

# !Forbes

## Citizen Kirch



Seine Freunde, seine Feinde

## Karriere

Die besten Unternehmen in Europa

## Geld

Die heißesten Aktientips von 16 Bankprofis

## AFFÄREN

- Wurde Coop geplündert?
- Was Herbalife anrichtet

WERDEN SIE **JETZT** IHR EIGENER

# CHEF

FORBES-STRATEGIE GEGEN DIE KRISE

## Gefeuert!

Die Anleitung zum Überleben

## LOPEZ-WAHN



Die einzig wahre

Bild-Geschichte über den VW-Star



## Business Travel

Worauf mobile Manager abfahren



# LESEN OHNE UMWEGE

**Wer das Überangebot schriftlicher Informationen nicht mehr verarbeiten kann, muß einfach schneller lesen. Ein elektronisch gestütztes Brain-Training hilft dabei.**

■ Zeit ist knapp und teuer. Da kommen Managern neue Methoden zur Effizienzsteigerung ihrer mentalen Kapazitäten gerade recht. Jüngste Erfindung: das Alphalearning mit dem Schwerpunkt Speed Reading. Unterrichtet wird es vom amtierenden Weltmeister im Schnellesen, Sean P. Adam aus Los Angeles. Der Direktor von Alphalearning Systems International in Maastricht schafft 3.850 Wörter in der Minute – die Obergrenze bei Normallesern liegt im Bereich von rund 500 Wörtern. Doch das Konzentrationsvermögen von Managern läßt sich steigern: Um 200 bis 400 Prozent stiegen die gemessenen Lese/Erinnerungsquoten bei 200 von insgesamt 350 Führungskräften aus 100 verschiedenen internationalen Unternehmen, die sich während der letzten

beiden Jahre einem Brain-Training bei Adam unterzogen. Wer mit einer anfänglichen Leseleistung von zirka 250 Wörtern pro Minute in den Kurs gegangen war, verließ ihn mit einer durchschnittlichen Rate von bis zu 800 Wörtern. Um diese Steigerung zu erreichen, wird das Gehirn gezielt mit Hilfe von speziellen Computer-Programmen in eine für das Lernen notwendige Tiefenentspannung eingepegelt. Dies geschieht über eine Black Box namens Mind-machine, die mit dem Personalcomputer verbunden ist und die ihrerseits Licht- und Tonsignale in den beabsichtigten Frequenzen an LCD-Brille und Kopfhörer übermittelt. Dieses Prinzip nennt sich Frequenz-Folge-Reaktion. Neben Adams Anleitungen zum richtigen Sitzen bei konzentriertem Arbeiten und den effektivsten Lesetechniken ist es fester Bestandteil der Brain-Training-Kurse. Im Vordergrund steht dabei das Training der Alpha- und Theta-Gehirnwellen, da das Lern- und Konzentrationsvermögen im relativ entspannten Schwingungs-

**Deutliche Steigerung**

„Die meisten Teilnehmer haben ihre Lesegeschwindigkeit langfristig gesteigert, zum Teil erheblich, in manchen Fällen um 100 Prozent oder mehr.“

Vijay Kothari, International Management Training, Henkel KGaA, Düsseldorf

„Im Durchschnitt verdreifachte sich die Lesegeschwindigkeit bei den Teilnehmern; die erreichte Geschwindigkeit konnte durch Anwendung des Gelernten nach dem Kurs noch gesteigert werden.“

Thomas Jahn, Geschäftsführer Raychem Electrical Products Division, Ottobrunn bei München

**SCHLÜSSEL ZUM SCHNELL-LESEN**

Speed-Reading-Kurse für Manager und Hard/Software für Heimtrainer

**Offene Kurse von Sean P. Adam**

Veranstaltungsorte: Maastricht, Düsseldorf und Zürich  
Teilnehmer: sechs bis acht  
Kosten: 3.000 Dollar inklusive EEG-Checkup pro Teilnehmer  
Dauer: zwei Tage in der Gruppe plus je einen halben Tag in Einzelsitzung

**In-company-Kurse**

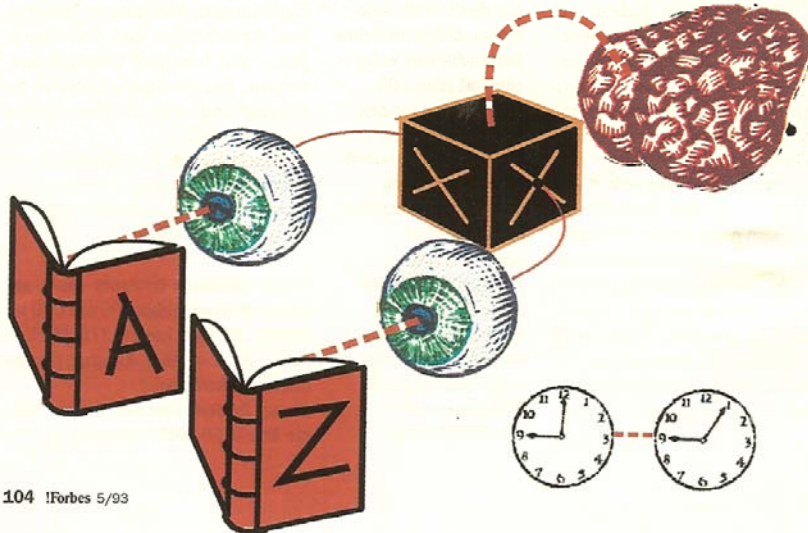
Teilnehmer: sechs bis acht  
Kosten: pauschal 15.000 Dollar  
Dauer: fünf Tage

