



Helen Crozier Has Increased Her Billable Hours by 50% Using MindMeister.

"Once I show MindMeister to my clients, 9 times out of 10 the first thing they say is, 'Wow! I could use that! I could use that with my clients!'"

Helen Crozier, Consultant

At a Glance...

- ★ Increased billable hours by 50%
- ★ Collaborating remotely with clients

Website

Helen Crozier is an independent Productivity and Technology consultant based in Sydney, Australia. Building on over 10 years of independent coaching experience, Helen works with clients from a wide variety of industries, tailoring her recommendations to each individual situation. One of Helen's "go-to" tools to help these individuals organize and prioritize is MindMeister.

Without a solid way to visualize and organize their tasks, Helen is most often confronted with overwhelmed clients. With project A due next week, project B three weeks from now, submitting next year's budget by the end of the quarter, keeping up with social and business connections, and a growing inbox, Helen has seen more than a few project deadlines fall by the wayside, ultimately resulting in an even larger to-do list, less productivity, and lost opportunities.

The first step in the process is to get an overview of where the client stands by putting it all into a mind map. Once a general "brain dump" has been completed, Helen and her client then begin breaking items out into top-level nodes. They then continue this process until each item is properly categorized.

Together, they use this mind map as a strategy map and begin the process of increasing productivity. From Helen's side, using MindMeister helps her to zero in on exactly what her clients need and what they don't.

Tapping into MindMeister's sharing and task management tools, both Helen and her clients are able to stay on track and achieve their goals. Clients use the task management features to plan and organize their day/week/month. Helen uses the task management feature to make sure that her clients are in fact using the system, and getting things done.

Prior to this Helen had, "no solution that could do this for me". Now she can use MindMeister's collaboration features to work simultaneously with clients when not physically in the same place. Helen reports that she's been able to do more in less time, ultimately resulting in being able to take on more clients simultaneously and increasing her billable hours by 50%.