UNIT 3: Radiant Thinking and Mind Mapping Techniques

Learning Outcomes

At the end of Unit 3, you will be able to:

- Understand the thinking pattern and processes of the human brain.
- Use the radiant thinking techniques to enhance thinking capacity.
- Use the mind mapping techniques to enhance note taking-making –thinking ability and effectiveness.
3.0 Introduction

Mind Mapping was created by Tony Buzan, a renowned thinker and educator. Today Mind Mapping techniques are used by millions of learners and executives to enhance their learning-thinking and memory capacity.

Mind Mapping is a brain compatible technique which uses whole brain learning and is fashioned along the pattern of our human brain neural network.

Mind Mapping abandon the list format (linear) of conventional note taking and organizing. Mind Maps are more compact than conventional notes, often occupying a single side of paper rather than several pieces of papers.

3.1 Uses of Mind Maps

Mind Maps are useful for:

- Consolidating information from different sources
- Thinking through complex problems
- Presenting information that shows the overall structure of the subject
- Condensing or summarizing information

Mind Maps are therefore very quick to review- it is easy to refresh information in your mind just by scanning / glancing at one.

Mind Maps can also serve as effective mnemonics- remembering the shape and structure of a Mind Map can provide the cues or trigger necessary to remember the information within it. Mind Maps engages much more of the brain in the process of assimilating and connecting facts than the conventional notes.

3.2 Making Mind Maps

Step 1

Use an A4 blank sheet or A3 if available. Draw the mind map horizontally rather than vertically. This enables more space to work with.
Step 2
Start at the centre of the page and radiate out. Draw an image or symbol in the centre to represent the theme or topic.

Step 3
Attach main themes to the central image. The brain works by association. Print words in large capital letters on top of thick lines having the same length as the words.

The large capital letters and thick lines emphasise the hierarchy and significance of ideas by making them more visible and thus more memorable.

Step 4
Use a hayfork of fishbone technique to connect subsidiary lines to main lines.

This reflects the logic and associative nature of the brain. Psychologists have long established that people learn by associating new knowledge to existing knowledge and experience.

Step 5
Print key words on the connecting lines or branches.

Each key word on a line/branch gives the brain more freedom to branch out in a connective fashion from that word.

Step 6
Use Colour Throughout.
Colour further enhances the mind maps making it more interesting, unique and outstanding and improving retention and recall.

Step 7
Use images, symbols and codes.
Personalise the contents to represent main themes. Images improve problem solving and communication and over time will improve a person’s perceptual skills.

**Step 8**

Segment the main themes by drawing boundary lines around them. This gives the mind maps its unique brain patterned shape. Mind maps chunk information into meaningful and organised groups by a process of segmentation and aid retention and recall of information.

**Sample 1: Hand Drawn Mind Map**
Sample 2: Computer Generated Mind Map

How to Mind Map®

Quick Start Guide

1. Set your purpose/goal.
2. Start in the CENTRE of blank paper turned sideways.
3. Quickly sketch an IMAGE of your focus in the centre.
4. Use at least 3 COLOURS, for emphasis, structure, texture, creativity.
5. Draw curved lines, radiating from centre (think of the) CONNECTING main branches to central image & at each level.
6. Use 1 key word or image per line for more power and flexibility in thinking.
7. Use images throughout as a picture paints a 1,000 words.
Sample 3: Computer Software Generated Mind Map
Sample 4: Computer software generated Mind Map

**Internal Audits**
- Productivity
- Efficiency
- Costs
- Labour turnover
- Customer satisfaction surveys
- Quality procedures
- Cash flow statements
- Sales trends
- Skills Audit

**SWOT analysis**
- Core competencies

**External Audits**
- General business environment
  - Competitors
  - PEST factors
    - Political
    - Economic
    - Social
    - Technological
  - The Market
    - Size
    - Share
    - Growth
    - Trends
    - Changes
    - Boston Matrix
    - Product Portfolio Analysis
    - Gaps

**Business Strategy**
- Where is the business now?
- Where will the business go in the next ten years?
- Competitive Advantage
  - Adding Value
  - Mass or niche markets?
  - Cost based strategies
  - Market based strategies
  - Business Planning - value?
  - Strategic Intent
  - Contingency Plan
  - Growth Plans