



MIND MANAGER & BIKINIS

– WHO'D HAVE THOUGHT ??

Who'd have thought that mind-mapping and launching an online business selling bikinis for women with bigger boobs had much in common, but for one successful entrepreneur the two are inextricably linked. And here's how! | MAREE SMITH

Maree Smith, Managing Director of the highly regarded Change Your Spots business coaching practice (www.changeyourspots.com) decided to launch a second company – yes, in designing bikinis – she knew that the only way to do the planning was with MindManager. In her coaching role she has used it extensively "It is a fantastic tool. I've used it for everything from designing training workshops, synthesising information on large research projects, teaching others how to think differently, and business planning for my new company. I love the way I can think straight onto the computer screen without having to redraw my mindmaps as my thinking has developed and changed."

Some recent examples have been :

- Teaching coaching clients how to change their thinking so they are more creative, can synthesise large amounts of information and generally move them away from the list mentality. "I use the MindManager Lite version and Tony Buzan's Mind Maps for Kids book. This book is a quick and easy read and includes all the basic concepts to get people going. The software then gives them a tool that is adult and professional and can be integrated into other documents, shared and printed if required."
- Synthesising large amounts of information gathered from a variety of sources. "The ability to move information around in MindManager is so useful when you're not sure at the start how it will all pan out but don't want to keep redrawing the map. And the layers of info that can be added are very helpful and ensure that information is not lost."
- Designing training workshops and then being able to communicate clearly what the workshop will cover and how it will flow. "With MindManager you can get all the content areas up on the screen and then move them around until the flow feels right " If things need to change further you can then do that while participants look on. They are most impressed so when it came to planning her new bikini business (www.sonsie.co.nz) she used her online dexterity and MindManager to develop early concepts and now puts together a new plan every few months. "I then print it out and carry it with me everywhere, so that everything that comes to mind goes straight on to the mind map. I also cross off things as they are completed." And whenever the mind map is too messy to work with anymore she starts a new one.

So what are the key benefits to Maree

- having everything on one sheet of paper means she is constantly aware of where her attention needs to be, where new ideas belong, and what is most urgent.
- there is always a plan B if one source of materials dries up or some other obstacle gets in the way – a quick check of the mindmap and the alternatives are there
- portability is a huge one – easy to use in the Koru Club, cab or while waiting for an appointment
- the saved mindmaps provide a perfect record of how far she has come ~ great motivation!!"

Maree says that she was slow to appreciate the benefits of mindmaps but was persuaded by a workmate a few years ago to reconsider. However it is the software that has made them so much a part of her business life. "Isn't it wonderful when a great concept and good technology come

together to create a great tool? I don't know how I would work without it now."

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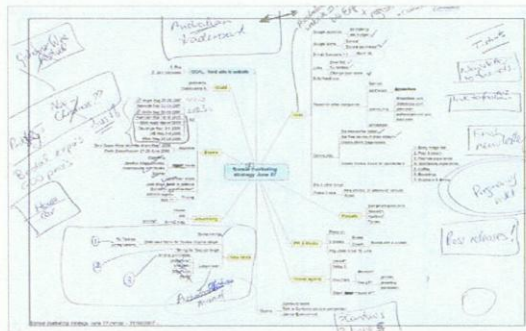


Figure 1 From here in June 07

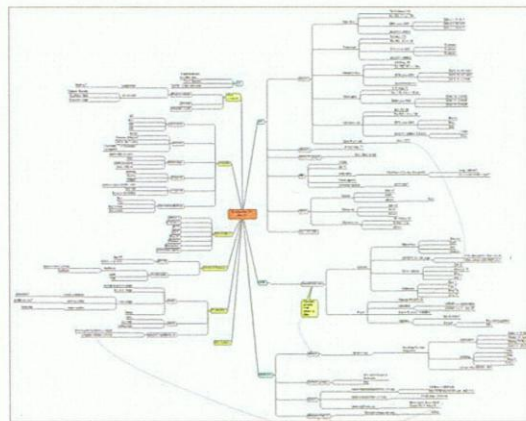


Figure 2 To here in December