**Ausstattung für das Selbsttraining zu Hause**

- Personalcomputer Typ 386+
- Softwareprogramm Lotus zum Training der Gehirnwellen
- Mind-machine von Innomed Megabrain, Kempten

bereich von sieben Hertz am größten ist und das Erinnerungsvermögen bei drei Hertz – kurz vor der Schlafphase – am aktivsten. Aber nicht jedes Gehirn läßt sich trainieren. Sean P. Adam, der ein 300-Seiten-Buch in nur 24 Minuten liest, hält einen Mindest-IQ von etwa 115 für die grundlegende Voraussetzung. Adam: „Je höher der Intelligenz-Quotient des Teilnehmers, desto höher ist auch sein prozentualer Leistungsgewinn durch das Training.“ Denn nur geistig rege Menschen sinken bei Einwirkung von Niedrigfrequenzen im sogenannten Alpha- oder Relax-Bereich von sieben Hertz nicht in Schlummer, sondern bleiben aufnahmebereit und lernfähig. Außerdem sollten sie mindestens 35 Jahre alt sein, weil der Geist mit zunehmendem Alter wesentlich flexibler wird.

PETER JAITNER



Speed-reading like a world-champion - and more. How a decision maker in the flood of information can become the Master through electronically supported brain training.

#### **SPEED READING: DURING SEMI-SLEEP THE DORMANT CAPACITIES ARE AROUSED.**

Since their time is more limited and more precious, company top-executives use innovative and unorthodox methods for increasing the efficiency of their mental abilities. The latest invention in mental body-building is Alpha learning, with the primary emphasis on Speed Reading. It is being taught by the master himself, the world champion of Speed Reading, Mr. Sean P. Adam the Research Director of Alphalearning Institute in Maastricht. Adam can manage 3,850 words per minute; the upper limit lies in the region of 5000 words per minute. But that could change any time now.

Although it often only takes a few hours, the results are incredibly encouraging: the powers of concentration of the managers who undergo the Alphalearning Institute's brain training course increase by up to 400%. such outburst of mental power are most evident during the course of "Speed Reading", one of the aims of the course. In order to test their individual reading performances at the end of the course, the participants are given samples of widely known standard literature for managers.

For those who are pressed for time, the number of memorized words per minute are being counted after the reading (on the basis of spontaneous talk i.e. questions posed by the examiner, mental notes of the participants who have undergone brain training before the check-up).

Reading without being able to remember what one has read is useless, so when it comes to speed reading, memory is the decisive factor.

#### **THE BRAIN IS BEING ADJUSTED TO THE RIGHT WAVELENGTH.**

For this purpose, the brain - by means of a special computer program - is "tuned" into a state of deep relaxation required for studying. It is all run through a black box called the "mind machine", connected to the personal computer, emitting light and sound pulses at the required rate through LED-eyeglasses and headset that the students wear during the seminar.

The principle is called the Frequency Following Response. In addition to the Alphalearning Institute's instructions regarding the correct sitting position when concentrating, or reading using the most effective reading techniques, this Frequency Following Response is the basic part of the brain training course. There are reasons for this. Brainwaves can be measured by EEG and - according to their frequency range - classified into four main categories:

Beta waves (frequency range: 14 Hertz) that occur during waking hours, causing stress and irritation, but which are at the same time the foundation for logical-analytical thinking.

Alpha waves (7 Hertz): especially active during relaxation phase between sleeping and waking, making possible thinking and learning.

Theta waves (4 Hertz): during sleep and similar states of rest (meditation); creating imageful dreams, furthering inspiration, imagination and creativity.

Delta waves (2 Hertz): during dreamless i.e. profound sleep.



Training the Alpha and Theta waves is at the forefront of the Alphalearning Institute's brain training course, since the powers of learning and concentration are at their maximum in the relatively relaxed frequency range of 7 Hertz, and the memory functions best at 3 Hertz (just before the sleeping phase).

The knowledge of certain brain wave frequencies playing a keyrole in learning efficiently, is a spin-off from a smoking withdrawal course in the UK, during which Sean Adam and other psychologists examined the influence of positive and negative instructions on smokers. They found that the best results (re-educating smokers to become non-smokers) were achieved during a state of total relaxation.

