



How to Become Great at Remembering Names

Remembering someone's name is a great way to demonstrate that you care about them and is an important prerequisite to them caring about you. Relationships are of critical importance to success in business and life and taking the time to truly know someone, starting with their name, is something all successful people focus on in some way or another.

Recalling names is not an easy skill for everyone, but focusing on a few simple etiquette and memory skills dramatically improve your ability to not just "remember" but to truly learn and "know" names. With focus and practice over just a few days, you'll see a marked improvement!

Step 1: Make an Effort / Believe You Can

Telling yourself over and over again that you are "bad with names" is a story. In fact, you do remember a lot of names already, so there is more evidence to support that you're good rather than bad! Why not create an intention to learn and try the mindset, *"In the past, I haven't made it a priority to remember people's names though I've it when "it matters." I now see it as very important and I'm going to start doing it with everyone, just as I would hope people would do with me."*

Step 2: Say it Again

This is as simple as saying "It's nice to meet you, _____. My name is _____." If there isn't room at the start of the conversation, say it at the end. And while you're at it, make sure you take the time to share a strong, friendly handshake with them while holding eye contact.

Step 3: Make Associations

Does this person or their name remind you of another person, place or feeling? You could associate new contacts with the person you made your introduction or where you met. Making a note of those things – or even a funny phrase like "Sally sells" or "Frank bank" – will jog your memory when you need it.

Step 4: Take notes

As soon as possible after having a conversation with a new contact, take a few minutes to recall the conversation, make a plan for next steps and write a few notes about them. The back of a business card is an ideal place to take notes though you can also leverage other contact management systems or even the "Relationship" tab in a LinkedIn contact's profile (after they've accepted your connection request).

Step 5: Make a New Introduction

Another easy and polite way to remember someone's name is to introduce that new person to somebody you already know or to a new contact. Go beyond simply sharing their name and also share something interesting about them or your conversation. Not only will you be using this opportunity to remember their name, you'll also be helping them to meet someone new and both parties will remember your helpfulness and generosity.