

# Awaken the ELEPHANT

Learn to never forget



*"We have recently wrapped up our conference evaluations and I am pleased to tell you that your session received outstanding reviews."*

President - APWA

BLACKSALT  
PRODUCTIONS  
MEMORY  
TRAINING  
SEMINARS.®



Can't remember where you put your confidence? We can help...

**"Awaken the Elephant"** - memory training that is both practical and entertaining. An interactive seminar where we expose the truth about general forgetfulness and teach effective, real world memory strategies.



### ***The Ultimate Confidence Booster...***

*Imagine...you're in the produce section of your local grocery store. Suddenly, you come face to face with an **important client**. You extend your hand, greet them and their spouse by name, recall dates that are important to the client (birthday, anniversary etc.) as well as details of your recent business together? How good would that make you feel? How good would that make **your client** feel?*

Expand your confidence and remove the mental blocks of forgetfulness. Learn practical, effective, easy to implement strategies guaranteed to help you:

- ✦ ***remember the names of everyone at your meeting.***
- ✦ ***recall phone numbers, dates, prices, order numbers or product specifications.***
- ✦ ***recollect the important facts from that manual you read or the presentation you attended* (terminology and details).**
- ✦ ***retell that joke you heard last night.***

If you can say, **"Nobody can ever call me forgetful"**, you can remember this product number; **2917284753847185**. We'll show you how!

# Workshops that Work:

## Session One: The Action Plan

Michael exposes the truth about general forgetfulness and offers insight on how to counter it. He introduces the concept of memory systems and illustrates how we already use simple forms of them on a daily basis.

With humour and interactive examples, Michael teaches easy, practical, structured memory strategies that aid in recalling a variety of things relevant to your business; from a sequential list of actions to the pertinent facts within a training manual to lists of account numbers.

Does not require Session Two.

**Running time:** 60 to 75 minutes

**Requirements:** Overhead projector with screen or lap-top computer (running power point), projector and screen. Sound amplification and lighting for groups over 30.

One call to make your conference MEMORABLE:



**BlackSalt Productions**

**1-866-664-8684** TOLL FREE

**blacksalt@blacksalt.ca**

**www.blacksalt.ca**

“The session was entertaining, informative and extremely professional ... the perfect way to kick off the conference.”



Michael Salt (BlakSalt) is a celebrated entertainer and memory trainer.

His 22 years experience have cultivated a client list including; the national management team for **Hewlett-Packard, Shell Canada, The Royal Bank of Canada, Bayer CropScience, SaskPower, SaskTel, multiple Credit Union organizations, the Canadian Institute of Forestry** plus many distinguished others.

Mr. Terry Ream, CPWS  
President - APWA, Alberta Chapter  
(300 members attended the session)