

# ALPHALEARNING

## Learning to Learn A Dynamic New Seminar

**You can learn:  
Brain Wave Control  
Speed Reading & Speed Memory**



**Clear your desk faster**

**Improve your professional skills**

**Multiply your efficiency**

**Enjoy increased Comprehension - Concentration - Recall**

**You have 300,000,000,000 (300 Billion) Neurons in your brain.**

**You are only using 5% or 15,000,000,000 (15 Billion).**

**You have 95% or 285,000,000,000 (285 Billion) spare light bulbs.**

**Alphalearning can show you how to plug them in.**

**Join the Alphalearning course now!  
Improve your efficiency by 300% in a few days.**

ALPHALEARNING INSTITUTE

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# 3,000 Individuals have already achieved the benefits !

"Reading is the pinnacle of what humans can do."

"It is the most complex of human functions."

Dr. S.E. Shaywitz, Yale University School of Medicine

## ALPHALEARNING INSTITUTE GRADUATES SWEEP THE WORLD RECORDS IN SPEED READING

First place and 6 of the top 10 readers in the latest edition of the Book of Genius have been trained by the Alphalearning Institute.

The reading speeds of the top 10 ranged from 3,850 words/minute to 1,560 words/minute.

### RESULTS OF THE LEARNING TO LEARN COURSE

Average Untrained Speed	250 Words/Minute
Average Alphalearning Graduate	750 Words/Minute

*Increased efficiency Over 3 to 1*

The same % savings and increase in efficiency is achieved in all types of reading: from news reports to business letters.

*And, all graduates report increased comprehension, concentration and recall.*

Three months after the course the average speed has increased another 25% - to over 1,000 words per minute - with no additional training.

According to a recent survey by the European Commission in Brussels the average senior executive costs over \$200/hour, works 10 hours per day and spends 30% of that time or 3 hours per day reading.

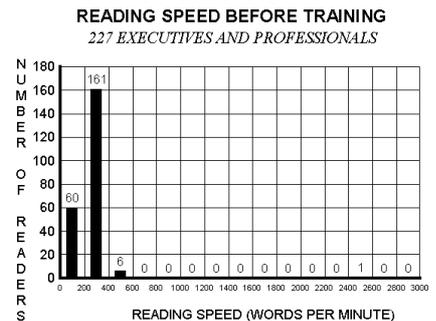
An increase in reading efficiency of 3 to 1; therefore, saves 2 hours per day.

Average Daily Time Saved: 2 hours @ \$200/hour = \$400/day.

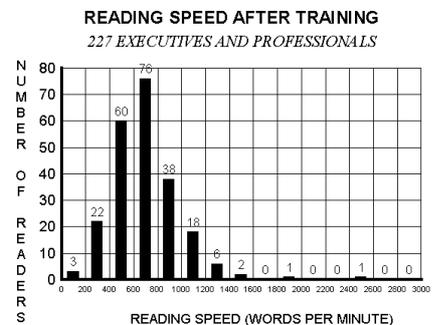
**\$8,000/MONTH IN TOTAL SAVINGS.**

**Improving reading and memory skills is the most cost effective training available for the business executive.**

*Average speed before training:  
250 words/minute*



*Average speed after training:  
750 words/minute*



*Average increase in reading speed:  
300%*

*With increased comprehension and memory!*

# What is "Learning to Learn" ?



*Jet pilots use the system for concentration and reaction speed.*

*Alphalearning is a training system that works, sticks and people like it.*

*Your skills can be transformed with Alphalearning techniques.*

*L & P INSURANCE  
"Our sales went up 27% with brain training."*

A step into the future to re-program the habits of the past.

School systems concentrate on imparting knowledge without giving time and attention to teach the actual skills required to learn the knowledge.

Pay attention! Listen carefully! Remember this! Relax! On and on with commands that seem to make sense. Yet the question in our subconscious mind is, how?

How do I pay attention, listen, concentrate and remember; much less relax? These are the questions that concern every student. To an executive, the questions are of paramount importance.

It is by making the process efficient, relaxing and yes, even fun, that true transformation and growth is possible.

## *What you can achieve.*

You can use the systems to learn anything - reading - typing - languages - sales - any new skill. And, old habits can be effortlessly transformed.

Brain capacity, creativity and processing speed can definitely be improved, quite dramatically.

