Brainstorming Mindmapping

Presented by:

nikos polidis
Business & Life
NLP Coach
& Trainings

Brainstorming

The art of creating ideas

Business & Life NLP Coach Trainings

nikos polidis

Brainstorming is a group or individual

creativity technique

by which efforts are made to

find a **conclusion**

for a specific problem by

gathering a list of ideas **spontaneously**

contributed by its member(s)

πηγή Wikipedia

Have a lot of ideas - Go for Quantity

Get another point of view

Build on others' ideas

Forget all rules and restrictions

No criticism

Take more risks
Don't touch me.
OK

Make new combinations

Welcome unusual ideas

Challenge assumptions

Invite outsiders

Change the rules of the game

Take a pause (incubation time)

Look for inspiration in other industries

Look for impossible ideas

Think outside of the box

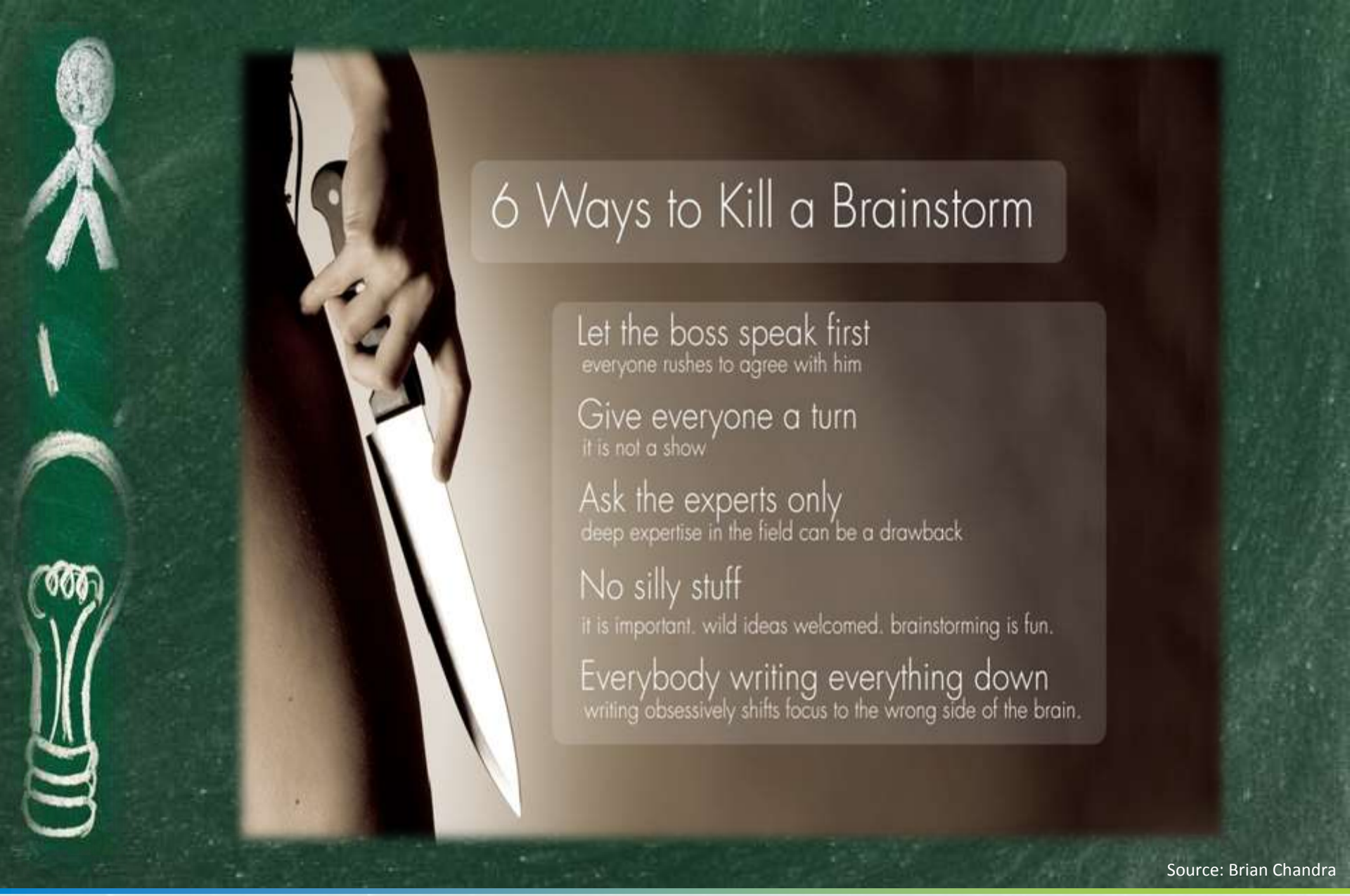
Take enough time for selecting ideas

‘No way to fail’ mentality

Think simple

Creativity requires TIME!

