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USE YOUR HEAD

SYNAPSIA

THE INTERNATIONAL

BRAIN CLUB JOURNAL



MEMORY AWARDS

MEMORIAD '95 • DOMINIC'S RETURN

GRANDMASTERS OF MEMORY

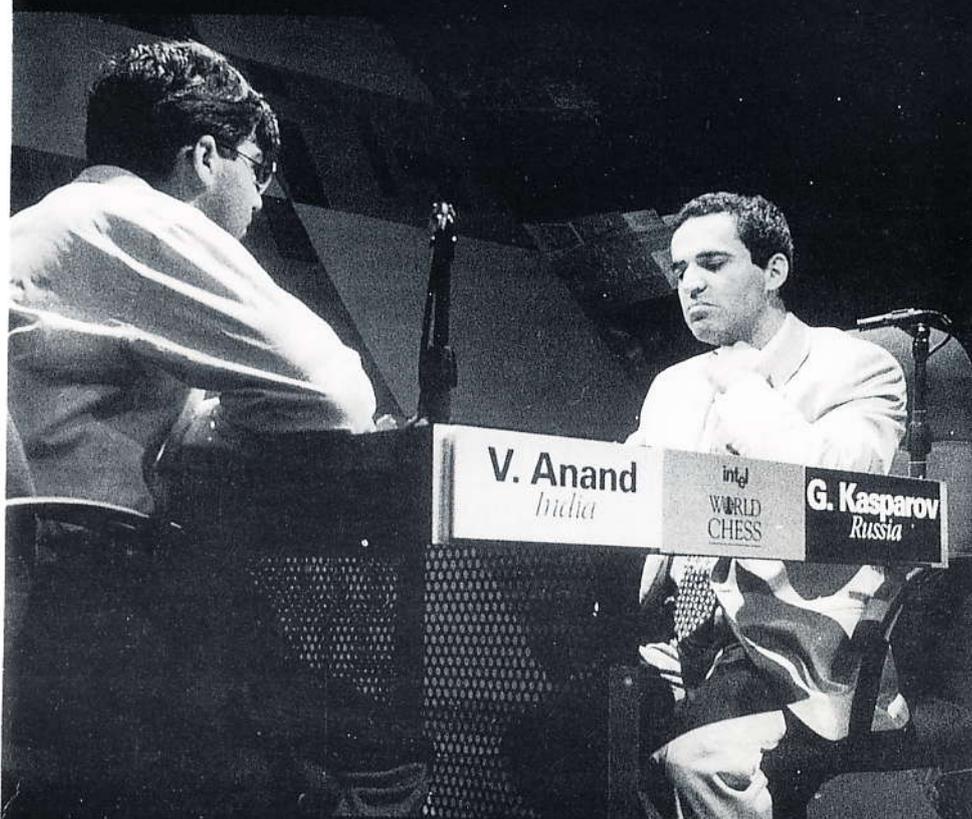
BRAIN OF THE YEAR 1996

BOOK OF THE YEAR 1996

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World Chess Championship: Kasparov v Anand

International Grandmaster
Raymond Keene



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USE YOUR HEAD EDITORIAL

Complex Games

A complaint that I have often heard from non-chessplayers is that chess - compared to, for example, bridge or backgammon - appears to be a tremendously difficult game. Intuitively, I am not convinced that this statement is correct, but it certainly raises an interesting question. Is it possible to objectively measure the complexity of a game and, if so, how should one go about doing it?

One approach to this problem is to make use of the idea of 'skill levels'. A skill level is a universal concept that can be applied to any game. This approach was originally suggested by Bill Robertie, twice world backgammon champion, in an article in the magazine *Inside Backgammon* in February 1992. Robertie defined a measure, the 'skill differential' (SKD) for a game, such that a SKD difference of one meant that the better player would beat the weaker player 70-75 per cent of the time. He further defined the total number of SKDs between the strongest and weakest players as the 'Complexity Number' for the particular game. If this Complexity Number is low, then one can assume that the game is a simple one. If, on the other hand, the number is high, then we can classify the game as complex.

Chess has an excellent rating system for players which makes this calculation easy to perform. The ELO rating system (named after Professor Arpad Elo, who devised it) allocates all players a rating number which is constantly revised on the basis of tournament results. The higher your rating, the stronger a player you are. The World Champion, Garry Kasparov has a rating of 2800. Other typical ratings are: world class grandmaster 2700, strong grandmaster 2600, average grandmaster 2500, international master 2400, international strength player 2300, strong county player 2200, strong club player 2000, average club player 1800, weak club player 1600, strong social player 1400 and weak social player 1200. Below the level of about 1200 it becomes difficult to attach any meaningful evaluations to players, and ratings are thus not normally given below this figure. However, I would guess that a figure for a complete beginner is perhaps

600 - I would not set it at zero.

The ELO system indicates that one SKD occurs when two players have a rating differential of 200 points. For example, Kasparov (2800) would expect to score 75% against an average grandmaster (2600), while a strong club player (2000) would expect to make the same score against an average club player (1800). If we take the figure of 600 as being that for a complete novice, then the number of SKDs in chess can be calculated as the rating of the strongest player (2800) minus the rating of the weakest player (600) divided by one skill level (200). This generates a Complexity Number for chess of 11, i.e. $(2800-600)/200$.

So what about other games? Some games, for example roulette, clearly have a Complexity Number of zero. There is no skill involved, and a 'World Champion' (if such a thing could exist) would fare no better than a complete novice. In a recent article in *The Times*, the bridge correspondent, Robert Sheehan, estimated the Complexity Number for bridge as 10. He also assessed the Complexity Number for chess as 14, on the basis that a complete beginner would be rated at zero. However, as explained above, I believe a more realistic figure for a novice is 600, leading to a Complexity Number of 11. If we add bridge and chess to Robertie's assessments of some other games we arrive at the 'Complexity Numbers table (see table on right).

Interestingly, these results reflect the success that programmers have had in producing computer software to play the various games. I am no expert in this field, but I believe that the current state of play is approximately as follows: Computers have been playing perfect blackjack for at least 15 years, while backgammon and draughts programs now perform at, or close to, the level of the strongest humans. Chess software is strong but has not really advanced beyond about the 2300 (international player) level, while go remains almost impervious to assaults from computers. I understand that even the most successful go programs are only of average club player standard.

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

Complexity Numbers

Go	40
Chess	11
Bridge	10
Poker	10
Scrabble	10
Backgammon	8
Checkers (Draughts)	8
Blackjack	2
Roulette	0

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 memory champions have now been placed on an equal footing with chess Grandmasters.

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BOOK OF THE YEAR 1996

Use Your Head is delighted to announce a new award for the best contribution to mental sports.

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SYNAPTIC FLASHES

Latest Brain News

A Voice from the Crypt

After nearly half a century of failed attempts, a puzzle set by a British cryptologist has just been solved - by a laptop computer. Professor Thouless set the fiendishly difficult message UMGTN CMGVP TLGE RVGB in 1948 as part of an investigation into life after death. He reasoned that the keywords of the message were so hard to decipher that it would only be solved with the help of a psychic medium taking the words from beyond the grave. However, 11 years after the Professor's death, his puzzle has been solved by a Californian computer expert armed only with a laptop computer. James Gillogly's laptop took only a few hours to find the keywords, and the rest was even simpler.

Mr Gillogly found out about the Thouless conundrum from the Internet, and then studied the professor's favourite, highly complex encryption system, known as the Playfair technique, before writing a special computer program for his laptop. Having discovered the keywords 'black' and 'beauty' within four hours, the program was then able to use the Playfair technique to decode the message itself. The professor's final words were: 'Crypt cryptology. This is a cipher that will not be read unless I give the keywords.'

Equations Carved in Stone

The first mathematical equation ever to appear in Westminster Abbey was recently unveiled to celebrate the life of Nobel Prize winner Paul Dirac, one of Britain's finest theoretical scientists, who died in 1984. Dirac's equation unites quantum theory and relativity theory and led to his prediction of antimatter in 1931. This prediction was confirmed with the discovery of the first antiparticle, the positron, the following year and in 1933 Dirac shared the Nobel Prize for Physics.

The plaque, which stands next to the tomb of Sir Isaac Newton, was unveiled by Sir Michael Atiyah, president of the Royal Society, and an address was given by Professor Stephen Hawking. Dirac, Newton and Hawking are all holders of

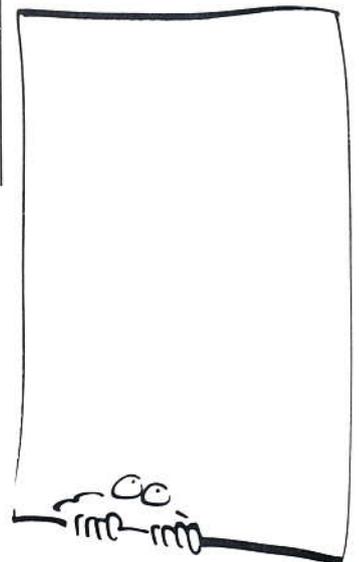
the chair of Lucasian Professor of Mathematics at Cambridge University.

Nobel Prize Winners

On the subject of Nobel Prize winners, this year's awards have just been announced. The Physics Prize has gone to Frederick Reines of the University of California at Irvine and Martin Perl of Stanford University, who discovered two of the leptons that form part of the 12 particles of matter. The 1996 Nobel laureates for Chemistry are Paul Crutzen of the Max Planck Institute for Chemistry in Mainz, Mario Molina of the Massachusetts Institute of Technology and Sherwood Rowland of California University, who have played a key role in explaining the chemical reactions that are damaging the ozone layer. The British nuclear physicist turned peace campaigner Joseph Rablat was awarded a Nobel Prize for Peace.

Scrabble Zealot Trounces Winner

Regular readers will recall the success of England's Mark Nyman in the 1993 World Scrabble Championship. This year's title has been won by David Boys, a 31-year-old Canadian psychology student. One of his highest-scoring words was *zealot* (50 points), whereas his opponent in the final, Joel Sherman of New York, scored 25 points with *winner*. Boys trained for the event by learning no less than 12,000 new words, but admits that he does not know what they all mean. Mark Nyman could manage only 17th place. The scrabble equivalent of snooker's rarely seen televised 147 break, is the word *quizzify*, which can be worth 411 points in the right board position.



MEMORIAD

1995:

DOMINIC RETURNS

This year's World Memory Championships at Simpson's-in-the-Strand yet again proved to be a successful event, stimulating much interest in the media. Our report is followed by a suggestion from a competitor, Kenneth Wilshire, to include mental arithmetic in future Memoriads.

The inaugural World Memory Championship held in 1991 was won by the man who has come to dominate the event over the years, Dominic O'Brien. The next event in 1993, held at Simpson's-in-the-Strand (which, having also played a role in the 1993 World Chess Championship, is fast becoming a new mind sports Mecca), attracted widespread participation from across the globe. Memory professionals and mnemonists demonstrated their skills, but Dominic kept them all at bay and emerged a comfortable winner. In the process, he set a number of spectacular records for the individual events, including 900 digits in one hour, eight packs of cards in one hour and a 100-digit number spoken at the rate of a digit every two seconds. His achievements both here and in other memory events at the time were so impressive that the Brain Trust Charity awarded Dominic the accolade 'Brain of the Year' (sharing the title with the American Lana Israel).

The runner-up in 1993 was Oxford student Jonathan Hancock, who performed excellently but could not quite match Dominic's extraordinary feats. Therefore when the 1994 event was held (again at Simpson's), it was assumed that Dominic would again run away with first prize. For most of the weekend this appeared to be the most likely outcome and after 9 of the 11 rounds, Dominic had established a commanding lead. In the process he had set yet more world records, including memorisation of 142 spoken digits, 1080 digits in one hour and 494 playing cards in sequence. Then, with victory in his grasp, Dominic stumbled in the penultimate event where items of

travel information had to be recalled. He made an error at the very start of his 'journey' and thus essentially scored zero points for this event. This enabled Jonathan, who had been snapping at his heels all weekend, to slip past him into a narrow lead.

Everything now hinged on the final test, speed memorisation of a single deck of cards. By winning this event, Dominic would still be able to clinch victory. Furthermore, this was traditionally Dominic's strongest event, one in which he had frequently obliterated the competition and achieved many sub-one minute times. However, a sensation was in store. Dominic decided to play safe and registered a time of 85 seconds, thinking that Jonathan (who had taken over two minutes in the previous year's event) would not be likely to beat that this time. Meanwhile, Jonathan, who was going for broke, signalled after a mere 58 seconds that he had completed his task. When the invigilators checked the results, Jonathan had made no errors and had thus taken his chance brilliantly to become World Memory Champion 1994.

This year's Memoriad saw Dominic hungry for revenge. It was also the most cosmopolitan event to date with high profile representatives such as memory specialist Frank Felberbaum of the US and the leading German trainer of memory, Klaus Kolb. Other competitors included Dr Sue Whiting (the Women's World Memory Matchplay Champion), Natacia Diot (the first Women's World Memory Matchplay Champion), James Longworth (the reigning Student Matchplay Champion) and Creighton Carvello (the original

'This year's Memoriad saw Dominic hungry for revenge.'

inspiration for Jonathan and Dominic).

Another competitor, Mark Channon, read *Use Your Memory*, and was inspired by this to develop the BBC series, *Memory Masters*, presented by Bob Monkhouse. Mark teaches the guests to memorise using the established *Use Your Memory* principles.

In the event, Dominic established an early lead and, clearly intent on not repeating his error last year, never allowed it to slip. He also performed his usual trick of setting a number of new world records in the individual events, including one-hour numbers, spoken numbers, one-hour cards and speed numbers. Jonathan could not keep up with the punishing pace set by Dominic but nevertheless registered a new world record of his own in the Names and Faces event.

Thanks are due to the Buzan Centres Limited, who were the main sponsor of the *Memoriad*, and also to Olympic swimmer David Wilkie and his company Health Perception who sponsored one of the events. Other sponsors included Lufthansa, who offered free flights as prizes, and Encyclopaedia Britannica.

Mathematical Inclusion and Other Thoughts

Kenneth J. Wilshire
(UYHCM 976 [=61x16!])

Yet another memorable *Memoriad* is over. Now that there have been four championships, a definitive structure has been applied to the event. Memorisation is most definitely a sport where 'fitness' of the mind and appropriate training for each event are all important. In comparison to the mini head to head battles that take place from time to time, the *Memoriad* has become the decathlon of memory competition. So in this article I would like to propose that we take a look at the present structure of the *Memoriad* for event clustering and where there is repetition of mind skills an event could be replaced by a new category, namely mental arithmetic. In many books on memory, mention is frequently made of the ability to perform spectacular feats with numbers and the amazing speed in which they are done. I believe that this would be an excellent new addition to the *Memoriad* and would also be of interest to spectators and the media.

Firstly, if we examine the current *Memoriad* events, I consider them to have the following spatial relationships.

