

# Introducing Mind Mapping

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An intensive training Course in Mind Mapping took place during the Month of January at Henley Business School (UK), under the supervision of Dr. Toni Buzan, owner of Buzan Mind mapping worldwide and Master Trainer Hilde Jaspaert .

Kamal Darouni, Assistant professor NDU, General Secretary of AAA and CEO Infomarkets was attending this important worldwide workshop.

Darouni's motto is to introduce in the Lebanese market this radiant thinking that is useful to marketers, advertisers, advertising executives and media planners. Already scheduled periodical workshops will start to take place in March 7th at the AAA premises and Buzan recognised certificates will be delivered .

## What is Mind Mapping?

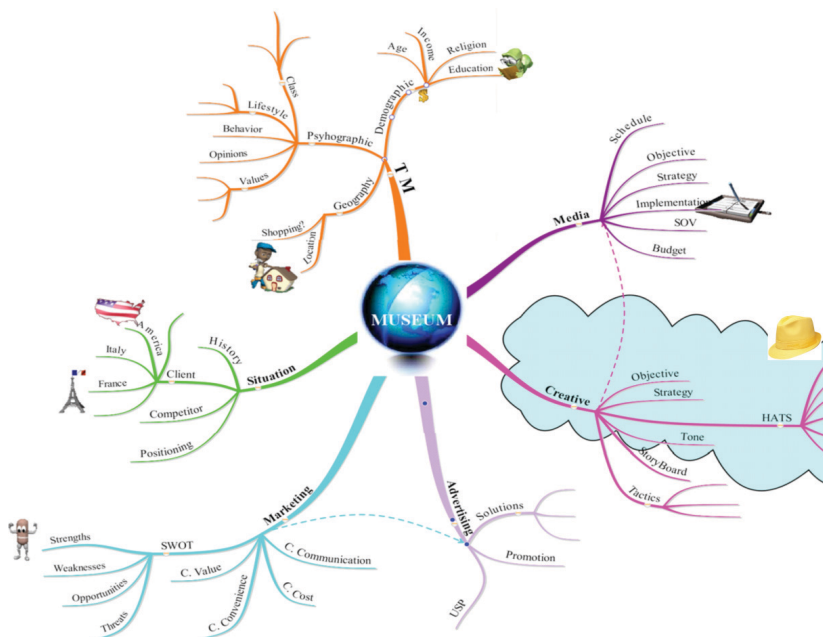
In brief - It's "the whole brain alternative to linear thinking. It reaches out in all directions and catches thoughts from any angle." The role of 'Mind Map' can help you plan, communicate, be more creative, save time, solve problems, concentrate, organise, remember better, study faster.

Many geniuses used the technique of mind mapping including: Leonardo Da Vinci, Galileo Galilee, Charles Darwin, Sir Isaac Newton, Albert Einstein and many others...

## Know your brain

If you understand how your brain likes to learn and function, it will reward you by working better for you. In the last half of the 20th century, it was acknowledged that the number of brain cells totaled to just a few million it was a billions! 167 times the number of people on the planet. Our brain is so powerful and important to the extent that if we were to represent its power it would be by a building far bigger than the 100-storey skyscraper.

Different part of the brain control different functions. The way you draw a 'Mind Map' reflects the manner in which your brain likes to think. Our brain is divided to two parts: The left brain, which is about everything that is logic, words, numbers, sequence; whereas, the right brain is about everything that has to do with imagination, daydreaming, colour, spatial, holistic...



All the Integrated Marketing Communications strategies are shown on the illustrated Mind Mapping drawn on the Imapping software that Darouni represents in Lebanon



The group of graduated Buzan Licensed Instructors – UK Darouni is shown standing fourth on the right and Dr. Toni Buzan the owner of Buzan worldwide standing in the Middle of the picture.



From left to right Kamal Darouni Dr. Toni Buzan, on the back scene on the left Master Trainer Hilde Jaspaert. On the board you will see an example of Mind Mapping project.

To be able to be as more creative as possible and use all of the brain's potential, we have to use both the right and left sides equally, in order to come up with exciting results; because the exclusive use of one part will reduce the overall potential of your brain and downsize its infinite potential.

## Creating your first 'Mind Map'

First, take a sheet of plain paper and some coloured pens. Turn the piece of paper landscape. In the centre of the page, as an example, draw an image that represents a meaningful subject for you.

Second, draw some thick branches radiating out from the central holiday image. Use a different colour for each, as these branches that represent your main thoughts. On each branch, print clearly and in large the first five single key words that come to your mind.

As you continue developing your 'Mind Map' add little pictures to reinforce your ideas.

Third, let's use association to expand this 'Mind Map': limit yourself to six or seven sub-branch levels.

With a 'Mind Map', a long listing of boring information can be turned into a colourful, organised, memorable diagram that works in line with your brain's natural way of doing things. The successful principle is TEFCAS as an acronym for Trial, Event, Feedback, Check, Adjust and Success. ■

\* Darouni is now teaching the Mind Mapping to students and Lebanese admen.

Referring to the ArabAd Feb-Mach 2009 regarding the Global Museum Cultural Museum award, which was won by the two senior students at NDU May Karim and Toufic Ahmad, the IMC plan on Mind Mapping creative approach was produced by Kamal Darouni Assistant professor and Buzan Licensed Instructor.