You can easily triple your reading speed on all types of printed information with vastly improved concentration and recall. And, learn how to apply the learning skills to any physical - mental activity.

Your company can be transformed in efficiency, profitability and staff motivation when you introduce the techniques yourself into your own environment.

## *Corporate opinions.*

**ICL** *"ICL believes strongly in the development of staff. The entire management team, including the CEO, has been trained. The result has been positive. It is possible to train the brain with a view to optimal learning. We plan to go ahead with this radically different way of training."*

**Henkel** *"We are able to increase reading speed of managers considerably, often by 300% or more. This contributes to better time management, stress reduction, and an increased efficiency. This was not a short-term success. The seminars will be continued."*

## Why is learning important?

From a scientific point of view, more has been learned about learning in the past decade than in the past century.

Over 90% of the scientists who ever lived are still alive.

Over 90% of all knowledge about the human brain has been learned in the past 10 years.

*Now is the time to capitalize on the momentum.*

\* **"The newest important form of ownership: the possession of know-how, technology and skill."** (Pope John Paul II)

\* **"The rate at which individuals and organizations learn may become the only sustainable competitive advantage."**  
(Kay Stata, Chairman, Analog Devices)

\* **"The knowledge that exists in an organization can be used to create differential advantage and if you don't keep your intellectual capital refreshed - it will erode."** (Hugh Macdonald, ICL)

\* **"The implications of the technology that has been developed by the Alphalearning Institute are enormous. It is a major breakthrough in the evolution of human intelligence."**

**"I predict that early in the next century every school, college and university in the developed world will have access to the Alphalearning technology and that it will be a requirement of industry that its workforce use it."**  
(How To Pass Exams - D. O'Brien - World Memory Champion)

\* **"It's important that society takes Alphalearning's discoveries seriously, simply because they do indeed represent a new era of education. In an age of increasing stress, violence and ecological destruction, we could all use some wising up."**  
(National Geography Magazine)

\* **"The knowledge and competence of the Alphalearning Institute are of considerable importance to our society and need to be widely known. The Institute's view that the brain can be trained and developed like any other organ in the human body offers new perspectives. The implications that this new method of learning has for education are immense."**  
(States General, The Netherlands)

**Managers know what their cash payroll is. The question is; what is the true replacement cost of the people, the value of the skills that would have to be replaced if they left tomorrow?**



*Fashion designer experiencing brain balance.*

**FORTUNE**

*"Intellectual capital is America's most valuable asset."*

**MERCK**

*"Knowledge is dynamite!"*

*Roy Vagela, CEO*

# BRAINWAVE I

**A new approach to brain training!**

**A new set of techniques to enhance learning,  
memory and balance!**

***Development required  
5 years and over  
\$5,000,000.***

***FORBES  
(The world's premier  
Business Magazine)***

***“The latest invention in  
mental body-building is  
ALPHALEARNING.”***

***SYNAPSIA  
(The international  
scientific journal of  
intelligence)***

***“Neuro-surgery with  
light and sound waves is  
now a reality.”***

***“The BRAINWAVE I is  
Nautilus equipment for  
the brain.”***

The Alphalearning system was originally designed to reprogram one of the most deeply programmed skills of modern man, i.e., reading.

The belief was that if it worked on reading, it would work on anything. It did work on reading and now is being used for a vast variety of skills; from rodeo riding to typing to language learning to management team performance.

Determining the precise brain wave frequencies and developing the training software and equipment required over 5 years, has involved over 3,000 executives and professionals and required an investment of over \$5 million.

***And now the result:***

***BRAINWAVE I is finally a reality !***

**The ultimate state of the art exercise  
and training equipment for the brain.**



**BRAINWAVE I equipment is to the brain  
what Nautilus and Nordic Ski are to the body.**

# BRAINWAVE I

## Why & how it was developed.

As corporate executives became more and more overloaded with information in the late 1980's, they realized that new and more efficient techniques of learning had to be mastered.

In co-operation with executives from over 100 international corporations, the Alphalearning Institute began in 1989 a research project to determine whether brainwave frequency training could increase learning efficiency.

### *The project was an unqualified success!*

By testing and studying the brains of 450 high performing individuals, i.e., senior corporate, military and government managers - it was possible to discover the precise brain wave frequencies that were required to perform various mental and physical activities.