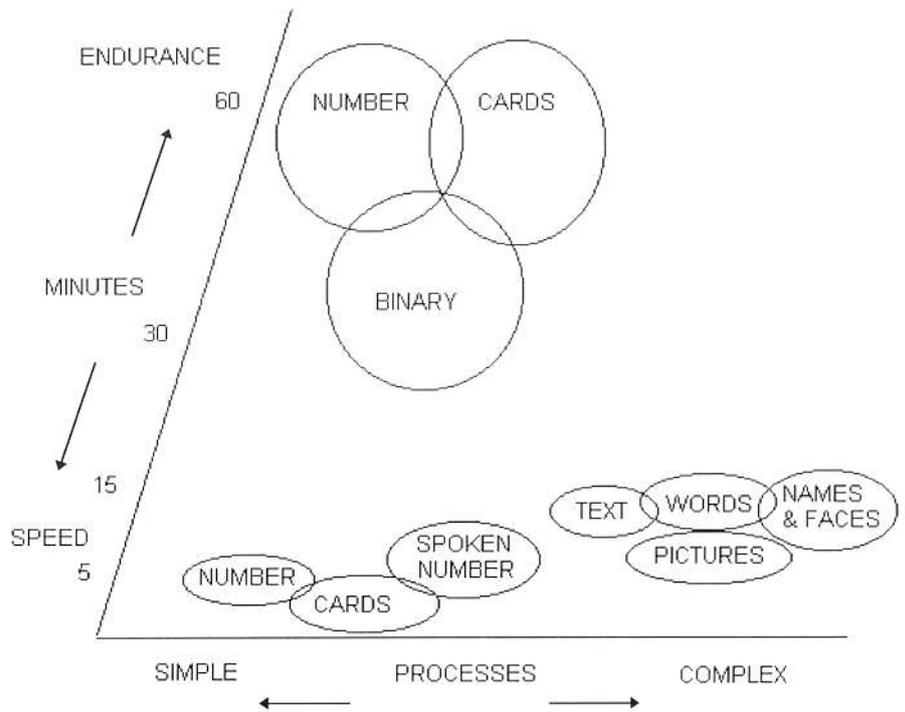


diagram 1

(see diagram 1)

From my own studies in psychology, the only thing that can be demonstrated with some certainty about the nature of memory is that short-term episodic memory can be quantified to be between six and ten items for most people, and that the use of images and other sensory stimulants are the key to memory retention and recall. Additionally, people can be classified into different groups relative to their susceptibility to each source of information, e.g. aural or visual.

Therefore, all memorisers break down the source information into a coded packet (say location item [image] plus item [image]) of this 6-10 data length where each item may be one or more discrete data elements. For example:

the binary number 11010 00010
and the decimal number 26 02
and the playing card sequence KH 2S

could all be translated in the same way.

The binary number 11010 is 26 in decimal and the KH is the 26th card in a pack of cards (ranked in bridge terms). Therefore, one could remember all these three sequences as Neville SHute Sun-Ning himself at the appropriate location on a route. Thus, it could be argued that

'The Memoriad has become the decathlon of memory competition.'

the above events are complimentary and if you compare scores achieved at the Memoriads you will see that the data memorised for a given time period equates approximately with this degree of coding. This repetition of a skill set has also been recognised in the new memory ELO equivalent scale devised by Philip Bond and Tony Buzan where complimentary standards have been introduced for the one-hour cards and the one-hour number memorisation.

However, the memorisation of text (with punctuation!) and picture memorisation do not necessarily fall into this category. The superb performance by Patrick Colgan this year and the past achievements of Natacia Diot suggest that other techniques or innate abilities are possible for text memorisation and similarly in respect of Sue Whiting's win in the pictures competition. However, the pictures event suffers from the degree of non-standardisation possible with a test of this nature. For example, this year there were four pictures of chess-boards shown amongst the 12 pictures which were quite difficult to identify out of the 12 boards shown, whereas the non chess-board pictures were 'easier' to identify. Also, it was obvious that none of the chess-board pictures had been rotated as otherwise it would have been easy to spot them! This test is inconsistent and year on year comparisons in performance are not possible.

So if we look at the grid there is a bunching of tests with 'gaps' in other areas of memory ability. A test which was only included once was the spoken word in the first Memoriad. This was very stimulating and I would like to see it reinstated. However, as with the other printed word text competition it seems that where a non noun is utilised it makes the word much harder to remember and this year's lower scores reflect the inclusion of more of these words. As I will show for the mental arithmetic memorisation, if results are to be compared year on year (and for record purposes) then there must be descriptive nouns only, although the inclusion of a non noun list, e.g. adverbs, adjectives and verbs, etc., would be interesting to see how correspondingly difficult it would be for contestants and to subsequently compare scores.

Further, as the spoken digit goes, if it were displayed on a screen instead of being spoken would performances change or would everybody improve if the

numbers were displayed as well as spoken? This suggestion is made because the vast majority of people are 'video' minded as opposed to 'audio' minded. As people can differ in their abilities purely due to genetic disposition, the competition should utilise both communication methods to remove any undue bias. Likewise the spoken word event could be both displayed and spoken aloud.

Finally, the last two Memoriads featured a different type of memory test involving travel. Beyond them, last year's Memoriad encountered a semi-structured series of alpha-numeric data with descriptive nouns and areas of no data within a standard grid. This was difficult for many people to memorise. This year the data was presented consecutively and although slightly alpha-numeric in form it consisted predominately of descriptive nouns and the results were greatly improved on last year. However, this test was mainly a word list repeating the word list evenly on the programme. If this round is to be maintained then it would be better to be retained as a mixed alpha-numeric event with structure. It could then be classified as a 'code' round.

So onto numbers. My first port of call is *Great Mental Calculators* by Steven Smith. This book cites many examples of numerical prowess and provides the stimulus for the inclusion of mental arithmetic into the Memoriad. I believe challenges of this type are ideal as the only processes involved are simple digit multiplication and addition. The most interesting challenges are for multiplication and nth root extraction. The latter has possibilities but the number of reduction techniques available detract from it being a 'pure' mental and memorisation pursuit.

I would like to propose the inclusion of n digit by n digit multiplication. For example $584 \times 672 = 392,448$. Getting a sum right would lead contestants onto the next round i.e. 4×4 , etc. This contest would be against the clock with the rankings determined by the time for the highest correct answer. Additionally as in the high jump, for example, contestants could be given two or three attempts at each round (a contestant could also pass if they wished) and those who 'clear' go on to the next level. This would also be a very exciting event for spectators who could identify the leaders as the field narrows down. The Memoriad should start at the 4×4 level.

There are two simple published



The Memoriad Trophy and other prizes.

Tony Buzan, International Arbitrer of Mental World records, introduces the event.



The competitors hard at work.



Distributive Law of Algebra

$$\begin{aligned}
 584 \times 672 &= 500 \times 600 + 500 \times 70 + 500 \times 2 \\
 &+ 80 \times 600 + 80 \times 70 + 80 \times 2 \\
 &+ 4 \times 600 + 4 \times 70 + 4 \times 2 = 392,448
 \end{aligned}$$

diagram 2

Cross Multiplication

$$\begin{array}{r}
 584 \times 672 = \\
 \begin{array}{r}
 4 \times 2 = 8 \\
 8 \times 2 + 4 \times 7 = (44) 4, \text{ carry } 4 \\
 4 + 5 \times 2 + 8 \times 7 + 4 \times 6 = (94) 4, \text{ carry } 9 \\
 9 + 5 \times 7 + 8 \times 6 = (92) 2, \text{ carry } 9 \\
 9 + 5 \times 6 = 39 [2,448]
 \end{array}
 \end{array}$$

diagram 3

techniques that I am aware of to aid contestants on their way. They are best explained in *Dead Reckoning (Calculating Without Instruments)* by Doerfloer, and can be summarised as follows:

(see diagram 2)

Here, the multiplication's are trivial with the answer retained through adding stage by stage to the total. The answer is written left to right on completion of the calculation. However, the number of digits on the arithmetic sum can be considerable.

(see diagram 3)

This method involves calculating a digit by digit solution by performing the multiplication vertically instead of the traditional horizontal method. The answer can be written right to left as it is being found.

It may be possible to progress to two digit by two digit multiplication to speed up the process, and Shakuntala Devi, who features in Tony Buzan's book *Harnessing the Para Brain*, gives some helpful tips in her book *The Joy of Numbers*. Additionally, Professor Trachtenberg's 'two finger' method may be suitable for some people with his book citing a 10 x 10 multiplication accomplished in around 70 seconds.

For consistency, as is needed for the word tests, some screening needs to take place prior to submitting a number for computation. For example, 4444 x 4444 becomes trivial under the digit count method as would 4444 x 1000 under any method! My initial recommendation on this would be that no one number can appear for more than 25% of the available digits, i.e. a number can appear twice

in a 4 x 4 and 5 x 5 and three times in a 6 x 6, etc. Additionally, zeros should be excluded throughout. Yes, I know this allows 3322 x 4411 but it also allows 9977 x 8866. If the numbers are generated by random number generator then a good spread of numbers should appear. Also, the competition should reach the 7 x 7 stage at least and the most meaningful records will be set at the higher digit calculation levels - there are no trivial numbers here!

With regard to records, the *Guinness Book of Records* states that Devi has multiplied a 13 x 13 digit number in 28 seconds. I do not know how this time was computed or how the number was presented to Devi but the book does include a disclaimer by a mathematician suggesting that a repetition of this feat is not possible. However, for comparison here are some times I have achieved for competition style numbers 4 x 4 = 25 sec, 5 x 5 = 37 sec and 6 x 6 = 58 sec. Good luck with your own research and to all contestants in next year's Memoriad, you have been given plenty of warning.

So, back to the Memoriad. For it to become the Decathlon of Mind Sports it should become a measured series of ten events that are complementary and balanced with the interest of the media and spectators in mind. The events could be:-

Playing Cards (One Hour)

Decimal Numbers (One Hour)

Binary Numbers (30 minutes)

Speed Decimal Number (5 minutes)

Spoken (and Visual) Number (200+ digits)

One Pack (5 minutes)

Spoken Text (Descriptive Nouns) (100+ words)

Word List (Descriptive Nouns) (15 minutes)

Written Text - Poem (15 minutes)

Names and Faces (15 minutes)

Mental Arithmetic (Multiplication) (Elimination)

The above represents the proposal I am making to the organising committee of the Memoriad. At the minimum I would welcome the inclusion of mental arithmetic, the rest of my ideas for debate. I look forward to an even more memorable Memoriad 1996.

References

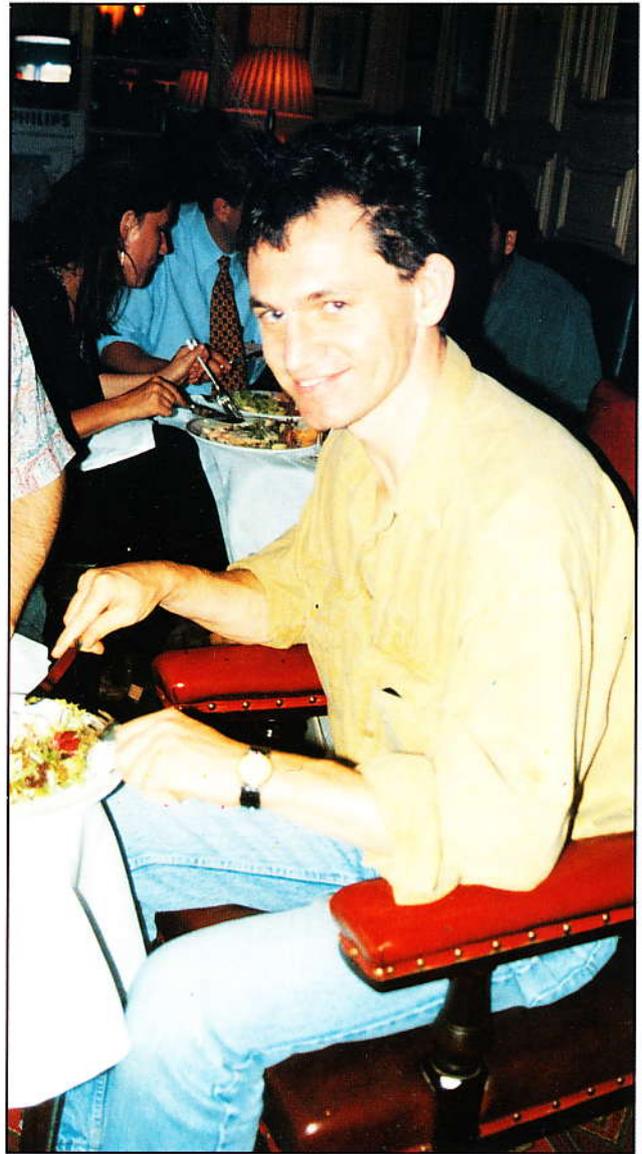
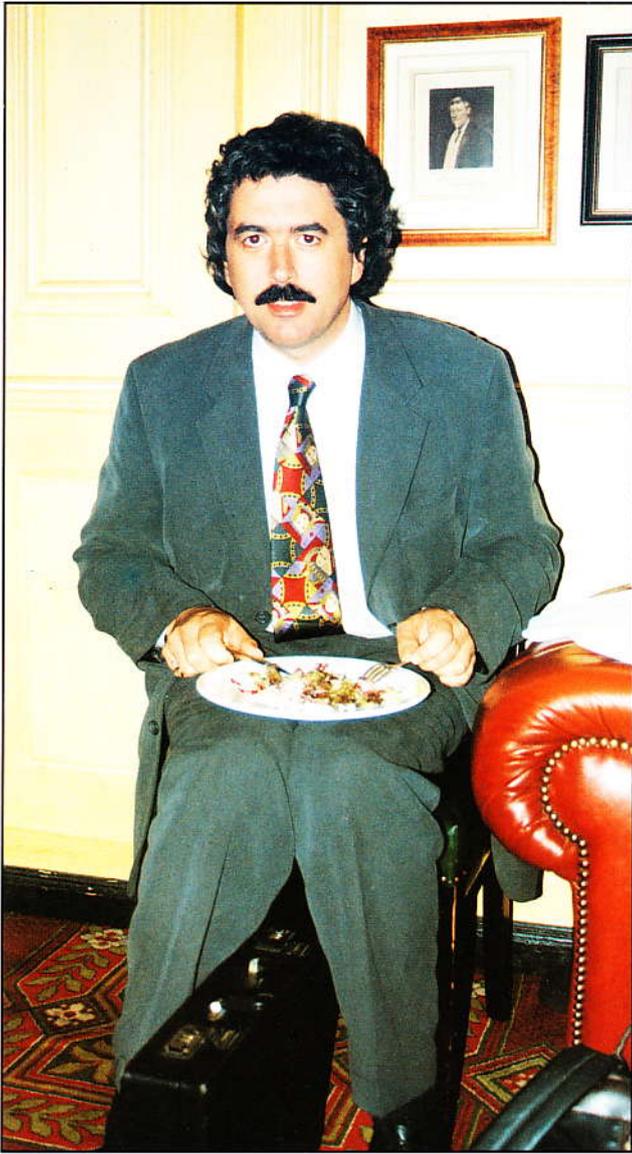
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As we all know, keeping the body well nourished is essential for a healthy and alert mind. This important principle is demonstrated by World Memory Champion Dominic O'Brien (above left), Use Your Head editor Byron Jacobs (above right) and Memoriad competitor Kevin Horsley from South Africa (immediate right).



