

A large, faint watermark of the Mindjet logo is centered on the page. It features a central rounded rectangle with a speech bubble tail pointing downwards. From this central node, several lines radiate outwards to various other shapes: a speech bubble at the top, a rounded rectangle to the right, a rounded rectangle to the left, a rounded rectangle at the bottom, and a dashed rounded rectangle to the right. The entire watermark is rendered in a light blue color.

MINDJET SOLUTIONS BUSINESS CASE:

Achieving Success in the Information Economy



Contents

- Executive Overview 1
- The Information Paradigm 2
- Manage Information Overload 3
 - The Information Challenge 3
 - Gain Control of Information 3
 - The Results 4
- Develop Compelling Communications 5
 - Unclear Communications 5
 - How to Develop Compelling Communications 5
 - The Results 6
- Make Effective Meetings 7
 - Meeting Madness 7
 - A Path to Effective Meetings 7
 - The Results 9
- Achieving Project Excellence 10
 - The Project Challenge 10
 - Apply MindManager Throughout Your Project Process 10
 - The Results 11
- Conclusion 12
- Additional Resources 13

Executive Overview

Businesses do not make decisions or implement strategies. Nor do businesses close deals, develop new products, or implement efficient processes.

People do. It's your teams who make decisions and implement strategies that drive business forward. Now more than ever, competitive advantage comes from the ability to transform concepts and ideas into value -- through innovation, strategy and delivery of services.

However, individual employees are faced with a growing crisis: an information crisis. With business moving at the speed of light, it's a daunting challenge to keep everyone on the same page. Burdened with growing responsibilities and an ever-increasing amount of e-mails and attachments, instant messages, phone calls and voicemails, employees are finding it hard to keep up with the flow of information and an even more difficult time sifting through it all.

This paper highlights how individuals within organizations can [increase productivity by at least 3-5 hours per week by using Mindjet MindManager Pro 7](#), the world's leading software that helps individuals and teams work smarter, think creatively, and save time... everyday. The gains are realized from improved management of information, better collaboration and communication, increased meeting efficiency, and more successful projects. See how individuals and organizations alike are transforming thoughts and data into organizational insight, ideas into action, and change into opportunity.

The data and conclusions in this business case are based on over 1,800 responses to Mindjet's global productivity survey and the results of the Mindjet Value of an Hour client pilot program that measures with surveys developed by Forrester Research the productivity gained from using MindManager.

The Information Paradigm

Over the last decade, the amount of information that people manage on a daily basis has become overwhelming. We have reached the state of "Information Overload," a term coined in 1970 by Alvin Toffler in his book Future Shock.

Information is produced at rapidly-increasing rates, duplication and transmission of information is getting easier, communication methods are multiplying and archives of historical information are exponentially growing. It's become increasingly difficult to find relevant content with all the noise.

Faced with growing levels of information overload, teams suffer from the inability to make clear and accurate decisions, as well as from increasing stress levels and diminishing organizational performance. According to the Gallup Organization, the loss of productivity from stressed-out workers costs the United States more than \$300 billion dollars per year.

Adding to the challenge of information overload is the growing prevalence of distributed workforces. Coordinating, connecting, and integrating a workforce is challenging enough when everyone is sitting in one location. The complexity increases as a business expands into new locations, across a state, region or even the world. The complexity grows yet again when you factor in partners and suppliers.

Software was supposed to help solve these problems, not exacerbate them. While information is now easily accessible, it is not necessarily usable.

The software challenges that lie ahead are less about getting access to the information people need, and more about making sense of the information they have. In a recent Wall Street Journal article, it was revealed that white collar workers waste an average of 40% of their workday. Not because they aren't smart, but because they were never taught the organizational skills to cope with increasing workloads and demands.

To tackle these challenges, Mindjet has developed its award-winning productivity software that helps to engage and align people to work smarter, think creatively and save time by visually capturing, organizing and communicating ideas and information effectively. Designed to facilitate the rapid development of ideas, capture complex issues, inspire creativity and identify next steps, MindManager is the mapping software of choice for businesses and individual users today. MindManager software enhances the quality of strategic thinking, accelerates project and process planning, increases productivity and improves the communication between individuals and teams.

