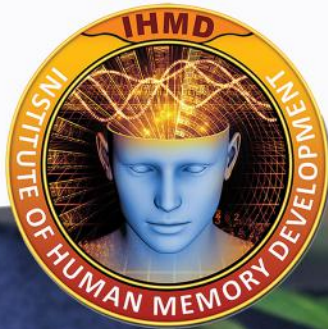


EVERYTHING & ANYTHING

# People

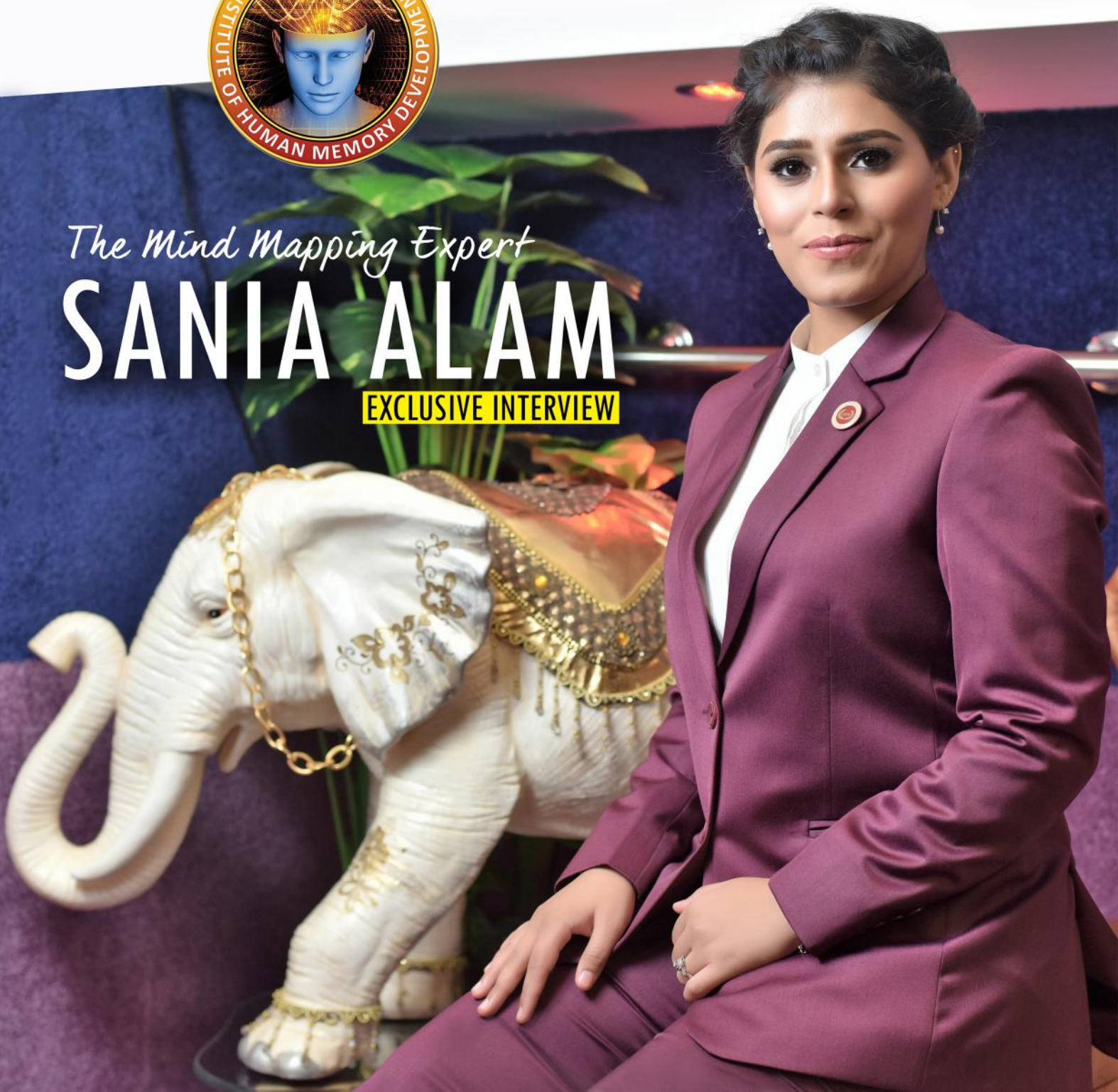
Pakistan



*The Mind Mapping Expert*

**SANIA ALAM**

**EXCLUSIVE INTERVIEW**



# THE INFINITE POWER OF YOUR BRAIN



Accelerated Learning Programs for the 1st time in Pakistan

Pakistan is changing for the better because of organizations like Institute of Human Memory Development (IHMD) who are doing a phenomenal job of bringing revolutionary programs for students and professionals.

We had the opportunity to do an exclusive interview with Ms. Sania Alam and we asked her some very important questions.

**PEOPLE: Welcome Sania! We know that the man behind all these amazing programs is Dr. Mohammad Alam and it's his passion to work towards advancement of not only the people of Pakistan, but the global community as in whole. Can you share with the readers a little about yourself, what's happening and the latest achievements?**

Sania Alam: Thank you so much for having me. This institute was founded by my respected teacher, Dr. Mohammad Alam. He has done years of extensive research into the human brain, mind and heart. He has launched many programs worldwide as well as Pakistan. One of the programs already well established in Pakistan is Self-Management Systems. The new program he is launching is a combination of powerful multi-million dollar training programs aimed towards helping students and professionals achieve accelerated learning. **At IHMD, we believe that every human is a potential genius, however, when the brain is well nurtured and rightly educated, only then can the inner genius truly come into play.**

I have been privileged to be part of such an esteemed organization. I am the President of this institute (IHMD). I have taken trainings from many countries. I am a:

- Certified Instructor of Accelerated Learning – U.S.A.
- Member, The World Memory Sports Council – U.K.