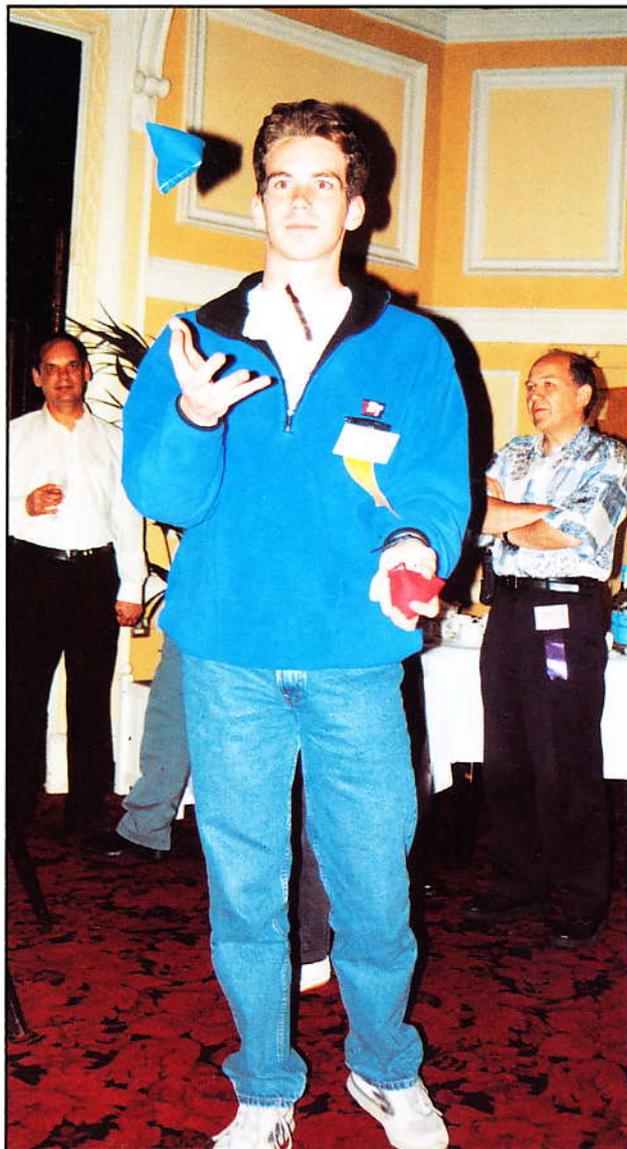
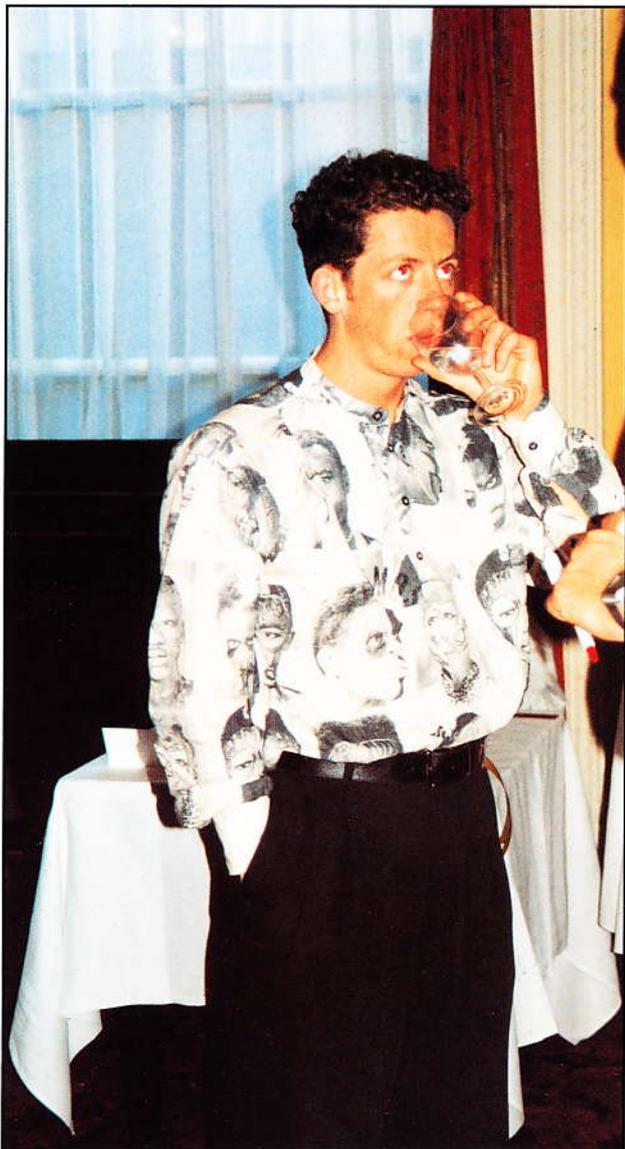
Memoriad 1995 Overall Rankings

1	Dominic O'Brien	1041.8
2	Jonathan Hancock	835.4
3	Andy Bell	668.4
4	Patrick Colgan	541.5
5	Kevin Horsley	492.6
6	Mark Channon	472.3
7	Tom Groves	365.4
8	Sue Whiting	337.3
9	Edward Rankin	310.1
10	Creighton Carvello	272.3
11	Kenneth Wilshire	213.7
12	Klaus Kolb	184.7
13	Frank Felderbaum	133.7

The Buzan/Bond Mind Sports Rating System for Memory

1	Dominic O'Brien	GM	2814
2	Jonathan Hancock	GM	2710
3	Mark Channon	GM	2577
4	Andy Bell	GM	2569
5	Kevin Horsley	GM	2545
6	Philip Bond	GM	2504
7	Creighton Carvello	GM	2464
8	James Lee		2463
9	Patrick Colgan	GM	2452
10	Tom Morton		2448
11	Tom Groves		2438
12	Sue Whiting		2436

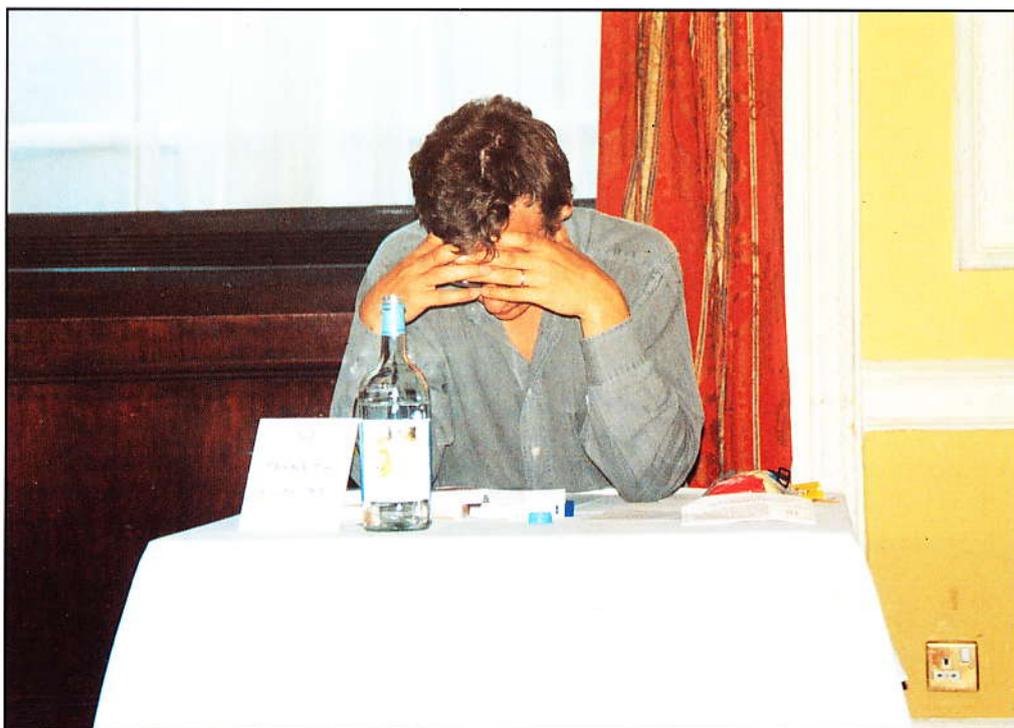


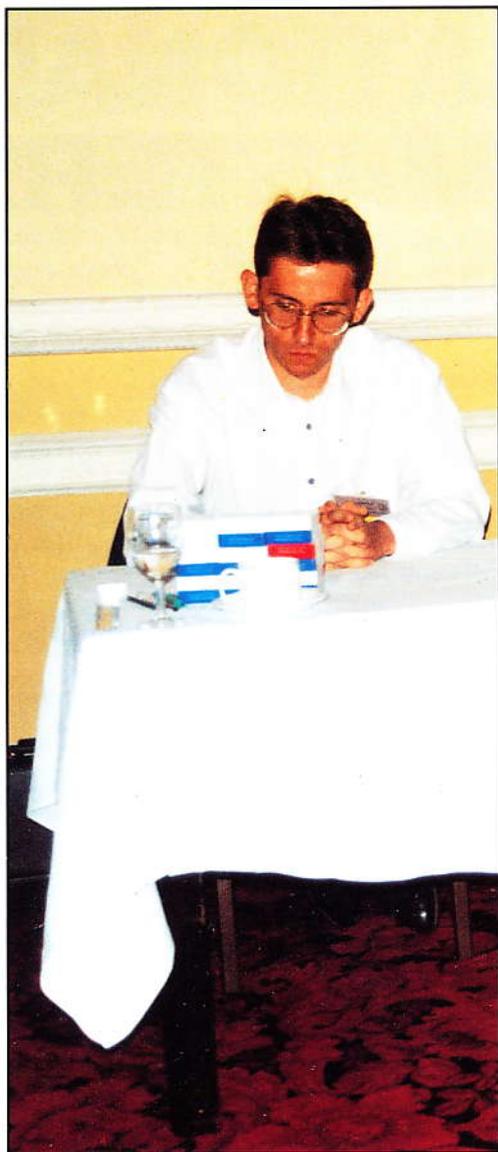


Above left: Memory Master Mark Channon takes a break..

Above right: Tom Groves demonstrates that he can juggle with objects other than numbers.

Immediate right: Kenneth Wilshire concentrating hard.

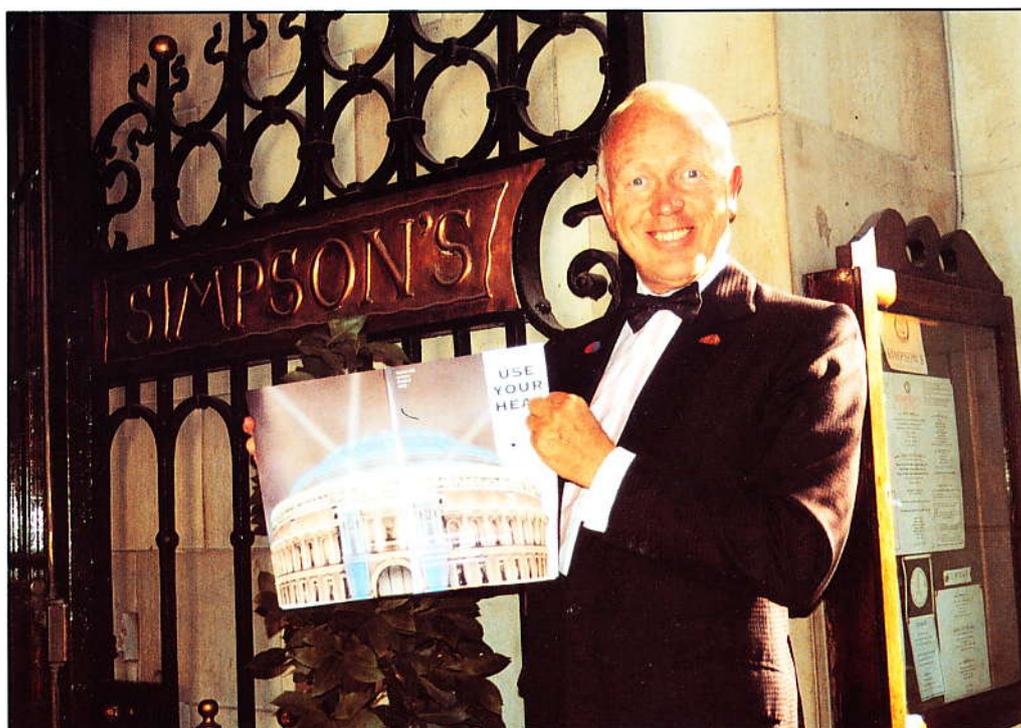




Above left: Jonathan Hancock, World Memory Champion 1994.

Above right: The front entrance to the venue, Simpson's-in-the-Strand. Simpson's is rapidly becoming the Mecca of the Mind Sports world.

Immediate right: Tony Buzan endorsing a fine magazine.



INTERNATIONAL GRANDMASTERS OF MEMORY

The Brain Trust Charity announces the first Grandmasters of Memory awards following a charity dinner held at Hanbury Manor, near Cambridge.

Grand Banquet

The Grandmaster of Memory awards were made at a grand banquet which was held in the marvellous setting of Poule's Hall - a giant dining hall which was originally a chapel. This wonderful building, designed in the grand English style with a minstrel's gallery, raised platforms and painted arched ceilings, proved a fitting venue for the presentation of these prestigious awards. The award winners and invited guests were treated to an excellent dinner including superb foods and excellent wines. The dining hall featured a grand piano and during the evening a number of the new memory Grandmasters, guests and memory specialists demonstrated their musical skills. These included Philip Bond who played Beethoven's Moonlight Sonata, Dr Hans Haumer of the BILGT Academy who played an extensive classical selection, Dominic O'Brien, Creighton Carvello and Sue Whiting. Also present were Olympic swimming champion David Wilkie, Professor Cuno Pumpin, Professor G. Guttman and Sir Brian and Lady Mary Tovey. The evening was organised by Raymond Keene and Lady Mary and the post awards celebrations went on until 4.30am.

Homage to St Petersburg

The awards, presented by Prince Philipp of Liechtenstein, were based on an international ranking system for the growing mental sport of memory testing and performance. Potential candidates achieving a score of at least 2500 points in carefully adjudicated 'marathon' memory events were awarded the title of Grandmaster of Memory. The scoring is based on a system similar to the Grandmaster rating system for chess and puts Memory Grandmasters on an equal footing with

Chess Grandmasters. For example, Garry Kasparov, the World Chess Champion, has a current rating of 2800 and has been as high as 2815, while a rating in excess of 2500 is normally considered to be Grandmaster level.

The first people to attain the title of Grandmaster of Memory were:

Dominic O'Brien (current World Memory Champion) 2814

Jonathan Hancock (former World Memory Champion) 2710

Mark Channon (originator of the TV series *Memory Masters* and, until recently, a dancer in the West End musical show *Crazy for You*) 2577

Andy Bell (West Sussex) 2569

Kevin Horsley (South Africa) 2545

Patrick Colgan (Ireland) 2452

Philip Bond (Pi memoriser) 2504

Creighton Carvello (the original 'Memory Man') 2464

The Memory Award ceremony is a conscious homage to the very first award of Chess Grandmaster titles at St Petersburg in 1914 by Czar Nicholas II to the greats of the world's most widespread Mind Sport. The original chess grandmasters were: Emanuel Lasker, Jose Capablanca, Alexander Alekhine, Siegbert Tarasch and Frank Marshall.

The award of the titles has been sanctioned by The Brain Trust Charity, which endorsed and hosted the event, and Tony Buzan, International Arbiter of Mental World Records.

The concept of the Grandmasters of Memory was officially announced at the 1995 World Memory Championships (see the report elsewhere in this issue), at Simpson's-in-the-Strand, where the competitors' overall performances were beginning to reach Grandmaster level.