MindManager enables people to work smarter and faster, improving not only individual results but also the output of teams. The visual interface sparks creativity and collaboration so that teams can easily capture knowledge, evaluate options and pursue the most promising strategy. MindManager software facilitates project and process planning, as well as communication and organization throughout the project. It helps to set the project on the right course, consolidate key project and process information and accelerate completion. The result is a more productive workforce making more informed decisions which yield optimal results.

The rest of this paper will walk you through how individuals are saving at least three to five hours a week when they utilize MindManager to:

- Manage information overload
- Develop effective communications
- Transform meetings into productive work sessions
- Plan and deliver projects successfully

Manage Information Overload

The Information Challenge

Companies of all shapes and sizes are impacted by information overload. And the impact is hitting virtually all areas of organizations, costing billions of dollars in decreased productivity and hampered innovation. It also impacts employees by lowering comprehension levels and diminishing work-life balance.



In the end, people are forced to decide and act with incorrect or missing information, or they spend too much time gathering and processing the information. The consequences are costly when you factor the impact on areas such as project staffing levels, customer service, product development, sales proposals, financials, and regulatory compliance.

Ankush Chopra, Ph.D. candidate, explains how it impacts his research. “Information took too long to find and even then I couldn't be sure I'd retrieved everything I needed,” states Chopra. “Perhaps most damaging, the links between different pieces of information were not always clear in my mind. In short, I lacked a holistic view. And fragmented information meant I was leaking productivity.”

Conservative estimates by IDC suggest that an organization with 1,000 employees wastes at least \$2.5 million per year by failing to find existing information, searching for outdated information, or recreating information that is outdated and poorly designed. The opportunity costs are even greater, exceeding \$15 million annually.

Gain Control of Information

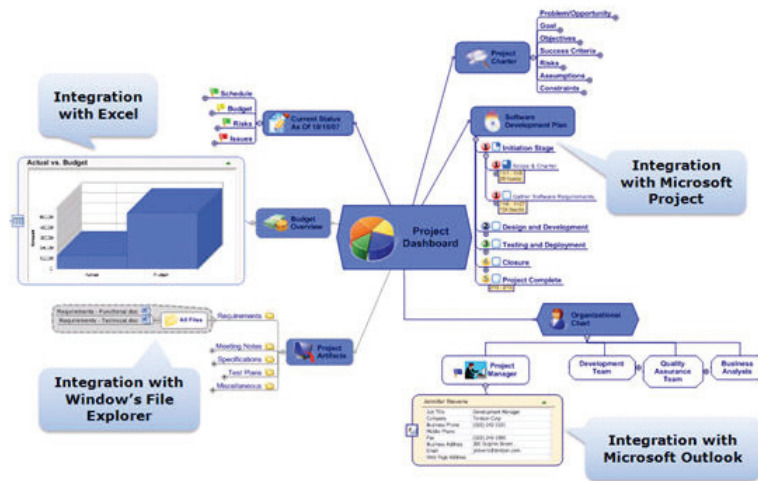
If you're like the typical knowledge worker, on a daily basis you are drowning in new e-mails, instant messages, office and mobile phone calls, and text messages, not to mention the vast amount of project content that you have to contend with.

MindManager offers a unique solution that not only allows you to gain unprecedented control of information; it also improves the clarity of your thoughts.

MindManager enables you to capture, organize, and share information from a variety of disparate sources. Through the non-linear visual representation of information combined with the easy filtering capabilities, you see everything in context, arrive at better decisions and maximize your productivity.



Individuals and teams can create dynamic MindManager dashboards that control and manage information related to all of your initiatives and projects.



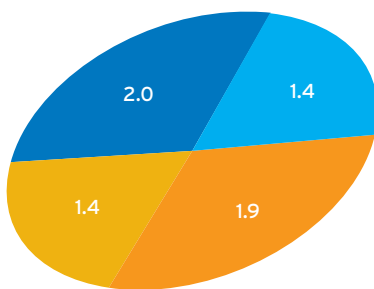
Project Dashboard Illustration

The Results

The costs of not finding information can be enormous, but it is usually hidden within an organization and rarely perceived as having an impact on budget or operational efficiency. Individuals using MindManager have found a way to combat the growing costs of information overload by utilizing business maps to organize their project and work information. MindManager dashboards allow you to quickly capture information from anywhere, organize it, and share it with others.

