



GRAY PAPER

5 BENEFITS OF MIND MAPPING

A simple tool to facilitate
breakthroughs in business and life

BY QNITY



Mind mapping is a visual thinking process leaders, teams, and individuals use to solve problems and brainstorm ideas. The process is both analytical and artistic, igniting both the left and right brain to engage and encourage **whole brain thinking**. This process is important to do by hand, as it mimics the way the brain radiates and connects ideas. Mind mapping helps to structure information, analyze problems, enhance comprehension, generate new ideas and enhance memory. The challenge with many traditional mind maps is they tend to take on a life of their own. They can turn into massive spiderwebs, and actually make the problem or topic even MORE complicated. The key to successful mind mapping is to structure the process; which is why we've created a simple, versatile and structured tool to help—called a 9Grid™.



The Qnity 9Grid is a simple, grid-based visual thinking tool that provides structure to mind mapping. **It is an amazing tool used by both entrepreneurs and intrapreneurs*, parents and children and in industries from finance to beauty.** There are unlimited ways to use a 9Grid to navigate both personal and business challenges. Use it for: organizing, brainstorming, planning, managing projects, problem solving, studying, researching, presenting, coaching, note taking, and writing. Best of all—it's FUN and EASY, and these 5 key benefits are undeniable.

*Client facing employees within the structure of a business, who often have a “business within a business”.

1

GO ANALOG

Mind mapping is easy to do with 9Grids. All you need to start is a writing tool (pen, pencil, colored markers) and a 9Grid. You start with a central subject and connect ideas and concepts that relate as processed by your mind. This process is easy, because naturally minds do not work in straight lines. Rather they consist of associations radiating out (or in) from many different connection points. At Qnity, we encourage the use of analog tools (writing by hand) as a great complement to digital tools for learning and development. There are many studies that show writing by hand increases memory and retention. The act of putting pen to paper activates areas of the brain that helps learners increase their comprehension. Writing by hand also involves more senses and motor neurons than when typing on a keyboard, which has a more lasting impression on the brain. Analog tools activate the Reticular Activating System (RAS), also known as the arousal system. The RAS filters all your senses except for smell, which is filtered through the brain's emotional center. It makes sure your brain doesn't have to deal with more information than it can handle—only the important stuff. These benefits of analog tools make mind mapping a no brainer, and there are so many more.

“SIMPLICITY BOILS
DOWN TWO STEPS.
1. IDENTIFY THE
ESSENTIAL
2. ELIMINATE THE
REST

LEO BABAUTA

QUNITY SUCCESS PRINCIPLE

KEEP IT SIMPLE Use simple analog tools such as 9Grids™ to create your mind maps



2

IMPROVE MEMORY

As we have learned, the structure of mind maps mimics the brain and allows one to easily connect and categorize. However, many traditional mind maps go beyond our ability to retain information. The 9Grid recognizes our memory limitations by only allowing a maximum of 8 grids around the center. This supports improving short-term memory. According to the study by G Miller, The Information Processing Theory, short-term memory is maximized by **“chunking” 5-9 ideas**—that is **7 plus or minus 2**. There is a great advantage to chunking or categorizing the information as one would do in a mind map. W. Martin Davies conducted a study, “Concept Mapping, Mind Mapping and Argument Mapping: What are the Differences and Do They Matter”, that proved mind maps are more easily stored in the memory, and “allow the separate encoding of information in memory in visual as well as propositional (written) form”. While in another study, “The Efficacy of the Mind Map Study Technique” researchers found that studying with mind maps increased retention as much as 15%.

“NEUROLOGICALLY,
WE ARE VISUAL
CREATURES.”

TOM KUHN

QNTITY SUCCESS PRINCIPLE

GO VISUAL 85% of us are visual learners. So, Go Visual and use color, images, keywords, quotes, and QPics™ to further enhance memory and retention.



3

IMPROVE LEARNING

There are three types of learning: non-learning, rote learning and meaningful learning.

Non-learning is when learning has not occurred. **Rote learning** is when learning happens but is not retained. **Meaningful learning** is when a learner acquires new knowledge and then compares it to what they already know, and then integrates the new information with their existing information.

Researchers discovered that mind mapping creates “**meaningful learning**”. Knowing this, it is no surprise that in Chuck Frey’s “2017 MMS Trend Report” survey on mind mapping most respondents said that the biggest benefit of mind mapping is that it improves their understanding of complex issues (leaders – this alone is a reason to use with your teams!)

