

# YOU WON'T FORGET HIM

## PROFILE

- Name:** Mykal Pinder
- Job title:** PhotoReading & Memory Course Instructor / Coach
- Business name:** Matrix Memory Systems Ltd
- Type of business:** I provide a PhotoReading Course which gives people the ability to read a 300-page book in less than one hour, with full comprehension. It's called The Memory Course and provides people with practical and creative tools to improve and manage their memory's performance immediately.

### How long have you been in this post?

Four years.

### What does your work involve?

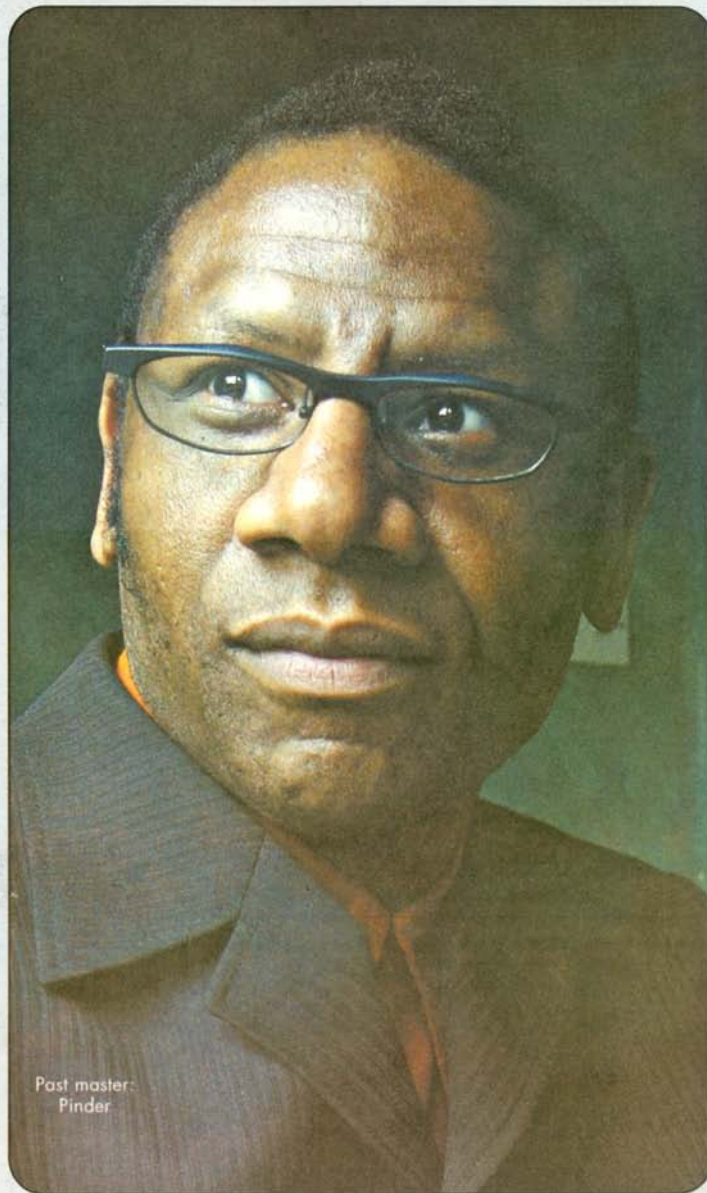
The main bulk of my work involves delivering the two-day courses every weekend to individuals, and on week days to corporate customers.

### What is a typical day like?

Registering people onto courses and marketing the business.

### How did you get into this field?:

I had a bad memory, I used to forget important pieces of information. Then, I started reading a number of books to help me, and noticed dramatic improvements in very short space of time. But felt that a lot of the instructions were unclear, and almost gave up. So I decided it would be a good idea to help people learn in groups rather than in isolation, learning memory techniques with others. So began my business.



Past master:  
Pinder

### What qualifications do you need?

To be become licensed to train the various techniques. And to have experienced and undergone personal development training yourself. The majority of the time I am coaching people through past issues around learning. In order to deal with their fundamental issues you would have to have dealt with your own personal issues.

### What skills do you need?

Passion, enthusiasm, creativity, patience and a love of people.

### What is your salary bracket?

£20k

### What are the plus points?

We can boast 100% success rate of individuals who take part on the courses. And secondly knowing that people leave the courses inspired & empowered with the new tools and knowledge to achieve their goals.

### What are the negative aspects?:

In the corporate environment, managers sometimes do not look for the potential in individuals. Our philosophy is: "The most important investment a company can make is in the people who work for it. Investing in the excellence of its staff ensures the global excellence of the company. And the access to individual excellence is through memory."

### What are your aims for the future?

To be the leader in the field of developing individual potential and talent and to increase the public profile about what I do. Without the public knowing the impact of what I am doing, individuals who could benefit will miss out.

### What are you tips for success?

It's very important to build close relationships with your customers and be passionate about what you do. Customers will always appreciate that.