark Zuckerberg? A person who works to fulfil someone else's big dream, or a person who envisions his or her own dream and makes it happen.

**BM: What are your thoughts on the conservative attitude of people towards women in competitive fields or in general?**

EMMA ALAM: Culturally speaking, since generations we have maintained a society where women and talent of young girls are less regarded, but someone has to take a stand and participate in such fields so that we can change the norms. And that is what this institute is doing, that is what I am doing. When given equal opportunities, young girls and women perform above and beyond. Not in comparison to men, but in terms of their own self-constructed or society-defined limitations. I believe that gender does not play any part in the capabilities of the human brain. We all have the same brain with the same innate super-learning abilities. Being a young girl, I hope I have inspired many young girls to step up, believe in their abilities, and acquire these super learning skills to save valuable time and make optimum use of their brain capabilities, as well as have a world-class mindset.

**BRANDS: What is your message for young girls who don't have a strong support system?**

EMMA ALAM: Life is all about choices. If you strongly believe in something, you should stand up for it. Prominent figures who fought against their odds, such as Nelson Mandela were normal people, like you and me. Even though he was imprisoned for what he believed in, but he held his grounds, and came out of prison as President of South Africa. Malala is another example, she did what she believed in, she stood firm and now she is globally revered for her actions.

SANIA ALAM: Well, I say that, where there is a will, there is a way. Your rock-solid inner desire to be purposeful in life will automatically pave a way for you, regardless of your circumstances. But if you are waiting around for an opportunity to drop by rather than creating an opportunity for yourself, then let me tell you, your wait will not end anytime soon.

**BRANDS: What's 2021 looking like?**

EMMA ALAM: I have major plans for 2021. I plan on training more in memory to outperform my current records. I plan on also breaking and setting more world records. I am planning to participate in the next 3 upcoming world championships this year including World Memory Championship, World Speed Reading Championship and World Mind Mapping Championship, and to do a lot of outreach to youngsters to spread awareness of such learning opportunities being available for them.

**BRANDS: Well, it has truly been a wonderful conversation and we gained a lot of insight into the flaws of our educational systems and teaching methods, but now we know that solutions are available through Futuristic Learning. How should one contact you for these trainings?**

SANIA ALAM: +92-300-0044841 or visit our website [www.flnow.co](http://www.flnow.co) Follow us on social media @FLNow.

# SANIA ALAM

1 of the only 4 Senior Licensed Instructors of Super-Learning in the World



President  
Futuristic Learning U.S.A



President  
National Memory Sports Council  
of Pakistan (NMSC)



President  
National Memory Sports Council  
of United States of America



Director & Board Member  
Tony Buzan International Ltd.  
United Kingdom



Level 3 - Arbiter of Memory  
Certified by Guild of Mind  
Sports Arbiters



Senior Memory Arbiter for  
Guinness World Records  
Certified by Guild of Mind Sports Arbiters



Arbiter  
World Speed-Reading &  
Mind Mapping Championships



Contributing Editor  
Synapsia Magazine  
United Kingdom



ThinkBuzan  
Master Licensed Instructor  
United Kingdom



Vice President  
The Brain Trust Charity  
(Registered Charity), U.K.



Recipient of:  
Volunteer Service Award  
Express Care Inc. U.S.A



Recipient of:  
Avicenna Gold Medal  
of the Year 2021



Member  
World Memory Sports Council  
United Kingdom



Official Representative  
Tony Buzan Academy U.S.A



Recipient of:  
The Avicenna Award  
by Mr. Raymond Keene, Officer of  
the Order of the British Empire &  
Grandmaster of Chess, U.K.



Recipient of:  
Presidential Volunteer Service Award  
by President Barack Obama  
& President Donald Trump, U.S.A



Recipient of:  
Presidential Physical Fitness Award  
by President Barack Obama, U.S.A



Recipient of:  
Ambassador for Peace by  
Universal Peace Federation, U.S.A



Recipient of:  
Mayor's Volunteer Appreciation  
Award (Herndon, Virginia), U.S.A



Recipient of:  
Presidential Active Lifestyle Award  
by President George W. Bush, U.S.A.



