

Why you need Mind Mapping

Information has long been recognised as the single most important factor that determines success in human enterprise. However, what many people are now realising is that the human brain is slowly being overwhelmed by tidal wave of knowledge that is threatening to engulf us. The problem is not so much knowing information but how to keep on acquiring information. This going to take some doing because it is estimated that the knowledge we need to keep our heads above water is changing very rapidly - once every six months or so is the current estimate.

Many people have found that Mind Mapping has revitalised their whole approach to thinking and note taking. This simple technique has enabled them to record, organise, and analyse large volumes of information and to see clearly how different pieces of data relate to each other.

What is a Mind Map?

It seems that everyone who uses Mind Maps has their own way of describing what they are. Here are few of the typical things people say about them:



- 'a way of hot-wiring your creative energies'
- 'a multi-handed thought ball catcher'
- 'a way of catching, organising and interpreting thoughts and ideas'.

Mind Maps are simple to create once you get used to them - and they have many different uses. Here is an example of a very simple shopping list Mind Map.

Look at the Mind Map now and note some of its main features:

- **It is visual:** this is important because the mind thinks in images, rather than words. Pictures are a powerful means of expressing ideas, describing past events and making hopes materialise.
- **It contains key words:** part of the information on the Mind Map is distilled down into a series of key words which themselves trigger images and other thoughts.
- **The structure is based on associations:** the Mind Map allows the user to put together words and pictures that are closely associated. This reinforces the memory, helps the user to think creatively and organise ideas into separate themes.

A Mind Map is a powerful way of expressing the thought patterns, pictures and associations that already exist in the brain. The principal thought or idea is drawn in the centre of a blank page, with major branches, representing connected themes, radiating out from the centre. Second and third levels of thought, expressed in terms of key words or images, are connected to the main branches with thinner lines.

Much of the value of a Mind Map stems from the conscious involvement of the creator as it is being drawn. You can become completely engrossed while you are creating your Mind Maps. And your enjoyment of the experience will add to the usefulness and effectiveness of the finished product.

How Mind Maps can change your life

Mind Maps are valuable for noting and analysing thoughts and ideas, but more than that, they can be a tool for boosting personal growth and self esteem. Discovering hitherto undreamed of talents, becoming more confident in meetings and presentations, being able to access and recall vast amounts of information quickly and easily - these are just a few of the benefits that users have discovered.

If you want to know how to create your own brilliant Mind Maps, send an email to Nick (nick@word-smiths.co.uk) and he will give you a copy of our e-book '**Mind Mapping for Success**'.

Better still book on our open course in Bristol - [details and bookings here](#).