Particularly outstanding and especially worthy of the award was the performance of Dominic O'Brien who memorised a pack of 52 shuffled playing cards in just 45 seconds and set seven other individual world records, including correctly memorising 12 packs of shuffled cards (624 cards) in an hour and 1140 random digits in an hour.

Records Shattered

Tony Buzan, commenting on Dominic's performance, said 'Dominic didn't just break previous records, he shattered them. He has taken basic memory techniques and principles - that can be learned by anyone - and practised them to near perfection. He is stretching the boundaries of human memory skills. His performance ranks alongside those of great chess champions, such as Garry Kasparov, and the Olympic athletes who excel across a range of events. Furthermore, it is heartening to see Great Britain emerging dominant in a major mind sport. Candidates for the titles included memorisers

from many countries including America, Germany, Japan and Australia. The World Memory Championships are becoming a truly massive global event and the Grandmaster awards presented by Prince Philipp place memory at centre stage in the international mind sports calendar.'

The Master of Ceremonies of the evening, Chess Grandmaster Raymond Keene said 'Memory as a Mind Sport has at last come into its own. The award of ratings and titles such as these establishes memory performance and testing as a regular mental sporting activity, along with chess, go, bridge and scrabble.

During an unscheduled performance at the dinner, Dominic O'Brien and Jonathan Hancock memorised 100 spoken numbers and Jonathan Hancock memorised a pack of 52 shuffled playing cards in 48 seconds - after drinking several glasses of champagne! The next morning, to the astonishment and delight of the delegates to the BILGT Academy, Dominic was still able to recall the 100 digits perfectly.

However, like chess and most mind

The memory symbol combines three elements: the Hippocampus, that part of the brain which is responsible for memory, the Knights Head, linking it through chess to other mind sports, and the Horsehead Nebula, which is itself a memory trace, an image of that which transpired in the universe many millions of years ago but is still visible to us.



This is to certify that

TONY BUZAN

has been awarded the title of

**INTERNATIONAL ARBITER
OF
MENTAL WORLD RECORDS**

Signed: HSH Prince Phillip von und zu Liechtenstein

Sir Brian Tovey

Raymond Keene, O.B.E

[Handwritten signatures of Prince Phillip, Sir Brian Tovey, and Raymond Keene]



The Grandmaster of Memory medal

Tony Buzan introduces the Grandmaster of Memory awards ceremony.

sports, memory testing and performance remains very much a male dominated activity - all of the Memory Grandmasters and the majority of the competitors were

male. The major exception was Sue Whiting, prominent Brain Club member whose speciality is nuclear physics. She came very close to qualifying as the first female Grandmaster of Memory, and her colleagues are confident that she will join them in the very near future.

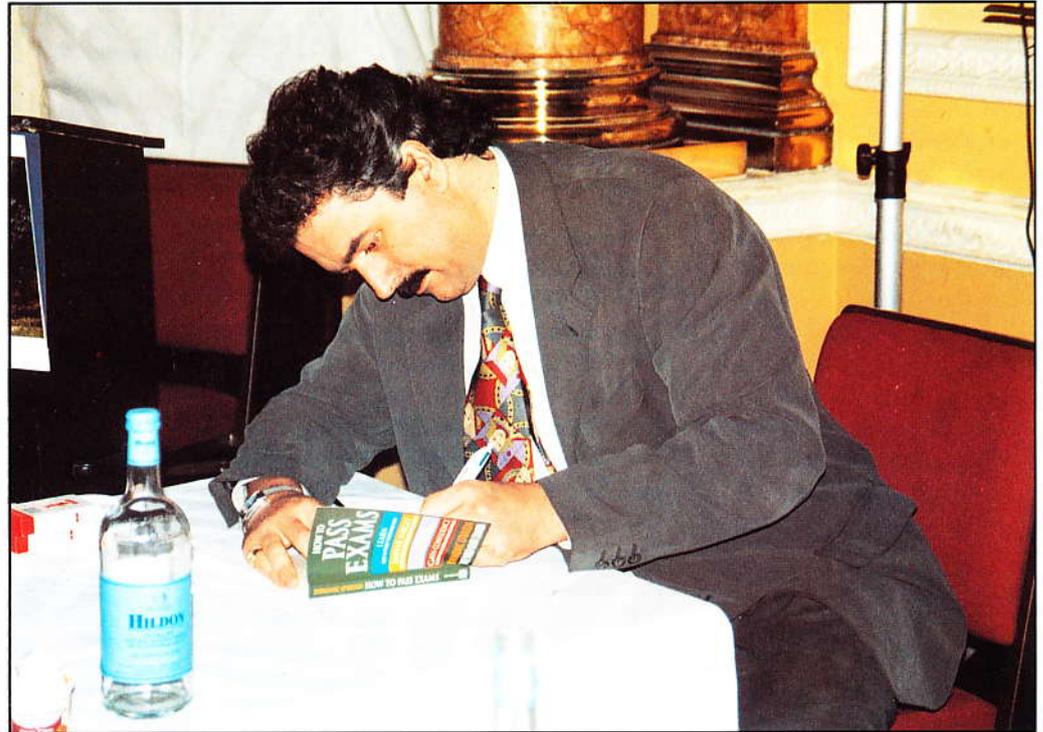
Research on the 'male and female brain' is discovering far more similarities than differences, indeed in percentage terms the similarities would be 99%, the differences 1%. It is high time that the world realised that the mental capacity of women is probably the world's greatest untapped resource.

To address the problem of the lack of female representation, a campaign to encourage female participation has been initiated by the Brain Trust. Anybody with constructive ideas should write to the Use Your Head Club (see inside front cover for the address).

Of the seventy plus invitees to the dinner, who also included the reigning Prince of Liechtenstein, his Serene Highness Prince Hans-Adam, the unanimous verdict was that the evening was a great triumph and a milestone in the history of mental sport. In other mind sports it has been the rule that the award of titles and ratings significantly boosts interest and levels of participation. The Brain Trust confidently expects that this beneficial effect will now be replicated in the area of memory performance and testing.



More scenes from the Memoriad:
Right - Dominic signs a copy of his
latest book, How to Pass Exams
Below - the competitors in action



INTELLIGENCE ABOUT INTELLIGENCE

Spinning the Web

As recently as perhaps a couple of years ago, the Internet was an esoteric branch of computing used mainly by scientists, academics and industrial research establishments. It had minimal relevance to the lives of 99.9% of the population. Now, however, things have changed. With the advent of home computing the advantages of having a ready-made network for global electronic communication available are being keenly exploited.

The World Wide Web is the fastest growing development on the Internet but, surprisingly, did not start up until as recently as 1989. The specifications were suggested by Tim Berners-Lee, a high-energy physicist at the European Research Institute CERN, as a mechanism for his fellow scientists to share their work and data. The structure that he designed proved to be sufficiently flexible to encompass most types of computer data in a highly intuitive way.

However, the concept of an interlinked set of hypertext documents, accessible via a desktop machine (which is, essentially, what the World Wide Web is), was foreseen much earlier. In an article published in July 1945, Dr Vannevar Bush of the US Government Office of Scientific Research and Development predicted just such a development. 'Wholly new forms of encyclopaedias will appear, ready-made with a mesh of associative trails running through them,' he wrote.

The Web is composed of numerous data types, ranging from simple text files to full-colour, interactive 3-D environments. However, the most common feature is the home page. When you initially access a Web site, you are presented with a home page, which acts much as a contents page does for a book or magazine. This page defines how the document is organised, how its elements are displayed and how you can access the sections that interest you.

The aspect of the Web which hugely increases its use as a global information store is the concept of linking. Links are the threads that bind the Web together. They contain all the information necessary

for the user to locate a site elsewhere on the Web and access it directly. This is the equivalent of reading a page from one book in a library and then being immediately able to access another page from a completely different book, even if that book is located in a different library, or even in a different country. The implications for being able to do research, on any subject, are phenomenal.

The technical means by which the Web is held together relies on abstruse computer formats and jargon such as PPP (Point to Point Protocol), URL (Uniform Resource Locator) and HTTP (Hypertext Transfer Protocol). Fortunately, however, it is not necessary to understand the finer points of such concepts in order to be able to access the Web. The vast majority of the time all you have to do is scan up and down the particular page you are looking at and click on a link to take you elsewhere. An analogy here is with driving a car. To drive you need to be able to operate a few simple controls and understand a few signs and codes - it is not necessary to understand the finer points of the workings of the engine.

Due to the origins of the Web, and the fact that people accessing it are likely to be interested in computers in the first place, many Web sites are devoted to computer-related topics. However, there are also literally hundreds of thousands of other sites, covering every topic under the sun. Here are a few of the more popular ones, with their Web addresses and a brief description.

<http://www.intel.com>

Intel

Intel, who manufacture the processors that power the vast majority of the world's desk-top computers, have an interesting site containing information on the company and its products. In common with many other companies who have a Web presence, Intel don't miss out on the opportunity to plug their products, but their site also contains useful information about computing in general and recent technological developments.

<http://webcrawler.cs.washington.edu/Webcrawler/WebQuery.html>

Webcrawler

The Web comprises of something in the region of half a million linked documents. How are you supposed to find your way around such an unwieldy mass of information? One method is to use the Webcrawler - a sophisticated database searcher which enables you to enter a keyword and will return you a list of sites which match your choice.

<http://www.telegraph.co.uk/>

The Electronic Telegraph

The Electronic Telegraph is the Web equivalent of the *Daily Telegraph*, the first of the daily nationals to establish a firm presence on the Web. This is an excellent site, offering immediate access to information on current affairs, culture, sport etc, and also having a substantial, and very useful, archive section.

<http://www.bookshops.co.uk/>

The Internet Bookshop

With a list of over 750,000 books, the

Internet's Bookshop's claim to be the largest on-line bookshop is probably justified. It is certainly impressive and well laid out, with good search capabilities and extra features such as author of the month and special offers.

<http://bbcnc.org.uk/>

The BBC

A good starting point for finding information on BBC Television. You can look at programme schedules, public service information pages, browse the job section and even reply to calls by programme makers looking for people to participate in BBC programmes.

<http://mistral.enst.fr/>

The Louvre

This is a site for the artistically appreciative. The on-line version of the Paris gallery, the Louvre, has some wonderful reproductions of the pictures in its collection. It is possible to view numerous paintings to suit all tastes, from the impressionism of Monet and Manet to the surrealism of Salvador Dali.

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.

The Buzan Centres Web page

The screenshot shows a Netscape browser window titled "Netscape - [SITE OVERVIEW]". The address bar contains "http://www.gold.net:80/users/dx61/sitov.htm". Below the address bar are buttons for "What's New!", "What's Cool", "Handbook", "Net Search", "Net Directory", and "Newsgroups". The main content area has a dark background with a repeating pattern of the letter 'B'. It features a portrait of Tony Buzan and the following text:

**OVERVIEW OF THE TONY BUZAN
BRAIN MEMORY LEARNING AND
MINDMAPPING SITE**

- Join us in a unique experiment in accelerated learning with the  52 card trick .New!
-  As an introduction to the work of this site, some points about you and your brain
-  Instead of browsing in the bookstore you can read extracts from Tony Buzan's books

POETRY CORNER

THE BLACKENED PEARL

A charred and cheeky jackdaw, no respecter
 Of rank or person, is pecking the heart
 off your epaulette. And grinding his teeth
 A sleeper tries to wake. A city of torches
 Casts the black and blacker shadow
 Of a beast with two backs
 Into his fiery eyes. See, the dark sea
 Is moving like a fleet, sinister
 Under its flag of sky with a star
 And a crescent moon. An African witch
 Has danced a pentacle
 In the dew. And a father blindfolded,
 Wobbles like a top inside it, reaching
 Into empty air to catch
 His dodgy daughter. He offers her a purse
 Crammed with Venetian ducats
 And the family pearls. A black hand
 Snatches it off him. A man with a cloven hoof,
 Masked as a devil, hurries away
 Carrying a donkey. See, the sea-thunder
 Tosses ashore a chest that spills treasures,
 Cod's heads and salmon's tails. But the spider
 Hauling its net, finds what it hoped for - a fly!
 He contorts his mask, he is not seasick.
 Belly-full of poisons he conducts
 The drinking and singing till two drunkards
 Roll a huge bell down hill.
 A devil in black jumps out of it, furious,
 Flogs everybody with the rags of a bagpipe
 Then calls for perfect silence - which appears
 As a bride in a nightgown.
 A hawk on her shoulder
 Slips away, behind a hedge, and leaves her
 Feeding a roasted fowl to a green-eyed monster.
 A toad, chewed and spewed out,
 Crawls on to her handkerchief and squats,
 Masticating strawberries. A tooth
 Runs through the house in its sleep
 Screaming with pain and babbling secrets.
 Two men kneel to pray in a flash of lightning -
 They are like two mummies hands wiping the sweat
 Off each other with a napkin. Like a raven
 Sitting on a cataleptic. Like a dog
 Champing and swallowing a nose. Like an eye
 Weeping a tear of burning sulphur. Now the whole world,
 A pearl pendant between breasts,
 Goes under honeysuckle, all are drugged with the scent.
 Even the honeysuckle feels drowsy
 As a gloved hand pulls out a sword
 In the shade of a willow, and a man falls,
 Hit by a dove. A red rose, full open
 Deepens to black, then pales.
 A bed, steered by two dead women,
 Tilts over the brink of a cataract
 Of liquid flame. The black hand salutes us
 Flings a pearl into the pool of fire
 Then plunges after it, where a salamander,
 Green-eyed and the size of a crocodile,
 Swirls in the unplumbed blaze, grabbing the bodies -
 Their innocence and their guilt equally spicy.

Ted Hughes - Poet Laureate

This Ted Hughes poem was used in the Memorial competition won by Patrick Colgan.

ANIMAL INTELLIGENCE

Dolphin Friendly

Dolphin Talk

Few animals are as universally popular as the dolphin. This playful creature is always willing to join in the fun and seems to have a perpetual grin on its face, suggesting undying friendship and an intelligence close to man's own. Now dolphins are even being used to help handicapped children, with startling results.

There is the case of Marc Glendenning, who had defied all the efforts of speech therapists at Great Ormond Street Hospital to help him talk. At the age of three he uttered the first word of his life 'Tina'. But Tina is not the name of his mother, his nurse, or even his speech therapist: it is the name of a dolphin who Marc was cavorting with in the water in a buoyancy suit.

Marc is one of several children who have benefitted from a treatment pioneered by Dr David Nathanson at the Dolphin Research Centre in Miami. Nathanson's technique is based on the theory that children with learning problems are unable to concentrate for more than a few moments, but with animals they can become absorbed for much longer periods. Dolphins are ideally suited to this role. When vocabulary lessons are linked to playing with dolphins, the child is motivated to perform at new levels. According to Nathanson, 'It's the same as grandma's principle that if you want ice cream for dessert, you have to eat your vegetables first,' he says. 'Dolphins are poetry in motion. They are lovely to touch. They love nuzzling the children and giving them rides. People look at them and are mesmerised.'

These beneficial effects can apply, not only to the specific instance of children with learning difficulties, but to all ill and depressed people. Contact with dolphins can have a healthy effect on anyone.