The survey, also, found that over 50% of respondents use mind mapping for project management and knowledge management, and 40% use mind mapping for strategic planning.

Mind mapping with the 9Grid helps facilitate team-driven innovation and planning for organizations of all sizes.

“THE MAN WHO MOVES A MOUNTAIN BEGINS BY CARRYING AWAY SMALL STONES”
CHINESE PROVERB

QNTY SUCCESS PRINCIPLE

TAKE SMALL STEPS Identify the areas in your personal and professional life where you want to increase knowledge, and start using mind mapping to enhance your intellect and gain better results.



4

IGNITE YOUR WHOLE BRAIN

The left and right brain work simultaneously while creating and reading mind maps. The dual function of combining emotion with logic allows one to solve problems quickly and effectively by accessing the whole brain. The whole brain approach allows one to make faster well-rounded decisions, which increases overall productivity. The simple control mechanism of mind mapping, which mimics the brain's own process (radiant thinking) allows a free flow of ideas and connections. This process of **“controlled chaos”** allows creativity and innovation while limiting distractions, once again, improving productivity. In fact, busy executives shared in the 2017 survey that mind mapping increased their work productivity by 25% saving them up to 7 hours a week. (What could you accomplish with 7 extra hours?) 81% said mind mapping helps them “manage projects more efficiently”, and 92% of respondents said that mind mapping helps them “distill information and reach clarity faster”.

“IN LIMITS, THERE IS FREEDOM. CREATIVITY THRIVES WITHIN STRUCTURE.”

JULIE CAMERON

QNTITY SUCCESS PRINCIPLE

CREATE STRUCTURE FOR FREEDOM Create a mind map on increasing productivity. Write “INCREASE PRODUCTIVITY” in the center of your page and mind map some of the amazing things you can do! The more you master mind mapping the more benefits you receive.



5

CREATE TRANSFORMATION

In order to solve problems, we need to make space for what is next and create closure. Closure helps us to get “unstuck”.

Mind mapping is a great tool for solving problems, especially getting to the root of the problem so we can create closure and move on to the solutions. When you uncover the root of a problem versus just the surface circumstances, you can create real change and lasting transformation.

In the 2017 mind mapping survey 67% of respondents said mind mapping helps them “identify the root causes of business problems”, and 67% responded that mind mapping enables them to tackle complex challenges and tasks that they would have otherwise avoided. **Closure leads to clarity**, and when you **get clear** you **become confident**.

“KNOWING IS NOT ENOUGH; WE MUST APPLY. BEING WILLING IS NOT ENOUGH; WE MUST DO.”

LEONARDO DA VINCI

QNITY SUCCESS PRINCIPLE

GO FROM KNOWING TO DOING Start using mind mapping today—with Qnity’s [9Grid](#) to help you to gain closure, solve problems, or perhaps even create something brilliant.



MIND MAPPING

5 key benefits of mind mapping with 9Grids

-  GO ANALOG
-  IMPROVE LEARNING
-  IMPROVE MEMORY
-  IGNITE YOUR WHOLE BRAIN
-  CREATE TRANSFORMATION

Qnity's 5 key success principles to keep you grounded.

-  KEEP IT SIMPLE
-  GO VISUAL
-  TAKE SMALL STEPS
-  CREATE STRUCTURE FOR FREEDOM
-  GO FROM KNOWING TO DOING

SOURCES

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At Qnity we don't see things in black and white. We celebrate unity and see success as being about mastering the middle.

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ABOUT QNITY

At Qnity, we provide education, tools and advisory services to organizations of all sizes across the world. Our solutions focus on creating breakthroughs in five key areas; execution, growth, engagement, leadership and profitability. Signature to our approach is our suite of tangible grid-based tools that help individuals and companies go from 'knowing' to DOING. Whether you're a owner, leader or intrapreneur looking to transform the results of your team at work or change your own life—we promise you will find magic in our human-driven approach.



ABOUT 9GRID

The 9Grid is one of our many whole brain thinking tools. We've used it with organizations such as Estee Lauder, Merrill/Bank of America and thousands of small businesses to create team-driven breakthroughs in innovation, planning, problem solving and more.



Purchase the 9Grid Notebook in the store at qnityinc.com.

WORK WITH US

To bring Qnity into your business, book a custom keynote, get certified in our curriculum or tools, work with an advisor, carry our tools as a unique retail item, or to simply learn more contact us at info@qnityinc.com!

