

Summer 1995

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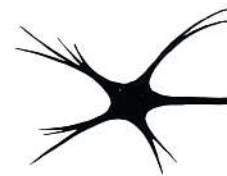
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USE YOUR HEAD

SYNAPSIA

THE INTERNATIONAL

BRAIN CLUB JOURNAL



FESTIVAL CELEBRATION

THE HALL OF BRAIN • A REPORT FROM THE ALBERT HALL

DR MARION TINSLEY • A TRIBUTE

BUSINESS BRAIN • PRESENT YOURSELF

MEMORIAD '95 • DOMINIC'S REVENGE?



PAUL COLLINS

22 July 1926 - 31 January 1995

Dear Friends,

Paul's life was celebrated by his family and friends in February. Many of those there on the day commented that the tragedy of his early death might be eased if his work did not die with him. The running courses were Paul's main passion, the fulfilment of a dream of teaching what he loved most.

Paul's two assistants, John Woodward and John Francis, worked closely with him for many years. I feel that they will be able to re-create the essential message that Paul gave to runners.

Therefore I am very pleased to announce the

PAUL COLLINS' ART OF RUNNING

course, to be held at Greenham Hall, August 14-17, 1995. The aim will be to follow as closely as possible the schedule and material that Paul developed over the years.

Please see page 28 for course details. I hope you will be able to attend.

Sincerely yours,

Lynn Collins

USE YOUR HEAD EDITORIAL

Constructive inertia

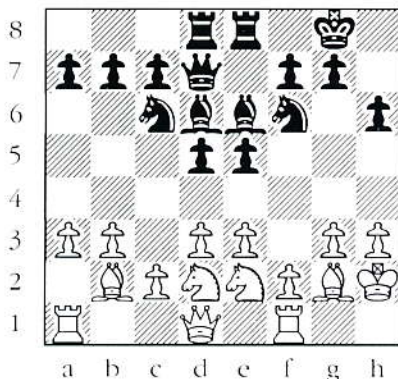
Computing technology continues to advance at an astonishing rate and the raw calculating power of the machines can be very impressive. A by-product of this progress is the improved results that chess-playing programs are achieving against human opposition. Interestingly, these results almost exactly reflect the technological advances. Twenty years ago, the chess-playing machines were laughably bad, ten years ago they were better but no stronger than a weak club player, while nowadays they are scoring wins against the world's best.

Superficially, this advance appears relentless and has encouraged much hyperbolic comment in the media about the imminence of a computer world chess champion, the death of chess, and the advent of truly 'thinking' machines. I have always been sceptical of such pronouncements and suspected that when the top players stopped being unduly respectful of the machines they would find ways to exploit their particular deficiencies.

Just like their human counterparts, chess-playing programs have very specific weaknesses; they don't have any real *understanding* of chess, they can't plan ahead and their concept of strategy is very limited. The mistake that most grandmasters, and this includes World Champion Garry Kasparov, have been making until now is to treat the machines as if they were human. However, thanks to the efforts of W. E. Engelkes, a mediocre Dutch player with a rating of 1800 (average club player standard), this may now change.

Engelkes claims to have developed a new strategy which can beat any chess computer. To justify this, he has posted a game on the Internet in which he has defeated the *Fritz* program (which has even beaten Kasparov in quick games).

The gist of Engelkes' strategy is, essentially, to do nothing, but to do it very quickly. He suggests the following scheme of development (the computer's responses are not important): e3, d3, g3, b3, Bg2, Bb2, Ne2, Nd2, 0-0, h3, Kh2, a3, arriving at a position something like this.



Now White, quite literally, does nothing, e.g. Ra1-b1, Rb1-a1, Qd1-c1, Qc1-d1, etc. The computer, being unable to form a plan, will also be reduced to shuffling around, but will do so much more slowly than its human opponent. It may stumble across the idea of advancing in the centre, e.g. with ... d5-d4 or ... e5-e4, to which the white player should respond by keeping the position closed - with e3-e4 in the former case and d3-d4 in the latter.

Eventually, the computer will run short of time and have to move quickly. At this stage the human player emerges from his shell and plays 'normal' chess. With the huge time advantage acquired by the period of constructive inertia and, standing only slightly worse in pure chess terms, the human player's chances in the *mêlée* that follows are drastically improved. I have tried out this strategy myself (playing speed chess) against the *Fritz* program, running on a Pentium P90. Playing 'normal' chess I usually score about 20% against *Fritz* at this speed, but when adopting the Engelkes strategy, my score improves to over 50%.

If this method holds good against other machines then it will revolutionise thinking about the true strength of chess computers. No doubt the programmers will look for ways to program their machines to combat the Engelkes plan but then the human players will fight back and perhaps refine this minimalist strategy. This could lead to a kind of mental arms race between the grandmasters and the chess programmers - a fascinating prospect.

The editor welcomes contributions to *Use Your Head*. Please contact: Byron Jacobs, 23 Ditchling Rise, Brighton, Sussex BN1 4QL, fax 01273 675486 or e-mail byronj@easynet.co.uk

Brain of the Year 1996

The Brain Trust welcomes your suggestions for this award. Nominations to date include:

David Attenborough, Bill Gates, The Queen Mother, Judith Polgar, Steven Spielberg and Sir Francis Crick.

THE BRAIN CLUB CHARTER

The Brain Club was incorporated on 15 May 1989, and became a registered charity on 23 November 1990. Its official charter states the Club's formal purposes:

- A. To promote research into the study of thought processes, and into the investigation of the mechanics of thinking as manifested in learning, understanding, communication, problem-solving, creativity and decision-making.
- B. To disseminate the results of such research and study.
- C. To promote generally education and training in cognitive processes and techniques.
- D. To develop and exploit new techniques in cognitive processes.

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The editor reserves the right to shorten, amend or change any contribution accepted for publication. Please submit contributions on disk (ASCII or Word 6.0 are the preferred formats) if possible. If you would like articles returned, please include an appropriate SAE.

The term and concept Mind Map referred to in this publication is a trademark.

Pécub, the world's fastest brain cartoonist, is happy to provide cartoons based on your ideas and requests. All cartoons are by Pécub.

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Numerous Albert Hall photos: *Jay Watson*

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BUSINESS BRAIN

For many people, public speaking is a greater fear than death. Vanda North explains how to overcome it.

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MEMORIAD '95

In 1993 it was Dominic O'Brien. In 1994 it was Jonathan Hancock. Who will be this year's World Memory Champion?

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SYNAPTIC FLASHES

Brain News

Einstein and the Holy Grail

'The Holy Grail' of science, a 'superatom' predicted in a theory developed by Albert Einstein and the Indian physicist Satyendra Bose, has just been created for the first time in Boulder, Colorado, using atoms of the metallic element rubidium. This superatom is an entirely new state of matter and was formed from thousands of atoms which were cooled to the closest point to absolute zero ever achieved (-273.15C). The atoms condensed into one, losing their individual identities, as the clouds of electrons around each of them spread out.

The superatom is important not only for its theoretical implications, but also because it will help physicists understand the processes that occurred in the creation of the universe and will have practical uses in the development of microchips and chemical processes.

How to Write a Best-Seller

Aspiring authors everywhere were no doubt heartened to hear that a book by Marcus Aurelius has just made it to the best-sellers list. Why? Well remarkably, the author has been dead for almost 1,800 years.

The book of Stoic reflections owes its success to a new series of 60 miniature books, each retailing at 60p, which have been released to mark the 60th anniversary of the publisher, Penguin. They have flooded the market with more than 5 million of these tiny books, thereby returning to the original Penguin motto of publishing good books cheaply for the widest possible readership.

Sir Stuart Milner-Barry (1906-1995)

Former English chess Olympiad player Sir Stuart Milner-Barry was not only one of the best British players in the years before and after the War, but also an important contributor to the war effort during his years as a member of the remarkable team that broke the German 'Enigma' and other ciphers. At Bletchey Park he worked alongside the 'grandfather of

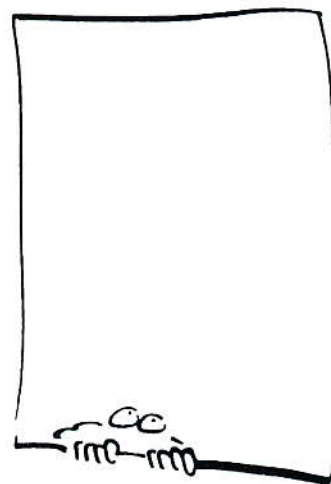
computer science' Alan Turing, and other leading British chess-players Hugh Alexander and Harry Golombek on top secret work code-breaking German messages about troop and air movements. Subsequently he joined the Civil Service 'proper' as a Treasury principal, rising to under-secretary, before retiring in 1977. He was awarded the OBE in 1946 and knighted in 1975.

Despite his amateur status, Milner-Barry also found time to be chess correspondent of *The Times* from 1938 to 1945 and participate in top-level events such as the Olympiads in Stockholm in 1937, Buenos Aires in 1939 (where he had recorded an 80% score when War broke out and the English team decided to return home), Helsinki 1952 and Moscow 1956. He was runner-up in the British Championship in 1953 and continued to play regularly for Kent until very recently. Milner-Barry was a great supporter of the annual Lords v Commons chess match which is now co-sponsored by the Brain Trust.

Harry Golombek OBE (1911-1995)

Three-times British Champion Harry Golombek was another member of the Bletchey Park team. Unlike Milner-Barry, however, Golombek decided to become a chess professional after the War. Known as 'Mr Chess' by the British public, Golombek was chess correspondent of *The Times* for forty years until 1985 and the *Observer* correspondent from 1955-79.

Golombek was also the author of many fine chess books and played a key role in the development of FIDE as a member of the rules commission. Apart from participating in nine Olympiads and becoming the first British player to qualify for an Interzonal, he was also arbiter at many of the top events, including the infamous Sousse Interzonal, from which Bobby Fischer withdrew while in the lead. Golombek was awarded the OBE for services to chess in 1966 and became an Honorary Grandmaster in 1985.



THE HALL OF BRAIN

The Festival of the Mind at the Royal Albert Hall had been in the planning for many years. This great celebration of the 21st birthday of *Use Your Head*, Mental Literacy and the powers of the human mind finally went ahead on the 21st April and proved to be a tremendous success.

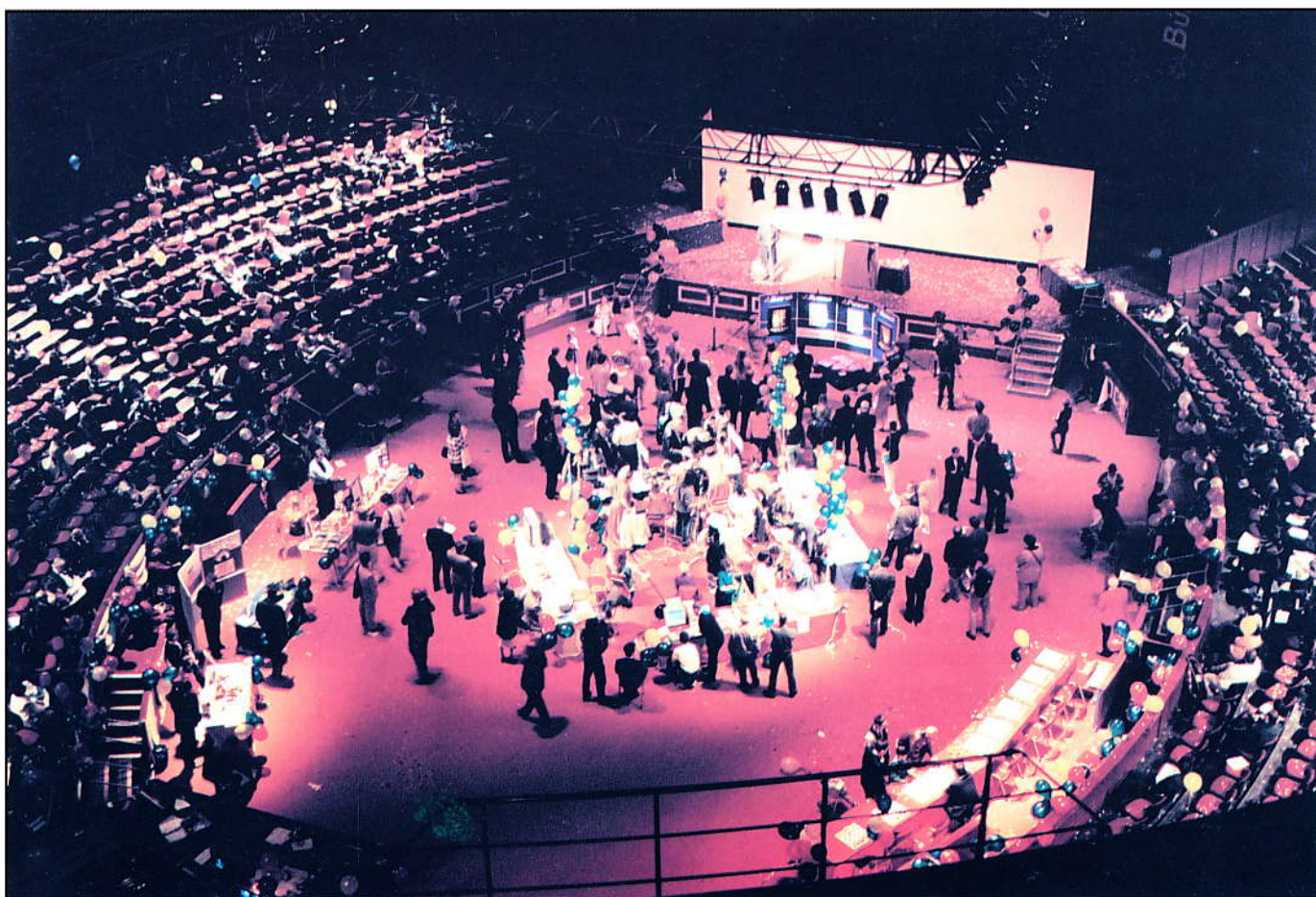
As the Albert Hall filled on the afternoon of Friday April 21, the official 21st birthday of the first publication of Tony Buzan's ground-breaking book *Use Your Head*, a party atmosphere reigned. Balloons cascaded down from the ceiling and confetti cannon roared around the hall scattering the celebrants with multi-coloured streamers. Tony Buzan then opened proceedings by introducing an entire panel of brain stars including grandmaster Mind Mapper Vanda North and champion juggler Michael Gelb. Tony proceeded to inspire the audience with well chosen remarks about the unlimited

power of the human brain.

