



## MIND-MAPPING METHOD

(transcript)

**Mind Mapping** is a process that involves a distinct combination of imagery, color and visual-spatial arrangement.

The **mind-mapping method** structure your thoughts using keywords that activate associations in the brain to highlight further ideas.

### RULES

- Write in the center of the page a key word representing the starting point of your mind map, the topic you are going to explore. The central idea can include a representative image linked with your central idea.
- Add branches from the central word to related words, themes or topics. Add sub-branches to the main branches and so on. There are no restrictions regarding the number of branches and sub-branches, so you can add as many key topics as you want.
- It is better to use only one word per branch, this allowing you to make more associations than if you write a sentence or more words. The use of keywords allows more connections in your brain and allows you to remember a larger quantity of information. Researchers found out in 2002 that medical students who adopted Mind Mapping experienced a 10% increase in their long-term memory of factual information.
- Mind Mapping stimulates the whole brain thinking. The process is more effective if a color coding is used, as it creates a link between the visual and the logical sides of your brain and helps your brain to create mental shortcuts. Colors also make the final results more attractive compared to black and white work.
- Add drawings and images to your Mind Map. Be as creative as you want, by associating drawings and/or photos to your branches/topics/words.

