

# MIND MAPPING SOFTWARE - COMPELLING BUSINESS ADVANTAGES

What the survey data said

## SPEED

**44%**

The pace of work is significantly faster than before.

## COMPLEXITY

**49%**

The nature of work is now significantly more complex.

## CREATIVITY

**40%**

The need for creativity has increased significantly

What are you experiencing today?

- Doing the work of multiple people after downsizings
- Too much information coming at me too fast - information overload
- It's hard to stay organized

- Too many projects
- Dealing with ambiguity and incomplete information
- How do I figure out what I need to know?
- Too much info to see patterns and opportunities

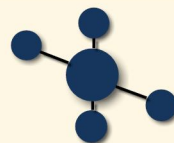
- The status quo is no longer enough
- Senior management needs fresh ideas
- Economic and competitive pressures are forcing a need for innovation

What could the future look like - if you used mind mapping software?

- You are now very adept at gathering, distilling, organizing and sharing information
- Staying organized is no longer a problem. Your mind mapping software helps you to prioritize and take action on the key tasks you need to perform
- You're so productive that you've got the attention of your firm's top management!

- You now have a powerful yet light-weight project management tool, which enables you to juggle multiple projects easily
- You're more easily able to determine what information is missing and what you need to know
- It's much easier to see patterns in information

- You now have a powerful tool for analyzing problems
- You can more easily see potential solutions
- You can easily capture, organize and prioritize the ideas you have generated
- You can play "What if?" with different arrangements of topics and sub-topics, which enables you to see connections and relationships that lead to new ideas



23% average productivity increase from using mind mapping software

69% say mind mapping software enables them to handle more complex projects

59% could not produce the same quality of work if they didn't have it