

BrainRead® Read faster, retain more and understand better

Do you value your time? How much time do you spend reading each week? 15 hours or more?
Imagine you could raise your reading efficiency by 25%: You would gain a full 20 working days a year!

BrainRead® is based on the practice of holistic reading, as it is practiced especially in Scandinavia. Reading skills amongst Scandinavians are far higher than anywhere else, as many academic studies, such as PISA, have proven. The method is used by many companies and institutions in the German and Anglo-American markets, as a productivity-enhancing measure.

Goals:

Expand your Effective Reading Rate (ERR) by 2-3 times. Sift through large amounts of information faster and make better judgments on the essentials. Develop a flexible reading strategy. Read with less fatigue and experience less stress. Save valuable time every day. The success of the BrainRead®-Method is sustainable and measurable: on average, your reading efficiency will increase by 216% (study at the University of Vienna – publication in preparation).

Target Group:

Everyone who needs to get in control of the daily information digest, wants to learn how to read faster and to retain more information.

Contents:

You will learn new techniques for varying your reading speed and level of comprehension:

- Physical exercises to prevent obstructive reading habits
- Improve concentration, reading comprehension and retention
- Learn and practice different reading strategies developing better information acquisition skills
- Learn how to tackle difficult academic literature or texts with confidence
- Retain long-term, significant improvements of your reading ability

The specific sequence of theory, paired with numerous reading tests and exercises, ensures lasting results. You will practice and monitor your progress with an iPad learning-app which will be provided for you during the workshop.

Further information:

Customer voices: <http://bit.ly/Empfehlungen>

Website: <http://www.brainread.com>

Video: <http://www.youtube.com/watch?v=NcE2sPIJEwA>

Book: <http://www.amazon.de/BrainRead-Effizienter-lesen-behalten-Schweden/dp/3709305071/>

Trainer:

Göran Askeljung, BcEE, MBA – is director and senior trainer of “immediate effects”, board member of the Swedish Chamber of Commerce in Austria and advisory board member of the Austrian Manager Association (WdF). Before, he was managing director of Microsoft MSN in Austria and division leader of Ericsson Data CEE in Vienna.

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