

What is the value of Mind Mapping?

What do people use Mind Mapping for?

One of the big things about Mind Mapping is its flexibility to be used in a wide range of settings. When you look at the major things people are using NovaMind for, we identified 8 very different uses for Mind Mapping where over 50% of users were using mind mapping for that purpose:

- to do lists
- presentations
- note taking
- problem solving
- project planning
- decision making
- knowledge management
- project management

What does this mean? It means that the people who are using NovaMind are using it for a **lot** of different things. And why would they do that? Because it obviously benefits them in all those areas.

But even more than that, when we increase the list of uses to 18, **all** of them had over 25% of users using mind mapping for that purpose – the additional uses were:

- creative thinking
- writing
- strategic planning
- group brainstorming
- life management / goal setting
- training & education
- business process mapping
- event planning
- research
- SWOT analysis

This means that on average, people use Mind Mapping for at least 6 different uses. This really highlights the **flexibility** of the software.

What benefits do people get from using Mind Mapping?

The biggest benefit that people cited was **clarity of thinking**, and the second was **managing information overload**. Third equal were **improved productivity** and being **better organized**.

How much of a difference did using Mind Mapping make to these different areas? As you know, it's pretty difficult to quantify something like "Clarity of thinking" or "Managing information overload", so we'll look at those in a bit more detail later, but for the moment, let's look at the *third* most beneficial thing about using Mind Mapping, and that is "improved productivity".

Productivity increases

For some people, they more than **doubled** their entire productivity just by the use of Mind Mapping. But as you can imagine, that was the exception rather than the rule. What was found is that:

- 34% of users improved their performance by at least 30%,
- 60% saw an improvement of at least 20%,
- 85% realized an improvement of at least 10%.

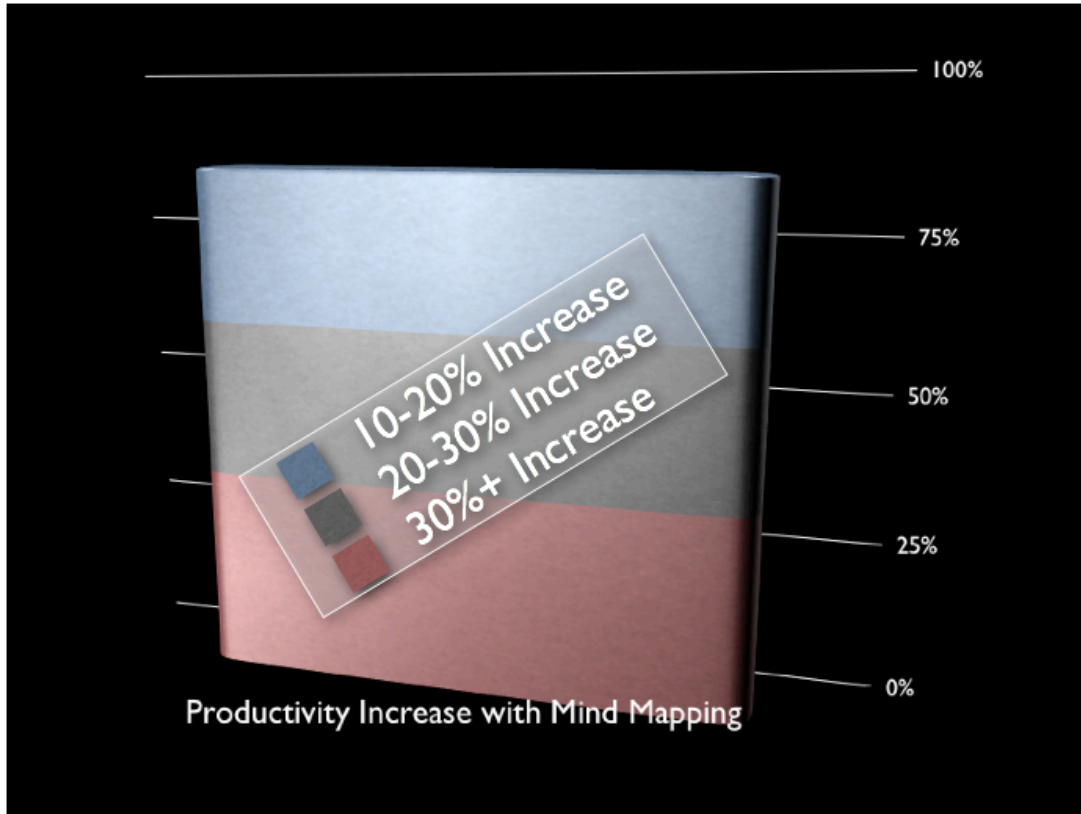
So if you are in business, what is the impact of this to you?

Almost everyone got at least 10% productivity improvement - just from one piece of software - quite incredible in and of itself:

- 85% of people save **at least half a day a week**

- over 50% of people save **a day a week**

As you can imagine, that makes a huge difference to what you can accomplish in a week.



