

# IT'S EASY WHEN YOU KNOW HOW

HOW TO ACCESS YOUR  
HIGHEST LEARNING  
POTENTIAL





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# INTRODUCTION

We humans have a remarkable ability to transform ourselves depending on the coordinates we set and the environment we cultivate for self-improvement. This book, 'It's easy when you know how', will cover a few different strategies to help unlock your full potential. It includes links to videos that offer insights into how we can tap into this marvellous machine we call the brain.

Intelligence or 'potential', was once thought of as being a static state, that by a certain age you reached a certain level, and that was that. Modern science has shifted its view on this 'fixed state' hypothesis, with exciting discoveries being made in the area of neuroplasticity, (*the brains ability to grow*) at any stage of life. With access to the right knowledge and the motivation to grow, everyone is capable of achieving great results.

This book is an introduction to a few key topics that can help anyone access their highest potential. These days, we have a global knowledge storehouse at our fingertips and I encourage you to explore these concepts further to find what is most effective for you.

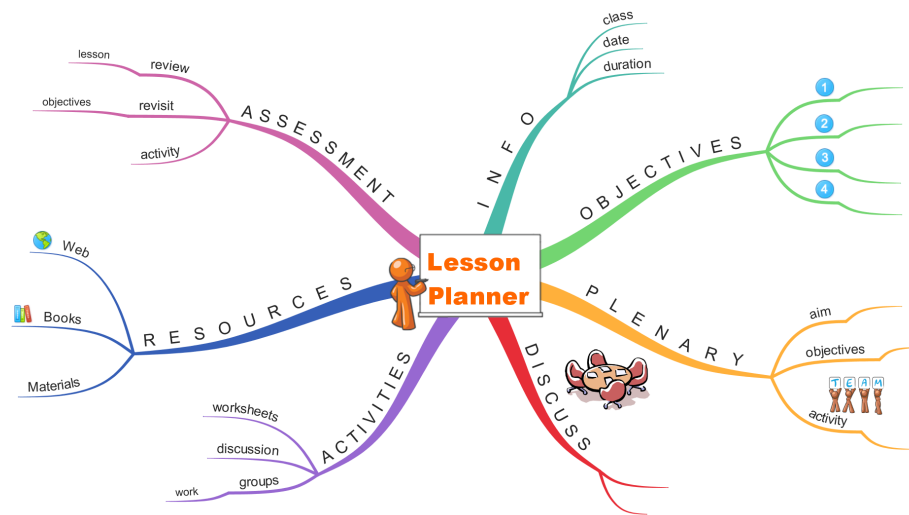
It's easy when you know how.



