

February 8, 2007

Plymouth author scribes map to success

Lester L. Holmes, Jr. lholmes@journalgroup.com
Staff Writer

Maps are an effective tool to navigate through unfamiliar neighborhoods and streets.

So why wouldn't they work for new ideas and projects?

Jamie Nast believes maps are one of the best ways for business to embark on new ideas and projects more efficiently.

The 45-year old Plymouth resident and professional instructor, has written a guide for business professionals showing them how drawing plans and strategies on a piece of paper can improve productivity and idea generation.

In her first book, *Idea Mapping*, Nast describes the value of using visual images and associative thought to clear a path through presentations, reports and other problem solving endeavors.

Nast said the premise behind mapping is that the mind naturally works by creating links to words, images and sounds based on experiences. The challenge, Nast quipped, is that most people are taught the more traditional way of linear or sequential thinking.

"Instead of letting our thoughts come out associatively, we get stuck on what to say first," said Nast, the Purdue University business school graduate and former EDS executive.

After being exposed to the concept in 1992, she couldn't get enough. Nast has earned Master Trainer certification and has become manager of the Americas for the The Learning Consortium, a UK-based company.

Her professional client list includes the Mayo Clinic, British Petroleum and L.L.Bean. Nast estimates training more than 15,000 business and organization leaders worldwide.

Jane Multerer, who attended one of the workshops Nast instructed, said the techniques she learned that day has increased the level of productivity in their meetings.

"Pictures speak in a different way than words," said Multerer, an executive from DTE of Ann Arbor. "Everybody doesn't think in a linear way."

The book is being sold in the business and economics section in major bookstores all over the country. John Wiley & Sons is the publisher of the book.

Perhaps, modern technology helps make Idea Mapping unique. Inside each copy is a CD-ROM with mapping software.

Nast warns those who purchase the book to not become discouraged if it takes a while to understand the process. “The key is to find an application for the book that is meaningful for you,” Nast said.

For more information on Idea Mapping, visit www.ideamappingsuccess.com or call 1-866-896-1024.