- President, National Memory Sports Council of Pakistan
- Senior Tony Buzan Licensed Instructor in Mind Mapping – U.K. (One of the only 4 Certified Instructors around the Globe)
- Licensed Instructor of Memory – Trained by 8 Times World Memory Champion, Dominic O'Brien - U.K.
- Licensed Instructor in Memory Skills – Tony Buzan - U.K.
- Licensed Instructor in Applied Innovation – Chris Griffiths - U.K.
- Licensed Instructor in Mind Mapping – Tony Buzan - U.K.
- Licensed Instructor in Speed Reading – Tony Buzan - U.K.
- Contributing Editor, Synapsia Magazine – U.K.

I have also received the following awards:

- Presidential Volunteer Service Award by President Donald Trump, U.S.A.
- Presidential Volunteer Service Award by President Barack Obama, U.S.A.
- Ambassador for Peace by Universal Peace Federation



(From left to right)

**Dominic O'Brien**

**Tony Buzan**

**Sania Alam**

**Phil Chambers**

**Raymond Keene OBE**

**David Sedgwick**

**James Patterson**

**Silvio di Fabio**

Gold medalist of Pan-European Open Memory Championship 2018

Inventor of Mind Mapping

Arbiter of Pan-European Open memory Championship 2018

Chief Arbiter for Pan-European Open Memory Championship 2018

Grandmaster of Chess

FIDE international Arbiter and English chess Federation Senior Arbiter

From UK, the Silver Medalist of Pan-European Open Memory Championship 2018

From Italy, the Bronze Medalist of Pan-European Open Memory Championship 2018

WORLD  
MEMORY  
SPORTS  
COUNCIL



**IHMD REPRESENTATIVE -  
SANIA ALAM, TAKES PART AS AN  
ARBITER (JUDGE) AT THE  
2<sup>ND</sup> ASIA PACIFIC MEMORY  
CHAMPIONSHIPS 2018 IN HONG KONG, CHINA**

**PEOPLE: What is Accelerated Learning?**

Sania Alam: Accelerated Learning is about learning with speed. Traditional ways of learning are not only outdated but are also not the most effective approach to learning. Accelerated 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.