“We are *generals* of our own DNA“

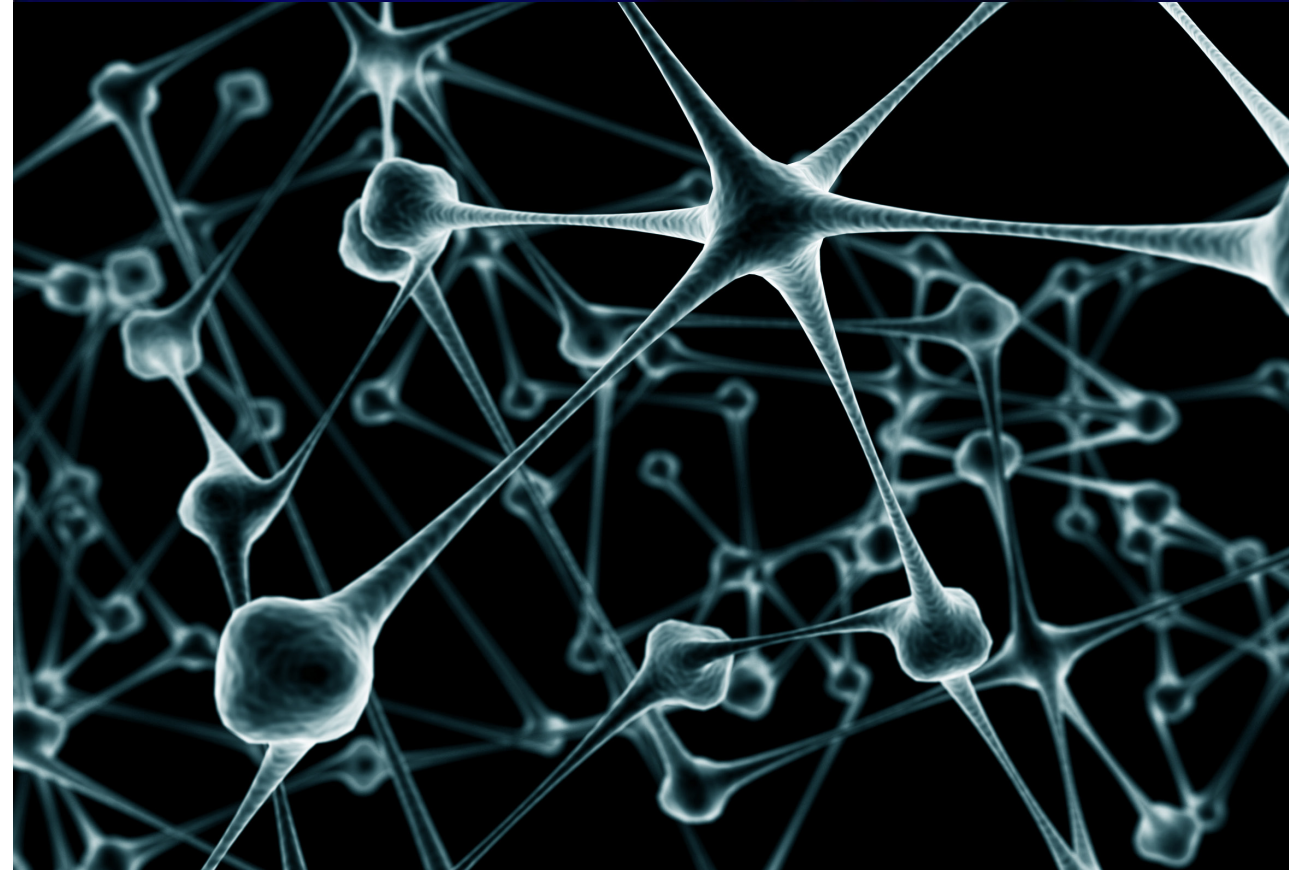
