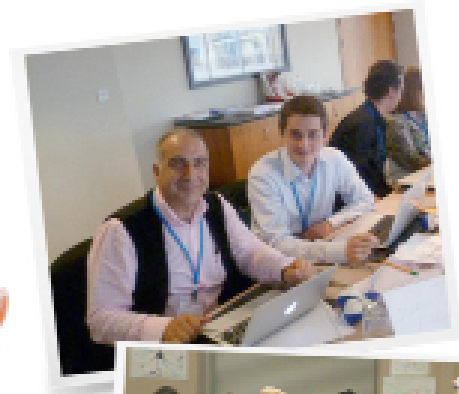


ThinkBuzan

Licensed Instructor Course in Mind Mapping



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Table of Contents

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Background

Like any muscle, the human brain needs training. With over 40 years' experience, ThinkBuzan's Training Team present to you a fully accredited training course in Mind Mapping and the iMindMap software; endorsed and delivered by the inventor of Mind Mapping and best-selling author, Tony Buzan.



600+
ThinkBuzan Licenced
Instructors since 2011



13+
Locations trained in



40+
Hours' worth of
resources available

Global Instructor Network



The Course

On this course, you will be learning from the world experts in creative thinking and Mind Mapping training, who combined have over 40 years experience.

Master the infinitely versatile creative thinking tool, used by over 250 million people worldwide and within organisations such as Apple, the United Nations, Disney and NASA. During this 4 day fully accredited Mind Mapping training course, you will learn the core principles of Mind Mapping, the science behind why it works, and how to effectively apply it using the iMindMap software.

The ThinkBuzan Licensed Instructor Course provides the knowledge, skills and in depth training materials needed for you to go on and deliver official ThinkBuzan Practitioner courses of your own on Mind Mapping or iMindMap. Ideal for corporations, educators, entrepreneurs, consultants, strategists and personal coaches alike.

'It was the best course I have ever attended... It was both enjoyable and inspiring! I learnt so much that I can apply both professionally and in my personal life going forward'

Kari Greaves, Head of Service Improvement, Guinness South

Overview of the Course Content

Mind Mapping Fundamentals

Learn how to Mind Map and the core principles behind it. Discover why you need keywords, colour, curved branches and plenty of imagery.

The science behind Mind Mapping

Discover the science behind how and why Mind Mapping is so powerful, including research on memory, creativity, productivity and enlightening case studies.





Meta-cognition

Explore how we think, the limitations of our traditional thinking processes and the impact this has on our ability to be truly creative.

How to improve productivity by 20%

Mind Maps may look pretty, but they are seriously good at getting you organised. A radiant, hierarchical structure and strong visual triggers can allow you to capture vast amounts of information clearly and concisely.

Fast access to creative ideas

Mind Mapping helps to stimulate creative thinking and generate more ideas. We will show you how to tap into that creative power and push your brain to its full potential.

Applications of Mind Mapping

Mind Mapping and iMindMap are infinitely versatile. We will teach you a wide range of ways to use Mind Mapping to improve specific tasks such as: brainstorming, planning, performance coaching, studying, presentations, business processes and more.



Recall During Learning

The 7.5 laws of memory and behaviour that underpin the Mind Mapping process. Mastering these powerful principles will not only improve how you learn, but ensure all of your communications are more memorable and meaningful.

The iMindMap software masterclass

Master all of the hidden tricks and treasures of the most creative Mind Mapping software available, with powerful design, task management and presentation features.

Presentation Skills

Learn how to create beautiful and engaging presentations. Utilise Mind Maps to improve your presentation preparation and delivery, and make them more memorable for your audience.



How to teach iMindMap & Mind Mapping

You will not only leave the course an expert in Mind Mapping, creative thinking and the iMindMap software; you will be able to train others in these techniques using the skills we have taught you and the exclusive resources we provide.

One-to-one feedback from the course leader

There will be a final overview of the course content, which will consist of the delegates presenting topics from the course. Delegates will receive one-to-one feedback from the course leader.