Rikki Hunt had seized the opportunity offered by the Festival of the Mind to engage Tony Buzan, Vanda North and Ray Keene to give a private address to his company Burmah Petroleum Fuels Ltd on the morning of the event. As a result, Burmah was invited to become one of the main sponsors of the day. During the afternoon Rikki Hunt packed out the Elgar Room to the seams with his own lecture on creating the Thinking Organisation and the 'can-do' philosophy.

He was followed with an equally successful representation by Richard Israel,

The main hall of the Festival of the Mind.



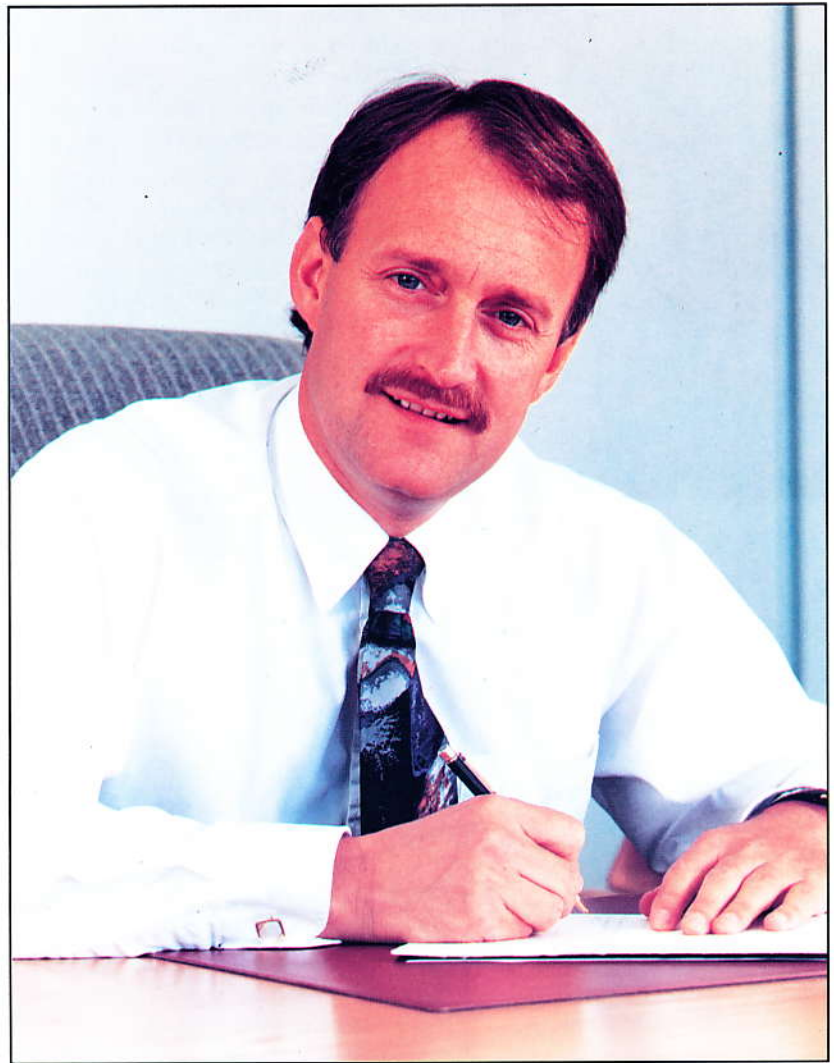
the father of prodigy Lana Israel, whose book *Brain Sell*, co-authored by Tony Buzan, is already taking the business community by storm.

Meanwhile, on stage the world's largest ever Mind Map was being produced on a gigantic scroll stretching across the hall. The first branches were drawn by Vanda North and anyone with something to map that was relevant to the day was invited to join in the mind-bending fun. This will be one for the *Guinness Book of Records* or indeed for Tony Buzan's own soon to be published *Book of Mental World Records*.

On the floor of the hall Grandmaster Ray Keene took on all-comers at chess. During the course of the afternoon, with juggling, a general party atmosphere and party-poppers going off all round him, he won over 50 games and drew just one - with the day's duty manager of the Royal Albert Hall.

Professor Barry Buzan lent an international air to the proceedings with a polished overview of international relations.

This led on to one of the day's climaxes, grandmaster juggler Michael Gelb's effort to teach a world record number of people how to juggle. His book with Tony Buzan, *Lessons from the Art of Juggling*, was hot off the press and with juggling being seen as an increasingly useful business metaphor this performance



Below: The World's largest Mind Map under construction.

Above: Rikki Hunt, Managing Director of Burmah Petroleum Fuels Ltd.



was of intense interest. As it was, Michael did not break the world record, but with 200+ members of the audience learning to keep their balls in the air for more than 10 seconds he did break the Albert Hall record.

As the festivities reached a climax in the main hall the side-rooms continued to be packed by the prodigies Lana Israel and James Lee, both Mind Mapping champions expounding their own highly successful techniques for studying and learning, which have resulted in accolades being awarded from around the world.

On stage a similar effort was undertaken by Gordon Dryden, who, to the immense surprise of the audience, managed to teach them to count to ten in Japanese in just 30 seconds. A truly memorable experience.

Meanwhile, outside the main hall, a fantastic Mind Map exhibition had been assembled by Lynn Collins. This was the first exhibition ever to feature Mind Maps from all over the world. The total number of maps on display was over 300 and the exhibition aroused great interest throughout the day.

Pécub, the *Use Your Head* magazine artist, made a special trip from Switzerland to attend the festival and dashed off 50 of his distinctive large cartoons in four hours. He also signed copies of the newly launched *Brain Training* which he has written with Tony Buzan.

The day had a highly international flavour: Richard Israel came from Miami to

give his presentation on *Brain Sell*, Lana Israel from Harvard University, Gordon Dryden from Auckland, New Zealand and Pécub from Switzerland.

For sheer sporting excitement in the realms of mental combat it would be impossible to beat the showdown between the two World Memory Champions past and present, Dominic O'Brien and Jonathan Hancock. Dominic had triumphed in the original Memoriad in 1991 and defended his title successfully in 1993. On both occasions he had been hotly pursued by Jonathan and then, in the 1994 event, Jonathan grabbed his chance when Dominic erred in the penultimate event and went on to register a memorable upset.

They had been slogging away all day in head-to-head combat with Dominic memorising a staggering 15 packs of cards in one hour with no errors. The blitz play-off on stage reduced the acolytes to stunned awe as the two champions raced to memorise one pack in the minimum possible time. The event was to be scored by taking the best result from three attempts. Due to Dominic's fine victory in the multiple pack memorisation, Jonathan was obliged to try for an almost impossible time (36 seconds) in this single deck event. In his first attempt, he went through the pack in a remarkable 33 seconds but, unfortunately for him, made two errors in the recollection. His second run was also unsuccessful and he had only one chance left. As the tension became unbearable, chief arbiter David Berglas,

The organisers would like to thank the following, all of whom contributed to the success of the event:

Alphalearning Institute	Institute of Personnel Development
Advanced Media Group	International Chess Writers Association
Aurum Publishing	Kall Kwik
BBC Publishing	Lansdowne College
British Dyslexia Association	Macmillan Publishing
Burmah Petroleum Fuels Ltd	Mensa
Buzan Centres Ltd	NACE
Castle Royle Mind and Body Centre	Nightingale Conant
Coopers & Lybrand	Pinnacle Training
David Berglas and the Magic Circle	Silicon Graphics
David Burt	Stanley Paul
Dorling Kindersley	Temple Marketing
Encyclopaedia Britannica	The Academy, Amsterdam
Entrepreneurs Unlimited	The Alexander School
Go Association	The Brain Trust
Gower House Publishing	Vantage Productions & Events Ltd
Intelligence Institute, Amsterdam	Vienna University



Michael Gelb, teaching the world to juggle.

Grandmaster Raymond Keene takes on all-comers in a chess simultaneous display.





The Festival of the Mind in full swing.



the President of the Magic Circle, revealed that both contestants had been unsuccessful in their recollections in the final sprint. Therefore, Dominic's 15 packs remained the dominant factor and he was awarded the title, against his great rival, of World Matchplay Memory Champion. Having also been the victor of the two individual events, Dominic was also declared the World Matchplay Champion in both marathon and speed memorisation.

Meanwhile, James Longworth, who has been very active in promoting the Use Your Head clubs and is in his final year at Eton College, won the World Student Matchplay Memory Championship.

Continuing with the memory theme, Dr Sue Whiting and Ian Docherty successfully completed the memorisation of 1500 bits of data on the great geniuses and other cultural and historical information and were thus awarded the first advanced belts (as in the karate and judo systems) in memorisation.

To close the first part of the day Dmitri Bjelica made an award of the Chess Oscar on stage to FIDE World Chess Champion Anatoly Karpov for his superlative performance in the Linares tournament of 1994 where he set up a world ratings record. This award was made on behalf of the International Chess Writers Association. A similar award was made to Ray Keene for his reports on chess in *The Times*. This prestigious title is awarded annually to the journalist regarded as the world's best chess writer. The previous evening at Simpson's-in-the-Strand, Anatoly Karpov had played against the combined forces of Tony Buzan and artist

Barry Martin on the board on which the famous Immortal Game was played in 1851. This spectacle had brought the entire restaurant to a standstill as fascinated onlookers gathered to watch.

With just one day to prepare, Professor Ben Zander of the Boston Philharmonic Orchestra had rehearsed with students of the Royal College of Music to give the audience an evening concert penetrating the secrets of his art. Renditions of the Ode to Joy from Beethoven's Choral Symphony, his Coriolan Overture, Tchaikovsky's Romeo and Juliet and Bach's Air on a G String proved to the audience that they are all musical and put everyone in a state of ecstatic expectation for the closing and awards dinner which was to follow. To conclude the concert the entire audience congregated in the centre of the hall and sang together in a rousing choral finale.

The awards dinner (the awards were sponsored by Silicon Graphics and the dinner by Packard Bell), proved a star-studded occasion attended by numerous international brain stars, such as Dominic O'Brien and Anatoly Karpov, as well as captains of industry like Rikki Hunt and Jamie Muir of Packard Bell. Also present was the London diplomatic community in the shape of representatives of the Russian Embassy, prominent artists such as Barry Martin and Lorraine Gill, and committee members of the Brain Trust, Lady Mary Tovey, Sir Brian Tovey, Tony Buzan, Vanda North and Ray Keene, who had organised the entire festival. Christopher Weller, head of BBC Worldwide, one of the main sponsors, concluded proceedings with a rousing and witty speech at the end of the evening.

The prestigious Brain of the Year award, offered by the Brain Trust, went

OUR SURVEY SAYS...

Philip Chambers reports on the worldwide success of Radiant Thinking™.

In the Spring edition of *Use Your Head* magazine (Vol 6, No 1), we reported that a survey was underway to find out just how many people had heard of Mind Mapping. The results are now in and they show that we are nearly halfway to achieving our target of having 10% of the planet aware of Mental Literacy by the end of the millennium.

Radiant Thinking instructors throughout the world have trained 16,289 people, Vanda North has reached an audience of 1,052,000 and Tony Buzan has trained approximately 150,000. Add to this a radio audience of about 50 million and a TV audience of about 200 million for Tony's broadcasts and we have a grand total of over 251.2 million.

Two hundred and fifty-one million is easy enough to say, but just how big is this? If we compare this with the population of different countries we find that it is about equal to that of the USA (estimated at 255,600,000 in 1992). Or, put another way, if you were to read out the names of all the 251.2 million people at a rate of one per second it would take nearly eight years!

{Calculation: $251,200,000 / (60 \times 60 \times 24 \times 365) = 7.965$ years}

The estimated world population is 5.5 billion people so, neglecting population growth, our target of 10% is 550 million people. In other words another 299 million. If we are to reach our target in 5 years' time, this means we must train nearly two people every second of every day.

{Calculation: $299,000,000 / (5 \times 365 \times 24 \times 60 \times 60) = 1.896$ }

Reference: *The New Grolier Multimedia Encyclopaedia*

Meanwhile, sales of three major Mental Literacy publications have rocketed since the Festival of the Mind. In the period 21st April- 1st June, *Use Your Memory* sold 9,500 copies, *Use Your Head* sold 12,400 and the paperback edition of *The Mind Map Book* sold out with over 18,000 sales!



Mind Mappers of the world uniting.



Dominic O'Brien and Jonathan Hancock prepare for their head-to-head. Arbiter David Berglas, President of the Magic Circle, looks on.

posthumously to Dr Marion Tinsley who had been World Draughts Champion for an unprecedented 40 years. He proved a worthy successor to Garry Kasparov, Gene Roddenberry, Stephen Hawking, Dominic O'Brien and Lana Israel. Dr Tinsley's obituary for *The Times* was written by Tony Buzan and can be found elsewhere in this issue.

The events also proved popular with the stewards and ushers at the Albert Hall who said they had never had so much fun in their entire working life at the hall.



