



# 3 Ways to Increase Workplace Productivity with Mind Mapping Software

*The Simple Shifts That Will Help You and Your Team Work Smarter, Faster and Better Together*

## The Enterprise Productivity Problem

Meeting. Brainstorming. Presenting.

Three activities that are essential to the functioning of any organization, and a central part of virtually every executive's job.

Yet despite their centrality, these are near-universal points of friction or "organizational drag" that plague enterprises today, contributing to stagnating productivity and slowed business growth.

One potential reason for this is the entrenched use of antiquated software tools to manage these activities. While many executives are tied to these applications, either by corporate rules, habit or both, they often do a poor job at helping users to effectively manage the torrent of information coming at them every day.

A notable exception? **Mind mapping software.**

"Our research indicates that the average company loses more than 20% of its productive capacity — more than a day each week — to what we call 'organizational drag,' the structures and processes that consume valuable time and prevent people from getting things done."

 [HBR Blog](#)



## The Enterprise Productivity Solution

Nimble, intuitive and visual, digital mind mapping has seen impressive gains in usage as an individual productivity tool. Yet, its greatest potential impact is on productivity within teams – especially in these three key areas.

The need to meet with your colleagues, brainstorm ideas and present information isn't going anywhere. So how can you continue to execute on these essential activities in a way that drives your work and business forward, instead of holding them back?

By making a **few simple shifts** in how you think about and approach them. Shifts that mind mapping software is uniquely equipped to facilitate.

“[We're seeing a] shortfall in spending on things that can increase productivity: Employee training, investing in equipment so workers can do their jobs better, hiring talented workers.”

 [The Economic Policy Institute \(EPI\)](#)



## Shift #1: From Meetings to Collaborations

We've all experienced a meeting that felt like wasted time. That feeling typically boils down to one of three things: you're not listening, you're not talking, or you're not being heard.

Mind mapping software naturally transforms meetings from a linear give-and-take of information to a dynamic exchange of ideas in which all attendees become active participants. In this scenario, understanding is forged, alignment is achieved, objectives are met and work gets done.

In other words, mapped meetings are *better* meetings.

### Prior to the meeting, use mind maps to:

- Quickly and meticulously plan the agenda (e.g., invitees, goals, structure, flow)
- Thoroughly anticipate needs (e.g., venue, timing issues, technology requirements)

### During the meeting, use mind maps to:

- Activate engagement by displaying the map on a screen at the front of the room for all participants to see
- Create understanding and alignment by presenting key points, outcomes and task assignments in a shared visual context

### After the meeting, use mind maps to:

- Reinforce decisions and required action by immediately sharing the meeting map with all participants (no need to spend time writing up meeting minutes — the map *is* the minutes!)

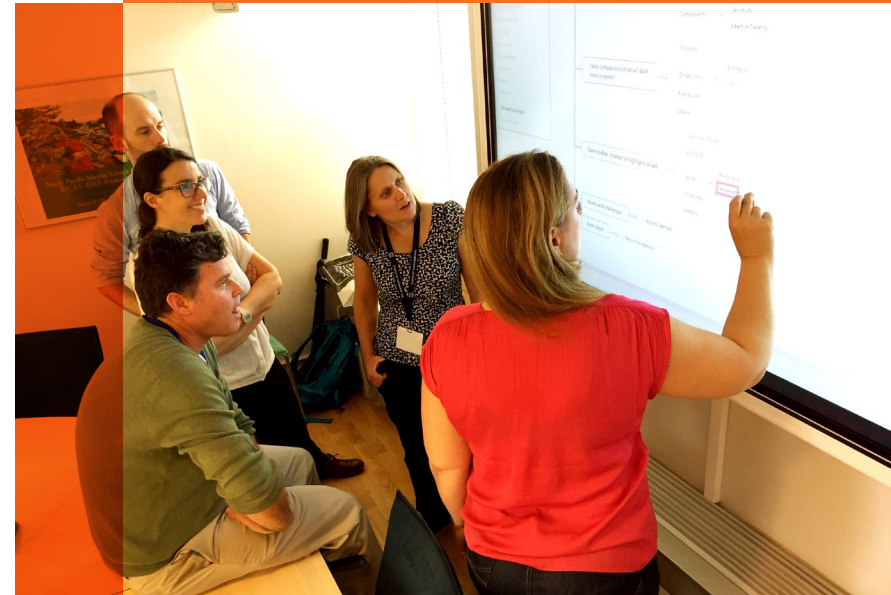


Photo: Mark Dickey-Collas

*"[MindManager] helps junior lab members see that everyone has something to contribute, and it's not a 'top down' follow-a-recipe type approach. Team members can see that everyone's contribution counts."*