Let's experiment



Source: Brian Chandra

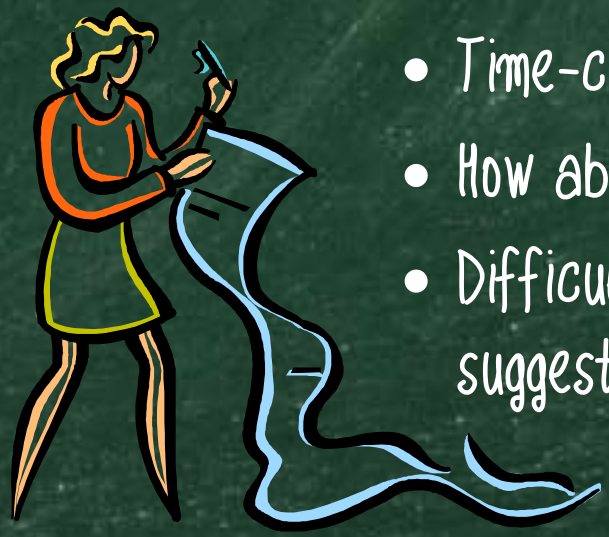
Mindmapping

The art of visualizing ideas

Business & Life NLP Coach Trainings

nikos polidis

The use of "List"



- Visual boring
- Can you find key words?
- Difficult to find important points
- Difficult to recall-remember
- Time-consuming
- How about focus & concentration
- Difficult to generate new ideas and suggestions

Mind Mapping – Some History

Diagrams that **visually "map"** information

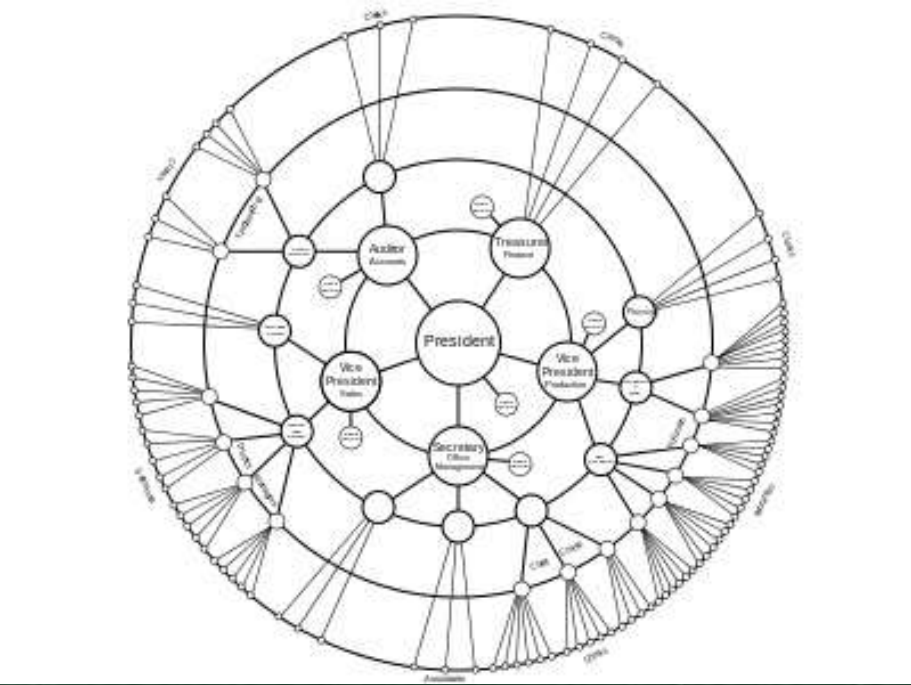
Popularized by British popular psychology author and television personality **Tony Buzan**

