

# SESSIONS

by  
**Buzan Centre Pune**

# MIND MAPS® for IT Professionals

## Introduction

You could be on your way to join the “select club of Mind Mappers” actually – of over 250 million people worldwide, very soon.

A question we are asked sometimes – “Can we use Mind Maps® in the IT Industry?”

Well...of course!!!!

When stalwarts like Mr. Bill Gates appear on the cover of magazines – recommending Mind Maps® – we believe it speaks volumes for the technique.

Mind Maps® are now in use since almost 40 years & are very popular in most of the Fortune 500 companies, including Microsoft, IBM, Veritas, Apple, Oracle etc. etc.



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pune

Mind Maps® can be used in Core Developmental Activities:

- Understand Customer requirements
  - Preparing the specifications
  - Identify the gaps in information
  - Documentation
- In Project management
  - Conduct & record the meetings
  - Plan the schedules & resources
  - Tracking the progress of the Project
  - Organizing Support Activities
- The HR department
  - Interviews
  - Planning events
  - Appraisals & Career tracking
  - L & D need identification
  - HR Policy
- The Sales & Marketing Team
  - Initial proposal – information gathering, collating, discussing & feedback
  - Customer profiling – business details, contact persons, past experience
  - Presentation of the proposal to the client
- The TOP Management
  - Effectively strategize & communicate
  - State their Mission & Vision
  - Guide the organization to achieve its goals





## Objectives:

- To understand, grasp & apply the Mind Mapping technique
- Identify & implement Business Applications of Mind Maps
  - Think more Clearly, Creatively & Efficiently
  - Enhance LEARNING skills

## What Others Say:

"The use of 'Mind Mapping' is an integral part of my Quality improvement project here at Boeing. This has provided savings of over \$10 million this year for my organization. (10 times our goal)"

**...Mike Stanley, BOEING CORPORATION, USA**

"Mind Maps present an overview along with the detailed plan & have increased Learning & Creativity. I have successfully applied the Mind Map technique to taking notes, setting goals, solving problems, generating ideas, memorizing complex data & planning complete training sessions."

**...Saif Ullah Khan, Manager, L & D, HR, Ernst & Young**

"It was a wonderful learning experience on Mind Maps techniques and its uses from Jas and Maneesh. It should be part of every organization and for any level of employees in order to increase productivity and collaboration. This is a fabulous tool for brainstorming and problem solving. Thank you Buzan Pune for helping me to use the other side of my brain too"

**...Kiran Chopra – L & D, Symantec, Pune**

"Amazing, Learnt more skills in 1 day than in 10 years"

**... Anil Bhatt, National Training Manager, SBI Life Insurance...**

## Course Outline

- Baselineing
- The Brain
  - Components
  - Processing
- Mind Maps®
  - Technique
  - Examples

## Applications of Mind Maps®

- Customer requirements
- Documentation
- Presentations
- Project Management

*\*Course content is subject to changes.*

**Duration:  
8 hours**

## Tony Buzan



## Programme Leaders:

### Jas Johari

Jas is the only Buzan Advanced Licensed Instructor in India and has trained a number of Corporate Executives at all levels. Jas is the only qualified and trained person in India to conduct and interpret the results of the **M**ultiple **I**ntelligence **D**evelopment **A**ssessment **S**cale.



### Maneesh Johari

Maneesh is the CEO of the Buzan Centre Pune, & has facilitated Mind Map® trainings at leading business houses in India,  
- Like Oracle, L&T Infotech, Geometrics, Godrej Infotech, Patni Computers, etc.



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