The Accreditation

This course is endorsed by the inventor of Mind Mapping, Tony Buzan. ThinkBuzan are the only training provider offering an **official accredited course** in Mind Mapping. We provide you with a range of resources to assist you in your own training courses and to incorporate the creativity and Mind Mapping techniques you learn into your day-to-day life. These benefits include:



Access to our ready-made one day Practitioner courses in Mind Mapping and iMindMap with agendas, materials and training resources so you can deliver your own content straight away.



Official ThinkBuzan Practitioner Certificates, signed by Tony Buzan and ThinkBuzan CEO, Chris Griffiths, for your delegates.



Full profile listing on the highly visited ThinkBuzan website to promote your accredited coaching services globally.



Further your training and achieve Senior ThinkBuzan Licensed Instructor status by demonstrating your knowledge, skill and experience across all of our disciplines.

'After 35 years in business, I am usually very sceptical of training courses and am satisfied when I take away one new thing per day. At this course, I picked up many new things in each hour'

Gregg DeSilvio, Senior Director of Strategy and Business Development, Hertz Global Holdings

What have our previous delegates gone on to do?



Carl Peters - Trained teams at the European Commission

Carl was accredited in London in 2011. He found that the European Commission had a demand for their employees to be trained in Tony's Mind Mapping technique. Carl had to undergo a rigorous application process in order to deliver the training and found that his accreditation from the Mind Mapping course helped him to meet and exceed the criteria needed.



Julie Cummings-Debrot - Consulted in the technology sector

Julie was accredited in London in 2013 and has extensive experience of training and consultancy in several industries, such as pharmaceuticals, tourism, finance and technology. Julie used the accredited course in Mind Mapping as a means of furthering her career. Julie found that there was a need among businesses for increased efficiency and problem solving and used her accreditation as a means of filling a gap in the market.



Keith Usher - Mind Mapping training in the UAE

Keith Usher was accredited in 2011. Keith is the owner and Managing Director of Insight Learning Organisation, who are one of the most proactive companies promoting Mind Mapping courses in the Middle East. Insight Learning Organisation have worked with clients such as UAE government ministries and is now eager to promote learning through Mind Mapping to a wider audience in the UAE through the Ministry of Education.

Why should you be trained by ThinkBuzan?

We are backed by **expert trainers** Tony Buzan, Owen Hardy and Jennifer Goddard. They have over **40 years** of research and experience in creative thinking and innovation. We are constantly perfecting our techniques and exploring new ideas, so that we can offer you relevant and powerful training.

We've trained individuals and organisations across **6 continents** and our trainers have been requested by international organisations such as the European Commission, the Petra Nobel Conference of Nobel Laureates, European Parliament, European Academy of Direct and Interactive Marketing and various royal families across the globe, to help them apply innovative thinking to their projects.

The iMindMap software that we train you to use and teach is used within organisations such as...



The Training Team

Tony Buzan - Inventor of Mind Mapping

Tony Buzan is the world-renowned inventor of Mind Mapping and expert on the brain, memory, Speed Reading, creativity and innovation. He has been named as one of the world's top 5 speakers by Forbes magazine, along with Mikhail Gorbachev, Henry Kissinger and Margaret Thatcher.

Tony Buzan leads the majority of our courses around the world, building a network of highly specialised experts in creative thinking.



Tony has worked with governments around the world on educational creativity and leadership issues, including the governing bodies of Australia, Bahrain, China, UK, Jamaica, Malaysia, Mexico, Singapore and South Africa.

Through his consultative work for governments, Tony continues with his aim to instill a strategy for creative thinking into the school curriculum, seeking to influence current government bodies, as well as inspire the leaders of tomorrow.

Liz Oseland - Head of Training



Responsible for managing OpenGenius' Training Department, Liz's number one priority is to always ensure her clients needs are met. She has a long and strong track record with over 15 years experience within the training, education and coaching fields.

She has a holistic approach to learning solutions, and has led the planning, delivery, assessment and evaluation of bespoke learning engagements.