The savings occur on many levels. First, MindManager allows you to quickly search or filter your dashboards to find information within seconds. You control how much information is displayed at any one time, helping you to focus on the information that matters most. Working visually also has its advantages. Team members quickly grasp what's important and expected of them, and documentation can be organized in such a way that allows individuals to drill down to the important sections instead of plowing through unnecessary documents.

Mindjet's global productivity survey has reported that over six-and-a-half hours on average is spent each week on information-management related activities:



Hours Spent Weekly Information Management & Analysis

- Consolidating emails & documents into one usable interface
- Capturing ideas & concepts from business conferences, events or meetings
- Researching & organizing information for complex projects
- Trying to take information from one application into others & reformat into presentations

Pilot results: Potential savings using MindManager to capture, organize & share information is 39.6%

Education professor Michael Ruffini adds, "Because we live in an information-based society, the amount of content available for any given area is overwhelming. Creating visual representations of such complex, interrelated information just makes it all so much easier to communicate and to understand. You put everything into the map and suddenly you can see how all the pieces fit together. It just makes sense."

Using visual symbols makes it possible to present a great deal of visual information on a map in a very effective, space-efficient way.

By communicating with maps, it's possible to quickly:

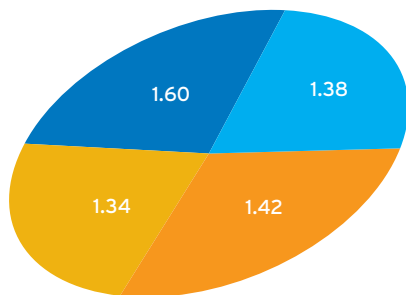
- Identify the purpose
- Provide context
- Define required actions
- Customize messages
- Locate information
- Take additional notes

"A manager's greatest asset," explains Howard Kamerer, Chief Operating Officer of Allied Telesis, "is his or her ability to analyze and communicate processes, concepts and ideas - and to understand other people's ideas more quickly. That is exactly what MindManager helps me to do."

The Results

As the proverb says, a picture is worth a thousand words, and MindManager's ability to produce visual maps enables people to communicate faster and more effectively.

Mindjet's global productivity survey has reported that nearly six hours on average is spent each week on communication and collaboration-related activities.



Hours Spent Weekly Communication & Collaboration

- Building large PowerPoint presentations, diagrams or documents
- Collaborating with others to write documents & presentations
- Reviewing organizational processes, procedures & other activities to improve their effectiveness
- Communicating processes or change of scope as people cannot grasp the impact or importance

Pilot results: Potential savings using MindManager to capture, organize & share information is 36.7%

"As a result of using MindManager at every stage of customer engagement, we have seen our sales cycle reduced significantly—sometimes to as little as just a few days," says Stu Schmidt, vice president for professional services at WebEx, "This means that we have closed more deals, and moved more deals into the current quarter."

In addition to the time you will save by using MindManager, it will also help you:

- Improve the structure of your communications, making it easier to locate information
- Articulate your points more clearly
- Present with greater impact and confidence
- Deliver materials that are easier to read, succinct, interesting and memorable

Make Effective Meetings

Meeting Madness

Who in business today hasn't complained about meetings? There are too many, they're too long, unproductive, and often boring. What we often fail to observe is the cost of meetings. They are often called for the wrong reasons, by people who don't necessarily know how to conduct them or don't know how to keep conversations on track. Often objectives are lost, the wrong people are invited, and if any conclusions are made, they are likely to not be useful or accurate.

If we calculate the cost of time preparing for, attending and conducting follow-up, meetings can cost organizations hundreds of millions of dollars, each year.

Can we eliminate meetings? No; meetings are a way to communicate with our employees, to collaborate with our colleagues, and to strengthen relationships within our teams. But if we recognize their true cost, we can start applying more effective methods to drive better meeting outcomes.

A Path to Effective Meetings

To ensure maximum meeting productivity, facilitators need a way to make their meeting a meaningful, participatory event. MindManager can be used for meeting planning, facilitating, and for the follow-up process. The result is a dynamic dashboard to plan, organize, capture knowledge and disseminate actions and decisions. Meeting dashboards, which can track the results of either a single meeting or an entire series of meetings, can be embedded into an overall project, providing access to information and decisions to the whole project team.



