

Using Mind Mapping® in Project Management

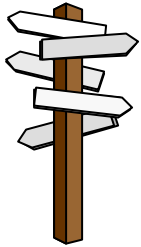


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Pearce Mayfield Associates





Three Observations



1. Projects are intrinsically & deceptively **complex**

2. Projects are intrinsically **creative**



3. Successful projects come from **aligned effort** around a **clear vision**

The Benefits of Project Mind Mapping

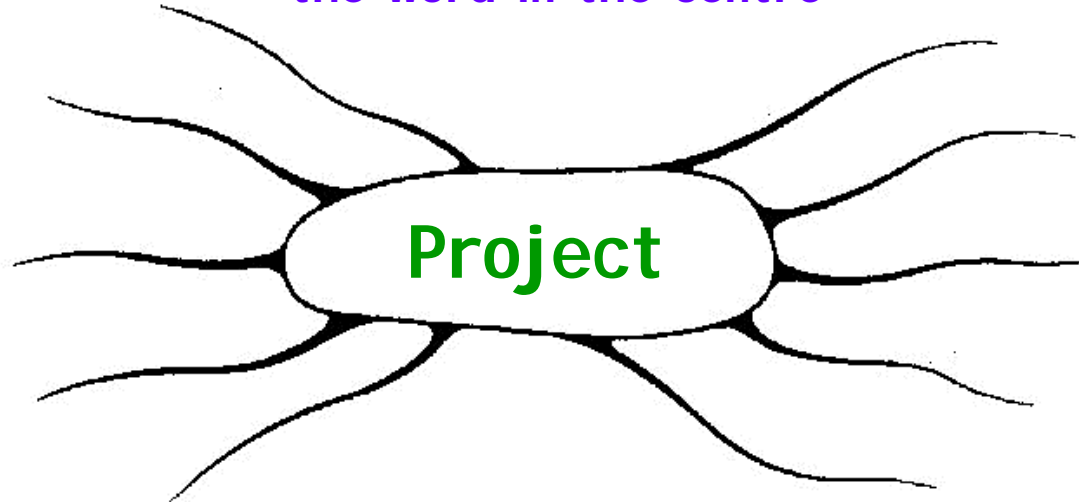


- **Reduces Risk and Uncertainty**
 - The Mind Map is a natural means of managing complexity
- **Improves Creativity**
 - (Re)instates Creativity within Project Management
- **Enables Effective Teams**
 - From “Brain Bloom” to “Team Mind”



Brain Architecture - Associations

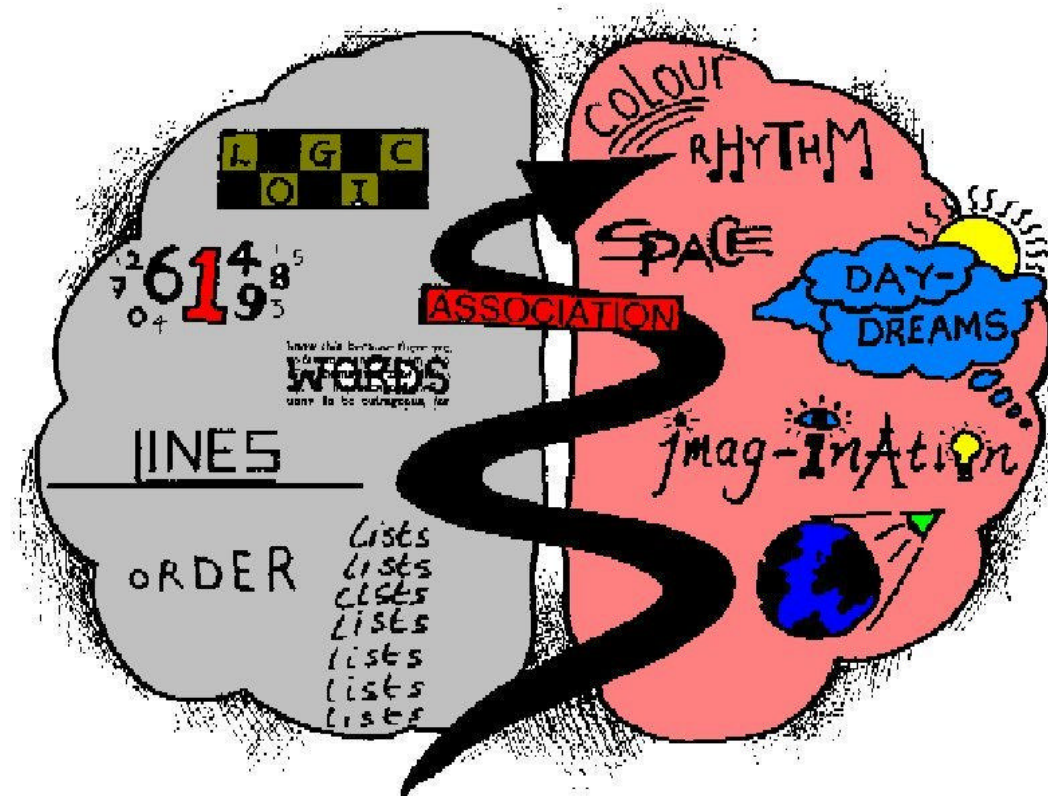
On each line, place one word
which immediately pops into your mind
when you think of
the word in the centre

