

# BRANDS

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EXCLUSIVE INTERVIEW WITH

**SANIA ALAM**

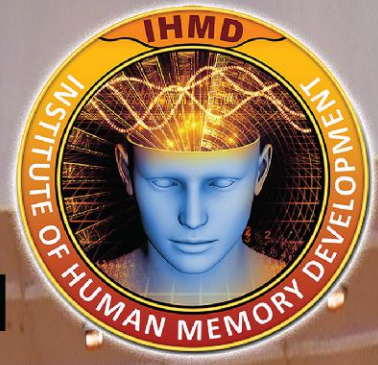
CEO - INSTITUTE OF HUMAN MEMORY DEVELOPMENT (IHMD)



# SANIA ALAM

Super-Learning Master Trainer

Conducting the Introductory Workshop of IHMD



## MASSIVE SUCCESS OF THE LAUNCH OF SUPER-LEARNING PROGRAMS IN PAKISTAN

### LEARNING HOW-TO-LEARN

Institute of Human Memory Development (IHMD) recently launched its Super-Learning Programs in Pakistan for Students and Professionals. Let's get in conversation with the President of IHMD, Sania Alam.

**BRANDS:** Hello Sania, welcome! We heard about the powerful initiative IHMD took to bring a positive change in the way Students and Professionals use their mental capabilities in their academic and professional lives. Before we talk about the launch of IHMD's programs could you please explain what is Super-Learning?

**Sania Alam:** Super-Learning is improving our ability to learn and process large amount of information in a fairly short amount of time. It involves speed reading, memory development, faster information processing, creativity, and innovation through various methods and trainings. Traditional ways of learning are not only outdated but are also not the most effective approach to learning, whereas Super-Learning draws from latest researches into human brain, mind and heart to facilitate learning that has real impact. It uses techniques and tools that reflect upon the brain's natural way of recording, retaining and recalling information. As a result, we learn faster and smarter so that we can keep up with change, acquire new knowledge and apply new skills.

Super-Learning addresses the foundation of learning, which is LEARNING HOW-TO-LEARN and is based on the following five pivotal elements:

1. Managing Resources
2. Understanding Representational Systems
3. Practicing New Skills
4. Addressing the Seven Intelligences
5. Reviewing Over Time

**BRANDS:** Can you tell us about your recent event. Since IHMD's programs are something very new to the public, how was the inaugural event and what was the audiences' reaction to such technologies being offered in Pakistan?

**Sania Alam:** The event was a very successful one and left the audience excited and ready for a new change in the way education is done in Pakistan. On October 28th during a huge inaugural ceremony we launched some of the most powerful programs to help Students and Professionals develop their Mental Literacy. The event was held in Bahria Auditorium with over 700 guests. It was attended by individuals from all walks of life such as dignitaries, celebrities, businessmen, professionals, students, teachers, principals, parents and others. During the event we introduced the audience to a completely new way of education and learning.



Not only those who attended but majority of the population in Pakistan is completely oblivious to the fact that human brain is one of the most powerful assets that anyone can own. It's a powerful system that everyone has yet very few truly know how to use the potential of the brain. We are all potential geniuses, but because we haven't come across ways in which we can activate, develop and sharpen our Super-Learning abilities, we remain to operate only on a fraction of our true potential.

It was this realization that gave birth to Super-Learning Programs of IHMD. If everyone can learn to harness their ability to learn, process information and become productive at a much faster rate, it means both the students and working professionals can excel in their academic and work life.

One very important missing link in the education systems is not teaching the students HOW-TO-LEARN. The students are not taught how to retain information in their long-term memory due to which within a day of learning new information, 70-80% of it is lost. Which is why students end up using the rote method of learning to cram information into their brain and hope for it to eventually sync in.

The first and foremost lesson for students should be to teach them how their brain works and learns information, in other words LEARNING HOW-TO-LEARN.

The young generation who are students today will become the leaders of Pakistan tomorrow. If right education is provided to them at the right time, then we are enriching them with Intellectual Wealth with which they will lead Pakistan into a brighter future as intellectually capable leaders.

**BRANDS:** Sania, what about the working professionals, how are they being affected and how can they be helped?

**Sania Alam:** Working professionals who are currently out there in the field have tremendous work load and suffer greatly from the limited use of their brain, which produces limited results. These professionals know that their jobs demand a lot from them in the shortest time possible. When the burden of work piles up and you can hardly spare a second to breath and relax, you need Super-Learning Systems to help you become productive and be able to manage time effectively by cutting

down the time of reading, memorizing, understanding and processing information. You need to be able to quickly assimilate the information you are provided, make impactful decisions, take productive and effective actions and get the job done. With so much multitasking needed, one has to come to a realization that they need to start utilizing their brain powers at its best, and this is where Super-Learning can help. IHMD's courses provide a very powerful combination to achieve effortlessly all that a demanding career requires.

