

MIND MAPS® for CREATIVITY



SESSIONS

by
Buzan Centre Pune,
Aundh, Pune - INDIA

Introduction

The 2008 global meltdown and tsunami of bankruptcy was caused by the bankruptcy of ideas.

The world is in a Creativity Crisis. Those who are to survive in the 21st century, *(already named by President Vicente Fox of Mexico at the 5th Annual United Nations Congress for Creativity & Innovation as: "The Century for the development of Creativity and Intellectual Capital")*

MUST develop their creative thinking skills. The London Business School recently announced that it was in the process of changing its entire MBA curriculum as a result of a recent global survey of CEOs.

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Why the change?

CEOs worldwide unanimously agreed that the graduates they were receiving into their businesses were not capable of the CEOs prime requirement:

"Creative Thinking and Innovation."

This ground breaking course, designed by Mr. Tony Buzan, the inventor of Mind Maps® (and holds the World's highest Creativity IQ), will introduce 21st century creative thinking tools and will guarantee that your 'Creativity IQ' will have doubled by the end of one of the most stimulating days of your life.

Who Must Attend

Harvard Business Review has identified the greatest crisis facing the world to be 'The Looming Creativity Crisis'. Any organization that requires its employees to create, innovate & solve problems should send managers at all levels.





Post Course Expectations

Awareness of Mental Capabilities.

Subsequent to the course, delegates will be aware of the following facts, of which less than 1% of the population globally is aware:-

- That they can generate Creative ideas at least four times as fast as they thought possible.
- That flexibility, originality and innovation are not inherent.
They are Trainable, Learnable & Applicable skills that can be learned in the same way as any other 'language'.
- That all individuals are inherently creative.
- That the popular left / right brain model is both, incomplete & dangerously wrong.
- That personal antagonisms in the corporate context surrounding creativity are counterproductive and should be assigned to the dustbins of history.

*Course Outline

Benchmarking your Creativity.

The Human Brain

- Left & Right Brain – a new model
- The Ultimate Association Machine

Mind Maps®

– the tool for Infinite Creativity.

Mind Map® Applications & Practice

- Problem Solving
- Project Management
 - Planning
 - Meetings
- Corporate Specific Issue

Creative Productivity

– the power of Volume & Speed

**Course content is subject to changes.*

Duration:
8 hours

Tony Buzan



Programme Leaders:

Maneesh Johari:

Maneesh is the CEO of the Buzan Centre Pune, the only centre of the Buzan Organization in India. He has been instrumental in increasing the awareness of Mind Maps® in the country & has facilitated Mind Map® trainings at a number of Business houses like Bajaj Auto, Tata Motors, L&T Infotech, HSBC Global, Aditya Birla group, Godrej & Boyce, Nicholas Piramal, HDFC Insurance, Whirlpool, Halliburton, Zydus Cadila, Enam Securities and many more.



Jas Johari:

Jas is the only Buzan Advanced Licensed Instructor in India and has trained a number of Corporates from entry level to the Top most level.

She has also trained the faculty members of Educational Institutes & a number of students too.



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