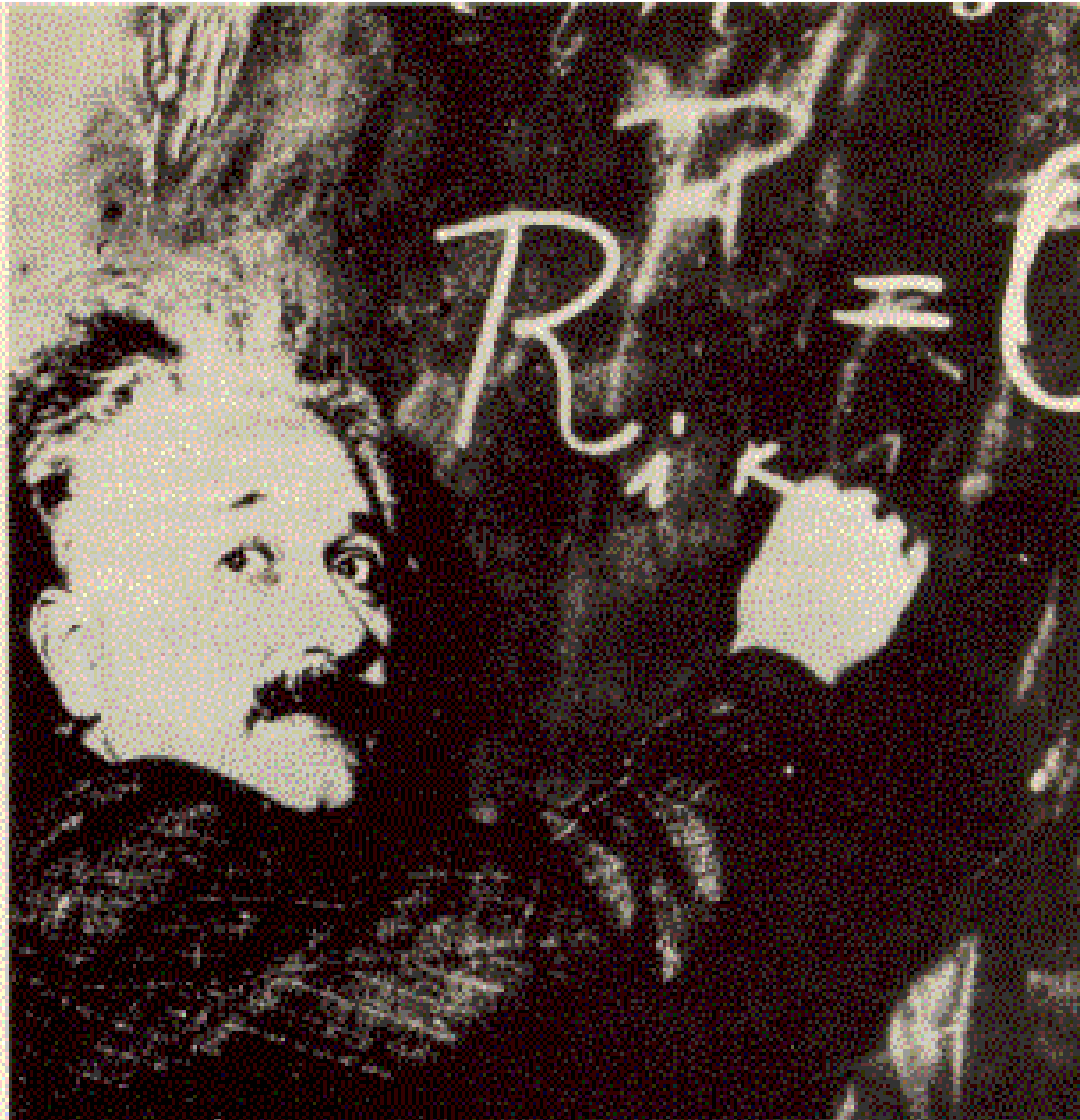


1
1
1
0
0
0
3
2