PLAN YOUR MEETING

The most productive meetings occur when all participants come prepared. Start by visually capturing, organizing and communicating meeting logistics, background information, notes, decisions and follow-up topics within a single view. While the facilitator is held responsible for coordinating the logistics, participants are responsible for reviewing background materials and for coming to the meeting prepared.

With MindManager, meeting organizers can quickly:

- Create and distribute agendas
- Organize related documents and files for meeting participants
- Plan and organize meeting logistics

FACILITATE MEETINGS

MindManager can be used to facilitate all types of meetings, from brainstorming sessions, to requirements-gathering, formal presentations, or regular status meetings. Facilitators can maximize productivity with MindManager by:

- Formatting information graphically so that key concepts and ideas are easily understood
- Providing the ability to move, group, link and categorize like ideas together
- Transforming action items into scheduled tasks
- Ensuring topic time frames are kept
- Minimizing time spent on tangent topics

Facilitators can switch between MindManager's brainstorming, presentation, outline and mapping modes based on the meeting objectives and goals. There is also a meeting timer that helps facilitators keep conversations on time, on track and flowing in the right direction.



MindManager's brainstorming modes

Facilitators project maps on the wall or through web conferences to present topics for discussion, capture participants' ideas, prioritize tasks, and assign follow-up action items. Meeting participants see their ideas captured real-time, and know that they are being heard. When they see their colleague's ideas, they begin to develop new ideas of their own. Soon, everyone is participating.

Once ideas are captured, facilitators can move, group, link, and categorize similar ideas together to start developing actionable plans. As a result, participants see solutions emerge as the meeting progresses.

MEETING FOLLOW-UP

By now, it should be easy to see how MindManager gives meeting facilitators the ability to capture one or more meetings within a single map. So at the end of your meetings, the only follow-up the facilitator needs to do is package and send the map to all participants and stakeholders.

For anyone who does not own a licensed copy of MindManager, maps can be viewed in a read-only mode using the free MindManager Viewer which can be downloaded [here](#).

If a hard copy is required, MindManager maps can be printed like any other document. Additionally, users have the ability to export maps as images, web pages, PDF, Microsoft® Word® or PowerPoint® files.



The Results

MindManager enables organizers, facilitators and participants to maximize their productivity before, during and after a meeting by enabling them to visually capture, organize, and communicate information effectively.

According to the 1,800 responses to Mindjet's global productivity survey, individuals spend approximately 9 hours each on meeting-related activities per week.



Pilot results: Potential savings using MindManager to capture, organize & share information is 38.4%

Mindjet customers have estimated in some cases that meeting times have been reduced by as much as 40 to 60 percent. Todd Becker, Staff Scientist at Genencor International, explains, "The main benefit is time savings. We now usually run meetings by projecting a MindManager map on the wall, then using it to capture meeting input in a way that everyone can see. You bring people together for a limited time, capture their ideas and information, set action items and assignments, and everyone leaves the meeting with a clear understanding of what was accomplished - rather than having to meet again to see if you got it right. It's amazing to be able to go from inputting information to reaching agreement all in a single meeting."

The Douglas Stewart Company, a leading distributor and marketer of educational products and supplies, has calculated that MindManager reduces the time needed to create post-meeting reports by 30 percent.

Achieve Project Excellence

The Project Challenge

Project managers wrestle with mountains of information. Throughout the course of a project, they track, organize and communicate about everything from finances and scheduling to risk scenarios, human resource assignments and project deliverables. Often, this information accumulates at a punishing pace, making it difficult to adhere to best practices that optimize project scheduling, costs and quality.

Powerful project management tools can help manage all this information. And for those times in the course of a project when you need to visualize information or communicate and collaborate with your team, MindManager plays an essential role.

MindManager maps can represent complex project information in an organized, easy-to-understand visual format. During all project phases, it can help you grasp connections, obstacles, and pathways so you can quickly choose the best course of action. Better still, information captured in MindManager can move easily into and out of other project tools (including Microsoft Project®, Word documents, Excel® spreadsheets, and PowerPoint presentations) that better address other audiences or purposes.

