



# THE CREATIVE GORILLA #112

and they will typically say the right. This is wrong. In fact, the process of creating a Mind Map uses the whole brain, creating many associations as your imagination creates more ideas and branches, but also structuring and ordering those ideas.

Download an example [here](#) or to find out more about mapping you might like to buy the book through Amazon (click on title next to the quotation above).

## SO

How can you use a Mind Map for creativity? Here is a summarised version; download my example to understand the concept:

### Rapid Mind Map Burst

1. Think of your topic. On a landscape A3 page, draw a strong central image of your topic
2. Allow your brain to associate and imagine everything associated with that topic for around twenty minutes, noting each idea on branches and sub branches radiating from the central image. Go fast and avoid censoring yourself

### Reconstruct and Revise -1

1. Take a short break to rest the brain
2. Make a new Mind Map from the old, identifying major branches, hierarchies and associations. Look too for repetition on different branches as these may be important concepts surfacing

### Incubate

1. Take a break for a few hours after completing your second map and allow your subconscious to play with the concepts you have developed

### Reconstruct and Revise – 2

1. Do another burst of ideas, add further sub branches to your second map and seek connections between branches. If necessary, make a third map

### Seek Solution

1. Review the final map, perhaps look for more connections and add more sub branches. Seek out your solution and recognise it may require some more incubation

## ACTION

Download the example map and follow the instructions here to develop your own map.

## TO CLOSE

One of the most interesting uses for Mind Maps I have seen was related on the course. This was to help those people diagnosed with early Alzheimer's disease or senility. Anecdotal evidence identifies that they find it much easier to understand instructions when they are put in to Mind Map form e.g. how to use the TV remote control. By placing them in key points around the house, the person is able to recall what they have forgotten,

# THE CREATIVE GORILLA #112

making their lives just a little bit easier. Although there is no research to confirm this, this example does give the impression that Mind Maps are an easier way for the brain to absorb information as well as create it.

Have a creative week.

John Brooker | *Facilitate, Innovate, Transform.*

---



*We facilitate leaders and teams  
in medium to large organisations  
internationally to:*

- *Make Meetings Outstanding*
- *Make Transformation Simpler*
- *Make Innov8ion Flow*

*Imagine what we can do for you...*

*Contact John or Kate Brooker:*

*Speak: +44 (0) 20 8869 9990*

*Write: [hi@yesand.eu](mailto:hi@yesand.eu)*