

CREATIVITY

and mind mapping software



49%

Say it helps them see opportunities that weren't visible before

50%
CREATIVITY INCREASE

43%

Say it has made a significant impact on their ability to generate and capture ideas

SOURCE: 2021 Mind Mapping Software User Survey, conducted by the Mind Mapping Software Blog

12 ways mind mapping software can increase your creativity

It leverages the power of association

Use it to challenge assumptions

"Connect the dots"/pattern recognition

Use it to brainstorm "white space" ideas

Deconstruct problems into their parts

Create an idea/swipe file

Use topics as stepping stones to new ideas

Explore "what if?" scenarios

Enables divergent/convergent thinking

Use it to evaluate and prioritize ideas

Add random trigger words to spur ideas

Use it with a variety of brainstorming techniques