

MindManager replaces project management software

Silhouette turns to MindManager and uses the software to its full potential.



THE CHALLENGE

Boldness and capacity for innovation are key to a successful business. But creativity, readiness for action and professionalism are

also indispensable if ideas are to become marketable products. This has long been recognised by Silhouette, along with the power of Tony Buzan's mind mapping methods.

The secret behind mind mapping is to harness the way the human mind works by using both sides of the brain to their maximum capacities. This means combining visual and textual information to help improve creativity and efficiency. In turn, this is invaluable to companies, including Silhouette.

THE SOLUTION

In order to foster the potential of employees in its various departments, Silhouette rolled out

MindManager, the leading mind mapping tool, around 10 years ago. The aim was not only to focus on creativity in product development, but also for other departments to take advantage of the tool's visual presentation.

"We use mind mapping methods to present complex subjects, organise our daily workload and carry out projects," says Thomas Stadler, Project Office at Silhouette International.

"MindManager is therefore used at Silhouette in a variety of ways and in a wide range of company departments."



What began in 1964 with a vision – eyewear as accessories – is now the world's leading brand of lightweight, premium quality glasses: Silhouette. Under the brand, the lightest glasses in the world are made with affection for detail, a high degree of handiwork, an individual design language and use of the finest materials and latest technologies in Austria – exported to over 100 countries worldwide.

In 1999, Silhouette revolutionised eyewear with lightweight, screwless, hingeless and rimless Titan Minimal Art glasses that weigh just 1.8 g. Silhouette glasses have blasted off into space 35 times with astronauts, and have also travelled around the world with the Vienna Philharmonic, as well as major figures from entertainment, economy and politics.

THE CHALLENGE

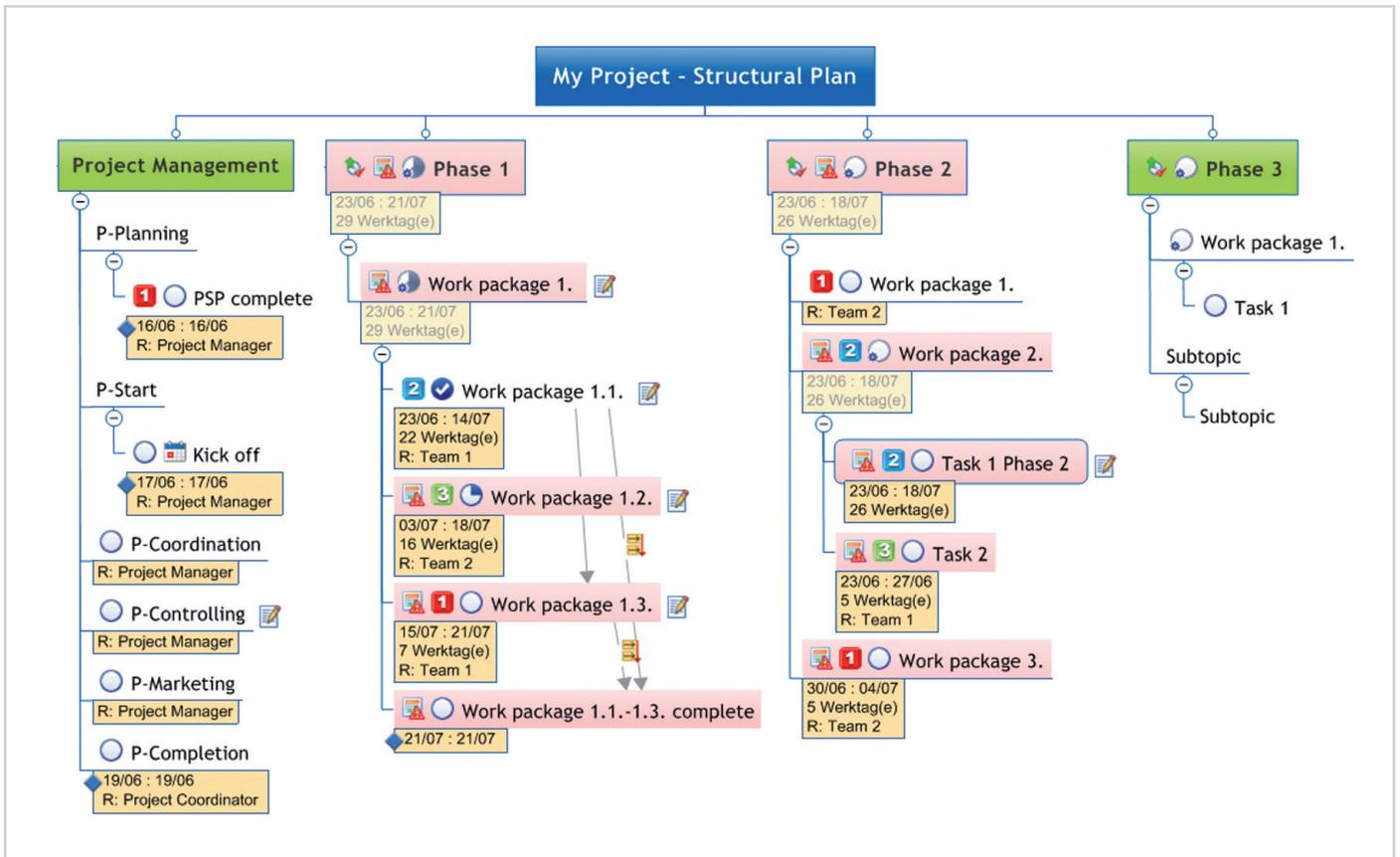
Work and organisational management at the internationally active company is shaped by a number of factors. Whether it is a case of Production developing and manufacturing a prototype of glasses, for example, or informing Marketing about changes to the pricing structure, each activity in some way affects multiple departments within the company. That is why it is important to fully scope the project in advance and for document modifications to be trackable.

