



Getting Started Guide

Using Mindjet Software and Templates for Strategic Consulting

“One of the challenges we face as managers is bringing together information from a number of different sources and presenting them in a single view, so that all members of the team see the same picture. I use MindManager extensively to quickly structure the information my team needs.”

—Chris Alexander, Capgemini UK

As a consultant, you wear multiple hats: subject-matter expert, internal team manager, client services manager. All of these roles are challenging by themselves—juggling multiple roles at once can seem nearly impossible. Without the ability to keep current on trends affecting your client’s industry and business and effectively share information with internal teams, consultants aren’t able to deliver quality results and perceived value.

Information overload, poor requirements definition, inadequate communication, and lack of stakeholder buy-in often lead to incorrect or inadequate decisions that can send consulting projects off the rails.

Mindjet® software enables business consultants to capture, organize, plan, and act on ideas and information in a visual environment that supports both internal team collaboration and client communication. With Mindjet software, you can create shared visual diagrams that improve internal team work, client communication, and consulting engagement management.

This guide will walk you through how to get started using Mindjet software and custom templates to leverage information more effectively, drive more effective planning, and directly improve client results. In particular, the guide will walk you through the Problem Solving map template.

All the capabilities we’ll show you are available with Mindjet software, which includes Mindjet MindManager® 2012, Mindjet Connect®, and Mindjet Mobile.

Mindjet MindManager® 2012

Information mapping software that fosters active collaboration, enabling users to brainstorm, plan, strategize, and present more effectively using interactive information maps that illustrate the big picture, yet contain all relevant details in a single view. MindManager is integrated with the Mindjet Connect free online service, so visual Mindjet maps can be easily shared across teams and devices.

Mindjet Connect® Free and Business Editions

An online service for sharing and collaborating that extends the value of mapping to your entire team or organization. Mindjet Connect allows you to securely store and manage Mindjet maps and files online, invite anyone to contribute and collaborate without the need for additional software, and access your work anytime, from virtually anywhere, and from any device.

Mindjet Mobile

Create, collaborate, and access your maps and files on the go. Use Mindjet’s mobile apps to take your work with you. Stay in sync with your team anytime, anyplace, and from any mobile device.

Problem Solving Map Template

In this guide we're going to use Mindjet's standard Problem Solving map template. You'll find a link to the Problem Solving map template in the Consulting Solution page on mindjet.com. Let's walk through a scenario in which a consultant has been brought in to an organization that has experienced poor user adoption of a new CRM system. The template is just a starting point. You don't need to use all of the elements, and you can customize it to your own needs.

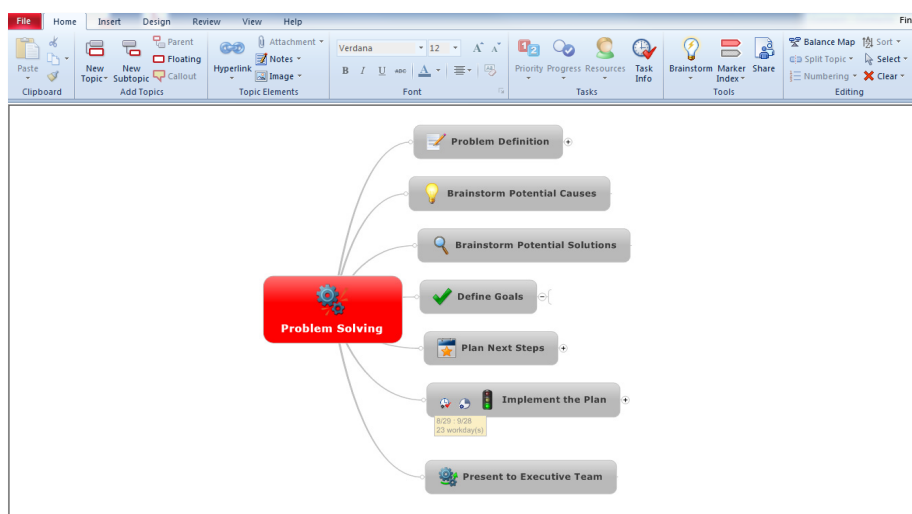
Let's assume the client stakeholders are the Sales Manager, Marketing Manager, Solution Consulting (SC) Manager, and they are in separate locations. This example assumes that the

