

SUPER- *Creativity*

**By bestselling author
Tony Buzan**

Learn the whole-brain technique
of Mind Mapping to:

- Think more creatively
- Solve problems more effectively
- Includes a 32-page Guidebook to Super-Creativity

(The 32 page Guidebook has been reformatted to this 14 Page 8.5 x 11 PDF format.)

SUPER-CREATIVITY

An Interactive Guidebook

By Tony Buzan

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All Rights Reserved Mind Map and brain cell illustrations by Nancy Margulies

How to Use This Cassette/Booklet:

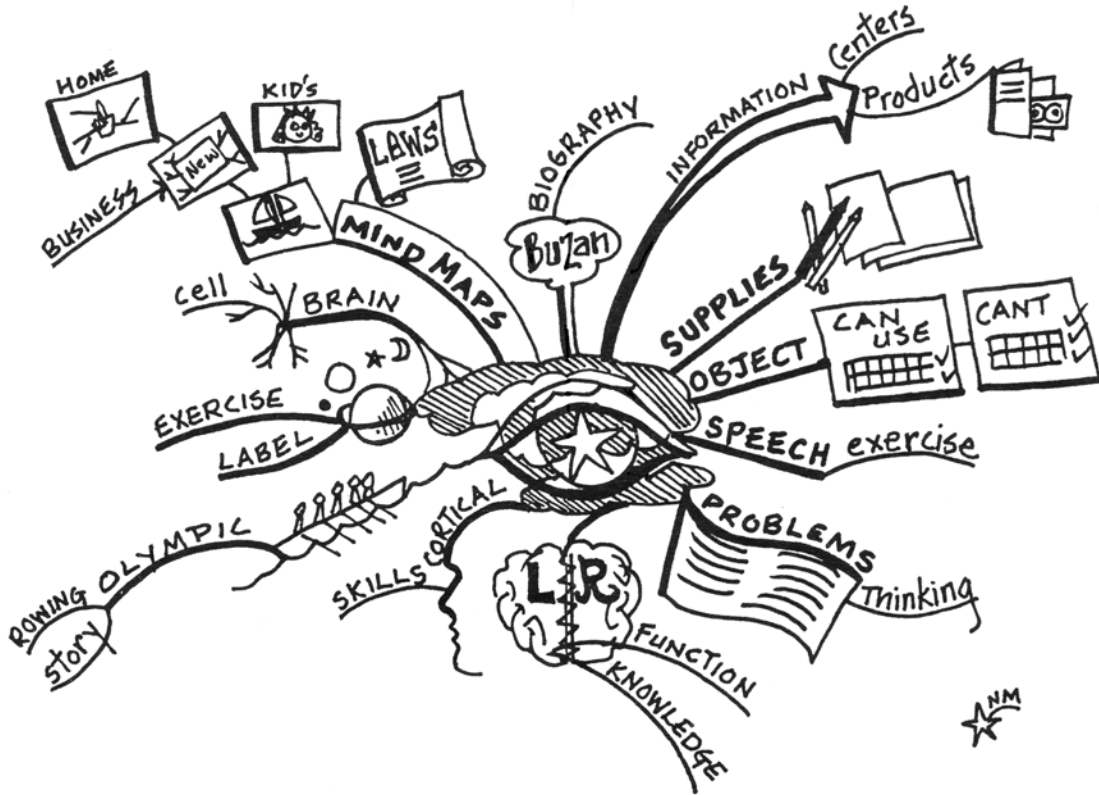
As you listen to the cassette, please keep this booklet and your Super-Creativity supplies at hand. Throughout the program Mr. Buzan will refer to specific exercises contained in these pages. To get the best results from the program, we recommend that you do the exercises as Mr. Buzan suggests.

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SUPER-CREATIVITY BOOKLET TABLE OF CONTENTS MIND MAP

As an introduction to the nature of Mind Mapping, compare and contrast the traditional linear Table of Contents on the previous page with the diagram below. Note the nonlinear, free-associative nature of Mind Mapping — a technique that works the way your brain does.



