



1



2



3



4



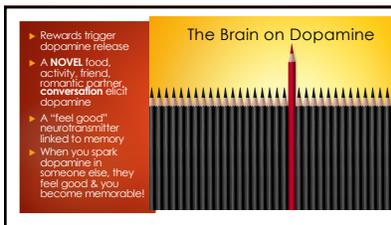
5



6



7



8



9

We don't pay attention to boring

Scientists have known for years that novel stimuli — **the unusual, unpredictable, or distinctive**—are powerful ways to harness attention in the service of creating interest

10



Your Brain on your Name

11

How to remember names

- ▶ Meet & repeat
- ▶ Spell out the name you are trying to remember
- ▶ Anchor the name
- ▶ Set up a system

12

Today's Challenge

- ▶ Be memorable! Ask people intriguing questions
- ▶ Remember people's names (practice with characters from TV or movies)

13