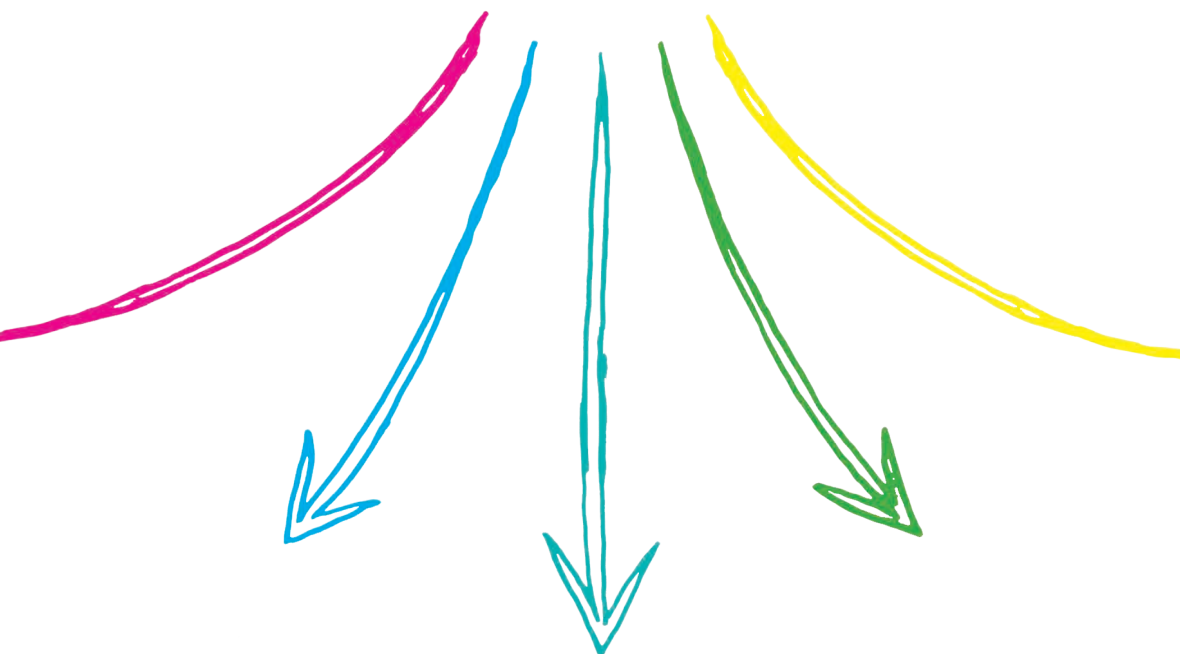


TONY BUZAN
WITH CHRIS GRIFFITHS

MIND MAPS FOR BUSINESS



USING THE ULTIMATE THINKING
TOOL TO REVOLUTIONISE
HOW YOU WORK

**MIND MAPS®
FOR BUSINESS**

2 PART

MIND MAPPING FOR CORE BUSINESS SKILLS

“ *iMindMap is one of the most useful organisational tools that I use on a daily basis. I use it whenever I want to gather my thoughts – from training sessions to managing projects. When I use it in meetings or in presentations, people have commented on how the topics were easier to understand. iMindMap is an invaluable tool in helping me succeed at work.*

NEIL QUIOGUE, INFORMATION SECURITY,
POPCAP GAMES INTERNATIONAL

4

MANAGING YOURSELF IN TIME AND BEING BETTER ORGANISED

“Eighty per cent of our corporate documentation and internal messaging is now in Mind Maps. We achieve far greater clarity in all our communication, develop more creative ideas faster and save volumes of time daily using Mind Maps. In essence – we get more done.

CLIFF SHAFFRAN, CEO, Q3GLOBAL

You rush into the office and realise you’ve got so much information from so many different angles and so many things to prioritise – two proposals to write, a spreadsheet on marketing to finish, three meetings to organise – you don’t know where to start. There simply isn’t enough time in the day to achieve half

Mind Map summary for Chapter 4.



of what you need to get done. Does this sound familiar? Here is one of the simplest but most effective ways of using a Mind Map: planning your day and allocating tasks, deadlines and priorities. Make it a daily part of your schedule.

MIND MAP YOUR BUSINESS DAY

Beginning each morning by drawing a five-minute Mind Map about the day ahead will give you a good start and save you much wasted time later on when you try to decide what to do next. A Mind Map marked up with your 'to do' list allows you to view and review your tasks – what you need to prioritise according to deadlines, and what you can realistically achieve against what is not achievable or viable in the timescale.