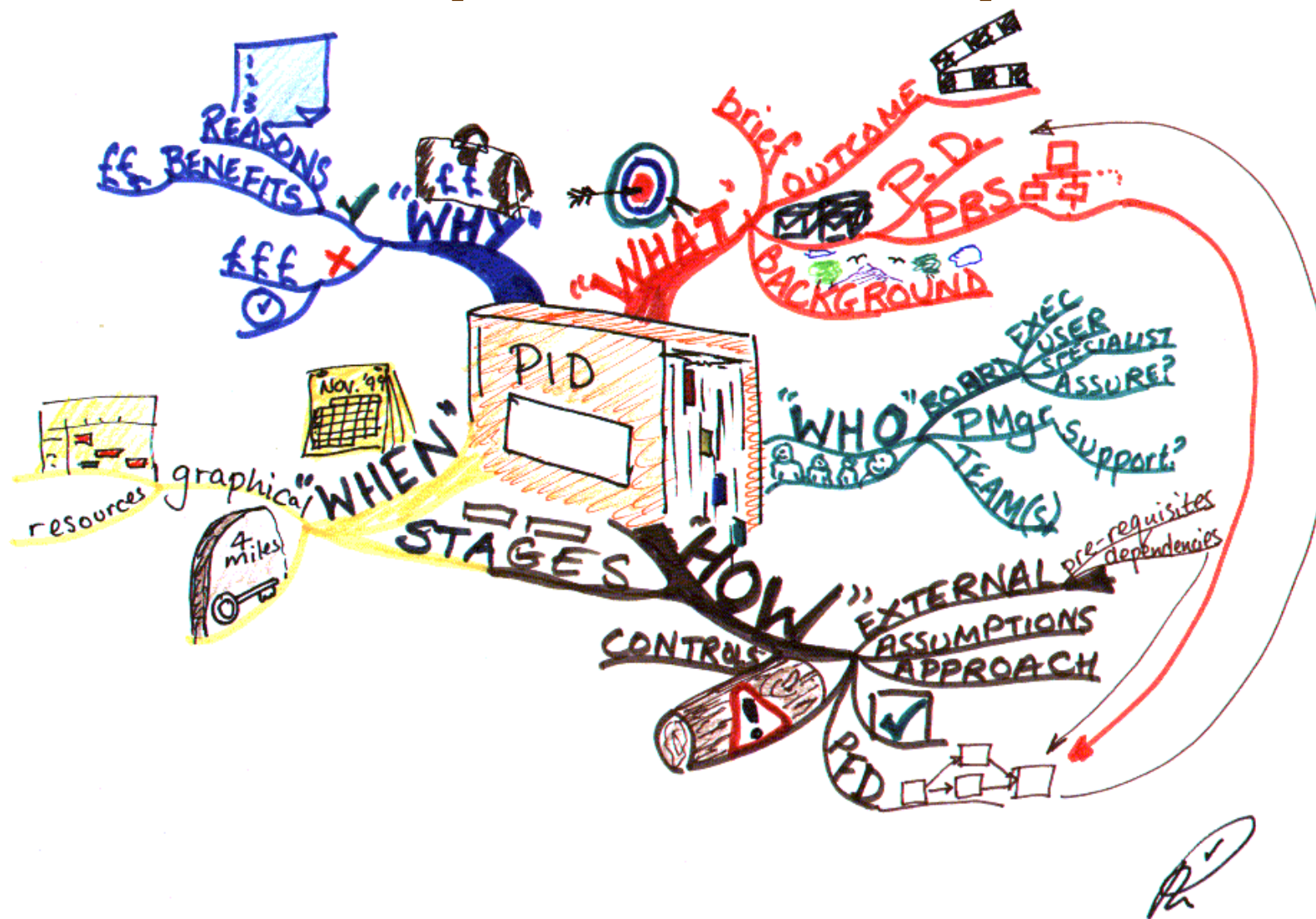
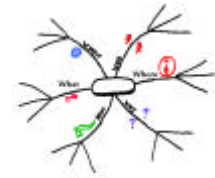
Cortical Skills