MIND MAPPING: THE POWER AND PROMISE

Because Mind Mapping allows such greater access to human intelligence, multi-national companies are already beginning to use Mind Maps at an accelerating rate.

In the European headquarters of a major multi-national computer company, a 17-week training course for new members of the organization is preceded by one week of training in creativity and Mind Mapping. It has been found that when the participants in the 17-week course are trained in these skills their retention, understanding and creative use of the information they receive in the full course is increased by 100 percent.

In European parliaments, members are preparing major speeches in Mind Map form. They have found that the Mind Map preparation takes one half to one twentieth the time for a standard speech preparation, and that the Mind Map speech itself is more cogent, more organized, more immediate, up to date, entertaining and flexible.

An international organization of chief executive officers of multi-million/billion dollar companies has sponsored hundreds of family Mind Mapping and study days. Hundreds of parents, children and relations have come together for three days of "family genius" training in order to nurture the family as a learning unit, and to encourage a more cooperative and harmonious interrelationship between family, business and cultural life. Already many of the children, and indeed many of the parents who have taken the course, have increased their academic performance beyond their wildest previous dreams.

SUPER-CREATIVITY SUPPLIES

To get the most out of this program, and to continue developing and expanding your Super-Creativity skills, please assemble the following supplies:

- 1) A variety of at least eight colored felt tip pens. Make sure the points are fine enough to print words and draw small images.
- 2) At least four sheets of unlined white paper, approximately 16 by 20 inches. If you can get larger sheets, so much the better; ideally, use Mind Mapping pads. Mind Mapping kits are available from The Buzan Centre (see page 31 for information).
- 3) A number of sheets of unlined white paper, in standard 8 1/2 by 11-inch letter size.
- 4) Four or more highlighter pens. Recommended colors are pink, yellow, green and blue.
- 5) A stopwatch or a clock or watch with a second hand to allow you to precisely time yourself on the time- limited exercises.
- 6) Additionally, before you do the exercises in this booklet, you may wish to make multiple copies of them. This way, you will later be able to return to the exercises and repeat them to both improve on and monitor your progress in developing your Super-Creativity.

USES FOR OBJECT: "Can" Exercise

In exactly 60 seconds, write below as many uses as you can think of for any object you choose to think about.

USES FOR OBJECT: "Cannot" Exercise

Using the same object, in exactly 60 seconds write down as many things as you can think of for which you cannot in any way use that object.

SPEECH PREPARATION EXERCISE

In five minutes, outline on the space below your notes for a 30-minute speech on creative thinking and innovation.

YOUR PERSONAL CREATIVITY PROBLEMS

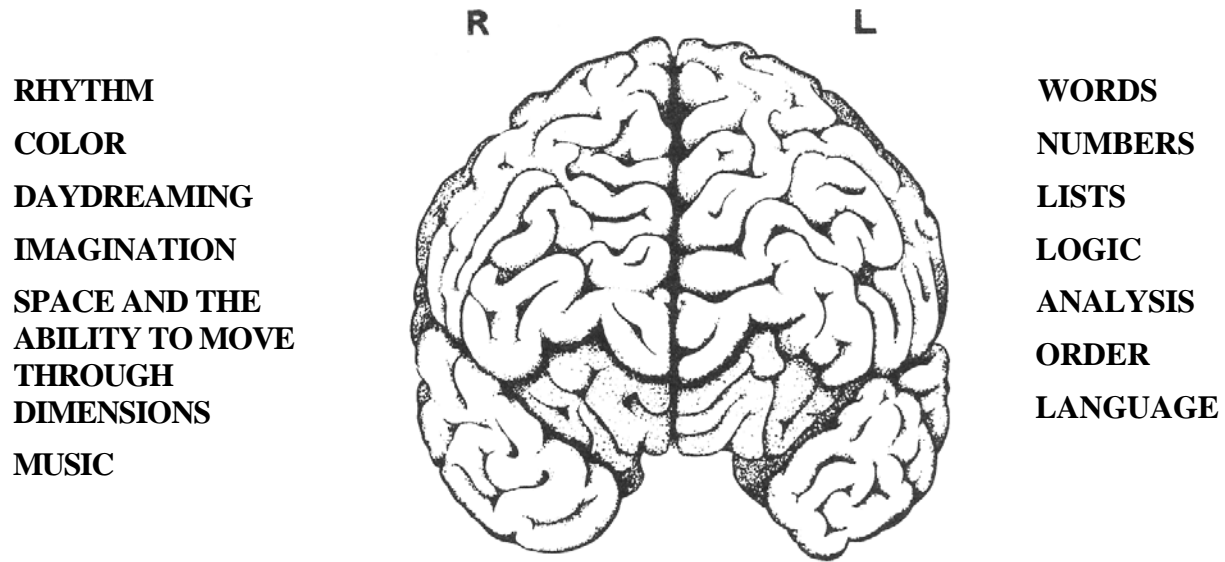
In five minutes, outline in this space the problems you have using your brain's creative skills.

