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# LEARNING TO REMEMBER NAMES

Mayan Revelation Number 263

The Significance of a Name

Listen When a Name is Spoken

Recall the Name Again and Again

How to Learn Many Names at Once

Increase Your Personal Power by Mastering Names

Affirmation

Beloved Perfectionist:

Failure to remember names is a common experience and one that causes a great deal of discomfort. The person whose name is forgotten feels slighted. The man or woman who cannot recall a name is tormented by his lapse of memory and may go so far as to avoid meeting people when he cannot remember their names.

No doubt you have been embarrassed when you were unable to identify someone whom you had previously met. Tension grips you when you are forced to admit, "I know your face, but I'm sorry I can't remember your name." Opportunities for sales are lost, or the possibilities of friendship are endangered whenever a person is hurt and antagonized because he didn't impress you sufficiently to recall his name.

The inability to remember names is a common weakness. You will have tremendous advantage in the business or social world if you develop skill in recalling names. You will send ripples of joy into the lives of the people whom you meet casually. You will gain in self-assurance. You will grow in personal power.

If you have a good memory, this Lesson will help you to use it more effectively. If you have a poor memory, let me assure you, Beloved Perfectionist, that many others who are so handicapped have learned within a few weeks to more than triple their ability to recall names. By applying certain psychological principles, they have been able to tap the hidden resources of their minds.

You can do the same. Approach this Lesson with an eagerness to master the techniques that will be presented. Some of them may be new to you. Most of the laws are familiar, but possibly you are neglecting to apply them in your daily contacts. Determine that you will learn to remember names.

Make the following prayer your own:

PRAYER

Dear Father, I thank Thee for all Thy many blessings, including the powers of my conscious and subconscious mind. Make me receptive to Thy Truth. Strengthen me by Thy Power. Show me how to develop a calm and radiant personality. Open my mind to the principles that foster successful learning and enable me to gain self-assurance. Help me to bring happiness into the lives of others. In Jesus name. Amen.

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THE SIGNIFICANCE OF A NAME

People place great value upon their names. William Penn perpetuated his name in Pennsylvania. James B. Duke agreed to give more than fifty million dollars to a college if its name was changed to Duke University. Any man or woman feels honored when a park or a building is named after him. Think how pleased you would be if some friend or relative gave his child your name!

Anyone finds deep satisfaction from the thought that his name is to be preserved. He is delighted when people remember his name.

One way to convince a person that you believe he is important and that you value his friendship, is to speak to him by name. Since ancient times, a name has been a symbol for the one it represents. When we pray, "In the name of Jesus", we do so because we equate the name with Christ, Himself.

Sometimes a man's name has been changed when he assumed new duties, or new qualities of character. In Genesis, we read: "Neither shall thy name any more be called Abram, but thy name shall be Abraham; for a father of many nations have I made thee." (Genesis 17:5) And you will recall that when the great Apostle was filled with the Holy Spirit, and desired to have all of his personality used as a witness for his Lord, his name was changed from Saul to Paul. (See Acts 13:9) In modern times, a man occasionally changes his name to be rid of associations with his family heritage.

Let this emphasize the fact that a person's name suggests the person. This is true to a degree frequently under-estimated. The old concept of equating the name with the personality is so deeply rooted in human consciousness that we are pleased when we hear the sound of our own name; then we feel someone has taken notice of us.

This truth is dramatized by an incident from ancient history. King Pyrrhus of Greece sought peace with Rome. He sent Cineas, the wisest man of his court, as his ambassador. Of course, Cineas was not welcomed too cordially at Rome, but the first thing he did when he arrived was to ask the names of every member of the Senate. The next day, When Cineas arose to speak, he amazed the Senators by referring to each one by name. Naturally, he won their friendship. He succeeded in establishing peace.



More than one political victory in our nation can be attributed to the remarkable ability of the candidate to recognize people whom he had met only once, and to fill them with pride as he called them by name. James A. Farley used this technique to win thousands of votes during the first campaign of Franklin D. Roosevelt for President.

You can become proficient in the knowledge and use of personal names. Do so and your possibilities of personal success will increase. If you have a product to sell, people will be more responsive to your appeals when you speak to them by name. If you are a teacher, you will achieve greater rapport with your class when you know the name of each student. If you desire social position, you will find that your popularity poll will rise as you learn to unhesitatingly say the names of people whom you have met only once. In the most casual day-by-day encounters, you will promote good will if you make each person feel important because you indicate that you have not forgotten him.

Possibly you have been suffering from the delusion that you can't remember names. Instead of bending every effort to learn the name of each person whom you meet, you may have been dodging strangers, or nodding casually, or just mumbling, "Good afternoon ...". Although, again and again, you have been painfully conscious of your failure to call someone by name, you may have hoped that he didn't notice your omission.