The most powerful asset we own is our BRAIN. Science is only beginning to understand how infinitely capable the human brain is.

**PEOPLE: In your point of view, what are the current issues in our Education System?**

Sania Alam: It is too easy to blame the education system for failure of millions of students around the world. We either blame the education system or the teachers. However, we miss the important fact that the #1 teachers are the parents. Parents start educating us from the

One of the best kept secrets of 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 week of learning new information, 80% of it is lost. There is a common misunderstanding amongst students that memory equals to rote learning, where understanding is irrelevant. 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 LEARNING HOW-TO-LEARN – it's the understanding of how the human brain and mind learns and processes any given information

**PEOPLE: How are the working professionals affected by the futile methods of learning?**

Sania Alam: Sadly, it is not only the students who are victims of poor learning but working professionals as well. They suffer greatly from information overload. Because we are in the knowledge age, so these professionals have become knowledge workers, gathering and organizing knowledge and information that comes to them at rapid speed. It's their job to be able to juggle and assimilate this load of information and produce an end result, which often involves struggle, frustration and stress.

What these professionals or should I say 'Knowledge Workers' don't understand is that there is something far more imperative than managing knowledge. It's more important to learn how to manage the 'Manager of Knowledge', which is the brain and mind. Again, this is where Accelerated Learning helps.

**PEOPLE: So how does your institute (IHMD) and its programs help address all of these issues?**

Sania Alam: We have 7 courses through which accelerated learning is done. The courses are Memory Skills, Math-Genius, Mind Mapping, Speed Reading, Applied Innovation, Memory Athlete, and Exam Success.

Through our training programs you LEARN HOW-TO-LEARN. That's the foundation of all our trainings, so that you can maximize the powers of your brain. Our trainings cover everything from learning how to process information, memorize large volumes of information, numbers, facts, figures, to being able to read at lightning speed, to calculating numbers in the head faster than a calculator, becoming creative, innovative and much more. 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!

**“The powers of the human brain, mind and heart are infinite, yet very few are aware and know how to use the potential to their advantage.”**

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.

**PEOPLE: You mentioned Memory Athlete as one of your courses, is this course denoting to some memory competitions?**

Sania Alam: Yes absolutely. Just like thousands of athletes from around the world gather during Olympics to display strength, endur-



moment we are born. We are trained to think linearly instead of imaginatively; we are taught to read slowly and carefully and are discouraged from daydreaming and creativity. It is these ways of learning that we carry forward into our academic and professional life. Teaching is about nurturing the brain, not starving it by struggle and wrong methods of learning and teaching.

I would like to share my personal experience from childhood. Reading and writing Urdu was the toughest task for me while growing up because I simply didn't know how to read and write Urdu. The teachers did not know how to teach. If I made a mistake in reading correctly I was beaten with a stick or slapped on the face. On top of that, my parents had tutor for us at home to teach Urdu, again that teacher wasn't so good at teaching. And when that wasn't enough, my mother would daily test me on what I learned at school that day. With poor skills she would get upset at me for being an arrogant child and not taking my studies seriously. So, school was not a happy place for me and that meant education in my mind was a daunting and painful experience. No child under any circumstances should ever have to go through this.

Then when I was 9 years old, my family moved to United States of America. There we met my teacher Dr. Mohammad Alam, and he taught us accelerated learning techniques. My sisters and I started doing homeschooling and used these techniques to study, and I was able to give around 100 exams and complete my high school education at the age of 11 in just 9 months. So, I have personally experienced bad education system vs. accelerated learning.



IHMD Representative- Sania Alam in meeting with founders and 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.

ance and abilities in physical sports, likewise there are Memory, Speed Reading and Mind Mapping competitions held every year to display excellence in Mental Sports.

Every year there is a prestigious event called World Memory Championships organized by the World Memory Sports Council (WMSC) in which 40+ nations participate and compete in 10 disciplines such as memorizing a deck of card in less than a minute, memorizing large amount of numbers, dates, random words, names and faces. It's a 3-day event and the memory athlete with the highest scores combining all 10 disciplines is declared the World Memory Champion. Aside from World Memory Championships, there are National Memory Competitions organized for people within a country.