consultant has chosen to use MindManager 2012 to create Mindjet maps, because the client intends to use some of the project planning capabilities offered in MindManager 2012. The consultant accesses Mindjet Connect's sharing capabilities directly from within MindManager. The client stakeholders simply log into Connect to review and contribute to the map—since Mindjet Connect includes map creation and editing capabilities, they can edit the map right from their browsers.

To follow the steps, simply download the template and open it in either MindManager 2012 or Mindjet Connect.

Getting Started

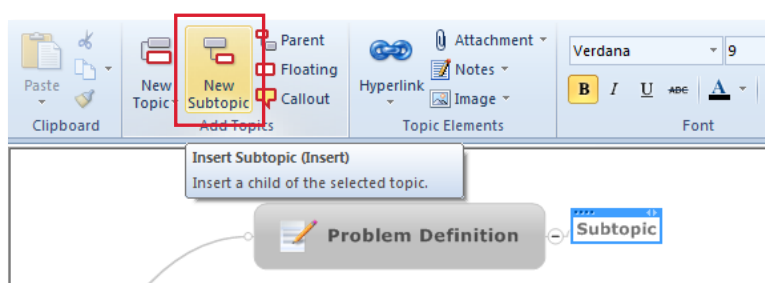
When you open the template, it will look like this. If you're not already familiar with the menus, take a moment to review the ribbon and the map topics.



Create a Subtopic

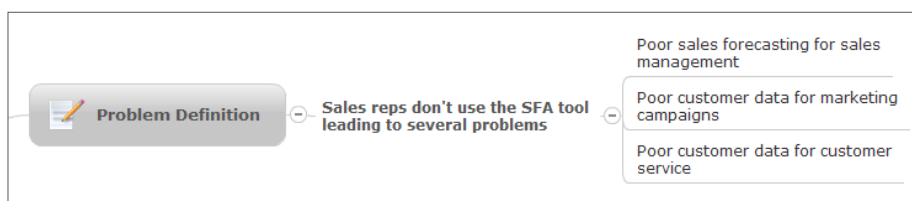
The first thing you'll probably want to do as a consultant is to clearly define the problem. Assume this takes place in a web meeting with all client stakeholders to get everyone on the same page and in agreement.

Click on the Problem Definition topic, then create a subtopic by either using the task bar or clicking the Insert key.



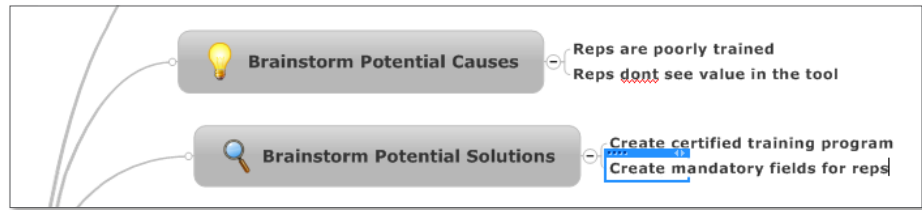
List Problems

Hit Insert again to start listing the problems. After your first problem statement (poor forecasting) hit Enter to add the other two problems.



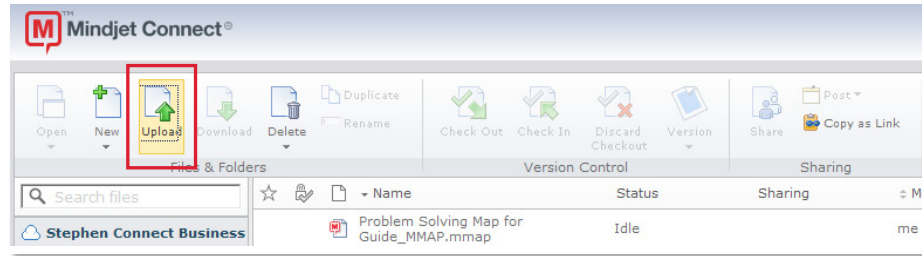
Collaborate

Next you might want to brainstorm with the team on potential causes and solutions. You can add subtopics as the team provides input.

