

EVERYTHING & ANYTHING

People



**SUPER-LEARNING SPARKS
THE INNER CREATIVITY**

**SANIA ALAM SUPER-LEARNING
MASTER TRAINER WITH WORLD
RENOWNED ARTIST MEHTAB ALI**



Sania Alam, Super-Learning Master Trainer alongside World Renowned Artist Mehtab Ali with one of his largest, most endearing & magisterial still-life art, currently worth ten million rupees.

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Sania Alam Super-Learning Master Trainer with World Renowned Artist Mehtab Ali

#IEndorseSuperLearning

“Anyone can learn to be creative, not just a privileged few”, says the world-renowned artist Mehtab Ali. Let’s find out about Creativity through Super-Learning from the experts themselves. The talented Sania Alam – Super Learning Master Trainer and Mehtab Ali.



Sania Alam – The only Pakistani Level 2 Licensed Arbitrator of Memory by GOMSA, Guild of Mind Sports Arbiters. Level 2 Arbiters are Qualified to run National Memory Championships. Level 2 is achieved after the arbitrator has judged 2 International and 1 World Memory Championship.

PEOPLE: Mehtab in your perspective as an artist, what is Creativity and what it means to be Creative?

MEHTAB ALI: Creativity is a skill that can be acquired. As an artist, I was always interested in art and the field of creativity, but even I had to learn the Art of Creativity. I was not born with my skills rather my creativity is intentional. Creativity for me is being able to DEMONSTRATE the genuinity within.

I believe that everyone is already gifted with all forms of art. It is inherent within us all from the

moment we are born. Everyone is connected intuitively to the highest intelligence in the universe. We simply have to learn how to get in touch with that inner creativity and be able to express and demonstrate it into the physical world platform.

For me, Creativity is the subtleness dancing within, ready to take some form of an extraordinary idea. You then take that creative idea and breathe life into it with your talent.



SANIA ALAM

Super-Learning Master Trainer

PEOPLE: Sania what's your outlook on Creativity as a Super-Learning Master Trainer?

SANIA ALAM: We all believe that we have an intrinsic understanding of what creativity is but that's far from the truth. Creativity is something so broad, it unfolds into an endless array. To be able to encompass it into one definition is not only hard but impossible. However, creativity is not something reserved for artists alone, it applies to everyone. And I think Mehtab Ali would agree with me when I say this, creativity has many forms and everyone in some way is an Artist in their own respect. I think limiting an Artist and his Creativity to his canvas only does not serve sufficient justice to this extremely powerful ability. A student, an entrepreneur, an engineer, a dancer, a poet, a singer, they are all forms of artists who perform their creative artistry to an audience.

It's just the matter of filling in the gap you have between your inner creative self and your connection to it.

PEOPLE: Sania what's the connection between Creativity and Super-Learning?

SANIA ALAM: Super-Learning helps you establish a connection with your inner creativity, helping you to fill in that gap. Super-Learning Systems which is a Talent Development Project, targets the core learning skills. It's primarily based upon the human's natural ways of learning. When you are Super-Learning you are engaging both parts of your brain that are responsible for bringing both logical and creative output. Super-Learning fosters creativity.

Somewhere along the path of life, we become accustomed to or in comfort-zone with primarily using single side of the brain. A businessman might heavily rely on the left side of the brain, always thinking logically whereas an artist might rely solely on right side of the brain, being more in-touch with the imaginative and creative side. But Super-Learning puts whole-brain to work. Synchronizing both hemispheres of the brain so you not only get left brain or right brain results, but optimum whole-brain output. A combination of both of them brings forth far more powerful results than either side.



PEOPLE: How has Super-Learning helped you bring more creativity to your work?

MEHTAB ALI: Personally, I have been with this institute for many years. I have been with them in their developmental phase and until today where they have finally launched their services to the public. And throughout my career I have used Super-Learning methods in my work to achieve exhilarating results. One thing I have always noticed while using Super-Learning methods is that they open up a flow for me where I am able to generate creative and innovative ideas in places, I thought were never possible.

Super-Learning has shown me ways in which my thinking deeply affects my creativity. I have learned that often it's the limitation of my thinking perspective that hinders my ability to be creative.

Creativity is daring to add uniqueness to your work of art. When you are not creative and innovative in whatever you are doing, then you are just a commoner. And commoners never become world famous. With creativity you take a chance, a risk of

failure because your creative idea is new to the world. But it is the success after repeated failures that has made best innovators what they are today. Vincent Van Gogh's artwork sold today is worth millions, but during his lifetime, he only sold 1-2 of his 2,000 paintings. Bill Gates was told that computers would never be used worldwide, and Henry Ford was told that no one needed cars. These are all the great creative innovators who dared to be creative and imagined big.

Super-Learning has allowed me to create some of my precious masterpieces which have gained worldwide recognition and appreciation. Through Super-Learning I was able to accept and work on creative concepts rather than painting something that was only aesthetically beautiful.

PEOPLE: When you said creativity is not just for artists, where else does creativity play a crucial role?

SANIA ALAM: As a businessman, creativity is a crucial factor for success. When you have so much competition and you have to constantly improve, creativity is

not only a must-have skill, its actually an asset. Through this skill you add value to your services and easily differentiate your business with that of others. Without a touch of creativity in everything you do in business, you are losing on the potential success your business can experience. From a business standpoint, creativity is having the ability to transcend old ways of thinking and generate completely new innovative ideas, challenging everything you know for something extraordinary and surprising.