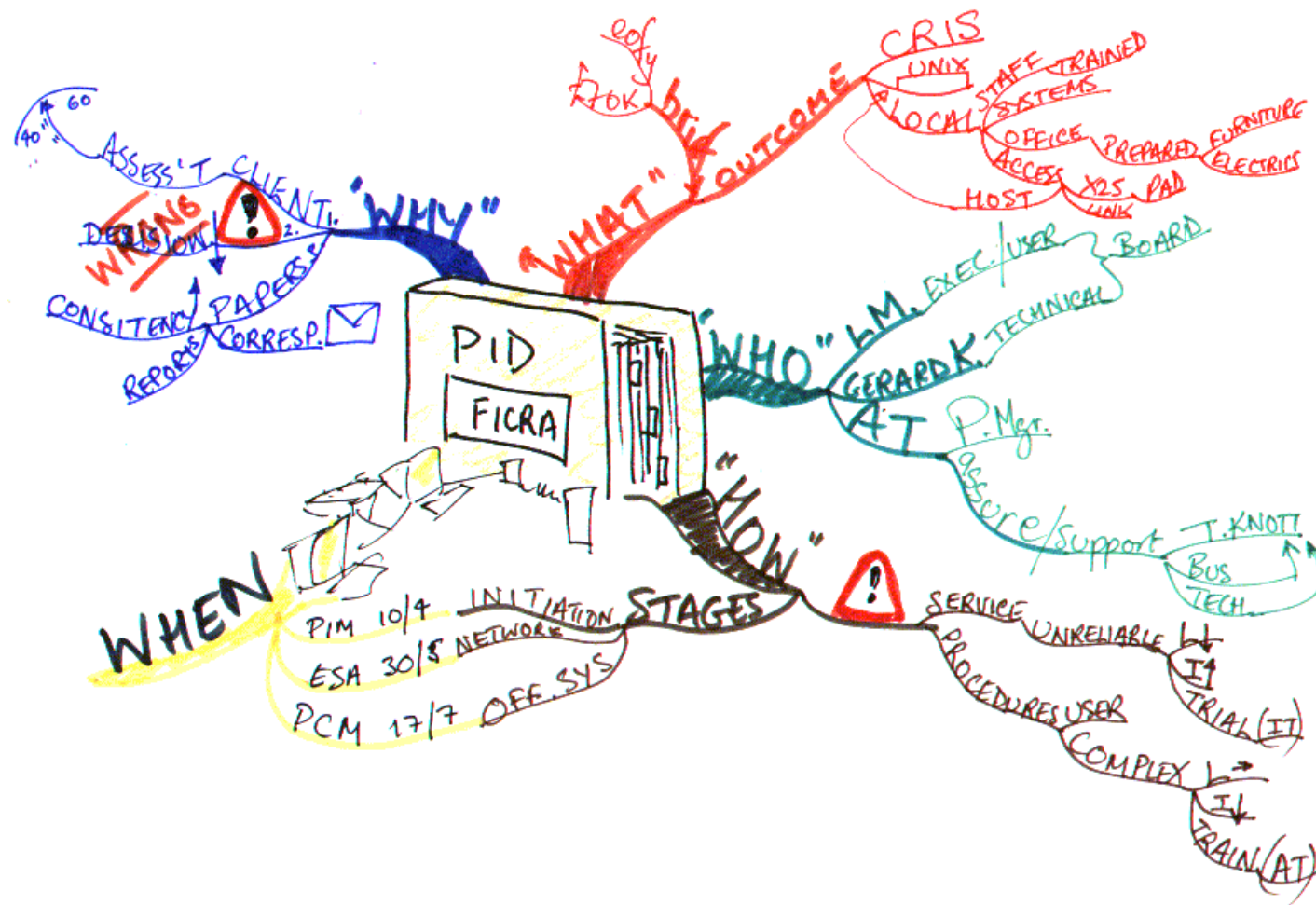
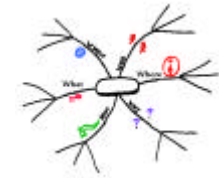




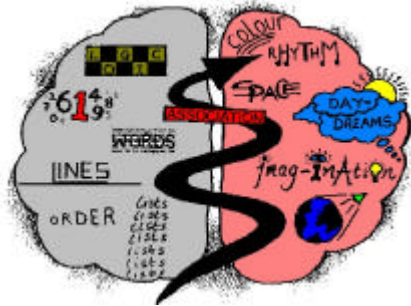
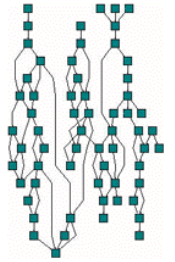
An Example Mind Map



And the content of a project PID as a Mind Map



A Mind Map is ...

