

PwC's Academy

Memory techniques

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Lets test the water!!



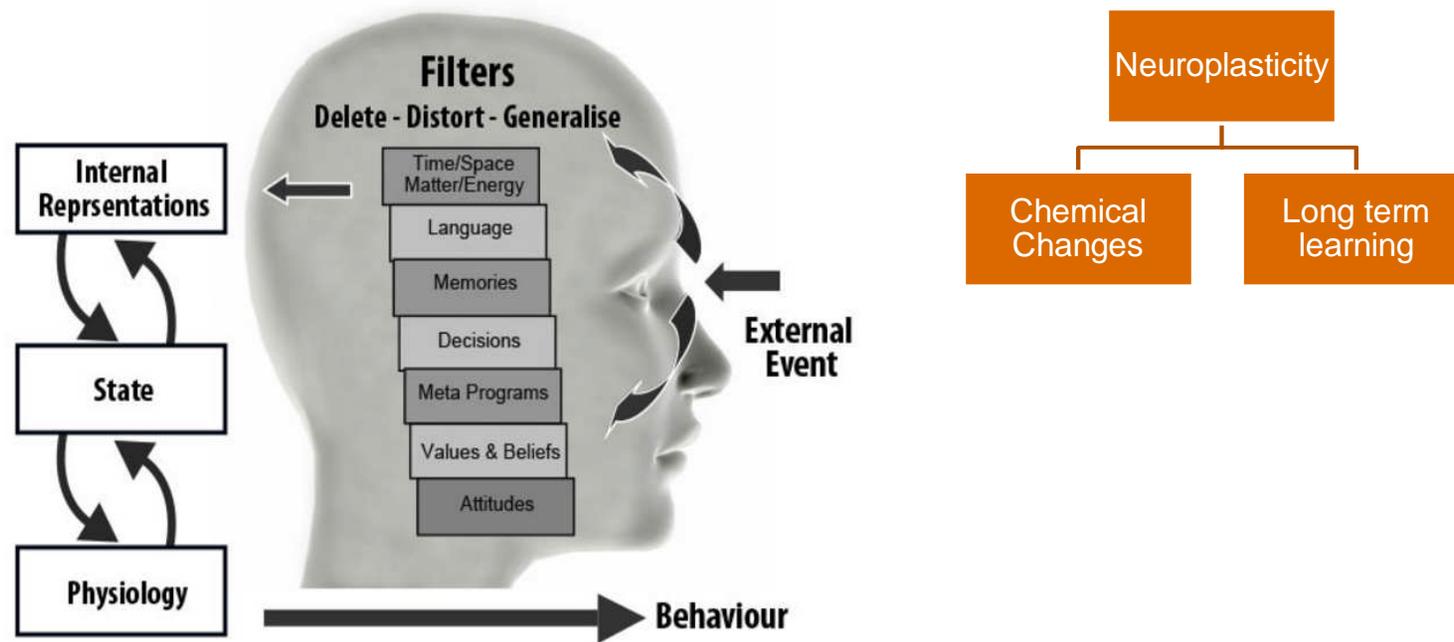
How What Why

Introduction

- Knowledge gained, stored, but not used, seizes in our brain!
- Experts tell us we have more than enough brain power to remember anything we want.
- We need to change the way we commit things to memory.

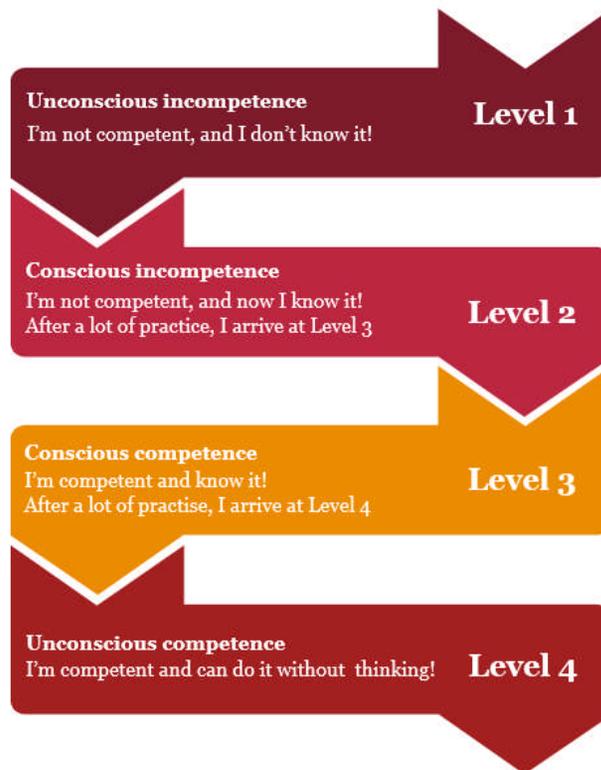


The minds filters and importance of words



Science of learning and memorizing

How do we learn?



Howell's Competency Levels

Magic Eye Diagram



Lets Check your learning approach

For each of the following statements, please place a number next to every phrase. Use the following system to indicate your preferences:

4 = Closest to describing you.

3 = Next best description.

2 = Next best.

1 = Least descriptive of you.

1. When I have an important decision to make I base it on:

_____ gut feelings and intuition.

_____ the option that sounds the best.

_____ the option that looks the best.

_____ the most logical option following a precise review and a study of the issues

Learning Approach Analysis

2. During an argument, I am most influenced by:

- _____ what the other person says and their tone of voice.
- _____ whether or not I can see the other person's point of view.
- _____ the logic of the other person's argument.
- _____ whether or not I can get in touch with the other person's true feelings.

