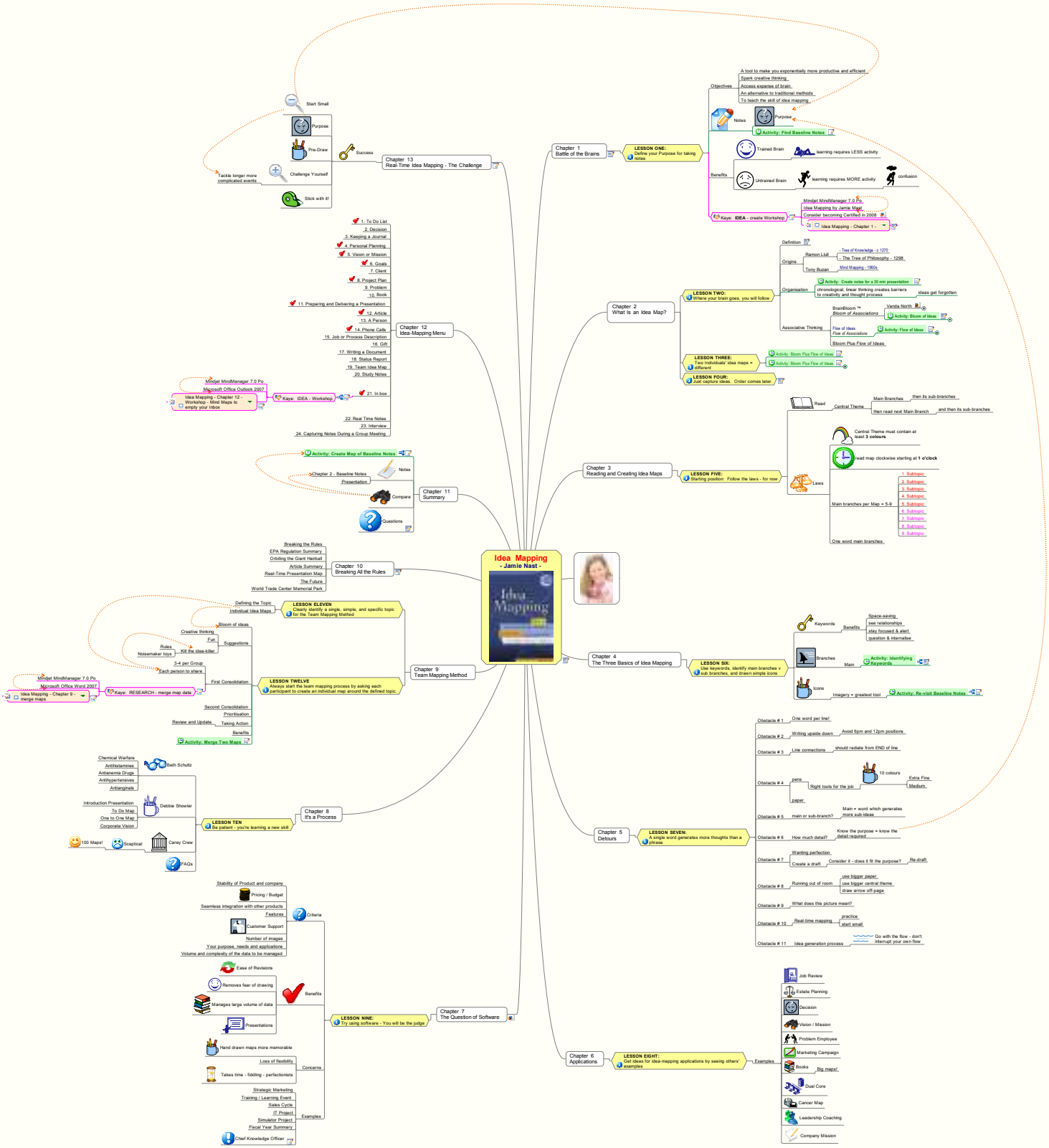
Idea Mapping
- Jamie Nast -
Chapter 1
Battle of the Brains
LESSON ONE:
Define your Purpose for taking notes
Objectives
A tool to make you exponentially more productive and efficient
Spark creative thinking
Access expanse of brain
An alternative to traditional methods
To teach the skill of idea mapping
Notes
Purpose
Activity: Find Baseline Notes
Benefits
Trained Brain
learning requires LESS activity
Untrained Brain
learning requires MORE activity
confusion
Kaye: IDEA - create Workshop
Mindjet MindManager 7.0 Po
Idea Mapping by Jamie Nast
Consider becoming Certified in 2008
Idea Mapping - Chapter 1 -
Chapter 2
What Is an Idea Map?