Seeing it all laid out also helps you get a picture of what is the 'fluff' (the fuzzy stuff you can spend ages doing but is not actually going to make much impact), and what are the key issues that need addressing and the work that needs to be done in order to achieve the result you want. Identify these and you can also pinpoint the key steps, key people and contacts you need to engage with to make it happen.

When you get to the end of the day you can then look back at your Mind Map and, with satisfaction, see what you've actually achieved, ticking off the relevant branches. This will inspire you and motivate you to do it all again the next day, as it becomes an essential tool for efficiency at work.

As discussed in the previous chapters, you can hand-draw your Mind Map or create a template on iMindMap, whichever method suits you best.



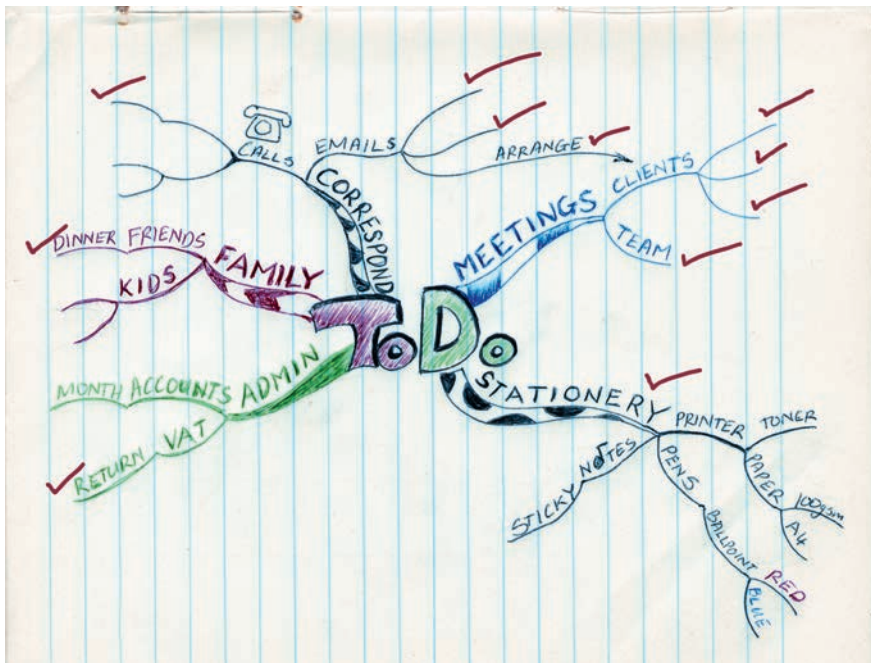
- 1 Using a Mind Map, make your day your central image.
- 2 Add the main parts of the day as key branches; alternatively, you can make each main branch a major word item you want to accomplish that day.

- 3 From these main branches draw sub-branches with names, events or other codes to visualise what needs to be done to make each task happen.
- 4 Look at each step to see what's linked to it.

From your central image of tasks you can create branches for different periods of the day, or people you need to contact, or specific tasks that need to be done today, or other deadlines, or whatever other criteria work for you. As the Mind Map builds up, the beauty of it is that you see your workload objectively – what's important and what's not – and create more associations.

When you complete each task (branch and sub-branch), rather than scrawl or cross them out, mark them with a coloured tick. If you use a cross you are crossing out the task, negating it, which gives the wrong signal. A tick at the end of the branch is a confirmation – a 'job done' – and tremendously motivating. It's a positive reinforcement and affirmation of your progress through the working day.

A well-executed hand-drawn sketch showing a 'to do' Mind Map (although best to avoid ruled paper if you can!). The ticks represent completed tasks. Easy to get 'the big picture' at one view and to drill down to the tasks still needing attention.



Organising your day with Mind Map plans and tasks

Getting an overview of things to do day-to-day is quite challenging when you use linear notes. Your brain is an extraordinary associative machine: it allows thoughts to pop into your head, sometimes without apparent logic. Taking these thoughts down in a list and trying to structure them at the same time is virtually impossible. You end up with a mass of scribbled notes between lines or even forget to mark things down because they didn't fit.

Mind Maps, on the other hand, allow you to ‘zap’ and ‘stay structured’ at the same time. Mind Maps also boost the associative thinking process, which is exactly what you need when organising your time and actions. You capture more, which allows you to manage your time better and makes you more effective.

Mind Map created by iMindMap software, showing how to organise information effectively.



Creating Mind Map 'templates' to plan your actions

If a few minutes spent creating a Mind Map every morning can save you many more throughout the day, it follows that it's well worth spending a little time making up a template for your daily tasks.

If you regularly create a Mind Map for the same task, you could pre-draw the central image and main branches on a sheet of paper that you can photocopy, or you can use iMindMap software and print out the finished Mind Maps each morning.