Making Everything Easier!™

Mind Mapping FOR DUMMIES®

Learn to:

- Unlock your brain's potential using mind mapping
- Generate creative ideas using mind mapping
- Structure your revision with mind maps
- Make sense of mind mapping software

Florian Rustler
Mind Mapping Trainer

Get More and Do More at Dummies.com®

Start with **FREE** Cheat Sheets

Cheat Sheets include

- Checklists
- Charts
- Common Instructions
- And Other Good Stuff!

To access the Cheat Sheet created specifically for this book, go to
www.dummies.com/cheatsheet/mindmappinguk

Get Smart at Dummies.com

Dummies.com makes your life easier with 1,000s of answers on everything from removing wallpaper to using the latest version of Windows.

Check out our

- Videos
- Illustrated Articles
- Step-by-Step Instructions

Plus, each month you can win valuable prizes by entering our Dummies.com sweepstakes. *

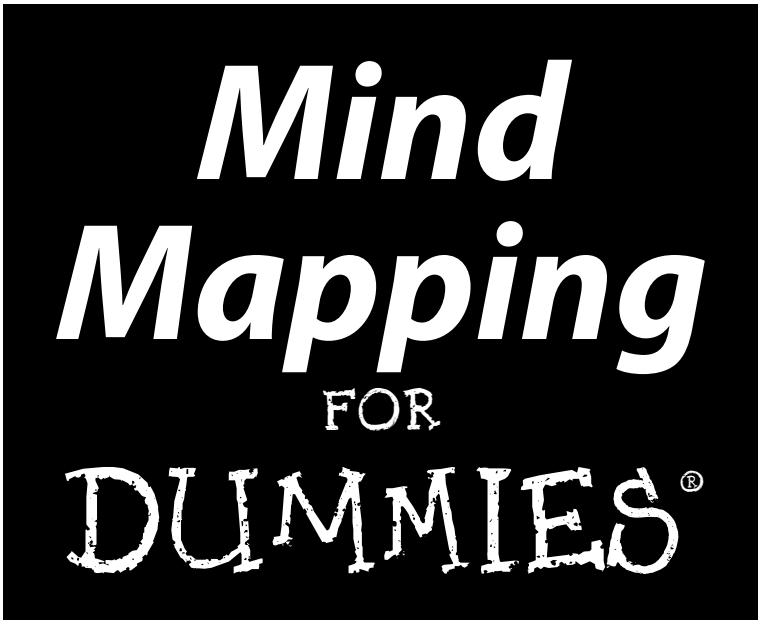
Want a weekly dose of Dummies? Sign up for Newsletters on

- Digital Photography
- Microsoft Windows & Office
- Personal Finance & Investing
- Health & Wellness
- Computing, iPods & Cell Phones
- eBay
- Internet
- Food, Home & Garden

Find out "HOW" at Dummies.com

**Sweepstakes not currently available in all countries; visit Dummies.com for official rules.*

Mind Mapping FOR DUMMIES®



by Florian Rustler

Foreword by Tony Buzan

WILEY

A John Wiley and Sons, Ltd, Publication

Mind Mapping For Dummies®
Published by
John Wiley & Sons, Ltd
The Atrium
Southern Gate
Chichester
West Sussex
PO19 8SQ
England

Email (for orders and customer service enquires): cs-books@wiley.co.uk

Visit our home page on www.wiley.com

Copyright © WILEY-VCH Verlag GmbH & Co. KGaA, Weinheim

English edition © 2012 John Wiley & Sons, Ltd, Chichester, West Sussex, England

Published by John Wiley & Sons, Ltd, Chichester, West Sussex

All Rights Reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except under the terms of the Copyright, Designs and Patents Act 1988 or under the terms of a licence issued by the Copyright Licensing Agency Ltd, Saffron House, 6-10 Kirby Street, London EC1N 8TS, UK, without the permission in writing of the Publisher. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Ltd, The Atrium, Southern Gate, Chichester, West Sussex, PO19 8SQ, England, or emailed to permreq@wiley.co.uk, or faxed to (44) 1243 770620.

Trademarks: Wiley, the Wiley logo, For Dummies, the Dummies Man logo, A Reference for the Rest of Us!, The Dummies Way, Dummies Daily, The Fun and Easy Way, Dummies.com and related trade dress are trademarks or registered trademarks of John Wiley & Sons, Inc. and/or its affiliates in the United States and other countries, and may not be used without written permission. All other trademarks are the property of their respective owners. John Wiley & Sons, Inc., is not associated with any product or vendor mentioned in this book.