LESSON TWO:
Where your brain goes, you will follow
Definition
Origins
Ramon Llull
- Tree of Knowledge - c 1270
- The Tree of Philosophy - 1298
Tony Buzan
Mind Mapping - 1960s
Organisation
Activity: Create notes for a 30 min presentation
chronological, linear thinking creates barriers to creativity and thought process
ideas get forgotten
Associative Thinking
BrainBloom ™
Bloom of Associations
Vanda North
Activity: Bloom of Ideas
Flow of Ideas
Flow of Associations
Activity: Flow of Ideas
Bloom Plus Flow of Ideas
LESSON THREE:
Two Individuals' idea maps = different
Activity: Bloom Plus Flow of Ideas
Activity: Bloom Plus Flow of Ideas
LESSON FOUR:
Just capture ideas. Order comes later
Chapter 3
Reading and Creating Idea Maps
LESSON FIVE:
Starting position: Follow the laws - for now
Read
Central Theme
Main Branches
then its sub-branches
then read next Main Branch
and then its sub-branches
Laws
Central Theme must contain at least 3 colours
read map clockwise starting at 1 o'clock
Main branches per Map = 5-9
1. Subtopic
2. Subtopic
3. Subtopic
4. Subtopic
5. Subtopic
6. Subtopic
7. Subtopic
8. Subtopic
9. Subtopic
One word main branches
Chapter 4
The Three Basics of Idea Mapping
LESSON SIX:
Use keywords, identify main branches v sub branches, and drawn simple icons
Keywords
Benefits
Space-saving
see relationships
stay focused & alert
question & internalise
Branches
Main
Activity: Identifying Keywords
Icons
Imagery = greatest tool
Activity: Re-visit Baseline Notes
Chapter 5
Detours
LESSON SEVEN:
A single word generates more thoughts than a phrase
Obstacle # 1
One word per line!
Obstacle # 2
Writing upside down
Avoid 6pm and 12pm positions
Obstacle # 3
Line connections
should radiate from END of line
Obstacle # 4
pens
Right tools for the job
10 colours
Extra Fine
Medium
paper
Obstacle # 5
main or sub-branch?
Main = word which generates more sub-ideas
Obstacle # 6
How much detail?
Know the purpose = know the detail required
Obstacle # 7
Wanting perfection
Create a draft
Consider it - does it fit the purpose?
Re-draft
Obstacle # 8
Running out of room
use bigger paper
use bigger central theme
draw arrow off-page
Obstacle # 9
What does this picture mean?
Obstacle # 10
Real-time mapping
practice
start small
Obstacle # 11
Idea generation process
Go with the flow - don't interrupt your own flow
Chapter 6
Applications
LESSON EIGHT:
Get ideas for idea-mapping applications by seeing others' examples
Examples
Job Review
Estate Planning
Decision
Vision / Mission
Problem Employee
Marketing Campaign
Books
Big maps!
Dual Core
Cancer Map
Leadership Coaching
Company Mission
Chapter 7
The Question of Software
LESSON NINE:
Try using software - You will be the judge
Criteria
Stability of Product and company
Pricing / Budget
Seamless integration with other products
Features
Customer Support
Number of images
Your purpose, needs and applications
Volume and complexity of the data to be managed
Benefits
Ease of Revisions
Removes fear of drawing
Manages large volume of data
Presentations
Concerns
Hand drawn maps more memorable
Loss of flexibility
Takes time - fiddling - perfectionists
Examples
Strategic Marketing
Training / Learning Event
Sales Cycle
IT Project
Simulator Project
Fiscal Year Summary
Chief Knowledge Officer
Chapter 8
It's a Process
LESSON TEN
Be patient - you're learning a new skill
Beth Schultz
Chemical Warfare
Antihistamines
Antianemia Drugs
Antihypertensives
Antianginals
Debbie Showler
Introduction Presentation
To Do Map
One to One Map
Corporate Vision
Carey Crew
Sceptical
100 Maps!
FAQs
Chapter 9
Team Mapping Method
LESSON ELEVEN
Clearly identify a single, simple, and specific topic for the Team Mapping Method
Defining the Topic
Individual Idea Maps
LESSON TWELVE
Always start the team mapping process by asking each participant to create an individual map around the defined topic
Bloom of ideas
Creative thinking
Suggestions
Fun
Kill the idea-killer
Rules
Noisemaker toys
3-4 per Group
Each person to share
First Consolidation
Kaye: RESEARCH - merge map data
Mindjet MindManager 7.0 Po
Microsoft Office Word 2007
Idea Mapping - Chapter 9 - merge maps
Second Consolidation
Prioritisation
Taking Action
Review and Update
Benefits
Activity: Merge Two Maps
Chapter 10
Breaking All the Rules
Breaking the Rules
EPA Regulation Summary
Orbiting the Giant Hairball
Article Summary
Real-Time Presentation Map
The Future
World Trade Center Memorial Park
Chapter 11
Summary
Activity: Create Map of Baseline Notes
Notes
Chapter 2 - Baseline Notes
Presentation
Compare
Questions
Chapter 12
Idea-Mapping Menu
1. To Do List
2. Decision
3. Keeping a Journal
4. Personal Planning
5. Vision or Mission
6. Goals
7. Client
8. Project Plan
9. Problem
10. Book
11. Preparing and Delivering a Presentation
12. Article
13. A Person
14. Phone Calls
15. Job or Process Description
16. Gift
17. Writing a Document
18. Status Report
19. Team Idea Map
20. Study Notes
21. In box
22. Real Time Notes
23. Interview
24. Capturing Notes During a Group Meeting
Kaye: IDEA - Workshop
Mindjet MindManager 7.0 Po
Microsoft Office Outlook 2007
Idea Mapping - Chapter 12 - Workshop - Mind Maps to empty your Inbox
Chapter 13
Real-Time Idea Mapping - The Challenge
Start Small
Purpose
Pre-Draw
Success
Challenge Yourself
Tackle longer more complicated events
Stick with it!