Dolphin Cunning

However, dolphins are not all sweetness and light, they can be very crafty as well. Researchers into the behaviour of the bottlenose dolphin off the coast of Australia have discovered that groups of male

dolphins will form alliances with other teams in order to gang up on a third group and steal the latter's fertile females, who are highly prized as they only bear a single calf once every four or five years. Having separated the female from her group the males will retain a close formation around her to prevent her from escaping, performing a series of spectacular and threatening feats. If this behaviour fails to impress the female, they will chase after her, bang into her, bite her and slap her to force her into line. Obviously it would be impossible for a single male to do this on his own, as there is no size difference between the sexes and the female could flee easily.

The behaviour of these dolphins seems to be unique in the animal kingdom. Many male primates, including chimpanzees and baboons, are known to form gangs to attack rival groups, but none of them have ever been known to solicit a second group to attack a third. These dolphin alliances are not permanent and can shift from day to day. Dolphins are highly opportunistic, always calculating who is a friend and who is a foe. There is also evidence that the females form equally sophisticated alliances in order to try to thwart male encroachment and that these groups will chase the males if one of their number is captured.

According to Dr Richard Connor of the Woods Hole Oceanographic Institute in Massachusetts, the demands of these intricate and ever-changing social allegiances and counter-allegiances could have been the force driving the evolution of intelligence among dolphins. Some species of dolphin, such as the bottlenose, usually act by consensus, spending hours nuzzling each other and generating an eerie nautical symphony of squeaks, whistles, barks, twangs and clicks. It may be that the development of these communication skills has led to greater intelligence among dolphins than other animals.

Do you have any good animal intelligence stories? Write and let us know!

Dolphins are highly opportunistic, always calculating who is a friend and who is a foe.

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Tony Buzan

Is the world leader in understanding how the brain works and how to use it better. He is the originator of Mind Maps and has published fifteen books on the brain, creativity and learning. His methods supply the key to unlock the potential of the brain. As lecturer and broadcaster he has achieved worldwide acclaim. He is President of the Brain Foundation, founder of the World Memory Championships, an elected member of the International Council of Psychologists, Fellow of the Institute of Directors and a Freeman of the City of London.

In this easy listen / easy learn series of tapes, Tony Buzan is interviewed by Vanda North on a range of relevant learning and self improvement topics. Each tape gives you forty-five minutes of fast paced Buzan wisdom with, for your continuing improvement in each topic, an accompanying action step booklet.

Buzan on ... The Brain

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Buzan on ... Memory

The tape opens with an example of a great memoriser and then goes on to explain how memory can actually be put to work. Tony Buzan gives a full explanation, with examples, of the principles of memory applied to specific memory systems. THESE SYSTEMS ALLOW BRAINS OF ANY AGE TO IMPROVE DRAMATICALLY WITH EVERYDAY APPLICATION.

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Mind Mapping is relevant to everyone. As the organiser of this simple yet brain compatible skill, Tony Buzan explains how he created the process and talks about comparisons that are similar but NOT the Mind Mapping process. You are given the specific rules, plus illustrations of how Mind Mapping has assisted individuals and companies. THIS REVOLUTIONARY METHOD OF ACCESSING YOUR ABILITIES IS A GRAPHIC TECHNIQUE FOR IMPROVED LEARNING AND CLEARER THINKING

Buzan on ... Success

Tony Buzan gives you the formulae for success. Fear of failure limits our possibilities. We are shaped by our experiences in school, which is frequently where we learn the concept of failure, thereby shaping our thinking and our reactions throughout life. Removing the fear of failure allows us to realise our creative potential. A normal "learning graph" does not show a steady learning curve but a series of peaks and troughs. In this more accurate picture "failures" are merely learning "events." Using the TEFCAS method (Trial, Event, Feedback, Check, Adjust, Success), DISCOVER HOW YOU CAN LEARN AND SUCCEED FROM THESE "EVENTS."

Buzan on ... Reading

Tony Buzan has attained international success with his reading methods. He will help you to understand your eye-brain relationship, enabling you to develop a range of reading skills to suit your reading material. Why is the average reading speed only 220 words per minute when 1000 words per minute with good comprehension is a very attainable and appropriate goal? USING THE ACTIVITIES DESCRIBED YOU CAN LEARN HOW TO INCREASE YOUR READING SPEED WITH IMPROVED COMPREHENSION, INFORMATION RETENTION AND RECALL.

Buzan on ... Mind and Body

Tony Buzan will help you to explore how body and mind influence each other. In the area of exercise he covers strength, flexibility and aerobic fitness. He also discusses health, mental attitude, exercise, sleep, nutrition, poise, plus some taboos! The four foods for the brain are oxygen, love, information and proper nutrition. What are our conceptions of an intelligent, athletic or creative person? These often turn out to be misconceptions that can diminish our enthusiasm. HOW CAN YOU MAKE THE BEST OF WHAT YOU'VE GOT? HE WILL TELL YOU!

For more information on **Buzan Centres**, courses and products contact:

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BRAIN OF THE YEAR 1996

Nominations have been flooding in for the prestigious Brain of the Year award. Previous winners include Gene Roddenberry, Garry Kasparov, Dr Marion Tinsley, Dominic O'Brien and Lana Israel. We profile the leading contenders for 1996.

Ted Hughes unveiling a memorial to the First World War poets at Poets Corner in Westminster Abbey



Ted Hughes

The Poet Laureate and originator of the Arvon Project to bring mental literacy to schools. He has a tremendous reputation for teaching children all around England how to write poetry. Ted Hughes is one of world's greatest ever Shakespeare scholars and has written numerous volumes of poetry, criticism and children's stories. He provides the poetry test for the annual World Memory Championships which are held under the aegis of the Brain Trust. He is also a great fighter for the environment, both through his poetry and support of campaigning groups.

Patrick Moore

If Ted Hughes is the Poet Laureate, Patrick Moore is the Astronomer Laureate. No-one can match his tireless efforts to inform the public about the scientific truths of the universe in his inimitably energetic, lively and enthusiastic style. His monthly programme, *The Sky at Night*, has been running continuously for over 40 years. Patrick was originally an amateur whose passion and love of the subject made him one of the world's two most famous living astronomers. He has produced literally thousands of programmes on this topic and opened the eyes of three generations of people to the beauties and mysteries of the universe.

David Attenborough

David Attenborough is noted for his outstanding services to animal and planetary intelligence. His wildlife series for the BBC have become some of the most

fascinating and popular programmes ever made. His various roles throughout his career have included Controller of BBC2, BBC Director of Programmes and documentary maker for the BBC. He has been responsible for the series: *Life on Earth* (1979), *The Living Planet* (1984), *The Trials of Life* (1990) and *The Secret Life of Plants* (1994) which have won a clutch of awards from bodies such as the Royal Television Society, the Academy of Natural Sciences and British Association of Film and Television.

Yevtushenko

Yevtushenko is renowned as the leading Russian poet of 20th century and has been compared by some to Pushkin. He fought for individual and creative freedom through the Communist years and, unlike a number of other Russian intellectuals, has continued the battle on wider fronts since the collapse of the USSR. He has now become a global figure fighting for the poetic spirit of mankind.

Michael Gelb

Michael Gelb is a black belt and teacher at Aikido as well as being the author of four best-sellers on the body, the brain and thinking. Gelb is a master juggler as well as being a TV brain star and top mental coach to Chief Executive Officers in the USA. His book, *Body Learning*, has become an international best-seller, while his latest achievement is to introduce and explain the concept Synvergent Thinking in his most recent publication *Thinking for a Change*. Michael once juggled on stage on front of an audience of 25,000.

Jacques Cousteau

Jacques Cousteau is a world famous oceanographer and marine biologist who has revolutionised the way in which the world views the oceans and the life within them. To further underwater research he has invented many seagoing craft and bathyspheres. He is also a TV star and producer of innumerable films, documentaries and videos on ocean life, always emphasising the intelligence of marine animals.

Patrick Stewart

Captain Jean-Luc Picard of the Starship Enterprise. A superb actor with a Shakespearean background, he has in the past year led *Star Trek: The Next Generation*. *Star Trek*, the brainchild of Gene Roddenberry, a former winner of the Brain of the



Year Award, is noted for its exploration of challenging, intellectual, cultural and brain-related themes. Stewart's portrayal of Captain Jean-Luc Picard is often used in training seminars to demonstrate management techniques. His one-man show of Charles Dickens' *A Christmas Carol* took London and New York by storm. He is also renowned for exceptional physical fitness.

Patrick Moore

Judith Polgar

This Hungarian teenage prodigy has become the first woman to enter the world's top twenty chessplayers. Her successes include a remarkable 50% score in Buenos Aires 1994 in a world-class field which lacked only world champion Kasparov and clear first place in an elite event in Madrid 1994 with 7/9. She has also represented Hungary in team events as their number one player.

Ben Zander

Conductor of the Boston Philharmonic Orchestra, Zander has established himself as one of the leading Mahler conductors of the day. After his spectacular debut conducting Mahler's Sixth Symphony with the London Philharmonic Orchestra in

1995, Zander returns to conduct Mahler's Ninth at the Barbican on 17 January 1996. Zander insists on prefacing his performances with a lecture and discussion of the piece and of music in general, as part of his stated desire to 'musicate the world'.

Chinzu

Chinzu is a rising star of the go world, who is still in her early thirties. She is the highest rated woman go player in the world and has a 6th Dan ranking. As well as being a full-time go professional, she is also a full-time mother and does tremendous work teaching and popularising the game of go around the world. Despite the very simple rules of the game, go is, in terms of complexity, possibly the most complex of all mind sports.

Judith Polgar





Professor G. Guttman

Professor G. Guttman is only the third person this century to hold the Chair of Psychology at Vienna University. His pioneering work in the measurement of brain waves is breaking new ground in both the business and sports worlds through his evaluations of activated and relaxed mental states in relation to achievement. His revolutionary work on the psychology of champions is based around converting 'training champions' into 'real champions'. Professor Guttman is currently pursuing research into advanced brain wave machinery and the enhancement of thinking skills through the use of bio-feedback equipment.

Dominic O'Brien

Dominic should need little introduction to regular readers of *Use Your Head*. He is the current World Memory Champion, a title he first won in 1991. These successes were achieved in spite of the fact that Dominic only became interested in memory as recently as 1988. Dominic does not recognise any limits to the potential of human memory and has continued to improve on his world records and set ever more impressive ones. Dominic is a well-known blackjack card counter and a recent tour of American casinos was featured in the Channel Four documentary *Fear and Counting in Las Vegas*. Dominic is a previous winner of Brain of the Year.

Anita Roddick

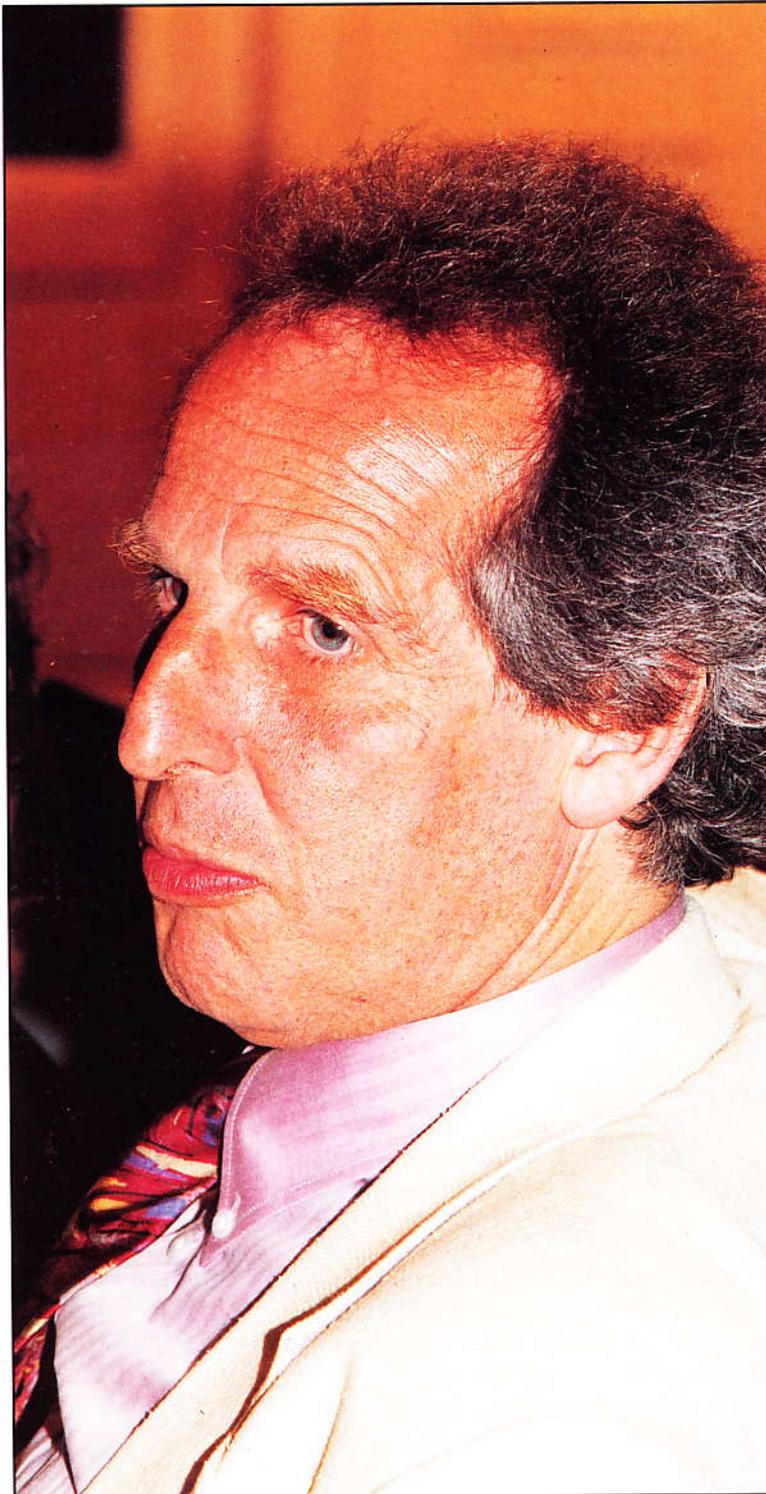
Jacques Delors

Jacques Delors is the well-known French politician who is the driving force behind the vision of a United Europe.

Deepak Chopra

Deepak Chopra is a Professor of Medicine and Director of the Institute for Mind Body, Medicine and Human Potential. He is a best-selling author of many books on health and the mind. He has recently had

Ben Zander



Michael Gelb

consecutive 'number one hits' on the New York Times best-sellers list: *Ageless Body Timeless Mind* and *The Seven Spiritual Laws of Success*.

Professor Michael Crawford

Professor Michael Crawford is a world leader in human nutrition, with particular emphasis on nourishing the mother of the unborn child. The role that nutrition plays in the fitness of future generations has been widely overlooked and Professor Crawford has been increasingly successful in alerting science to this vital component.

Bill Gates

Bill Gates is the founder and chairman of the Microsoft company which designs the software running on the majority of the world's personal computers. His business made him, at the age of 36, America's youngest billionaire, and he has since become regarded, in some quarters, as the wealthiest man in the world. The launch earlier this year of Microsoft's new operating system, Windows 95, is serving to increase their influence still further. Gates' motto is 'I can do anything I put my mind to' and he is well known for encouraging greater intellectual achievement and awareness within his company. He is also noted for a prodigious memory as well as astounding energy and stamina.

