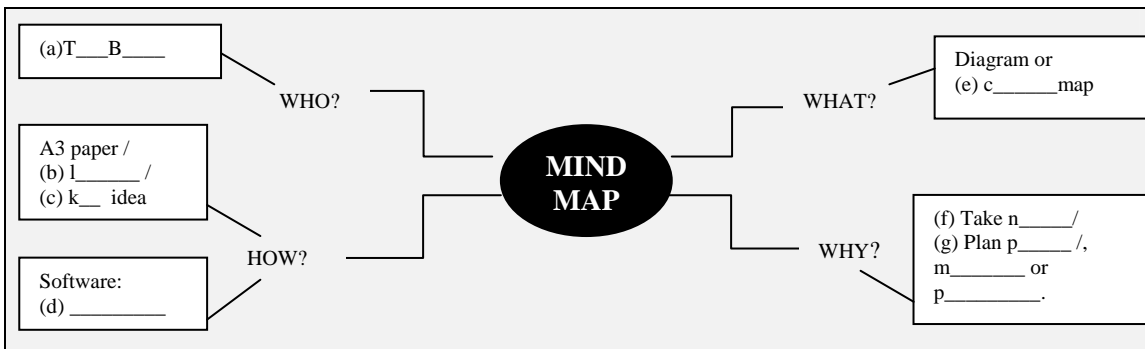


Mind maps in business

Tony Buzan, creator of Mind Maps®, has brought out a new business book. Does mind mapping really help business creativity?

1 What is a mind map? Have you ever used one? What for? Was it helpful? Discuss your answer with a partner.

2 Complete the missing words (a-g) on the mind map below. Scan the text to find the information.



Mind map:
 diagram used to represent ideas arranged around a central key word

 Definition adapted from: wikipedia

Mind Maps for Business

Stuck for ideas for your next presentation? Need to brainstorm a complex project? Maybe what you need is a copy of *Mind Maps for Business*, by Tony Buzan. Published last December, it offers to 'revolutionise your business thinking and practice.' A bold claim! The book links mind maps to the world of business. Nowadays, fans of mind mapping can use the *iMind Map* software package, which allows them to create mind maps on computer. Will this take corporate planning to a new level?

So, what is a mind map? First take a big sheet of paper, A3, landscape. Write the 'key idea' in an oval in the centre. As you generate ideas, you build the mind map with each main point branching out from a central idea. We don't think in a linear way, and creating a mind map helps record lots of ideas. You should use illustrations, as pictures can help the memory. Using different colours can help to show logical associations between different ideas. Mind maps are also

called 'concept maps' and can be used as a note-taking tool, for planning presentations, meetings or projects.

Millions of people worldwide are said to use mind mapping to help them brainstorm. The name Tony Buzan will always be associated with mind mapping. He developed his own variety of Mind Maps® to enable people to think and learn in more creative ways. He has written and co-authored over 100 books and his company earns revenues of well over €100 million a year from training and consulting. The Buzan Organisation's client list is impressive, and includes Walt Disney, Microsoft and British Airways.

Mind mapping is not for everyone. Many may resist some of the so-called rules, such as using capital letters, for instance. Some are simply not 'visual' types, or prefer different types of diagrams. Others find a completed map messy and confusing. Still, mind maps can be useful in innovative or creative professions. According to Buzan, they can actually boost creativity and imagination, and help people explore ideas and solutions to problems. They can also enable people to see the bigger picture. Do they work for you?

3 Read the complete article. Summarise what you learn about mind mapping.

4 Decide which word does not form a strong word partnership with the word at the end of the line.

4.1	(a) complex	(b) innovative	(c) key	(d) flow	(e) main	IDEAS
4.2	(a) solve	(b) present	(c) brainstorm	(d) record	(e) generate	

5 Work in small groups to create a mind map on one of the topics below, or choose your own area and check it with your teacher. Present your mind map to the group.

- A future project
- A future presentation
- A creative / innovative idea
- A business problem