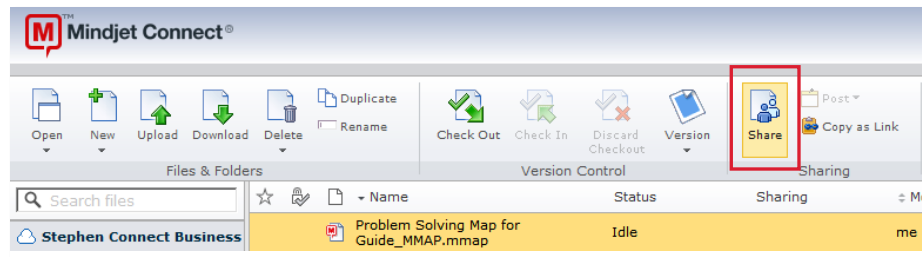


Share

Once you've finished your web meeting, you can send the map to the team for their collaborative comments and relevant attachments.



Open Mindjet Connect and upload your map, then click Share.



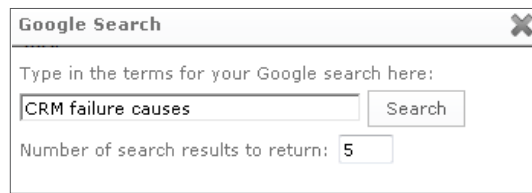
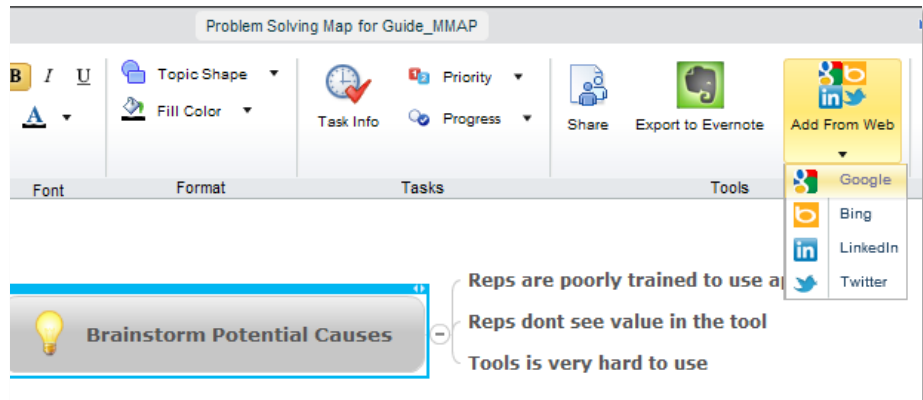
You'll then be able to invite the stakeholders to review and edit the map.

The dialog box 'Share Problem Solving Map for Guide_MMAP.mmap' contains the following fields and options:

- Three user entry sections, each with:
 - Email field
 - First Name and Last Name fields
 - Role dropdown (set to 'Guest')
 - Access Level dropdown (set to 'Edit' for the first two, 'Read-only' for the third)
 - Help text: "Guests are free users who can be given edit access on a limited number of maps."
- A link: "Share with more people..."
- Buttons: "Cancel" and "Next >"