YOUR CURRENT LEFT/RIGHT BRAIN KNOWLEDGE

Outline on this space what you currently know about the division of intellectual abilities between the right and left hemispheres of your brain.

LEFT/RIGHT BRAIN FUNCTIONS

A frontal view of the two sides of your brain and their functions.



USES FOR YOUR CORTICAL SKILLS

On the rest of this page, note all the uses to which you can put your vast range of cortical skills.

HOW CHAMPIONS USED LEFT AND RIGHT BRAIN CORTICAL SKILLS

In recent history there has been a popular myth that those involved in sporting activities are necessarily less involved in mental activities. The opposite is true, especially when it comes to championship-level performance. In other words the Latin belief, "Mens sana in corpore sana" (a healthy mind in a healthy body/a healthy body has a healthy mind) turns out to be true in our modern age.

Not only do we now know that championship-level performance requires the use of *all* cortical skills, we know that the great champions used their creativity and their imaginations to give them that little bit extra which took them beyond the rest.

As recently as the 1988 Olympics, I was personally involved in helping to coach the English Olympic rowing eight. Three and a half months before the Olympics the team came together, and it was generally assumed that they did not have enough time to practice together to make Olympic team selection.

By Mind Mapping their goals, by using their creative imagination to envision and repeat their successes and positive characteristics, by creating well-organized goals for themselves, and specifically by studying the nature and use of their brains, they were able to improve their performance dramatically.

As a result, they won the English Grand Challenge final and the Henley Rowing Regatta, were selected for the Olympics, and made the final! They are now established as the fourth-ranked crew in the world.

PLANETS EXERCISE: Part I

On this page write down as fast as you can, in their correct order, the planets of the solar system.



PLANETS EXERCISE: Part II

After listening to the memory exercise on the audio tape write down again, in their correct order, the planets of the solar system. (You will find the answer on page 13.)

