

The Winning Brain Program for the Financial Sector



# BRAIN



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full day

half day

## Seminar Goals

- Boost your memory and brain performance in order to achieve effective results and financial success.
- Manage and recall financial data instantly, develop superb concentration skills in a stressful environment, make better decisions and less mistakes.

**Introduction** - The importance of a focused brain and trained memory in a stressful, fast-paced environment.

- Human errors, ugly losses and collapsing markets.

**Neurofinance** – Why do great people make stupid mistakes?

- Financial pilots - All about the intuitive brain, the logical brain and why do pilots and investors suffer from the same problem.
- The 4 simple steps to avoid mistakes and improve your financial decision making skills.

**Brain Portfolio** - The self motivational memory action plan: Develop superb attention and concentration skills in a stressful environment.

- Eliminate distractions and time wasters and stay on the track to success. The art of paying attention, concentrating and improving your awareness skills
- Use the memory detonator system to warn and remind you of no-go people
- No-good actions and no-way tasks. How to always remember your priorities, goals and the daily tasks that will generate success.
- Create a successful environment - The keys to making the most of your time, contacts and other resources to achieve your goals

## Memory Magic

Learn advanced methods to remember daily tasks and new information instantly.

Learn and implement the **Association System**, The **Roman Room System** and the **Body System**. Practice techniques for easy recall of **financial facts, quotes, codes, stock abbreviations and symbols, account numbers, articles, anecdotes and loads of written material in half the time!**

## Mastering the Ceremony

- A super memory for speeches and sales presentations. Remember anything you want to say, at the exact time you want to say it.
- Develop listening skills and use memory techniques to prepare "improvised" win-win responses that will lead the way to the heart of your new client.
- Impress any audience using the roman room system and the key gesture system.
- "Surely you're not serious!" - The unbelievable story of Eran's greatest recruit, and how he inspired the toughest customers.

## Brain language - Boost your professional vocabulary

- Discover the 1000 words that will enable you to understand 75.6% of any foreign newspaper!
  - \* Learn how to remember financial vocabulary and terminology in English - generate appreciation, increase confidence, communicate efficiently and be taken seriously

## Name Recall – How to remember names and faces

- Avoid embarrassing situations by recalling names instantly
- Learn and master effective and advanced methods to imprint names into your long-term memory – The Pinocchio method, The Icon method, Napoleon's technique and more. The secrets of leading coaches and memory stunt artists.
- Remember facts about people – Likes, hobbies, personal trivia. Generate motivation and admiration among your clients, colleagues and acquaintances

➔ **Special Bonus for Seminar Participants: Smart Memory's Innovative Name Recall software package - symbolic additional cost)**

## Summary and Proof of Success

A short test that will prove the efficiency of the seminar and the new outstanding abilities the participant have acquired. Eran Katz ensures that your investment and effort is well worth!

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## ABOUT THE MEMORY MASTER, **ERAN KATZ**



*Eran addressing management and staff of Bank of Bangkok*



*Presenting his book to HRH Princess Maha Chakri, daughter of the Thai King*

**Eran Katz is a Guinness Book of Records holder for the longest string of number memorised.** Before a live audience, he demonstrates how he can recite the numbers after hearing them once. And on top of that, he can recite these numbers backward.

He is an eloquent speaker and teacher in the memory and intelligence sphere. Memory is a skill that can be trained and improves with practise, that is Eran's firm belief. About 200,000 people around the world have attended one of the 1700 entertaining lectures and seminars he has delivered

He has written several books on memory which have been translated into many languages. His new book "**Where did Noah Park the Ark**" is published by Random House in September 2010.

He has delivered his lectures and seminars to hundreds of leading multinational companies and organizations worldwide. Among them are Motorola, IBM, Oracle, Microsoft, Nokia, General Electric, Coca-Cola, AT&T, Avis, The European Petrochemical Association, Singapore Government, Japan Opensense workshops, Thai Chamber of commerce and many more.

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Book Now – [seminar@versacreations.com](mailto:seminar@versacreations.com) | [www.erankatzasia.com](http://www.erankatzasia.com) | 96837067/90288268