

# **Mind-Mapping**

# **Made**

# **Simple**

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## **Mind-Mapping Made Simple**

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A mind map is a diagram used to represent words, ideas, tasks, or other items linked and arranged around a central key word or idea.

Mind maps are used to generate, visualize, structure, and classify ideas and assist in problem solving, decision making, and creating.

The elements of a given mind map are arranged intuitively according to the importance of the concepts, and are classified into groupings, branches, or areas, with the goal of representing semantic or other connections between portions of information.

By presenting ideas in a radial, graphical, non-linear manner, mind maps encourage a brainstorming approach to planning and organizational tasks.

Though the branches of a mind-map represent hierarchical tree structures, their radial arrangement disrupts the prioritizing of concepts typically associated with hierarchies presented with more linear visual cues. This orientation towards brainstorming encourages users to enumerate and connect concepts without a tendency to begin within a particular conceptual framework.

Mind-mapping is more than simply a creative instrument though. Extensive scientific research conducted since 1980 has shown that the human mind has a severely limited capacity for continuous processing

of complex interrelationships; in particular like those related to business.

Businesses of every kind are comprised of very large collections of very complex relationships and dependencies. Changes in any one area affect other areas and create an almost endless variety of possible outcomes for any given decision.

This requires the mind to keep track of very complex manipulations of billions of neurological circuits. However, when engaged in conscious thought or problem resolution, your brain works in a serial way; processing one thing after another. This means that while you mentally process one thing, your mind must continue to maintain conscious awareness of all the other thoughts and relationships associated with it. Since it cannot actually process more than one thought at a time, it must time slice, even if only subconsciously to keep these other related principles in their proper orientation.

This disrupts the process significantly and creates 'multi-task interference' and dramatically degrades thought capacity and performance.

For instance, when people try to process just two cognitive tasks at once the capacity to make sound decisions and produce a quality outcome drops rapidly by more than 60%. Add a third or even a 4<sup>th</sup> concept to keep track of and your ability to process even simple sets of information and make any kind of quality decision at all is pretty much neutralized.

You've probably experienced this at some time or another. You invest a lot of "think time" but end up without any real resolution of actionable result.

Mind-mapping facilitates better decision making and enables a higher quality outcome because it keeps you from having to hold more than one concept or data set in your conscious awareness at any one instant in time and eliminates this cognitive confusion I've just described.

By recording the information in relation to the complex interrelationships that exist in a visual format your mind is no longer required to maintain this complexity on its own. Your full mental capacity can be focused on even the most rudimentary elements. The result is that you can make superior decisions and produce a better outcome.

The mind-mapping process itself is very simple. I've provided a simple outline to help you:

1. On a poster-sized piece of paper or whiteboard and draw a small circle large enough to label in the middle.
2. Label it with what you want to achieve, for example, "launch my new publishing business." This is your primary goal.
3. Draw "spokes" around your primary goal circle, and attach another circle to each.

4. Label these circles with activities that will help you achieve your primary goal, for instance, “create marketing plan,” “fill sales pipeline,” “outsource manufacturing.”
5. For each activity, again draw spokes from the circle and attach additional circles to the spokes, labeling them with activities/ ideas that would support them. For example, for “fill sales pipeline,” you might have circles that say “generate sales leads,” “qualify sales leads,” “hire sales administrator,” “create sales funnel and lead aging system.”
6. Keep drawing spokes and circles until you’ve run out of ideas for each activity. Then highlight the most important ones and start executing them. You’ll get to them all in time.

There are a number mind-mapping computer applications to help you with this; many of them free. One of my favorites is ‘Mindmeister’ (<http://www.mindmeister.com>).

However, my suggestion is that you begin by keeping it simple on a poster board or white board at first. That way you won’t get wrapped up in using the application instead of mind-mapping your business concept.

It will take a little practice at first and it wouldn't hurt to have a mind-mapping expert by your side to help keep you focused.

Ask any successful business owner you can think of and he or she will tell you that he or she has at least one mentor whose advice and guidance has made the difference between success and failure. I routinely work with 2 or more such partners at any one time. I could not possibly have generated the success I've had on my own. Nobody can.

The bottom line is that if you're in business, you must have a coach. I've put together a [one on one mentoring program](#) unlike any other. If you're serious about success then you'll take me up on my limited time only, no-obligation application offer right now.

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Don't make any excuses about why you can't afford a coach. The fact is that you can't afford not having one. But let's just cross that bridge when we come to it.

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<http://www.theperfectbizbuildercoaching.com>

I'm standing for all that is possible for you in life and business.

Sincerely,

Steve