

Michael J. Gelb is the world's leading authority on the application of genius thinking to personal and organizational development. He is a pioneer in the fields of creative thinking, accelerated learning, and innovative leadership. Michael leads seminars for DuPont, IBM, Merck, Microsoft, Nike, and YPO. He brings more than 30 years of experience as a professional speaker, seminar leader, and organizational consultant to his diverse international clientele. A fourth degree black belt in the Japanese martial art of Aikido, Michael is co-author with International Grandmaster Raymond Keene of Samurai Chess: *Mastering Strategic Thinking Through the Martial Art of the Mind*. In 1999, Michael Gelb shared the Brain Trust Charity's "Brain of the Year" award with former U.S. Senator John Glenn. Michael is also the author of the powerful Nightingale-Conant programs *Putting Your Creative Genius to Work* and *Speak with Power*. Since 1975, Gelb has collaborated with the originator of MindMap®, Tony Buzan, and in 1982, he became the first person awarded the distinction of "Master Teacher" by the Buzan Foundation.



Michael Gelb MIND MAPPING®

How to Liberate Your Natural Genius



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Welcome to Mind Mapping, a liberating process for accessing your natural genius. (OPEN)

This color brochure shows you a myriad of possibilities for using Mind Mapping. From exploring your life goals to everyday brainstorming, note taking and project planning, Mind Mapping unleashes your vast brain power.

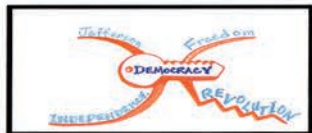
Mind Mapping works because it's based on an understanding of how your brain functions most effectively. It catalyzes and enhances your natural thinking patterns.

At first glance, you might think a Mind Map® looks like an elaborate doodle. People are most likely to doodle while daydreaming or when they're relaxed—a relaxed state is best for idea generation. And Mind Mapping takes advantage of that dynamic by integrating the free-flowing imagination mode with more focused, analytical ways of thinking. You don't have to be an artist to use the process; if you can doodle or draw symbols, then you can Mind Map.

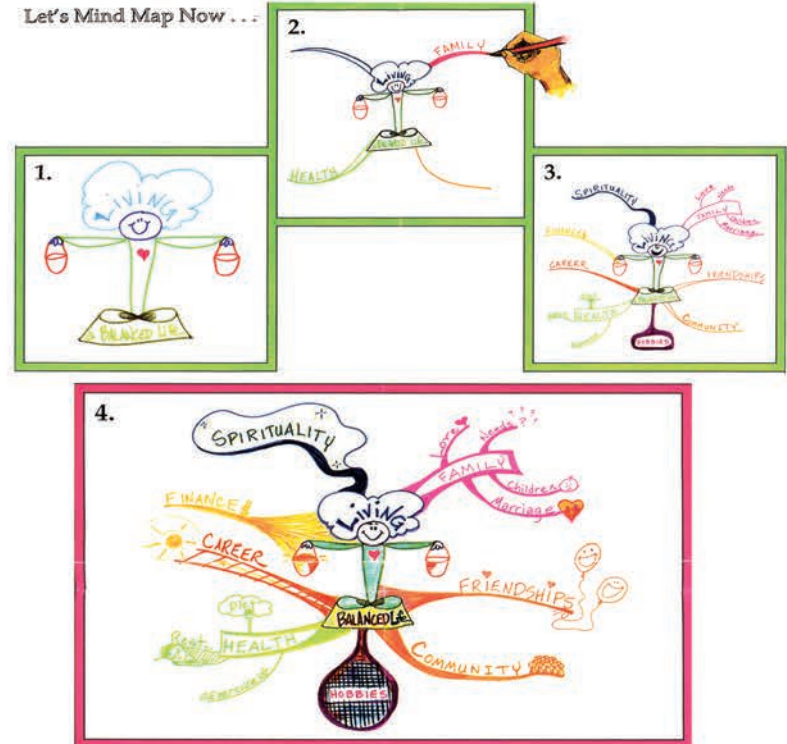
Before you try to read these Mind Maps, listen to the tapes. Michael Gelb will guide you through the various parts of this chart. You'll soon realize that these illustrations are far more than doodles—they're powerful tools for liberating your natural genius.



Key words are the nuggets of creative association and recall. They're rich in information, so if you think of a key word, such as "Democracy," it triggers other important words.



Let's Mind Map Now . . .



Answers to Questions People Ask . . .



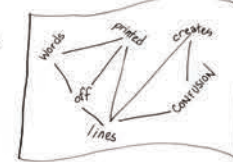
Q: Why is it so important to connect all the lines when I Mind Map?

A: Connecting the lines keeps your thoughts more connected. It clarifies the path of association between words. When words float off the lines, relationships and patterns are obscured as illustrated below.



Q: What if I need to record quotations, phrases or long formulas?

A: Create a column along one side of your sheet of paper. List your verbatim material here, then connect it to the appropriate branches with an arrow.



Q: How can I avoid printing upside down when adding to branches of my Mind Map?

A: Angle or curve your lines as necessary to keep all your key words upright and organized. Sometimes you'll also need to draw a line that you won't write on in order to connect another line that allows you to print right-side-up. (OPEN)

SYMBOLS

are meaning-rich, fun, and easy to draw...

First, start with the basics: 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

Use can draw arrows: → ↗ ↘ ↙ ↚ ↛ ↜ ↝ ↞ ↠ ↡ ↢ ↣ ↤ ↥ ↦ ↧ ↨ ↩ ↪ ↫ ↬ ↭ ↮ ↯ ↰ ↱ ↲ ↳ ↴ ↵ ↶ ↷ ↸ ↹ ↺ ↻ ↼ ↽ ↾ ↿ ↺ ↻ ↼ ↽ ↾ ↿ ↺ ↻ ↼ ↽ ↾ ↿

Rectangles, squares & triangles are your building blocks...



Here are some curves!



Now draw some circles...



Try these simplified symbols:



Now lets put some elements together...



The possibilities are infinite... enjoy!



MIND MAPPING

6 P's of Powerful Presentations



Solution Finding



Presentation Assumptions



P.R.O.P.A.R.