Mind Mapping – Some History

History in learning, brainstorming, memory, visual thinking, and problem solving

Earliest examples of such Graphical records were developed by Porphyry of Tyros (Lebanon), a noted thinker of the 3rd century, as he graphically visualized the concept categories of Aristotle

Mind Mapping – Some History



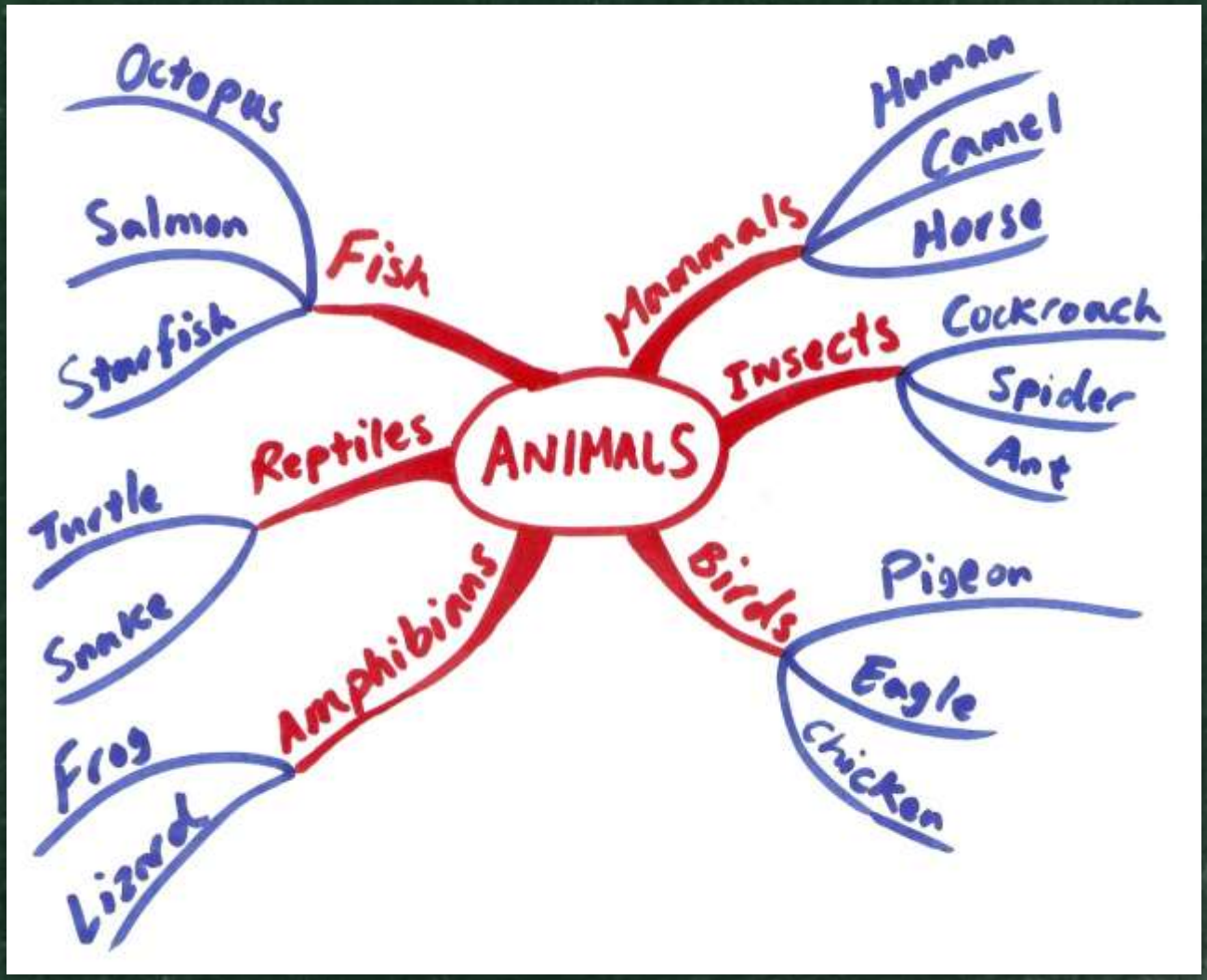
Radial tree

Method of displaying a tree structure in a way that expands outwards, radially