Don't try to bluff. Names are significant and you can learn to remember them. Approach this challenge as you would approach a new game. Affirm your desire to learn the rules and to play the game with names until you become proficient. In that spirit, continue your study of this Lesson.

Resolve to eagerly learn the principles that will help. Acquire this skill so you can boost the morale of others by saying the word that will manifest your interest in them. At the same time, you will increase your own self-assurance and efficiency. You will multiply your friendships.

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#### LISTEN WHEN A NAME IS SPOKEN

Frequently you don't forget a name; you have not made the effort, when first hearing it, to place it in your memory. The first rule of the game with names is: LISTEN WHEN A NAME IS SPOKEN. Pay careful attention to how it is pronounced. If it is an unusual name, clarify the spelling. Be sure you understand the name correctly.

Don't hesitate to have an introduction repeated if you failed to catch the name. While there is always a temptation to avoid an intrusion, anyone will feel that you are paying him a compliment when you indicate that you really want to know who he is.

A guest at a country club was introduced to someone in the lobby. Later his host said, "That man has just given half a million dollars to our university." The guest hesitated to ask, "What did you say the name was?" but he could not recall it. Of course he couldn't, for during the introduction he had furtively been seeking to locate a friend and hadn't listened when introduced.

That guest would have listened more closely if he had known he was being introduced to a person of great wealth. He would have focused all his attention upon the new name if he thought the one who was being presented might purchase something he had to sell. He would not have been absent-minded if he had reason to hope that the one whom he was meeting could be of real service to him.

In business, each person who is presented is a prospective customer; in politics or in society, he is a prospective supporter; in life, he is a prospective friend. Remember that no one should be treated casually. Endeavor to shake the habit of seeing people as groups. Make it a point to notice individual characteristics.

As you develop this game with names, think of every person whom you meet as someone who is important. Take a real interest in him. Have a desire to learn something about his home, his family, and his business or hobbies. Look directly into his face as you are introduced. Listen attentively. Shut out all wandering thoughts as you concentrate and understand the name correctly.

Then say, "I am glad to meet you, Mr. Jones." Be careful to speak his name clearly, at the same time looking into his face, and letting no fragment of your attention wander. If you continue to talk together for some moments, seek an opportunity to bring Mr. Jones' name into the conversation. This will help you to link his name with his face and you will have taken the first step in achieving your goal.

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#### RECALL THE NAME AGAIN AND AGAIN

If you are endowed with a good memory, you can easily remember one new name when you give careful attention as it is spoken, endeavoring to plant the image of the name and face in your mind. If, however, you are troubled by lapses in memory, or have been introduced to several people within a short period of time, you will need to make a concentrated effort to fix the new names and faces in your consciousness.

Apply three fundamental principles of learning:

1. Notice special characteristics.
2. Form associations.
3. Employ repetition.

Study the features, the hair, the posture and the voice of the person whom you desire to remember. Think of the pronunciation and the spelling of his name. If you are confused about this, ask someone nearby to inform you, rather than hoping you can clarify the matter later. Do this at once.

It is helpful to look at the person while others are carrying on the conversation, saying his name over and over in your mind and associating it with something, or with someone who is familiar. Before you leave the group, endeavor to speak to each new acquaintance. Don't be content with a casual, "Glad to have



met you." Say, "Glad to have met you, Mr. Jones. I hope we shall meet again soon." Say his name and give some indication that you would like to know him better.

USE a person's name and it will sink deeper into your mind.

Then, as you walk away, take a final look at Mr. Jones and, for the next minute or two, hold his image before you. Resolve that the next time you see that face, you will know that it is Mr. Jones. Say his name aloud several times, or spell it and repeat it silently.

It would seem as if this procedure would be sufficient to enable you to permanently remember the name of the person. It may be; but if you are a beginner at this game, I suggest that you continue to apply the principle of repetition.

The first moment you are alone, write the new name in a notebook, or upon a card and place it on your desk, or on your mirror. Look at the name several times that day, and return to it frequently that week, always associating the face with the name.

The practice of recall will require determination until it is firmly established. Avoid the temptation of laziness. You have resolved that you will remember names. Now consistently make the same honest effort that you would if you were trying to master Spanish or Chemistry.

Some people have learned from experience that they must train their memories by every possible method. We know that many eminent men and women have consistently followed the practice of each day writing down the names of the new people whom they met. Theodore Roosevelt did this, and later would read the list aloud, while recalling each personality. Leaders in community and national life frequently pay their subordinates the subtle compliment of never forgetting their names. They do this by diligently applying the laws of learning.

