



Left Brain—
logical, list making
and linear
Right Brain— Big
picture, creative
and intuitive
You need both to be fully
effective

Helps people move between details and global perspective. Keeps strategy and tactical in alignment

- 1. Brain Friendly
- 2. Big/small Picture
- 3. Shows Relationships
- 4. Strategic Perspective

The larger perspective allows you to work ON your business, project or opportunity before you

Shows interdependence of different elements all at once. Helps analyze soft spots and Opportunities in a larger context

 Faster Communication

So Tell me about Mindmaps...

What Else?

Better Balance in organization

Better Buy In and Strategic Understanding Throughout Company



How?

What?

5) Connect related elements with a dotted line, assign action items and due dates

1) Start with a Central Theme

2) Write each contributing factor around the central theme

3) For each factor, write out elements that make up that factor

4) From each element write out a specific action item that can be done

- Multiple Uses**
- 1. Strategic Planning
 - 2. Balanced To-Do list
 - 3. Project Management
 - 4. Brainstorming/Problem Solving
 - 5. Pipeline/Storyboard Analysis

