

# GLAM

Style 360

March 2019



**Funn**

Myriad Meanings  
of Peace

**Tbilisi**

Heart of  
the Caucasus

**Faran**

**Tahir**

The Man  
from Hollywood

Women's Day

*Women*  
WHO HAVE MADE A  
*Difference*

**QUEEN OF  
MIND MAPPING  
SANIA ALAM**

# Sania Alam is the Queen of Mind Mapping

Tony Buzan, Inventor of Mind Mapping



**The world celebrates the empowering of women on 8<sup>th</sup> March and women who are making a difference with their exceptional services. One such woman who is doing exemplary work for people by building mental literacy through talent development projects is Sania Alam – a master trainer from the Institute of Human Memory Development**

**Sania Alam is the ONLY Pakistani and one of the ONLY four in the World Senior Tony Buzan Licensed Instructors of Mind Mapping**





## Sania Alam in meeting with Tony Buzan (World-Renowned Inventor of Mind Mapping and Best-Selling Author) in London, United Kingdom.

### **What are the methods you use towards developing Mental Literacy of Professionals and Students across Pakistan?**

It's my pleasure to be able to connect with the readers. Super-Learning Systems (SLS) is a Talent Development Project provided by Institute of Human Memory Development (IHMD). Dr. Mohammad Alam who is the founder of this and many other human-development projects, has done years of research into the human brain, mind and heart. The crux of the years of research is now being offered through our seven courses and six services which I will discuss a bit later.

For me it is a great honour that I am assigned to lead this project as a president of IHMD. It's been a privilege to 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. The powerful brain-boosting combination of our trainings provided under one roof, is all you need to become a Super-Learner.

Super-Learning is the ability to learn large amounts of information in a short span of time. It involves using your brain's innate super-learning abilities such as speed-reading thousands of words-per-minute, recording, retaining and recalling large amount of data, doing mathematic calculations in the head faster than a calculator, getting in touch with your creative and innovative self, using effective tools for information management and much more. Therefore, a Super-Learner is a person who knows how to use the

brain to the best of its blazing speed.

For example, if we were to take a Super-Learner and give him or her the content of complete O/A Level Studies, an average person would take four years to complete those studies: a Super-Learner would only take a few months at most to cover the entire content and pass exams with flying colours, because a Super-Learner knows how to use the brain's natural speed in its right way.

And we have many students who have given direct O/A Level exams within months of studying without any prior schooling, only using the Super-Learning methods.

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

### **What is Mind Mapping?**

Mind Mapping was invented by Tony Buzan and was earlier used by Leonardo da Vinci and others like him. It is a powerful method of visually capturing and organizing information; it is a universal key to unlocking the potential of the brain, by using words, images, numbers, logic, rhythm, colour and spatial awareness in a single, uniquely powerful manner. In so doing, it gives you the freedom to roam the infinite expanses of your brain. Mind Mapping can be applied to every aspect of life where improved learning and clearer thinking will enhance human performance.

Mind Mapping can be applied to all cognitive functions



such as memory, learning, creativity, analysis, brainstorming, identifying new opportunities, organizing, managing projects, teaching, studying, communicating information and much more. It is easy, fun, understandable, memorable, and long lasting because it's an activity that synchronizes the analytical left side and the artistic right side of the brain to give you whole-brain output. It's helping over 250 million people worldwide to be more organized, productive and creative. It's also being used by most Fortune 500 companies, leading global universities and government departments.

**How did you become the only Pakistani as well as one of the only four in the world to hold the Senior Tony Buzan Licensed Instructor of Mind Mapping?**

I have taken trainings directly from Tony Buzan as well as from his other Master Trainers in London, England. In Pakistan I am the only Instructor. Around the world there are many Mind Mapping Instructors, but amongst them I am one of the only four who have done in-depth trainings multiple times, thus making me a Senior Licenced Instructor of Mind Mapping.

**That's a proud moment for Pakistan, knowing that you are the first one to completely bring this technology into Pakistan. Have you had any Mind Mapping trainings or events so far?**

Mind Mapping is one of our courses from the seven Super-Learning Systems. We successfully held Mind Mapping Workshop for over 700 people in Karachi on 3rd of February last month.

The workshop was attended by dignitaries including educationists from leading institutes, schools, colleges and universities. Not only that, we also held on 6th February the very first Pakistan National Mind

Mapping Championship and 26 competitors competed in it. The youngest of all Mind Mappers was an 8-year-old boy Moosa. We are also starting to train another batch of students for full Mind Mapping Course starting March 2019.

