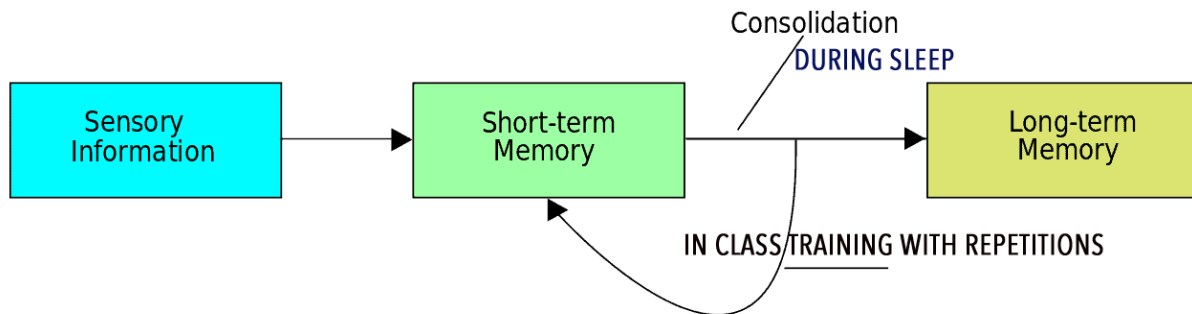


At Bullseye Training Range we incorporate the latest scientific understanding of “learning” to be sure that each segment of your training gets properly transferred into your long term memory. Each training segment is built around that understanding giving you the best environment to master and retain your skills. Below is a summarization of the reasons we train the way we do.

**Memory** is created using a set of processes that encode, store, and retrieve information over different periods of time. This is done through multiple regions of your brain. Memories are not somewhat localized but actually stored through circuitry throughout your body. This is because receptors for chemicals in the brain are also found throughout the body.

When neurotransmitters are activated in the brain, a process called chemotaxis communicates the message throughout the body. This communication is done basically through blood and cerebrospinal fluid. In this way, some memory may also get stored in muscles. Which is also why it is referred to as “muscle memory”.



**Procedural Memory** is part of the long-term memory that is responsible for knowing how to do things, also known as motor skills. As the name implies, procedural memory stores information on how to perform certain procedures, such as walking, talking and riding a bike. Delving into something in your procedural memory does not involve conscious thought. It is sometimes referred to as unconscious memory. Therefore, our goal is to give students the ability to recall gun handling skills effortlessly similarly to you walking or driving your car. This happens through repetition and sleep.

Do to the lifetime of memories stored in your procedural memory you may learn new tasks with ease. So when learning to grip a gun your brain may recall other things you previously held, ie hairdryer, or drill and put your finger on the trigger instinctively.

A declarative memory stores the "why" you will do things in our training. Some examples of declarative memory:

- \* Recalling the 4 safety rules
- \* Understanding why grip is so important
- \* Being able to explain why you keep your muzzle pointed in a safe direction



When you first learn new skills such as driving a car, you have to put forth effort and attention to encode information about how to start a car, how to brake, how to handle a turn, and so on. Once you know how to drive, you can encode additional information about this skill automatically. You will learn how to shoot in much the same way. Training in steps, allowing each new piece of information to be encoded before we move on to the next skill is key to mastery.

**Priming**—Studies have shown that brief, early exposure to certain

training steps 24 hours prior to learning it will help increase your response to it later. So each day we will briefly go over the next day's skills to be learned. This prepares your brain for better absorption later. If you are taking the 3.5 hour intensive training, you will be given the opportunity to come back over the course of a week on your time schedule to revisit everything your learned with a trainer and be sure everything is encoded properly.

### **Prefrontal Cortex**

This part of the brain serves its purposes as a store for short-term memory. You will hear me refer to this as your "front office"