**Gretta Pecl**

Climate change specialist and Associate Professor and ARC Future Fellow

## Shift #1: From Meetings to Collaborations

### 3 HELPFUL RESOURCES:

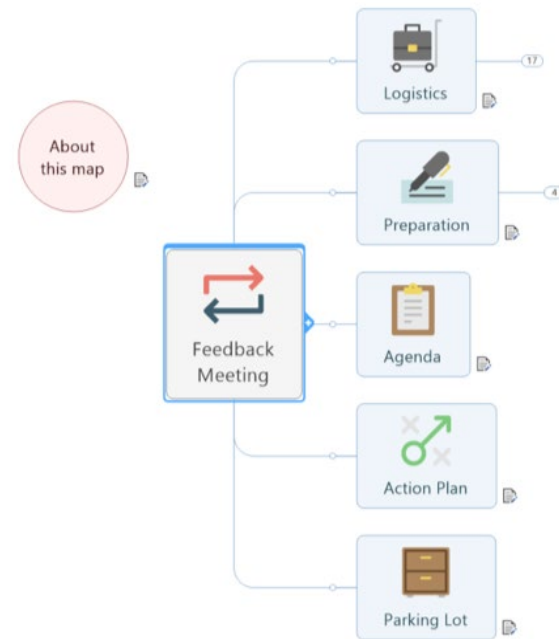
**On-Demand Webinar:**  
[Holding Effective Meetings with MindManager](#)

**HBR Online Article:**  
[What Everyone Needs to Know about Running Productive Meetings](#)

**Map Template:**  
[The Feedback Meeting](#)



[Click here to access a free trial of MindManager.](#)



## Shift #2: From Brainstorming to Problem-Solving

Why does announcing a brainstorming session sometimes draw groans from the group? Often it's because experience has led people to believe that such sessions can take a lot of time, lack focus or lead nowhere.

Digital brainstorming changes this dynamic and eliminates the disorganized chaos of paper and sticky-notes that tend to go hand-in-hand with any session. When you go digital, not only is it easy to maintain a laser focus and capture ideas as quickly as they are created, but the completed map from the session can immediately be turned into an action plan to resolve the problem at hand.

Brainstorming with a map is fast, fun and incredibly powerful. Try a digital brainstorming session once, and you'll be hooked.

### At the start of the session, use a mind map to:

- Establish a shared understanding of what the problem is to be solved by sharing the map at the front of the room

### During the session, use a mind map to:

- Create a sense of involvement and ownership, as everyone can see that all contributions are integrated into the map
- Enable participants to build upon each other's ideas – a process that can transform merely good ideas into great ones!
- Maintain focus by creating a floating topic called “parking lot” for future consideration

### Before closing the session, use a map to:

- Evaluate ideas and converge on one or more of the highest-value solutions

### After the session, use a mind map to:

- Share a record of the session and its outcomes to the group with a simple “save” and “send”
- Immediately move into action by using the brainstorming map for project planning and management



*“[...] we needed a solution that helped us shine a light on potential issues and then map an execution path. MindManager helps us choose the best design direction to balance safety, design, and schedule risks.”*



