



INTRODUCTION

I like the saying that “every master was once a disaster”. If this is true, then “every Grand Master was once a grand disaster”! Like many others, I was not born with a phenomenal memory. I began learning about memory techniques (mnemonics) during my summer vacation when I was 17. Before then I had a terrible memory, and the only memory technique I knew was that of repetition, so I spent hours cramming for exams, memorising stacks of paper over and over. My social life was deteriorating too as I would dread attending any networking and get-together sessions, simply because I could never remember the names of all the people.

My memory got so bad that while running a grocery errand for my mother one day, I cycled to the shop, bought what she wanted, and walked back home, completely forgetting about my bicycle. I only realised my mistake a few hours later when I wanted to go out and couldn't find it. That incident showed how bad my memory was and certainly counts as a grand disaster!

My bicycle episode happened in 1995, and in 2003 I found myself a Grand Master of Memory at the World Memory Championship. How did this transformation take place in a span of just eight years? Simple. I mastered some very straightforward yet powerful memory techniques.

Consider these questions:

- Do you have trouble remembering key information?
- Do you wish you had better information management skills?
- Do you feel stressed because you're constantly forgetting important things?
- Do you worry about an overload of information?

Whenever I ask these questions during my talks and workshops, almost everyone in the audience says “yes”. I am sure you did too. Well the good news is that, in this book, I will share many simple, practical techniques to help you remember any kind of information.

In today's fast-paced information age, maximising your memory power is not a mere option but a necessity. We use our memory constantly, all through our lives, and the way we use our memory will affect what we can achieve in our lives. Whatever your profession or occupation, mastering information and memory management skills will prove essential, and can lead to an increase in productivity and profitability for your organisation.

Recent research has found that everyone on this planet has a great memory. It's just that we don't use our brain to harness its true potential. Acquiring a good memory will give you the extra edge; you will be able to focus better, remember things easily, reduce the stress caused by forgetting, retain information for longer, and even impress people with your powerful memory.

Having a good memory is a skill, and acquiring that skill requires practice. As you read through this book, you will reach sections with various exercises. Please work on these exercises, because reading alone will not help you to achieve your full potential. Actually working through the exercises there and then will enable you to acquire the skills needed to boost your memory. Most importantly, you will experience a paradigm shift in your attitude towards learning, memorising and handling information.

Are you ready to maximise your memory power? Let's begin this journey that will bring you many rewards for the rest of your life.

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