Attach Data

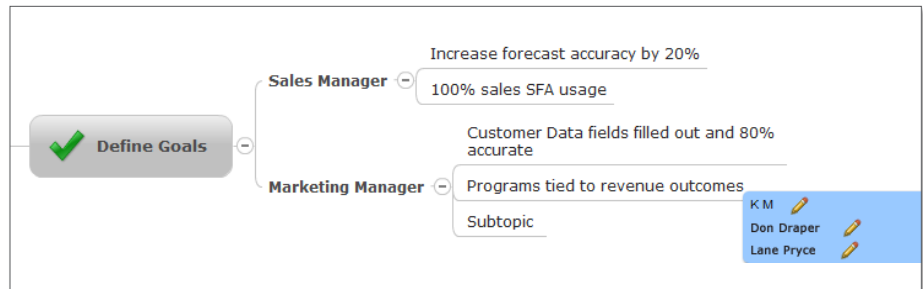
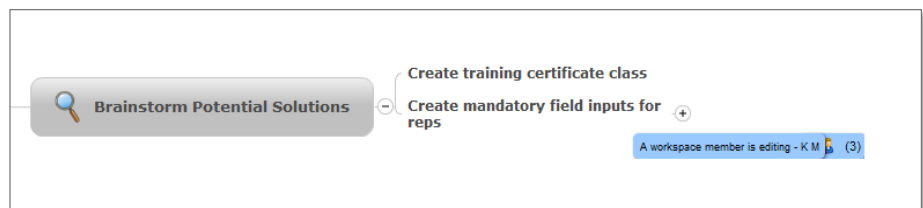
The stakeholders can also add attachments and links to support the Problem Solving exercise. In this example, use the Add From Web drop down menu to do a Google® search on “CRM failure causes”. The results will automatically attach to the topic.



Brainstorm

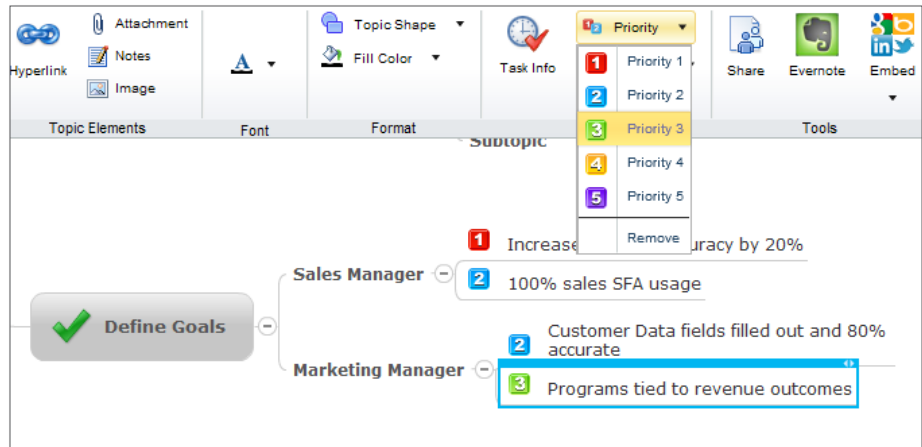
In your next meeting you might want to go ahead and collaboratively brainstorm potential solutions and goals.

The project stakeholders can co-edit the map while you are all on the conference call. You can see who is co-editing the map.



