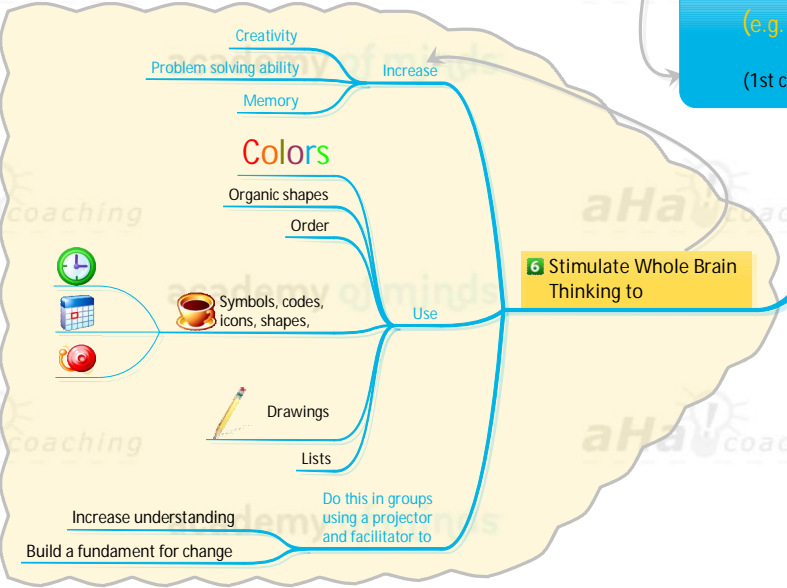
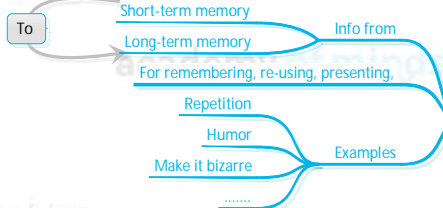


For doing more the right things in less time with more results, fun and peace of mind

- 1. Meetings and brainstorming
- 2. Writing articles and (business, project,) plans
- 3. Management information and knowledge management
- 4. Starting-up and tracking projects
- 5. Reporting and presenting
- 6. Customer Loyalty events and conferences
- 7. ....

8 And use it in

0 Turn paper to landscape (use pencil w/ eraser)



1 Put your main topic (e.g. mapping guidelines) in the center (1st check objective and audience)

2 Draw the first branch at 1 o'clock



Sub branch

Sub Sub...

Branches close to the center are more directly related to the central topic

Branches further away are more loosely related and or have a lower level of abstraction (examples)

E.i. the chapters and paragraphs of a book

Draw branches

3 Clock wise

From thick to thin

Write clearly

CAPITALS

Length branch = length word

Use words and numb3r5

Clarifying hierarchical structure and order

Branches are connected

Radiating out

E.i. the structure of a tree

4 Write

Less Full sentences

More Keywords

(exception: instructional maps like this one)

Draw an empty branch

Stimulates (deep) thinking

5 Clarify relationships

Using

Arrows

Or the same

Colors

Icons

Boundaries