

# Human Potential & Mind Mapping

A special report by Chuck Frey from the Mind Mapping Software Blog

# Mind Mapping & Human Potential

## Introduction

I recently read an excerpt of a new book by Hugh MacLeod, *Evil Plans: Having Fun on the Road to World Domination*, in which he makes this thought-provoking point: “Think less about what your product does, and think more about human potential.” That got me to thinking about mind mapping in this context.

### How, exactly, DOES mind mapping impact human potential?

I’ve asked this question of some of the world’s leading mind mapping experts, and compiled their fascinating answers in this special report. I hope you’re as inspired by it as I’ve been!

Chuck Frey  
The Mind Mapping Software Blog

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*“Visual thinking leads to  
**DISCOVERY**”*

- Dave Gray, founder of XPLANE

# Mind Mapping & Human Potential

Human potential is the power of the brain to learn, think, create, remember, and use its cognitive skills and its multiple intelligences. It is estimated that in the majority of these areas, we are using less than 1% of our potential. This is often seen as “bad news.” It is in fact extraordinarily good news. It means that there is more than 99% of our intellectual treasures and capital still to mine.

In this metaphor, the Mind Map can be seen as the mind-mining tool. The Mind Map helps you explore all the rich veins of thoughts, and to multiply significantly the amount of mental ‘ore’ you can bring to the surface. The Mind Map allows you to reach those parts that other thinking tools cannot reach! The Mind Map also is, by definition of its own thought-based structure, an infinitely expandable and applicable tool. As such, it perfectly reflects the infinite potential of the human brain.

- *Tony Buzan*

***“The Mind Map can be seen as the mind-mining tool... which can multiply significantly the amount of mental ore you can bring to the surface.”***

## Tony Buzan

Tony Buzan is the world's foremost expert on thinking visually, and a leading lecturer on the brain and learning. Tony has lectured to diverse audiences, ranging from large corporations, to universities, to governments. Tony invented Mind Maps in the 1970s, and has been instructing millions in this technique ever since.



# Mind Mapping & Human Potential

For me, mind-mapping is a great way to “surface” human potential - by bringing to the surface and capturing half-formed thoughts. It's not about imposing a pattern, more like discovering the patterns and connections that emerge from ideas as they are brought into consideration. Once I've done a mind-map, I'm usually good to get started on transforming potential into reality!

- *Mark McGuinness*

***“(It’s about) discovering the patterns and connections that emerge from ideas as they are brought into consideration.”***

## Mark McGuinness

Mark McGuinness is a business coach specializing in working with the creative industries and professional artists and creatives. He has



spent over 10 years coaching creative professionals in all kinds of media. Mark is the author of the popular Lateral Action Blog, which helps readers to become productive and creative.

# Mind Mapping & Human Potential

Mind mapping is the "missing link" between potential and actuality. Ideas and intentions are great, but they don't automatically lead to action because it's too easy to get overwhelmed by the details and it's too easy to make poor resource allocation decisions by not focusing on actions that will make the biggest contribution to long-term success. Mind mapping is the most powerful human potential tool because it's the easiest way to simplify and visually display tasks and benefits. The 2 biggest benefits are:

**Simplicity leads to better-informed decisions.** Mind mapping software makes it easy to visually display project options and their benefits, helping you allocate resources like time where they'll create the biggest payback.

**Chunking guides action.** Big projects become easier to complete when chunked, or broken into, a series of tasks presented in a step-by-step sequence.

- Roger C. Parker

***“(It’s) the missing link between potential and actuality... (it) helps you to allocate resources where they’ll create the biggest payback.”***

## Roger C. Parker

Roger C. Parker is a graphic designer, design educator, and \$32 Million Dollar author. The author of 38 books, since his earliest NY Times best-seller, Looking good in



Print, Roger has been promoting visual literacy and enhanced productivity. He’s also one of the biggest advocates of mind mapping you’ll find anywhere on the planet.

# Mind Mapping & Human Potential

Mind mapping enables a “cognitive shift” - it induces real changes in the way we manage information, create knowledge and deeper understanding. It has a lot to do with visual cognition, which helps us connect elements visually in a spatial format and create meanings.

It's a powerful way to search the underlying structures of the complex information we want to represent and improve pattern recognition. In the hyper-competitive reality of today's business environment, effective pattern recognition helps find order in chaotic inputs of information and refine options to the best opportunities.

- *Philippe Boukobza*

***“It induces real changes in the way we manage information, create knowledge and deeper understanding.”***

## Philippe Boukobza

Based in Madrid, Philippe is passionate about innovation, creativity and design. He has developed a significant concentration of expertise in mind



mapping and social media. He is the author of the excellent [Visual-Mapping.com blog](#). A longer version of his essay on mind mapping and human potential can be found [here](#).