**This was the first brain wave frequency study done on “super high performing” subjects as opposed to subjects with known brain disorders or “normal” subjects.**

**It became clear that top performers in various areas, i.e., reading, memory, creativity, persuasion, etc. used different brain wave frequencies.**

**All the high performers had the same frequency analysis on each function.**

### *Finally it was proven which frequencies were the best for which function.*

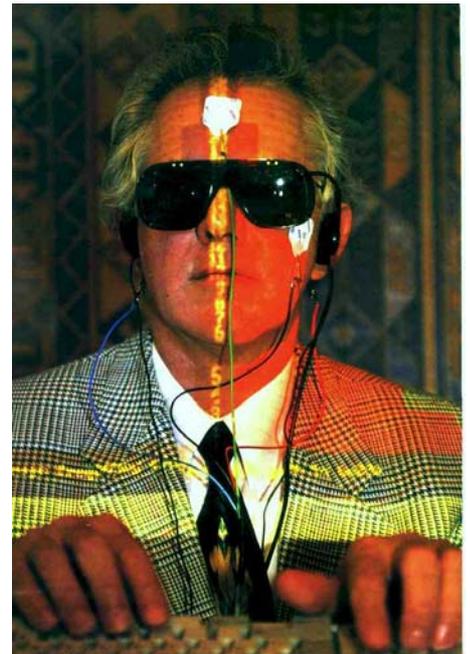
Then it was possible to program the computer to read a brain and tune it to the “perfect” frequency.

The problem for the 20 years from 1970 - 1990 was that mental exercise for 40 - 60 minutes a day was required to achieve a measurable effect on the brain. Then the exercises had to be continued forever to maintain the effect.

**Now it is possible to achieve permanent results within a few days and to only exercise 1-2 minutes per day thereafter.**

*The appropriate wave frequency is the key to learning.*

*Large corporations had to increase the efficiency of their executives.*



*Sean Adam, the inventor and international patent & copyright holder for the Brainwave I*

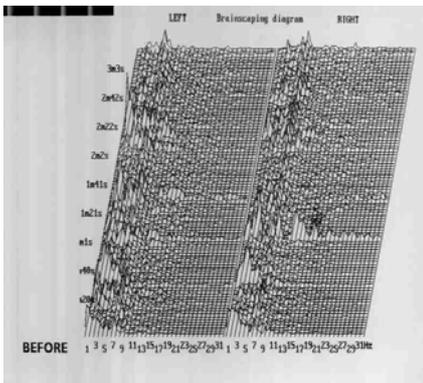
## How does the system work?

*You can see your brain function on the computer screen.*

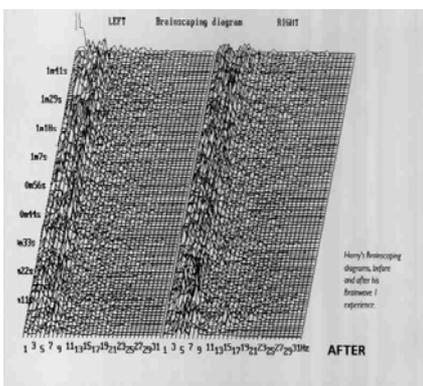
To learn to use the brain frequencies properly requires the use of Brainwave I; a combination of an electroencephalograph (equipment that reads brainwave output) and an optical-acoustical trainer (equipment that controls brainwave input).

**Brainwave I is a computer based electronic system that uses the brain's output through the electroencephalograph to control the training input from the optical-acoustical stimulation glasses and earphones.**

*Four steps in the process.*



*Unbalanced brain*



*Balanced brain*

1. An EEG is recorded by attaching 4 small wires to the head with easily removable disposable tabs to view the brain's activity on the computer screen. This recording is then evaluated to determine the weak and strong areas of the brain.

2. Lights and earphones are used to input certain frequencies to synchronize the 4 main sections of the brain. The precise program used is based on the results of the first EEG.

3. Biofeedback exercises are performed allowing the user to hear and see their own brain wave frequencies and their left-right balance. The brain is attracted to the sounds and images of perfect balance and therefore; balances and tunes itself.

4. A second EEG is recorded for comparison to the first EEG to measure the effect and results of the training session. This EEG is used to determine the next session settings for the light and sound training frequencies.

The above sequence requires approximately 20 minutes.

