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Mind Mapping for Business Advantage

Executive Summary

Today's information environment demands that everyone saves time, improves efficiency and thinks more creatively.

Mind Mapping is invaluable in a business environment. Most people do not recognise the versatility of it as a tool that can be adapted to almost any task. It can be used in the office and at home. It can be developed for individual or group perspectives.

You can revolutionise your life through pen and paper. Plan presentations, organise meetings, generate ideas and take notes to name just a few. A Mind Map® presents information in an organised and easy to follow format, on one page, simple for others to read and add their own ideas.

Mind Maps® mirror the structure and function of the brain, which promotes free thought, encourages creativity and makes information easier to remember. Above all Mind Mapping is a simple, powerful and flexible technique that saves time, is highly practical and brings insight to many applications.

Workshop Logistics

Duration

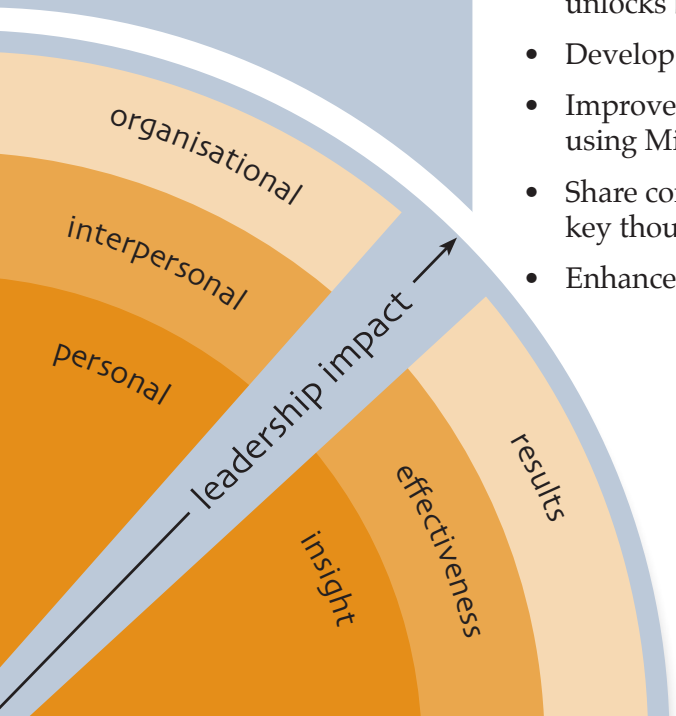
Comprehensive 1 day
Compact half-day
or Keynote session

Materials

Every participant receives a bound workshop manual.

Format

Workshops of 4-25 participants
Coaching one-to-one
Corporate events



Who is it for?

If you do any of the following, Mind Mapping will help:

- Analyse complex issues
- Plan presentations
- Organise meetings
- Take notes
- Revise and recall key points
- Plan for the future
- Prepare for interviews
- Organise events & plan trips
- Generate ideas
- Structure reports & proposals

What will I be able to do after participating?

You will be better able to:

- Think creatively through the promotion of free thought, making associations and developed ideas
- Recall more using the cues provided through the shape and size of a Mind Map®
- Use your brain to its full potential, as the structure of a Mind Map® unlocks both sides of the brain
- Develop more ideas making it easier to problem solve
- Improve self management through clearer thinking and organising using Mind Maps®
- Share complex ideas quickly and clearly with others through catching key thoughts on one Mind Map®
- Enhance your mental performance

At businessfruit we are passionate about helping you deliver results. We provide powerful, practical and globally-proven workshops on a local, regional or worldwide basis - workshops that help you drive lasting improvements in personal, team and organisational performance.

To find out more about this workshop and our other programmes:

1. email businessfruit at: info@businessfruit.com
2. phone Hywel Thomas at businessfruit on: +32.476.611.317
3. visit our web site at www.businessfruit.com, and 'contact us'

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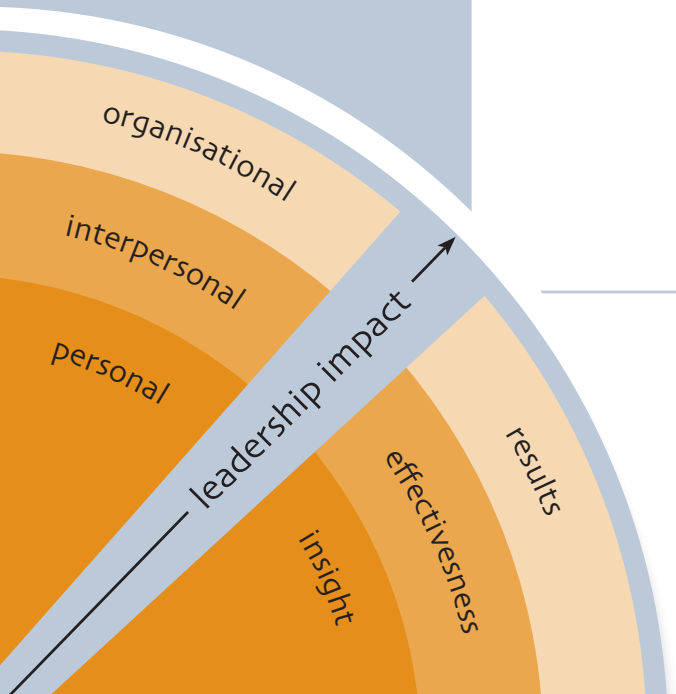
Core Programme

- **The brain and thinking**
  - Discover how you are taught to learn may contradict the best possible way to learn
  - Understand how the left and right hand side of the brain are used. By using both sides together this will help you work more effectively
  - The brain works by using associations and connections, find out how, through Mind Mapping, this will help improve learning and memory
- **Learn how to Mind Map®**
  - Learn the principles of constructing a Mind Map® – the structure, shape, format and style
- **Mind Map® examples**
  - You will be given the chance to practise your new skills through exercises – including general and your own examples
- **Mind Map® applications**
  - Discover all the different uses of Mind Mapping
  - Follow some exercises in note taking for the written and spoken word; group mind mapping; creativity; problem solving and studying
- **Learning to learn**
  - Turn the 'fear of failure' to your advantage
  - Explore how your environment affects your learning
- **Action planning**
  - Create a plan to take away with you on your future use of Mind Mapping
  - Reflect on what you have learnt and how it will help you

Delivered by an illumine training
better brains for better business®
Illumine Certified Trainer™



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