Apply MindManager throughout Your Project Process

MindManager lays the foundation for project success, empowering teams throughout the project lifecycle, leading to improved customer satisfaction, better quality and lower development costs.

INITIATE PROJECTS

MindManager is the perfect solution for moving teams through this process. It enables teams to discuss and document everything, migrate data from map to map, incorporate spreadsheets and data into maps, and reach sound decisions quickly.

PLAN PROJECTS

Once a project has been approved and its charter issued, it is time to begin planning in earnest. MindManager helps your team:

- Define the scope statement
- Create a Work Breakdown Structure (WBS) which can be exported to Microsoft Project
- Create change and risk management plans
- Create a project organization chart
- Assemble the project plan

EXECUTE AND CONTROL PROJECTS

Once the project plans are completed and approved, projects will continue along parallel tracks of project execution and project control.

Project execution includes the work needed to create the project deliverables. It is carried out according to plan by team members.

Project control consists of all the activities that measure progress, assuring that work is done according to schedule and specification. Deviations from the plan require corrective action and change requests need to be systematically approved. Once change requests have been approved, the project baseline needs to be updated and the changes communicated to the project team.

In addition to tracking and updating tasks, project teams can take a number of steps to improve project control. One of the most effective ways is to create a Project Portal using MindManager. A project portal map allows team members to quickly locate project data from a single point of access, track status and stay aligned. Effective meetings communicate status and new developments, identify issues for discussion, and create action plans for important agenda items.

CLOSE PROJECTS

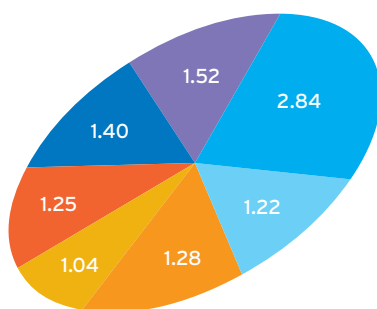
A project is not over until the team completes a thorough closing process. While the project deliverable may already be in the hands of your customer, there is the unfinished business of gathering key lessons and preserving the project data for future reference.

The best way to gather project learning is to use MindManager to capture the team’s input. You can group comments together, discuss how to refine an idea, and record the outcome for future reference. Add this map to your project archive for an important point-of-reference for future projects.

Assembling a project archive is simple with MindManager. Your project portal most likely already contains the majority of the information you want to capture, including your plans, schedule, status reports, and project deliverables. To build an effective archive, you can use MindManager’s Pack and Go feature to zip all of these documents into one easily accessible archive.

The Results

If you look at how one must manage information, develop communications and conduct meetings throughout projects, it’s easy to see the many ways MindManager contributes to project success. NPR’s project manager Robert Holt uses MindManager to save him 25% of his time. “When I use it specifically to manage projects, it probably saves me a lot more time than that.” Mindjet’s global productivity survey results indicate that knowledge workers spend over 10 hours each week on project related activities.



Hours Spent Weekly on Project & Task Related Activities

- Document project progress
- Finding project information
- Updating your manager
- Prioritizing issues & next steps
- Analyzing problems & their impact
- Developing & prioritizing goals
- Writing documents & presentations

Pilot results: Potential savings using MindManager to capture, organize & share information is 34.8%