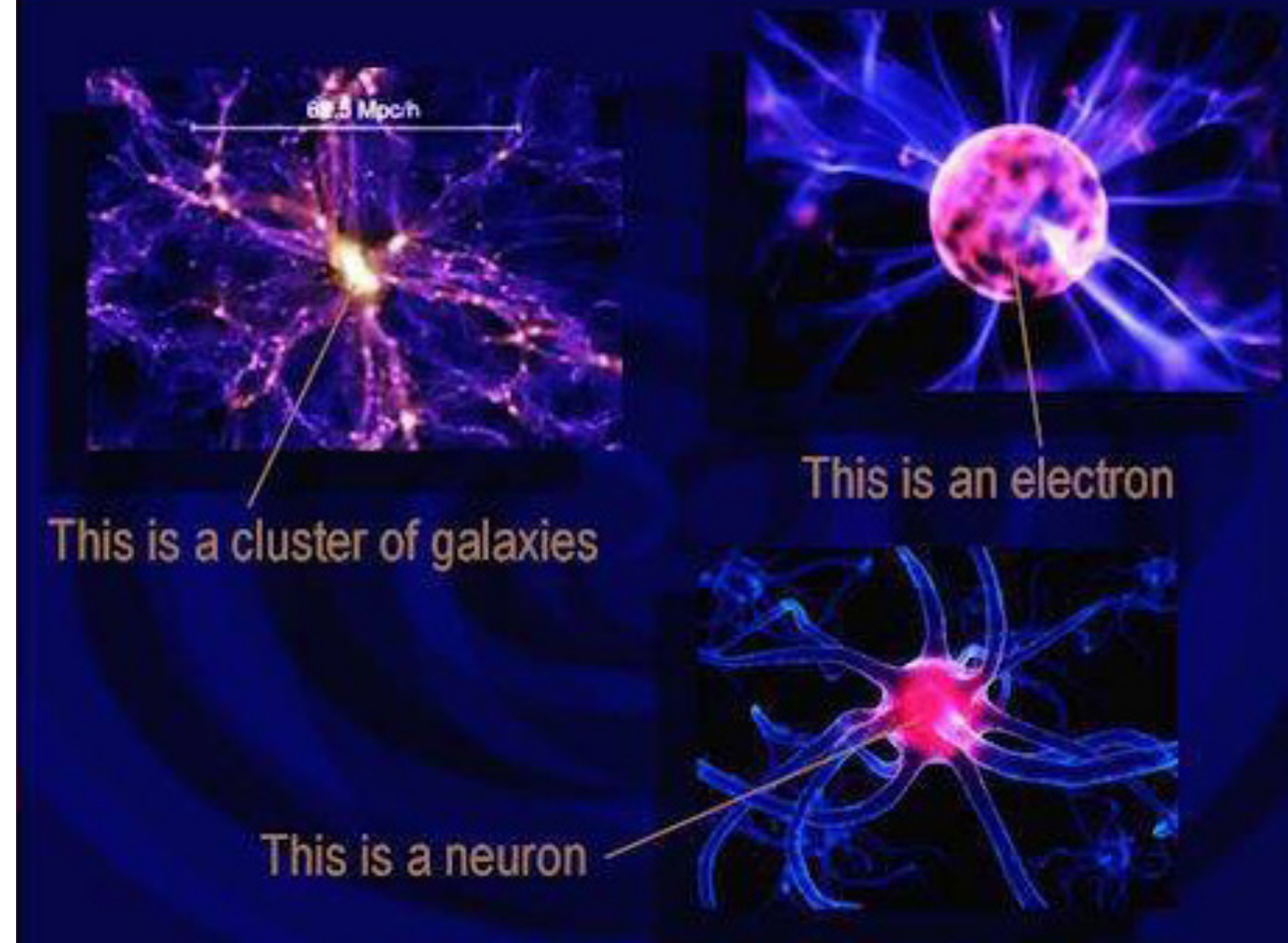