**BRANDS:** What were some of the topics covered in the presentations during your event?

**Sania Alam:** We started with a powerful presentation on the Scientific Facts about the Human Brain. Researches conducted on the brain have discovered that the speed of the brain to process any given information is faster than any super computer on earth. And it has the storage capacity in quadrillions, roughly equivalent to 300 years' worth of television. The important question we raised to the audience was, if the brain is so powerful and speedy then how come we forget even the most basics of everyday life such as "where did I put my car keys?"

We also enlightened the audience with the mechanism of how children are not ready for learning before the age of 7. Until the age of 7, the child's brain has not developed the part which is able to understand and grasp education. Due to which children are mentally forced to use rote method of learning. Children start formal education as early as 3-4 years of age, an age where their brains are trying to make sense of their surrounding and the world. And technically no one is at fault here, neither the parents nor the teachers because up until now there was no 'User Manual' on how to use the Brain. But now with IHMD's training programs everyone can learn to use their Innate Super-Learning Abilities.

The incorrect and limited learning habits children adopt at a young age are the very same habits they carry forward into their higher education years as well as into their careers. So, they carry with them that struggle of learning and trying to maintain peak performance throughout their lives.

IHMD's aim is not only to educate the students and professionals on an efficient and effective path to learning, but also to provide them those powerful trainings that can activate the vast innate hidden potential.





## Guests at IHMD's Introductory Workshop held at Bahria Auditorium in Karachi, Pakistan on October 28, 2018.

BRANDS: What services does IHMD offer?

Sania Alam: Our services fall under the following 5 categories:

1. Individual and Corporate Trainings – These are our 7 training programs that will be provided on individual basis to students and professionals. The 7 courses are Mind Mapping, Memory Skills, Speed Reading, Math-Genius, Memory Athlete, Applied Innovation and Exam Success. These training programs are used by individuals within large companies and organizations such as NASA, Apple, Microsoft, Sony, Disney.

It's all about muscle building. You exercise the body for fitness, you must exercise the brain into fitness. In other words, USE IT OR LOSE IT!

2. Free Interactive Workshops – This is a monthly workshop where we introduce the fascinating aspects of the brain,

the flaws of outdated traditional learning as well as ways to activate the innate ability to become smart, productive, creative, innovative and a Super-Learner.

3. Schools Memory Championships – This training will be provided free-of-cost to teachers and students. The teachers after taking training from IHMD will become the guiding point for the students who are willing to invest their time in practicing the 10 Memory Disciplines. The 10 Memory Disciplines are; Names and Faces, Binary Numbers, Random Numbers, Abstract Images, Speed Numbers, Historic/Future Dates, Random Cards, Random Words, Spoken Numbers, and Speed Cards. At the end of a practice period (such as 6 months) qualified students from all the participating schools will compete against each other until we have the absolute best Memory Athlete who will win the title of Schools Memory Champion and a prize.



## Guests at IHMD's Introductory Workshop held at Bahria Auditorium in Karachi, Pakistan on October 28, 2018.



4. Pakistan National Memory Championships – IHMD will conduct annual memory competitions where the best of the best will compete to win the title of 'Pakistan National Memory Champion' along with a prize and full sponsorship to take part in World Memory Championships.

5. Memory Competition TV Shows – We are very excited to be releasing this news that very soon we will launch a TV program in which we will select competitors from all across Pakistan and train them in 10 Memory Disciplines. The finest of the selected will compete against each other until we find the winner of the show who will be declared as 'Pakistan's Brain of the Year'.

BRANDS: How can our readers get in contact with your institute and avail this wonderful opportunity to acquire trainings. From what you have shared with us, these trainings are need for everyone especially the students and working professionals?

Sania Alam: Yes, I couldn't agree more. Our trainings are an absolute essential in today's age and time where everyone is on a rollercoaster ride to manage information overload. To enroll in any of our services and training programs you can call our office at +92-3120284841 and +92-3000044841 or email us at [info@cofw.co](mailto:info@cofw.co). You can also follow us on social media @COFWConsultants or visit our websites [www.cofw-co](http://www.cofw-co), [www.ihmd.co](http://www.ihmd.co).

