



# IDEA MAPPING – A Learning Workshop

## COURSE ABSTRACT

*“Being adaptable in a flat world, knowing how to “learn how to learn,” will be one of the most important assets any worker can have...”*


Thomas Friedman – Author of *The World is Flat* – page 239

## WORKSHOP DESCRIPTION


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This course teaches foundational skills necessary for exceptional success in leadership, creativity, thinking, and learning in business and life. This workshop focuses on building your skills in these areas so that you can apply them immediately to your profession and life.

This is **NOT** a lecture-driven, PowerPoint, theory-filled, boring training class!

It is an **exciting**, activity-driven, skill-building, multi-sensory adventure in learning to use your  more effectively and efficiently. You will experience significant improvement while learning skills that most adults believe to be difficult, if not impossible. Two of those skills are not discussed in the content of this abstract so that they are a surprise for you during the course! You will truly amaze yourself.

Creating idea maps is one of the central components of this workshop. This tool is based on Jamie Nast’s book titled *“Idea Mapping: How to Access Your Hidden Brain Power, Learn Faster, Remember More, and Achieve Success in Business”* (John Wiley & Sons, 2006). Other topics covered include creativity, memory, and a model for learning. This learning model is then applied to learning all of the other skills offered in this course. You will also be introduced to Mindjet’s MindManager software.

These 2 days are just the beginning of a learning journey  that can continue for a lifetime! Get ready to revolutionize your thinking during this mind-expanding workshop!

Toll Free 1-866-896-1024 within the USA or 1-734-207-5287



## AUDIENCE

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For anyone who desires to unleash their own learning potential and learn innovative approaches for addressing today's business and educational issues.

## LENGTH

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Two days; 8:30am – 5:00pm. Pre-registration is required.

## OBJECTIVES

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At the end of this workshop, participants will be able to:

- Create idea maps
- Think more clearly, creatively and efficiently
- Apply learning process theory to overcome mental blocks that inhibit learning, and apply this model to learning several new skills
- Identify and implement personal and business applications of idea mapping and other skills learned during this workshop

### *What is Idea Mapping?*

Idea mapping has a rich foundation in Mind Mapping® and can be defined this way:

“An Idea Map is a powerful visual thinking tool that enhances memory, note-taking skills, thought organization, planning, creativity and communication. It uses color, key words, lines and images to connect thoughts associatively. Idea Maps are the natural expression of the way the brain processes information associatively.”

Idea mapping is a hybrid tool that combines the positives of the mind mapping laws with the freedom to break them. The feedback from skeptical, overworked, linearly-trained business professionals has caused the creation of idea maps as the practical, flexible, and more usable version of mind maps. Once the guidelines and techniques of idea mapping are established and learned, you'll be breaking everyone of them to make these maps apply to you in the most effective way possible. You will be the creator of the style that works for you!



## COURSE BENEFITS

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You will improve your performance by improving your:

Planning	Creativity	Learning and thinking capabilities
Productivity	Memory	Brainstorming
Note taking	Problem solving	Thought organization
Mental efficiency	Motivation	Ability to break through mental barriers
Communication	Concentration	Ability to learn new skills

The tools you learn in this class will also save you time!

### *Idea-Mapping Applications*

This technique may be applied to every aspect of your job and life where improved learning and clearer thinking will enhance performance. The applications of idea maps are numerous, but following are some of the more typical uses:

Strategic planning	Creating & delivering presentations
Meeting agendas & summaries	Project management
Consolidating Complex Information	Team & Individual Data Collection
Performance reviews	Developing organizational & individual vision
Solve problems	Book or article summaries
Decision making	Marketing strategies
Planning events (or anything!)	Planning & delivering courses
Taking notes	Sales processes
Proposal summaries for clients	Creating a book of knowledge on any topic
Mapping a to do list	Managing complex information
Bringing clarity to a crisis situation	Assimilate large volumes of information quickly

Idea maps enhance your ability to make connections synergistically between widely disparate events, ideas and information by providing a way to simultaneously see the “big picture” and the connections between ideas at the same time.

For Idea Maps from other business people around the globe  go to the [Idea Mapping website](#) or the [Idea Mapping Blog](#) (see links in my signature).

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## WHAT IS INCLUDED

- Jamie's specially designed "***Idea Mapping Kit***" that includes a 4-color pen and a set of 10 Staedtler colored markers.
- Handouts
- A copy of the book "***Idea Mapping***" by Jamie Nast
- Miscellaneous supplies for activities ... surprises!
- Elaborate whole-brained room set-up which requires access to the training site for three hours the afternoon prior to the workshop
- Post-course follow up one week after the workshop and again one month after the workshop
- Pre and post-course measurement of workshop results (for organizations only)

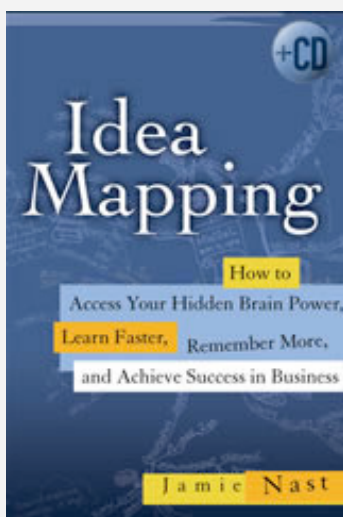
## FEES

The fee for open course participants is \$695 per person plus travel. Two-day organizational workshops in the USA are \$7500 (plus shipping and travel expenses) for up to 20 participants and \$150 for each additional person. One-day organizational workshops in the USA are \$5500 (plus shipping and travel expenses) for up to 20 participants and \$150 for each additional person.

## DRESS

The dress is casual and comfortable. Be aware there will be some light physical activities.

[Register](#) for one of our open workshops, or learn about our [Certification Process](#).



For questions or more information, please contact:

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