# MIND MAPS



Tony Buzan came up with a simple way to record and group information, he calls it a 'mind map'. It is in a similar form to the neurons in our brain which are also similar to the very structure of the universe. (It's no wonder they are such an effective learning and memory tool!) By creating a mind map, you're encouraging the creation of a new neural pathway. You can use mind maps for anything, planning a story, note taking, brainstorming and chunking information into parts.

Mind maps are great memory tools, you can even use them to help boost your vocabulary. Start with your main topic in the middle, and then add branches to add your chunks of information onto. You could also add pictures, symbols or color to make your mind maps more interesting and memorable. Have a look online for different styles people have used and check out [Tony Buzan.com](http://TonyBuzan.com) for more information.





## USING THE PICTURING SIDE OF THE BRAIN

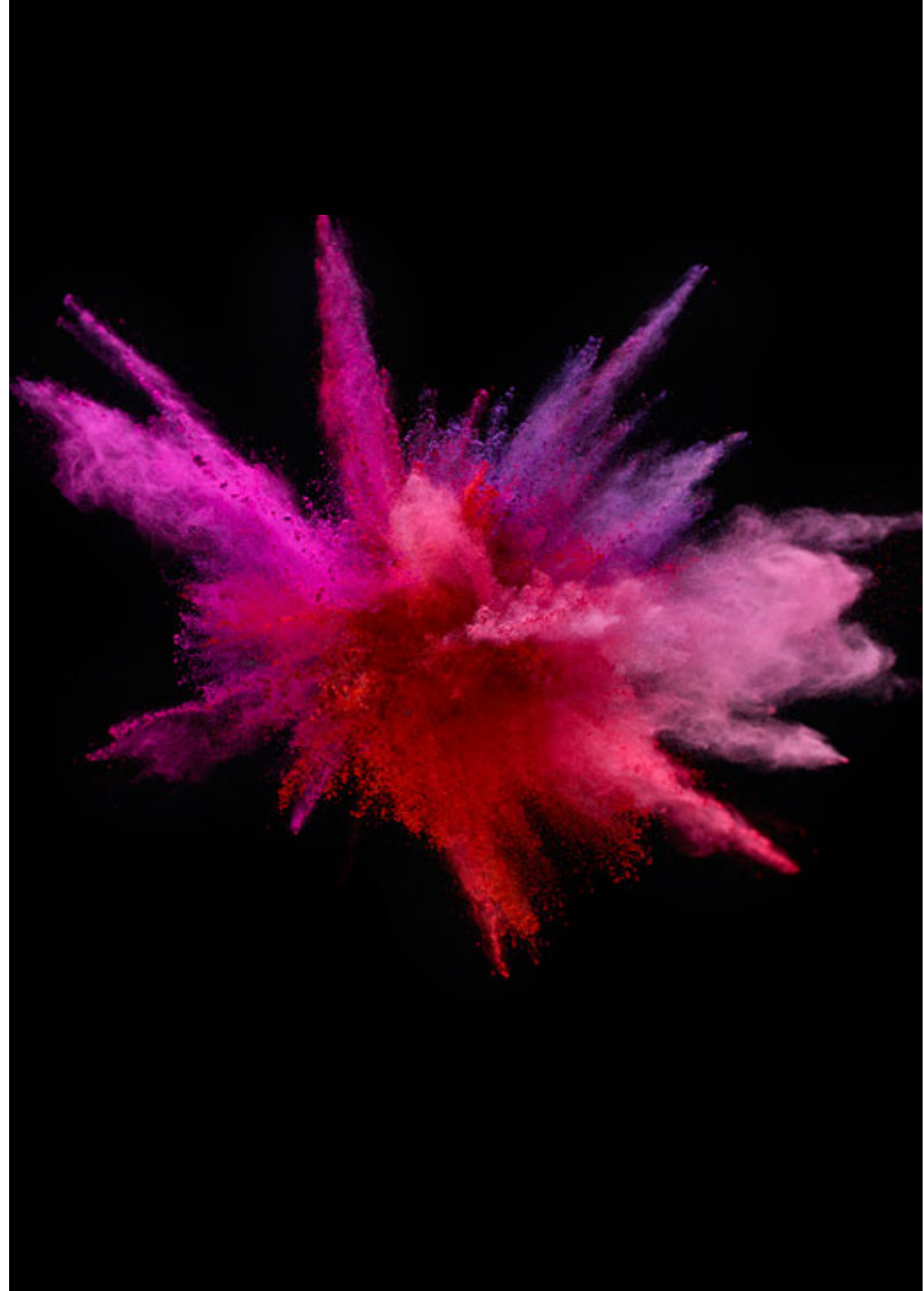
There's an interesting documentary called the 'Brain Man', the story of Daniel Tammet, a savant who has synesthesia. Synesthesia is a neurological condition in which stimulation of one sense produces experiences in a totally different sensory area. Some people see letters and numbers in colour, and associate sounds with shapes and textures. Imagine being able to taste music!

In Daniel Tammet's case, he sees numbers as shapes. His synesthesia effectively speeds up his brain's processing speed, enabling him to do huge calculations in his head by using a different part of his brain. He can rapidly comprehend and memorize information much quicker.

Imagine if we could, like synesthesia, use the visual side of our brain for processing information usually reserved for the analytical side.