## What are Alpha and Theta brain waves?

Alpha is a relaxed concentrated state of mind typical of a brain wave around 7 cycles/second (7 Hz). It allows total concentration and synchronization of the left and right brains. This is the proper state for reading, listening and other forms of information input.

Theta is an even more restful state of mind typical of a brain wave around 3 cycles/second (3 Hz). This state is the best for memorization, creativity and problem solving.

**You can learn how to use these brain wave frequencies easily, effortlessly and efficiently.**

## **Alpha learning graduates are capable of controlling their brainwaves in 4 major frequencies:**

**DELTA** = 1-2 Hertz (cycles per second)  
Deep physical relaxation, pain control & stress release.

**THETA** = 3-5 Hertz (cycles per second)  
Memory, both memorization and recall and IQ growth.

**ALPHA** = 7-9 Hertz (cycles per second)  
Learning, reading and listening.

**BETA** = 12-14 Hertz (cycles per second)  
Decision making, logic and problem solving.

Using the appropriate wave frequency for each part of learning, i.e., listening versus memorizing is the key to accelerated learning and increased retention.

Extensive use of computerized optical-acoustical brainwave training equipment and electroencephalograph analysis enable each person to track their daily progress during the course.

***You can now train your brain to achieve any desired frequency with Brainwave I.***

Michael Hutchinson; MEGABRAIN (# 1 book on brain technology):

***“Only those Zen monks who have meditated for more than 20 years are able to enter the Alpha - Theta states at will.”***

Maxwell Cade; THE AWAKENED MIND (over 4,500 EEG's tested):

***“To achieve an Alpha frequency of 9 Hz requires two to five years of meditation experience. With ten to twenty years of practice, we find the Alpha frequency around 7 Hz.”***

*The appropriate wave frequency is the key to learning.*

*Once an individual has “learned” the appropriate frequencies they can use them at will whenever a particular function is needed.*



*Executive training for concentration*

*GEO: “The computer is the new guru.*

*The new Brainwave I can achieve rapid and dramatic increases in intelligence and reading speed, stress management and sporting performance.”*

**BRAINWAVE I** achieves within days what has previously been believed to require 10 to 20 years.

## Additional Applications of Brainwave I and Alphalearning

Many additional applications of the training techniques developed for reading and learning have been discovered in the past few years.



*"Golf swing works, Alpha gives me a relaxed awareness, not so screaming inside."  
Bert Talhoo, Holland*

Golf was the first, as many of the corporate executives used the concentration techniques on their golf game. Here are some quotes.

**"Won first prize in golf club tournament week after course using the Alpha system. Ball in hole works!"** Doug Ewing, Belgium

**"Alpha really works for golf. When distressed, now have the ability to calm down and relax."** Curt Selestam, Norway

**"Before Alpha I couldn't keep my left arm straight on the back swing, now I can't bend it. Fantastic."** Cris van Aeken, England

**"Before the Alphalearning Institute course my handicap was 14.2. Now it is 7 and still dropping after 3 months of practice with the Alphalearning Institute techniques."** Jan Verfaellie, Belgium

Shooting was the second, as many people enjoyed sport shooting. The results were so impressive that the Royal Marines in the UK and the USA Marines used the system for their international marksmanship competitions. The result was a 20% - 30% improvement in scores.



*Sean training F-16 pilot on virtual reality flight.*

Astronaut training at NASA in Houston resulted in 1 – 2 levels of G-Force toleration (20% - 30% more), as the balanced brain was better able to survive the confused state in a spinning gyro field.

Richard Branson and Steve Fosset used Brainwave I to control their sleep patterns during their last around-the-world balloon attempt. The only Brainwave I ever to be lost went down off the Hawaiian coast.

F-15 and F-16 fighter pilots were able to increase their “dog-fight” learning and response training by having their brain balanced and learning the Alpha and Theta waves.

*The possibilities for brain training are unlimited.*

In one of the most recent and unique applications, two Brainwave I's were used to determine how and why Monty Roberts (“The Horse Whisperer”) was able to train horses so quickly.

Portable units operating on infrared transmission were connected to both Monty's brain and a horse's brain while he was in the training ring. The resulting EEGs proved that when Monty got the horse to respond to instructions, their brains were on the same wavelength.