**Karl Gudmundsson**  
VP of Marketing

## Shift #2: From Brainstorming to Problem-Solving

### 3 HELPFUL RESOURCES:

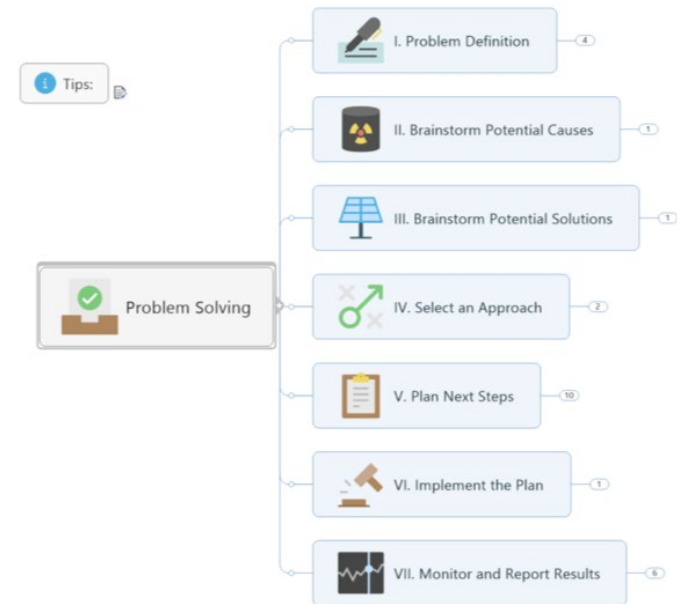
**McKinsey Online Article:**  
[7 Steps to Better Brainstorming](#)

**TEDblog post:**  
[How to Run a Brainstorm for Introverts  
\(and Extroverts too\)](#)

**Map Template:**  
[Problem Solving Session](#)



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## Shift #3: From Presentations to Knowledge-Sharing

You've undoubtedly experienced the exquisite torture of "death by PowerPoint" -- too many slides, and a speaker who is simply reading word-for-word from them. The result? People's minds start drifting, or worse, become completely disengaged. The presentation therefore fails to achieve its intended objectives: to share important knowledge.

A mind map presentation will not only clearly communicate knowledge, but will captivate and engage your audience, whether you're in the executive board room or the windowless meeting room at the end of the hall. Using mind mapping software for presentations is a powerful and attractive alternative because you can:

### Create great presentations quickly:

- Distilling your ideas with a map is intuitive, while most presentation software can be cumbersome and time-consuming. Plus, you can use a template to guide you and keep you focused.

### Use visuals to help your audience remember:

- A mind map creates a visual image for your audience. Research has shown that we remember visual images much more easily and better than words.

### Invite real-time collaboration:

- Unlike slides, which are static, a map invites audience interaction in a natural and fluid way. When people participate, they are engaged. And engaged brains absorb knowledge!



*"The mapping approach increased participation and excitement around process improvement, and made these meetings highly productive."*



**Al Homyk**

General Manager of Operations Services

## Shift #3: From Presentations to Knowledge-Sharing

### 3 HELPFUL RESOURCES:

#### Ethos Blog:

[Why You Should Mind Map  
Your Next Presentation](#)

#### The Big Fish Presentations Blog:

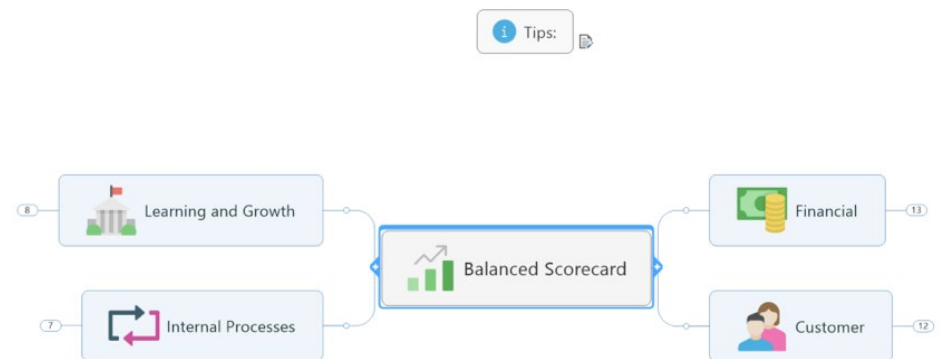
[Five Killer Ways to Open Up  
Your Next Presentation](#)

#### Map Template:

[Balanced Scorecard Presentation](#)



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## About MindManager

MindManager software helps individuals, teams, and enterprises do great work faster by simplifying the way they capture, organize, and share information.

Streamline how you and your team meet, collaborate and share. Get your free, full-feature 30-day trial today at:

[www.mindjet.com/myfreetrial](http://www.mindjet.com/myfreetrial)

*“Expert users of mind mapping software say it saves them an average of 7 hours per week – the equivalent of almost a full day of work.”*

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**Mind Mapping Software Trends Survey 2017**