Carl Sagan

Carl Sagan, Professor of Astronomy and Space Science at Cornell, has been involved in ground-breaking work on the physics and chemistry of planetary atmospheres and surfaces. He has also investigated the origin of life on earth and the

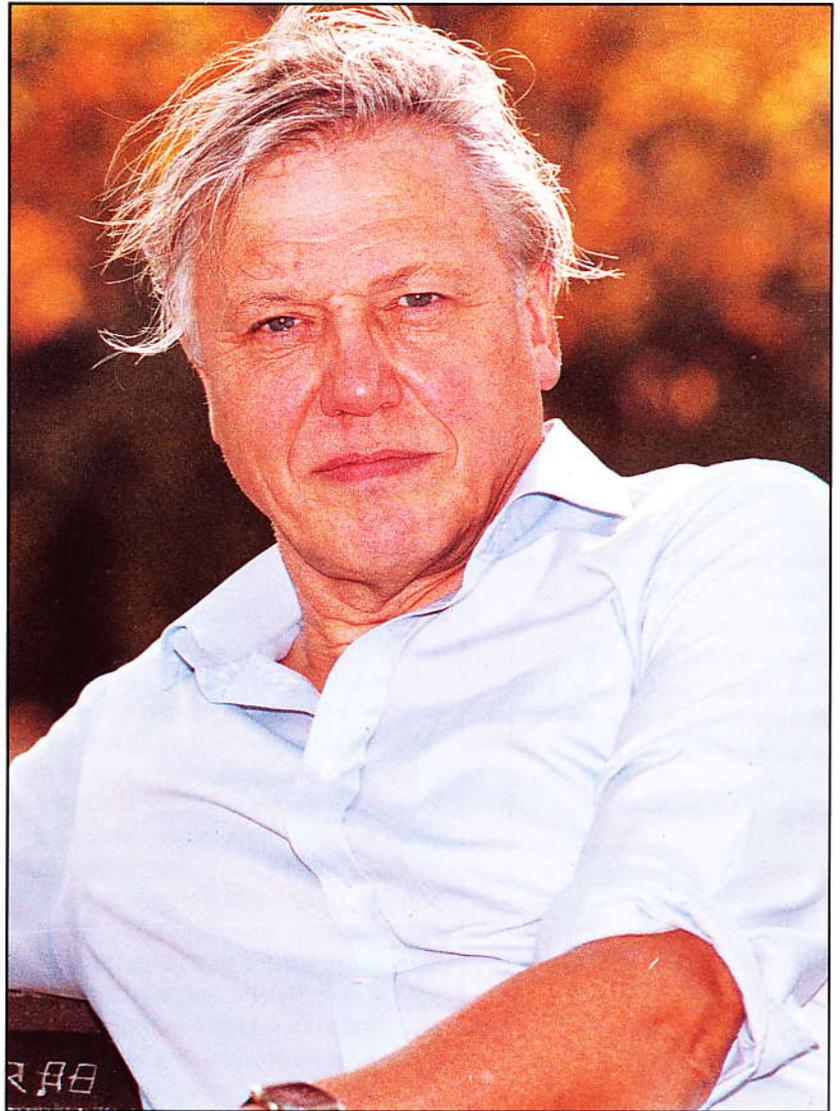
possibility of extraterrestrial life. He is best known to the general public through books and his television series, *Cosmos*, with which he has done much to raise interest in science and astronomy.

Anita Roddick

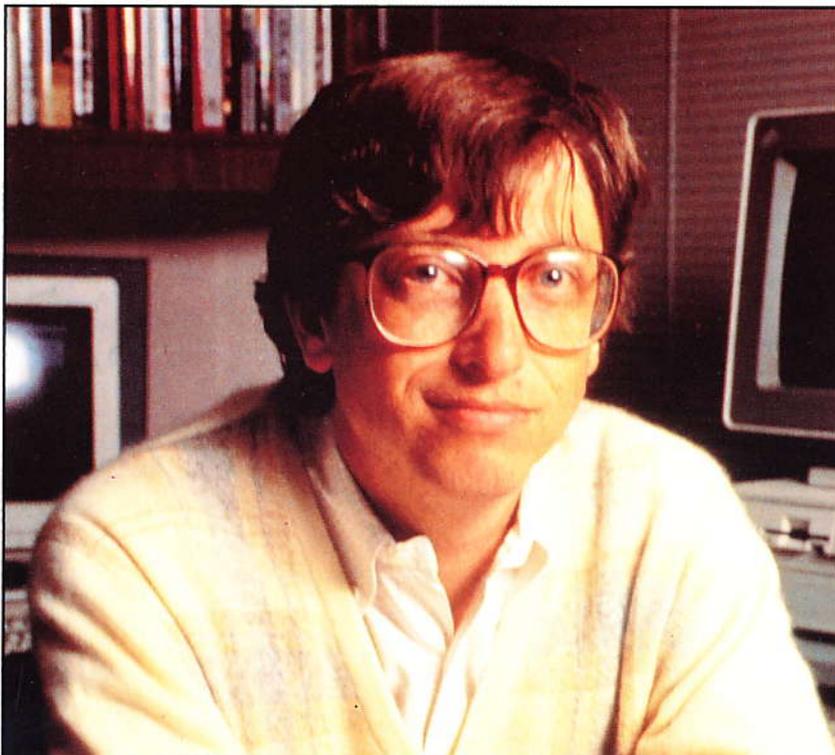
Anita Roddick has founded her own environmental academy and masterminded one of the fastest ever success stories in global business. Her brainchild, The Body Shop, continues to expand and, under her management, has maintained its success rate. Like Ted Hughes, she is a tireless public fighter for the environment. Anita Roddick has brilliantly combined the goals of looking after environment, helping developing countries and making a fortune. With her emphasis on personal enterprise, Anita Roddick will be a popular choice for many voters.

Eric Drexler

Eric Drexler was a child prodigy and is the leader of the new revolutionary movement towards nano-utopia - as recently featured in a major Horizon production. Drexler originated the concept of nanotechnology - a vision that sees mankind as providing a new utopia by engineering on an atomic scale. This creates a means whereby everything can be made from anything and anything from everything. Drexler can be regarded as the pied piper of this new microcosmic technology.



David Attenborough



Bill Gates

WORLD CHESS IN NEW YORK: KASPAROV - ANAND

Raymond Keene Reports on Kasparov's Latest Title Defence

Kasparov has obliterated Anand in their New York world championship match. The scorechart, given below, tells an interesting story and invites comparison with Kasparov's title defence against Nigel Short in London two years ago. Kasparov has now played seven matches for the world championship and has not yet been defeated. With a reign that will now inevitably exceed a decade, and having crushed his last two challengers, Kasparov must be considered one of the greatest, if not the greatest champion of all time.

Lasker and Alekhine, it is true, held the title respectively for 27 and 17 years, but in comparison with Kasparov their title defences were few and far between, and not always against the best opposition. Lasker, for example, managed to go 11 years without a title match, while Alekhine played frequently against Bogolyubov and Euwe rather than giving the more dangerous Capablanca a return bout.

Five of Kasparov's title matches were against Karpov, and resulted in extremely close outcomes. In comparison, Kasparov has waltzed away with the last two, defeating Nigel Short by a five point margin two years ago in London and Anand in New York by three points in a shorter match than had hitherto been the norm. Setting Karpov aside, who was eliminated by Nigel Short in the last cycle, and who chose not to compete in this one, how do the performances of Short and Anand compare?

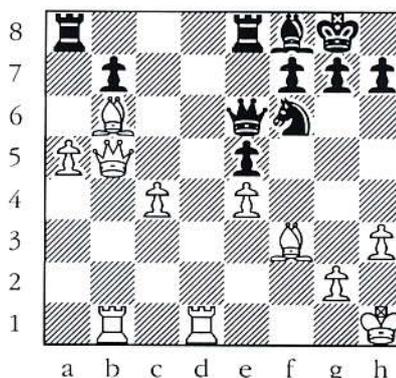
Short was clearly bowled over in the first part of his challenge. Thereafter, he squared up well to the champion and scored 50% over the final ten games. Anand, on the other hand, kept on a level footing with Kasparov, and even moved into the lead after game nine but then suddenly and dramatically collapsed. He was betrayed by his inexperience of match play, notably in repeating a risky

opening for game ten and being slaughtered by Kasparov's home analysis. After a severe battering from games 10-14, in which Anand secured one miserable half-point, he more or less lost all stomach for the fight. Thereafter, only game 17 was a real struggle. The remaining games were perfunctory draws, allowing Kasparov to coast home.

Nigel Short was heavily criticised in 1993 for what many condemned as his poor showing. Yet the British grandmaster overperformed in terms of his rating at that time, and Anand's collapse in the latest match puts Short's result in clear perspective. Anand was variously lauded as a serious contender, yet once Kasparov put his mind to the task he was brushed aside like some minorly irritating bug. What truly distinguishes the two matches, though, was the fighting attitude displayed by Nigel Short, compared with Anand's supine surrender after his match situation became critical. There were some fine games this time, of course, but Anand truly gave up after game 14. Nigel, on the other hand, fought to the bitter end.

Here are three key moments from the New York match.

**White: Anand; Black: Kasparov
Intel World Championship, Game 9**



World Championship Match, New York 1995

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
Kasparov	½	½	½	½	½	½	½	½	0	1	1	½	1	1	½	½	½	½	10½
Anand	½	½	½	½	½	½	½	½	1	0	0	½	0	0	½	½	½	½	7½

Anand was variously lauded as a serious contender, yet once Kasparov put his mind to the task he was brushed aside like some minorly irritating bug.

27 Rd5 Nxd5

The losing move. The world champion spent a mere seven minutes over this fateful decision, after which White's king's bishop is permitted to re-enter the fray with a vengeance. Kasparov must have hallucinated or vastly over-estimated his own attacking chances against White's king, yet these remain negligible. The key factor is White's passed d-pawn, which now comes into life, and which is promoting on a square controlled by White's bishop, operating from b6. Anand said that Black should have played passively with 27 ... Rac8, when, according to the challenger, White is only 'slightly better'.

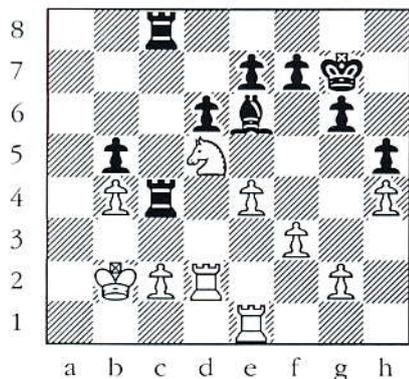
28 exd5 Qg6 29 c5 e4 30 Be2 Re5 31 Qd7

This powerful incursion puts an end to Black's kingside demonstration, while simultaneously threatening to annihilate what remains of Black's queenside with Qxb7. If Black replies 31 ... Re7, then 32 Qg4 f5 33 Qxg6 hxg6 34 d6 with an easy win.

31 ... Rg5 32 Rg1 e3 33 d6 Rg3 34 Qxb7 Qe6 35 Kh2 Black resigns

In game 11 Anand fell into a devilish trap. Thinking to win rook for knight, he unwittingly permitted Kasparov to snatch two pawns.

**White: Anand; Black: Kasparov
Intel World Championship, Game 11**



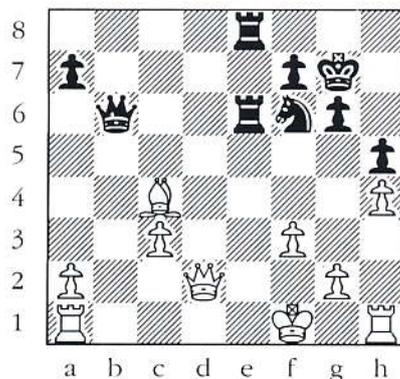
30 ... Rxb4+ 31 Ka3 Rxc2

This extraordinary tactical trick in a simplified position leaves Black two clear

pawns ahead after either 32 Kxb4 Rxd2 or 32 Rxc2 Rb3+ 33 Ka2 Re3+ 34 Kb2 Rxe1.

The game which made it clear that Kasparov would stay on as champion was game 13. Here a hammer blow knight sacrifice on move 25 convinced Anand to resign on the spot.

**White: Anand; Black: Kasparov
Intel World Championship, Game 13**



25 ... Ne4

If the knight is taken with 26 fxe4 then 26 ... Rf6+ 27 Ke1 Rxe4+ 28 Be2 Qf2+ 29 Kd1 Rxe2 30 Qxe2 Rd6+. Alternatively, if White spurns Black's offer with 26 Qe1 then 26 ... Rd6 27 Rd1 Rxd1 28 Qxd1 allows a choice of mates by 28 ... Qf2 or 28 ... Ng3.

By his overwhelming victory against Anand, Kasparov, at the age of 32, has silenced all those critics who claimed he was past his best. Kasparov has now defeated Karpov, Short and Anand in match play, and must be considered one of the greatest, if not the greatest, champions of all time.

World Championship Match, London 1993

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	
Kasparov	1	½	1	1	½	½	1	½	1	½	½	½	½	½	1	0	½	½	½	½	12½
Short	0	½	0	0	½	½	0	½	0	½	½	½	½	½	0	1	½	½	½	½	7½

FIRST PUBLIC ANNOUNCEMENT

THE MOST OUTSTANDING NEW BOOK ON SELLING IN DECADES

BRAIN SELL

FROM THE ORIGINATOR OF MIND MAPS®

Tony Buzan and Richard Israel

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- bosses
- buyers
- colleagues
- family

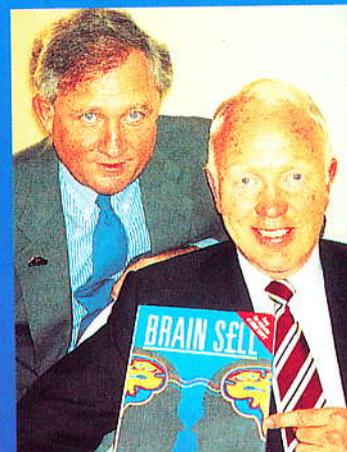
Put **Brain Sell** into practice and you'll be on your way to higher sales, you'll enjoy work with less stress, and you'll establish a base of loyal and satisfied customers.

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The Authors

Tony Buzan enjoys an international reputation as a writer, teacher and lecturer on enhancing the effectiveness of the mind. His books have been published in more than 50 countries and translated into 20 languages. One of them - **Use Your Head** - has sold over a million copies. He is the originator of Mind Maps® and makes frequent television appearances around the world. He is also much in demand as an adviser to corporate and government leaders worldwide.

Richard Israel is an acknowledged authority on instructional design, and a pioneer of the use of behaviour modelling to improve selling skills. More than one and a half million people, on 4 continents, have been trained with his materials. He has written 3 books and lectures widely on sales training.



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MIND SPORTS BOOK OF THE YEAR

New Award

Use Your Head magazine is pleased to announce with this issue a new award, sanctioned by the Brain Trust charity, for the best publication on mind sports. The award will be made each year for the book, which in the opinion of the judges,

the *Use Your Head* editorial panel as well as the committee of the Brain Trust charity, has made the most outstanding contribution to mental sports. The award will be announced each year in conjunction with the already well established Brain of the Year award also made by the Brain Trust. In the past three mind sportsmen, World Chess Champion Garry Kasparov, World Memory Champion Dominic O'Brien and World Draughts Champion Emeritus Dr Marion Tinsley have all received the accolade of Brain of the Year.

