

REDEFINING
THE BEST WAY
TO DO BUSINESS
IN THE
21ST CENTURY



1405 WARNER AVE., STE. B
TUSTIN, CA 92780
PHONE (714) 258-8340
FAX (714) 784-7806

OCTOBER 3, 2018

With 16 reporting, EAOC members had 813,885,900 in total sales in 2017.

Memory Magic – Little Things Mean a Lot

When we speak of “memory,” most people think of the effort to recall facts, dates or names learned in the past. In fact, memory is a three-stage process.

Gathering and absorbing new information. This is where most memory failures occur. We get distracted or preoccupied and fail to capture the data on the front end. The information simply vanishes on the spot.

Customizing and organizing our experience. By using a variety of techniques, we make the data personally meaningful and allow our brains to absorb it.

Recalling the information. With most data, this ability requires effort and can be improved through practice.

Gathering Information

To improve your memory, you must pay attention – which is not as easy as it sounds. *Key:* Focus on your weaknesses, and commit yourself to greater effort in these areas. *Example:* If you can't remember faces, increase your concentration when you first meet a person. *Tell yourself:* I've got to get this face, study the eyes, follow the mouth, and sculpt the nose in my mind.

Control your mental chatter – the running commentary inside your head about your plans, expectations and anxieties. To improve

TO SUCCEED IN
BUSINESS IT'S NOT

WHAT

YOU KNOW BUT

WHO

YOU KNOW THAT

COUNTS MOST!

SCHEDULE

Oct 3 Jonathan Judge

AALRR

Oct 17th Mini Talks

Oct 24th Randy Smith

RC Smith Design Build

GREETERS OCTOBER 10

Greg Peterson

Sadler Roofing

Chris Staples

Advanced Network Consulting

Tracy Roberts

Estate Planning Attorney

attention, listen less to the inner voice and more to the outside world.

Decide what *is* important. We're bombarded by information, much of which does not have to be preserved. *Use these criteria:* Will this be difficult to find again? Will I need to know it later? Can I be hurt by not knowing it? Will I want to share it?

Albert Einstein decided not to memorize his own telephone number, since he knew where he could look it up when he needed it.

Help your sensory receptors – your eyes and ears. Avoid interruptions and distractions, which hurt concentration. *Examples:* If you're having trouble with your reading, move to a quieter room. Turn your phone off during important conversations. Get rid of visual clutter.

Limit your activity. If you're overextended you may exceed your ability to remember things. Complete the activities you start in order to avoid an attention hangover.

Customizing Information

Important events, colorful people, etc., are easier to remember. But since most of life is more normal and mundane, we must create a distinctiveness to remember things:

Word abbreviations or acronyms reduce memory load by using the first letters of a series of words. *Example:* Many people remember the five great lakes with HOMES (Huron, Ontario, Michigan, Erie and Superior).

Rhymes or phrases as in the classic, *Thirty days hath September...* You can make up your own rhyme to help remember a name or fact. Bad verse works just as well as good.

When you hear a new name, write it down. When you read a new word, say it aloud.

Practicing Recall of Information

To anchor information in your long-term memory, review it repeatedly. *Example:* Review a new name within 30 minutes of learning it... upon parting...an hour or two later...the next day...several days later. These repetitions are like memory test-drives. If the name comes back to mind quickly, it will probably be well-retained. If it comes slowly, you may lose it later unless you use a memory aid.

Schedule a daily reflection period to review names, events and other information gathered earlier that day. Connect it with a regular day-ending activity, like setting your alarm clock.

Warm up your brain before serious recall tasks. Rehearse with someone. When you repeat information to others, you reinforce it in your mind.

New Member Not in the Directory

Greg Peterson #21

Sadler Roofing, Inc. 949-675-5095

Cell: 714-502-4673

2369 N. Batavia, Orange 92865

Class: Roofing, Commercial

Philip Stout Gardner # 31

502-417-9189

2302 Franzen Ave. Ste. B

Santa Ana, 92705

Class: Gardner

Tracy Roberts, Attorney At Law # 23

562-340-6277

3020 Old Ranch Parkway

Seal Beach, 90740

Class: Estate Planning Attorney

Ronald Dymek # 26

Dymek's Freedom Plumbing

714-632-8989

291 E. Miraloma Ave. #17

Anaheim, CA 92806

Class: Plumbing & Sanitation

Sewer Contractor

Thought for the Week

"The basic goal-reaching principle is to understand that you go as far as you can, and when you get there you will

always be able to see farther.

Zig Ziglar