



Hi Klaus,

- Do you suffer from information overload?
- Find it difficult to fit all the bits of information that come flying past you each day together?
- Have you ever been stumped on a problem, and been paralyzed into inactivity?
- Do you want to impress people by coming up with new creative ideas?

These are some of the areas where Mind Mapping really shines. But first, let's make sure we have the basic concepts covered so that we know that we are talking about the same things.

## What is Mind Mapping?

A Mind Map is a powerful graphic technique which provides a universal key to unlock your brain's potential.

It harnesses the full range of cortical skills - word, image, number, logic, rhythm, color and spatial awareness - in a single, uniquely powerful manner. In so doing, it gives you the freedom to roam the infinite expanses of your brain. Mind Maps can be applied to every aspect of life where improved learning and clearer thinking will enhance your performance.

A mind map is a diagram used to represent words, ideas, tasks or other items linked to and arranged radially around a central key word or idea. It is used to generate, visualize, structure and classify ideas, and as an aid in study, organization, problem solving, and decision making.

It represents semantic or other connections between portions of information. By presenting these connections in a radial, non-linear graphical manner, it encourages a brainstorming approach to any given organizational task, forming a structure that is easy to understand and remember.

There are many thousands of people around the world using Mind Mapping every day.

Alex O'Neal, one of our customers from USA had this to say about NovaMind: "*This is by far the most brilliant, liberating and creatively valuable program on my computer.*"

## What could I use a Mind Map for?

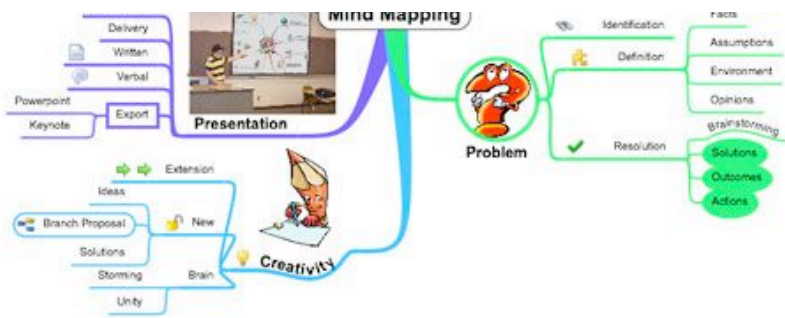


There are so many things that you can do with Mind Maps, it is hard to list them all, but this Mind Map outlines some of the uses (click the Mind Map to enlarge):

**Brainstorming** - A creativity technique in which ideas are generated in order to solve a problem or come up with new ideas. The main result of a brainstorm session is a solution to a problem or new thoughts and directions. Very specific techniques have been developed for effective brainstorming.

### Useful links

-  Download NovaMind
-  Support
-  Tutorials
-  Gallery
-  NovaMind Web Site
-  Online Store



**Meetings** - Create the agenda as a Mind Map, and take note of the action items during the meeting, and you have an instant task list and meeting minutes. Also in meetings, you can use brainstorming or Brain Blooming techniques to encourage spontaneous contributions of ideas from all participants.

- **Planning** - Whether you are planning a business or other organization, you can develop a vision and mission statement in a Mind Map. This will make it easy for customers, investors, management and staff to all understand what the organization is all about, and where they fit in to it.

You can also use Mind Maps to plan projects, where you know that you have all the important areas covered before you start, and can present the ideas to the stakeholders in a way they will buy in to it very quickly.

Any business or other organization operates best with the best tools for information gathering, integration and sharing, and NovaMind is this ideal Mind Mapping tool.

- **Problem Resolution** - Often problems are problems because of inadequate definitions of the facts, assumptions, environments and opinions that go to making up the root causes of the issue. By using a Mind Map template that prompts you to look at these areas of the issue, you get a better feel for the scope, background and nature of the problem. You can then use solution design methodologies to design the ideal outcomes, and brainstorming to come up with ways of bridging the gap between the current state and how you would like it to be, leading you quickly to your desired outcomes and action steps to both achieve the outcomes and check that the resolution was effective, lasting and ecological.
- **Enhance Creativity** - By mapping out your current understanding and extending to new ideas through association, radiant thinking, and brainstorming, you come up with new and effective solutions very quickly.
- **Presentations** - Whether you are talking about a written or verbal presentation, your audience will be able to follow your presentation very easily. The research and preparation is much easier, and the process of presenting is much easier because you always have the full Mind Map in front of you, and will be able to pace yourself through the presentation, and make a very logical, easy to follow presentation. Speeches are clear, relaxed and alive. You can be at your best with your entire presentation on one page.
- **Teaching** - Mind Maps allow you to explain new concepts to your students very clearly, as well as planning your lessons and courses for optimal coverage of the required material.
- **Learning** - Mind Maps are an excellent way to summarize research findings, increase your recall when studying for exams, provide a great way of reviewing the material in a way which gives you the big picture as well as the association of ideas, utilizing many sensory channels simultaneously, making use of your multiple intelligences for optimum clarity of understanding and memorization.

## What next?

Our next email will teach you about the "laws" of Mind Mapping.

Until then, have fun playing with NovaMind and completing the tutorials.

Gideon King, CEO  
 NovaMind Software  
 Mind Mapping at its best  
[www.nova-mind.com](http://www.nova-mind.com)

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