



ARE YOU A DORMANT GENIUS?

Heard of mind mapping? We hadn't, yet it seems by using this technique you can re-train your brain to function better. So does this mean you can quit the desk job and realise your aspiration to become the next Prince Al Waleed or Donald Trump? Read on to find out more.

We've all read countless reports about how it's possible to achieve your global domination aspirations, however, what's been missing up until now was a real 'how to' manual to achieve this.

At AM, we've always wondered how is this would be possible – especially at times when you seem to be stuck in the same dead end paper-pushing job or can't seem to ace your next 'get ahead' business strategy. After much investigation we've concluded that it is possible to rise above your current reality, by using a proven technique of changing the

way your brain works through mind mapping. So you can really maximize your future potential? You'd be relieved to know that according to Mind Mapping creator, Tony Buzan, the answer is a definite yes! He developed mind maps after realizing that the greatest thinkers always use their own "shorthand" to remember key words and images. According to Buzan the brain has billions of connections, using mind maps we can link these ideas in a better way than traditional note taking just can't. If for example you are brainstorming two topics that may not seem to be related, by mind mapping you may be able to eventually connect the two ideas, as one thought leads to another, then another which may eventually connect the initial ideas to each other. The reason mind maps work is that we do not naturally think in words that run left to right, yet that is usually how we take notes in everyday life, especially at work. Mind maps truly mimic the way our brain naturally think: radiantly, or outwards, which allows it to speak to itself in its "own language" and this helps you to recall essential facts and memories. For example, a word can trigger an you can map out all the associations with that word. Buzan swears that his technique engages both sides of the brain, and helps us infuse our plans, choices and decisions with clarity.

You may wonder what this has to do with your career

advancement plans. Well everything. Imagine you could retain information and be to ace your presentations and provide the most detailed information to your chairman when he asks a questions about your results for the last quarter, without having to refer to the original material. You can do both, if you just focus on how you "file" information when you first introduce it to your brain according to Buzan. His recent book, *Head First : You're Smarter Than You Think*, teaches how we can develop our full potential. So in a nutshell Mind Mapping is based on the fact that your brain is mostly dormant and we only use 1 percent of our brain.

According to Buzan, most executives spend about 30 percent of their time reading and sorting through information, 20 percent of time solving problems and the same amount of time communicating. That means that there is about 30 percent of your brain, which you're just not using at all. Through the use of mind mapping you will be able to use 100 percent of your brain power and achieve the highest levels of creativity, clear your thought and be able to get your message across better. By using mind mapping you'll be able to tap into how your brain works and use mind maps to better comprehend information – with better clarity – and use the technique to plan activities better.

Go the natural way...

As an infant nobody teaches you to form attachment with the mother nor tells you how to communicate with her. It's a natural process in which the central image for the infant becomes the mother. And it's this understanding of the natural way your mind functions that has become the foundation for the evolution of mind mapping technique.

The natural fundamental way the brain thinks is radiant, meaning that it thinks primarily from image centers, and then

radiates out. And this is true of the African, the Caucasian, or the Arabian man's brain. So, "mind mapping isn't learning a new technique it's going back to the original technique." Mind Maps is a thinking tool that uses pictorial representation for developing ideas based on imagination and associations. "It's essentially an external photograph of what goes through your mind."