WATCH



## USING THE PICTURING SIDE OF THE BRAIN

Another documentary that inspired me to consider using the visual side of the brain more is *'My Brilliant Brain'* by National Geographic. The story of a father who was curious to see if he could encourage genius in his children. An average chess player, he dedicated himself to practicing chess with his daughter, Susan Polgar, for hours every day. After years of training, she became such an instinctive player that she became a grand master, a champion.

After conducting tests to understand what was going on in her brain while she played chess, scientists discovered that in a similar way to Daniel Tammet, she wasn't using the logical or analytical side of her brain, she was using the picturing side. She had a vast library of pictures (of chess moves) stored up in her memory, enabling lightning fast recall and bypassing the analytical side of her brain.



WATCH



## WORDS BECOME SHAPES

The brain seems to work very efficiently using the visual side. Can we apply insights gained from these two documentaries to enable our brains to process information quicker through the visual side, to things beyond numbers and chess and without having experienced 'synesthesia'? I believe we can.

Shapes are much like pictures, and we can apply the same principle to words. Once a word becomes familiar to us, the brain turns it into a shape to save space. Instead of needing to decipher individual 'pictures' of letters, the word becomes one picture, the word is recognized as one 'shape' by the brain, speeding up brain processing time.

We can use the picturing side of our brains to access our full potential. As well as the other tips in this book you could also try this very handy trick, instead of learning a new word by all of its individual letters, try and take a photo of the word in your mind. This creates a picture, bypasses the analytical side and is surprisingly effective.



Click the brain for more information.