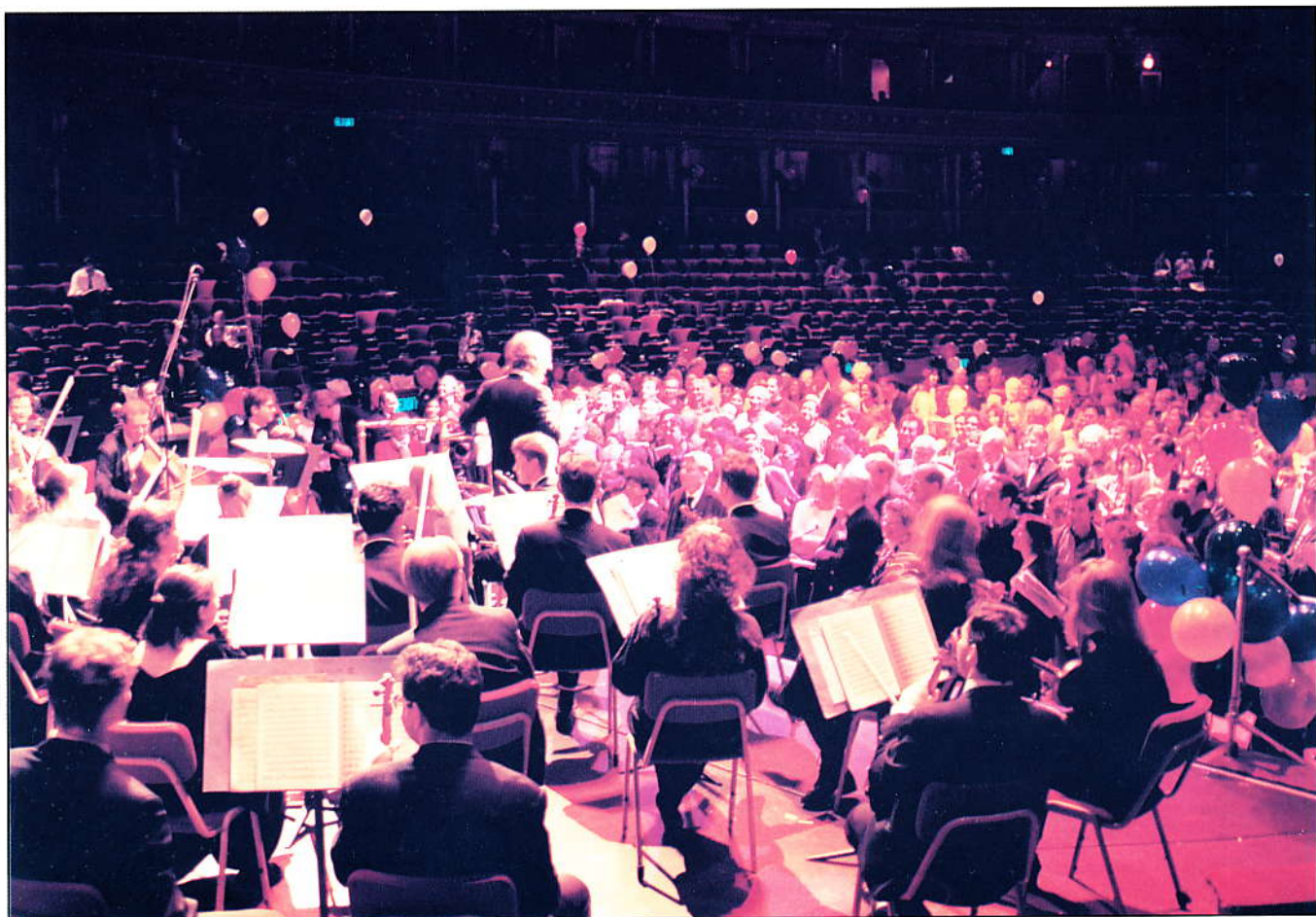
They did their best to persuade the organisers to mount another such event and they will no doubt be pleased to hear that plans for this are now being made. The next festival is scheduled for November 1996 and suggestions for events are welcomed from readers.

Thanks are due to everybody who worked so hard to make the event a success, but particularly to the indefatigable efforts of Sir Brian and Lady Mary Tovey, who were the prime organisers from the Brain Trust. The festival was, in fact, a Brain Trust charity event and nearly £100,000 was raised in support. Lady Mary was also the hostess for the evening's gala dinner which was greatly enjoyed by everybody who attended. The day also witnessed the launch of the remarkable total of nine new books. All in all, the Festival of the Mind was a tremendously successful event which was enjoyed by everyone who attended. Make a date for November 1996!



Above: At the awards dinner: Sergey Petelin, Tony Buzan, Raymond Keene, Anatoly Karpov and Dmitri Bjelica.

Below: The Festival Finale. Benjamin Zander conducts the evening concert.



DR MARION TINSLEY

A Tribute

Tony Buzan pays tribute to Dr Marion Tinsley, World Draughts Champion 1955-58 and 1975-92, who died from cancer on April 3 aged 68. He was born in Greenup County, Kentucky, on February 3, 1927.

Dr Tinsley in play against Derek Oldbury, the British Draughts Champion, at St Bride's Institute, Fleet Street in May 1958.

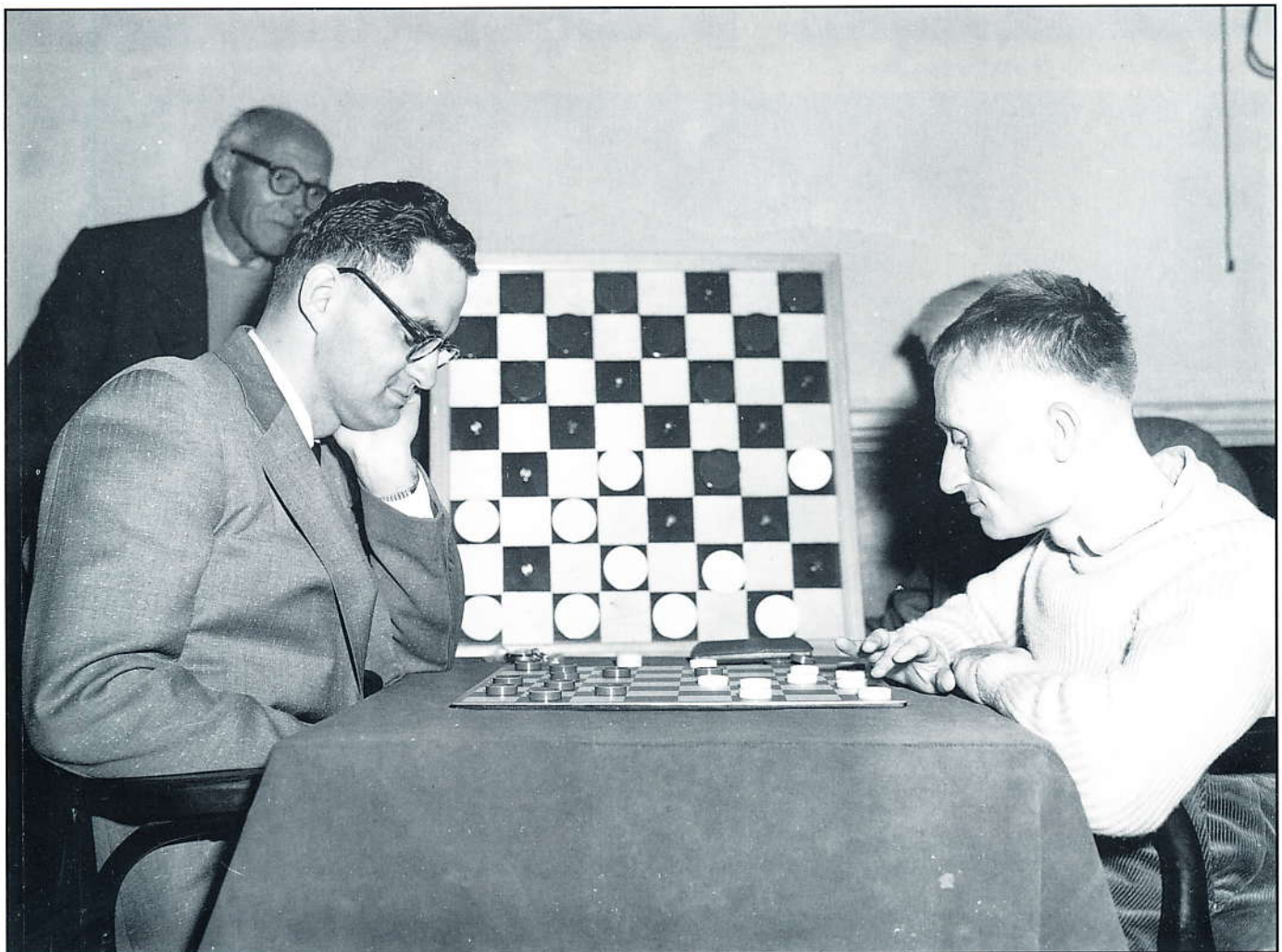
Marion Tinsley dominated the game of draughts for more than forty years. Having won the World Draughts Championship for the first time in 1955 and retired undefeated three years later, he emerged from retirement to win the title again in 1975, retiring - again undefeated - in 1992. He was extraordinarily dominant in his field, losing the unbelievably small total of only seven games in his entire career. He was a tall, elegant, witty man who loved sports and dancing - in many ways the opposite of the popular image of a draughts player.

He contested thousands of top-level tournaments and many one-on-one matches for local, national and world championships. Throughout these he lost only nine games. His crowning achievement came, however, at the end of his career when he took on a computer

named Chinook in London in 1992. Programmed by Professor Jonathan Schaeffer of Edmonton University, Canada, Chinook could calculate three million moves a minute and had a database of 18 billion positions, including all of Tinsley's greatest games.

Before the match observers were predicting that Tinsley was heading for certain defeat. Tinsley, however, appeared amused by his challenger, which he liked to compare to a postgraduate student, 'very bright, very dedicated, willing to work on problems all night while I sleep - but it can't really *think!*'

Tinsley gradually dominated the mechanical mind. Going into the 39th game, he had notched up 19½ points to the computer's 18½. All Tinsley needed to retain his title was a draw, while the computer had to win the game.



Most of the grandmasters watching thought Tinsley was in fact losing the game until the very end when they realised that Tinsley had correctly calculated 31 moves ahead and had defeated the computer - this after having played four games a day, for as much as 12 hours a day for the previous two weeks. Upon the computer's resignation, Tinsley rose from his seat, exclaiming 'a victory for human beings!'

By the autumn of 1994 Schaeffer's team had raised the power of the computer by many degrees. It could now calculate twelve million moves a minute, and had a database of 118 billion positions. Again Tinsley enthusiastically accepted the challenge, explaining that even at this phenomenal level the computer was still not able to play truly artistic games. Obviously ill and suffering from crippling abdominal pains, Tinsley held this new opponent to six draws before being told to stop by his doctor. Tinsley was later diagnosed as having advanced cancer of the pancreas.

Marion Tinsley was born in Greenup County, Kentucky, where his father was sheriff. His family lost their 500-acre farm in 1937 in the aftermath of the Depression, and then moved to Columbus, Ohio, where they lived in rented houses and where his mother was forced to work as a maid to make ends meet.

Tinsley was an outstanding scholar and by the age of 14 he had entered Ohio State University to read mathematics. At the same time, he had just discovered draughts - he had played checkers as a child - and the game quickly became an obsession. He studied it seriously, as an exact science, and his passion for the game slowed his progress through university. He finally completed his bachelor's degree in 1950, his master's in 1953 and his doctorate in mathematics in 1957. His chosen profession - mathematics - became in effect little more than a hobby. He taught at Florida State University for ten years and Florida A & M University for a further 26.

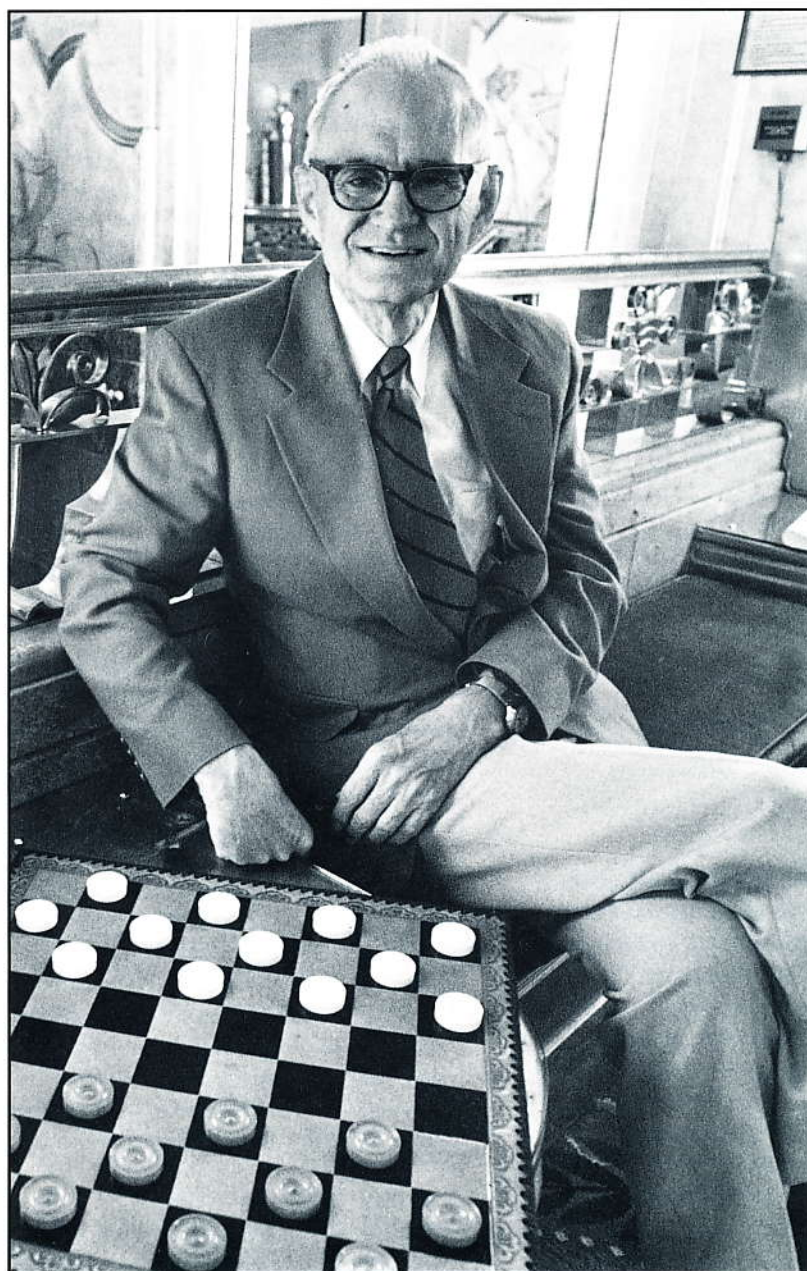
But draughts dominated his life. In 1954 he won the US Open at Lakeside without losing a game and the following year he won the world title, although his domination of the game started a good seven years earlier. He was recognised as the undisputed world champion by all the major draughts championship bodies including the Checkers Hall of Fame and the World Association of Mind Sports.

In an early championship match in 1958 he took on the English challenger Derek Oldbury - then the undefeated British champion - and crushed him by nine wins to one loss with 24 games drawn. In 1989 he defeated the number one challenger, the American Paul Davis, by ten wins to none, an extraordinary feat of domination in a game played at this level where most results are expected to be draws.