As a qualified coach, she has worked with individuals across a range of sectors to support them to improve performance for themselves and their organisations. Liz is passionate about transferring and facilitating knowledge. She delivers engaging and memorable training sessions and creates learning environments to enable clients to reach their full potential.

Danielle Hazell - Training and Events Co-ordinator

Dani coordinates all of the ThinkBuzan Licensed Instructor Courses in Mind Mapping, Memory & Speed Reading and will be your point of contact as a TLI graduate after the course.

As a ThinkBuzan Licensed Instructor, you will spend a lot of time liaising with Dani who will provide you with access to our online Training Resource Repository, build and load your trainer profile onto the ThinkBuzan website, take and process certificate orders, keep you up to date with the latest TLI news and be there for any assistance should you require it.

From global TLI courses to global consultancy, Dani will guide you through the logistics and practicalities for any event and will ensure that you and/or your clients have a seamless experience training with ThinkBuzan.



What are the perks of being a TLI?



25% Off Courses

Receive 25% discount on our ThinkBuzan Licensed Instructor courses in Memory and Speed Reading.



30% Commission

Receive exclusive 30% Premium affiliate commission on any sales of iMindMap which you generate.



Preview Software

Be the very first to see the upcoming versions of iMindMap before they're released and receive all upgrades for free.



Re-attend Free

Refresh your skills and keep up-to-date on the latest techniques by re-attending the course at anytime. All you need to do is pay a small delegate rate – the course fee is free.



Online Courses

After attending the course, you will be given access to our newly developed range of online courses. You can refresh your Mind Mapping skills from the comfort of your own home.



DropTask PRO

You will be given a free, 6 month subscription to the newly developed visual task management tool, DropTask PRO. You can visualise your workload, allocate tasks and access all of your work tasks in one place.

Group Discounts

We offer great group discounts on our accredited training courses for employees from the same company or educational institution.

Please contact info@thinkbuzan.com or call on **+44 (0) 207 1177 173** (UK) or **(1)-800-961-4582** (USA) for an official quotation, and notify us of the number of individuals in your group and the course which you all wish to attend.

Please note, discounts cannot be used in conjunction with any other offer. Only one discount is applicable per booking.

How can I book onto a course?

There are 3 main ways that you are able to book onto an accredited Mind Mapping course with ThinkBuzan.

Call us

Give us a call on **+44 (0) 207 1177 173** (UK) or **(1)-800-961-4582** (USA) - our office hours are 8.30am - 6pm (UK time) Monday to Thursday, and 8.30am - 5pm Friday. We can also put you in touch with our Senior Trainer, Owen Hardy, to discuss the course in more detail.

Email us

You can also contact ThinkBuzan and book a place via email at info@thinkbuzan.com and we aim to reply within 24 hours Monday to Friday.

Website

You are also able to book a place and pay via our website

You can view our terms and conditions here:

F.A.Qs

Who attends the ThinkBuzan Mind Mapping course?

We have delegates attending the Mind Mapping training course from multiple disciplines worldwide. Previous delegates hail from backgrounds including business consultancy, education, coaching, management, charity, medicine, psychology, government, and public services.

How long am I accredited for?

Once you have attended the Mind Mapping training course, your accreditation is valid for 12 months. Every 12 months, you will be asked to pay a £250 renewal fee (+ VAT if applicable) to renew your accredited trainer license with ThinkBuzan and continue to receive the benefits. If you have attended multiple ThinkBuzan accredited training courses (such as our Memory and Speed Reading courses), you will only be required to pay one renewal fee to cover the 12 month period.

How can I pay for the course?

You can pay a 10% deposit or you can pay the full amount upon your booking. If you are only paying the deposit, then the rest of the payment is due 30 days before the course begins. There are 3 methods of payment;

- 1) Bank Transfer - if you would like to pay by bank transfer, you can find our bank details on the invoices we send out. Simply provide us with your bank remittance slip once you have made the payment so our Finance team may locate your payment. Please also note that you will be required to cover any bank charges.
- 2) Credit card - if you would like to pay by credit card, please contact us on **+44 (0) 207 1177 173** (UK) or **(1)-800-961-4582** (USA) and we would be more than happy to process your payment over the phone. Alternatively, you can provide us with your telephone number and a suitable time to contact you and we will be more than happy to call you.
- 3) Paypal - if you would like to pay by Paypal, simply provide us with your Paypal email address and our Finance team will request payment from your account.