The short list of books being considered for this year's award are: *World Chess Championship: Kasparov v Anand* by Raymond Keene (Batsford), *The Encyclopaedia of Chess Variants* by D. B. Pritchard (Games and Puzzles Publications), *The Inner Game* by Dominic Lawson (Macmillan), *How to Develop a Perfect Memory* by Dominic O'Brien (Pavilion), *Learn to Play Go* by Jeong Soo-hyun and Janice Kim (Good Move Press), *John Nunn's Best Games* by John Nunn (Batsford) and the *Daily Telegraph Play Bridge at Home* by Tony Forrester (Batsford).

DOMINIC LAWSON

THE INNER GAME



'A wonderful achievement . . . so tense, so gripping and so readable.'

STEPHEN FRY

Left: Dominic Lawson's fascinating account of chess at the highest level, based around Nigel Short's challenge for the World Chess Championship.

Right: A superb instruction manual for learning to play Go. One of the best beginners' books available on any mind sport.

LEARN TO PLAY GO

A MASTER'S GUIDE TO THE ULTIMATE GAME

Jeong Soo-hyun 8 dan
Janice Kim 1 dan



Go set included

Drawing is Natural

Lorraine Gill concludes her popular series on the art of drawing.

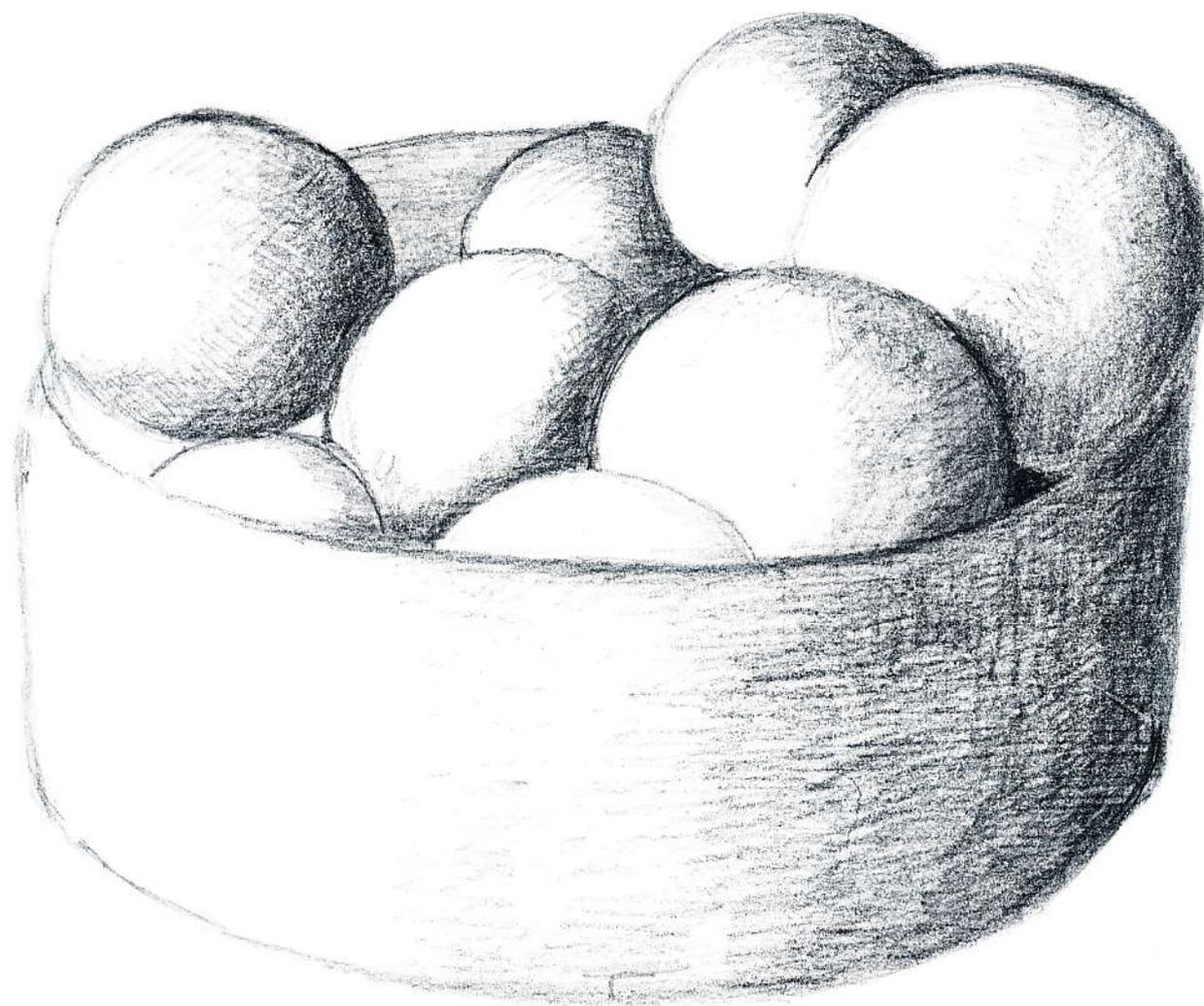
By now (if you have saved all of the articles from previous issues), you will have an increased visual alphabet. It is now time to separate perspective from shading techniques and to begin more serious drawing incorporating shading only.

Try to delicately shade from the very lightest to darkest for increased volume of shapes.

A still-life of fruit within a bowl adding more will be your summary.



Use Your Head magazine regrets to report that this is the last article in Lorraine's series. On behalf of our readers we would like to thank her for the valuable contribution she has made to the magazine over the past few years. If readers would like to submit drawings they have made based on Lorraine's lessons, we would be delighted to publish them.



BUSINESS BRAIN

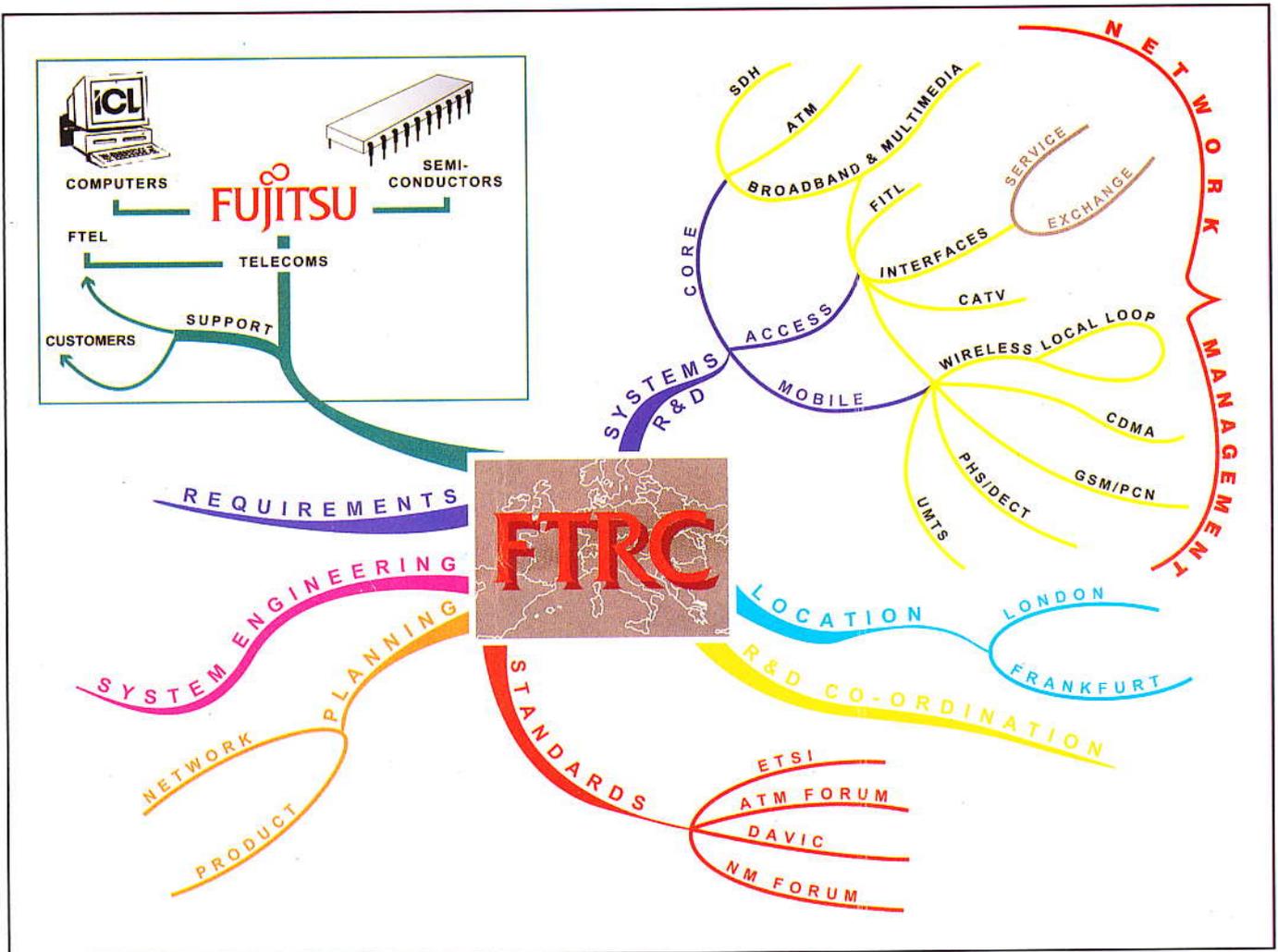
MindMapping

As an interlude to Vanda North's series 'Business Brain' we are delighted to publish a business Mind Map recently prepared by Lady Mary Tovey.

The Mind Map below forms part of a brochure recently produced by Fujitsu Europe Telecoms R & D Centre Ltd. The main branches give the salient characteristics and tasks of the Centre, with a final branch leading a supplementary Mind Map showing where the Centre fits into the total Fujitsu structure. Several of the branches incorporate 'twigs' dealing with

the tasks and activities of the Centre in greater detail.

The Mind Map was prepared by Lady Mary Tovey at the specific request of the Director and General Manager of Fujitsu Europe R & D Centre Ltd, with inputs from the managers of the various groups, and from the chairman, Sir Brian Tovey.



AMAZING MEMORY STORIES

Famous Memory Men

In Dominic O'Brien's excellent book *How to Develop a Perfect Memory* (Pavilion, 1993), the World Memory Champion describes twelve of the best-known memory men, stretching from the first century BC to the present day. Some of these memorisers specialised in numbers, some in words, some in images and others in a combination of all of these.

One of the most fascinating of these memory men is a character named Ireneo Funes, whose life was documented by Jorge Luis Borges. It is well known that Borges enjoyed mixing fact with fiction, but it is more than likely that the character of Funes was based on someone Borges knew, or had heard about, and in any case it makes a good story.

Borges' tale begins in 1887, when he visited the disabled Funes for the second time. On this occasion he learnt that when Funes was nineteen years of age he had been crippled by a fall from his horse. However, when he awoke from this near fatal accident he did so with a perfect memory! He could recall every day of his life and learnt English, French, Portuguese and Latin with ease. Funes had also developed his own system of number memorisation, translating them into people and other memorable images. From Borges' description, Funes had synaesthesia (the sensation of a sense other than the one being stimulated, for example a smell may awake sensations of colour), coupled with

a heightened sense of visual imagery. What is more, he could store these sensations in his memory.

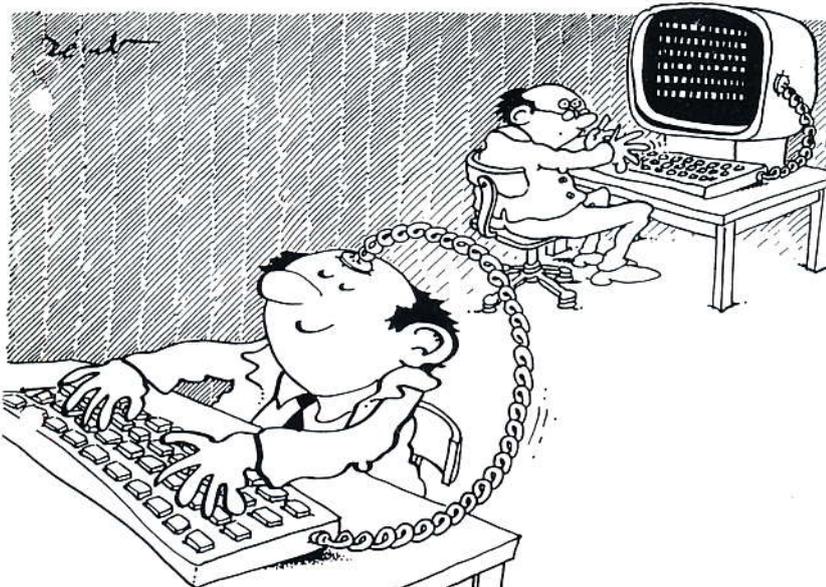
On discovering his exceptional talent, Funes set about the task of cataloguing every memory image of his life, which numbered 70,000 by his calculation, a remarkably ambitious task that was curtailed by his death due to lung congestion at the age of twenty-one.

Another famous memory figure who is featured in Dominic O'Brien's book is Professor A.C. Aitken, who taught mathematics at Edinburgh University. Aitken had two remarkable skills. First, he could make lightning-fast, complex mathematical calculations in his head, and second, he had a phenomenal memory for numbers.

Aitken once remembered the first 1,000 digits of pi and described it as 'like learning a Bach fugue'. His technique was to arrange the digits in rows of fifty, each comprising ten groups of five numbers. He would then read through them, adopting a certain rhythm, so that when he recited the digits, he would call out five per second, then pause and then read another five digits. Obviously his remarkable powers of calculation would have enabled him to translate the digits into memorable forms.

Use Your Head invites readers to submit their own amazing memory stories for publication in future issues.

Aitken once remembered the first 1,000 digits of pi and described it as 'like learning a Bach fugue'.



CAN!

ACTION POINT

FOR YOUR TRULY WONDERFUL MIND

ISSUE 1

**USE YOUR HEAD CLUB
CENTRAL LONDON CELL
1 SEPT 1995**

WHO ELSE WANTS TO MAKE HISTORY? THE AUGUST REVOLUTION

The majority of the Central London active members were either canvassed on the telephone or have been present to either the Brainstorming session on the future of the club on the 4th of August or on the 21st August to the first meeting of the self volunteered steering committee formed on the earlier meeting.

MANY THANKS TO EVERYONE WHO SO ENTHUSIASTICALLY TOOK PART IN OUR QUIET REVOLUTION !

Michael V. Roman Pintilie and Derek Barclay, the last two joint leaders, have quietly and peacefully each swapped one half of the control over the cell for one fifth, as members of the new steering committee which includes Rosa Geddes, Erdal Kemal and Douglas Ranking. A truly elected committee will be in charge starting in 1996.

The quiet revolution brings democracy to the central London Cell for the first time in its 7 year or so history as this is the very first cell of the club, formerly called the Brain Club. Previously a "two piece" self elected leadership has prevailed since the inception of the club.

The committee is putting now to the membership the new main ideas and directions which emerged during the AUGUST Revolution:

- ① **MISSION STATEMENT MOULDED ON THE INTERESTS AND ASPIRATIONS OF THE MEMBERS :**

The aim of the club is to provide for its members a forum to develop their own abilities and skills in the study and application of thought processes; the investigation and use of the mechanisms of thinking, manifested in learning, understanding, communicating, problem solving creativity and decision making; to promote generally education and training in cognitive processes and techniques and to develop and exploit new techniques in cognitive processes and to further the aims and objectives of the club for the benefit of society.

