

Mind Mapping: A Revolutionary Approach To Daily Health and Wealth

In his famed *Farmer's Almanac*, revolutionary-era Ben Franklin fashioned himself as a man of discipline, wisdom, and temperance. Even if Franklin's private lifestyle didn't always align with his public persona, many of his more famous quotes have come to define what Americans associate with healthy living. "*Early to bed and early to rise, makes a man healthy, wealthy and wise*" has become synonymous with success and the American way of life.

But, our world has become much more complicated since the eighteenth-century. Getting a sufficient amount of sleep is laughable; waking up early to work out is a challenge; and finding a moment to reflect on your day's work is elusive at best. So, what is the modern man or woman to do? So, what are some tools that we can use to make our days more efficient?

Find Time For Yourself Again With Mind Mapping

In last quarter's newsletter we reviewed [*Mind Maps for Business: Revolutionize your business thinking and practice*](#), authored by Tony Buzan, the pioneer of mind mapping. A leading authority on the brain and thought processes, Buzan lectures worldwide to corporations, governments, and professional athletes about his revolutionary "thinking tool." Buzan's industriousness as well as his prolific body of work would likely have impressed Franklin. In his *Mind Mapping for Business*, Buzan applies visual thinking strategies to problem solving in business matters, such as project management, sales, and leadership.

But, mind mapping has practical applications well beyond the workplace walls for finding solutions to a broad range of challenges. Like Franklin, Buzan recognizes that "*By failing to prepare, you are preparing to fail.*" Mind mapping can help you prepare for just about anything—to organize, be more innovative, or simply have more fun doing the mundane.

Revolutionary Minds: Franklin and Mind Maps

Franklin emphasized the value of hands-on experience in the learning process. His dangerous kite-flying experiment during an electrical storm has become the stuff of American legend—frankly, Franklin was lucky to make it out alive. As an innovator, Franklin employed a practical approach to knowledge: "*Tell me and I forget. Teach me and I remember. Involve me and I learn.*"

These words precisely represents the mind mapping practice and philosophy we have here at Wheaton Wealth. Through mind mapping, we deepen our clients' understanding of the financial planning process, giving them a measure of

control over their own destinies that you just don't find at most other advisory firms. Mind mapping mirrors the natural process of the human brain through connecting random thoughts and ideas and by bringing unconscious associations to the forefront.

Much of the methodology of modern education has evolved to prioritize memorization and recitation of facts—unfortunately the human brain does not learn in a linear fashion. Our established educational system and many professional courses attempt to teach participants concepts in this ineffective, linear fashion.

Imagine sitting in a history class about Ben Franklin. You may remember, for example, your teacher saying that Franklin once flew a kite in the rain to learn about electricity. But what have you *really* learned? Rather than simply memorizing the facts, if you had created a mind map to illustrate the episode, your active involvement in the learning process would help solidify your knowledge of Franklin's ill-advised kite experiment.

In essence, mind maps represent idea machines that externally illustrate the inner working of the mind, making it easier for a person to internalize external concepts and processes, from the simple to the highly complex.

Mind Map Your Way To Your Full Potential

Mind mapping can better facilitate the daily functions of students, business people, engineers, athletes, teachers, and even stay-at-home parents — virtually any field. Some of the tasks and projects that mind mapping can help you with include:

- Innovation – a new way of solving problems more efficiently and providing sustaining value which can result in new product development, content creation, or even a new business model
- Note Taking – students of all ages can benefit from using mind mapping concepts for their note taking
- Presentation – create colorful visuals to illustrate a concept, idea, or plan to colleagues, friends, students, or family
- Negotiating – mind maps enable both parties to see multiple paths to a solution exist and help facilitate a successful outcome for everyone
- Organization – organize plans for a charitable organization, marketing strategies, home remodeling, fitness strategy, lesson plans for teachers or homeschoolers, just about anything
- Problem Solving – resolve various human-to-human conflicts, time management issues, household management problems, or the various problems that crop up in business

Now For The Fun Part –Mind Mapping in Action

My son loves cross-country track sports. Last year, I introduced him to mind mapping. He immediately built his own map to help him organize his running program. With his permission, I've shared his mind map here to illustrate how they can work for just about anything.

[Insert Dan's Mind Map here]

The center of the paper features a picture of him and the caption, "Dan's Running Map." From the center, he built the first tier of branches, "Training," "Race Results," "Goals," "Schedule." The first tier of branches have branches attached to them with specific training plans, website links of races in which he planned to participate, his goals for the upcoming season, and websites of his future races.

Mind Mapping – A Tool That Makes the Mundane Marvelous

I can't tell you much mind mapping has transformed, not only our company and the personal involvement of our clients, but also my personal life and that of my family. I'm a true advocate of using mind maps wherever possible. Try it for yourself and you'll see what I mean.

You have many brands of mind mapping software to choose from in the marketplace. Here at Wheaton Wealth Partners, we use [MindGenius® 4](#). *Mind Genius®* allows first time users a risk-free 30-day trial. If I've piqued your interest at all, I encourage you to try it.

I recommend *Mind Genius®* to you only because we've achieved great success with it. We receive no "kickbacks" or compensation of any kind if you sign up. We just think it's a great product. Alternatively, just give us a call if you want to ask us some questions about it and learn more about how to use this innovative tool in your everyday life.

"An investment in knowledge pays the best interest." ~Ben Franklin