

# Double your brainpower in one fell swoop

It is a well known fact that Innovators are lateral thinkers whereas most normal people tend to think along a linear track. Lateral thinking by definition is the ability to use both right and left hemispheres of the brain in such a way that non-related items, either from the real and observed world, or from ideas and imagination, can meet, be seen, put together in different ways -- to create something new.

The tank-tread, for instance, was 'invented' from observing ants carry leafs across the rough bark of a tree. Underwater tunneling was 'invented' from observing ordinary worms burrow through the ground.

Linear thinking, the kind we are taught in school, conditions us to grasp one piece of information then another building block which adds to the first, and so forth until we have built a wall of knowledge. This approach forces us to use more of the logical, left side of the brain.

Mind-mapping® Tony Buzon, the technique to be introduced here, forces both right and left brain hemispheres to link unrelated items into a world from which we can create something new or solve some, until then, unsolvable problem.

The key concept here is the word NEW.

If your knowledge-base and your manner of thinking is traditional, like laying another brick to make your wall of knowledge, you will never discover a new use or a different approach simply because what you are building is based on what has been established and made traditional.

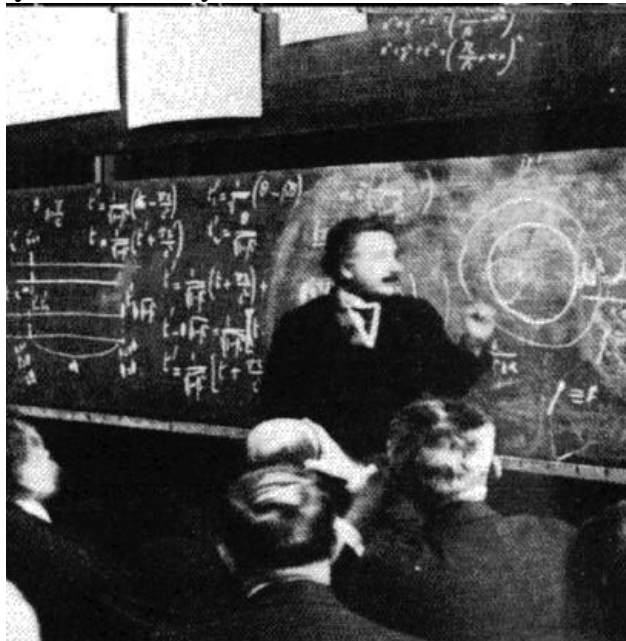
To create something new, to see new opportunities, to become an innovator you must learn the tricks of the trade that force your two brain hemispheres into 'abnormal' communication. Something we did quite naturally as children until put down too many times by people demanding we stop daydreaming and get with the real world program!

Mankind has made quantum leaps over the centuries. We learned how to throw a rock, to make and preserve fire, to convert grunts into language, to convert language into graphics, to protect the weak and thus put a sudden halt to evolution, to use mechanical power and lastly to fly. In recent years those of us who use mind mapping consider this technique as great a

breakthrough as our conquest of language. It is new, it has not caught on simply because it threatens to put education as we know it out of business.

Herein lies the dilemma all innovators face. If the idea is so good, then it will threaten somebody's comfort zone. The greater the idea, the greater the number of people whose comfort zone will be affected and thus the greater resistance to the new idea. To put it bluntly, the greater the idea, the greater the resistance. Tanks and machine guns had been in battle for decades yet the Polish cavalry vainly attempted to stop Hitler's advance with men on horses!

Mind mapping is a technique which can be learned in a half hour of practice. It immediately doubles brainpower and immediately improves memory retention by a factor of 10 to 1. But it's different!



Mind-mapping is nothing more than a deliberate attempt to force the right brain hemisphere into the play. Instead of taking notes in a linear fashion, starting at the top of the page on the upper left hand corner, we put the paper in landscape and start by putting the theme in the middle of the page and drawing a lopsided circle around it. The very act of drawing a circle wakes the right brain and forces it into play. Putting the paper in landscape fashion is telling the left hemisphere that something is different and it had better pay attention. Immediately though this oh-so-simple act you have more than doubled your mental power.