By 1992, having run out of opposition, he retired as undefeated champion. In recognition of his greatness the draughts world gave him the title of World Champion Emeritus. At the Albert Hall recently he posthumously won the Brain Trust Charity's Brain of the Year Award.

Marion Tinsley is survived by his two brothers and his twin sister.

Dr Tinsley at the Park Lane Hotel where he faced the Chinook computer program in August 1992.



BUSINESS BRAIN: PROUDLY PRESENTING...

How do you feel when someone says 'Please could you just say a few words about so and so for the group.' Does your heart start to beat faster? Your blood pressure rise? Your palms go sweaty? Your stomach get butterflies? And your head start to spin? For most people this is true - speaking in public is feared even more than death!

This article will provide you with a step-by-step prescription for the perfect presentation and replace the wobbles with natural grace and flow. It is possible. I shall continue from the points made by Tony Buzan in *The Mind Map Book*, chapter 26, page 252, and will cover:

1) Preparation	2) Presentation
Topic	Self
Brain Bloom	Audience
Skew	3) Evaluation
Order	Audience
Timing	Self
Outcome	4) Benefits

1) Preparation

Topic

Usually this is known as it is either:

- from your area of expertise/ repertoire/work or
- the conferences meeting issue or
- the specific request

If you should be requested to 'speak on any topic you wish', faced with such a vast array of potential options, many people... *go blank!* Taking Leonardo da Vinci's principle that 'everything connects to everything else', you could start to talk about anything, and see where your associations take you! (This is an enjoyable mental activity and fun to do on long journeys.)

Depending how much preparation time you have (shorter in many instances is better, as your ideas are fresh) do a quick Brain Bloom - the Mind Map brainstorming method - around the topic, keeping all your knowledge from hobbies or work and audiences' interest in mind.

Brain Bloom

A Brain Bloom allows for a full exploration of the topic to be captured in Radiant

Expression, and on one piece of paper.

This process prevents the usual para-conscious 'weighting' that occurs with the position (i.e. first, last or middle) on the page of a list of ideas.

If possible do an initial quick Brain Bloom (every thought goes in, do not think about order, just capture all your ideas), then take a break, doing something completely different, before returning to add extra thoughts to your Brain Bloom-growing-into-a-Mind Map.

Take another short break (or do a different activity) and add one associated word to each of the outer words on your Brain Bloom Mind Map. These associations do not need to make 'logical sense' (you may wish to use a different colour for them), the reason is to add one extra level to your thoughts around your topic. It is in these 'fringe' thoughts that the possibility of a whole new angle; a different opening; a twist in the plot; a new connection of ideas may occur. Remember a major element in a 'creative idea' is its degree of removal from the norm.

The ideal situation is to be able to 'sleep on it', let your para-conscious have a field day casting new thought-balls about. Make sure pad and pen are by the

Whatever your job (and this includes: parenting; houseperson; teacher; CEO or salesperson) - you will need to present...your ideas; your results; your plans; your opinion; your product; your services; yourself! Vanda North explains how to go about it.

of the training room. This enabled him to keep good, lively contact with the group and keep himself on track with the content of the new course. It worked very well.

Audience

Display a Mind Map with consideration. Some may never have seen a Mind Map, and a complex one can initially be overwhelming. By all means build it up as you go. Have the central image of your topic, and add the main sub-topic branches, so your audience has an overview of your presentation. Add key words/images of the details to each branch as you go, or have pre-prepared OH's or slides with them on.

Example - I had to cover the vast topic of 'listening' in a 45-minute presentation, I used the built up Mind Map to cover and reinforce the key points. (See Fig. 1)

Notetaking - To assist recall of your presentation it is best if the people in your audience makes their own notes. In the example above, copies of the Mind Map were handed out, and the group coloured in, highlighted or circled the points as I covered them adding their own thoughts and observations as we went along.

Further, make some good reason to look at the Mind Map notes on the next day; this review of the key points will aid the continued recall and useful integration of the data (see Tony Buzan's *Use Your Memory* for the review time-table).

3) Evaluation

Audience

A Mind Map is a quick and enjoyably different way to gather evaluation data. Either key branches may be given, so as to gauge the aspects you wish, e.g.

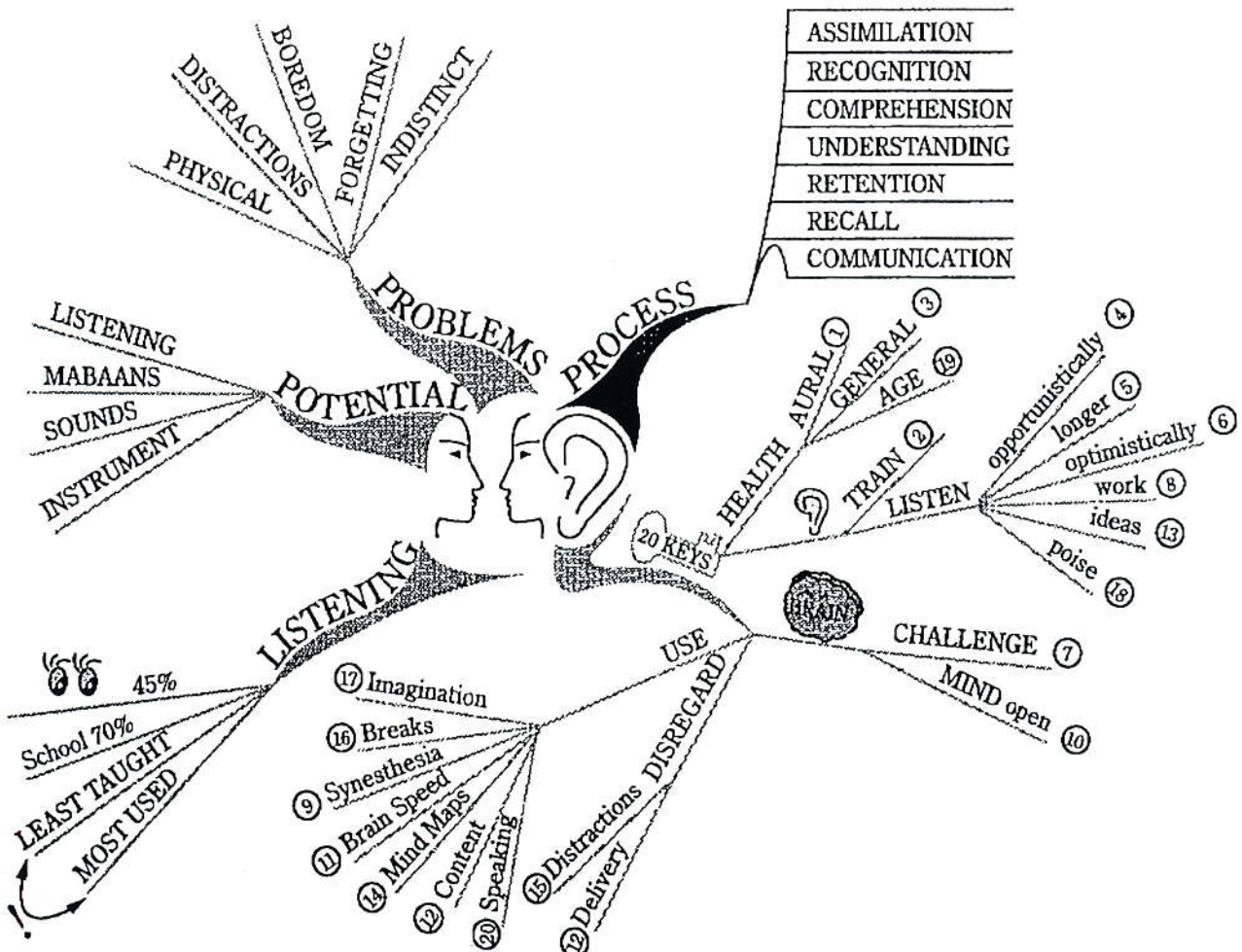
- presenter
- place
- topic
- useful
- not useful
- liked
- wanted

These evaluations could be printed with a weighting scale (see Fig. 2) and a number 1-100 easily added to each branch.

Self

If possible, before the day of your presentation is over, conduct a thorough self evaluation.

Fig. 1: Mind Map summary of listening presentation, shown branch by branch.



Gather and read the input from your audience. Look over your Mind Map and assess:

- what was brilliant (give yourself a *)
- where could you have improved or
- what do you need to do to make it better next time?

Note it on your Mind Map at once - while it is still fresh in your mind.

Examples

A few real-life presenting stories:

A professor, who was initially very skeptical at the apparent simplicity of the Mind Map (and very successful and comfortable, with the traditional linear methods) tried the method on a presentation he had to give for the Club of Rome. It was a very complex topic to a learned audience and he impressed them (and himself) greatly with *one* piece of paper!

A reporter, writing a story about Tony Buzan and Mind Maps, was also a producer and presenter of radio shows. She decided to try Mind Mapping for her next show and dramatically cut her preparation time, while increasing her comfort and spontaneity on the radio show.

A retired successful businessman, preparing an audio tape series on the things he had learnt that made him successful, Mind Mapped the entire audio series and taped them directly (and quickly) from the Mind Map, much to the amazement (and delight) of Nightingale Conant.

And there are many, many more stories.

4) Benefits

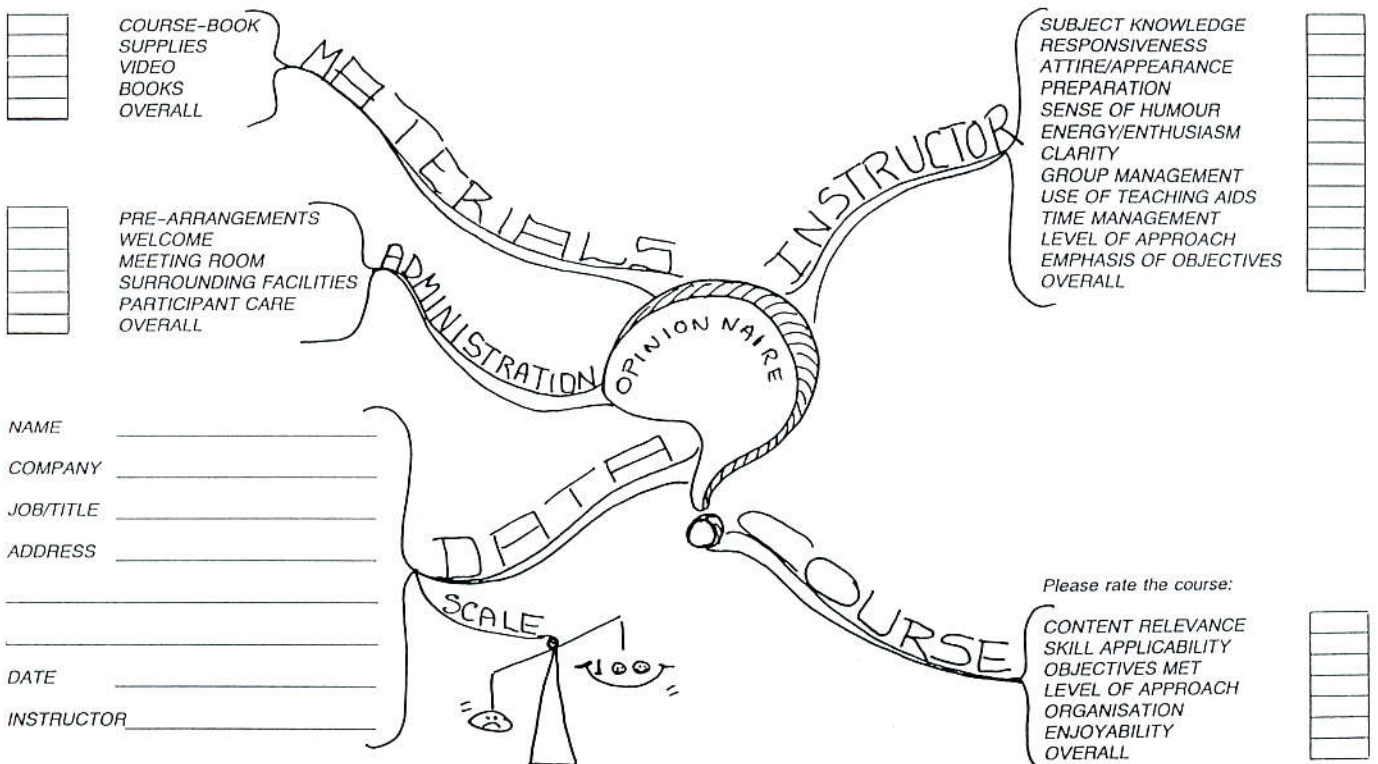
One of the greatest sources of positive comments concerns the use of Mind Maps for all aspects of presentations from preparation to evaluation). Some of the specific benefits of Mind Maps are:

- Preparation time is far less than traditional linear methods.
- They allow the structure of the talk to be maintained while facilitating the flexibility of words or time or emphasis.
- The Mind Map can be personalised up to the minute to involve the group/situation. It is not 'locked' in the past.
- Research says 93% of your presentation is your voice tone, facial expression and body movement. The Mind Map lets your message really come across!
- It allows you the freedom to be yourself.
- It reduces the 'fear' of presenting.
- An increased feeling of confidence.
- It is actually fun to present from a Mind Map.

People are often amazed at how good they are, and what an enjoyable experience it was!

Please send your success story of MMapplication (Mind Map applications) for Presentations with a copy of your Mind Map to the Buzan Centres Ltd., 37 Waterloo Road, Bournemouth, BH9 1BD. We look forward to celebrating your success.

Fig. 2: Evaluation Mind Map showing weighting scale.



INTELLIGENCE ABOUT INTELLIGENCE

Use Your Net

Nowadays one can rarely pick up a newspaper without reading about the internet and the World Wide Web (WWW). But most people have only a hazy knowledge of what these strange computer animals really are, and public information is hardly helped by the frenzied tabloid editorials about children's access to on-line pornography. The truth is that, armed with only electricity, a PC, a modem and a phone line, one can communicate quickly and effectively with people around the world, discuss practically anything with like-minded individuals, and access vast stores of information that would fill hundreds of libraries. So, how does one get on-line and what can you do when you get there? In this issue, we look at getting connected, sending mail and internet newsgroups. In the next issue we'll look at the World Wide Web and other ways to use the internet.