LIMIT OF LIABILITY/DISCLAIMER OF WARRANTY: THE PUBLISHER, THE AUTHOR, AND ANYONE ELSE INVOLVED IN PREPARING THIS WORK MAKE NO REPRESENTATIONS OR WARRANTIES WITH RESPECT TO THE ACCURACY OR COMPLETENESS OF THE CONTENTS OF THIS WORK AND SPECIFICALLY DISCLAIM ALL WARRANTIES, INCLUDING WITHOUT LIMITATION WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE. NO WARRANTY MAY BE CREATED OR EXTENDED BY SALES OR PROMOTIONAL MATERIALS. THE ADVICE AND STRATEGIES CONTAINED HEREIN MAY NOT BE SUITABLE FOR EVERY SITUATION. THIS WORK IS SOLD WITH THE UNDERSTANDING THAT THE PUBLISHER IS NOT ENGAGED IN RENDERING LEGAL, ACCOUNTING, OR OTHER PROFESSIONAL SERVICES. IF PROFESSIONAL ASSISTANCE IS REQUIRED, THE SERVICES OF A COMPETENT PROFESSIONAL PERSON SHOULD BE SOUGHT. NEITHER THE PUBLISHER NOR THE AUTHOR SHALL BE LIABLE FOR DAMAGES ARISING HEREFROM. THE FACT THAT AN ORGANIZATION OR WEBSITE IS REFERRED TO IN THIS WORK AS A CITATION AND/OR A POTENTIAL SOURCE OF FURTHER INFORMATION DOES NOT MEAN THAT THE AUTHOR OR THE PUBLISHER ENDORSES THE INFORMATION THE ORGANIZATION OR WEBSITE MAY PROVIDE OR RECOMMENDATIONS IT MAY MAKE. FURTHER, READERS SHOULD BE AWARE THAT INTERNET WEBSITES LISTED IN THIS WORK MAY HAVE CHANGED OR DISAPPEARED BETWEEN WHEN THIS WORK WAS WRITTEN AND WHEN IT IS READ.

For general information on our other products and services, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002.

For technical support, please visit www.wiley.com/techsupport.

Wiley also publishes its books in a variety of electronic formats and by print-on-demand. Some content that appears in standard print versions of this book may not be available in other formats. For more information about Wiley products, visit us at www.wiley.com.

British Library Cataloguing in Publication Data: A catalogue record for this book is available from the British Library

ISBN: 978-1-119-96915-0 (pbk), 978-1-119-94375-4 (ebk), 978-1-119-94376-1 (ebk), 978-1-119-94377-8 (ebk)

Printed and bound in China by Toppan Leefung

10 9 8 7 6 5 4 3 2 1

About the Author

Florian Rustler is an innovation coach working at international level and the founder of *creaffective*.

As a process moderator he presents strategy and innovation workshops in German, English and Mandarin Chinese to help his clients produce new solutions quickly; for example, when developing new products and services.

As a tutor he teaches organisations the processes and techniques of creative problem solving and assists them with generating an innovation culture.

He learned Mind Mapping while still at school. A teacher introduced the technique in just ten minutes during class but then took it no further. However, Florian didn't let these ten minutes go to waste. He got hold of Tony Buzan's book on Mind Mapping, the only one available at the time, and subsequently applied the technique. He later qualified as a Mind Mapping tutor and since then has given hundreds of Mind Mapping classes and published an online Mind Mapping course.

You can find out more about him at: `www.creaffective.de`.

Publisher's Acknowledgements

We're proud of this book; please send us your comments through our Dummies online registration form located at www.dummies.com/register/.

Some of the people who helped bring this book to market include the following:

Commissioning, Editorial and Media Development

Project Editor: Rachael Chilvers

Commissioning Editor: Kerry Laundon

Assistant Editor: Ben Kemble

Technical Editor: Gillian Burn

Translation Services: Absolute Translations Ltd

Proofreader: Jamie Brind

Production Manager: Daniel Mersey

Publisher: David Palmer

Cover Photo: © iStock / mattjeacock

Cartoons: Rich Tennant (www.the5thwave.com)