Recipient of:  
Presidential Champion Award  
by President George W. Bush, U.S.A.

## A Few of Sania Alam & Futuristic Learning's Clients



Pakistan Council of Scientific & Industrial Research (Ministry of Science & Technology)



800 Officers of Pakistan Army's Command & Staff College, Quetta



Engro Fertilizer  
Renowned Fertilizer Industry

**Sania Alam is an expert who has trained average students to become CHAMPIONS. Her students competed in and won the following:**

World Memory Championships 2020

- Overall World Memory Champion
- 13 Medals & 2 Trophies
- Broke 4 World Records

World Mind Mapping Day 2020

- Won all Top 3 Positions

2019 Global Memory, Mind Mapping & Speed Reading Championships

- 10 Medals & 2 Trophies

2019 3rd Asia Pacific Memory Championship

- 7 Medals & 2 Trophies

2019 French Mind Mapping Championship

- Overall title '2019 French Mind Mapping Champion'
- 1 Gold Medal & 2 Trophies

2019 U.K. Memory, Mind Mapping & Speed Reading Championships

- 5 Medals & 1 Trophy

2019 Pakistan National Mind Mapping Championship

- Won all Top 3 Positions



# EMMA ALAM is the WORLD MEMORY CHAMPION

Recipient of  
**Gold Youth Avicenna Award 2021** (London, U.K.)