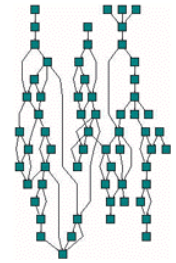


Bi-Cortical

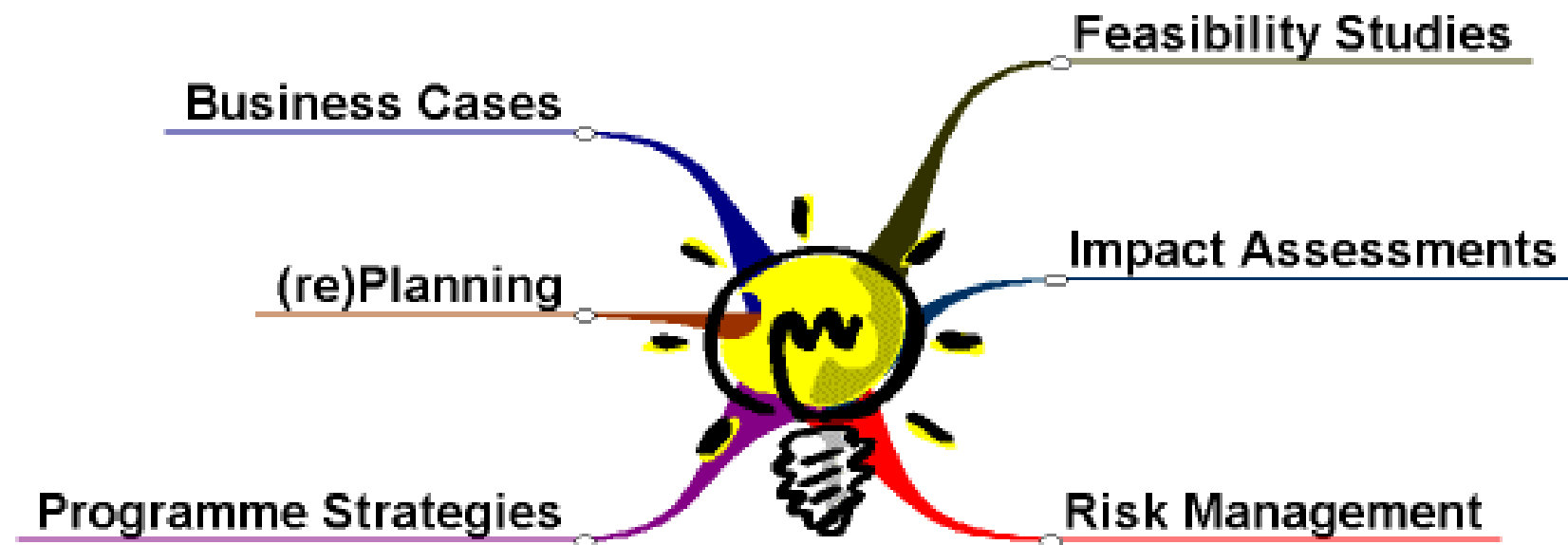
A “multi-thought
ball catcher”



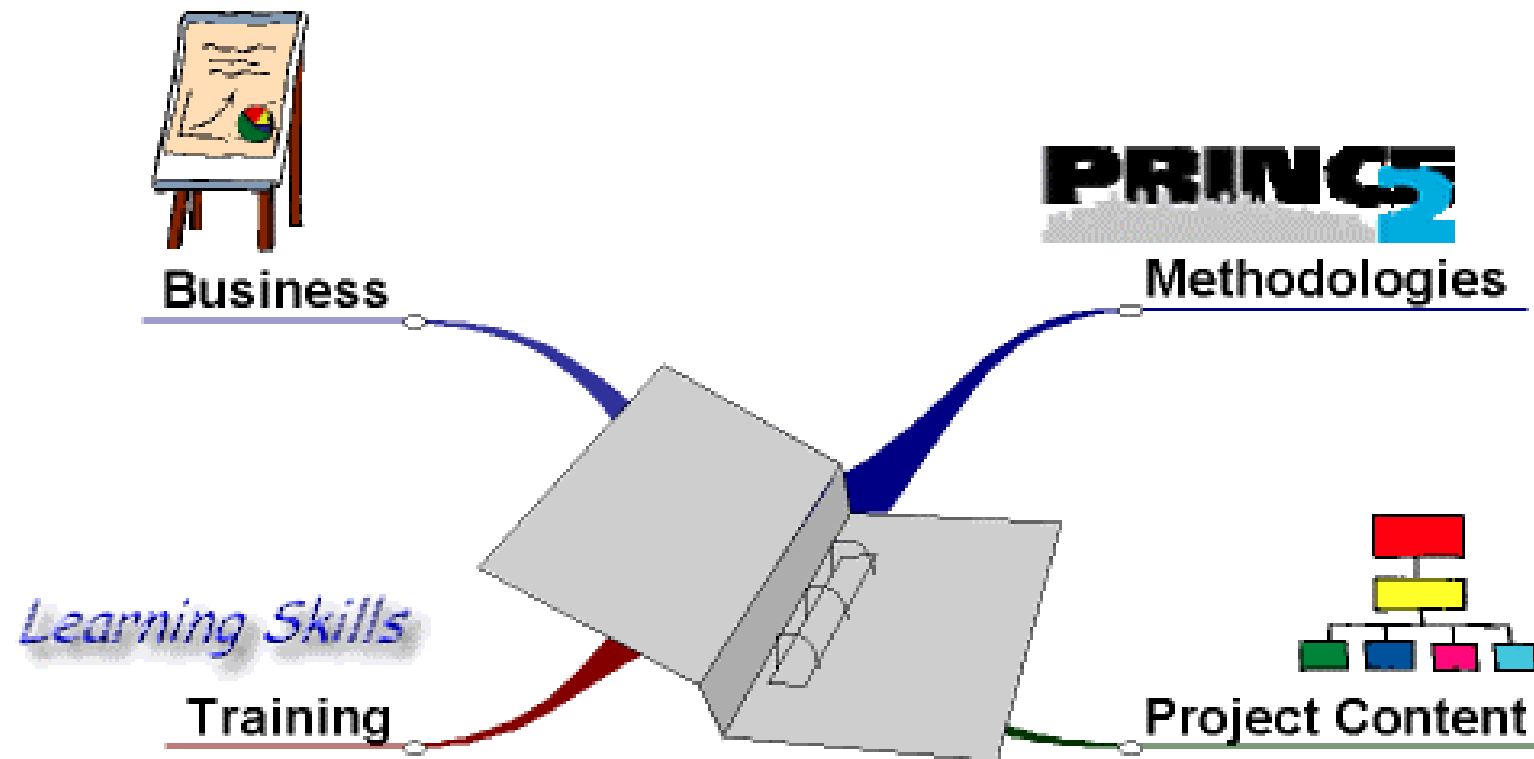
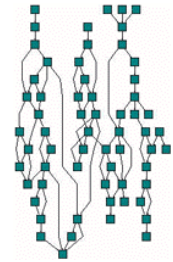
Project Management Applications - Creativity