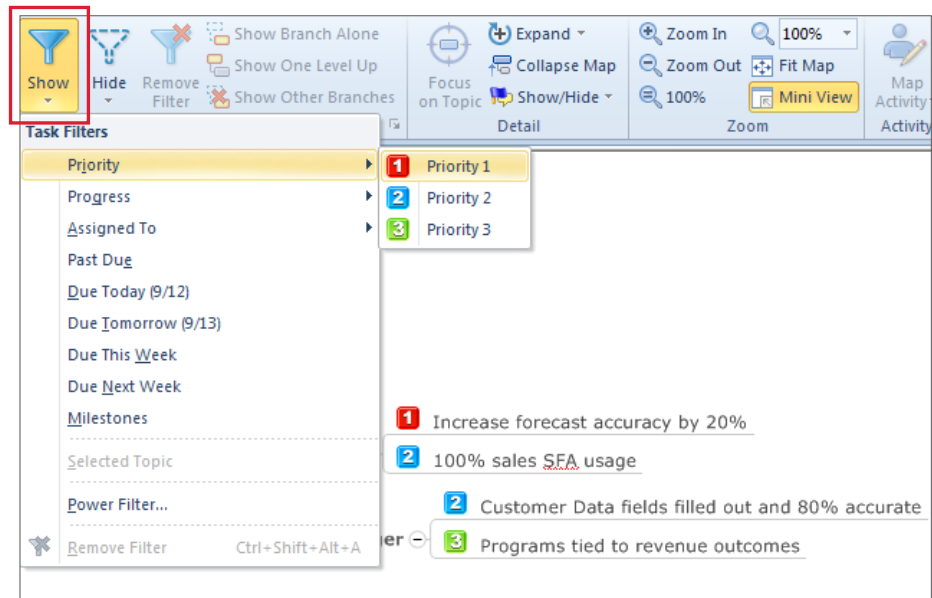
Prioritize

Next, you can work with the team to prioritize the goals using the drop down in the Connect task bar.



Filter

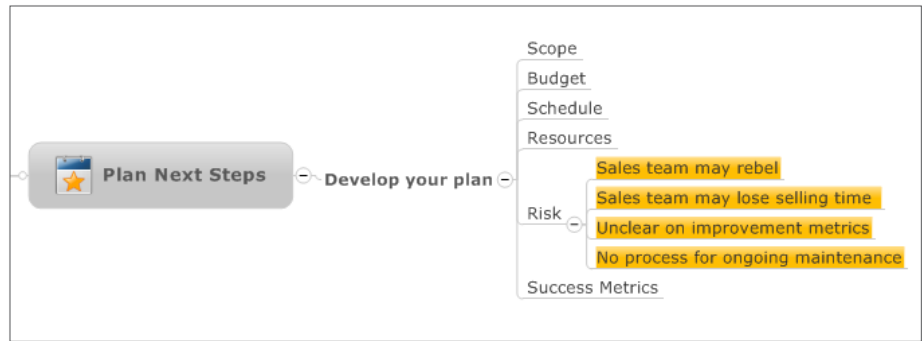
After you finished your requirements gathering meeting, you go back to your desk to build out the project plan in MindManager. Clicking on the Show icon you can filter the priorities so you understand what to focus on first. This is particularly useful when you have a lot of tasks.



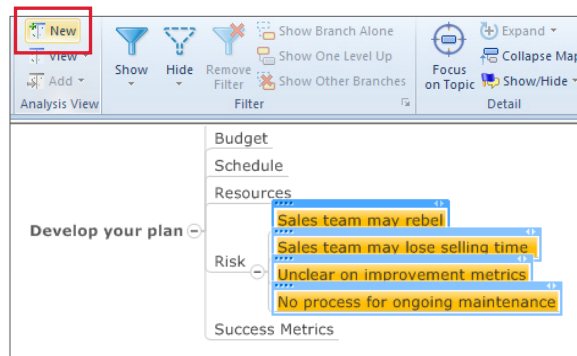
Analyze

Now you might want to identify and analyze some risks.

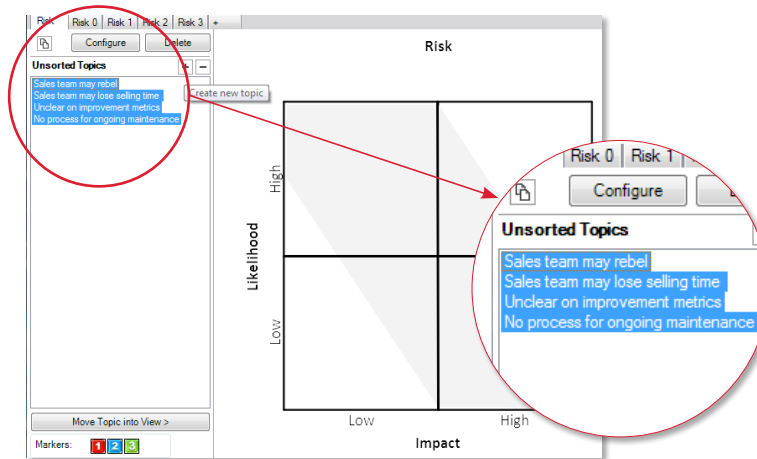
Once you've entered your risks, you can use MindManager's Analysis View to help you drive better decisions by prioritizing and categorizing your mapped topics, in this case Risks. This new tool allows you to move topics into a predefined series of 2x2 analytics charts.