Even Einstein, the mathematical genius of the century drew circles to stimulate the creative, cognitive and genius juices within himself and those he taught.

We are going to ask that you try mind-mapping -- give it a fair chance to prove itself to you -- from the very first day. There are good reasons for this:

1- Mind-mapping forces connections between dissimilar thoughts. This is a key ingredient to the process of invention.

2- Innovationship is not business management. It is the discovery of some new way to use something or the invention of something new. It is CHANGE in it's most awesome form.

3- For something new to be sold to a public who really don't like too much change, will require highly imaginative methods to convince them of the value of your idea.

4- Linear thinking must be abandoned from the first minute you decide to become an Innovator.

5- Mind-mapping guarantees accelerated learning which is a must in this crash course in Innovationship.

6- Your retention, analysis and evaluation of the material will be ten times more effective if you use mind-mapping over traditional note-taking.

Now let's back this up with some facts. Kevin Trudeau has dazzled millions of people around the world through his guest appearances on dozens of TV shows. He introduces himself briefly to all those in the audience - dozens or hundreds, depending on the show -- then over the next half hour will recall their names, jobs, ages, marital status -- whatever he discovered in the first handshake. He himself says he is no genius, that he learned the trick of memorizing names by associating highly bizarre imaginative imagery with the name and face of the person being met and through this matching of logical information (name, age, profession) tied to wild imagination he can recall virtually anything he sets his mind to. He's made a fortune teaching the technique through audio-cassette format. Which means it is a learnable technique.

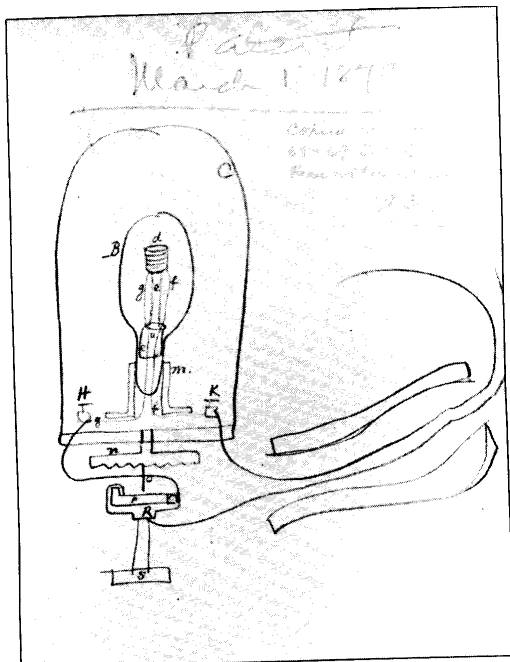
This is not new. Those who read the classics know that Socrates (according to Plato) memorized his long-winded speeches through the same technique Mr. Trudeau uses. Socrates would visualize the first thing he would say to his audience by associating it with the handle to the door into his home. The second topic he would associate with the door-mat upon which he would wipe his feet every time he came home -- and so on. A visual image connected to the logical thought.

In the early 70's Jose Silva, founder of the Silva Mind Control method taught a form of memorizing called Memory Pegs. He, and his instructors, would do this on the very first introductory meeting and would dazzle those in the audience who simply could not believe the 'trick' -- but once taught, a

half hour later, they were able to do it themselves and all doubt would evaporate.

Again, you will be asking yourselves, if this is so easy and so great a discovery, why isn't it being taught in school? Or why isn't it being used in business as a powerful problem solving tool?

The response is that the greater the idea, the greater the resistance to change. it threatens the very core of our educational and business institutions. You will see in following sessions that this Paradigm Paralysis is our greatest opportunity, as Innovators, but the greatest problem for most of mankind. You will discover that virtually all new business ideas and inventions come from those who operate on the fringes, and rarely from those whose mission it is to bring about the change. Sarnoff called for the development of video recorders and put the fortunes of RCA behind his call. Yet nobody in that behemoth of an organization could do it. It took a few bright individuals on the West coast -- who didn't know it couldn't be done -- to do it. Dolby was one of them.

