

# Don't Remember What You Forgot?

## Strategies to Maximize Your Attention and Memory

### PAVE Your Way to a Better Memory

#### **P: Pay Attention**

Select, focus, and concentrate what you need to remember from information coming into the brain

#### **A: Associate**

Connect information to something you already know ("apple" to "red" and "fruit" or remember acronyms)

#### **V: Visualize**

Form mental images of information you need to remember

#### **E: Elaborate**

Make the information meaningful or memorable; create a story or verbal connection

### How to Remember Someone's Name!

- Pay attention and listen carefully, focusing on the person
- Ask for spelling of the name or visualize the name in writing
- Repeat the name to yourself and use the name out loud during conversation while looking at the person's face
- Note associations with the name (friend, celebrity, object) and visualize images for associations (Keith=keys, Penny= coin, Bill= dollar bill)
- Break longer name into syllables and try to associate with an image (Rosenberg= rose in an iceberg)
- Note prominent features of a person's face (mole, large nose, blue eyes) and create a mental image associating feature and the name
- Use alliteration or rhymes (tall Tom, smiley Sally)
- After you meet someone new, write names and descriptions down and review list before next encounter