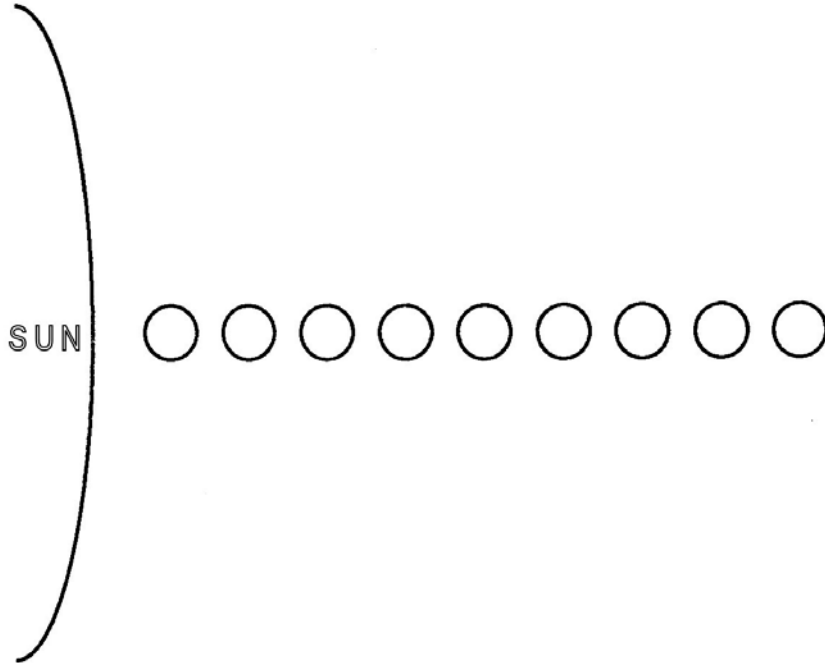
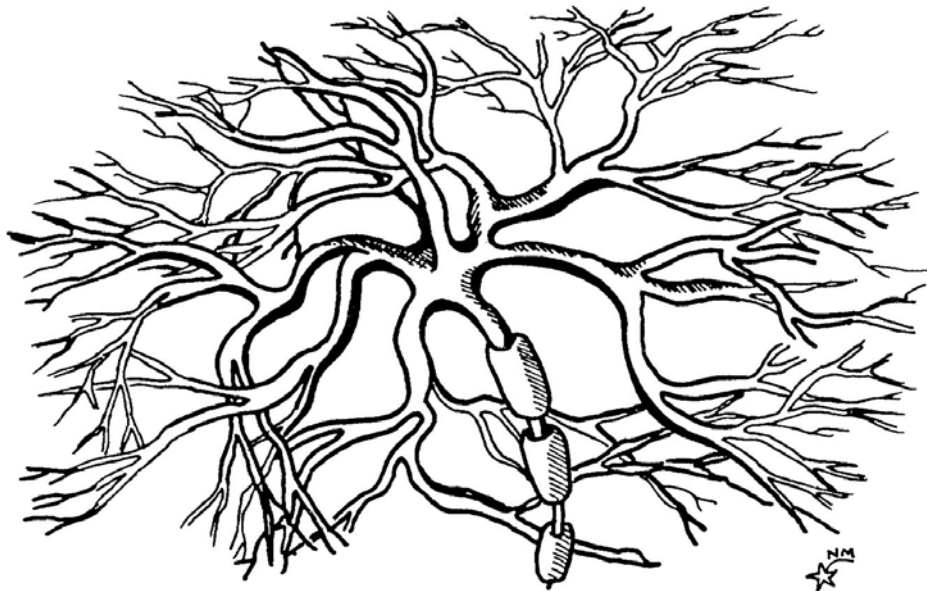