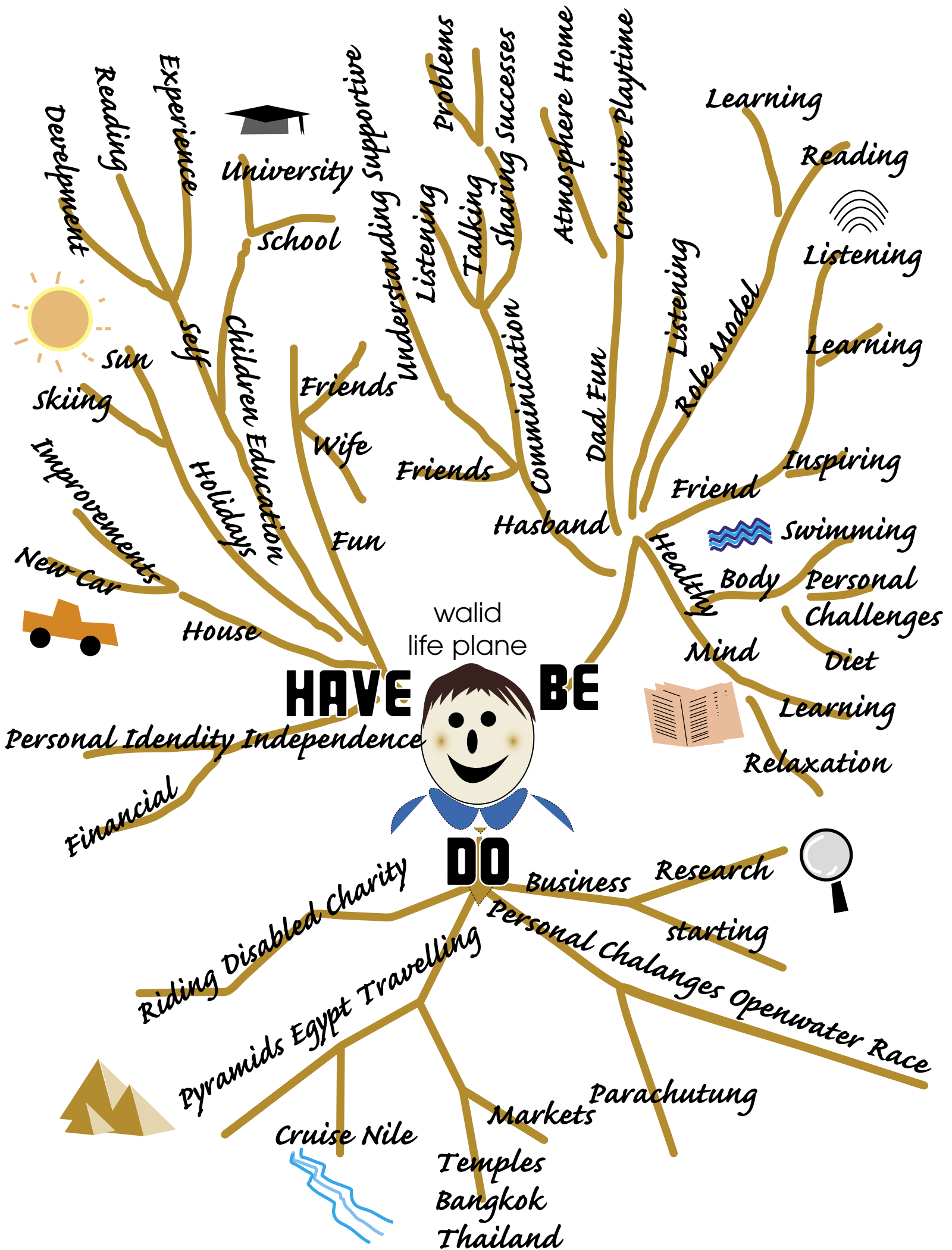
No more note-taking

Your colleague just might think you've regressed when he sees your drawing images in meetings instead of taking notes. By using pictorial trees to remember information could be the key to making sure that your brain operates at its optimal potential. Well, if that's what you think digest these facts- 90 percent of the time utilised for note taking is wasted, and 90 percent of the time reading the notes is wasted and also the number of ideas you come up with using the technique of note taking is less than 10 percent noted Mr. Buzan. But a mind map on the other hand diminishes the time of thinking and increases the power of thinking.

Besides, the linear, uni-directional way of thinking is conditioning away from natural. It's very unnatural for you to sit hours looking through scores of boring printed text. Perhaps "linear note taking, verbal model suited the 19th century when the knowledge about the brain and its structure was limited but for the 20th century the brain should work faster and more efficiently but stuffing isn't the option."

Creative intelligence

Creative thinking is the ability to come up with new ideas and this is made possible by making a new associations or connections. Simply put "creative thinking is a product of associations." Mind maps aids in creative thinking by increasing



the speed and ease of coming up with creative ideas. Making the connection becomes simpler and faster when it's in the form of a mind map rather than a linear list of words.