Getting connected

This is the easy part, provided you join up with an internet provider that supplies you with all the software you need and a technical support line. Having tried out several of the numerous public providers in the UK, we recommend a company called *easynet*, who have been around for a few years and offer a very good service. This should cost you about £15 as a signing-on fee and about £10 per month subscription. On top of that, your only other expenses are the hardware and, if you restrict your use to off-peak, cheap-rate phone call charges while you are on-line. As BT have just reduced their local rates at weekends to a penny a minute and Nynex local calls are free, this should cost you either nothing, or next to nothing.

Sending (and receiving) mail

For many people, electronic mail (e-mail) is a powerful reason for getting on-line. If you have friends or business connections abroad, you can send your normal letters or faxes by e-mail much more cheaply as you are only charged for the cost of a local call to your service provider. By compiling the letters off-line and then transmitting them your correspondence

will only cost a few pence.

But what are those funny addresses people use? Unfortunately the internet evolved in a rather hybrid manner as a university service, rather than as a public service, and this means that addresses look a lot more complicated than they really are. So *jbloggs@demon.co.uk* is just the name of the customer followed by the place you can find him (in this case at the service provider *demon*, an internet company in the UK). If you wrongly address your letter it won't just disappear. The next time you log on, a message will appear informing you that it didn't arrive at its destination.

Internet newsgroups

Even if you don't wish to use the e-mail facilities, there are still plenty of useful things to do on the net. One of these is the newsgroups, of which there are tens of thousands covering practically every subject under the sun. These are listed in newsgroup directories which are available in bookshops or can be obtained on the internet itself. Each time you go into the newsgroups area, your list of newsgroups will be updated with all the latest groups to have been launched, so you can keep an eye open for new topics of interest. If your favourite subject doesn't appear you can of course set up your own newsgroup, though I would recommend you explore how existing newsgroups work before embarking on this. If you join a newsgroup and then find you would like to contribute something to one of the issues (or raise a new issue) you can simply post your message to the group (or to the individual who posted the original message, if you prefer). To give you a taster of the vast array of subject areas, I've looked at some of the topics of the day on a handful of newsgroups. (Sadly newsgroups have funny names as well, but most of them are reasonably self-explanatory.)

alt.books.isaac.asimov

A popular forum for fans of the SF guru. Around thirty or forty new messages are being posted each week, with rather

The Internet and the World Wide Web are exciting developments for global communications. The Internet can be thought of as a 'global brain' with all the individual users being the 'brain cells'. Andrew Kinsman explains how you can get on-line, and what to expect when you do.

predictable subject matter: nominations of people's favourite Asimov books, news of new collections of short stories, etc.

rec.games.chess

This forum has proved so popular that it has now been split into five separate sections. The highlight can be found in rec.games.chess.misc and is a weekly report on the latest games and results, forthcoming events, etc, by Mark Crowther (known as The Week In Chess). There is also always plenty of debate on subjects such as: Do computers violate the rules of chess? How early should children learn to play chess? Who will win the World Championship final, Kasparov or Anand?

alt.fan.bill_gates

Contrary to its title, this is not just a fan club for Microsoft CEO Bill Gates, but a forum about all things Microsoft that contains plenty of criticism of and information about the software giant. The burning issues of the day are the performance and price of the new Windows 95 operating system that is due to be launched in the next month, and how to

get in touch with the man himself (apparently you have little hope if you e-mail him, as he receives something like 10,000 e-mails a day!).

rec.music.classical

Another very popular and friendly forum in which classical music lovers swap opinions about their favourite artists, offer their thoughts on which great LP recordings should be put onto CD, discuss the durability (or otherwise) of CDs, etc.

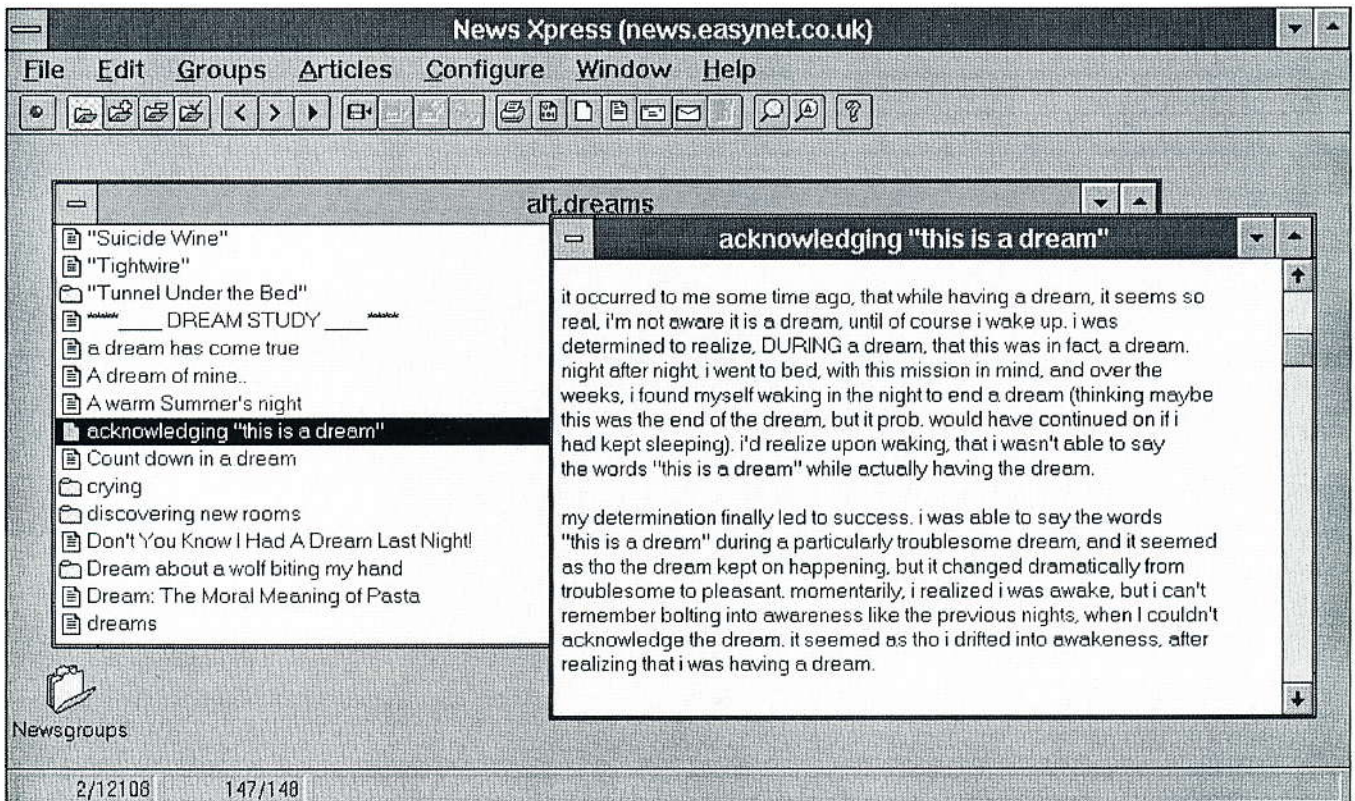
alt.dreams

Are you brave enough to offer your dreams for public analysis? As you will see on this newsgroup plenty of people are. Also provided is an excellent FAQ (Frequently Asked Question) section, which deals with the most popular topics and saves you from making an idiot of yourself by accidentally asking the same question that someone else posed the week before. All the best newsgroups have FAQs, which in the dreams group covers everything from dream interpretation, to nightmares, to the effects of caffeine on dreaming, and includes useful addresses and a bibliography.

Those of you who are already hooked up to the Internet and World Wide Web can find information about the Buzan Centres and all aspects of Mental Literacy at the site: <http://www.gold.net:80/users/dx61/>

Use Your Head magazine will also soon be on-line. Consult the Buzan Centres site for further information.

A typical news reader for accessing internet newsgroups. Here we see the alt.dreams group with the listing of available articles and the text of one specific contribution. Note that perfect spelling and grammar are not obligatory for posting to newsgroups!



Drawing is Natural

This article will review, with a little additional information, the previous lessons on light, shade and perspective. So far there has been volume created by light and shade and the source of light; the sun. The illusion of three dimensions with perspective lines was created, plus shading.

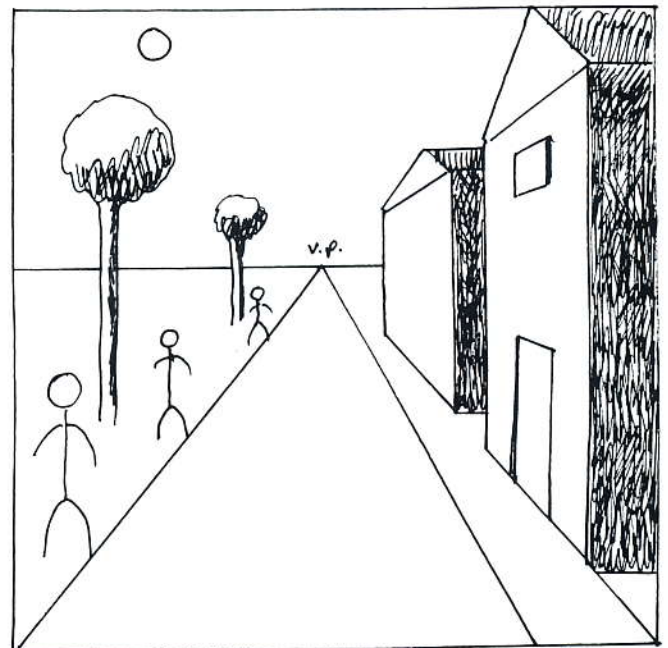
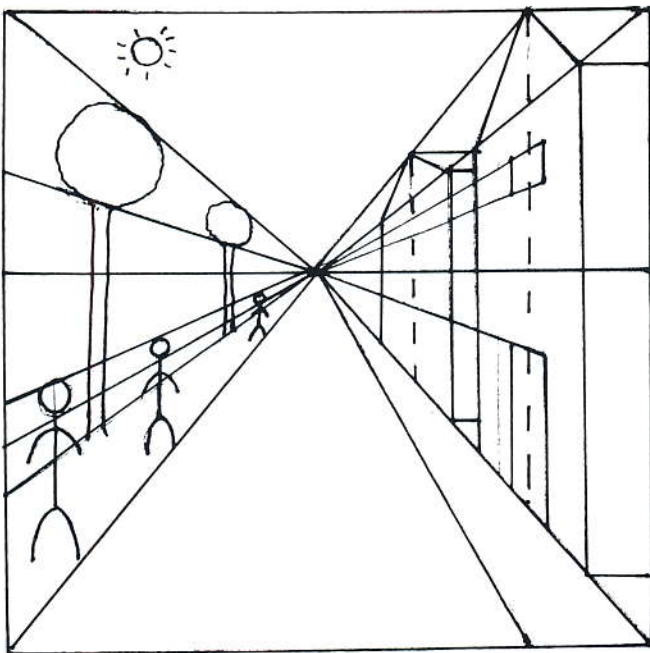
Lorraine Gill, one of the Festival of the Mind artists, continues her series on the basics of drawing.

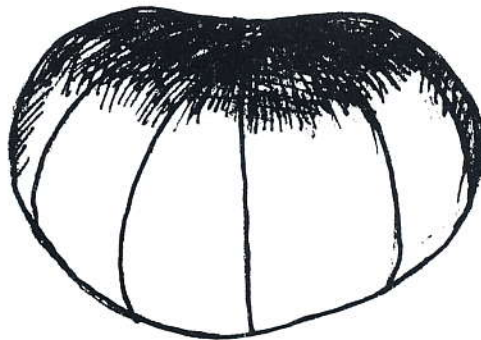
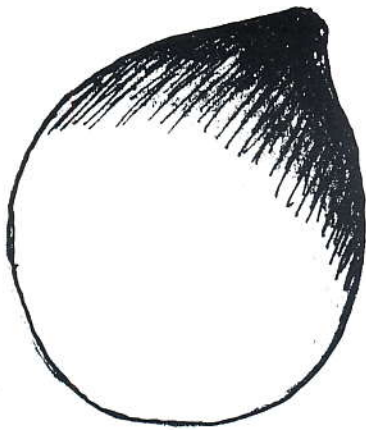
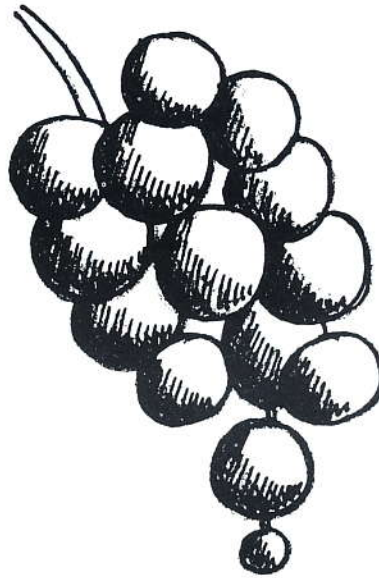
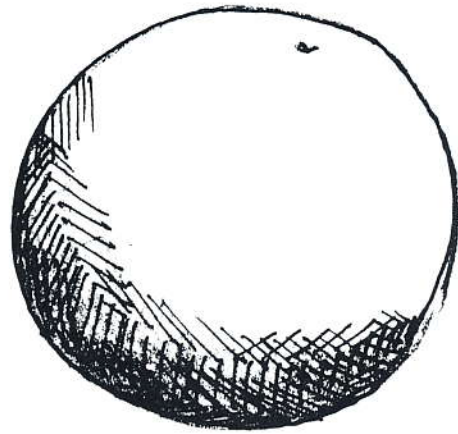
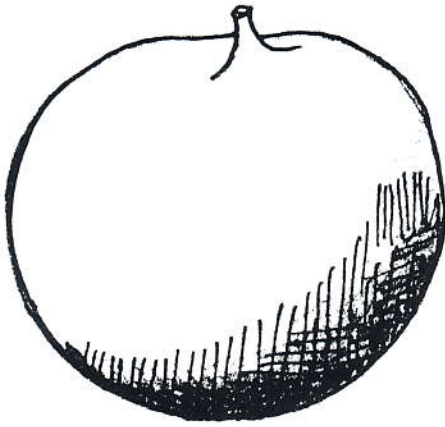
Now check with nature around you the common sense behind these lessons. Look at anything round: fruits, balloons, golf balls etc., and draw the general shapes (at this stage do not try for perfection). Add the previous lesson of light and shade.

