

Mind mapping



What is this?

This is a simple visual technique for generating ideas. Mind mapping can be used by the group to break down the challenge visually and find inspiration by connecting ideas together.

How it works

Step 1

Ask one member of the group to create the mind map. They will need a large sheet of paper or an online mind map tool. Start in the centre of the paper or tool by writing one keyword (this could be a summary of the innovation challenge, or an idea that needs further investigation).

Step 2

Ask the whole group to contribute topics or ideas that are related to this keyword and write each down separately, using a line to connect the topics or ideas to the central keyword.

Step 3

As a group, think about each topic or idea in turn and note down these sub-topics to branch from the main topics or ideas.

Step 4

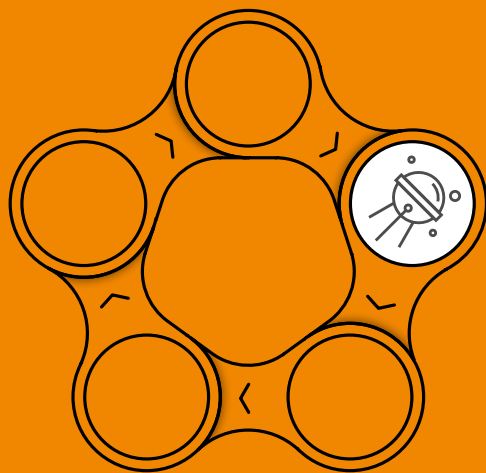
Repeat step 3 to add more ideas to the sub-topics. To create a structured and visually inspiring mind map it's a good idea to:

- Use single keywords rather than long text. This helps the group focus on one single idea per step and to simplify topics into smaller parts.
- Use visual elements such as colours, shapes and icons to represent ideas and topics.
- Link up different parts of the mind map by drawing lines between related topics. Do these connections spark further ideas? Note these down on the mind map too.

Why it works

Mind mapping is an ancient way of visually connecting ideas, sparking new ideas through these connections and understanding relationships between topics.





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