

# Course : Train and develop your memory

Practical course - 2d - 14h00 - Ref. MEM

Price : 1360 € E.T.

★★★★☆ 4,7 / 5

BEST

You'll perfect the use and functioning of your memory, so you can communicate more effectively in meetings and interviews, thanks to simple memorization techniques that are directly applicable in a professional context.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Knowing the different memories and their specific features to use them to best advantage
- ✓ Train your short- and long-term memory to maintain it on a daily basis
- ✓ Remember names and associated persons in all circumstances
- ✓ Easily memorize different types of elements, even the most abstract ones
- ✓ Use different memorization strategies to optimize professional efficiency

## Intended audience

Anyone wishing to develop their cognitive skills and strengthen their memory.

## Prerequisites

No special knowledge required.

## Practical details

### Exercise

Numerous exercises for immediate application of memorization techniques.

## Course schedule

### PARTICIPANTS

Anyone wishing to develop their cognitive skills and strengthen their memory.

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Understanding how memory works

- Myths about memory.
- Sensory memory.
- Short-term memory.
- Long-term memory.
- Know your sensory channel: auditory, visual or kinaesthetic?
- Senses and emotions, memory's allies.
- Improve short-term memory.
- The memory process: the ATR system.

### Exercise

Quizzes and exercises to test your short-term and long-term memory using the ATR method. Self-diagnosis: auditory, visual or kinaesthetic?

## 2 Remember the names and faces of your contacts

- Five steps for associating name and face: attention, meaning, appearance, association and revision.
- Memorize a name or face.
- Focus on details. Rely on your senses.
- Develop an image bank using the RAPINS method.
- Remember your professional contacts.

### Hands-on work

Fun exercises to remember the names and faces of different people.

## 3 Memorizing: from simple to complex

- Visual, gestural and sound associations: mnemonics, memory hooks...
- Turn numbers into words.
- Visualization and recovery cues.
- Better organize information: mind map, weekly schedule...
- Quick reading to remember a document, a report...

### Hands-on work

Memorization games. Remember a list of words in a specific order. Memorize the week's schedule. Practice creating a mind map.

## 4 Dare to imagine for better results

- From photo to memory "3D".
- Create mental images.
- Draw to organize information.

### Exercise

Design a visual sales pitch or presentation plan.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

## 5 Building your toolbox

- Set goals, check motivation.
- Reach your optimum attention level.
- Select mnemonic strategies according to your sensory channel.
- Daily training, optimizing repetitions.
- Identify my brain's habits.
- Taking care of your memory.

### Hands-on work

No-note presentation of its toolbox.

## Dates and locations

### REMOTE CLASS

2026 : 27 Apr., 22 June, 24 Aug., 24 Sep., 7 Dec.

### PARIS LA DÉFENSE

2026 : 27 Apr., 22 June, 24 Aug., 24 Sep., 7 Dec.

### LILLE

2026 : 7 Dec.