INTRODUCING MIND MAPPING INTO THE BUSSINES WORLD

OFFICIAL WHITEPAPER

iMind.

Introducing Mind Mapping into the business world

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About iMindQ

iMindQ® is a mind mapping solution which enables visualization of ideas, inspires creativity, stimulates thinking and brainstorming, provokes innovation, project planning, conceptualization and modeling of processes.

Abstract

This white paper outlines the main concepts of mind mapping, and how this technique can be used by project managers, team leads and team members for visualizing ideas in order to develop new products and organize all phases of the project life cycle.

Keywords: mind mapping; brainstorming; idea; visualization; product release

Introduction

Every business strives to create new and unique products that will increase the company's portfolio and earnings. However, the business environment is bursting with fresh ideas and launching a new
product is not a walk in the park.

Writing down every thought or hint from team members, is one of the most powerful habits in the company's organizational culture.

If you and your team what to make the most out of all of the efforts put into R &D, planning and organizing, you must start from the basic – Brainstorm.

VISUALISE YOUR THOUGHTS AND IDEAS

Everything starts with an idea,and the initial trigger that can bring life to a new product can come from the most unexpected places. Thus, the visualization of the ideas is of outer most importance in the brainstorming process.

Nevertheless, the traditional use of the pen and paper becomes more and more a thing of the past, as managers need a more flexible technique in order to write, track and envision every information.

WRITE, TRACK AND ENVISION EVERY INFORMATION
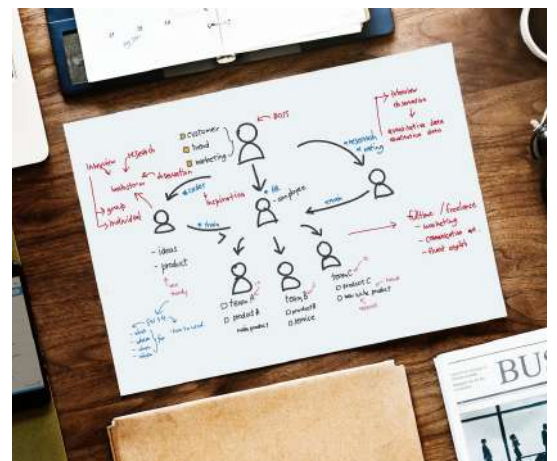
Mind Mapping and the business world

"WE TRAIN LONGER, SPECIALIZE MORE, USE EVER-ADVANCING TECHNOLOGIES, AND STILL WE FAIL"

Atul Gawande, in his latest bestseller, "The Checklist Manifesto: How to Get Things Right" outlines the importance of a simple checklist when it comes to managing projects, and shows how much can be achieved by just using one simple tool the right way.

History

Tracing back centuries, the use of diagrams that assemble information with branching and radial maps, commonly referred as mind mapping has emerged as a powerful technique for generating, visualizing, structuring and presenting ideas. This approach has been quite helpful for learning, organizing and solving problems.

With the help of mind mapping there is no doubt that you will simplify processes and optimize projects.

Nowdays

Bearing in mind the benefits that are arising from mind mapping, its use in a constantly changing business environment can simplify processes, optimize project management and help with the decision-making.

Nowadays, with the use of a simple and flexible mind mapping tool organizational units, departments or divisions can organize activities, see the progress on tasks and carry out all phases of the project. Hence, mind mapping can be seen as a possible alternative to the unintuitive, heavy and expensive enterprise management applications.

REPLACE THE EXPANSIVE ENTERPRISE MANAGEMENT SOFTWARE

What is iMindQ

MindQ is a dynamic and exciting mind mapping software tool for visual thinking, brainstorming, planning and organizing ideas.

It is designed to help individuals and organizations to sort out information and improve productivity and creativity. With its clean design and interactive interface, iMindQ enables users to get started with mind mapping in no time.

Its advanced features that can be used for task and time management, project progress, minutes of meetings, presenting business plans, collaboration and sharing among colleagues, make iMindQ the go to tool for entire organizational units, divisions or departments. Bearing in mind the benefits arising from mind mapping, iMindq is also suitable for individual use or for educational purposes.