**29<sup>TH</sup> WORLD MEMORY CHAMPIONSHIP 2020**



Gold Medallist  
**WORLD MEMORY CHAMPION**



Gold Medallist **World Record Holder**  
Names & Faces



Gold Medallist **World Record Holder**  
Random Words



Silver Medallist **World Record Holder**  
Historic & Future Dates



Silver Medallist  
Binary Digits



Silver Medallist  
Speed Number



Bronze Medallist  
Abstract Images



Bronze Medallist  
Spoken Number



**11<sup>TH</sup> WORLD MIND MAPPING  
CHAMPIONSHIP 2019 (BEIJING, CHINA)**



Gold Medallist  
Junior Category



Silver Medallist  
Overall Championship



Gold Medallist  
Junior Category - Lecture Discipline



Gold Medallist  
Junior Category - Note-Taking Discipline



Gold Medallist  
Junior Category - Freestyle Discipline

**28<sup>TH</sup> WORLD MEMORY CHAMPIONSHIP  
2019 (WUHAN, CHINA)**



Bronze Medallist  
Junior Category - Random Words

**3<sup>RD</sup> ASIA PACIFIC MEMORY CHAMPIONSHIP  
2019 (PUTRAJAYA, MALAYSIA)**



Trophy Overall Bronze Champion  
Junior Category



Trophy Overall 3<sup>rd</sup> Place  
Country Award for Pakistan



Silver Medallist  
Junior Category - Binary Numbers



Silver Medallist  
Junior Category - Random Words



Bronze Medallist  
Junior Category - Historic/Future Dates



Bronze Medallist  
Junior Category - 30 Min Numbers



Bronze Medallist  
Top 3 Memory Athletes of Team Pakistan

**1<sup>ST</sup> PAKISTAN NATIONAL MIND MAPPING  
CHAMPIONSHIP 2019 (KARACHI, PAKISTAN)**



Bronze Medallist  
Freestyle Discipline



# SYEDA KISA ZEHRA

## 29<sup>TH</sup> WORLD MEMORY CHAMPIONSHIP 2020



Gold Medallist **World Record Holder**  
Historic & Future Dates



Bronze Medallist  
Names & Faces

## 12<sup>TH</sup> WORLD SPEED-READING CHAMPIONSHIP 2019 (BEIJING, CHINA)



Silver Medallist  
Adult Category

## 11<sup>TH</sup> WORLD MIND MAPPING CHAMPIONSHIP 2019 (BEIJING, CHINA)



Silver Medallist  
Freestyle Discipline



Bronze Medallist  
Note-Taking Discipline

## U.K. SPEED READING CHAMPIONSHIP 2019 (LONDON, ENGLAND)



Gold Medallist  
Overall Championship

## U.K. MIND MAPPING CHAMPIONSHIP 2019 (LONDON, ENGLAND)



Silver Medallist  
Overall Championship



Silver Medallist  
Freestyle Discipline



Silver Medallist  
Lecture Discipline

## U.K. MEMORY CHAMPIONSHIP 2019 (LONDON, ENGLAND)



Gold Medallist  
Names & Faces Discipline

## 1<sup>ST</sup> PAKISTAN NATIONAL MIND MAPPING CHAMPIONSHIP 2019 (KARACHI, PAKISTAN)



Gold Medallist



Gold Medallist  
Note-Taking Discipline



Gold Medallist  
Lecture Discipline



Gold Medallist  
Freestyle Discipline







# SHOMIE ALAM

## FRENCH MIND MAPPING CHAMPIONSHIP 2019 (PARIS, FRANCE)



Gold Medallist  
Overall Championship



Gold Medallist  
Freestyle Discipline

## 11<sup>TH</sup> WORLD MIND MAPPING CHAMPIONSHIP 2019 (BEIJING, CHINA)



Bronze Medallist  
Adult Category - Freestyle Discipline

## 1<sup>ST</sup> PAKISTAN NATIONAL MIND MAPPING CHAMPIONSHIP 2019 (KARACHI, PAKISTAN)



Silver Medallist  
Note-Taking Discipline

## WORLD MIND MAPPING DAY 2020



Silver Medallist

# SYED NABEEL HASAN

## U.K. MIND MAPPING CHAMPIONSHIP 2019 (LONDON, ENGLAND)



Bronze Medallist  
Overall Championship



Bronze Medallist  
Freestyle Discipline

## U.K. MEMORY CHAMPIONSHIP 2019 (LONDON, ENGLAND)



Gold Medallist  
Junior Category

## 3<sup>RD</sup> ASIA PACIFIC MEMORY CHAMPIONSHIP 2019 (PUTRAJAYA, MALAYSIA)



Bronze Medallist  
Top 3 Memory Athletes of Team Pakistan



Trophy Overall 3<sup>rd</sup> Place  
Country Award for Pakistan



# ABERAH ATHER

29<sup>TH</sup> WORLD MEMORY CHAMPIONSHIP 2020

7<sup>th</sup> in Global Ranking



Gold Medallist  
Speed Numbers



Silver Medallist  
Names & Faces



Silver Medallist  
Random Words



Bronze Medallist  
Historic & Future Dates

WORLD MIND MAPPING DAY 2020



Bronze Medallist

3<sup>RD</sup> ASIA PACIFIC MEMORY CHAMPIONSHIP  
2019 (PUTRAJAYA, MALAYSIA)



Trophy Overall 3<sup>rd</sup> Place  
Country Award for Pakistan



Bronze Medallist  
Top 3 Memory Athletes of Team Pakistan

1<sup>ST</sup> PAKISTAN NATIONAL MIND MAPPING  
CHAMPIONSHIP 2019 (KARACHI, PAKISTAN)



Silver Medallist  
Overall Championship



Silver Medallist  
Freestyle Discipline





World Memory Championships is a prestigious mind sports event held every year for the past 29 years. This year 16 countries/regions and more than 300 competitors had participated in the competition via sub-venues, competed over 10 disciplines in 3-days competition. Participating countries were Pakistan, China, Canada, the United Kingdom, South Korea, Vietnam, India, Malaysia, Algeria, the United States, Hong Kong (China), Macau (China), Taiwan (China), Libya, Qatar, and Iraq.

## OUR SUPPORTERS AND SPONSORS

### Honourable Dr. Mohammad Alam

Founder, Futuristic Learning

His boundless level of consciousness backing this project has been the core reason why this institute has reached heights of success in such short amount of time.



### Mr. Imtiaz Hussain Abbasi

Business Tycoon and Owner of the Chain of Imtiaz Supermarkets

"Super-Learning Systems is capable of bringing transformational change in the way my team and I do business. 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."