How can I refresh my skills once I have attended the course?

Once you have become an accredited ThinkBuzan Licensed Instructor, you may re-attend the Mind Mapping training course at any time and pay only your direct costs for the day, such as training materials, lunch and refreshments. This is the perfect opportunity to make sure your Mind Mapping skills and knowledge are up-to-date, and to share your accomplishments with new delegates. Please note, spaces are subject to availability. Please also ensure that you are up-to-date with your TLI Renewal Fees.

For more information, please contact our Training team at

General Information Enquiries

I have a training question

If you wish to find out more information regarding the courses we offer, simply contact our training team for more information:

Or give us a call on **+44 (0) 207 1177 173** (UK) or **(1)-800-961-4582** (USA) - our office hours are 8.30am - 6pm (UK time) Monday to Thursday, and 8.30am - 5pm Friday.

Case Studies

1.0 Carl Peters: European Commission Registered Trainer

What did Carl think of the resources provided by ThinkBuzan for delivering the Mind Mapping Practitioner course?



“The Practitioner resources were engaging, packed with examples and a very good Powerpoint presentation. The resources were easily adaptable and I was able to use my own knowledge to build on the information and tailor it to meet the needs of the European Commission”

A new twist on training...

Carl reviewed the Mind Mapping Practitioner course content, provided to ThinkBuzan Licensed Instructors, and decided that he needed to grasp the new content in the most efficient way possible. He started by breaking down the course content into summary Mind Maps using iMindMap. These individual Mind Maps formed an overview of each section in the Practitioner manual.

The Preparation



Individual Mind Maps were created for each section of the course

Carl cut them out and arranged the maps together with the main aim of seeing the bigger picture but also to assess the direction the course would take. Adding coloured lines connected the maps and differentiated them on the page.

“I needed to understand the new information before teaching it to others. The process of working with the physical Maps and putting them together helped me to implant the contents into my brain in a structured way”



“This course overview Mind Map was taped onto the book case in my office and I was able to review it constantly”

The Implementation

The course delegates were from academic, scientific and administrative roles within the European Commission (EC). Even though the delegates worked within different areas of the EC, Mind Mapping is an adaptable technique which can be introduced across the board. They planned to use Mind Mapping for note taking, instructional communication, group workshops and even to create interesting visual notices.

As part of the morning session, the delegates drew and presented many Mind Maps which were presented on a pin board for comparison and discussion. During the lunch break, they viewed a slide show of example Mind Maps which led to a round of questions about Mind Mapping and, in particular, the iMindMap software.

Mind Mapping for collaboration

“After lunch, we created a group Mind Map using iMindMap on the recent 50th anniversary of the European Commission Research Centre – a topic which they all had in common. This worked really well for the group session and they were bowled over by what iMindMap could do”

Rounding up the day...

At the end of the workshop, Carl certified the delegates as **official ThinkBuzan Practitioners in Mind Mapping**. He found from the Practitioner feedback form that delegates were eager to undertake more training and implement iMindMap at the institute. He is now planning to follow up with the iMindMap Practitioner course.

**Unfortunately, no photographs of the training session could be taken as the training took place in a high security area within the European Commission.*

2.0 Julie Cummings-Debrot: Language Trainer at the English Connection

In this post, Julie Cummings-Debrot, a ThinkBuzan Licensed Instructor and Language Trainer at The English Connection, gives an insight into her accomplishments since becoming accredited, including how she has integrated Mind Mapping and iMindMap into her consultancy business.



Based in Paris, Julie has extensive experience as an independent trainer and has consulted with companies in various industries including tourism, finance, technology and pharmaceuticals. With a view to expanding her services as a corporate consultant and language trainer, she attended the ThinkBuzan Licensed Instructor Course in Henley, UK in January 2013.