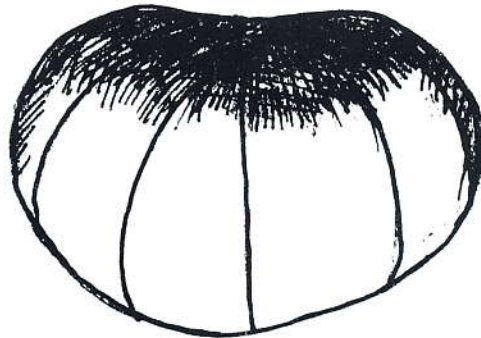
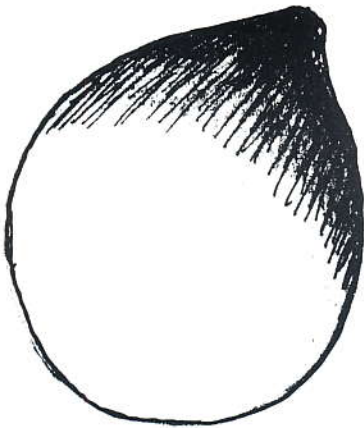
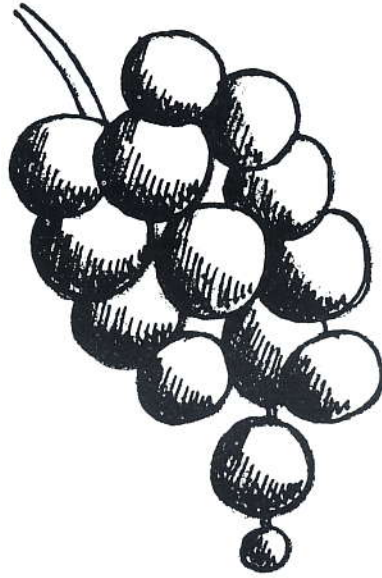
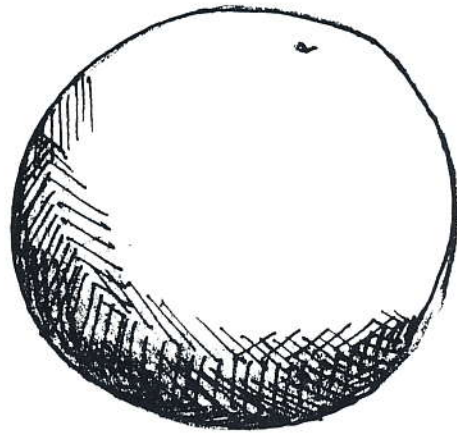
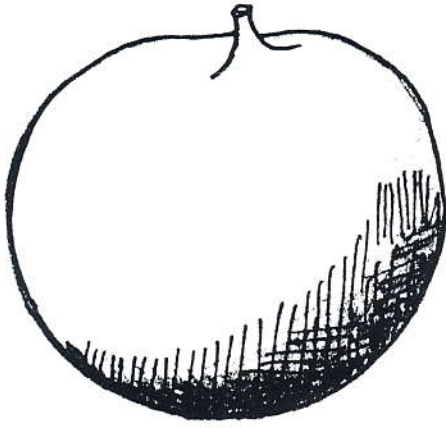
Your perspective drawings can also add a little more of nature by roughly drawing

in trees or people and concentrating at this stage on the governing lines that disappear to a vanishing point. The object is to train your perception to see these imaginary lines automatically and to be as accurate as possible in your drawings, if you wish to be.

Later on, you will not need to use them.







MEMORIAD '95 DOMINIC'S REVENGE?

This year's Memoriad takes place at Simpson's-in-the-Strand on 5-6 August. Byron Jacobs previews the event and talks to Dominic O'Brien, who was sensationally beaten, in the final minute, by Jonathan Hancock in last year's competition.

This year's Memoriad, the fourth held since the inaugural event in 1991, promises to be a fascinating struggle. An examination of previous form - a technique used by all the good bookmakers - suggests that the two favourites will, of course, be those great rivals, Dominic O'Brien and Jonathan Hancock. However, there are a number of other memory specialists competing and any one of these dark horses could create an upset.

Frank Felberbaum is one of America's great memorisers and has been a dominant force in US memory for 25 years. His exploits in this field recently led to a feature in *Fortune Magazine*. Frank is coming

to claim the US Championship and to challenge for the World Memory title.

Klaus Kolb is the German equivalent of Frank Felberbaum. He has been the leading trainer of memory in Germany for many years and will be challenging hard in London.

Mark Channon read *Use Your Memory* and was inspired to develop the BBC series *Memory Masters* which is presented by Bob Monkhouse. Mark teaches the guests to memorise using the *Use Your Memory* principles. At the time of going to press, Mark was able to memorise a pack of cards in less than two minutes and a 500-digit number in less than one hour.

Brian Clivaz, the manager of Simpson's, introduces the 1993 Memoriad, the first to be held in the famous London restaurant.

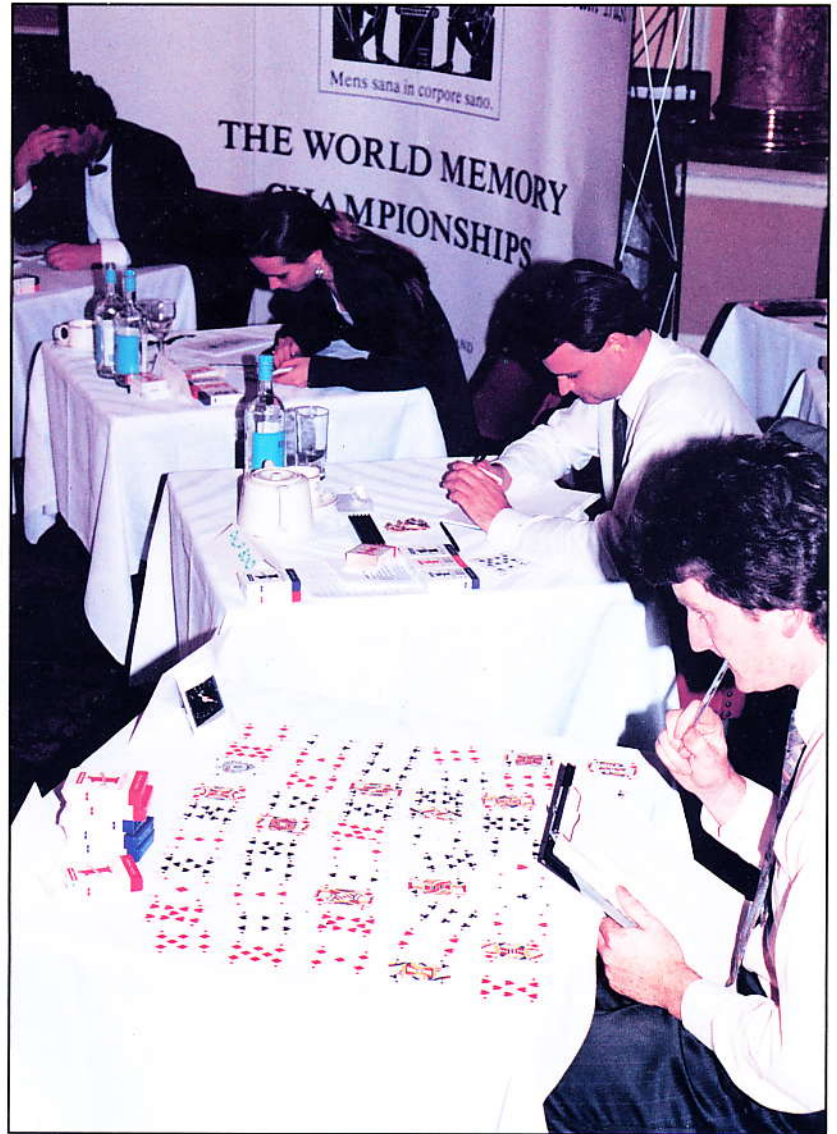


He will clearly be a serious new challenger. Additionally, in an exciting new departure, two of the successful contestants from Memory Masters will also be competing.

Other competitors include Dr Sue Whiting (the reigning Women's World Memory Champion), Natacia Diot (the first Women's World Memory Champion), James Longworth (the reigning Student Matchplay Champion) and Creighton Carvello (the original inspiration for Jonathan and Dominic), who has been training specially for this year's event.

Chess Grandmaster Raymond Keene will be giving a simultaneous display and a talk on memory and chess, while Tony Buzan will give a presentation on developing a championship level memory technique.

The main sponsor of the Memoriad will be the Buzan Centres, while the Olympic swimmer David Wilkie will also be sponsoring one of the events. Lufthansa have also come on board and will be offering flights as prizes. The winners will receive trophies and prizes including travel abroad and a set of the *Children's Encyclopaedia Britannica*.



Scenes from previous competitions:
Right: the multiple deck memorisation events.
Below: Natacia Diot seeks inspiration from Dominic O'Brien.



MEMORIADS I-III ROLL OF HONOUR

MEMORIAD '91

- 1 Dominic O'Brien (World Champion)
- 2 Jonathan Hancock
- 3 Kenneth Wilshire
- 4 Creighton Carvello
- 5 Philip Bond
- 6 Bruce Balmer
- 7 Nwodo Ohaka

Two world records were set by Dominic O'Brien: card speed memory (52-card pack) and 15-minute random number memorisation.

MEMORIAD '93

- 1 Dominic O'Brien (World Champion)
- 2 Jonathan Hancock
- 3 Philip Bond
- 4 Creighton Carvello
- 5 Alistair Levy (World Junior Champion)
- 6 Kenneth Wilshire
- 7 Tom Morton
- 8 Natacia Diot (World Ladies' Champion)

Four world records were set by Dominic O'Brien: marathon random number memorisation, spoken number memorisation, one-hour card memorisation and marathon random binary number memorisation.

MEMORIAD '94

- 1 Jonathan Hancock (World Champion)
- 2 Dominic O'Brien
- 3 James Lee
- 4 Sue Whiting (World Ladies' Champion)
- 5 Natacia Diot (World Junior Champion)
- 6 Ian Docherty
- 7 Melik Duyar
- 8 Patrick Colgan
- 9= Philip Bond
- 9= Kenneth Wilshire
- 11 Creighton Carvello
- 12 James Longworth

Four world records were set by Dominic O'Brien: marathon random number memorisation, one-hour card memorisation, spoken number memorisation, 30-minute random binary digit memorisation.

MEMORIAD '95

- 1 ???

Use Your Head editor Byron Jacobs talks to Dominic O'Brien...

Were you surprised to finish behind Jonathan in last year's Memoriad?

Yes! I didn't appreciate the relevance of the error I made on the Flight Disk Challenge (the penultimate event). I thought that, having won 6 of the 9 events up to that point, I couldn't be caught, but in fact my mistake gave Jonathan a chance. In retrospect, I should have played safe in that event, and ensured that I remembered a reasonable amount of information correctly, to guarantee getting a few points. Instead I forgot a zero in the flight number and came last in that event, thus opening the door for Jonathan.

Then, in the final event, the single deck memorisation, I made the opposite mistake. I was not expecting Jonathan to be so strong, so I simply made sure that I got a good time (actually 85 seconds) thinking that it would probably be enough to beat him and thus win the overall competition. The previous year, Jonathan's time had been over two minutes. This time, however, he memorised the deck in 58 seconds. If I had realised that he had improved so much, I would have been much more aggressive in this final event. Nevertheless, all credit is due to Jonathan for taking his chance in such fine style.

You got your revenge in the Albert Hall Matchplay Championship.

Yes. There were two events - a one-hour multiple deck competition and the single deck sprint. I scored well on the first event - 15 decks with no mistakes, while Jonathan scored 12 decks but made two errors. In the sprint I scored 51 seconds which meant that for his final attempt (the best result from three tries counting) Jonathan had to go for 36 seconds. There were something like 1,000 people watching and the tension that this generated made it very difficult to concentrate fully. In fact, we both blew out on our final go and made numerous mistakes.

Do you feel you are still improving?

Yes, I am continually refining my techniques and creating new ones. I am using a great deal of mental geography. When I visit a new place, I always construct a journey and use this for memorisation. I was recently in Seoul, and memorised a journey in 52 stages from the Nam River back to my hotel. I feel I can improve my previously best times. I am expecting to

reach my peak at the age of 92!

What have you been working on recently?

The main project has been a documentary for ITV's Network First, which should be broadcast sometime either at the end of September or the beginning of October. It is a one-hour documentary entitled *Fear and Counting in Las Vegas*. I was with the film crew in the States for a month and played blackjack at casinos everywhere, starting in Mississippi and ending up in Las Vegas.

How did you get on?

I am not allowed to say - you will have to watch the programme to find out. However, I can reveal that I was banned from a number of places.

Are you be preparing hard for this year's Memoriad?

Yes. I already am working hard. I have not had a drink for over two months and have been running programs on my computer to flash up random numbers, both single digit and binary. I use this technique for training - it is my mental aerobics. I also prepare physically using normal aerobics and fitness training.

How has your book been selling and do you have more in the pipeline?

How to Develop a Perfect Memory, has sold over 20,000 copies and I have recently



completed *How to Pass Exams* (published by Hodder Headline), which has a whole chapter devoted to note-taking and Mind Mapping. It only came out in April, so it is too early to say how well it is doing.

In 1993 (above) it was Dominic. In 1994 (below) it was Jonathan. Who will be the 1995 World Memory Champion?



PAUL COLLINS' ART OF RUNNING

Course Details

The registration form for this course can be found on the inside back cover. See also Lynn Collins' announcement on the inside front cover.

Course dates: August 14-17, 1995. Participants should arrive the evening before the course begins. It will finish around tea-time on the 17th.

Tuition: £170.

A deposit of £85 will reserve your place on the course. Each participant will be given individual attention in the daily running sessions, as well as a private Alexander lesson daily.

Accommodation at Greenham Hall: £27.50 per person per night for double or triple occupancy. Some single rooms are available at £37.50 per night. The price includes Bed & Breakfast, Caro's excellent 'Runner's Lunch' and afternoon coffee or tea. Special dietary requirements can be catered for with advance notice.

