Developing a Photographic Memory

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Warm-Up #1

Take one minute and memorize the following words, in this order. Do not use pen or paper.

*Bart, Tears, Robber, Knuckle, Prime Minister*
Warm-Up #2

Take one minute and memorize the following number. Do not use pen or paper.

9 4 1 1 4 0 4 9 4 2 7 5 9 4 3 3 2 0 1 4
Benefits of Excellent Memory

• Remembering people’s names.

• Knowing important numbers.

• Learning vocabulary in a new language.

• Delivering effective presentations.
There is a big difference between more and more effective. Rote effort doesn’t work:
– You forget 40% within twenty minutes.
– You forget 75% by the end of the week.

You need a system to manage information:
– Invest time to be organized and stay organized.
– Use memory tricks to remember what’s important.
Drug Harm Index

Devries, Stephen

You replied on 10/4/2009 3:18 PM.

To: Hoshino, Richard
Cc: Grushman, Andrei; Brazeeu, Robyn

Attachments: DrugStats2009pdf.pdf (272 KB); Seizures_Tables.pdf (669 KB);
BERL_(2008)_New_Zealand_Drug_Harm_Index_(web_version)[1].pdf (452 KB)

Hi Richard,

We have been doing some research on what performance indicators our international partners have been able to develop in order to measure the effectiveness of their programs. As you know, we struggle to extend our measurements beyond just volumetrics and rates. While these do provide some relative measure of our output from year to year, they don’t really speak to whether we are meeting our expected outcomes.

I am attaching a few reports regarding the development of what New Zealand has labeled a “Drug Harm Index.” Essentially, they have tried to measure the full costs of the use of various groups of drugs (ie. enforcement, social, lost productivity) in their country, which then allows them to estimate the savings to the country through seizures or other enforcement activities. While there are credible criticisms to this approach, it is an interesting concept that could help provide context to our activities.
Outline of Today’s Workshop

• Mastering a new language
  – *How to learn words in French/English*

• Recalling key information
  – *The 5-year Lab Strategy*

• Remembering numbers
  – *PRI, phone number, credit card number, SIN, etc.*
On a piece of paper, please do the following:

1) Write down the sequence of five words/names from the warm-up, in order.

2) Write down that 20-digit number (or as much as you can remember).
The Key Concept of Memory

• Think of information as your “coat”, that is to be hung on a “peg”. The more pegs you have, the better!

• If your coat is thrown somewhere in the middle of a messy room filled with thousands of other items, you will probably not find it.

• Employees send and receive 100+ e-mails a day, and 80% of what is filed is never referred to again.
Hanging Your Coat

There are two key ways that you can hang important information onto your “peg”.

1) Link it to a context that is personally meaningful.

2) Link it to a silly and idiotic picture that you can visualize and describe clearly.
Use pictures and stories to learn new words.

<table>
<thead>
<tr>
<th>English</th>
<th>French</th>
</tr>
</thead>
<tbody>
<tr>
<td>Treasury Board</td>
<td>Conseil du trésor</td>
</tr>
<tr>
<td>Citizenship</td>
<td>Citoyenneté</td>
</tr>
<tr>
<td>Building</td>
<td>Immeuble</td>
</tr>
<tr>
<td>When one doesn’t expect it</td>
<td>Quand on ne s’y attend pas</td>
</tr>
<tr>
<td>Hear about</td>
<td>Entendre parler de</td>
</tr>
<tr>
<td>Hear that</td>
<td>Entendre dire que</td>
</tr>
</tbody>
</table>
Competence Cycle

Conscious Competence Learning Matrix

1 - Unconscious Incompetence
2 - Conscious Incompetence
3 - Conscious Competence
4 - Unconscious Competence
Here are the “Pegs” that you can use to remember any list of ten items.

1 – Sun
2 – Shoe
3 – Tree
4 – Door
5 – Hive
6 – Bricks
7 – Heaven
8 – Gate
9 – Wine
10 – Hen
5-Year Lab Strategy

Increased need for more S&E to meet program requirements, in the following categories:

1. More sophisticated goods detection techniques
2. More sophisticated people technologies
3. Analytical tools and methods
4. Science at the border
5. Stronger science and engineering leadership role
5-Year Lab Strategy

Implementation of Lab Strategy will require a five-point action plan:

1. Business Plan
2. Financial Plan
3. Human Resource Plan
4. Outreach Plan
5. Various Transition Plans (e.g. accommodation, accreditation, better integration into ISTB)
Applying the Peg System

Sun – Goods
Shoe – People
Tree – Analytical
Door – Border
Hive – Leadership

Bricks – Business
Heaven – Financial
Gate – HR
Wine – Outreach
Hen – Transition
More Applications of Pegs

- Presentations
- Speeches
- “Cheating” on a second language exam!
Additional Tips

• Write down your appointments and to-do’s
  – “Think it, Ink it, Link it, Sink it”.

• Practice these memory techniques
  – Once a day for a week, once a week for a month,
    once a month for a year, once a year for the rest of
    your life.

• Free yourself of distractions and clutter.
Here are the “Pegs” that you use to learn numbers. These pegs are all **sounds**.

<table>
<thead>
<tr>
<th>Number</th>
<th>Peg</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>S or Z</td>
</tr>
<tr>
<td>1</td>
<td>T or D</td>
</tr>
<tr>
<td>2</td>
<td>N</td>
</tr>
<tr>
<td>3</td>
<td>M</td>
</tr>
<tr>
<td>4</td>
<td>R</td>
</tr>
<tr>
<td>5</td>
<td>L</td>
</tr>
<tr>
<td>6</td>
<td>J or Sh or Ch</td>
</tr>
<tr>
<td>7</td>
<td>K or hard C or hard G</td>
</tr>
<tr>
<td>8</td>
<td>F or V</td>
</tr>
<tr>
<td>9</td>
<td>B or P</td>
</tr>
</tbody>
</table>
Hooked on Phonetics

Use phonetics to learn numbers by transforming them into words and then using a story to connect them.

• My first work number was 941-5069
  –  b r d l s j p = “Brad Less Jeep”

• My PRI is 065-382-447
  –  s sh l m f n r r k = “Sichel Muffin Rerack”
Going Back

• Looking back at the warm-up list:
  – Bart, tears, robber, knuckle, prime minister

• Let’s apply the phonetic system on these words, what do we get? (Surprise, surprise!)
  – 941 140 494 275 943 32014
How well do you remember the items from the 5-year Lab Strategy?

Let’s take a quiz!
Which of the following items is not part of the five-point action plan for implementing the Lab Strategy?

a) Outreach Plan
b) Human Resource Plan
c) Development Plan
d) Financial Plan
There were five categories that were part of the identified for more science and engineering. What was the second item on this list?

a) Analytical tools and methods
b) More sophisticated people technologies
c) Science at the border
d) More sophisticated goods detection techniques
In the five-point action plan for implementing the strategy, what was the third item to appear?

a) Outreach Plan
b) Human Resource Plan
c) Financial Plan
d) Business Plan
In Conclusion

• GCWCC Fundraiser

• Memory is NOT an innate ability, but a skill that can be developed.

• When you practice and apply these memory techniques, your ability to recall important information will increase exponentially!