**To be serious about training the brain,  
BRAINWAVE I equipment is a requirement.**

# The Learning to Learn Course is presented by Sean Adam

Quotes about Sean Adam from TONY BUZAN, world famous authority on the business brain and super-learning skills. (Author of "USE YOUR HEAD" and 9 other books on the applications of brain power and business training.)

As a consultant to international companies, professionals and athletes in many disciplines, his innovations in learning skills and changing habits have led to a revolution in learning techniques

These new breakthrough techniques certainly work for Sean; he has been for the past 10 years, the world's speed reading champion, at a rate of 3,850 words per minute (The average 300 page book in 24 minutes). The world records for mental achievement are published in the Book of Genius - London and Electroencephalographic Mental World Records – Switzerland.

***Sean Adam specializes in studying why people do what they do and helping them to do whatever they want to do even better.***

The credit in the international brain journal Synapsia for his article:

*"Why Does The Planet Learn So Slowly?"*

*"The author - Sean Adam - began his studies of the power of the mind and brain in 1957. After degrees in physics and higher mathematics he specialized in wave-length physics and the possible applications to brain training.*

*An acknowledged expert in learning systems and holder of several world records in intellectual achievement, he has taught the Training Directors of 120 top European companies how to use Alphalearning in their own corporate environments.*

*He is the world record holder in the two IQ categories of vocabulary and recognition and manipulation of similarities. He is tied for 6<sup>th</sup> place in the Synapsia ranking of the top 30 I.Q.'s of all time."*

In addition to 'EEG World Records', a comparative study of over 12,000 electro-encephalographs from high performing individuals, he has published many articles on the brain and learning.

The latest book 'Brainwaves, Their Frequencies, Functions and Applications' is due for publication in 2001.

**Sean Adam has trained over 3,000 individuals to use Alpha&Theta**

*"Sean Adam is, without question, one of the most creative and talented people in the world today."*

*"An extraordinary teacher and trainer, Sean Adam taught me more in one day than anyone else in a year."*

*"The information he gave me is priceless. Grab him while you can."*



*Sean at his desk*



*Sean with F-16 pilot*

# ALPHA LEARNING

## COMPLIMENTS FROM CORPORATE EXECUTIVES ATTENDING ALPHALEARNING PROGRAMS

Thank you for a truly energetic session.  
Truly wonderful experience.  
I hope to continue following your work.  
Experientially good.  
Effectively delivered.  
Could extend application to training techniques.  
Excellent.  
I've clearly warmed up to your style.  
Very good and interactive.  
Entertaining, useful and fascinating.  
Enjoyable and amusing.  
Very interesting.  
Excellent, very direct and clear presentation.  
Subject was very interesting.  
Very grateful to him for giving hints and ways to read faster and break down data.  
Would be interested in further talks.

I found the subject so interesting I was anxious for the next point.  
Positive results.  
A booster shot of confidence, when you become aware of the ability to change your mind.  
Increased my reading speed by 100% within minutes.  
Opened many new perspectives.  
Compelling - funny too.  
Thoroughly enjoyed Sean's style of presenting - considering such a 'heavy' subject.  
Extremely helpful.  
Sound and clear.  
I could easily have listened and enjoyed much more.  
Very good at winning the audience.  
Valuable training system.  
Thank God !

Mind-blowing !  
Lots of insight into brain behavior.  
Opened our minds to improvements in ourselves that we may have doubted before.  
Excellent in general terms.  
Outstanding !  
Wonderful content.  
Subject fascinates and stimulates me.  
A real journey into the unknown.  
Fascinating.  
Incredibly inspiring.  
Well presented and easy to listen to.  
Very participative.  
Well done.  
A great pleasure to meet Sean and see his work.  
Excellent presentation.  
Direct personnel value.  
I will certainly use the Alpha state.