Why become an accredited trainer?

“I had used Mind Mapping for a number of years before I discovered the TLI course which not only offered official Mind Mapping training but also iMindMap techniques. It was an opportunity, which I was ready to take and one of the best decisions I’ve made in my career. The course was a natural progression for me and the ThinkBuzan accreditation gave me the credibility I needed to take my corporate training to the next level. I am very excited about the future!”

Since graduating from the TLI course at the beginning of the year, Julie has sought to differentiate her business by setting up a parallel training company to her existing language company, entitled **The Mind Mapping Connection®**.

What are businesses looking for?

With business executives experiencing increasing levels of stress, they are constantly looking for new ways to enhance their efficiency, solve daily problems, overcome strategic challenges and improve their performance. Julie recognised the need for enhanced working practices amongst her corporate clients and realised that there was a gap in the market, which she could fill.

To combat increasing pressure on businesses and employees, Julie sought to introduce Mind Mapping to middle and senior executives. This technique zeroes in brilliantly on key information and saves so much time regardless of the industry, profession or individual workload.

“I have found that iMindMap compliments Mind Mapping perfectly and also adds a professional touch to a creative and enjoyable process”

With Mind Mapping at the forefront of Julie’s training agenda, she recently held an in-house two-day workshop for a leading French data and cloud management conglomerate. The company operates on a global scale and provides software solutions for large FTSE multi-nationals. This is a continually evolving industry and their employees were looking to enhance their skillset and keep up-to-date with the latest software developments. Delegates on the course included middle and upper managers from Research and Development, Marketing, Finance and IT.



“There is a definite demand in the technology sector for Mind Mapping and iMindMap. Within this field, consultants must continually train and develop their skills. Introducing them to iMindMap counts as continuous professional development and allows individuals to see its wider implications within their own roles”

Day 1 – Mind Mapping

On the first day, Julie utilised the Official ThinkBuzan Mind Mapping Practitioner course resources to introduce delegates to the concept of Mind Mapping in Business.

A pre-requisite of the course was that each delegate had to bring a problem, which they were currently experiencing in work. Once they learnt how to Mind Map, Julie instructed the delegates to ‘power map’ for 15 minutes about their individual problem. Following this, they were paired up and asked to review their partner’s Mind Map and suggest solutions to their problems. This activity was designed to encourage delegates from different departments within the organisation to work collaboratively and assess problems from a fresh perspective.



“The results were astounding! It helped of course that all of the course delegates were from the same company, as they understood the ethos of the company and the industry within which they work. However, it was really interesting for them to look at challenges facing colleagues within other areas of the company”



Day 2 – iMindMap

On the second day, Julie delivered the iMindMap Practitioner course to the delegates. Armed with Mind Mapping knowledge, they were enthusiastic about tackling iMindMap. The employees embraced the software and got off to a flying start under Julie’s watchful eye.

With their I.T background, they were intrigued to see what the software could offer them and they were impressed by the results.

After the course finished, delegates were required to submit an individual iMindMap in order to receive their official ThinkBuzan Practitioner Certificates in iMindMap and Mind Mapping.

Since becoming ThinkBuzan Practitioners, the delegates have continued to Mind Map not only for problem solving, but to consider new avenues and ideas, prepare presentations, take notes and generally avoid succumbing to the daily pressures of working with a lot of data.

What did Julie think of ThinkBuzan’s Practitioner course content?

Having used official ThinkBuzan Practitioner course content to deliver her workshops in iMindMap and Mind Mapping, Julie had plenty to say on this matter:

“There is enough material to do a week’s training never mind 1 or 2 days. As the course progressed it was wonderful to see the reactions of each participant as he or she became fully aware of the potential of the Mind Mapping. Each person is unique, and the material we have been given helps each individual reach his or her goals and fly. To be able to introduce delegates to Tony’s original (and so important) technique of Mind Mapping by hand and follow that up with the iMindMap software is truly amazing”

What’s next for Julie?