We have an upcoming full day Mind Mapping Workshop on 28th April. This workshop is also going to be organized for over 700 guests. So, a lot is happening in regards to Mind Mapping, Super-Learning and Mental Literacy Development for Pakistan. We are fully geared up to represent Pakistan on a worldwide scale.

**What is Tony Buzan's role in Mind Mapping?**

Tony Buzan is a world-renowned inventor of Mind Mapping, expert on brain, memory, speed reading, creativity and innovation and a best-selling author of over 140 books. He has been named one of the world's top five speakers by Forbes Magazine. The first time I met Tony was at his house in London, and that was a memorable one-to-one meeting. He is a great friend, teacher and an amazing person. Every time I have met Tony it's been a great learning experience. He is not only a genuinely intelligent person, but a highly gifted human being.

Through 40 years of research into the workings of the brain, Tony has dedicated his life to developing and refining techniques to help individuals think better and more creatively and reach their full potential. He is described as "One of the most influential leaders in the field of thinking creatively". He has earned a lot of awards and high-level recognition.

**What are the benefits of Mind Mapping?**

Mind Mapping is beneficial in many different contexts: personal, educational and business. From the endless

list, let me quickly give a few uses and benefits:

- Ideation - Generate new ideas and possibilities
- Learning and Studies - Capture information in a visual format to facilitate understanding, retaining, and applying what you have learned.
- Note-Taking and Note-Making - Take detailed yet precise notes from meetings, lectures, class rooms, written content and even from your own thoughts.
- Writing - Explore topics, develop and organize ideas, to write essays, thesis, blogs, books and more.
- Project Management - Manage projects from start to finish.
- Planning - Define objectives, identify alternatives and analyze.
- Information Visualization - Consolidating information from multiple sources in logical and visual structures.
- Creativity – unlock your inner creativity.
- Meeting/Presentations
- Time-Management
- Memorizing

Once you practically start using Mind Mapping, you can never go back to even taking linear notes for anything. Mind Mapping is for students, who want to do effecting learning, studying, note-taking, reviewing information and giving successful exams.

Mind Mapping is for professionals who would like to achieve business growth, creative innovations, and productive meetings, develop problem solving skills, product development, project management and much more. It is also for teachers and educators for teaching students HOW-TO-LEARN rather than simply memorize content. It can be used for planning and designing of curriculum, lessons, assignments, hand-outs, fostering creativity, reinforcing knowledge and much more. So, Mind Mapping is a very multi-tasked multi-oriented tool.

#### **Are Mind Maps only hand drawn, or is there an alternate way?**

Yes, there is an alternate way and it's called the iMindMap Software for those who like to be quick and have a professional look to their Mind Maps.

The best thing about iMindMap Software is that in comparison to other Mind Mapping applications and software in the market, iMindMap Software is the only one that was designed in collaboration with Tony Buzan to keep the originalities of a hand drawn Mind Map. So, with iMindMap Software you can be sure that the team has worked extra hard to mimic the functions as closely as possible to what a hand drawn Mind Map would look and feel like.

#### **What courses are offered for Talent Development under the Super-Learning System?**

We offer seven courses which are: 1) Mind Mapping 2) Memory Skills 3) Speed-Reading 4) Math-Genius 5) Applied Innovation 6) Memory Athlete and 7) Exam Success.

#### **What makes Super-Learning so effective and powerful?**

Super-Learning is one of the most advanced and effective learning methods in use today, because it's based on the brain's natural learning abilities. It takes into account how the brain records, retains and recalls information, and that means ANY GIVEN INFORMATION.

#### **What are the six services offered by IHMD?**

The comprehensive services offered by our institute are:

**1. Individual and Corporate Trainings:** These are our seven training programs that are provided on individual basis to students and professionals.

**2. Interactive Workshops:** These are regular workshops 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, and innovative and a Super-Learner.

**3. Schools Memory Championships:** This training is provided to teachers and students. Qualified teachers monitor students who are willing to invest their time in practicing the 10 Memory Disciplines: 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 six 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. Selected few will be supported to take part in World Memory Championships.

**4. Pakistan National Championships (Memory, Speed-Reading and Mind Mapping):** Annual competitions where the best of the best will compete to win the title of 'Pakistan National Champion' along with a prize. Selected few will be supported to take part in World Memory Championships.

**5. Memory Competition TV Shows:** TV programmes in which we select competitors from all across Pakistan and train them in 10 Memory Disciplines. The finest of the selected compete against each other until we find the winner of the show who will be declared as 'Pakistan's Brain of the Year'. Selected few will be supported to take part in World Memory Championships.

