

Motivation Letter

Dear International Association of Memory Election Board,

My name is Simon Luisi and I would like to put forth my application to join the IAM International Board. I would like to congratulate you on your accomplishments this year and I am excited at the opportunity to join this organization.

Seven years ago, I founded the Canadian Memory Championships – the first organization of its kind in Canada. We regularly hold free memory tutorials in Toronto and have our yearly Canadian Memory Championship. Our mission is to increase awareness and credibility of memory sports throughout Canada. The Canadian Memory Championship has been a labour of love for our board and me, and I am excited at the prospect of using my years of experience as chair of the CMC on the IAM International Board. I am including a few of my motivations for joining the IAM International Board.

- One of the main duties of the IAM is to form the competition that determines the next World Champion of Memory. To become champion memory, I believe that a memory athlete should do more than simply outperform all others with his or her memory power. In my opinion, human memory is the most basic form of human power. To develop human power, we would need to have institutions dedicated to the development of human memory, and I would like to see the IAM lead the way in this respect.
- I am a former “Toastmaster”, which is an organization that crowns a world champion of public speaking every year. As a long time member of this group, I am familiar with their recipe for success. I sincerely feel that the IAM would greatly benefit from emulating some of Toastmaster’s methods, such as rewarding participants in two distinct areas: the sport and leadership in the sport.
- Getting together with others interested in improving their memories is, in my view, the right way to improve one’s memory more efficiently. Therefore, I feel that the IAM should look at rewarding participation and leadership more by issuing new IAM awards, for instance.
- I would prefer to see a great increase in the number of people participating in memory sports rather than being witness to a small group of memory athlete setting incredible new individual world records of memory. Perhaps we can better reward the achievements of average and beginning competitor here? Memory training can be revolutionary for people. I would like to see everybody learn to become confident in their memory skills.
- My vision is that power is very much linked to memory. To be champion of memory, you must also be a champion of power, especially so in education, where the use of memory is so critical. As memory champions, we will need to become better leaders. We need ambitious, motivating goals and the persistence to achieve them.