Julie is investing more of her time and resources into developing her new company The Mind Mapping Connection® and is starting to translate her workshop content into French so that she can bring Mind Mapping to a wider audience and add a new dimension to her training offer.

Keith Usher - Mind Mapping training in the UAE

"In 2013 alone more than 300 people attended our two flagship programmes for iMindMap and Mind Mapping."



ThinkBuzan Licensed Instructor, Keith Usher, has a career spanning 25 years as a Management Consultant and Trainer, ranging from international based consultancy with Zurich Group to setting up Insight Learning Organisation, a specialised management consultancy and training operation in the Middle East and Africa.

Keith grew up in Kenya, and went on to study for his BSc Honours degree in Psychology at Surrey University. In addition to his work as a Management Consultant and Trainer, Keith is passionate about wildlife conservation and spends up to 3 months each year in Africa where he qualified as a FGASA Field and Trails Guide. He enjoys photography and volunteer work, as well as developing his knowledge of African wildlife and conservation.



How it all started for Keith:

Keith first learned about Mind Mapping 18 years ago, as a Training Consultant with life assurance group, Allied Dunbar, in the UK. While attending a conference during this time, he met Tony Buzan. He says

"... he gave me a personal autographed copy of 'The Book of Genius' and a personal message in a Mind Map format that said 'Use both sides of your brain to get ahead'. He has since re-signed that book twice, once in the UK when I attended a course in Henley in 2009, and again in Dubai in 2011 when I was fortunate enough to have dinner with him and discuss his visits to Africa."

Keith was an early exponent of primacy and recency learning, incorporating Mind Map summaries in to all of his training programmes both at the end of each module and as a review of learning every morning. Because of this, he decided to take the next step and attended a Mind Mapping course in 2009, and the ThinkBuzan Licensed Instructor Course in Dubai, in 2011.

"The instruction provided by Tony and Chris was of the very highest standard, ably backed up by the comprehensive iMindMap software tuition provided by Senior Trainer Owen Hardy."

Keith is the owner and Managing Director of the Dubai based Insight Learning Organisation, that offer specialised management and leadership development training and consultancy. He uses Mind Maps to design all of the organisation's corporate training modules.



"A Mind Map is the best tool I have ever used for planning and designing, whether working on a project, a speech or a business plan, or as is most common in my case... a training programme. I also use Mind Mapping for delivering programme content in lieu of PowerPoint, even for non-Mind Mapping courses."

What has Keith gained since attending the ThinkBuzan Licensed Instructor course?:

Since receiving the ThinkBuzan Licensed Instructor accreditation, the Insight Learning Organisation has become one of the most proactive companies in the Middle East promoting accredited ThinkBuzan Mind Mapping courses.

"In 2013 alone more than 300 people attended our two flagship programmes for iMindMap and Mind Mapping. We are working closely with ThinkBuzan to create a structured offering to our clients, in terms of training content and design, software versions, books and the very highest standards of training design and delivery. Our accredited courses are delivered over two or three days to ensure learning is transferred into the workplace."

Mind Map clients of Insight Learning Organisation include the UAE Government Ministries and many corporate organisations based both in the Middle East and internationally.

What's next on Keith's Mind Mapping agenda?:

Keith is eager to promote learning through Mind Mapping to a wider audience in the Middle East, particularly within the Ministry of Education, and has met with Tony Buzan on a number of occasions to discuss and plan future Mind Mapping initiatives within the UAE.



“In 2014 we introduced public programmes to complement our in-house training. To date we have delivered two courses in Dubai with four others planned for Abu Dhabi, Qatar and again in Dubai.

This month we are running a programme for the Prime Minister's Office in Dubai, and are in discussion with the Abu Dhabi Council for Economic Development for introducing Mind Map workshops for UAE national school children.”

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The logo features the text 'ThinkBuzan' in a blue serif font, with a blue dot above the 'i'. The text is positioned on a white background that is framed by a thick blue border on the left and bottom. A large, curved graphic element, consisting of an orange-to-white gradient on top and a green-to-white gradient on the bottom, arches over the text.

ThinkBuzan