Composition Services

Project Coordinator: Kristie Rees

Layout and Graphics: Lavonne Roberts, Laura Westhuis

Proofreader: Rebecca Denoncour

Indexer: Claudia Bourbeau

Publishing and Editorial for Consumer Dummies

Kathleen Nebenhaus, Vice President and Executive Publisher

Kristin Ferguson-Wagstaffe, Product Development Director

Ensley Eikenburg, Associate Publisher, Travel

Kelly Regan, Editorial Director, Travel

Publishing for Technology Dummies

Andy Cummings, Vice President and Publisher

Composition Services

Debbie Stailey, Director of Composition Services

Contents at a Glance

Foreword xvii

Introduction 1

Part 1: Mind Mapping: The Swiss Army Knife for the Brain 7

Chapter 1: Introducing Mind Mapping 9
Chapter 2: Visualising Information 21
Chapter 3: Generating Mind Maps 29
Chapter 4: Why Mind Mapping Works 41

Part 11: Traditional Mind Mapping in Practice 51

Chapter 5: Preparing Talks and Lectures Using Mind Maps 53
Chapter 6: Handling Text with Mind Mapping 61
Chapter 7: Note-Taking in Talks, Lectures and Meetings 73

Part 111: Mind Mapping Software 83

Chapter 8: Software versus Traditional Mind Mapping 85
Chapter 9: Taking a Tour of Mind-Mapping Software 93
Chapter 10: Introducing Mindjet MindManager 113
Chapter 11: Exploring ThinkBuzan's iMindMap 133

Part IV: Advanced Strategies for Mind Mapping 149

Chapter 12: Mind Mapping Reading Techniques 151
Chapter 13: Learning and Preparing for Exams with Mind Mapping 161
Chapter 14: Project Management with Mind Mapping 169
Chapter 15: Knowledge Management with Mind Mapping 181
Chapter 16: Mind Mapping for Creativity 189

Part V: The Part of Tens 203

Chapter 17: Ten Tips for Working Efficiently with Mind Mapping 205
Chapter 18: (Almost) Ten Tips on How to Make Mind Mapping Your Everyday Working Tool 215

Index 223

Table of Contents

Foreword ..... *xvii*

Introduction *1*

About This Book 1
Conventions Used in This Book 2
Foolish Assumptions 2
How This Book Is Organised 2
Part I: Mind Mapping: The Swiss Army Knife for the Brain 3
Part II: Traditional Mind Mapping in Practice 3
Part III: Mind Mapping Software 3
Part IV: Advanced Strategies for Mind Mapping 3
Part V: The Part of Tens 4
Icons Used in This Book 4
Where to Go from Here 4

Part 1: Mind Mapping: The Swiss Army Knife for the Brain *7*

Chapter 1: Introducing Mind Mapping 9

Presenting Information Visually 9
Give it a try! 10
Taking the Mind Map a stage further 12
A little reflection please 13
A Simple Technique with Many Applications 14
'Cribs' for lectures and presentations 15
Taking notes from texts and books 15
Taking notes from presentations and discussions 15
Project management 16
Knowledge management 16
Pen and Paper or Computer? 17
Revising Mind Maps 18
Advanced Strategies Using Mind Mapping 19

Chapter 2: Visualising Information 21

How and Why Visualisation Can Help You 21
Text as a form of visual information 22
Reducing complexity and presenting information in a different way 22
Two examples 22
Visualising Information as a Core Skill 24
What science has to say 25
The visualisation method used for Mind Mapping 27

Chapter 3: Generating Mind Maps 29

The Basic Rules: Helping You to Use Mind Mapping Effectively 30
Branches – it's all connected 30
Keywords instead of phrases 32
The exception proves the rule 34
A Picture Says More Than a Thousand Words 35
Colours – not just pretty to look at 35
Your personal set of symbols 36
Boxes and clouds – highlighting what's important 38
Making arrow connections quite clear 39

Chapter 4: Why Mind Mapping Works 41

Different Routes to Information 42
Pictures: Unique and unforgettable 43
A picture says more than a thousand words 44
How we think 45
Mind Mapping as a Brain-Friendly Technique 46
More Than Just the Sum of its Parts 48
The big picture and details 48
More information dimensions and greater information density 48

Part II: Traditional Mind Mapping in Practice 51

Chapter 5: Preparing Talks and Lectures Using Mind Maps 53

Freedom and Flexibility with Mind Maps at All Times 53
Preparing Lectures: Step by Step 55
Step 1: Marshalling your initial thoughts 55
Step 2: Determining the main themes 57
Step 3: Adding detail 58
Step 4: Testing the Mind Map 59
And Now for an Example 59

