

IDEA MAPPING

**How to Access Your Hidden Brain Power, Learn Faster,
Remember More and Achieve Success in Business**

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The Web site for this book is at www.IdeaMappingSuccess.com.

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MAIN IDEA

Idea maps are visual and colorful representations of an idea, an issue or a problem on a single piece of paper. They capture all the various relationships visually, allowing both hemispheres of the brain to be engaged.

The human brain is actually better at processing information when it is presented visually rather than textually. Despite this, however, most communication is linear rather than visual. By converting the information which is received into an idea map, you create relationships which will help clarify the information contained.

Studies have show people remember:

- 10% of what they hear.
- 20% of what they read.
- 80% of what they see and do.

This means by taking information and using the idea map format, you can significantly improve the amount you retain because idea maps combine seeing and doing activities. Idea maps are a way to actively structure information. By so doing, you increase your recall and understanding of the information.

The key advantage of an idea map is it frees the brain to think, see and understand in new and better ways. Idea maps break the blinders which come with long multi paged documents. They allow individuals and teams to think creatively in new ways.

A good idea map:

- Will break the tradition of linear thinking.
- Captures relationships between ideas visually.
- Provides a tangible way for people to plan.
- Helps everyone learn at the same pace.
- Increases group productivity.
- Saves time and improves recall.
- Cuts through generalities and deals with specifics.
- Uses the logic of association to good effect.
- Engages the full range of cortical skills.
- Eliminates gridlock and moves things forward.
- Is a comprehensive way to think.
- Allows new mental associations to emerge.
- Facilitates brainstorming and creative thinking.

The Twelve Key Principles of Idea Mapping

1. Always define your purpose in advance.	Page 2
Before you start developing your idea map, define specifically what you want to accomplish in advance. This purpose will shape and influence everything you do.	
2. Understand where your brain goes, your thoughts will automatically follow.	Page 2
Idea maps create visual links between ideas. That allows associate thinking to occur, where one idea leads naturally to another. This is where new ideas can emerge.	
3. Be aware two individual's idea maps on the same topic will look different.	Page 2
There is no "right" or "wrong" way to draw an idea map. The aim is to come up with something that makes sense to you. Everyone's idea map will be unique.	
4. When creating an idea map, capture ideas first and the create order later.	Page 3
When ideas come to you while creating a new idea map, write them down. You can structure them and organize them later on. Concentrate on capturing them first.	
5. Always start your idea map with your topic or theme at the center of the page.	Page 3
The right side of the brain will love the fact you have everything on one piece of paper. Put the main or starting idea in the center of the page as your starting point.	
6. Add in key words, main branches and simple icons which will organize your thoughts.	Page 3
With all your ideas written down, select your key words which will serve as main branches. Add simple icons which will create some helpful mental imagery.	
Sample Idea Map #1	Page 4
7. Use the less is more approach – one key word can generate more thoughts than a phrase.	Page 5
When drawing an idea map, using a single word can generate more thoughts than when you use a phrase. Take advantage of this. Be brief and concise.	
8. Get ideas on idea maps by studying maps put together by others.	Page 5
Probably the best way to learn how to draw an idea map is by studying examples others have drawn. Feel free to copy what you like and ignore everything else.	
9. Try using software to develop your idea maps.	Page 5
Using computer software to draw your idea maps rather than doing it by hand has advantages and disadvantages. You're best to try it out for yourself and see how it works.	
Sample Idea Map #2	Page 6
10. Be patient. Remember developing idea maps is a skill which must be mastered.	Page 7
The basics of idea mapping can be learned quickly. What takes time is to make using these skills as natural as hoe you currently use note taking.	
11. When developing a team idea map, clearly identify a single specific topic.	Page 7
To develop a team idea map, start with a single, simple and specific topic. This is the only way you can get everyone to collaborate effectively.	
12. Start a team mapping exercise by having each person develop their own idea map first.	Page 7
The best way to start a team mapping process is to get everyone to develop their own individual idea map on the topic. You then consolidate those individual idea maps.	
Sample Idea Map #3	Page 8

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