- ② **INCREASED VALUE TO THE MEMBERS THROUGH FOCUSING ON**
 - a) *CAN!* (Constant And Never-ending Improvement !)
 - b) Credibility in providing effective improvement for those who attend the club meetings regularly.
 - c) Relevance.
- ③ **INCREASED NETWORKING, COMMUNICATIONS AND INTERDEPENDENCE BETWEEN THE CLUB AND ITS MEMBERS THROUGH:**
 - a) Democratic leadership and wide delegation of the necessary work within the club
 - b) Producing and distributing regularly our mini paper "Action Point" (For your trully wonderful mind)

- c) Allowing more personal networking to take place through:
 - ① allowing time at the end of each meeting for formal introduction
 - ② quarterly late night outings for a quick meal and/or drink
 - d) creating a page on the Internet
 - e) exploring a change of day for the practice meetings to either Tuesday, Wednesday or Thursday for those who cannot come on a Friday
- ④ GIVING ASSISTANCE AND GUIDANCE IN PLANNING AND STRUCTURING AN INDIVIDUAL MIND/BODY DEVELOPMENT PROGRAM TO INCLUDE:
- 1. assessment of strengths and weaknesses
 - 2. personal practice: structure and techniques
 - 3. club practice: making the most of it
 - 4. progress assessment
 - 5. official testing and acknowledgement
- ⑤ CLEAR GOALS FOR THE CENTRAL LONDON CELL:
- a) To double the active and passive membership of the club during 1996
 - b) Produce a clear impact in the London community via a project which promotes the aims and object of the club within 1996.
 - c) Find a better venue for our meetings
 - d) Relaunch the cell financially and succeed in acquiring its own premises within 10 years.

IT IS VITAL FOR OUR CLUB TO BENEFIT FROM YOUR CLEAR AND IMMEDIATE REACTION TO THESE POWERFUL AND ENGAGING PROPOSITIONS. PLEASE LET US KNOW:

- a) *how you feel about it?*
- b) *how can they be improved?*
- c) *what are you prepared and able to do in order to help yourself and everybody else make more and get more out of the club?*

PLEASE TELEPHONE EITHER:

MICHAEL V. ROMAN PINTILIE / Committee leader / ACTIVITY / 0181-372 1422
 DEREK BARCLAY /MEMBERSHIP-NETWORKING/ 0181-998 0433
 DOUG RANKING / TRAINING-PERSONAL DEVELOPMENT / 0181-840 2647
 ERDAL KEMAL / P.R. MARKETING / 0181-882 7940
 ROSA GEDDES / TREASURER / 0181-748 1986

OR BETTER STILL WRITE TO:

ERDAL KEMAL
 2 WINDSOR ROAD
 PALMERS GREEN
 LONDON N.13 5PR

with your input. We enclose a copy of the program of the club and information on the September and October presentations.

CAM 1
ACTION POINT
reminder:

Tell someone new about the club. Bring someone new to our meetings.
 Tell yourself something new about the club.

SEE YOU SOON AT THE CLUB

M. Roman Pintilie




Thanks are due to Use Your Head Club Co-ordinator, Phyllida Wilson, who is also the organiser of the Conference.

They Liked It!

I would just like to say how much I enjoyed the Use Your Head Club Conference on June 25. I can't wait for the next one - it is still the most incredible feeling having been to this, my first Conference.

The whole day must have taken a lot of organising and arranging, and it all went so smoothly; it really was a spectacular event - thank you very much indeed!!

Yours sincerely,
Sally J. Russell, Camberley, Surrey

Many thanks for the Use Your Head Club Conference. As usual it was an entertaining day and a good learning experience.

I was particularly impressed with Kevin McKee's talk, which reinforced the lessons of Tony Buzan's book *The Brain User's Guide*. The key message for me was 'how do you eat a brontosaurus - one bit at a time.' On the whole, procrastination is not one of my bad habits, but I do have a few pending projects on my wish list that I will start taking bites from.

Another general point from the Conference was, that even the most basic and rule-breaking Mind Map is better than the linear monochrome alternatives.

My wife, Barbara is starting to take notice of Mind Mapping and brain skills generally. She has attended the last two Conferences and the Albert Hall event.

I have been to three Conferences and have been a Club member for nearly five years and I can honestly say that it has had a beneficial effect on my life. I now use Mind Mapping regularly for home and work projects, letters, note-taking and collecting thoughts.

Another benefit is that my daughter uses Mind Mapping sometimes and shows an interest in brain skills generally. She has just taken her GCSE's and will probably study psychology as one of her A-levels

for the next step in her education.

We look forward to next year.

Yours sincerely,
Robert Allen, Northampton

Pen Pal Request

Thank you for your letter of 15 June and for being aware of the problems of deafness. It is such a big subject with so many degrees of deafness, each with different needs, that it would fill several books (and has). So I have enclosed my own Mind Map scrawled before writing this letter.

The hearing-impaired fall roughly into the following groups: deaf with speech (i.e. usually becoming deaf after having learnt to speak); deaf without speech; hard of hearing; and deaf blind. I can only speak personally for those like myself, moderate to severe deafness but with good speech, using lip-reading together with sound for direct communication but finding letters (or any form of the visual word or pictures) the most relaxing. *Synapsia* is great. Would it also be possible to have a regular newsletter, particularly with information from local Cells?

I would be interested in corresponding with another deaf member and Mind Mapper (but I'm no genius). A 'round-robin' type folio travelling round in a circle of half a dozen members or so might also produce some interesting correspondence. I would also like to see addresses as well as telephone numbers on all Club literature, e.g. as I only have a telephone number with which to contact my local Cell for further details.

Please bear in mind that I am only speaking for myself and that deaf persons with sign language have a different culture and different needs.

Thank you again for your interest.
Yours sincerely,
Edna Hutchings, Bridport, Dorset

Edna Hutchings' Mind Map is reproduced on the opposite page

USE YOUR HEAD CLUB NEWS

Calling all Juniors

Use Your Held Club Conference

Don't forget the following date for your 1996 diaries: The 1996 Conference will be held at Simpson's-in-the-Strand on Sunday 23 June.

Brain Awards

The Brain Trust welcomes nominations from Use Your Head Club members for the 1996 Brain of the Year award. Please send your suggestion to the Brain Trust, 8 Cresswell Gardens, London SW5 023.

With the year 2000 looming up, awards are also in the pipeline for Brain of the Decade, Brain of the Century, Brain of the Millenium, and Brain of All-Time. Suggestons for these categories are also welcome.

Junior Brain Club Launched!

After many years of anticipation, we are finally able to announce the launch of the Junior Brain Club. This exciting new club is aimed at 5-8 year olds. A challenging, fun-to-read bi-monthly newsletter will be sent to all members. The first few issues will cover the following topics:

- ⇒ How members can become involved with the Junior Brain Club
- ⇒ Information about interesting forthcoming events
- ⇒ Book reviews
- ⇒ Mental puzzles
- ⇒ Competitions
- ⇒ Jokes
- ⇒ Pen pal section
- ⇒ Letters from readers

Members will be encouraged to contribute to the newsletter and can submit articles, poetry, film or book reviews to the following address: The Junior Brain Club Newsletter, c/o 39 Taplow Road, Taplow, Maidenhead, Berks SL6 0JN.

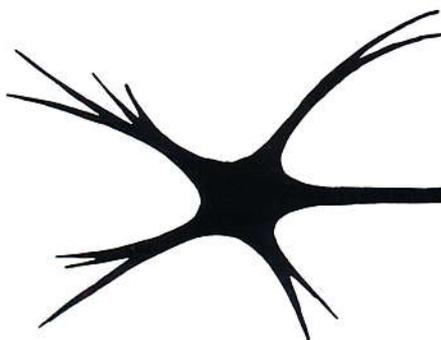
Thanks are due for sponsorship by Michael Gelb and his company, High Performance Learning, the Brain Trust, and the Use Your Head Club, and for the effort and determination put in by Dominic Wilson, a 15-year-old member of the Use Your Head Club.

Southwest News

The Southwest Club has taken its theme from the Use Your Head Club 1995 Conference, which focused on MMaplications, or all the ways that Mind Maps can be used in your life.

In September, Philip Chambers presented Maths, Mind Mapping and Magic, tackling the problems that people commonly have with maths, making it more interesting and fun and the October meeting was presented by Lynn Collins on the subject of Life, the Universe and how to organise everything with Mind Maps.

The Southwest Cell is organised by Lynn Collins and meetings are held on the second Tuesday of every month in the friendly surroundings provided by Caro and Peter Ayre at Greenham Hall, nr Wellington, Somerset. The next meeting will be held on 12 December at 7.30 p.m. For further details, contact Lynn Collins on 01823-667685 or Caro Ayre on 01823-672603.



YOU

Are Invited To Be Part Of A Magic Double First Of The Central London UYHC!

- Compete in the very first annual MindMapping competition open to all UYHC members
- Have your MindMap submission used as part of the foundation of the very first MindMap library

Competition Rules

1. All members of the club are entitled to enter between one and three submissions.
2. Each MindMap must map a book which has clearly influenced the entrant's life.
3. All entries must be on A4 size paper and must be submitted not later than 10 January 1996.
4. Entries will be judged on the following criteria:
 - a) Easily understood by anyone, including those not familiar with MindMapping.
 - b) Clear, visually memorable, stimulating and imaginative.
 - c) The use of symbols, signs and images which can become a standard 'alphabet of the MindMap system. Please clearly explain on a separate page their meaning, use and application. Criteria 4c is not compulsory but forms an alternative winning criteria.

There will be one first and nine second prizes only, in the form of original historical diplomas. The winners will be selected collectively by the members of the Central London UYHC present at its January 12 session. All submissions will be retained as reference MindMaps for the new UYHC MindMap library.

Please send your entries, to arrive no later than 10 January 1996, to Michael V. Roman-Pintilie, 93 Fox Lane, London N13 4AP. Any further clarification can be obtained in writing from Michael, the mind behind both the competition and library, or by telephoning Derek Barclay on 0181-998 0433.

Nigel Temple joins the Brain Trust

The Brain Trust is pleased to announce the appointment of Nigel Temple as Director of Marketing. Nigel has an honours degree in Marketing, is a qualified RTI (Radiant Thinking Instructor) and has worked for such organisations as Rank Xerox and Dun & Bradstreet. He will be driving the marketing mix forward in all parts of the Buzan Organisation. Please provide as much help and assistance as possible to Nigel in this mission critical aspect of our future.

Thames Valley News

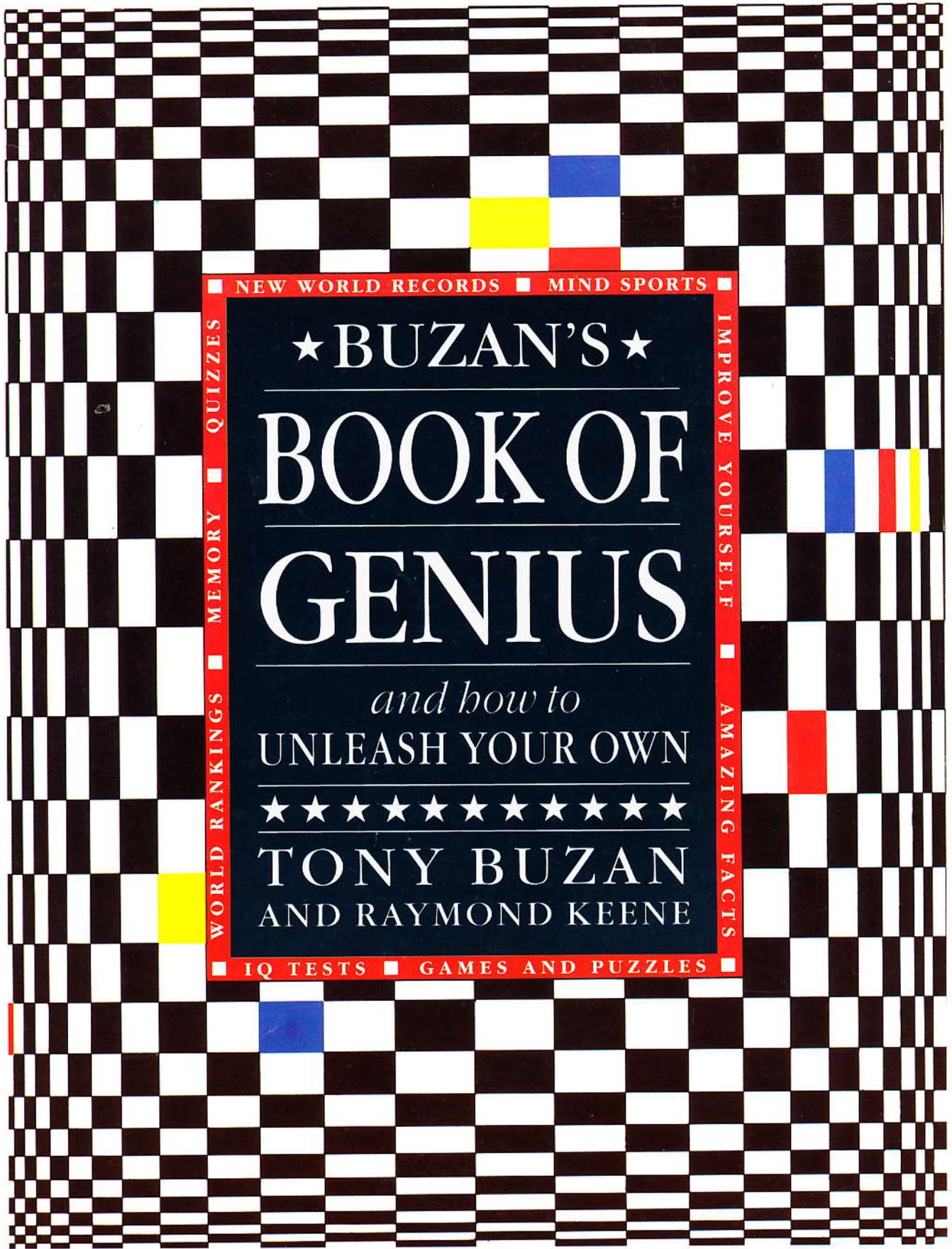
The Thames Valley Cell has had a very successful year with on average 25 attending each club night, writes Keith Bray. We have been exploring many subjects and have now finished our yearly programme. In future months we will run presentations and workshops on Accelerated Learning, Memory, Speed Reading, Group Mind Mapping and many other subjects. Our Christmas dinner will be held on 21 December. For information, please contact Keith Bray on 01628-474743.

Husband and Wife Team Walk Their Talk

On Friday, 27 October 1995, Paul and Caroline Hastings from Stratford-upon-Avon walked barefoot across ten feet of coals burning at 1500°F.

Both Caroline (42) and Paul (36) are members of Use Your Head Club. Caroline is also a member of MENSA and ISPE, a multi-lingual tourist guide, a student pilot, a fitness fanatic and a mother of three. Paul is a trainee pilot, a consultant hypnotherapist, a life-skills and martial arts exponent.

Why did they do it? To walk their talk and change their life for ever. For further information, contact Paul or Caroline on 01789-205948 or 01789-262648.



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Buzan's Book of Genius, price £14.95, is available in all good bookshops.
 Alternatively, you can order direct from the publishers Stanley Paul (tel: 0171 973 9000).