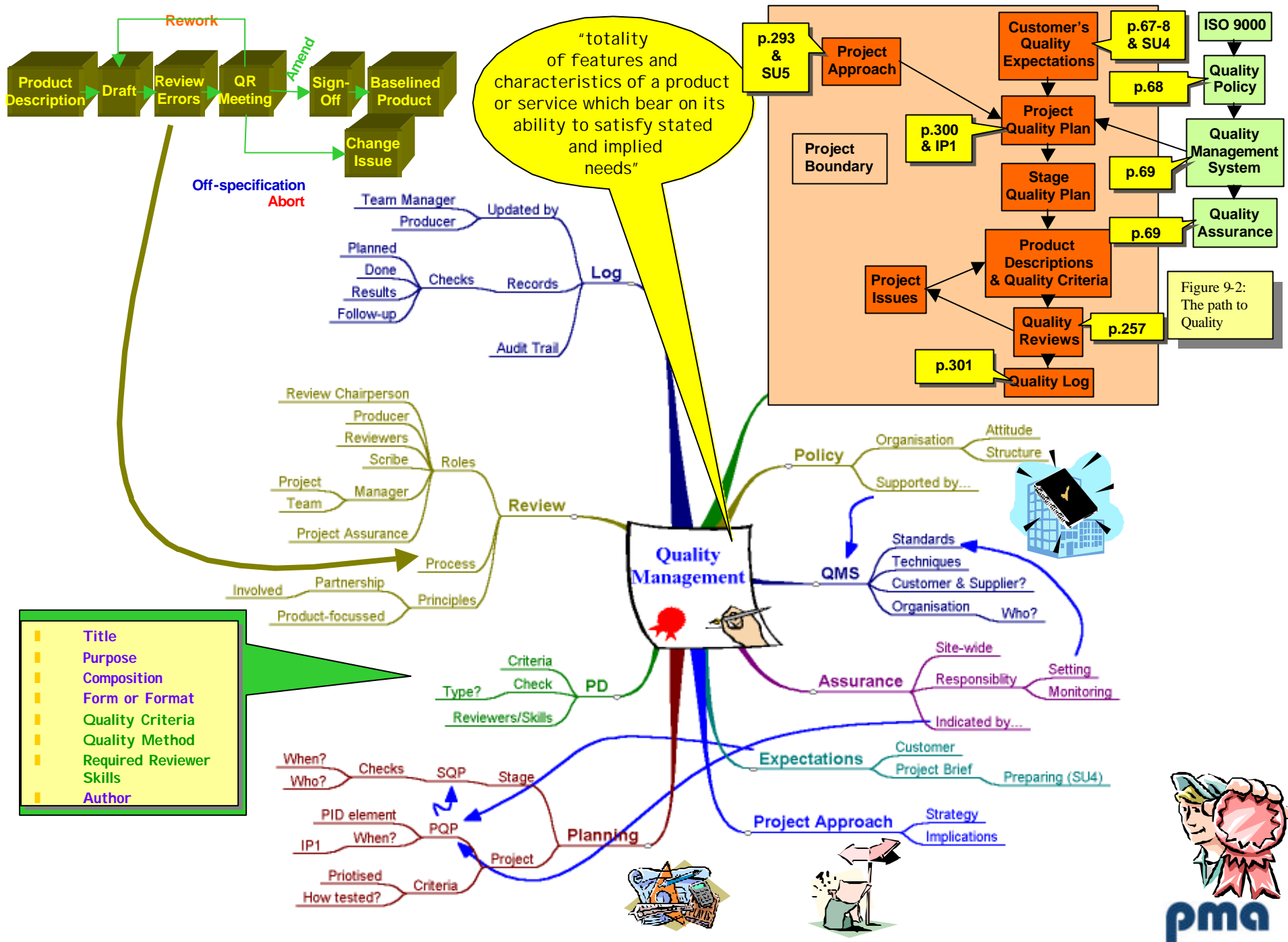


What are the moments for creativity in a project?