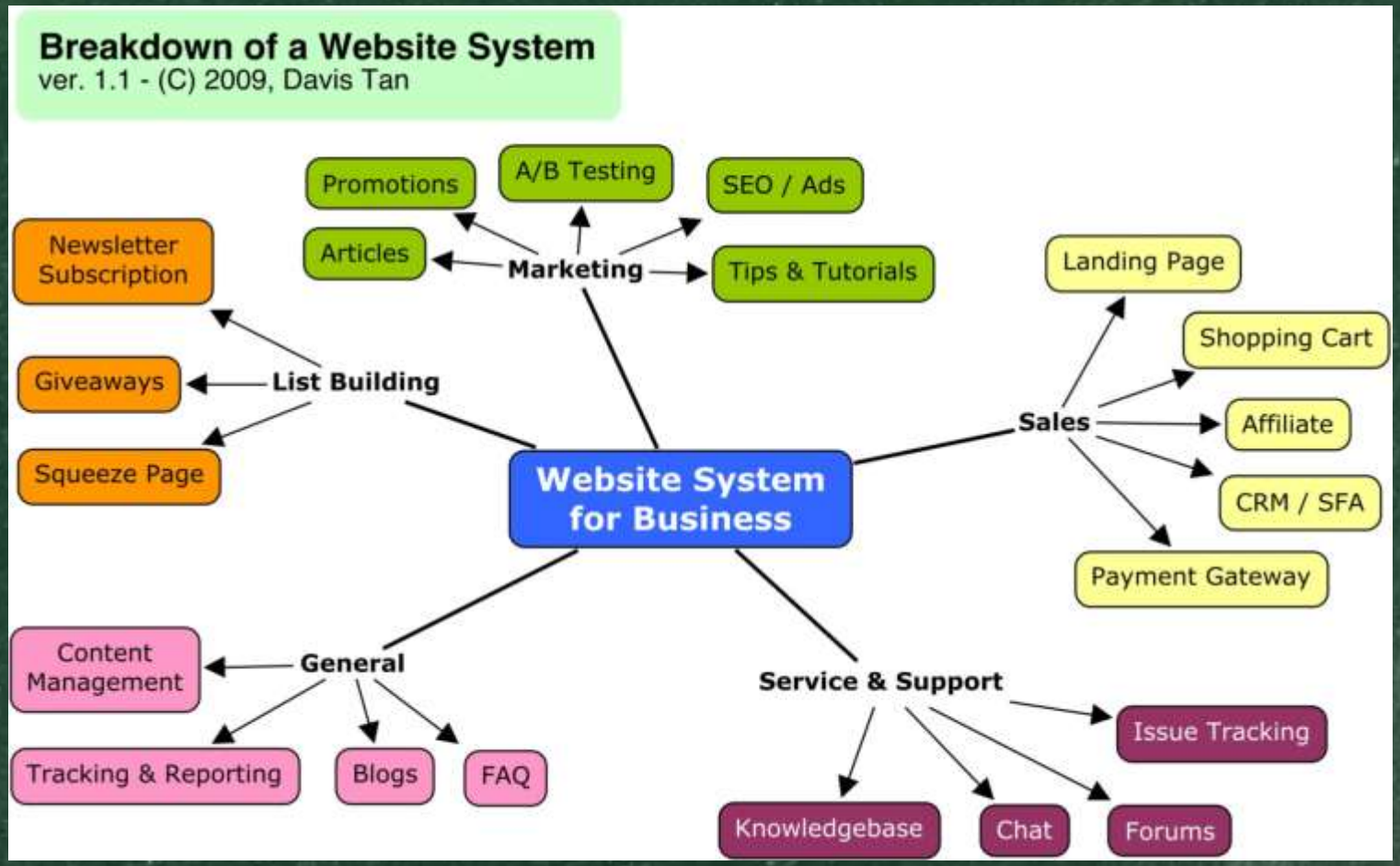
Mind Mapping – Some History

Mind Mapping – Some History

Mind Mapping

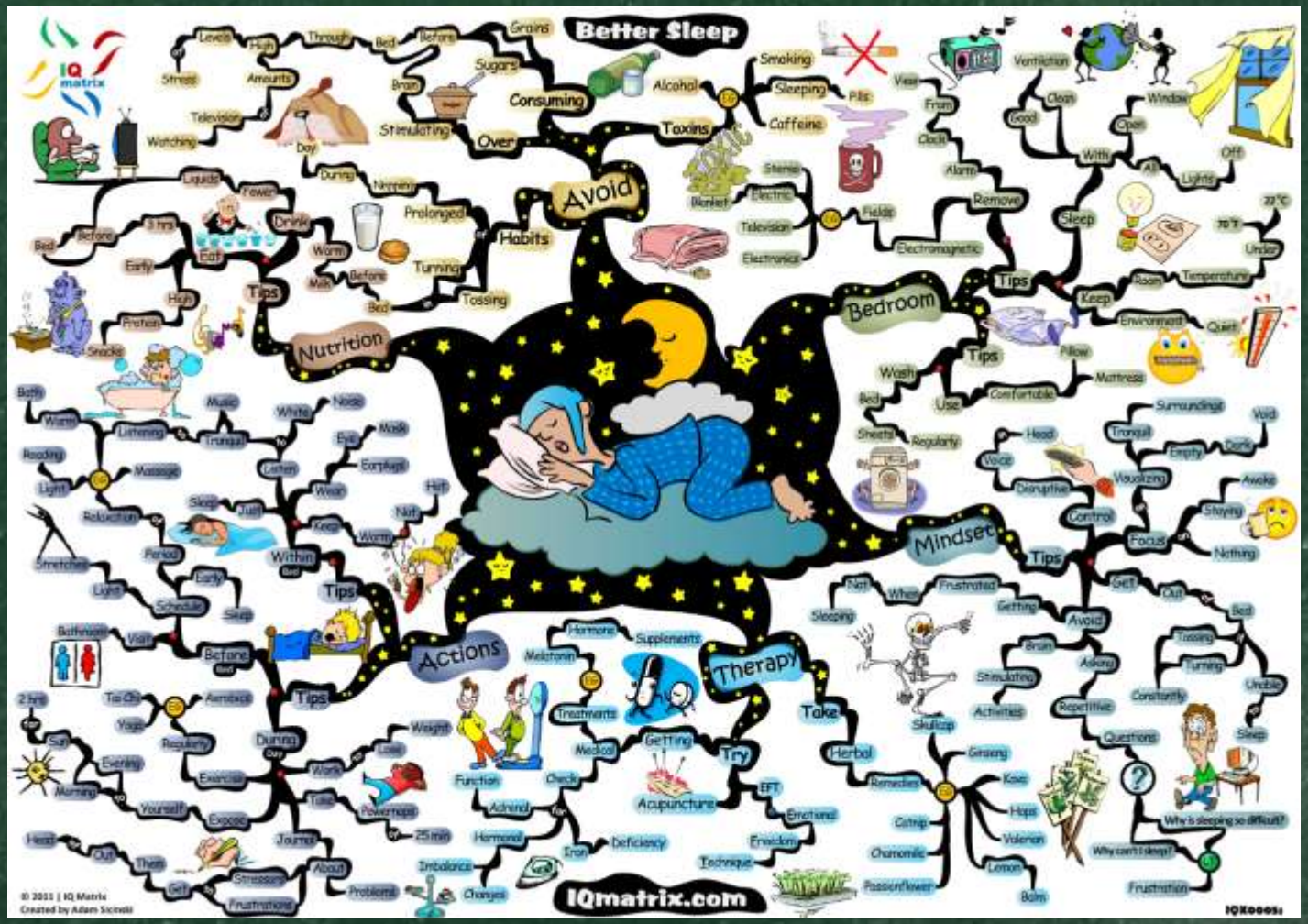


Mind Map for Website creation



Mind Map for a Marketing Plan

Mind Map for a Better Sleep



Tony Buzan's guidelines for Mindmapping

- Start in the center with an image of the topic
- Use images, symbols, codes
- Select key words
- Each word/image is alone on its own line
- The lines should be connected, starting from the central image
- The lines become thinner as they extend

Tony Buzan's guidelines for Mindmapping

- Make the lines the same length as the word/image they support.
- The Basic Ordering Ideas (BOI's) should be 7±2
- Use multiple colors throughout the mind map, for visual stimulation and also for encoding or grouping

Tony Buzan's guidelines for Mindmapping

- Keep the mind map clear by using radial hierarchy
- Develop your own personal style of mind mapping