# Mind Mapping & Human Potential

Mind mapping is the perfect thinking tool to draw on the past; unlocking and sharing existing knowledge and experience. We can also use it as a tool to explore the future through innovation, discovery, ideation, collaboration, creativity and solution finding. Both areas; past and future, carry potential for life-changing and world-changing progress, on an individual level and collectively.

The mind map method helps advance human potential by linking new and existing knowledge to solutions. In a way, you could say human potential is being born through mind mapping by tapping our brains and making better use of them. I think in the future collaboration will prove this to be the case. In order for multiple minds (a "global brain") to work together there needs to be a system to compile, collate and connect. I believe mind mapping provides that system.

- *Paul Foreman*

***“Human potential is being born through mind mapping by tapping our brains and making better use of them.”***

## Paul Foreman

Paul Foreman is the author of the [Mind Map Inspiration Blog](#).

It offers hundreds of beautifully hand-drawn mind maps to inspire and motivate you, plus mind mapping tips, drawing tips, techniques for enhancing your creativity and improving idea generation. He's also quite active on Twitter as [@mindmapdrawer](#).





# Mind Mapping & Human Potential

By combining different modes of thinking into the same tool, mind mapping allows people to better use their brain capacity. Systematic and free-form thinking; analysis and synthesis; order and creativity: mind mapping has a unique way of encompassing many complimentary thinking tools in one - enabling people to fully realize their human potential.

- Luciano Passuelo

***“By combining different modes of thinking into the same tool, mind mapping allows people to better use their brain capacity.”***

## Luciano Passuelo

Luciano Passuelo is the author of the LiteMind Blog, one of the most popular blogs on the topic of explore ways to fully develop the potential of your mind. He practices what he preaches, exploring new ideas and strategies with relentless passion. You can read his excellent blog [here](#).





# Mind Mapping & Human Potential

Business is complex, and there's a lot to do – especially for entrepreneurs and managers who wear a lot of different hats in their businesses. It's not just complex, it's conceptual – often in business, you're dealing with ideas that are very abstract. Abstract thinking is handled by the pre-frontal cortex of the brain. It's very smart, but it isn't good at dealing with a lot of things at once. The result of all this is that we feel stressed and overwhelmed, and we tend to miss key details and important patterns in what's going on. This leads to bad business decision making, and bad business results.

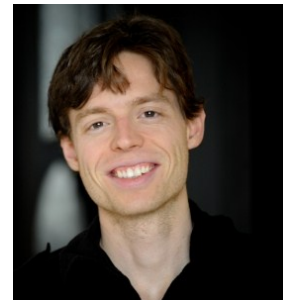
The part of the brain that is good at dealing with lots of elements is the visual system, which is in the back of the brain. Visual facilitation takes all of that abstract information and puts it into a visual map so that you can use the smartest part of your brain to see the whole picture, and find solutions.

- *Matthew Tanguay*

***“Visual facilitation (uses) the smartest part of your brain to see the whole picture and find solutions.”***

## Matthew Tanguay

Matthew Tanguay does visual facilitation for clients using mind mapping and other techniques, through his consulting firm, [Fluent Minds](#).



He helps his clients to gain clarity, which enables them to make better business decisions, which creates better business results.

# Mind Mapping & Human Potential

Mind mapping helps to unlock human potential by revealing previously unseen connections and insights. The visual medium allows people to visualize how seemingly unconnected information, traits, skills, knowledge and experience can be combined in new, useful ways. Thus, mind mapping literally helps you build a "map" to things that you've never thought about before, which in turn enables you to do things that you've never done before.

- Mark Dykeman

***“Mind mapping literally helps you build a ‘map’ to things that you've never thought about before, which gives you enables you to do things you've never done before.”***

## Mark Dykeman

Mark Dykeman is the author of the [ThoughtWrestling](#) and [Broadcasting Brain](#) blogs, where he explores the topics of creativity and thinking differently. He has also written an e-book that explains how mind maps can be used in business.



# Mind Mapping & Human Potential

Because mind mapping leverages your brain's powerful associative capabilities, it helps you to access ideas that are at the edge of your thinking. This may be territory you rarely get to explore, unless you have thinking tools that can help you to drill down below the veneer of your usual thoughts.

It also enables you to do a better job of brainstorming new possibilities and opportunities, and to thoroughly think through and analyze an abundance of choices that lie before you. By its very nature, mind mapping encourages multi-dimensional, expansive thinking. It encourages you to generate more ideas and consider more options. I believe the thought-expanding capabilities of mind mapping and other creative tools stay with you, even when you're not using them. As Oliver Wendell Holmes once said: "The mind, once expanded to the dimensions of larger ideas, never returns to its original size."

