

# Mind Mapping for Business

Comprehensive 1 and compact ½ day programme

Improve note taking, think more creatively, improve memory and raise your effectiveness - all on one page.

## Overview of course content

- Understand the brain and how to use it more effectively - and its relevance to Mind Mapping.
- Learn how to Mind Map® - establishing a technique that can be used in a wide range of situations.
- Practice and coaching.
- Continuing development (including access to a password protected post course area).

“ Gave me a tool to process info in a simple way rather than a scrambled mess. Has given me a skill which I can go away and use immediately. ”

## A brief history...

This course is based on the work of Tony Buzan and brings the concepts and practical skills of Mind Mapping into the 21st century. Mind Mapping has been around since the early 1970s when it was primarily a technique for improving learning skills. Whilst still very popular for that, Illumine and its Director of Training, Clive Lewis, has been at the forefront of ensuring that it is now recognised as a highly effective business tool, valuable in a wide range of situations.

Mind Map® and Mind Maps® are registered trademarks of the Buzan Organisation

## Key benefits

Improve note-taking and communication skills.

Improve organisational and planning capability.

Enhance creativity and problem-solving.

Overcome information overload, improve retention and recall.



## Duration and format

One day, half day and bite-sized learning sessions available.

Run in-house, tailored to specific needs.

## Who is this course for?

Anyone who wants to find more effective and more efficient ways of working.

People who are keen to give themselves a competitive edge and find ways of developing themselves and increasing the contribution they can make.

# Mind Mapping for Business

Additional course detail

## What's it all about?

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

Mind Mapping is invaluable in a business environment. It can be used in the office and at home.

You can use Mind Maps to 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.

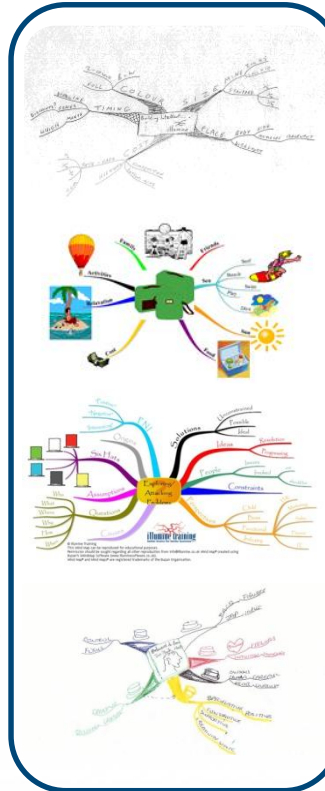
Mind Maps mirror the structure and function of the brain, which promotes free thought, encourages creativity and makes information easier to remember.

## Why Mind Mapping for Business?

If you want to drastically improve performance and save time, this is the programme for you:

- With all your thoughts compiled in an easy to follow format on one page you will become much more organised.
- Become more creative through the promotion of free thought, making associations and developed ideas.
- The shape and size of a Mind Map provides cues necessary for you to remember more.
- The structure of a Mind Map allows you to use both sides of the brain, which helps you use your brain to its full potential.
- Mind Mapping will help you develop ideas making it easier to problem solve.
- Increased self management and organisation
- With all your ideas organised in one easy to follow place, simple for others to read and add to, project management can be made easier.

## How do we do it?



### The brain and thinking

- Discover how to deliberately use the whole brain in order to think and work more effectively.

### 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.
- Follow some exercises in note taking for the written and spoken word; group mind mapping; creativity; problem solving and studying.

### Learning to learn

- Discover how to overcome the fear of failure and how your environment affects your learning.

### Action planning

- Create a plan to take away with you on your future use of Mind Mapping.

## 1 or ½ day? What's the difference?

We offer Mind Mapping for Business as a comprehensive 1 day workshop (public and in-house) or a compact ½ day. In addition the 1 day workshop offers Advanced techniques and additional Mind Mapping exercises.

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Additional course detail

## Continue and refresh your learning even after the course...

...all attendees on this course receive FREE access to the exclusive 'Mind Mapping for Business' post course learning area of the Illumine website.

### Related Courses

#### Fast Reading & Super Memory

Covers speed reading, Mind Mapping and memory skills over one or two days.

#### Effective Speed Reading™

Complements this course well - increases personal productivity.

### About Illumine

Illumine Training provides management and personal skills development, focused on developing *better brains for better business*.

The range of courses and workshops is split into six business critical areas and are delivered through:

**Public Workshops** - 1 and 2 day workshops.

**In-house Courses** - Specifically for teams or groups from within an organisation, tailoring as necessary.

**FIT Sessions** - In-house bite-size (90 minute) learning sessions designed by Illumine to maximise learning in the minimum time possible.

**Other Options** - E-learning, Facilitation, Coaching, Away-days and Speakers.

## How can I take this programme?

**In-house courses** - suitable for organisations that want to develop teams or groups of individuals from across the organisation. Programmes can be geared towards your organisation or industry sector with relevant activities, examples and case studies. Discuss your needs with an account manager on +44(0)1753 866633 or email [inhouse@illumine.co.uk](mailto:inhouse@illumine.co.uk)

## Continuous Development

CPD recognition is awarded on both public workshops and in-house courses, being dependent on the number of hours spent learning. On request Illumine will provide a certificate of attendance for you to use as evidence and attach to your record card.

*"I found it interesting and I could certainly use Mind Mapping in my daily work and personal life. I think Mind Mapping is very adaptable."*

**Joy Crask - North East Lincolnshire Council**

*"Learning Mind Mapping will help daily at work, it will save me time and help me prioritise."*

**Michelle Briggs - North East Lincolnshire Council**