A membership-based club for members to avail IHMD's all services at their convenience with the option of repeating courses as many times as desired. It is a forum for members to gather and develop their own mental literacy through our many services as well as participate in interesting lectures and discussions.

#### **What are some of your qualifications as a Super-Learning Master Trainer?**

I have been highly privileged to be part of IHMD and to get a chance to travel abroad for many trainings. I have achieved many qualifications and just to list a few:



**PAKISTAN NATIONAL MIND MAPPING CHAMPIONSHIP 2019 – KARACHI, PAKISTAN**

Congratulations to the Winners

Kisa-e-Zehra – The Absolute Pakistan National Mind Mapping Champion

Abeerah Ather – Second Place

Ambreen Hameed – Third Place



IHMD Representative - Sania Alam in meeting with founders & board members of World Memory Sports Council including Mr. Tony Buzan, Inventor of Mind Mapping, Mr. Dominic O'Brien, 8 Times World Memory Champion, & Mr. Ray Keene OBE, Grandmaster of Chess - London, United Kingdom.



## Academic Leaders supporting Super-Learning & Mental Introduction to Mind Mapping Workshop 2019 – Karachi,

(Left to Right)

**Bushra Abid (Principal, Students Zone)**

**Azra Aqil (Owner & Principal, Karachi Cambridge School)**

**Naheed Wasi (Owner, Institute of Early Childhood Education and Development)**

**Syeda Tatheer Fatima (Principal, PECHS College for Women)**

**Sajida Ali (Director, Pakistan Centre for Autism)**

**Brig. (R) Ghulam Hussain Ghumman SI(M) (GM, PSO Admin and Security Services)**

**Brig. (R) Syed Wajid Raza (Chief of Security, PARCO)**

**Imtiaz Hussain (Owner, Chain of Imtiaz Super Market)**

**Abdullah Akhtar (Owner, Schole International Academy)**

**Salman Alam (Managing Director, Arthur Lawrence)**

**Hameeda Mirza (Principal, Happy Home School)**

**Naqi Hassan (CEO, BATCO Group, Owner Alam's Boutique and Showcase.com)**

**Hammad Siddiqui (Program Director for Asia at Center for International Private Enterprise)**

**Samina Khan (Executive Director, Indus Valley School of Art and Architecture)**

**Saima Amir (Principal, Kith Schooling System)**

**Meher Bano (Head, Happy Home School, Clifton)**

**Tabassum Zehra (Director, SBICA)**

**Ghazala Mazahir (Head of School, Amina Academy)**

**Dr. Farhat Agha (Principal, DHA College for Women)**

**Shakeela Khurram (Principal, Shaheen Public School)**

**Sania Alam (President, Institute of Human Memory Development)**





## Literacy Development in Pakistan at IHMD's Pakistan

- Certified Instructor of Super-Learning – U.S.A.
- Licensed Instructor of Memory – Trained by eight Times World Memory Champion, Dominic O'Brien - U.K.
- Licensed Instructor in Memory Skills –Tony Buzan - U.K.
- Licensed Arbiter of Memory, Level 2 – Trained by Chief Arbiter, Phil Chambers - U.K.
- Licensed Instructor in Applied Innovation – Trained by Chris Griffiths - U.K.
- Licensed Instructor in Speed Reading –Tony Buzan - U.K.
- ThinkBuzan Master Licensed Instructor – U.K.

Besides this, I am also:

- Director & Board Member of Tony Buzan International Limited – U.K.
- Vice President, The Brain Trust (Registered Charity) – U.K.
- Contributing Editor, Synapsia Magazine – U.K.
- Member, The World Memory Sports Council – U.K.
- President of National Memory Sports Council of Pakistan

I have true faith that IHMD's Super-Learning Systems

are the future of Pakistan. We have truly invested time, money and effort into making this available for the people of Pakistan.

### What do you foresee or aim to achieve with Super-Learning Systems?

Our aim is to place Super-Learning Systems at the heart of the education systems across Pakistan, so that from the very early stages of life students can become Super-Learners. This is our vision for the advancement of the entire nation and its citizens. We are also aiming towards bringing Pakistan on the map of highly literate and capable countries, by bringing home the 'World Memory Champion' title.

### How can interested individuals contact your institute?

We have a full day Mind Mapping Workshop coming up on 28th April. 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](http://www.cofw.co), [www.ihmd.co](http://www.ihmd.co).