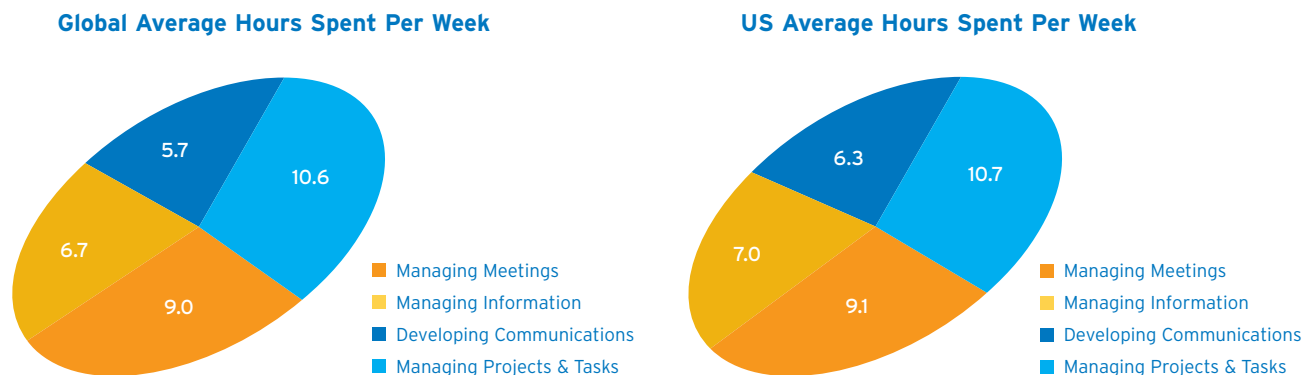
Greg Keller, VP of Product Management at Embarcadero Technologies, uses MindManager to organize his project information: “There are lots of applications and project management tools out there that give you a hierarchical view of information,” he says. “But what you lose with these tools is the ability to see the whole picture-or just a piece of the picture at a time. MindManager allows us to see both, and that’s a real benefit.”

Conclusion

Organizations have to rethink virtually every aspect of their information management and communication strategies—not just incrementally, but fundamentally. In our information-based economy an organization's most important assets shift from natural resources and labor, to knowledge and communication. Corporate knowledge and the ability to communicate that knowledge become the basic building blocks for growing the organization.

Well-designed, comprehensive, and accurate information is a clear strategic advantage to companies that are able to capture, access, and leverage their information assets to take action on their decisions. Organizations that cannot leverage their intellectual assets will be at a strategic disadvantage. The challenge of deploying information becomes more critical as businesses realize the value of information as the key to strategic advantage.

Based on Mindjet's global productivity survey of 1,800 knowledge workers, we identified key areas where information overload impacts performance.



MindManager has paved the way for individuals and organizations to take control of information overload to more effectively drive strategic change and results. As measured in the Mindjet Value of an Hour client pilot program, Mindjet calculated that **individuals can increase productivity by at least 3-5 hours per week** depending on their organizational role and the time they spent on a variety of business activities.

The organizational-wide impacts are dramatic. Looking at the results of one Mindjet pilot for a European communications firm, employees have increased productivity by three hours per week per employee. To understand the wider implications, let's look at the potential impact of a 1,000 person deployment of MindManager:

- The organization has salaried knowledge workers making US \$90,000/year plus benefits
- They spend an average of 27 hours per week managing information, meetings, communications and projects
- For 1,000 knowledge workers, the calculated savings would be \$90,000 (\$129 / hourly cost (excluding benefits)* 3 hours saved* 52 weeks* 1,000 workers)

The organization had the potential to save approximately \$130,000 per week, or \$6.75 million per year by overcoming information overload, inefficient meetings, ineffective communications and poor project performance. Using MindManager, the organization can not only increase productivity, but also take advantage of new strategic opportunities with the increased time and access to knowledge.

Take the [Mindjet productivity self-assessment](#) and learn where you can start saving time and gain control over the information in your life.

Additional Resources

Resources:

- [Mindjet Map Gallery](#)
- [Mindjet White Papers](#)
- [Customer Successes: Case Studies](#)
- [Customer Successes: Customer Vignettes](#)
- [Mindjet Webinars](#)
- [Mindjet User Newsletter](#)



TRY NOW

BUY NOW

Contacts:

See your Mindjet-authorized corporate reseller or Mindjet Sales Representative for more information.

- 1.877.MINDJET, extension 3
- sales@mindjet.com

-
- In 2005, research firm, Basex, calculated the cost of unnecessary interruptions and related recovery time at "\$588 billion" per annum in the U.S. alone. That figure was updated to "\$650 billion" in early 2007.
 - The High Cost of Not Finding Information, IDC, 2001
 - MindMapping Software Survey, February 2007, Innovation Tools: 66% of respondents replied that "Clarify Thinking" is the most use of Mind Mapping software.
 - Porter, Michael. 1996. What is strategy? Harvard Business Review, 74, no. 6:61-78.
 - Prokesch, Steven E. Unleashing the Power of Learning, Harvard Business Review, September-October 1997.

Microsoft, Word, Project, Excel and PowerPoint are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.