With the mind mapping technique you'll be able to generate more ideas than a brain storming session can yield. According to statistics "an average group involved in two days of brain storming sessions can generate around 200-300 ideas whereas, an individual mind mapper can come up with 400 ideas in less than an hour."

Mind Map which is a multiple level network of key ideas, using basic tools of association for connection increases the plausibility of coming up with newer ideas. Especially in today's competitive business world where every one is trying to out do the other, creative thinking takes on even more significant meaning, your chances of survival directly being dependent on your creative thinking. The new and different idea is what makes all the difference.

Also, according to Buzan "there's no such thing as 'bad memory' and abusing and accusing it won't help you operate it any better." Historians, teachers, researchers, and students in fact every work that involves thinking can make use of mind maps to remember dates, names and of course to come with unique ideas.

Moreover, "a very dangerous argument relating to brain and genius is the nature Vs nurture argument." The question of is one gifted or can intelligence be nurtured is an important one but one with no definite answer. However, the fact remains that even if you possess intelligence but don't have the right tool to put it to good use, then it's a wasted gift. A mind map is the tool that will help you tap your brains potential to its fullest and awaken your dormant genius.

So how to Mind Map?

You can mind map starting with this example: Write a book on your hobby

Put an image of your hobby in the center of a blank page (A4 or larger). Start in the center because that gives you freedom to expand your ideas in any direction, a perfect example of Radiant Thinking in action.

Think of the main chapters in your book, and from your central image, radiate out organically, like the branches of a tree. On each branch, print, in fairly large letters, the key words of the chapters.

From each of those branches, draw sub-branches, and on those sub-branches, put the second-level ideas, which might be the subheadings for the chapters. Always underline the words to emphasise their importance, and connect the branches to each other and get the whole tree, the complete picture. Make each Mind Map beautiful, artistic, colourful and imaginative by using different colour pens, typing in capitals etc.

5 TIPS DIRECTLY FROM THE MASTER MIND THAT WILL HELP TO IMPROVE YOUR MEMORY, RASPING POWER AND RETENTION.

- **Exercise your imagination- This is the key to have a good memory. Keep working our brain by imaging things.**
- **Keep your body fit- Good food over junk food this is important considering that millions of brain cells make up your brain. These cells require high energy fuel every second of your life, low grade fuel will diminish your memory.**
- **Observe not merely look- Keep in mind the Da Vinci rule: look with seeing. If you pay attention only then you'll be able to remember. People often forget their car keys, or where they parked the car because they don't pay attention.**
- **Make a hobby of your brain- feed your brain with information regarding the brain itself. Read and check on the internet about subjects pertaining to the brain.**
- **Create mapped locations- It's always easier to recall things if you associate them with places. For example when you wish to memorise a shopping list, all you have to do is weave a story in which the items are related to certain locations- milk, spilt it in the dining hall.**

HOW DO I DRAW MIND MAP?

Allow yourself about 30 minutes of self time to focus on working on your mind map. Decide your goal, whether it's something you want to achieve or improve on. Start from a very definite point.

Draw a few main branches and radiate out from the central image or idea. Start with a brainstorming mind map and if you're not sure about what the map is about, just put yourself in the centre and it will organically grow from you.

Your mind map should comprise of key words and images and if your key word is "career" then related words would be bonus, promotion, confidence etc. Connect all the lines, ensuring that the central branches are thicker and get thinner as they radiate outwards from the centre.

Try and make your map as visual as you can, use even stick figure or cut out images from magazines to add.

Vary the sizes of lines and lettering to illustrate importance and even use different colours if necessary.

Use arrows to link ideas together and ensure that it is clear that these points are associated.

Maps can be used to plan how to achieve weekly goals or plan for the future. A map can start a career change or a planned adult gap year etc and should always include solution-focused words.

For further information, visit www.buzanworld.com



Tony Buzan is the proponent of the technique of mind mapping and mental literacy.



The inventor of Mind Maps, he launched his own software program to support mind mapping called iMindMap



Tony Buzan is the author or co-author of more than 100 books published in 150 countries, in 30 languages