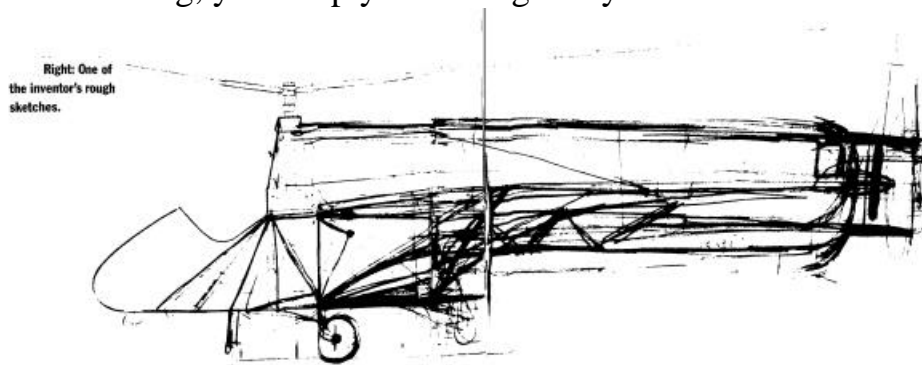


The sketch at left, drawn by Edison in March 1879, is a slightly later version with an especially coiled filament.

The very second you take pen and paper and draw something you are awakening the brain's right hemisphere. As you read or listen to a speaker make it your new habit to lay down a piece of paper in landscape mode, jot the topic in the center of the page and draw an egg-shaped circle around it. As you listen or read, draw a line from the center and at the end of the line write a short (no more than four words) note of the sub-topic. More on this later, but this is how it starts.

Great thinkers and inventors of the past are known to have used this or a similar technique in developing their ideas. It's obvious that inventors such as Sikorsky, Northrop and Edison would have to sketch their ideas before building the helicopter, flying wing or light bulb. But the technique applies as well to those who are searching for new and better ways to market, to sell, to create new businesses. You will learn that through making lists and connecting items from these lists through circles and lines will generate that lateral thinking that forces the mind to see the usual as unusual and the unusual as usual -- key thinking patterns in giving birth to new ideas or finding new uses for old ideas or things.

In other words, doodling is an essential part of Innovationship. If you're not doodling, you simply will not get anywhere!



**Sikorsky's sketch from 2 AM 1**

Synectics is a proven problem-solving technique developed by MIT's William J.J. Gordon back in 1944. In a nutshell their methodology is to have the participants in the brainstorming session see the problem or opportunity through non-rational, non-traditional methods. They force themselves into a highly imaginative state of mind where through visualization they will actually become a part of the thing they are inventing to find out what it feels like, what it smells like, what's it alike to in the real or imagined world, and so forth. They force a way to see the familiar as something new and to be explored and they force the unfamiliar to become something known and thus invent the new.

Later in this course you will be encouraged to work lists of ideas, projects and things well into the night. Then to drop them from your mind through a process of visualizing some exotic sensation at some imaginary place and go to sleep. You will be asked to have a note-pad and pencil handy at your bedside and to write down whatever comes to mind in the middle of the night or in the early morning. This is a well-known and understood process to writers, inventors and Innovators. It goes hand in glove with mind-mapping. The process of visualization is imagery, drawings, circles,

symbols and the idea of making something of the images is the logical side at work. To have your subconscious work for you 24 hours a day is the expected behavior if we are to succeed. Interestingly, it will work for us without pain and without concerning itself with a time-clock!

The point here is that the sooner you abandon traditional, progressive, linear thinking and shift into lateral, twin-hemisphere type *modus operandi*, the sooner you will function as an Innovator and the greater your chances for success.

Here are the fundamental rules of note-taking using mind-mapping principles.

- 1- Lay out your note-paper in landscape fashion.
- 2- Use a four-color pen
- 3- Use black, blue and green according to the way you will 'feel' about what you are making a note of.
- 4- Use red only to make connections between ideas as you take notes.
- 5- Never write more than four or five words per thought. Titanic! - What did this simple word create in your mind's eye? Same here; see the story in your mind then put a simple movie title.
- 6- Doodle simple line drawings wherever possible next to the words or ideas.
- 7- Don't worry about how messy and unorganized it looks.
- 8- Review your notes.

