



Jonathan Kemp  
Creator of SmartWisdom

# How to Study Effectively

## Secrets of an Information Athlete

## Program

1. **Module 1 – Background**
2. Module 2 – A solid base to work from
3. Module 3 – Strategy
4. Module 4 - Example of optimising a process
5. Module 5 – Planning for reports, presentations, exams
6. Module 6 – Thank you



## Mobiles

### Valuable session

- Take what you like and leave the rest
- Take away 1 thing – great!
- Take away 2 things – brilliant!!

### Background

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## SmartWisdom®

### Some clients



Deutsche Bank



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## SmartWisdom®

### SmartWisdom® - Advanced Knowledge Management technique

- Advanced Note-Taking & Advanced Planning

### Background

- 17 years development
- 12 years training clients in blue chip companies

### Scientific underpinning (2008 – 2010)

- Two studies by a team of cognitive neuroscientists
- Results submitted and published in two peer reviewed scientific journals
- 20% improvements in performance

### Competitive edge for experienced professionals

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## What is all of this really about?

### 1) Study Skills

- No

### 2) Information Skills for learning and work

- Yes

### 3) Result

- Increase your effectiveness when learning
- Up skill you for the work place
- Give you a competitive edge in life

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## What is the secret of learning?

### 1) Natural intelligence

- Yes / No

### 2) Combination = success anywhere

- Strategy
- Focus
- Process
- Skills
- Network

### 3) Understanding some core concepts

- Brain
- Information / Knowledge
- Life principles

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## Understanding some core concepts

### How the brain works

#### 1) Memory – some structural facts!!

- After 48 hours
- After 1 week
- After 1 month

## Understanding some core concepts

### How information and knowledge work

#### 1) Key barriers to understanding

- Terminology
- Structure

#### 2) Obtain real and validated understanding

- Manipulate the information
- Personalise the information

#### 3) Critical to realise, Once 'understood'

- Does not = memory!!!!

## Terminology

A job came in for kiting, a couple of known IC1 blaggers. First of all they needed a few woodies and a skipper. Before spinning the drum a couple of tugs were made outside, nothing of interest though.

## Police terminology

A piece of work (a job) came in for cheque fraud (kiting), a couple of known white (IC1) armed robbers (blaggers). First of all they needed a few constables (woodies) and a sergeant (skipper). Before searching (spinning) the house (drum) a couple of stop and searches (tugs) were made outside, nothing of interest though.

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## Strategy

- 1) What is the end goal
  - Grade A, B, C..
  - First, 2.1...
  - What ever you aim for you get (or less)
- 2) Be really clear and specific – **Raise the game**
- 3) Commit
  - Share it with someone you respect
  - Set up a reward (which you stick to!!!)
- 4) Why is this so critical when learning?
  - Amount of effort / training
  - The team you choose

## Strategy

### Understanding the nature of success

- Can not guarantee success

### Can guarantee

- Greatly increase the probability of success

## Understanding some core concepts

### Some key principles for managing information

#### 1) Pareto Principal



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## Process

Identifying and understanding process is power

At university / college

1. Lectures
2. Revision
3. Reports
4. Presentations
5. Group work
6. Exams
7. Dissertation

The trick is to break down

- Break down the activity
- Identify the component parts
- Improve performance within each component part

## Lecture process (Information event) – Three stages



<u>Issues:</u>	Too busy	1) Barriers x 2 2) Comprehension	Memory capacity Too busy
<u>Solution:</u>	<u>Pre read:</u>	<u>Manipulate:</u>	<u>Review:</u>
<u>Pareto:</u>	<u>20 / 80</u>		<u>20 / 80</u>
<u>Strategy:</u>	<u>Choose subject</u>		<u>Choose subject.</u>

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## Lecture process – Stage 1) Prep



<u>Issues:</u>	Too busy	1) Barriers x 2 2) Comprehension	Memory capacity Too busy
<u>Solution:</u>	<u>Pre read:</u>	<u>Manipulate:</u>	<u>Review:</u>
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## Lecture process – 1) Optimise preparation

### Core information skill – Efficient Reading / Searching

#### Tip 1) Use a guide – to check detail

China is experiencing one of the fastest growth rates in the world. The coastal regions have seen the greatest growth,

#### Tip 2) Use a guide – to scan

China is experiencing one of the fastest growth rates in the world. The coastal regions have seen the greatest growth,

## Using A Guide

### Tip 3) Use your usual pen / pencil

- Not a highlighter

#### Advantages

- Increases speed
- Enhances immediate focus
- Helps with concentration over time
- Useful for marking text
- Proactive

## The trick when reading is to be 'Proactive'

### Tip 4) Pre reading – we are on a mission is to identify

- Structure, Terminology

### Tip 5) To gain overview (= structure) need to read

- Front and rear
- Introductions and conclusions
- Headings, bullets, highlights and graphics

### Tip 6) Focus is 'Searching' for Information of interest

- Do not highlight
- Mark off at end of line / diagram:
- X = important    XT = new terminology    XQ = question

## Lecture process – Stage 2) Event



<u>Issues:</u>	Too busy	1) Barriers x 2 2) Comprehension	Memory capacity Too busy
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<u>Solution:</u>	<u>Pre read:</u>	<u>Manipulate:</u>	<u>Review:</u>
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<u>Pareto:</u>	<u>20 / 80</u>		<u>20 / 80</u>
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<u>Strategy:</u>	<u>Choose subject</u>		<u>Choose subject.</u>
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## The Team – The Network