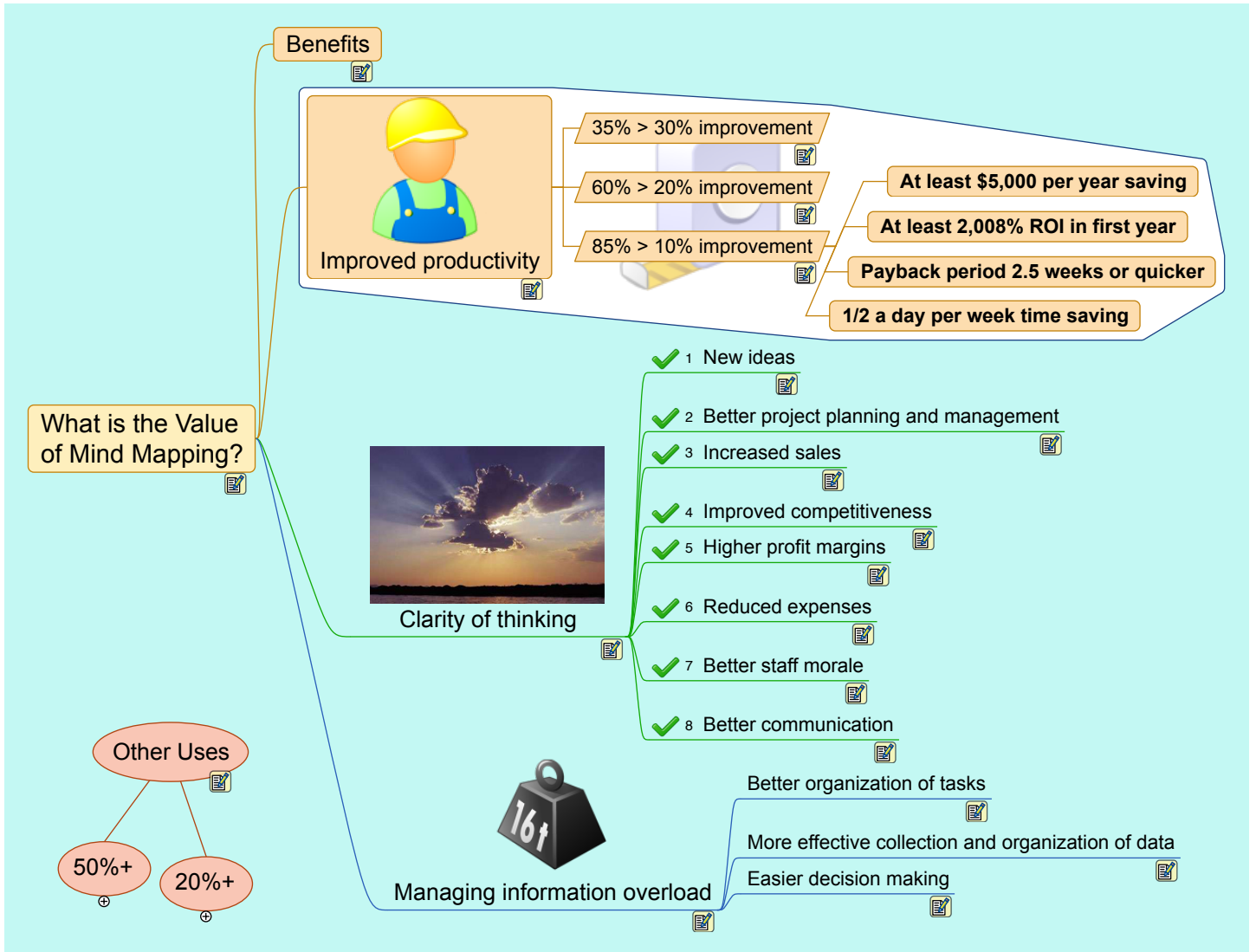
Let's say we took that *minimum* of 10% productivity improvement, and applied it to a salary of, say \$50,000 - that means you are **saving \$5,000 a year** by using NovaMind. Now assuming you are going to purchase NovaMind Platinum at \$249, your **return on investment is 2,008%** in the first year.

In other words, at pretty much the *worst case* scenario, you still get a **payback period of 2.5 weeks**. It only takes a very short time to get up to speed with using NovaMind, so these benefits are almost instantaneous.

So from the financial perspective, it's pretty much a *no-brainer* for any business.

Now that is based on the *worst case* scenario from the *third most significant* benefit of Mind Mapping, but it's one that's easy to quantify and give you numbers. But the real benefits go way beyond that.

Clarity of thinking



This is the top rated benefit of Mind Mapping, so let's look at some of the ways in which clarity of thinking helps you.

