



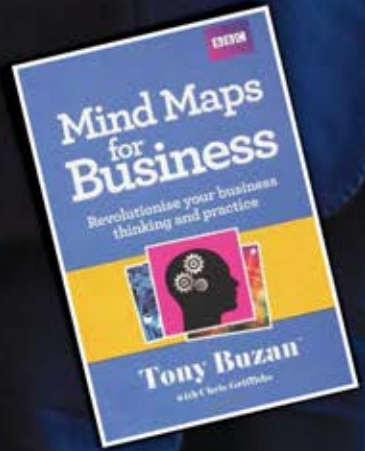
presents

# Tony Buzan Live & In-Person!

# Mind Maps for Business

Think Ingeniously | Enhance Creativity | Boost Productivity

Early registrants will receive a complimentary copy of Tony Buzan's highly acclaimed book on Mind Maps!!



## Monday, February 18, 2013 Sheraton Hotel & Towers, Karachi

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# Tony Buzan Inventor of Mind Mapping!



- World's leading author on the brain & learning (over 100 authored and co-authored books)
- Rated as the top international lecturer at various national and international management associations
- Consultant and advisor to governments and government organizations including England, Singapore, Mexico & Gulf States

**Tony Buzan** the inventor of the world-renowned Mind Map, is a well known speaker and prolific author. He revolutionized the way of thinking, creating, planning and organizing by introducing the concept of mind mapping! Over these years Buzan has developed the Mind Map technique through books, TV appearances and his work as a highly-regarded speaker. Today millions of people all across the world are using this notion for **boosting innovation, creativity and efficiency** and maximizing the use of their brain power.

Buzan is an international business consultant to major multinationals, including **BP, Barclays International, General Motors, Walt Disney, Oracle, Microsoft, IBM, and HSBC**. Not only this, he is a global media personality, having appeared on over 100 hours of national and global television and over 1000 hours of national and international radio. His name is synonymous with all things cerebral and his knowledge is widely sought after by a media and public perennially eager to learn practical advice on how to improve brain function.

"The use of Mind Mapping is an integral part of my Quality Improvement Project here at Boeing. This has provided **savings of over \$10 million** this year for my organization."

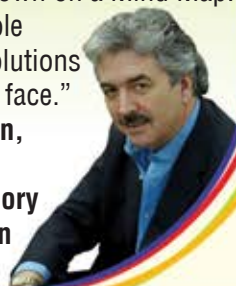


"Buzan's mental technology is five years ahead of the game. Any company using it will inevitably gain the competitive edge"



"I can't really grasp the current state of play in my business, and therefore the way ahead, until I get all my thoughts down on a Mind Map. Then I get the whole picture with the solutions staring me in the face."

**Dominic O'Brien,  
Eight Times  
World Memory  
Champion**



"Tony Buzan's **BOOKS** with the BBC have sold over three million copies, and have transformed the lives of millions of people worldwide since they were first published in 1974."





# Mind Maps for Business

Think Ingeniously | Enhance Creativity | Boost Productivity

## Program Overview:

Our daily productivity can be enhanced to a great level if we focus on optimization of our existing intellectual capital – “the human brain” – single source of infinite creativity and solution finding that has always been with us. If we engage the right formula to unleash our brain capacity, we can maximize the usage of our brain power to boost our work output and productivity.

Content representation via mind maps is functionally simple, but can be conceptually hard. An effective way to get immersed in the idea and practice of mind mapping is to get trained by the master himself, Tony Buzan.

This one-day program will introduce essential mind mapping skills, and guide practical applications in using it for strategic planning and creative & critical thinking. Participants will be trained to use Mind Maps to unlock their creative thinking potential and conducting group brainstorming and problem solving. It will facilitate them for the immediate transfer of learning towards effective application in their work.

## Learning Outcomes:

- **Understand** the synergetic nature of brain's thinking process
- **Develop** intelligent habits of mind and memory
- **Enhance** abilities to improve creativity and productivity in business
- **Maintain** vision & strategic objectives during rapid changes
- **Apply** mind maps for self management, vision building & leadership

## Who Should Attend:

CEOs, Senior Managers, Executives and personnel in the fields of Sales, Marketing, Human Resource, Engineering and Research from any industry. Professionals of all levels, eager to improve brainstorming methods, do failure analysis, trouble shooting and forecast and are willing to maximize their brain power to improve their work output and productivity.



