



# MIND MAPPING

## WHY MIND MAPS?

**Mind maps structure information:-** Mind maps are graphical representations of information that convey the relationship between individual ideas and concepts. No matter how complex or broad a subject is, a mind map brings order into the chaos and helps you see the 'bigger picture'.

**Mind Maps improve memory -** Mind maps utilize a number of memory triggers such as colors and images. These are much easier for your brain to memorize and recall than pure text. Additionally, mind maps help you connect new pieces of information with existing knowledge.

**Mind Maps foster creativity -** There are very few techniques out there that have the ability to get your creative juices flowing like mind mapping. That is because mind maps use images and keywords to create new associations within your brain, which you can also transcribe with incredible speed.

**Mind maps facilitate collaboration:-** While traditional paper mind maps are great for developing ideas by yourself, online mind maps enable you to brainstorm with other people and plan together in real-time, no matter where people are located or which device they're using.

## WHO NEEDS MIND MAPS?

**Anyone from a student to a CEO** can use and benefit from this technique. Here are a few examples.

**Students:-** Preparing for exams and wanting to boost their learning capabilities and results

**Event Planners:-** Wanting to organize every aspect of an event

**Writers:-** Wanting to Create original Content, Stories, Articles etc

**Entrepreneurs:-** Wanting to Create a road map or a dynamic Business plan

**Project Managers:-** Wanting to present their ideas clearly to their team

**Teachers:-** Wanting to improve communication in the classroom

**Marketers:-** exploring potential Avenues for promoting a product or service

**Consultants / Advisors:-** trying to visualize Clients Situation

**Collaborative Teams:-** working on a project together

**Anybody:-** Anybody can use mind maps to unleash their creativity, solve problems, visualize their goals, and organize their thoughts!

# BENEFITS OF MIND MAPPING

**Mind Maps are visually driven:–** Mind Maps are a wonderful device for presentation. Don't tell people your ideas, show them! It is a perfect planning tool.

**Mind Maps are Flexible:–** No Limits as to what Mind maps can be used for. Mind Mapping is suitable for all ages. Your child can't read yet. But with the power of mind maps, they can learn. Use images instead of words!

**Mind Maps are easy to Create:–** When you initially brainstorm an idea. You don't need to write in sentences, or even use words at all – but you can if you want! You can express your ideas in the way you are most comfortable with. You can use keywords, short phrases and images.

**Mind Maps are Clear:–** The intention of a mind map – its Central Topic– is always at the center of the page. There are branches which are 'Sub topics' coming out of the 'Central topic' and you can further explore the idea through 'Sub categories' again coming out of these 'Sub topics' and this goes on and on. Mind Maps give you an overview of an idea.

**Mind Maps enable free flow of ideas:–** Because you mostly use short phrases, keywords, images and icons in Mind Maps, you can jot down ideas a lot faster than usual, which results in unobstructed flow of ideas.

**Mind Maps increases Engagement and Focus:–** As the Mind Map flows, it connects Main topics with Sub topics and categories – this increases Focus on that particular topic and also increases your engagement with your audience / participants / clients. They can see the plan evolve thorough their input and can share additional thoughts that also get added into the evolving plan.

## HOW TO READ A MIND MAP

Start from Top Right corner and follow the arrows, Move in Clock-wise direction and complete the circle.

## MORE RESOURCES

Here is a Tedx Talk on how Mind Mapping will help you Learn Better on YouTube- <https://youtu.be/5nTuScU70As>

I regularly post Mind Maps on Self-help Niche for FREE!  
[https://www.biggerplate.com/arpit\\_banjara](https://www.biggerplate.com/arpit_banjara)

If you like the concept of Mind Mapping and Mind Maps, I would be happy to connect with you on LinkedIn -

<https://www.linkedin.com/in/arpit-banjara-60b160a3/>

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Happy Mind Mapping!

Cheers!!!  
Arpit Banjara