The need of creativity is driven from the need of continuous innovation. Creativity and innovation go hand in hand. Creative problem solving, creative product development, creative service solutions are some of the areas where creativity is needed. Adding innovation and creativity to your business goes to show you are interested in developing your services for the common interest of consumers' wellbeing.

Creativity is needed by students, writers, artists, developers, entrepreneurs, basically every field you could possibly think of at some point requires creativity.

I believe creativity can also be used to bring about real social and political change because creativity has the power to influence others. Then again, it's about how creatively creative you can be, that's when the possibilities become endless.

PEOPLE: Which of the Super-Learning Courses truly aim to develop the Creativity?

Sania Alam: Its not just one course that mainly focuses on creativity, but the combination of all Super-Learning technologies and trainings as in whole develops creativity. From Mind Mapping Course to Memory Skills to Applied Innovation, every one of our courses awaken the inner creativity. We not only develop this ability, but we also use it to



greatly enhance memory, reading, math and information management skills.

PEOPLE: What is the enemy of Creativity?

MEHTAB ALI: If I had to sum up the answer in one word, I would say Procrastination. Our habit of procrastinating to take actions to self-express is the number one creativity killer. Creativity works best when you don't overthink and simply allow it to do its magic. But you must ALLOW it, not limit it with putting it off till tomorrow or some better day.

Procrastination is also the answer to why people face failure. We self-judge and self-evaluate, we think unworthy of our ideas and put them off for later. Failing to take actions on what could have been some of the best ideas of innovation.

We should get rid of procrastination and add the element of WILL. You have to be willing to allow

creativity to express itself. Something as alive and fascinating as Creativity does not make home to a person with an unwilling attitude.

PEOPLE: Now that we have thoroughly explored what Creativity is and how Super-Learning greatly develops this asset, Sania could you please provide thorough details about Super-Learning as well?

SANIA ALAM: Super-Learning Systems (SLS) is a Talent Development Project for Pakistan provided by Institute of Human Memory Development® (IHMD). After years of research into this, 7 courses and 6 services are provided. 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.



SANIA ALAM
Super-Learning Master Trainer



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 and process 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

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

SANIA ALAM: 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.

PEOPLE: What are the 6 services offered by IHMD?

SANIA ALAM: The comprehensive services offered by our institute are:



within everyone, dormant yet present. 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!

PEOPLE: What courses are offered for Talent Development?

SANIA ALAM: We offer 7 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.

01) Individual & Corporate Trainings - These are our 7 training programs that are provided on individual basis to students and professionals.

02) Monthly 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, innovative and a Super-Learner.

03) 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 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. Selected few will be support-

'Pakistan's Brain of the Year'. Selected few will be supported to take part in World Memory Championships.

06) IHMD's Mental Literacy Club - 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



First ever meeting of Presidents of National Memory Sports Council (NMSC) including Presidents and Representatives of the following countries: Pakistan (Sania Alam and Kisa Zehra), Malaysia, Taiwan, India, China, Hong Kong, Mongolia, Algeria, Vietnam, Arab.

ed to take part in World Memory Championships.

04) 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.

05) Memory Competition TV Shows - TV programs 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

participate in interesting lectures and discussions.

PEOPLE: What is the status of such or similar Super-Learning Systems worldwide?

SANIA ALAM: Super-Learning is one of the most advanced and effective learning methods in use today. These technologies are used by virtually all Fortune 500 companies such as NASA, Apple, Microsoft, Sony, Pepsi, Walt Disney, Intel, BBC, IBM, HP, Oracle, General Motors, Boeing Aircraft. Schools, Colleges and Universities worldwide are also using these including the University of Oxford – England.

The government and powerful leaders across the globe are amongst those who realize the importance of these technologies and its implementation. Top few are: Government of Singapore, Malaysia, U.S.A., China, Australia, Mexico, and Scotland.

MEHTAB ALI: I think its remarkable that the same programs used by powerful countries and leaders, are now being offered in Pakistan. It's a commendable accomplishment and I am honored to be part of such revolution.

PEOPLE: Sania have you taken any other trainings or certifications to substantiate the Super-Learning Systems?

SANIA ALAM: I have been highly privileged to be part of IHMD and to get a chance to travel abroad for many trainings. I am a Licensed Instructor for Super-Learning from U.S.A. I am also a Senior Tony Buzan Licensed Instructor in Mind Mapping from U.K. (One of the only 4 Certified Instructors around the Globe). A Licensed Instructor of Memory – Trained by 8 Times World Memory Champion, Dominic O'Brien - U.K., Licensed Instructor in Applied Innovation – Trained by Chris Griffiths - U.K., I am also a Licensed Instructor in Speed Reading from U.K., as well as a ThinkBuzan Master Licensed Instructor – U.K.

I have true faith that IHMD's Super-Learning Systems are the future of Pakistan. We have truly invested



Sania Alam, sharing the stage with world renowned Mr. Tony Buzan as he announces the results for some disciplines at the 27th World Memory Championships 2018 in Hong Kong.

time, money and effort into making this available for the people of Pakistan.

PEOPLE: What's the big aim and vision behind all of this? What do you see happening in the coming years?

SANIA ALAM: Our aim is to place Super-Learning Systems at the heart of the education systems across Pakistan and completely revolutionize it. And to ultimately activate the seed of human potentials and build high performance people. 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.

PEOPLE: How should one contact IHMD for these trainings?

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.



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