This technique is excellent for stimulating ideas and also when reading an article, listening to a speaker, viewing an educational program, preparing a plan, working through ideas alone or in a group, and for delivering a speech.

The old Chinese proverb is exactly right: A picture is worth a thousand words. When delivering a speech a two to three word reminder along with the connecting balloons to other topics will enable your mind to spill those thousands of words in a logical, coherent, understandable manner. In the same way when you later review mind-map notes, a simple sketch from your notes or a circled word will bring back the whole picture for instant recall.

OK, on to the technique:

- 1- Rotate paper. Why? To tell your perception system that both right and left hemispheres are to play a role in what is to happen next.
- 2- Theme in the center and circled. Why? Everything to be written or sketched will now be put on paper according to the way you see the importance of the topic and not in a chronological order as is typical with traditional note-taking. For example if we put the speaker's introductory notes on the very first lines on the top of the left-hand side of a standard

note-book page we are setting ourselves up for a false later review. We have been conditioned to see the first lines of anything as the most important. Give thanks to the newspaper type writing for this - Headline, lead, and a brief story of the whole in the first paragraph. So using mind-mapping you are in control of where to put the most important and the least. I generally jot down the first topic after the theme to the right and mid-page as a start. After a while as I discover the key ingredients to the theme they will be placed on the upper left corner of the page where tradition dictates.

3- Use black, blue and green according to the way you will 'feel' about what your are making a note of. This involves yet another of your senses in note-taking. The more you can get color, light, sound, touch, feel -- the six senses, the better. (Yes, there is a sixth sense as you will soon discover if you have not already)

4- Use red only to make connections between ideas as you take notes. This red line or series of red lines connecting key thoughts and ideas will become the thread that brings lateral thinking into play. It is the Eureka! we all search for as inventors and innovators.

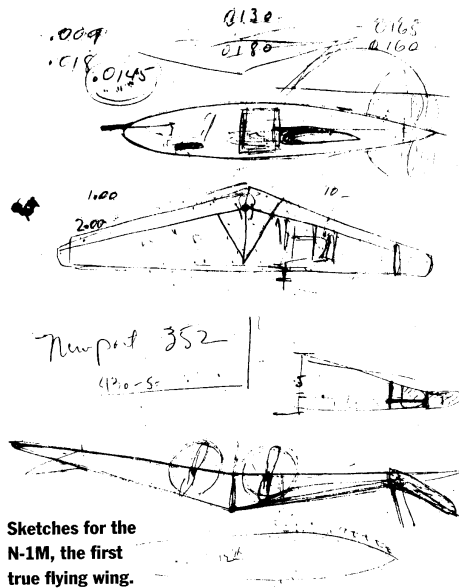
5- Never write more than four or five words per though. A symbol is better than a word, a sketch better than a symbol. Words are to be kept to a bare minimum and by this simple act we give the few words we use that much more power to kindle recall. We will be reviewing our notes the next day and those few words will be enough to cause recall. Once we recall something two or three times using mind-mapping we have locked in a synapse pathway and have memorized the material.

6- Doodle simple line drawings wherever possible next to the words or ideas. Not only on mind-mapping papers, but doodle and make lists whenever you have a chance. The benefits are enormous. In the first place doodling is the activity primarily of the right hemisphere, the artistic side of us, the creative side. The second we begin to doodle we also go through a transformation which if you were connected to an EEG would show a shift from high-frequency brainwave activity to a lower frequency. Thus you are shifting to an altered state of consciousness and powerful magic takes place in these regions. By working lists and sketches you invoke both hemispheres but the sketching part keeps your brainwaves near the Alpha cycles, which is where healing and creativity accelerates.

7- Don't worry about how messy and unorganized it looks. Well organized notes are not conducive to improved memorization even though they may assist a student in getting a better grade while working in 'traditional' environments. One reason mind-mapping is having a tough time catching on in the school system is that there is no way for a teacher to grade

such papers. How were Monet or Renoir graded when he showed his first paintings?

8- Review your notes the following day and one week later again in six months for above 80% retention. (Conventional note-taking yields less than 30% retention even after repeated reviews).



Sketches for the N-1M, the first true flying wing.

Northrop doodled his way into fame through the invention and development of the flying wing.