



MIND MAP: PRACTITIONER COURSE

*"Visualizing and Organizing ideas and thoughts, reflecting Radiant Thinking
Boosting Creativity and Innovation on the Job"*

PROGRAM

DAY 1

- Today's Challenges
Complexity, Ambiguity and Uncertainty
 - Simplifying and Decoding
 - Inventing
 - Creativity and Innovation
- The Brain and Thought
 - Structure and Function
The Physiology of Thinking
 - "Dual Brain" and "Whole Brain" Thinking
 - Natural development of "Radiant" thought
- Mind Maps as a Paradigm Shift
 - From Linear to Radiant
 - Visual Metaphors of Radiant Thinking
- Drawing a Mind Map
 - Central Idea and Branches
 - Words, Images and Colours
 - Association and Connections
- Practicing Mind Mapping
 - The Laws of Mind Mapping
 - The Rules of Learning: Accept, Apply, Adapt
 - "True" and "False" Mind Maps
 - Understanding and Overcoming Obstacles

DAY 2

- Computer Mind Mapping
 - The iMindMap software: a "Copernican Revolution"
 - Flexibility, speed, "portability" and sharing
 - iMindMap software User Training
- Mind Maps' Applications
 - Organizing and Recalling: Note Taking, Note Making
 - Managing: Time, Events, Meetings and Projects
 - Presenting and Sharing
- Managing the different Thinking Models
The GRASP Model
 - Meta-cognition: Thinking about Thinking
 - GRASP & Solution Finding
 - Mind Maps & Brainstorming

Who should attend?

Managers, Entrepreneurs, Professionals, Teachers, Students, Trainers, Writers, Physicians, Researchers, Politicians, HR, Marketing & Sales Professionals, Public Administrators and Social Operators...
Whoever is looking for new tools for thinking and recalling in a more structured and effective way, for taking a new perspective and becoming a more motivating and influential member of her/his community... For improving creativity, innovation and communication on the job

Expected collateral effects?

- * You'll be able to think more clearly, recall and learn more easily
- * You'll be more creative and able to generate new ideas, becoming real "change agents"
- * You'll increase your communication's effectiveness and improve the way you interact with your community
- * You'll be better organized on the job, you'll improve collaboration and you'll be able to facilitate the development of Projects and Meetings

Attendees will receive:

- Presentation material used during the teaching sessions
- Notepads, blank sheets and coloured pens
- A copy of Tony Buzan's fundamental best-selling book "The Mind Map Book"
- Original "Mind Map Practitioner" Certificate
Signed by Tony Buzan, inventor of Mind Maps
- Personal user License of iMindMap software
"Home and Student" version
- Online follow-up and support
(you can send us your Mind Maps for receiving guidance and tips)

What will I learn?

- What Mind Maps are and how they do mirror the working of our thought
- How to use Mind Maps to organize and visualize thoughts and ideas
- How to draw a meaningful Mind Map, simply using paper and coloured pens
- How to easily draw effective and beautiful computer Mind Maps (with ThinkBuzan iMindMap software)
- The extraordinary power of Mind Maps for learning, recalling, collaborating and communicating, with special focus on Business applications



MARCO OSSANI
MARKETING CONSULTANT & TRAINER



For further information, contact me via e-mail at info@marcoossani.com or visit the website www.marcoossani.com

JOIN THE COURSE