ORGANIZE INFORMATION AND IMPROVE PRODUCTIVITY AND CREATIVITY

The importance of visualizing your thoughts and ideas

Identifying what your next product is going to be it is the most difficult phase that requires the effort of the entire project team.

Considering that fruitful ideas can come from unexpected places, it is extremely important to take into consideration every suggestion that was mentioned during the meetings among teams.

Starting with a brilliant idea for a new product it is the most important and at the same time, the most challenging part of a product development. A new product progresses through a sequence of stages, and having the right idea can make or break your product life cycle beforehand.

Having the right idea can make or break your product life cycle beforehand.

ENVISION EVERY SUGGESTION AND IDEA

IMINDQ BRAINSTORMING TEMPLATE

IMindQ features all new templates that will streamline the brainstorming process. You can start your daily meetings with one of the custom-made templates or modify the map according to your preferences

Visualizing every suggestion will end in a more innovative and useful gathering where everyone will feel appreciated and will potentially bring you one-step closer to the final product design.

With the help of iMindQ, you and your team can unleash your creativity and visualize every thought that is in your head.

Our recommendation for structuring the brainstorming sessions and the daily meetings within iMindQ is simple. At every daily huddle, open the brainstorming template and write down the first thing that is on yours or yours colleagues' minds in one of the topics as "Idea 1".

Feedback is the breakfast of champions, so start asking your colleagues to give you their opinions about the new idea that was written

Define what are the pros and cons of the proposal and be sure to write down every recommendation that they might have. With the help of the relationships integrated into the software, you can connect everything that has been said during the discussion.
Mind mapping is especially useful to help you make the best out of the drawbacks of every idea.
If you and your team feel stuck, just save everything that was written , and open the same map at your next meeting.

By using this technique in every brainstorming session, you will be one-step closer to creating a product that is a result of the creative input of all team members.

Once you and your team have finalized the decision about the new product with the help of iMindQ, it's time to turn your ideas into reality.

FEEDBACK IS THE BREAKFAST OF CHAMPIONS
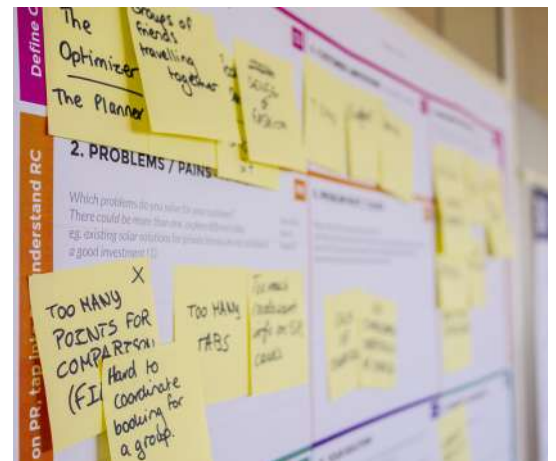
IMINDQ PRODUCT RELEASE TEMPLATE

Organize the entire Product Release within iMindQ. Create, identify and edit project activities by adding dependencies, resources and all other task information. In addition, track your projects with the Gantt chart view.

Although the life cycle of the product is independent of the project structure, every development phase of the new product should be taken into consideration throughout the entire life cycle of the project.

Projects vary in size and complexity. Accordingly to "A guide to the project management body of knowledge (PMBOK® guide)" projects can be mapped to the following generic life cycle structure :

• Starting the project,
• Organizing and preparing,
• Carrying out the project work, and
• Closing the project.

The flow of the mind maps enables further development and planning, from project initiation to its closure. You will get the feel that you are organizing your projects in an advanced management environment, where every task can be tracked and modified just with the click of a button.

The project management module in iMindQ allows project managers to have a more effective control over certain deliverables, and other team members to understand and track every part of the project.