BOK Applications

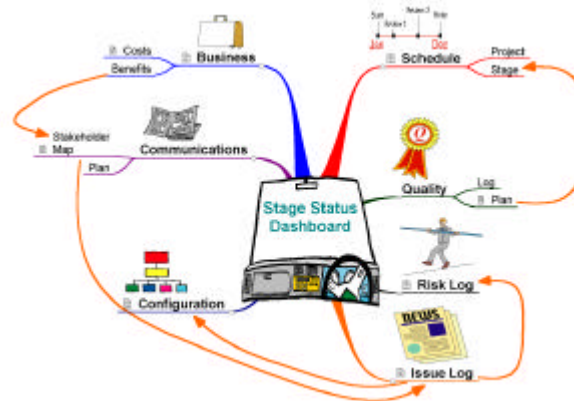




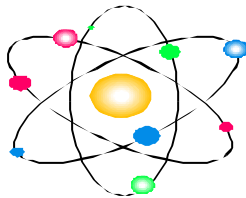
Some Implications: Mind Mapping with Methodologies



Complementary



Using Templates

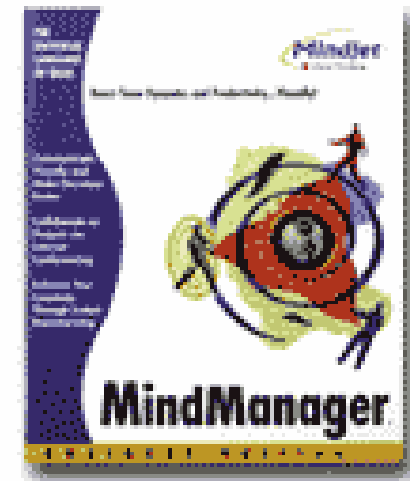


Exploiting Interconnections -
Recognise Holism & Integrity

Wider Implications



- Team-Working via “Brain Blooms”
- Mind Mapping Principles in Reporting
- Support Tools for Mind Mapping



Some Common Objections



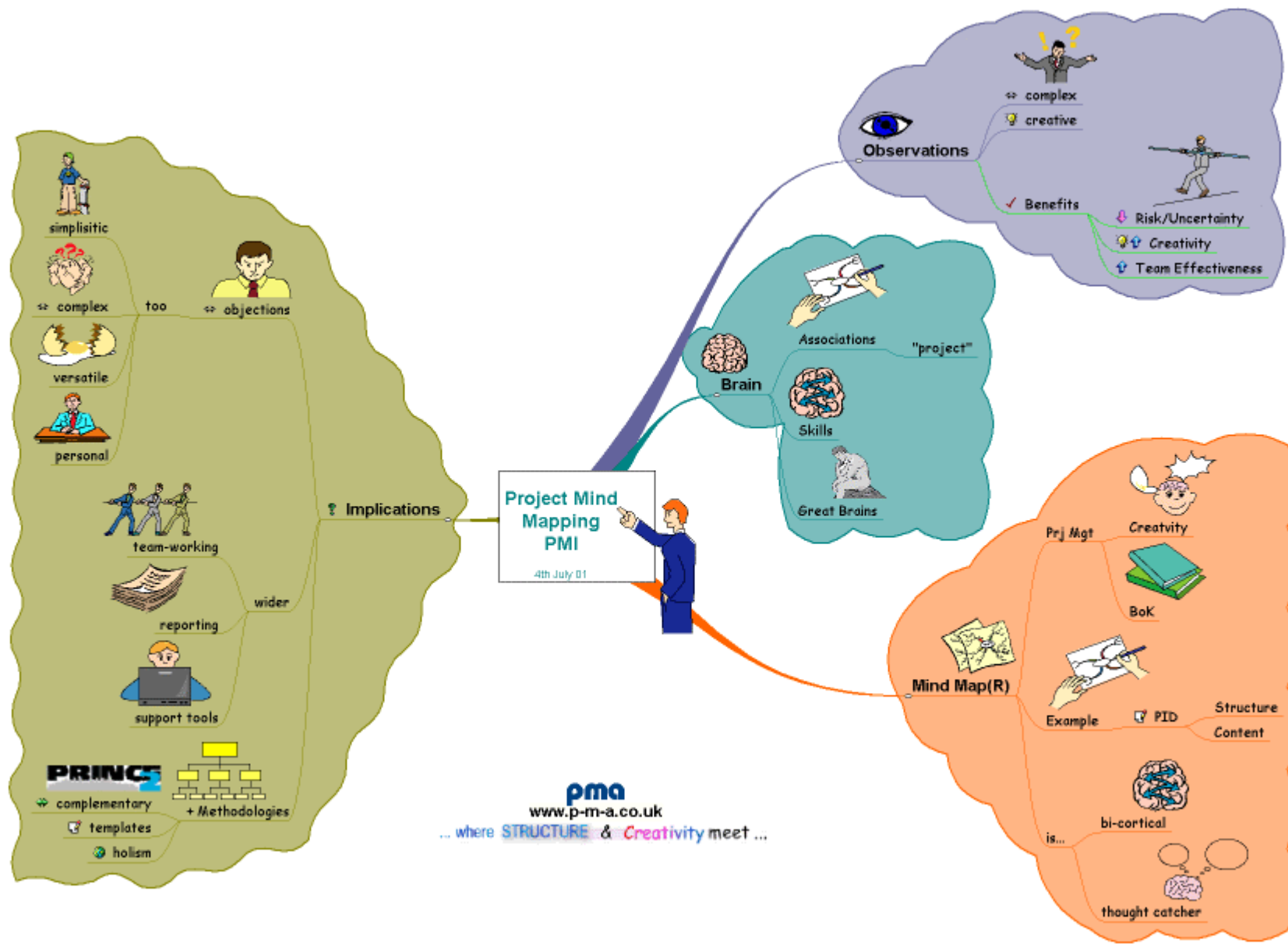
- Too simplistic
- Too difficult
- Too versatile: i.e. structure-less
- Too personal: Illegible to non-authors
- Not linear enough for time-critical analysis & reporting.

