

## PERSONAL DEVELOPMENT

# HOW TO REMEMBER THAT NAME

Have you ever been introduced to someone and found, moments later, that their name has 'gone'? **Michael Tipper** provides a solution to the problem.

Of all 'memory failure' complaints, forgetting names is probably top of the list. The reason for this phenomenon is straightforward – and nothing to do with a poor memory. It is because our attention is distracted.

When we meet someone new, much of the inner 'self-talk' and focus of attention is on making a good impression – giving the right sort of handshake, remembering to smile, making good eye contact and, eventually, volunteering our name.

Unfortunately, it is during this flurry of internal activity that the person we are meeting also introduces themselves – only for the information to go in one ear and out the other. Happily, the remedy is very simple.

#### Step 1 – Get ready

First, be ready for the introduction. Literally and figuratively have your ears pricked and your eyes open; and make sure you are mentally in 'meeting people and remembering their names' mode.

#### Step 2 – Set the pace

When it comes to the actual introduction, set the pace by saying

your own name first: slowly, clearly, and twice. This lets your new acquaintance register it properly, and also provides them with a model for when they tell you theirs. (To avoid sounding like a moron when following this rule, I always introduce myself as "Michael... Michael Tipper" with a good pause, so it makes an impact.)

#### Step 3 – Listen intently for their name

Once you have said your name, LISTEN for theirs. It is crucial you do this because it is at this point that the battle to remember a name is either won or lost.

#### Step 4 – Address them by the name

As soon as you have heard the name, repeat it back to them out loud, eg "Joseph, it is very nice to meet you." By doing this, you establish a conscious connection with the name.

#### Step 5 – Talk about the name

To reinforce the name in your working memory, discuss it in some

way – eg 'check' the spelling. By doing this you are adding another layer of exposure to the name.

**Step 6 – Use the name frequently**  
Now use their name in conversation, as soon and as often as you can: "I am sure you know what I mean, David", "Angela – how do you feel about that?" and so on. This will further embed it in your memory.

**Step 7 – Review the names**  
In quieter moments during the encounter remind yourself who is who, reinforcing the information even more.

The above process works perfectly with groups of five to seven people met at once. For larger groups, you just need to control the introductions so you only ever meet up to seven people at once before giving yourself a bit of breathing space between groups to reinforce and remind yourself of their names. Try it – you will find it works.



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