The Teachers:

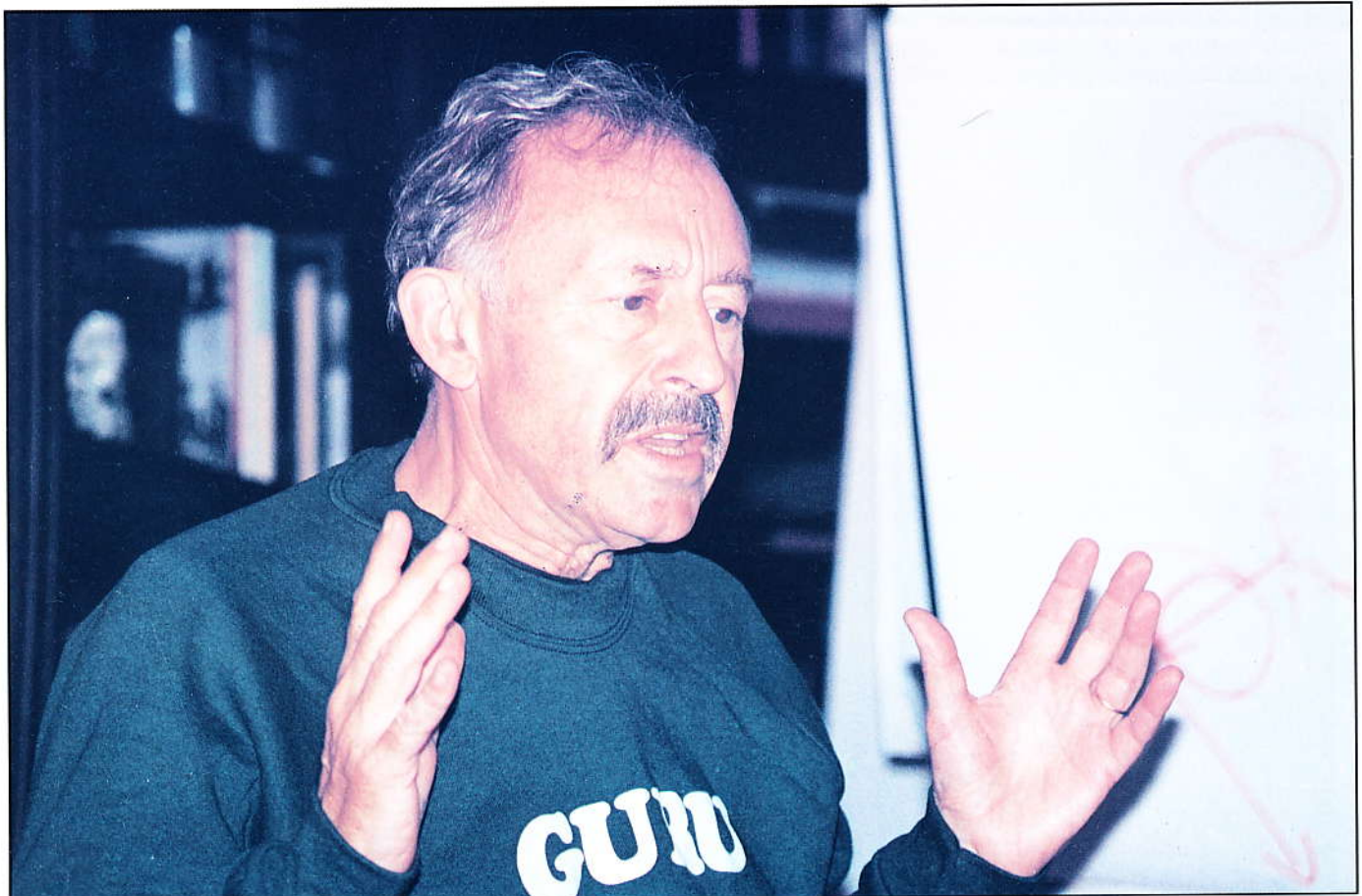
John Woodward, otherwise known as 'Barefoot John', provides an intensely personal approach to running and the

Alexander Technique. He was Paul's assistant from the very first course in 1991.

John Francis received his Alexander training from Paul at his Bristol school, and is a fully qualified senior athletics coach. He is a marathon runner and has always been involved in sport. He began assisting courses in 1993.

Daily Timetable

- 9.00am** Flexibility training
- 10.00** Depart to the day's running location (moor, country lanes, lake paths, cross-country)
- 1.00pm** Lunch
- 2.30** Private lessons and free time
- 4.00** Tea and question time
- 5.00** Private lessons and free time
- 7.00** Review of the day's work and talks on related topics



USE YOUR HEAD CLUB CONFERENCE 1995

The Appliance of Science

Our sixth annual conference was held at Simpson's-in-the-Strand on Sunday 25 June 1995, with the theme of Mind Map Applications. Without a doubt, it was our most successful conference so far, and was attended by no less than 128 people. Phyllida Wilson had the responsibility of organising the whole day and did so beautifully. I would like to take this opportunity of expressing our gratitude to her on behalf of all those who took part.

Vanda North chaired the day radiantly. The speakers included Tony Buzan, who gave the Keynote presentation, Raymond Keene, Neil McKee, Philip Chambers, Bridget Phillips and Nissa Ramsay, Lynn Collins, Brian Tovey, Andrew Boswell and James Longworth.

Tony, in his usual inimitable fashion, set the scene by describing the origin and history of the development of Mind Mapping, and he was ably supported by Raymond Keene, Charles La Fond, Peter Capek and Peter Dobcak. Neil McKee followed with a very stimulating on Mind Map Applications in relation to organising one's life. After coffee, Philip Chambers gave us an inspired, and very amusing, presentation on using Mind Mapping for Mathematics. Then followed Nissa who, with the help of her mother, Bridget, and sister, Charlotte, showed how she had been able to use Mind Mapping and memory techniques in school.

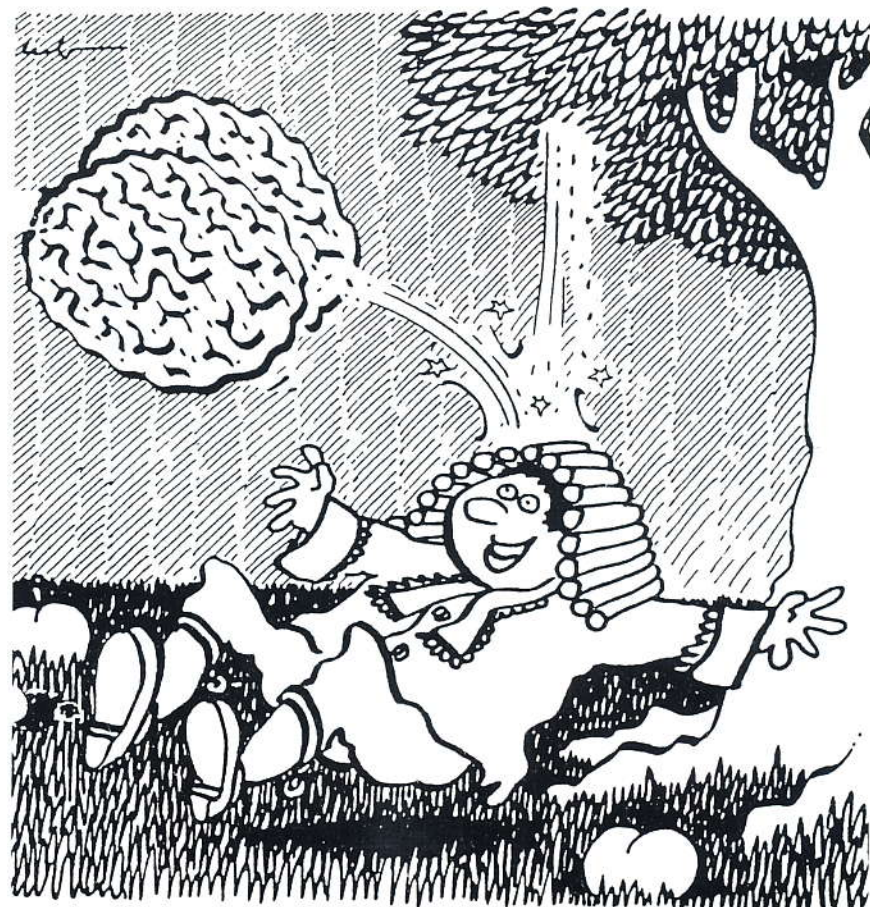
After lunch, Brian Tovey gave a concise, witty speech describing the revelation that he had recently experienced regarding Mind Maps and memory when asked to appear on a television programme without notes! Our guest speaker, Andrew Boswell from ICL, then gave us an extremely interesting presentation on how he had picked up the technique of Mind Mapping from reading Tony's first book, *Use Your Head*, and how useful he found it in terms of note-taking and note-making for meetings, presentations, etc. Lynn Collins then talked about the South West Cell of the Use Your Head Club and the programme they had followed over the last year, showing us a Mind Map of what they had achieved. James Longworth rounded the

day off on a fabulously joyful note, demonstrating how easy it was to learn to remember chemistry and maths by setting formulae to music and singing them. Tony also presented him with a poem he had written about juggling (which James had not seen beforehand) and asked him to set it to music there and then. This was followed by an uproariously funny five minutes of piano playing, in the blues style, while Tony showed his expertise in juggling. Oh yeah!!

Several of us rounded the day off at a local Italian restaurant - a happy end to what was a magnificently interesting day. It only remains to say thanks to everyone who came, thanks again to Phyllida, and to Vanda for doing such a good job as Chairman, and to all the speakers.

Hot news for your diaries...next year's conference will be held at Simpson's again, on Sunday 23 June, with the theme of 'Memory Magnification'. I look forward to seeing you all then.

Lady Mary Tovey reports on this year's meeting of minds.



BOOK REVIEW

Andrew Kinsman reviews Jonathan Hancock's literary debut

Jonathan Hancock's Mindpower System

Regular readers of *Use Your Head* magazine will be very familiar with the memory exploits of Jonathan Hancock. After winning the World Student Memory Championship two years in succession, he created a major upset last year by winning

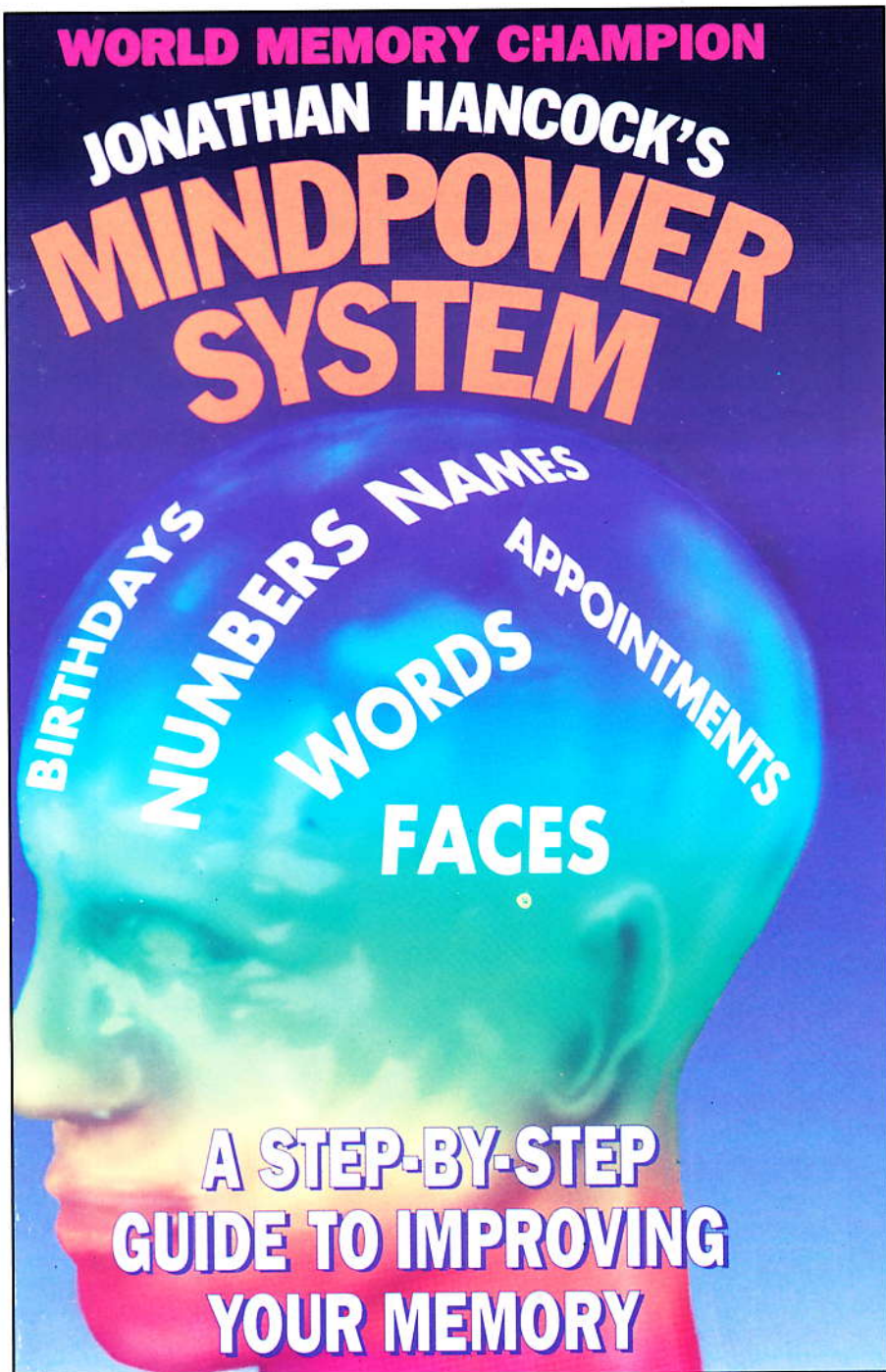
the ultimate memory prize, the World Memory Championship, at Simpson's-in-the-Strand in London, defeating amongst others his great rival Dominic O'Brien in the process. The stage is set for a battle royal when these two memory wizards meet again at the 1995 Memoriad (see the feature elsewhere in this issue), and Jonathan, who is still only 22, has certainly not been resting on his laurels this past year. Last issue we published his report on his trip to Bahrain that was part of the prize for winning the World Memory Championship, and Jonathan has also been busy working on his memory techniques and physical fitness, and working at weekends for Oxford Radio. On top of this Jonathan has also had his first book published.