THE SOLUTION

For years, managers at Silhouette have relied on the visual display method of MindManager. They have long recognised the benefits of the mind mapping methods and therefore use them in a versatile manner: for project management, for documentation purposes, as an organisational tool, as a mobile app in the field and more often as a central work cockpit.

THE OUTCOME

Silhouette uses MindManager in a variety of the company's divisions. Within the Production department, MindManager has even been able to prevail over a project management solution, the reason being that the map format makes it incredibly easy to gather information and sort content and resources at the click of a mouse, so projects can ultimately be managed more easily with MindManager than with traditional project management software.



With 150 licences, Silhouette’s Production department is a particularly intensive user of the software. First of all, it was about brainstorming, mapping out connections and documenting meetings. It then quickly became clear that MindManager is also an outstanding project management tool. “If you sort content and resources, assign priorities, define timings and subsequently generate a task list, you will have a highly pragmatic project management solution at your disposal,” says Mr Stadler.

THE OUTCOME

The project management software that was used in Production has been abolished and replaced with MindManager. Employees appreciate both the flexibility of the programme and the fact that it is so simple to switch between content and immediately view any connections. Resource planning, the traffic

light function and use of project templates are included, as well as the creation of Gantt charts. Users are also enthusiastic about the note function, the easy integration of links and documents, and the significance of the milestones.

In addition to project work, MindManager also serves as a central platform for coordination processes, such as at international meetings with the various sales offices. “The way the software is structured is fantastic,” Mr Stadler believes, “which means we always have the same great result at meetings. This comes in very handy when discussing a new price list or a modification to a glasses model with 12 countries in 5 different languages, for example.”

“ When we have to factor in different perspectives during problem analysis, these can be mapped out perfectly in MindManager, making it easier to draw a conclusion or result. “

Thomas Stadler, Project Office at Silhouette International Schmied AG