

Tools & Checklists

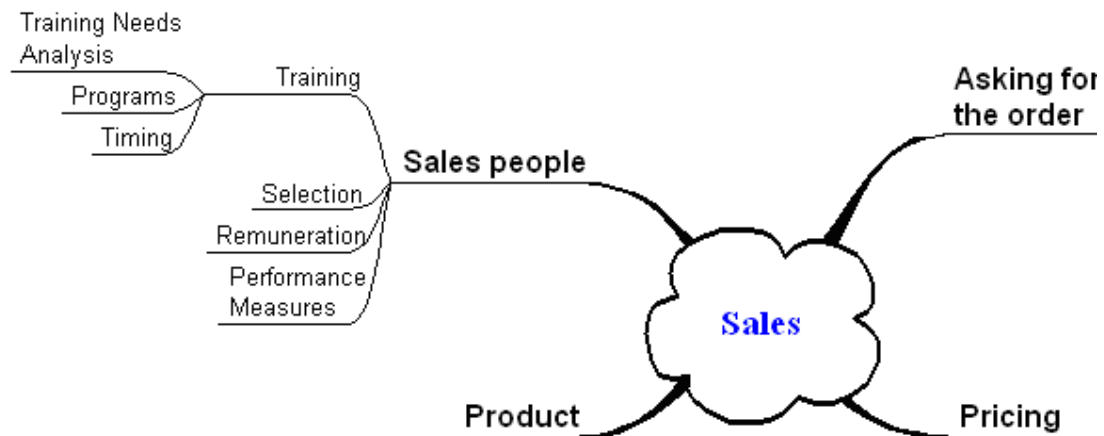


Mind Mapping

Mindmapping was developed by Tony Buzan in the 1970's as an aid for note taking in lectures. It is an invaluable tool for brainstorming in either a group or individual situation as it allows us to generate ideas in the same way as our natural thought processes work.

Process

1. Make sure that you have a large work area such as a white board.
2. Draw a small ellipse in the center of the work area and write in the name of the issue eg. Sales
3. Brainstorm the elements of the issue e.g. Salespeople, Pricing, Product or Asking for the order.
4. Record all ideas that generate from the central issue as shown below.



5. When all the key elements have been identified repeat the process on the sub elements. The issues that can be drawn from Sales People include; training, selections, remuneration, performance measures etc.
6. Try to cover the whole board. Use different colours.
7. Once all possible issues are canvassed we are able to use the Pareto process to identify the 20% of the issues that will have 80% of the impact.

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