With the help of the Work Breakdown Structure Chart in iMindQ you can follow the entire organization's processes and procedures from initiating and planning, to executing, monitoring and controlling, to closing. Managers can add information for duration, progress and costs for the tasks.
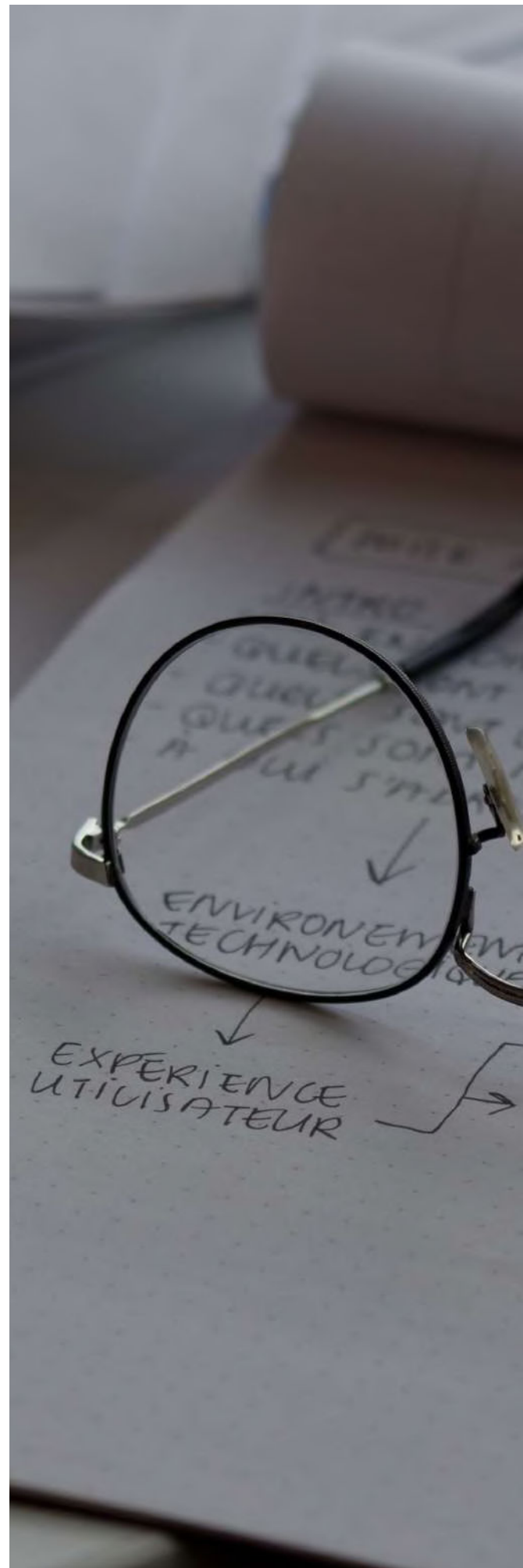
PLAN AN ENTIRE PROJECT. FROM INITIATION TO CLOSURE

Major or new product releases can be emphasized as milestones, and different type of dependencies can be added accordingly to task types.

Prepare initial project plans, schedule resources, review, and analyze project activities. In addition, the look of every task is fully customizable, depending on which task information you need to see at the moment.

With the most used view, while creating a project, the Gantt Chart, we introduce a time dimension within your project plans. Every member can view how the project looks like and how long it will take to turn the ideas into reality.

By visualizing the activity data, the entire project team will carry out the work more efficiently and will be more involved in the management of the project if need.

BE MORE EFFICIENT
AND PRODUCTIVE

Conclusion

SHAPE YOUR CORPORATE CULTURE WITH MIND MAPPING

"A hallmark of a healthy creative culture is that its people feel free to share ideas, opinions, and criticisms"

— Ed Catmull, President of Pixar

The organizational culture that affects the efficiency of the project is shaped by the common experiences of its members.

By adapting mind mapping as a practice and as a shared value among colleagues, you can rest assured that everyone would perform in a quicker and a more productive way.
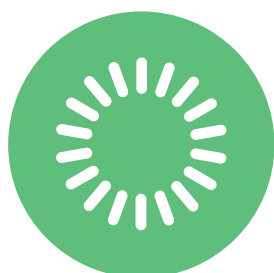
With iMindQ, visualizing your way to success has never been easier.

From picturing every thought to inventing, and managing the project phases, the time has come for the mind mapping software to take its rightful place into the business world.

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SUPPORT

Our standard Customer Support Center hours are:
Monday - Friday, 8:00 AM - 12:00 Midnight CET.
You can also fill out Support form or send an email directly to **support@imindq.com**.

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