**MIND MAPPING IN BUSINESS**

**H.D. Shusha** , специальность 1-26 02 05 « Логистика»

Научный руководитель - Булойчик Л.С., старший преподаватель

 Humanity accumulated big amount of information and every day we get a new one. Now it is really a big question how to come up with big amount of information and how to turn it into knowledge. We need a system of knowledge.

The methods that most people use are not working well. Everyone faces with an overload of information. Managing this bombardment of information you receive everyday and juggling the resulting tasks is in itself a full time job.

We don’t have most brilliant and fast working machine that our brain. We use our brain for all the operations we do every day. That’s why we need to know how even use our brain. Nowadays we have a lot of studies on how our brain works. We just need to use this knowledge. [1]

It is seems simple to link brain and information to get intelligence and creativity.

How we organize the information we get? In our daily life, school, university, at work?

Mind Mapping is the technique invented by **Tony Buzan**. It is proven to improve your ability to learn information, creativity, to boost your productivity, efficiency, memory. [2]

A Mind Map is a visual thinking tool that can be applied to all cognitive functions. Mind Mapping is a process that involves a distinct combination of imagery, colour and visual-spatial arrangement. The technique maps out your thoughts using keywords that trigger associations in the brain to spark further ideas. [2]

How to mind map? Create a central idea, add branches to your map, add keywords, color code your branches, include images.

Using Mind Maps can streamline improve productivity by 20% – that means you can gain an extra working day every week! [3]

In business area this method of managing information is very productive.

A Mind Map is a perfect platform for analyzing your business, making decisions and anticipating potential threats or risks. PEST, SWOT, Five Forces, SMART, Six Thinking Hats, Four P’s, Balanced Scorecard, Value Chain Analysis and any business model you may wish to explore, can be simplified and enhanced by using a Mind Map as your workspace [4, p.231]. The radiating nature of a Mind Map allows limitless generating of ideas keeping them in a structure – providing you with seeing whole picture. Use it to be more creative, productive, to perform efficiently and to generate new ideas good at problem solving, to see the big picture.

Mind mapping is a highly effective way of getting information in and out of your brain. Managing is more important than knowledge, that’s why we should use it.

## LITERATURE

1. Brain tour - brain hemispheres [Электронный ресурс] – 2005. – Режим доступа:<http://www.thethinkingbusiness.com/brain_zone/brain-tour/brain-hemispheres>.- Дата доступа: 2.05.2014.
2. How to mind map [Электронный ресурс] – 2002. – Режим доступа: <http://thinkbuzan.com/how-to-mind-map/>.- Дата доступа: 1.05.2014.
3. Improving productivity with mind maps/ [Электронный ресурс] – 2000. – Режим доступа: <http://thinkbuzan.com/articles/view/improving-productivity-with-mind-maps/>. - Дата доступа: 1.05.2014.
4. Buzan, Т. Mind Maps for Buisness/ Buzan, Т, Harrison J. - Penguin Group. - 2010. – 452 pp.