3. I most easily communicate what is going on for me by:

- _____ the way I dress and look.
- _____ the feelings I share.
- _____ the words I choose.
- _____ the tone of my voice.



Learning Approach Analysis

4. It is easiest for me to:

- _____ find the ideal volume and tuning on a hi-fi system.
- _____ select the most intellectually relevant point in an interesting subject.
- _____ select the most comfortable furniture.
- _____ select rich, attractive colour combinations.

5. I am very:

- _____ attuned to the sounds of my surroundings.
- _____ adept at making sense of new facts and data.
- _____ sensitive to the way articles of clothing feel on my body.
- _____ responsive to colours and to the way a room looks.

Learning Approach Analysis

PREFERENCE TEST ANSWERS:

Step One: Copy your answers from the previous page to here:

1. _____ K
_____ A
_____ V
_____ A_d

2. _____ A
_____ V
_____ A_d
_____ K

3. _____ V
_____ K
_____ A_d
_____ A

4. _____ A
_____ A_d
_____ K
_____ V

5. _____ A
_____ A_d
_____ K
_____ V

Learning Approach Analysis

Step Two: Add the numbers associated with each letter. There are 5 entries for each letter.

	V	A	K	A _d
1.				
2.				
3.				
4.				
5.				
Totals:				

Learning Approach Analysis

Step Three: The comparison of the total scores in each column will give the relative preference for each of the 4 major Representational Systems.

V - Visual:

- Eyes move up around top.
- Higher pitched, loud, fast, clear speech.
- Breathe at top of lungs.
- Not good at memorizing verbal instructions.
- **A - Auditory:**
- Move their eyes from side to side.
- Breathe from the middle of their chest.
- Easily distracted by noise.
- Like talking on the phone and listening to music.
- Memorize things by steps, procedures and sequences.
- Sensitive to tone of voice.

K - Kinaesthetic:

- Breathe from the bottom of their lungs.
- Lower pitched, slower, quieter voice.
- Move slowly and deliberately.
- Respond to touch and physical reward.
- Stands closer than a visual person.
- Memorise by doing.
- **A_d - Auditory Digital:**
- Talk to themselves.
- Learn things by making sense of things.
- Can take on characteristics of other systems.

V.A.K.

It appears that on average you will remember:

20% of what you read;

30% of what you hear;

40% of what you see;

50% of what you say;

60% of what you do.

You will remember 90% of what you say, hear, see and do.



Learning Approach Analysis

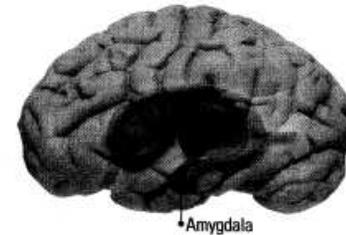
‘THE ‘FORM’ OF INPUT IS CRUCIAL BECAUSE OF THE WAY IN WHICH THE MIND STORES IDEAS, FACTS AND CONCEPTS’

Basic principles of memory

- 1. ASSOCIATION**
- 2. VISUALISE (PICTURE)**
- 3. RHYTHM & RHYME**
- 4. SPACE REPETITION**

Basic Memory Techniques - review

1. **Visualize** – a picture or the whole movie
2. Be Selective – art of memorizing is the art of selecting
3. **Make it meaningful** – Know the why and understand it
4. Associate with it - pattern/pictures/songs/stories
5. Action based learning
6. **Repeat**
7. Get emotional about it
8. Overlearn
9. Avoid short memory trap = Short memory + Timely reviews = Long Memory



Task 1

Memorize the complete list and sequence of these objects – 30 seconds

1. Shoes
2. Lift
3. Umbrella
4. Pen
5. Computer
6. Car
7. Deodorant

What was the list

Task 2

From CMA Part 2, translation of foreign currency held assets and liabilities:

One must use *temporal method* that uses historical exchange rate to foreign subsidiaries balance sheet into domestic currency in case subsidiary is dependent on the parent for its core operations. However for independent companies the correct method is *current method* that uses current exchange rate to translate foreign subsidiary's financials.

Memorize the right method's name under a given circumstance.

Science of learning and memorizing

A Standard experiment to confirm this approach takes two groups of people who are generally equal in terms of age, education, aptitude et. Each group is given the same study text and is given enough time to complete the whole book.

Group A is told that they are going to be given a completely comprehensive test on everything in the book and that they must study accordingly.

Group B is told that they will be tested on two or three major themes which run through the book, and that they also must study accordingly.

Both groups are in fact tested on the entire text, there were no major themes in the exam..

Which group would have outperformed?

Group B outperformed Group A on all the sections and not just the ones they were better prepared on



Goal

Focus

Choice

Advanced memory Techniques

1. Create artificial memory palace
2. Layering
3. Teach it
4. Pneumonic
5. Combine with other activities

Task 3

Memorize this formula

$$\left(\frac{2 \times \text{Cost of ordering (Co)} \times \text{Demand}}{\text{Cost of holding}} \right)^{(1/2)} = \text{EOQ}$$

Task 4

Memorize as many objects as you can – 60 seconds



How many objects do you remember out of 13?

Task 5: Memorize this number code – 45 seconds

2137102370137500

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Task 6: memorize the definition of demand in your own words

“It is the total quantity of goods or services that is desired to be consumed by those who also have the ability pay for it. It is necessary to add the dimension of time to this definition. The word demand would be meaningful only when there is a definitive period of time during which demand is calculated”