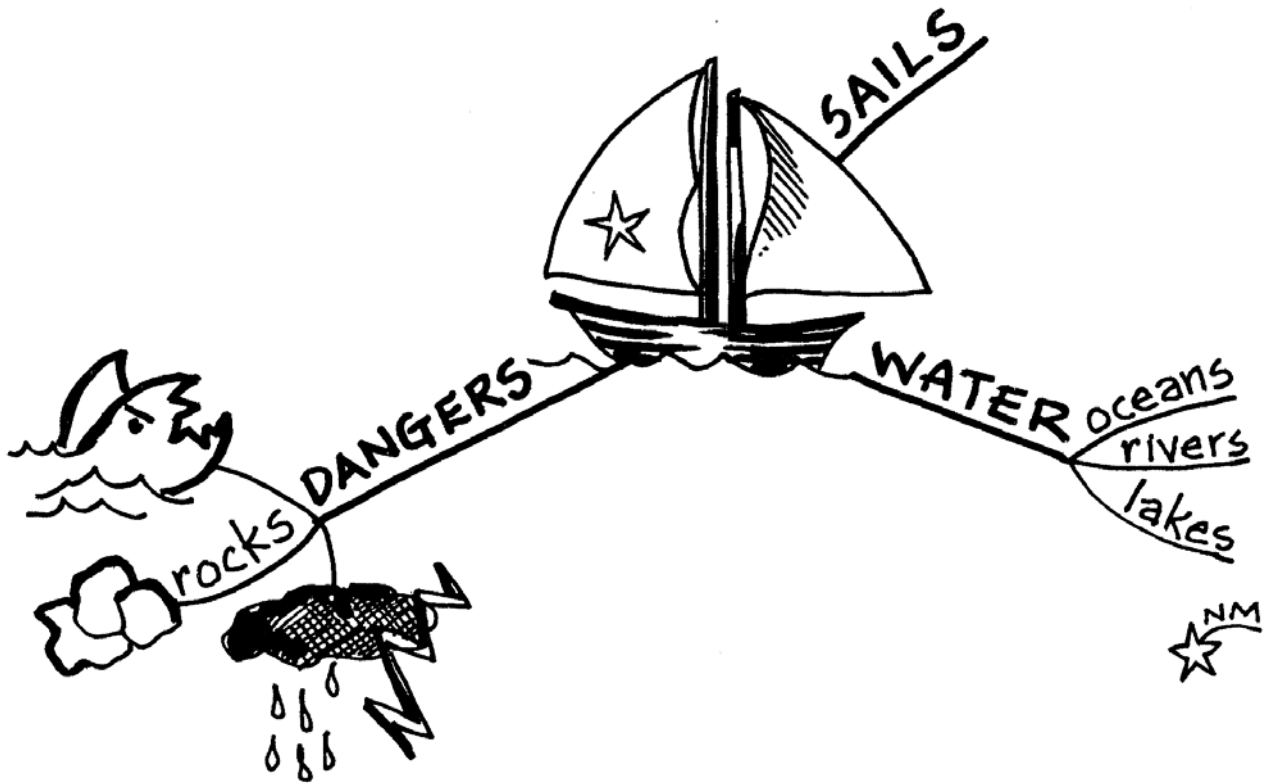
DIAGRAM OF A BRAIN CELL

Note the structural similarity between a typical neuron that exists by the billions in your brain, and a Mind Map.