Start by clicking New in the Analyst View.

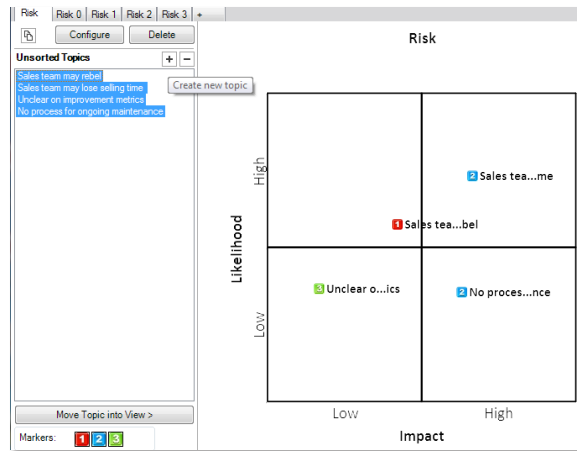


You'll see your Topics listed in the box.

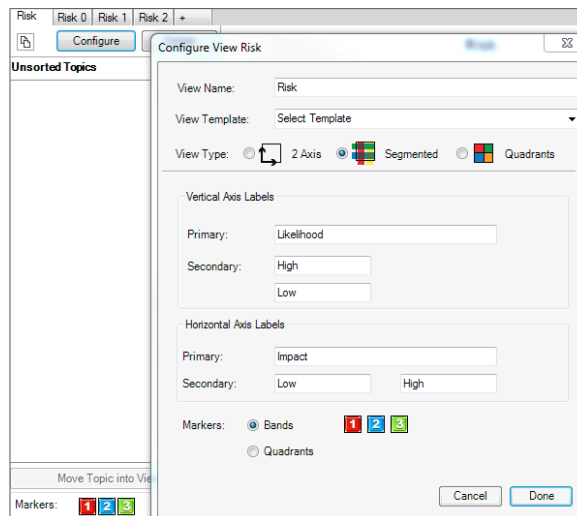


Analyze (continued)

Highlight them and hit the “+” to drop them into your risk chart.



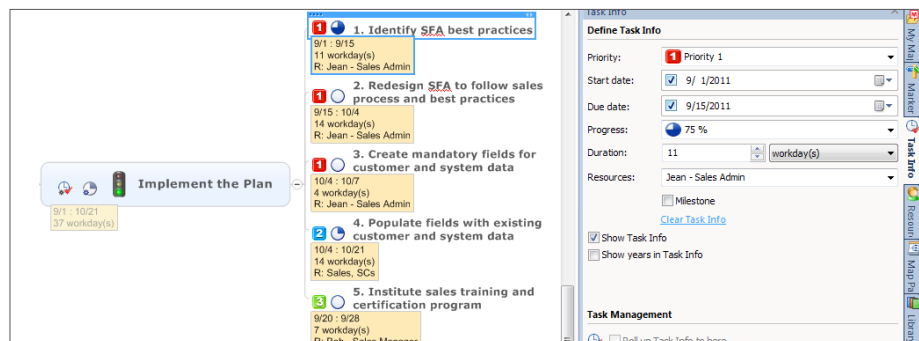
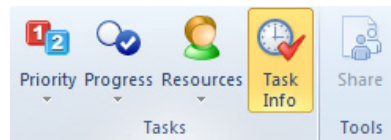
Clicking on Configure you can then design your 2x2 analysis.



Task Management

Now it's time to develop your plan in MindManager. In this illustration you can set up a simple list of tasks, project duration, due dates, and resources from the Task Info icon in the ribbon.