Such a state - approaching somnambulism - is characterized by low brain frequencies (3 Hertz or less), a circumstance, by the way, also taken advantage of in hypnosis techniques, where brain wave frequencies are not being measured through an EEG however.

Sean Adam (who is able to read a book of 300 pages in 24 minutes) says about this: "We only wanted to dissuade those people from smoking. But at the same time we found out that the outcome of our research applied to other areas of learning and behavioural change as well".

He himself started reading at the age of four (encyclopaedia instead of comic books). It was his mother who taught him to read, he remarks, showing his gratitude. After his studies, Adam busied himself with the physical training of his eye muscles and with mental training through meditation techniques. For the last two years, Adam has been teaching his "pupils" - executive staff of large companies - how to check and influence their own brain status.

Under the guidance of Adam, astonishing gains in mental abilities were registered among these students. Thus the measured reading/memory values of 350 executives (from 100 different international companies)who have undergone the Alphalearning Institute's brain training over the last two years, increased by 200 to 400%.

Those who entered the course with a reading rate of 255 words per minute, left with a rate of 793 words per minute (on an average). And; reading faster means understanding better, being more concentrated and being able to remember things better. It also means saving time: whoever can process 750 words per minute, is able to finish a book of 300 pages in just two hours (normally that would take about 6.5 hours of reading time).

To the Master, all of this is no reason for astonishment. Manager-trainer Adam: "Reading is a physical thing. The co-ordination of the eyes and the brain are the key to speed reading".

Better performance, less tension through stronger powers of concentration.

To managers, speed reading is not just a competitive sports event: whoever is able to read, take in, process and remember information faster, has more time available for other things, and is, therefore, ready to take in more information and less likely to be "overloaded". Since knowledge is power - in our information era there is no reason for doubting that statement - speed reading is certainly one of the most effective methods to achieve faster and surer decision making. The Alphalearning Institute's training methods have even more positive side-effects, such as stress reduction and an increase of self-confidence and mental; efficiency in general.

Thus becomes clear what Adam once said about learning problems: according to the psychologist, these are rooted deeper than sex problems. As a remedy, the Alphalearning Institute presents an electronic aid - the "mind machine". According to them it will guide the trainees into the right "mental position" for learning properly.

#### **LEARNING HOW TO LEARN TO SOME EXECUTIVES THIS MEANS A SLIGHTLY NEW APPROACH.**

#### **THE PERSONNEL MANAGERS RESPONSIBLE FOR THE BRAIN TRAINING OF THE EXECUTIVES OF HENKEL KGAA IN DUSSELDORF, ICL IN HOLLAND, AND RAYCHEM IN MUNICH GIVE THEIR ACCOUNT OF THEIR EXPERIENCES WITH THE ALPHA LEARNING METHOD.**

#### **VIJAY KOTHARI, INTERNATIONAL MANAGEMENT TRAINING, HENKEL KGAA, GERMANY:**

"Mid-1991 we invited the Alphalearning Institute to give a demonstration of their method. This was inspired by an exceptionally positive feedback from two mangers who participated in their training. We had the impression that we were dealing with a promising method to increase the reading speed of managers considerably. this way we could contribute to a better time management, stress reduction, and an increase in efficiency. In view of this, we successfully organized a pilot seminar and a number of other seminars as well. The participants were able to increase their reading speed, sometimes considerably, often by 300% or more. And this was not a short-term success. The seminars will be continued".

**JAN WILLEM VAN DEN BRANDHOF, PERSONNEL MANAGER OF ICL HOLLAND:**

"In order to accelerate the learning process, the Alphalarning Institute conducted several brain training and speed reading pilot courses within our company. At this moment, the entire management staff is still in training. So far, the result has been positive. Not only is Sean Adam the record holder for speed reading, he also developed a unique method for controlling brain waves. This makes it possible to train the brain with a view to optimal learning, acceleration of the processing of information, stress reduction, and an increase in creativity. We plan to go ahead with this radically different way of training".

**THOMAS JAHN, CEO OF RAYCHEM GERMANY:**

"Seven executive staff members of the Raychem company attended a seminar entitled "Learn How to Learn" by Sean Adam of the Alphalarning Institute. One part of the seminar concerned "speed reading", an important asset in increasing productivity on a management level - the flood of printed information is hard to get the better of, to be sure. The success that has been achieved with these exercises is very impressive indeed: on an average, the reading speeds of the participants tripled. By using the same techniques, they could even increase their reading speeds further after the course had finished. Also impressive is the simplicity that characterizes both the exercises and the resources. Important for speed reading are: correct sitting position, correct breathing, the use of a felt pen as a pointer (while reading), as well as making a clear distinction between taking in information and processing it. Concentration exercises and training of the eye muscles were other important preliminaries to this exercise. Raychem began the seminar as an experiment. After their experiences it became a very positive experiment.