Opening Ceremony of 29th World Memory Championship 2020



Team Pakistan during the 29th World Memory Championship 2020.



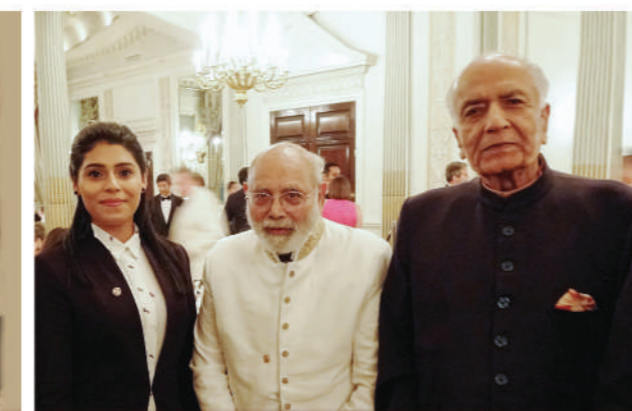
Emma Alam at the 28th World Memory Championship 2019 in Wuhan, China.



Sania Alam with H. M. King Yuhi VI of Rwanda and H.S.H. Princess Isabelle of Liechtenstein - London.



Sania Alam with H.S.H. Prince Philipp of Liechtenstein - London.



Sania Alam with Prince Mohsin Ali Khan of Hyderabad (r) and Prof. Ahmed Ali Khan - London.



Sania Alam with H.S.H. Prince Marek Kasperski and H.S.H. Princess Petrina Kasperski - London.



Team Pakistan at the 12th World Speed Reading Championship 2019 and 11th World Mind Mapping Championship 2019, Beijing, China.



Sania Alam received shield from the Pakistan Army's Acting Commandant of the Command & Staff College, Quetta where she presented the Technology of Mind Mapping to around 400 Pakistan Army Officers.



Sania Alam with Princess Tengku Faizwa Razif of Malaysia.



Lester He, Global Chief Arbitrator for World Memory Championships.



Team Pakistan at the 28th World Memory Championship 2019 in Wuhan, China



Dominic O'Brien  
8 times World Memory Champion



Sania Alam, Super-Learning Master Trainer alongside World Renowned Artist Mr. Mehtab Ali with one of his largest, most endearing & magisterial still-life art, currently worth fifteen million rupees.  
"Anyone can learn to be creative, not just a privileged few. Super-Learning Systems allows the inner creative genius to awaken and come into full play."  
Mr. Mehtab Ali



Sania Alam with Matteo Salvo, organizer of Italian Memory Championships and Guinness World Record Holder.



Sania Alam with Zahid Khan, Entrepreneur and Model



Team Pakistan won 3rd Place Country Award amongst 9 competing countries at the 3rd Asia Pacific Memory Championship 2019, Malaysia.



Sania Alam participating as the International Senior Arbiter at the 28th World Memory Championship 2019, in Wuhan, China.



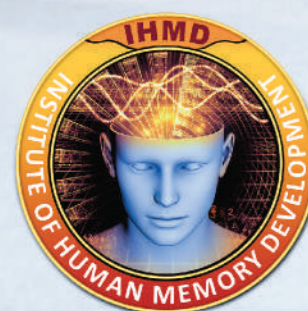
Sania Alam with Mustafa Ali Khan, Renowned Fitness Expert



Sania Alam during meeting with Tony Buzan, the inventor of Mind Mapping, at his house in London.  
"Sania Alam is the Queen of Mind Mapping."  
Tony Buzan



Sania Alam with Arif Anis, bestselling author & executive coach. He is a globally celebrated speaker who has trained heads of states, chief executives, movie stars, members of parliament and Olympic athletes in the art of influence, non-verbal excellence, and executive presence.



## SANIA ALAM Senior Licensed Instructor of Mind Mapping

700 people showing their Certificate of Attendance at the Mind Mapping Workshop - Karachi, Pakistan