

# ***Mind-Mapping***

***A Tool for Thinking, Organizing  
and Note-Taking®***



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## Introduction

*"The Mind Map can be used where any traditional note taking system is used. It is especially useful in creative thinking, speech preparation and presentation, note taking, strategic planning, decision making, problem solving and training."* Tony Buzan



In this café, we will learn and practice:

- How the brain processes information
- A visual note-taking and needs assessment method that allows you to capture complex conversations or information on one page only
- How to use the tool to summarize succinctly what your clients just told you in mere minutes
- How to connect with your clients in ways you never have before!

### What is the technique in a nutshell?

The Mind Map process, developed by Tony Buzan<sup>1</sup>, is a powerful graphic (visual) technique which uses color, key words, and images to summarize, sort, and retain information on any topic. Mind-mapping used for note-making is the process by which you extract information from either your or others' memory, or from your or others' creative reservoirs and organize that information in an external form. It is the process by which you organize your own or others' ideas in either a dyadic or polycategoric (more complex) way. It can help tremendously with decision-making. It is also known as radiant thinking because we as individuals and groups can start with one concept and draw "radiant" branches of similar information associated with it. We then can take another concept related to the main topic and create another set of associated information in branch like formations. We keep doing this until we have captured all the information we wish related to this main topic. A very simple version related to this is illustrated below.



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<sup>1</sup> The MindMap Book, Tony Buzan, 1995, BBC Books provides an excellent in depth exploration of Mind Mapping.