Some Ways Forward

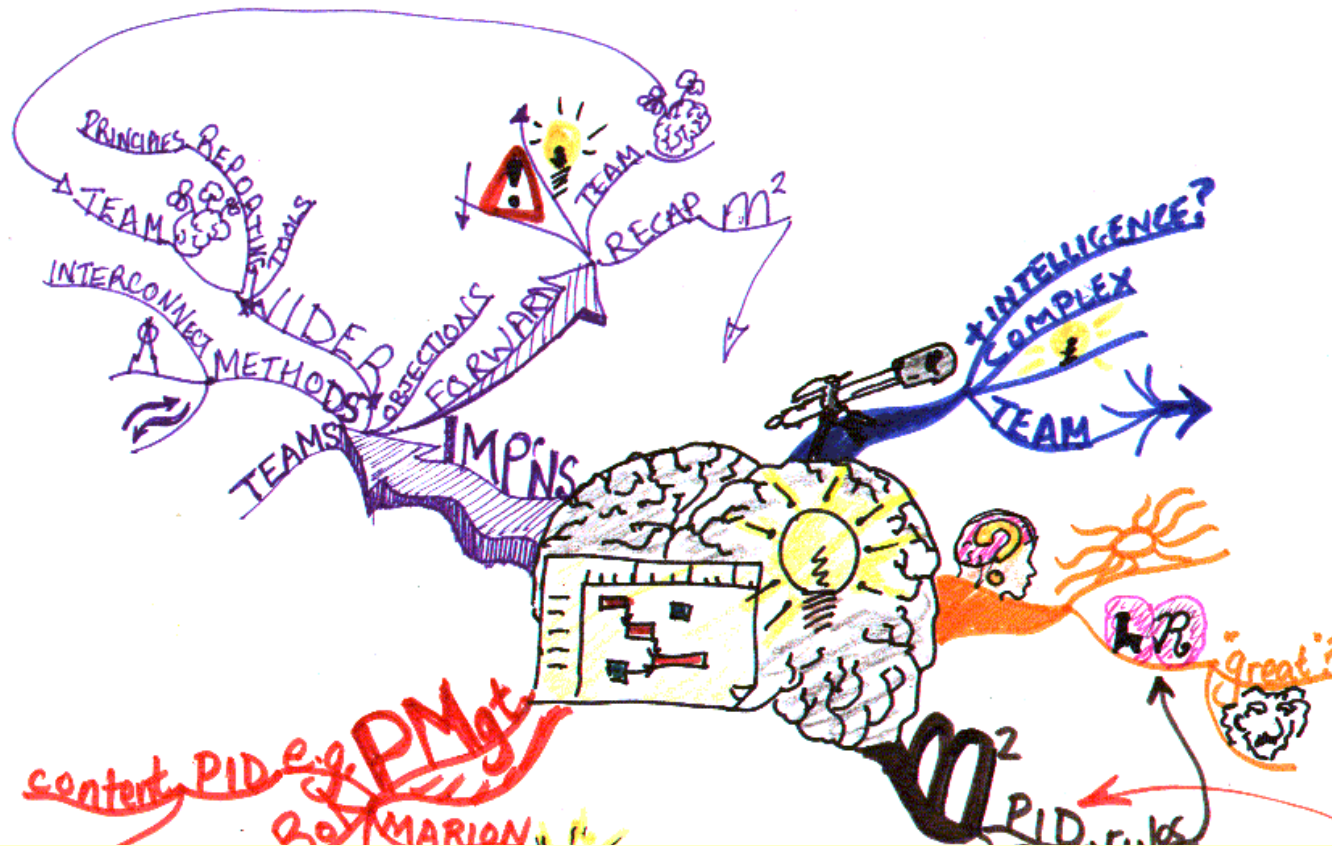


- Adopt Mind Mapping as a Team
- Initially confine to analysis/creativity
- Develop a symbols library
- Don't Abandon Your Methodology

The Mind Map of this Presentation ...



... and a hand-drawn version



For further information on Project Mind Mapping training or MindManager software, contact:
www.p-m-a.co.uk solutions@p-m-a.co.uk
... where structure & creativity meet ...