Chapter 6: Handling Text with Mind Mapping 61

Converting Text and Sentences into a Mind Map 61
Example: Motivation 62
Example: Email guideline 65
Interlude: Scientific Definitions as a Mind Map 67
Processing Whole Books with Mind Mapping 68
The best way of dealing with the text 70

Chapter 7: Note-Taking in Talks, Lectures and Meetings 73

Block Text or Mind Map 73
Characteristics of talks, lectures and meetings 75
Give it a try! 77
Colour and symbol codes 79
Informative Conversations 80
Just Write It Out – Using Your Wandering Thoughts 80
Mind Mapping = in – out to the power of ten 81

Part III: Mind Mapping Software 83

Chapter 8: Software versus Traditional Mind Mapping 85

Software versus Pen and Paper – The Main Differences 86
The advantages of Mind-Mapping software over pen and paper 88
Mind-Mapping Software = Mind Mapping Reloaded 91

Chapter 9: Taking a Tour of Mind-Mapping Software. 93

Suggested Programs – Genuine Mind Mapping 93
Overview of Desktop Programs 94
Aviz Thoughtmapper 95
Concept Draw MindMap 96
EMINEC MYmap 97
freemind – really free 98
iMindMap – from the inventor of Mind Mapping 99
Inspiration – recommended for schools 100
MindGenius 101
Mindjet MindManager – the market leader 102
MindVisualizer – particularly simple 103
MindMapper 104
Novamind 105
Matchware MindView 3 106
XMind – the basic version is free 107

Web-Based Mind-Mapping Programs 108
Mapmyself 108
Mind42 – simple and free of charge 109
MindMeister 109
Mindomo 110
Comparing Software Packages 111

Chapter 10: Introducing Mindjet MindManager 113

The Basics: Finding Your Way Around 114
Important control keys 115
Keeping it neat and tidy: Formatting options 115
Quick notes within branches 116
Hyperlinks – Integrating More Information into a Mind Map 118
Inserting hyperlinks – how it works 119
Less Is More: Filter Functions 120
Simple but useful: Fading branches in and out 121
Power filter: Filtering by specific criteria 122
Project Management with GANTT Diagrams 124
Adding task information to branches 124
Exporting and Processing 126
Sharing your Mind Map 127
Mindjet Player – interactive pdf document 128
pdf – easy and practical 128
Image files for integration into other documents 128
Pack&Go – and all the links work 128
Word – presenting a Mind Map as a linear document 129
PowerPoint – from branches to bullet points 129
Presentation Mode: From Mind Map to Presentation in a Single Click 131

Chapter 11: Exploring ThinkBuzan's iMindMap 133

Basic Use – Finding Your Way Around 134
Branches 135
Three kinds of branch 137
Two Input Methods: Mind Mapping and Speed Mind Mapping 138
Speed Mind Mapping – how it works 138
Formatting with iMindMap 138
SmartLayout: From linear to radial Mind Maps 140
Project-management mode: GANTT view 142
Project Management with iMindMap, Step by Step 143
Step 1: Select the branches concerned 143
Step 2: Inputting task details 144
Step 3: Adjusting views 145
Presenting the Mind Map 145
Really quite presentable: Presentation mode 145
An alternative: Exporting as a PowerPoint presentation 147

Part IV: Advanced Strategies for Mind Mapping 149

Chapter 12: Mind Mapping Reading Techniques 151

Appreciating the Fine Art of Preparation 152
Step 1: Skimming the text 152
Step 2: Recalling background knowledge 153
Step 3: Setting questions and aims 153
Honing the Reading Process 154
Step 1: Skim reading 155
Step 2: Preview 155
Step 3: Immersion 156
Step 4: Difficult passages 156
For Advanced Students: Generating a Mind Map from Different Sources 159

Chapter 13: Learning and Preparing for Exams with Mind Mapping 161

Preparing for Exams 161
Step 1: Taking Mind-Mapping notes 162
Generating special Study Mind Maps 163
Step 2: Entering your own thoughts 163
Step 3: Revising regularly 164
Step 4: Explaining it to others 165
Especially for Students: Generating Study Mind Maps from Different Sources 165

Chapter 14: Project Management with Mind Mapping 169

'One Page Management': Everything on a Single Page 169
Software is Sensible 170
Projects You Can Plan and Control with Mind Maps 172
Structuring projects with Mind Mapping 172
Further Examples of Mind Mapping in Project Management 177
Planning a business trip 177
Managing distance learning 179