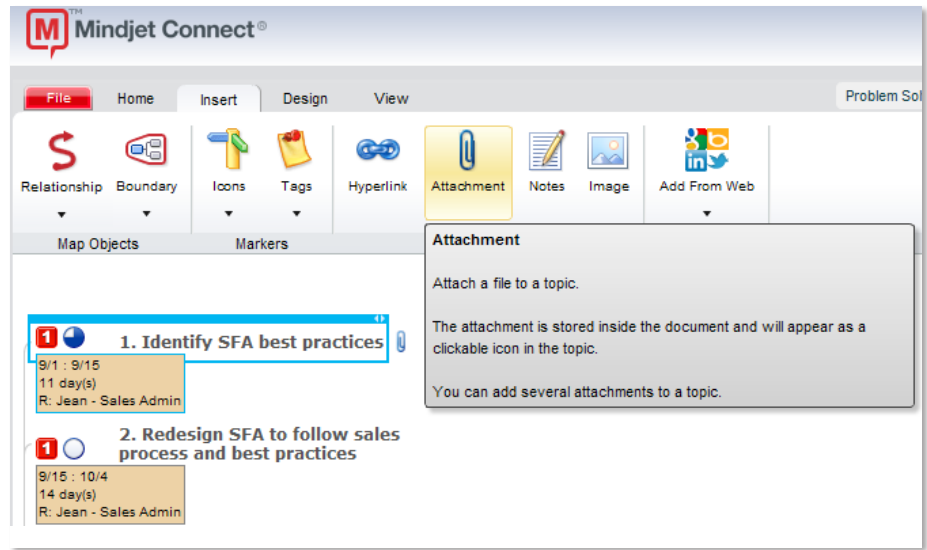
In this example, we won't go very deep into project planning capabilities. See the [IT Project Plan Guide](#) for more details on this functionality.



File Storage and Web Services Integration

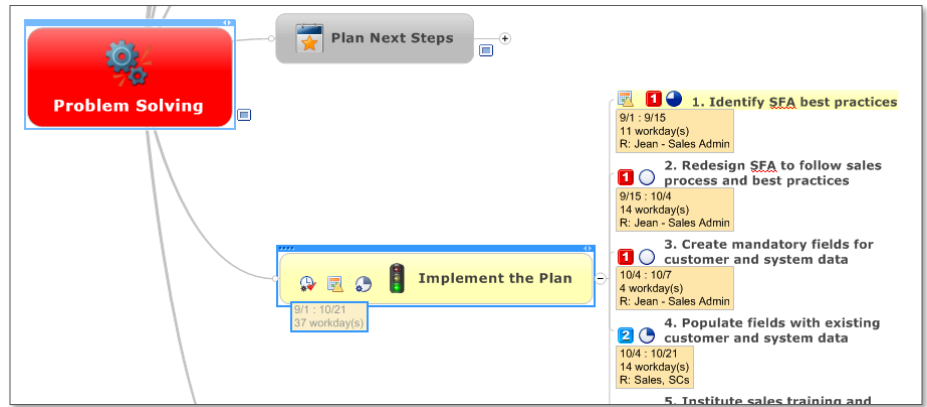
One of the most powerful features of Mindjet software is the ability to centrally store and access all your content, from documents to search engine results.

In this example, we're going to start in Connect with your first step of identifying SFA best practices and attach a White Paper PDF. Click Attachment, go to the file where the white paper is located and you're done.