## SOME OF THE COMPANIES THAT HAVE ATTENDED ALPHALEARNING PROGRAMS INCLUDE

ABB ASEA BROWN BOVERI LTD.  
ABB TRANSPORTATION GMBH  
ABBEY LIFE ASSURANCE IRELAND  
ABBEY NAT'L PLC  
AER LINGUS  
AIB ALLIED IRISH BANK PLS  
AMDAHL UK LTD.  
APOTEKSBOLAGET AB  
APPLE EUROPE  
ARCS ASTRA RESEARCH CENTRE  
ASCOM HASLER  
AVANT  
AZZAWIYA OIL REFINING CO.  
BALTICA  
BANCA D'AMERICA E D'ITALIA  
BANCO SANTANDER  
BANK OF IRELAND  
BAC GASES  
BOFORS ELECTRONICS  
BRISTOL MYERS SQUIBB  
BRISTOL MYERS SQUIBB SPA  
BRITISH AIRWAYS  
BRITISH TELECOM INT'L  
BUSINESS COACHING EUROPE NV  
CAJA DE PENSIONES LA CAIXA  
CAPITAL HOUSE INVESTMENT MGMT.  
CATERPILLAR OVERSEAS SA  
CHRISTIANA BANK OG  
CIN MANAGEMENT LTD.  
CRH SA  
DANMARKS APOTEKERFORENING  
DE BAAK  
DEN DANSKE BANK  
DIGITAL EQUIPMENT CORP AG  
DOVEUROPE  
DOW EUROPE SA  
D.H.L. HEADQUARTERS  
EAGLE STAR  
EDF  
EIB-BEI EUROPEAN INVESTM. BANK  
EISAI EUROPE LTD.  
EMPRENDIMENTO AMOREIRAS  
ESA-ESRIN  
ESOC-EUROPEAN SPACE AGENCY

ESTEC  
EUROPEAN PARLIMENT  
EVC INTERNATIONAL  
F. HOFFMANN-LA ROCHE LTD.  
FEDERAL EXPRESS  
FINNBOARD  
FIRST SAVINGS BANK  
FISONS PLC  
FORD MOTOR COMPANY  
FORD WERKE AG  
GENERAL MOTORS ESPANA  
GENERALE BANK  
GKN AUTOMOTIVE  
GLAXO GROUP RESEARCH LTD.  
GLAXO HOLDINGS PLC  
GRUPPO SYSTEMI SPAZIALI  
HARRISONS & CROSFIELD PLC  
HAY MANAGEMENT CONSULTANTS  
HENKEL  
HONEYWELL EUROPE S A  
IBM NEDERLAND SA  
ICI FIBRES  
ICL  
IHG KG KHALID NATL GUARD HOSP  
INTERNATIONAL STOCK EXCHANGE  
INTL MOTORS LTD  
INTERMEDICS  
IPE-INVESTIMENTOS  
IRISH PEAT BOARD  
JOHNSON WAX SA  
KLM ROYAL DUTCH AIRLINES  
KPMG PEAT MARWICK MCLINTOCK  
KRAFT EUROPE GMBH  
LABORATOIRES SANDOZ SARL  
LEICA PLC  
LHOIST  
MANAGEMENT + RESOURCES  
MOBIL OIL AG  
MONSANTO EUROPE SA  
MONSANTO SERVICES INT'L SA  
MOTOROLA INC  
MOTOROLA SA  
NATL WESTMINSTER BANK PLC  
NESTE CHEMICALS INT'L

NESTE CHEMICALS NV  
NESTLE SA  
NOFO  
NORSK HYDRO A S  
NORSKE SHELL  
NOVO-NORDISK A S  
NV SIDAL  
OCE NEDERLAND BV  
OEMV AKTIENGESELLSCHAFT  
OLIVETTI INT'L EDUCATION CTR  
OSCO GROUP  
OWENS CORNING FIBERGLAS  
OXFORD MEDICAL LTD  
PA HARTMARK-IRAS  
PARTEK CORPORATION  
PHILIP MORRIS GMBH  
PHILIPS  
POHJOLA GROUP, THE  
PRICE WATERHOUSE  
PRICE WATERHOUSE EUROPE  
RAUFOSS A S  
RAYCHEM  
SANDOZ-WANDER PHARMA LTD  
SANOMA CORPORATION  
SCHLUMBERGER INDUSTRIES  
SIDAL NV  
SIFCO TURBINE COMPONENTS LTD  
SITA  
SKOPBANK  
SMEETS  
SOGENAL  
STERLING-WINTHROP GROUP LGD  
STS BANK  
SWIFT SC  
TELERATE  
TETRA PAK INT'L SA  
TEXAS INSTRUMENTS  
TEXAS INSTRUMENTS FRANCE  
TRUSTHOUSE FORTE CATERING  
UNION CARBIDE COATINGS  
UNITED DISTILLERS  
W H SMITH INC  
WELLCOME  
WOOLWORTHS PLC