Chapter 15: Knowledge Management with Mind Mapping 181

Keeping Your Eye on the Ball 181
Assembling Digital Information in a Mind Map 182
Example: Personal start centre 183
Multi-Level Mind Maps 185
Managing scientific work with Mind Maps 186
More Ways of Using and Applying Mind Maps 188

Chapter 16: Mind Mapping for Creativity 189

The 4P Creativity Model 190
Creativity yields results 190
It's a personal thing 191
Modelling the creative process 191
Principles of creativity – two-stage thinking 193
Example: Publishing an eye-catching book 193
Mind Mapping as a Support in the Creative Process 194
Me on my own (no groups) 194
Using Mind Mapping in the second stage 196
Developing and Ordering Ideas with MindManager:
A Step-by-Step Approach 196
Step 1: Formulating an issue 197
Step 2: Inputting ideas 198
Step 3: Evaluating ideas 198
Step 4: Structuring ideas 201

Part V: The Part of Tens 203

Chapter 17: Ten Tips for Working Efficiently with Mind Mapping 205

Using the Right Paper 205
Having the Right Equipment Ready 206
Using the One-Word Rule 207
Working with Symbols 207
Perfection Not Required! 208
Writing in Block Capitals 209
On Paper: Organic Mind Maps 209
Writing in Reading Order 210
Developing Mind Maps Outwards and Not Writing Vertically 211
Storing Your Mind Maps 212
Filing away hand-drawn Mind Maps 212
Generating master copies 213
Using tablet PCs 213

Chapter 18: (Almost) Ten Tips on How to Make Mind Mapping Your Everyday Working Tool 215

Practise, Practise and Practise Again! 215
Start Small and Take It From There 216
Trying It in Non-Critical Situations 218
Don't Make Mixed Notes 218

Having Materials Always to Hand 219
Making Mind Maps Visually Appealing 220
Have Fun! 220
Drawing Maps by Hand and with Software 221
Choosing Your Software 221

Index *223*

Foreword

Mind Mapping For Dummies is an apt idea, as Mind Mapping is something we already know how to do – we do it constantly without even realising it!

Mind Mapping replicates the way our brains think and the way we absorb information. When we think of any idea, our mind instantly starts connecting this to other images, thoughts and concepts. So why do we force ourselves to make notes, plan and create in a way that our brain doesn't like?

When I was at university, struggling to study with the mass of lined notes I had made, Mind Mapping helped me to make sense of the information, reduce my notes and remember more. Now it is doing the same for millions of people around the world, helping them to be more productive, creative and efficient in their everyday lives. Join them, and start using the full potential of your mind every day.

With this guide, Florian has created a comprehensive resource on Mind Mapping, which will be of great use to those wanting a step-by-step guide to using this powerful tool, also known as the 'Swiss Army Knife' of the brain! This book shows you how to Mind Map, what to avoid and gives you the information you need to navigate the jungle of Mind Mapping software out there.

You find out how versatile the Mind Map really is, and how you can apply this technique to plan, study, manage projects, solve problems and brainstorm.

Enjoy exploring the potential of your amazing mind!

Tony Buzan

Introduction

Many people have heard of Mind Mapping at least once or twice – and presumably you too, since you're holding this book in your hand! Or you saw the front cover with the Mind Map and found it somehow familiar. Mind Mapping has now become so widespread and well-known that the term has entered English usage.

What is Mind Mapping? Mind Mapping is a visual technique for structuring and organising thoughts and ideas.

If this sounds all rather general and wide-ranging, then you can also use Mind Mapping in a general and wide-ranging fashion, whether you generate Mind Maps with a pen and paper or with special Mind Mapping software.

Many people have heard of Mind Mapping but don't really know what it's all about. Or perhaps you're one of those people who know what Mind Mapping is and have tried working with it, perhaps with Mind Mapping software installed at work. Somehow it didn't work out and the method failed to live up to its promise. I want to change that with this book, for Mind Mapping is a very powerful method that can be of great assistance in many aspects of life. Whether you're a complete novice or already have some experience of Mind Mapping, this book is bound to be of benefit to you.

About This Book

Mind Mapping For Dummies equips you in five parts with everything you need to successfully apply the Mind Mapping techniques. As a qualified Mind Mapping tutor I have introduced Mind Mapping to thousands of people in seminars and so have a good idea of how the technique can help and what difficulties people usually encounter when learning it. The composition of this book is based on the structure of one such seminar.

So, I start with the principles of Mind Mapping and then take you through various and increasingly complex areas of the technique. You discover how to use both pen and paper and Mind Mapping software in this book. The method is the same however you generate maps.