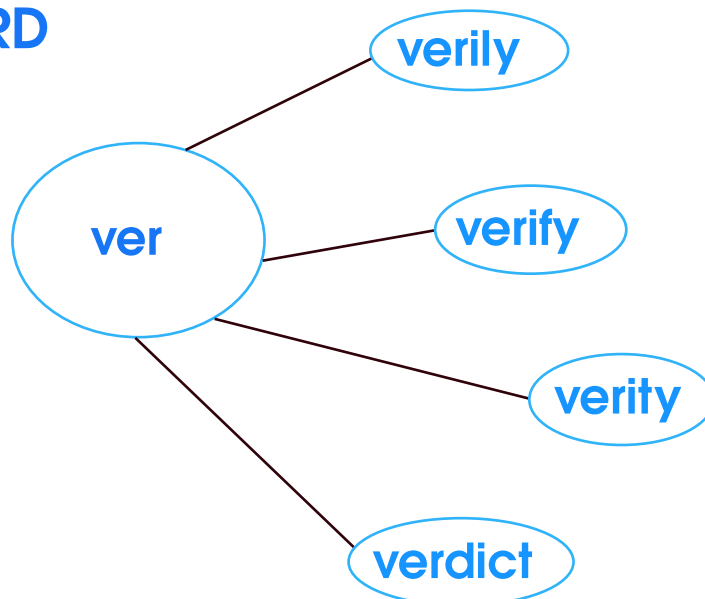


# LANGUAGE SKILLS

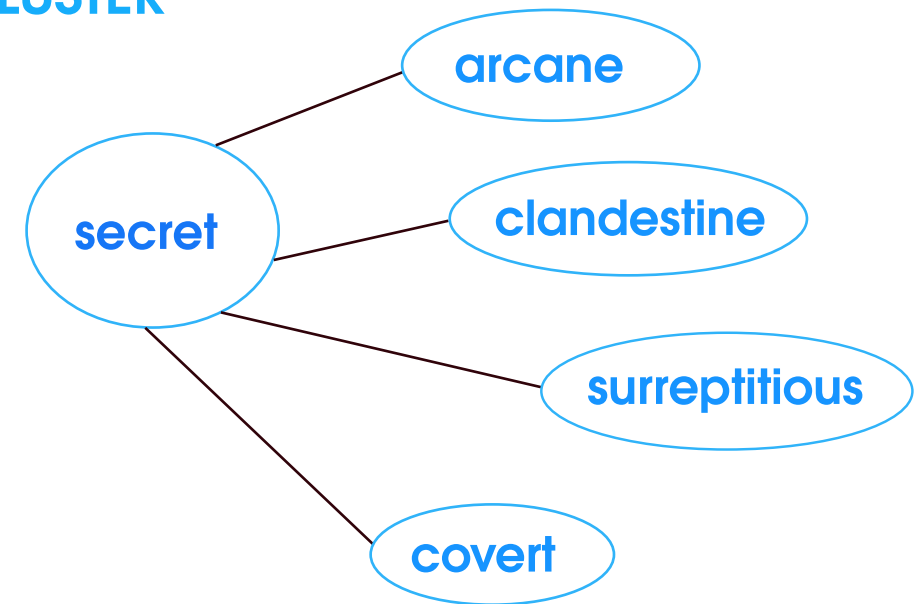
Having access to a large vocabulary makes a big difference if you want to excel as a learner. It helps you process information quicker, which makes you a better learner, a better thinker and a better speaker. There are some novel ways to accelerate your vocabulary building that will save time and make the process easier. Words are part of family trees, and when we understand the relationship between words, their parts (prefix, root word and suffix) we can become much quicker at learning new words.

By combining our knowledge of how the brain works most effectively and the interconnectedness of words, (their roots and families) we can rapidly comprehend and memorize information much quicker than if we looked at a word as a complete new piece of information. The brain loves thinking in clusters, rhyme, rhythm, poems, chunks, root words, and novel associations. If an association is something quirky or fun, it will be easier to remember. Mind maps can also be used as a way of grouping related words.