## Course Agenda

### Module 1:

#### Identification of Individual and Group Problems and Goals

##### The Left / Right Brain

- ▶ The Left Brain – Logical and Analytical Thinking
- ▶ The Right Brain – Spatial and Imaginative Thinking
- ▶ Combining the Sides to Produce Synergy
- ▶ Creative / Innovative Thinking
- ▶ Strategic Thinking
- ▶ Creating an Appropriate Working Environment
  - Life Balance, Planning & Managing Change
  - Problem Solving & Stress Reduction

##### Creativity and Innovation

- ▶ Memory and Imagination -The Relationship
- ▶ Memory and Creativity Techniques for Change Management and Problem Solving
- ▶ Implications for Self-management, Training, Marketing, Sales, and Communication

### Module 2:

#### Mind Maps® - The Ultimate Creative and Strategic Thinking Process

- ▶ Background Theory and Development
- ▶ Application of Mind Maps to:
  - Change Management
  - Teambuilding & People Management
  - Self-Management
  - Creativity and Innovation
  - Leadership & Vision-Building
  - Memory
  - Planning Short and Long-Term
  - Strategic Thinking, Planning & Managing
  - Speech-Writing & Note-Taking
  - Problem-Solving

### Module 3:

#### Intellectual Capital Development Learning How to Learn

- ▶ Understanding the Natural Learning Curve
- ▶ Taking the Fear Out of Failure
- ▶ Creating Success from Failure
- ▶ Overcoming the Learning Plateau
- ▶ The New Olympian Success Formula-Tefcas
- ▶ Managing Change – Stress Management

### Module 4:

#### Multiplying Advantage - Intellectual Capital Brain Principles

- ▶ Synergetic Nature of the Brain's Thinking Processes
  - Riding the Crest Of The Brain's Natural Waves
- ▶ Mimicking as a Thinking, Learning and Leadership Tool
  - Benchmarking as Benchmarking Should Be Done
- ▶ Persistence – Prime Quality of the Genius.
  - Gaining Benefit from Edison's Realization That 'Genius Is 1% Inspiration 99% Perspiration'.
- ▶ Success as a Natural Law.
  - Realistic Positive Thinking as a Method for Creating Competitive Advantage.

## Final Master Mind Map Session

# Mind Maps for Business

Monday February 18, 2013 at  
Sheraton Hotel & Towers, Karachi

Program Investment  
**PKR 35,000/-**  
per participant

**10% Group Discount**  
on 3 or more nominees

## Special Group Packages

Special Packages available for registrations  
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### FEE INCLUDES:

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### Payment:

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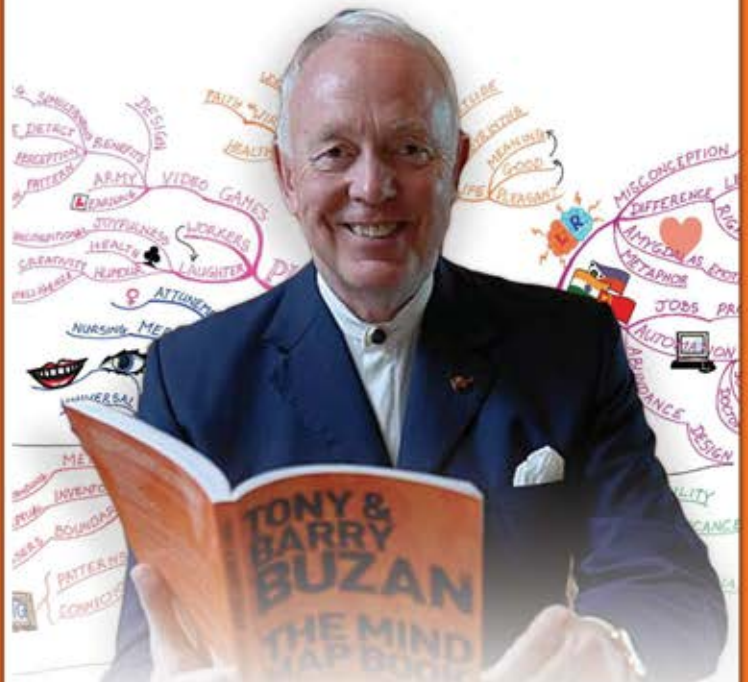
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advance to confirm enrollment.**

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