### Find students

- Similar outlook to yours
- Have similar goals
- Are better than you

### Greatest resources





- Ideas and insights

### Guaranteed source of satisfaction

- Helping your team
- Helping strugglers

## Methods for managing knowledge

### Two key differences between note-taking and SmartWisdom

	Activities and Results	School Note-Taking	SmartWisdom
During Meeting	General	Listening / Analysing	Listening / Analysing
	1) Actual point of recording Primary focus	Accurate data capture 	Analyse Validate  20% ↑ Personalise
	2) Output	'Dead Knowledge' Unlikely to use 'real time' 	'Live Knowledge' 1) Access to 1 hr  2) Use 'Real time' 3) Look for gaps



## How SmartWisdom® gives you a competitive edge (Knowledge Harvesting)

### Step 1: Original Knowledge (no need for any prior Introduction)

Input There is a need for 15 new advisors to visit clients and make presentations.

### Step 2: Remove all superfluous Knowledge

Unpack There is a need for 15 new advisors to visit clients and make presentations.

### Step 3: Break down all remaining Knowledge into single units

Unpack There is a need for 15 new advisors to visit clients and make presentations.

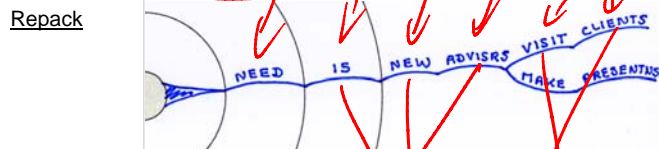
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## How SmartWisdom® gives you a competitive edge (Knowledge Harvesting)

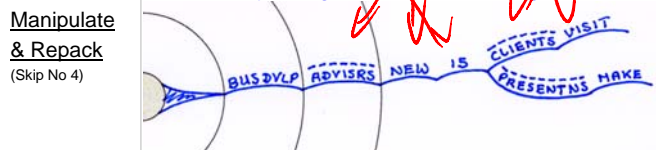
Step 3: There is a need for 15 new advisors to visit clients and make presentations.

Step 4: Repack the knowledge as you hear it (New users)



Benefit  
13% improvement  
in comprehension

Step 5: Immediately reorganise the Knowledge the repack (Experienced users)



Benefit  
20% improvement  
in comprehension

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## Lecture process – 3) Optimise Reviews

Reviews are **crucial**

### Timing

- Same day
- 24 hour hours

### Duration

- 5 -10 mins

### Proactive

- Highlight key structure
- Highlight key points

You may need to be strategic

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## Self evaluation

### Benefits

- Self awareness
- Independence
- Power

ACTIVITY	DATE	EST. TIME	START	FINISH	ACTUAL TIME	ISSUES / IDEAS / IMPROVE

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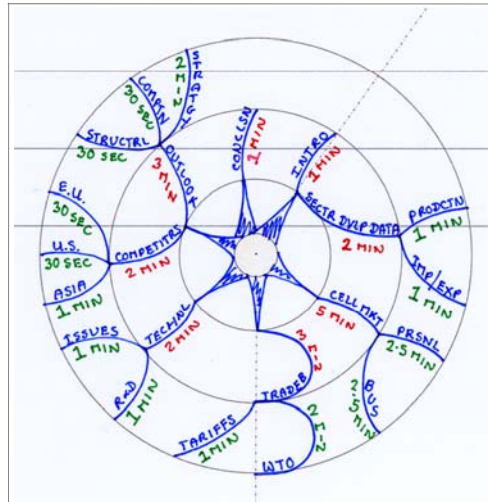
## SmartWisdom® and Presentations

### Example

- Report on the outlook of the Asian Cellular phone market. Include examination of production data, trade barriers, technology developments and main competitors.

### Time count

- 20 minutes**
- Margin 5% = 1 minute
- Intro / Concl = 1 minute each
- Remainder = 17 minutes



## SmartWisdom® and Exams

### Answering the question

- What are some of the key issues to consider when setting up a joint venture in China

### Benefits

- Validates understanding
- Creates focus
- Create a great structure
- Pace myself

### Pareto principle

### Review ??

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1

© J  
Start - 10:15  
Plan - 10:30  
Mid - 10:42  
End - 11:05

**INTRODUCTION:** The Key Issues for Setting up a Successful Joint Venture cover five main areas: Political, Legal, Finance, People and Quality Control of Quality Control.

**POLITICAL:** There are two centers of influence: National government and local government. If you are based in large cities such as Beijing or Shanghai, National authorities have much greater influence. In less prestigious local government and local interpretation and influence have a much greater part to play. Legislation can change literally overnight with repercussions and it can also be retrospective.

**LEGAL:** The legal system is constantly developing in China, which is now giving greater protection for commercial joint ventures. However, as with politics, there are considerable regional differences. It is critical any new joint ventures comply with all employment and safety legislation in addition.

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## Thank you

- 1) Copies of slides and templates
- 2) Feedback and any questions – respond on blog for all
- 3) Book on ‘Effective study skills’
- 4) SmartWisdom® pilots
- 5) Some good news...