You, too, can remember names if you will -

At the moment of introduction grasp the new name.

Say the name aloud.

Write the name down.

Recall the name and the face again and again.

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#### HOW TO LEARN MANY NAMES AT ONCE

Occasionally, you will find yourself in a situation where you are introduced to a number of strangers whom you want to remember. It may be as you begin your first day on a new job. It may be when you visit a club you hope to join. It may be when you move into a new community where no familiar faces are at hand to greet you as you enter your school or church.

At such a moment, you must strive to think positively. Avoid the temptation to say, "I have never been able to remember the names of even three strangers when they were introduced to me. How can I possibly remember more?" Bear in mind that there are definite and quite simple rules of memory training, which have been applied by others, enabling them to quickly learn many names. You can remember names if you make the effort to do so. Begin by trying to learn three or four names at one time. You will acquire more skill in this field later. The next time you desire to learn several names at once, apply the following rules:

- \* Secure, if possible, a list of the names you wish to learn. Take time to become familiar with them. For example, get the names of the officials and co-workers at your new place of business, or the names of the officers of the club that you are to join - and of the members, too, if you are ambitious. If you move to a strange community and a dinner party is to be given for you, ask for the names of the other guests, read them several times, learn most or all of them. Then when you are introduced, you will discover that it is far easier to link the faces with the names.
- \* Be sure to arrive early. This will make it possible for you to leisurely greet individuals as they arrive, and probably you will not be introduced to more than two or three people at one time. Then you will find that you can apply the rules presented earlier in this Lesson. You will be able to scrutinize the face of each person, and repeat his name. For a moment, you will focus your entire attention upon him.
- \* Discover something that you can associate with the names. This is usually possible, and when you desire to learn many new names at once, you will find it has special value. William James said that the more other facts we link with the new ones, the better our memory will retain it. "Each of its associates becomes a hook to which it hangs; a means to fish it up by when sunk beneath the surface."

The name you are striving to remember may be identical with that of an old friend, or of a public figure. The syllables may suggest something peculiar. You may fix J-E-A-N-I-E in your mind as you hum, "Jeanie with the light brown hair." You may associate T-H-O-M-A-S with "Doubting Thomas." The principle of association, which you spontaneously use at times, is of special value when you are striving to learn a number of different names. Don't neglect it!

- \* Check your memory. During free moments, check to see if you can remember the names and the faces of the people whom you have just met. This is of utmost importance. When you cannot recall one, ask help from the person next to you. Then hold the name before you again and again, at the same time glancing back at the person, or making a mental picture of his face. Frequent checking will push your recently-acquired knowledge into the storehouse of memory and will make it possible for you to con-



concentrate upon other new names without forgetting those you have just learned.

When you are forced into a situation where you feel bewildered by many new faces, don't despair. You need not feel lost. Immediately apply the rules you have learned in this Lesson. Follow them and you will find that your power of memory has developed faster than you had dreamed possible. You will gain calmness and poise as you are able to call your new friends and associates by name.

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### INCREASE YOUR PERSONAL POWER BY MASTERING NAMES

While the rules for learning this game with names have their source in psychology, the motivation comes in large measure from the Christian faith. At the heart of our religion is the belief that every single person is important.

We often refer to Jesus as the Good Shepherd. He said, "The shepherd ... calleth his own sheep by name." (John 10:3) Christ emphasized the fact that in God's sight every person is important. We cannot admit this without accepting the correlative truth that we should look upon each one whom we meet as an individual who is worthy of our attention.

Do this and you will be prompted to:

Listen when a person's name is given.

Recall his name again and again.

Use his name frequently.

As you take a greater interest in people, you will find it is easier to remember their names. You will bring joy as you speak to people by name.

Yesterday, I watched a woman's face light up as someone at the luncheon table called her by name. Most people are delighted to hear their names spoken. Many find special satisfaction in being called by their first names, so you will often want to learn these and to use them when it is appropriate. There is no easier way of spreading happiness than by looking directly at a person and calling him by name.

The time and effort required to learn names will be well spent if for nothing else than bringing joy and self-esteem to those whom you meet. You will find, however, that as you extend your concern for others, your own horizons will be pushed back. Some men and women who have seemed uninteresting will take on charm. You will discover new satisfactions in group fellowship. If you felt a dread of crowds, it is apt to disappear. You will be calm, and this will make you a more cordial and gracious person. You will have increased your personal power by mastering names.

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AFFIRMATION

I will listen carefully every time someone is introduced and will make a sincere effort to remember his name. I will address each friend or associate by name, thereby augmenting his joy and developing my own poise and personal power.

Blessings,

YOUR INSTRUCTOR.