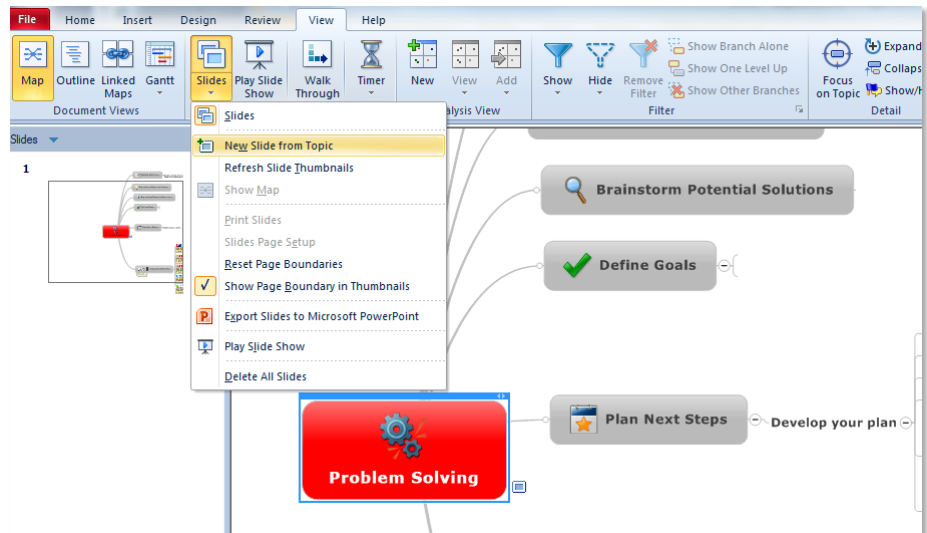


Slide Presentation

Now that you've built out and gotten stakeholder buy-in on your Problem Solving project, you can review the draft presentation in MindManager. Highlight the topics you want to be displayed in slides.

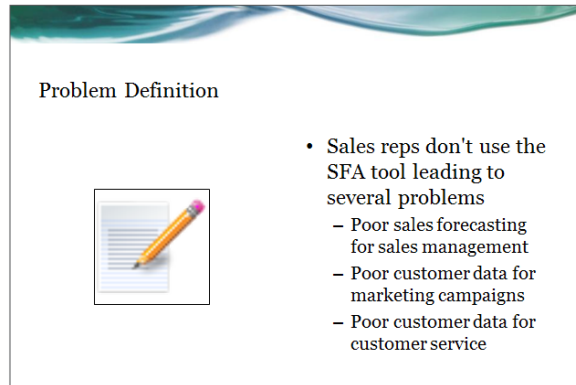
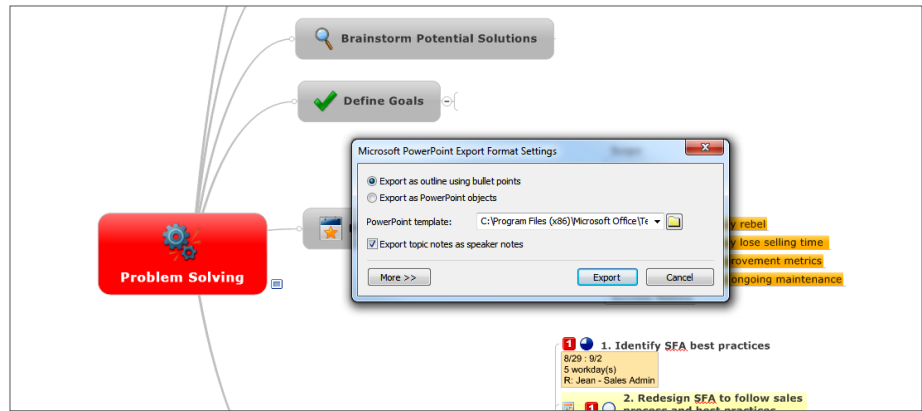


Then in the View tab click on Slides and select New Slide From Topic.



Export to PowerPoint®

When you're happy with the content and format and you're ready to present your findings and recommendation to the executive team, you can then export to PowerPoint for your final presentation.



This Concludes the Getting Started Guide.

You should now be able to build out your own Problem Solving maps using some of the powerful features illustrated in this guide in order to enhance your ability to capture, organize, plan, and act on ideas and information with your clients in a visual environment that encourages collaboration.

Other common management consulting map templates available for you to use include:

- Business Plan
- Strategic Plan
- SWOT Analysis
- Project Plan

Please visit our website to find more advanced tutorials and other resources.

We'd Like Your Feedback!

Please take a moment to tell us how we can further help you. www.surveymonkey.com/s/LTL3KFB

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