Conventions Used in This Book

If this isn't your first book in the *For Dummies* series, you'll recognise many aspects from other volumes in the series. I use the following conventions:

- *Italics* are used for words or concepts
- The action part of numbered steps are in **bold**.

Foolish Assumptions

There are many reasons for using this book and I assume that one or more of the following descriptions applies to you:

- You're frequently confronted at home or at work with the challenge of structuring and organising information.
- You're looking for a clear and simple way of doing so.
- You want to find a method that enables you to work in a more efficient and structured manner.
- You want to learn Mind Mapping or to extend the knowledge you already have of this technique.

Mind Mapping is a technique. To be able to use it effectively, you have to acquire the right skills. Just like swimming, driving or learning a musical instrument, it requires some practice. In theory, I could explain to you in ten minutes what driving a car, swimming or playing the guitar involves. If you'd never driven a car before you'd still be unable to do so after ten minutes of theory. It's similar with Mind Mapping. To acquire the necessary skills you have to do one thing in particular: you need to use Mind Mapping.

Hence my basic assumption about you, the reader, is as follows: you're prepared to do the exercises in this book and are aware that this isn't just a book to be read on the train. I encourage you to actively generate Mind Maps as you read this book.

How This Book Is Organised

Mind Mapping For Dummies contains five parts. Depending on how intensively you have already worked with Mind Maps and what you want to use Mind Maps for, some chapters may be more important to you than others. Apart from Part I which I encourage you to read, there's no fixed order. Part IV covers advanced strategies for using Mind Maps. To understand and master these, you need Parts II and III.

Part I: Mind Mapping: The Swiss Army Knife for the Brain

In this part you find out why it's so important to visualise thoughts and information and why you shouldn't merely write them down in lists or as running text. When you've explored the basic advantages of visualising information and how they can be applied, I explain the fundamental rules for generating Mind Maps. Chapter 3 is central to all subsequent chapters in the book. After you've assimilated these rules, you may be wondering why you need them. Why Mind Mapping works as it does and how Mind Mapping has come about I explain in the last chapter of Part I.

Part II: Traditional Mind Mapping in Practice

Part II introduces the technique's main areas of application, such as structuring and organising information, using Mind Mapping to make notes from books and in meetings, and preparing talks and lectures. Part II covers Mind Maps which are generated with a pen and paper. Moreover, all the applications presented in Part II are also possible with software.

Part III: Mind Mapping Software

Part III is devoted to Mind Mapping software. With Mind Mapping software you can combine the possibilities of Mind Map visualisations with the advantages of computing. I first guide you through the impenetrable forest of Mind Mapping programs and then present two such programs, *MindManager* and *iMindMap* in detail.

Part IV: Advanced Strategies for Mind Mapping

In Part IV I introduce you to advanced applications of Mind Mapping. In addition to Mind Mapping techniques for efficient reading of textbooks, you learn more about using Mind Maps for exam preparation. You also learn how to use Mind Mapping for project and knowledge management.

Many people regard Mind Mapping as a creative technique. This is too limited, but Mind Mapping can still play a role in creative processes. In the last chapter of Part IV I show you just how this works.

Part V: The Part of Tens

Part V provides a number of tips and tricks in the form of top-ten lists to help you apply Mind Mapping effectively to your everyday work. I also provide details of a number of websites on the subject.

Icons Used in This Book

Symbols with the following meanings appear alongside the text:

Remember these little gems of wisdom.

Here you can find practical instructions on how to make Mind Mapping easier for you.

This symbol highlights special features, of Mind-Mapping software for example.

Beware! Here you need to exercise caution or query your assumptions.

Where to Go from Here

This book is arranged in five parts in modular fashion. If you think that you don't need a particular application of Mind Mapping and aren't curious about what you can learn in the section, you can omit the section concerned.

If, however, you decide at some point to return to a chapter you previously omitted, you can do so easily. I recommend that you first read Part I which introduces the principles of Mind Mapping on which subsequent sections build. Even if you think that you're familiar with the basics of Mind Mapping, I strongly recommend that you read Chapter 3 on generating Mind Maps. In my classes I often find that students who think they already know how to work with Mind Mapping still learn something new in this section.

If you're now ready and willing to learn Mind Mapping, then let's get started. Before you do, you need to have the following items to hand:

- White unlined sheets of A4 or, even better, A3 paper
- Some coloured pens

Have fun!