Jonathan Hancock's Mindpower System reveals the secrets of his success and shows how you too can improve your memory and make ordinary tasks quicker and easier. In step-by-step stages the author shows you the easy way to remember names and faces, telephone numbers, birthdays and appointments, foreign languages and exam information.

The book begins with an introduction in which Jonathan explains how he came to become interested in memory. Like many children (and adults) he was fascinated by the *Guinness Book of Records* and he also used to enjoy playing cards and performing card tricks. One thing soon led to another and by a process of experimentation with memory techniques it was not long before he was the proud owner of a world record.

The Mindpower System itself is based around four Mindpower Rules (you'll have to read the book yourself to find out what they are!), which are explained in detail during the first part of the book. Subsequent sections are devoted to Mindpower for Words, Mindpower for Numbers and Mindpower for Life (learning lines, things-to-do lists, etc.). The result is a fully integrated system that will appeal to anyone who wishes to improve their memory.

Jonathan Hancock's Mindpower System is published by Hodder & Stoughton, price £6.99 (ISBN 0-340-64030-8).

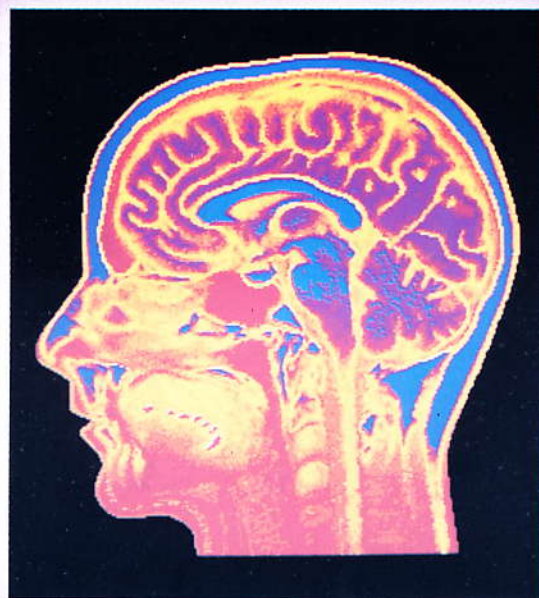




TONY BUZAN

BBC

USE YOUR HEAD



NEW UPDATED EDITION
24
YEARS OF
PUBLISHING

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BBC Books, Woodlands, 80 Wood Lane, London W12 0TT

AMAZING MEMORY STORIES

Word Perfect

What are the *real* limits of the potential of our memories?

In the *Book of Genius*, Tony Buzan relates the remarkable story of a man called Shereshevsky, which was touched upon in *Use Your Head* magazine Vol 1, No 4. This account emanates from Professor Lucia, the most eminent Russian psychologist of the second half of the twentieth century. Luria explains: 'The actual beginning dates back to the 1920s, when I had only recently begun to do work in psychology. It was then that a man came to my laboratory and asked me to test his memory.'

'At the time the man, Shereshevsky, was a newspaper reporter and he had come to my laboratory at the suggestion of the paper's editor. Each morning the editor would meet with his staff and hand out assignments for the day - lists of places he wanted covered, information to be obtained in each and so on. The list of addresses and instructions was usually fairly long, and the editor noted with some surprise that S (Shereshevsky) never took any notes. He was about to reproach the reporter for being inattentive when,

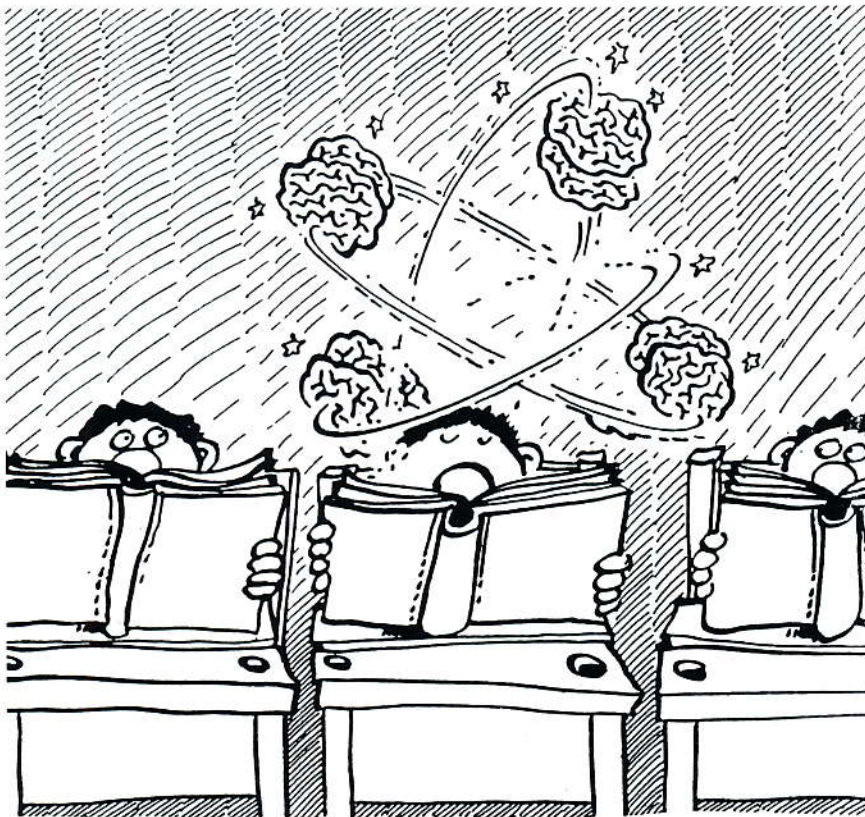
at his urging, S repeated the entire assignment *word-for-word*. Curious to learn more about how the man operated, the editor began questioning S about his memory. But S merely countered with amazement: Wasn't that the way other people operated? The idea that he possessed certain particular qualities of memory which distinguished him from others struck him as incomprehensible...

'When I began my study of S it was with much the same degree of curiosity psychologists generally have at the outset of research, hardly with the hope that the experiments would offer anything of particular note. However, the results of the first test were enough to change my attitude and to leave me, the experimenter, rather than my subject, both embarrassed and perplexed.

'...as the experimenter, I soon found myself in a state verging on utter confusion. An increase in the length of a series of numbers or words to be memorised led to no appreciable increase in difficulty for S, and I simply had to admit that the capacity of his memory *had no limits*... Experiments indicated that he had no difficulty reproducing any lengthy series of words whatever, even though these had originally been presented to him a week, a month, a year or even many years earlier. In fact, some of these experiments designed to test his retention were performed (without his being given any warning) 15 or 16 years after the session in which he had originally recalled the words.'

Luria concluded that to all intents and purposes, Shereshevsky's memory was not only phenomenal, it was *perfect*.

Such a story might seem impossible, were it not for the mounting evidence about the physical and behavioural aspects of the brain which seem to indicate that, in a natural state, memories can indeed approach the levels attained by Shereshevsky. Further evidence for the brain's capacity and memory is offered by the record-breaking accomplishments of Dominic O'Brien and Jonathan Hancock, who do battle once again in the World Memory Championship this August.



ANIMAL INTELLIGENCE

Plant Vision - 100 times faster than the human eye!

Before the plant and animal kingdoms split apart, was there a common origin for our vision? German biologists suggest that the answer is 'yes' by claiming to have discovered a sense of 'animal' vision in a microscopic alga.

Chalamy do Monas Rheinhardtii, a single celled alga, swims with a pair of beating hairs guided by a tiny light 'sensitive' eye spot that directs it towards light but away from very bright light. The alga contains the light 'sensitive' chemical Rhodopsin, which is also found in the human retina.

Investigating this phenomenon further, Hartmann Harz and Peter Hegemann at the Max Planck Institute for Biochemistry in Martinsried, Germany, have discovered that Chalamy do Monas 'sees' by electric signals driven by currents of calcium ions. Harz and Hegemann blocked these currents using the same inhibited chemicals that zoologists use to stop calcium moving through the iron channels in animal cell membranes. They detected the minute ionic currents by sucking a Chalamy do Monas into a fine 'tipped' electrode. Flashing a light triggered an electric signal from the eye spot. Another electric impulse caused the beating hairs to change their pattern. By changing the solutions surrounding the alga they found that the signals were driven by calcium ions.

The speed with which the tiny organism accomplishes the task is exceptionally fast. Chalamy do Monas reacts to a flash of light in less than a thousandth of a second, a hundred times faster than the human retina. In animals, Rhodopsin triggers a cascade of chemical reactions, amplifying the signal before opening ion channels in the membrane which trigger the electrical impulse. But in the alga, the Rhodopsin seems to work by opening calcium ion channels directly.

Hegemann sees value for zoologists in studying this simple creature: 'It's a very simple model for vision transduced electrically, closely related to the vision of higher animals. The next more complex system is probably a jellyfish.' For evolutionists, the alga also appears to represent the ancient origin of our own vision.

Intriguing also is the question of just what it is that Chalamy do Monas thinks it sees when it perceives things a hundred times faster than we do!

Making Sense of Plants

'When it comes down to it, there is not much an animal can do that a plant cannot do, except, perhaps, walk around.' So said Professor Malcolm Wilkins, Regis Professor of Botany at Glasgow University in a meeting of the Association for Science Education. Wilkins stated that plants could smell, taste, see colours, tell the time, ask for water and count in a way that even computers could not. Others recognise if another plant was a friend or foe, and many of them could swim. Wilkins, whose theories are based on established scientific facts, but who has a particularly open-minded and original approach to his subject, turned also to herbaceous plants: 'Of course they grow better if you talk to them. It is actually nothing to do with what you say ... Talking to them means you are breathing carbon dioxide onto them and they like that. They may just like the vibration caused by your voice.'

Professor Wilkins also said that research at Glasgow had shown that trees could ask for a drink. 'Water columns' within their trunks emitted a cracking sound, audible with a microphone, when they were running short of water. The discovery was being used to develop an automatic irrigation system.

The Venus Flytrap has not only a sense of taste - it would open again if it trapped anything other than a meaty insect - but it could count, too: 'If you touch one of its sensory hairs once, it will not react. Touch it twice and it snaps shut. The plant is able to count from nought to one to two. The most complex computer can only count zero and one.'

Professor Wilkins also suggested that plants very probably have feelings, as their surfaces are covered in electrolytes, in exactly the same way as is the skin of human beings.

Perhaps plants grow more healthily under the care of someone who has not so much a green thumb as a green mind.

USE YOUR HEAD CLUB NEWS

Headboard

BUZAN CENTRES

Vanda North reports:

The concept of a 'Business Brain Club' is catching on! As more and more companies begin to develop their Mental Literacy with a goal of being not only a 'Learning Organisation' but also a 'Thinking Organisation', the opportunity to discuss, practise and apply newly acquired brain skills is most important.

The best meeting format to use is a 'bag lunch' once a month where the agenda is either to:

- View one of the developing Family Genius Video tape units
- Discuss a specific brain skill topic
- Focus and develop a brain skill
- Present one of the members or a visiting guest
- Share ideas and applications

One of the clubs at the company EDS became so large that it has split into several sites, others are beginning with just a few members.

Corporate membership of the Use Your Head Club is only a minimum donation of £1,000, which is probably one of the best investments a company can make. It provides one of the rare opportunities that I have seen to actually integrate a skill over time, allowing those who were 'testing the water' to enter at their own speed. Since 80% of most training information is lost by the student within 24 hours, a Use Your Head Club can be a great return on investment as the key to increasing retention, review, is achieved in a pleasurable and productive way.

Please write and tell us about your Business Brain Clubs.

SOUTHWEST NEWS

Lynn Collins reports:

The Use Your Head Club Southwest has just concluded its Study of Genius programme based on *Buzan's Book of Genius*. The year included talks on Leonardo da Vinci, Mozart, Michelangelo, Richard Feynman, Ch'in Shi Huangdi, Genghis Khan, Elizabeth I, Machiavelli, Gandhi and Muhammad Ali, as well as a review of the entire book. A 'year-end report' was presented by Lynn Collins at the Use Your Head Annual Conference at Simpson's-in-the-Strand in June in the form of a large Mind Map detailing the aspects of genius that we have discovered during the past year.

Additionally there were excursions into other areas, with presentations on TEFCAS, Body Language, States of Mind and The Learning Revolution. At the Christmas party we had an Aikido demonstration, practised juggling, and learned a Mexican song, helped no doubt by generous servings of Christmas cheer.

We are very proud that every single presentation was given by a local member of the club. Many thanks are due to Caro Ayre, Philip Garson, Richard DuPontet, Veronica Newton and Ian Woodrow for their contributions. Special thanks again to Caro and Peter Ayre for opening their house to us for meetings.

The high point of the year, as always, was a visit from Tony Buzan and Vanda North on July 30th. This time the theme was Latest Developments in Education.

Next year's theme will be MMApplications, starting with Mathematics. It will be given by Philip Chambers on September 12 at 7:30 pm. For more details of the Southwest cell, please contact Lynn Collins at 4 Mount Pleasant, Wellington, Somerset, TA21 8DA; tel/fax 01823 667685.

THAMES VALLEY CELL

Keith Bray reports:

The Thames Valley branch, which meets in Marlow, Bucks, has been very active since the last edition of *Use Your Head*. We have explored Art and Perspective, The Use of Language and Study Skills, and recently held a memory workshop. Our next club night will take place on August 24 on the subject of the Art of Relaxation. If you would like to attend this or any of our other club nights (all of which take place on the last Thursday of each month), please contact Keith Bray on 01628 474743.

REGISTRATION FORM: PAUL COLLINS' ART OF RUNNING

Please complete and send to: Lynn Collins, 4 Mount Pleasant, Wellington, Somerset, TA21 8DA; tel/fax 01823 667685.

NAME:

ADDRESS:

.....

.....

PHONE:

I have enclosed a cheque for £ to reserve place(s).
(Please make cheques payable to L. Collins.)

CENTRAL LONDON CELL

Meeting dates for talks/presentations:
15 Sept, 20 Oct, 17 Nov, 15 Dec
Mind Mapping and memory practice sessions:
1 Sept, 6 Oct, 3 Nov, 1 Dec
All meetings are held at the London School of Economics and start at 7.00pm. For further information, please contact Michael Roman-Pintilie on 0181 372 1422.