It is a moment of pride for all Pakistanis because for the first time ever, Pakistan has now been authorized by World Memory Sports Council to

host annual memory competitions under the National Memory Sports Council of Pakistan.

So, there are a lot of exciting things coming up in Pakistan and we are blessed as a nation by having the support of individuals like Dr. Mohammad Alam who can commence a massive vision to shift the consciousness of the entire country.

**PEOPLE: When are you inaugurating these programs?**

Sania Alam: We have an Introductory Workshop coming up on October 28th, 2018. It's an event for over 700 people. We are launching these programs in Pakistan on that date for the first time. You can enroll for this Free-of-cost workshop by calling our office at +92-3120284841 and +92-3000044841. Follow us on social media @COFWConsultants or visit our websites [www.cofw.co](http://www.cofw.co), [www.ihmd.co](http://www.ihmd.co).





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



Sania Alam receiving Certificate of Authorization for National Memory Sports Council of Pakistan from Global President of World Memory Sports Council, Raymond Keene OBE - London, United Kingdom.



IHMD Representative - Sania Alam, takes part as an Arbiter (Judge) at the Italian Open Memory Championship 2018 with Chief Arbiter, Phil Chambers and Director of Italian Memory Championships, Matteo Salvo in Milan, Italy.



# CERTIFIED & HIGHLY EXPERIENCED TRAINERS

Our trainers certified from United Kingdom & United States of America, are directly trained by world's top experts, including Mr. Tony Buzan, Inventor of Mind Mapping and Mr. Dominic O'Brien, 8 times World Memory Champion.

## MIND MAPPING

Learn to increase your thinking power, memory & creativity with the tool that is helping over 250 million people worldwide for tasks including managing projects, teaching, studying etc. Used by Apple, United Nations, Disney & NASA. A thinking technique earlier used by Leonardo da Vinci & others.

### COURSE DETAILS

10 Sessions (3 Hours a Day) - 30 Hours

## MEMORY SKILLS

Learn memory techniques that will help you to NEVER FORGET IMPORTANT information as well as study materials, business files, numbers, facts, figures and much more. Take your memory to an entirely new level.

### COURSE DETAILS

10 Sessions (3 Hours a Day) - 30 Hours

## SPEED READING

Get rid of your incorrect reading habits learned since childhood. Start reading and absorbing large volumes of text such as study materials, research papers, presentation notes, business notes, case studies etc. Increase your reading speed up to 10 times faster.

### COURSE DETAILS

10 Sessions (3 Hours a Day) - 30 Hours

## APPLIED INNOVATION

Learn how your company or organization can develop innovative thinking, creativity, and smarter decision-making power. And achieve true innovation through serious fun, and generate bold, creative ideas without limits. Used within organizations such as Pepsi, Microsoft, Sony, Apple, & NASA.

### COURSE DETAILS

10 Sessions (3 Hours a Day) - 30 Hours

## MEMORY ATHLETE

Exclusive Mental Sports Training. Master the 10 Disciplines of Mental Sports to Compete in the National and World Memory Championships! We are the only authorized institute in Pakistan to hold National Memory Championships.

### COURSE DETAILS

30 Sessions (3 Hours a Day) - 90 Hours

## EXAM SUCCESS

Easily and successfully pass all standard curriculum exams in all subjects, including Math, Language, ICT, Geography, Science, and more. Memorize key facts and absorb necessary knowledge to pass any type of exam.

### COURSE DETAILS

10 Sessions (3 Hours a Day) - 30 Hours

## MATH GENIUS

Become a Math Genius and calculate numbers in the head faster! Learn to take-in numbers at lightning speed and process the calculation within no time!

COURSE DETAILS - 15 Sessions (3 Hours a Day) - 45 Hours

## REGISTRATION

0312-0284841

0300-0044841

info@cofw.co

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