- *Chuck Frey*

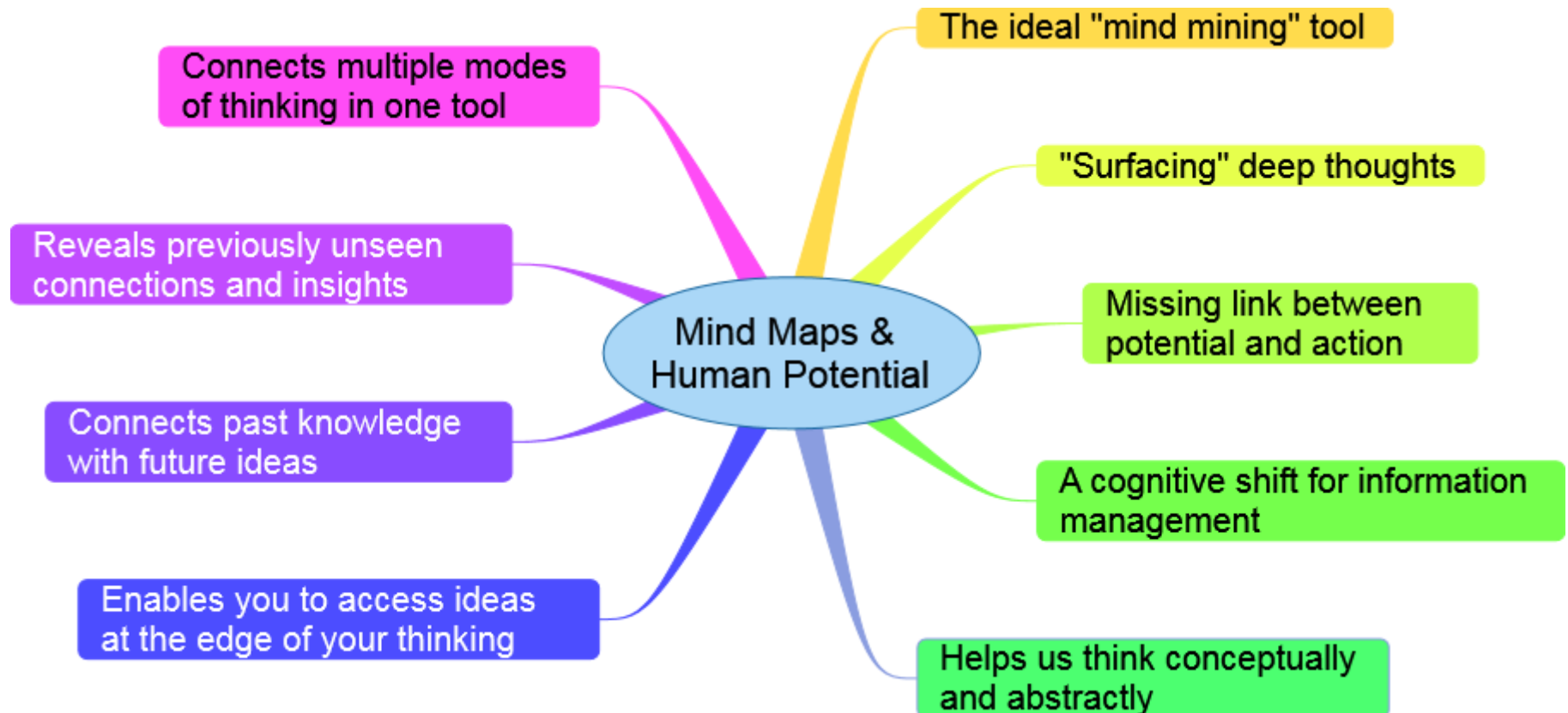
***"By its very nature, mind mapping encourages multi-dimensional, expansive thinking. It encourages you to generate more ideas and consider more options."***

## Chuck Frey

Chuck Frey is the author of the [Mind Mapping Software Blog](#), and the creative thinker behind this report on Mind Mapping & Human Potential. He is also the founder and publisher of [InnovationTools.com](#), the world's largest and most trusted innovation website.



# Mind Mapping & Human Potential



# Additional resources to help you reach your potential

## About the author of this report

Chuck Frey is the author and publisher of the [Mind Mapping Software Blog](#), the leading source of news, reviews, tips and strategies for getting the most out of visual mapping in business.

He is also the author of [Power Tips & Strategies for Mind Mapping Software](#), the go-to guide for best practices for using this type of productivity software.

In addition, Chuck is the developer of the [Mind Mapping Insider](#) membership program, which is aimed at professionals who want to increase their proficiency with mind mapping software — so they can be more productive, creative and successful in all areas of their lives.

If you liked this report, why not subscribe to the popular, informative [Mind Mapping Software Update e-newsletter](#)?

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***P.S. Please share this report with your colleagues — thanks!***