Firstly you can use NovaMind for **structured brainstorming** or "ideation" to come up with new and unique ideas, either in the creative sense of working out **new directions**, or **new products**; or in the sense of coming up with **new solutions** to problems. So what is the value of a new idea? What is the value of quickly getting to a good solution to a problem? Some new ideas may bring you millions of dollars in revenues. Some solutions to problems save the entire company.

You can use NovaMind for **planning projects** and **presenting** them to clients and project stakeholders.

There is the potential to **massively increase your revenues**, depending on what sort of business you are in - for example, one of our customers used NovaMind to win a \$43m project when bidding against over 300 other companies. When you're competing against over 300 other companies and you win, there must be a key differentiator, and for them it was NovaMind. You can read about it in the [case studies](#) section of the web site.

If your company **manages projects** of any sort, then you can benefit from Mind Mapping by making sure that you don't miss any tasks out as you are putting the project plan together, and that the scope of the project is managed properly.

You can **increase your sales** through better product design, better marketing planning, and better communication with your market.

You can be **more competitive** because you can gather and process information more quickly and come up with **better solutions** to problems.

You can have **higher profit margins** through providing better solutions that you can charge a premium for, and you can get them to market more quickly than your competitors.

You will **lower your expenses** by being able to make better decisions faster, and operate your projects more efficiently.

Your staff will have **higher morale** because they can see that your company is leading the industry - everyone wants to be on a winning team.

And one of the most important things is the improvement in **communication**. If you are working with a **company mission or vision statement**, your staff, investors, and clients will be able to see at a glance what you are all about. If you are working with a project plan, all the stakeholders will be able to see the scope, the goals and objectives, why the tasks are necessary, and where they fit into the plan. If you are giving a **presentation** to clients or prospects or giving a seminar or teaching a class, your presentation will be clear and they will be able to understand how it all fits together. There are so many uses of Mind Mapping, and for all of them, when you create your mind map, it is always in a format that is easily understood by others.

Many **entrepreneurs** are constantly having ideas that they want to implement, but find that nobody understands what they are trying to achieve. Mind Mapping is the tool that breaks through this barrier, and they often come back raving about how it has massively improved their businesses and lives.

Managing information overload

Let's face it; just about everyone is confronted with information overload at some point in their job or life. You have to make difficult decisions. You have to collect information from a number of sources and put it together into something logical. You have difficult problems where it seems difficult to organize all the different factors. You have fuzzily defined projects that you have to tie down to something concrete to implement.

For all these things, Mind Mapping really helps.

When you are looking at your **tasks**, the **natural organization** of a Mind Map helps you with the **prioritization**, and **culling** of non-important or irrelevant or tasks, or **delegation** of tasks. You can put priorities on the different tasks in NovaMind so you can see at a glance what is important.

As you collect the information together, you can just throw it into the Mind Map and then move the topics around later, or graft them to a different location on the mind Map. This makes it massively easier than the traditional linear outline style of things, which tries to *force* your brain to think about every possibility for one topic before thinking of any other topic. This is just *not how your brain works*. You have multiple ideas about all sorts of different things coming up in your brain all the time, and unfortunately most of us have been trained out of the habit of listening to our brains, and instead we automatically and unconsciously discard some of our best ideas because they are not what we "should" be thinking about at the time. Experiencing **brainstorming**, **planning**, and **idea generation** using Mind Mapping is experiencing the **freedom** that you used to have as a child before the artificial constraints of our education system and work environment got forced upon us and *crushed* our ability to think effectively.

With the ability to get the ideas out there **quickly** and **organize** them into a proper hierarchy that reflects the way we think, **making decisions** is much **faster** and we make **better quality** decisions. This is because of the information organization but also because the ideas were captured from our natural thinking processes where there is a combination of our *logical thinking* processes and our *gut instinct* about the problem going into the Mind Map. With traditional thinking models, gut instinct is discarded, but with Mind Mapping, those ideas get recorded, and fit in with the logic to provide a way to understand and represent the association of all the ideas in a way that makes enormous amounts of sense, and can be communicated to other people easily.

Summary

You have seen that mind mapping is truly unique in its multiple uses, and the fact is that on average people use it for at least 6 completely different uses. You now understand some of the main ways NovaMind helps you clarify your thinking and operate efficiently. You have heard how you can manage information overload to make **better use of your time** and **achieve higher quality results**. And while most of these things have been aimed at business uses, you can see how just about all these things also apply both in your personal life, and if you are a student, as you learn new things.

And finally to mention again the financial benefits of using NovaMind. It only costs \$249 for the top of the range product, and you get at least \$5,000 a year in savings - over 2,000% return on investment, or a payback period of 2.5 weeks. *Any business owner will tell you that that is an exceptionally good investment.* Or if you look at it purely from a time saving perspective, you save half a day a week through using Mind Mapping.

There are a wide range of example Mind Maps on [NovaMind Connect](#), and a whole lot of articles and videos on the [NovaMind web site](#), which go into these topics in more detail.

So you now have all the information you need. When you are ready now go to the [NovaMind online store](#) and you can get your copy now.