## ROOTWORD CLUSTER



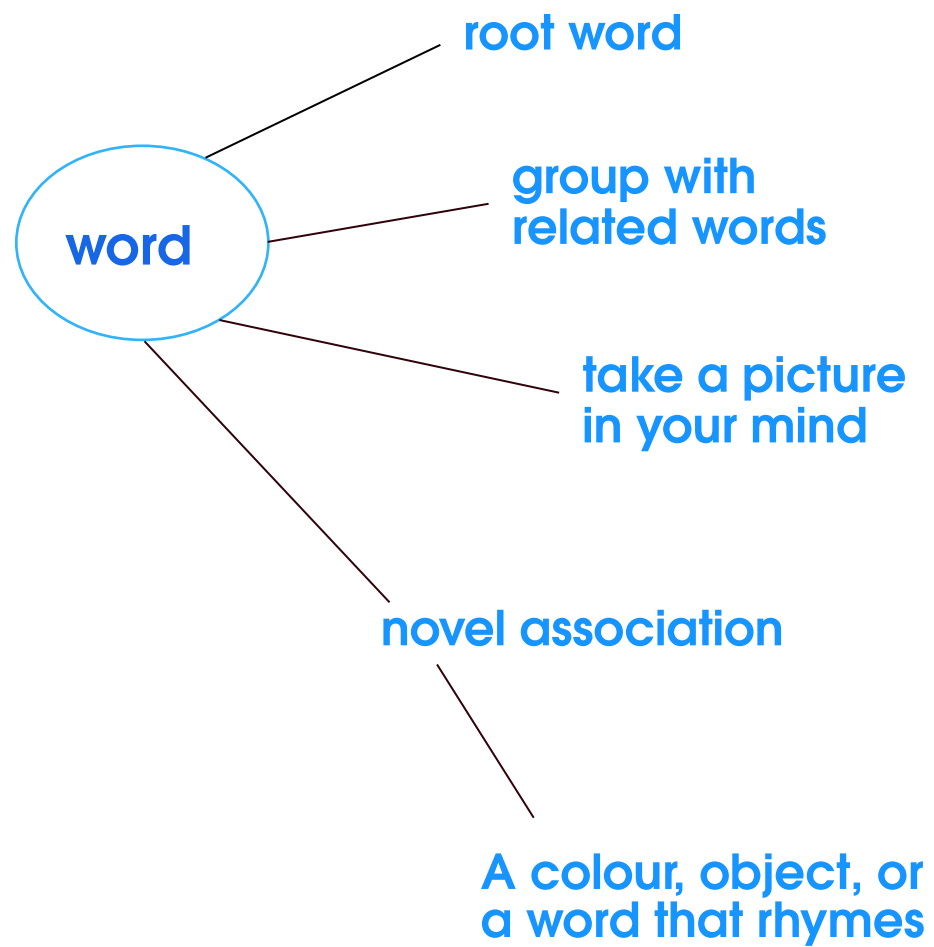
## THESAURUS CLUSTER



WATCH



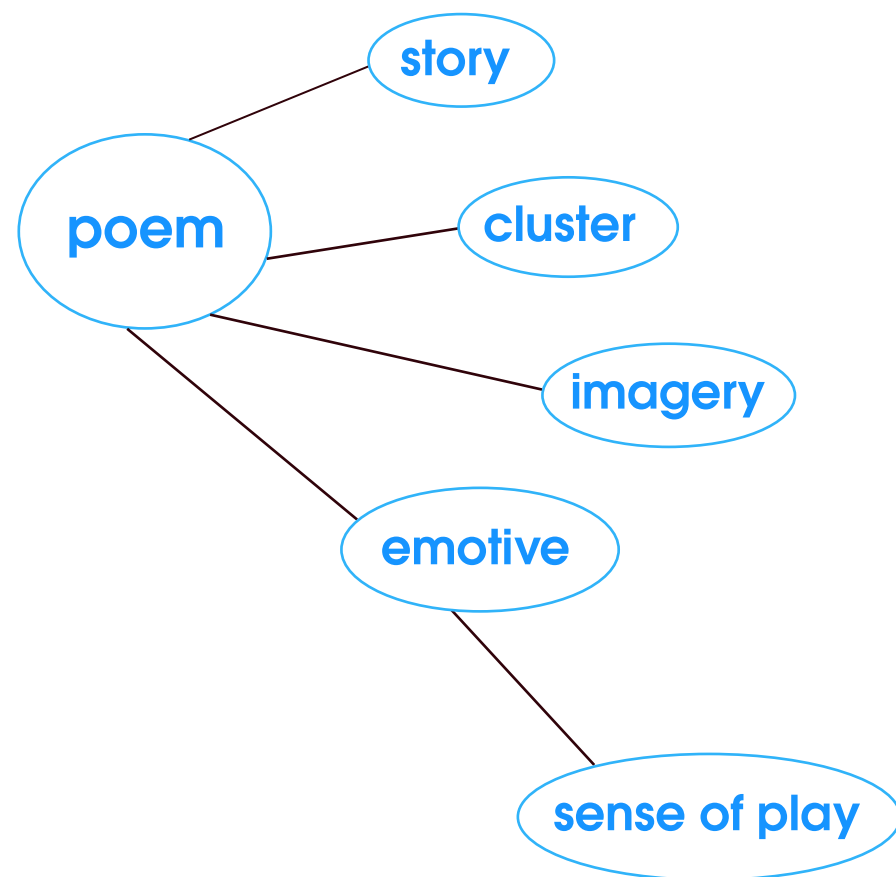
## REMEMBERING NEW WORDS



# POETRY

Tony Buzan, the creator of the 'mind map', said that poetry used to be a leading thinking art, an intellectual gateway to harnessing the full potential of the brain. Poetry activates the visual side of the brain, it brings our imagination to life and activates our senses.

Its emotive power mixed with a sense of rhythm is a very powerful memory tool. It's like all the right things 'light up' in the brain at the same time to give you maximum memory power. Our brains operate on poetry in a very similar way to music, through the beat, through the rhythm, through links and associations.





# RESOURCES



**BRAIN TRAINING**

**DOUBLE YOUR BRAIN POWER**

**THE BRAIN THAT CHANGES ITSELF**

**THE HUMAN MIND**

**HOW SMART CAN WE GET**

Click on the titles above to watch further videos on the brain.



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