Let's experiment

Mind Mapping Software

www.xmind.net

www.bubbl.us

www.text2mindmap.com

www.mindmeister.com

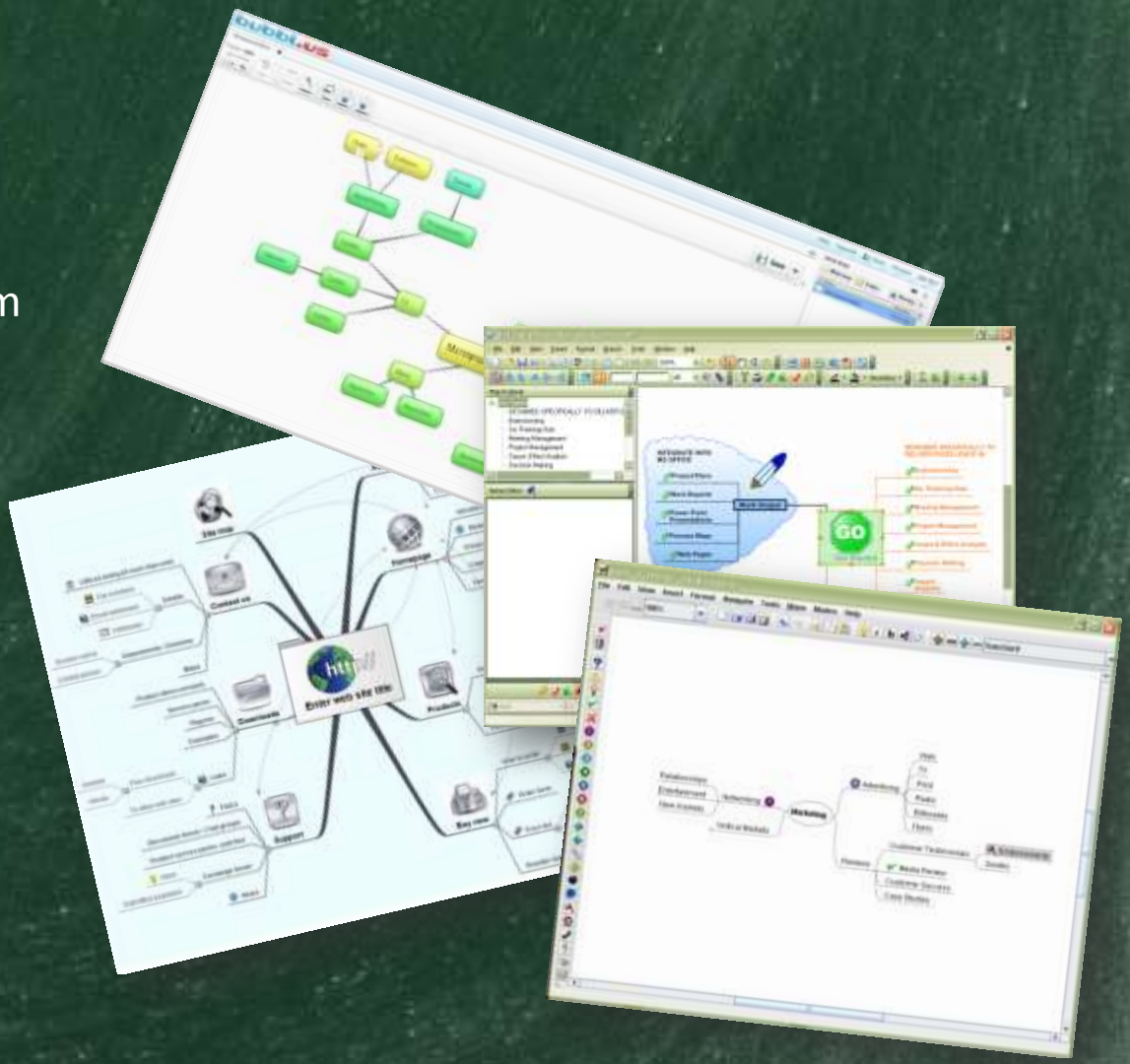
www.mindomo.com

www.wisemapping.com

www.mind42.com

www.stormboard.com

www.thinkbuzan.com



Thank you

Νίκος Πολίδης
Business & Life NLP Coach, Soft-Skills Trainer

www.polidis.gr
info@polidis.gr
www.linkedin.com/in/nikospolidis
www.facebook.com/Polidisgr