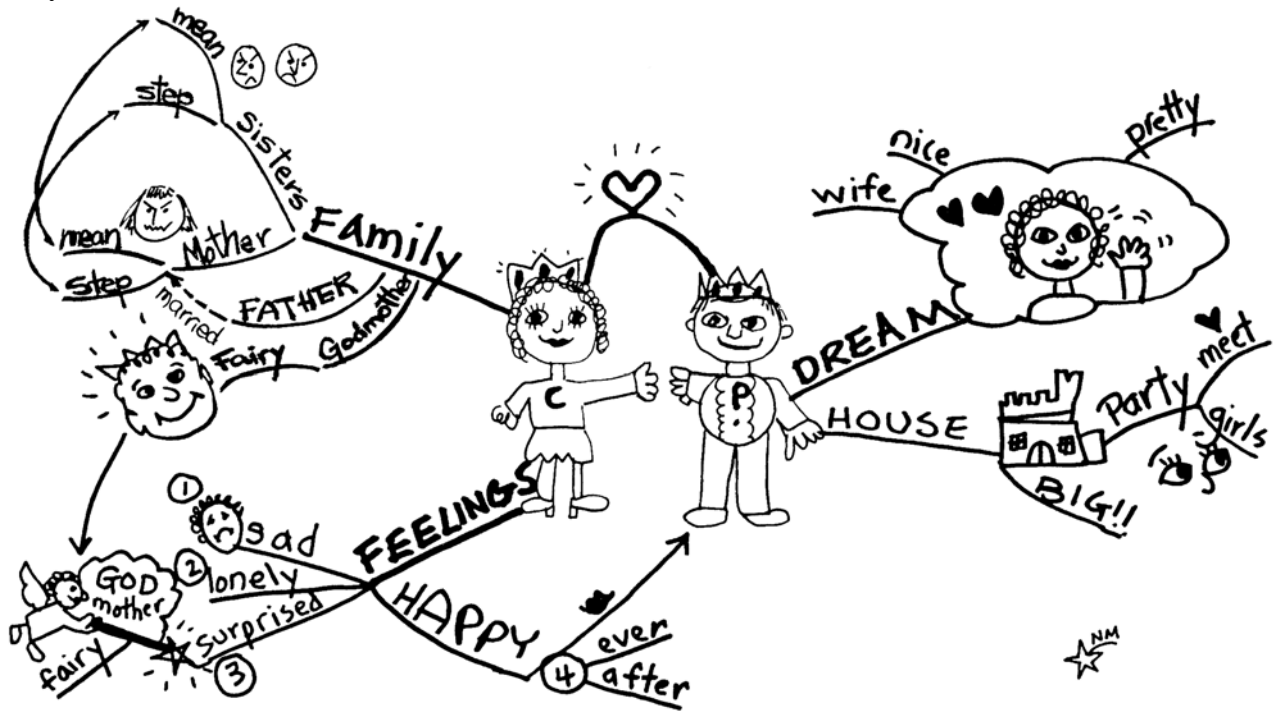
MIND MAP EXERCISE: Sailing

According to the instructions on the audio tape, complete this Mind Map on sailing.



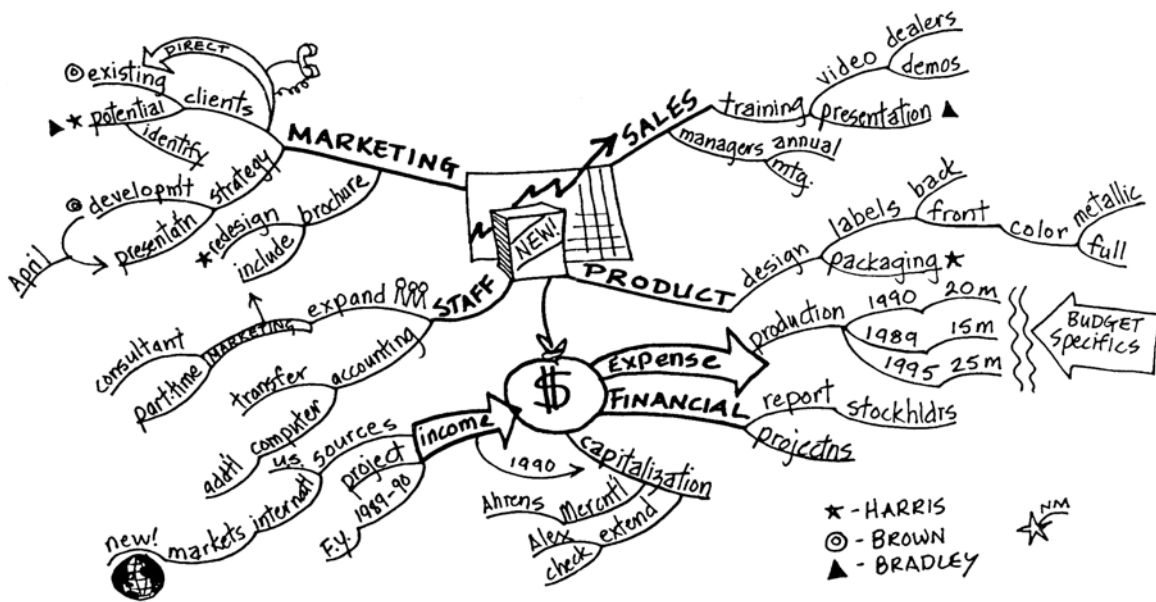
SAMPLE MIND MAP: Cinderella

On these and the next few pages are examples of how Mind Mapping can be used by all ages and occupations, to describe an infinite variety of subjects. Here is how a child might envision the classic story of Cinderella.



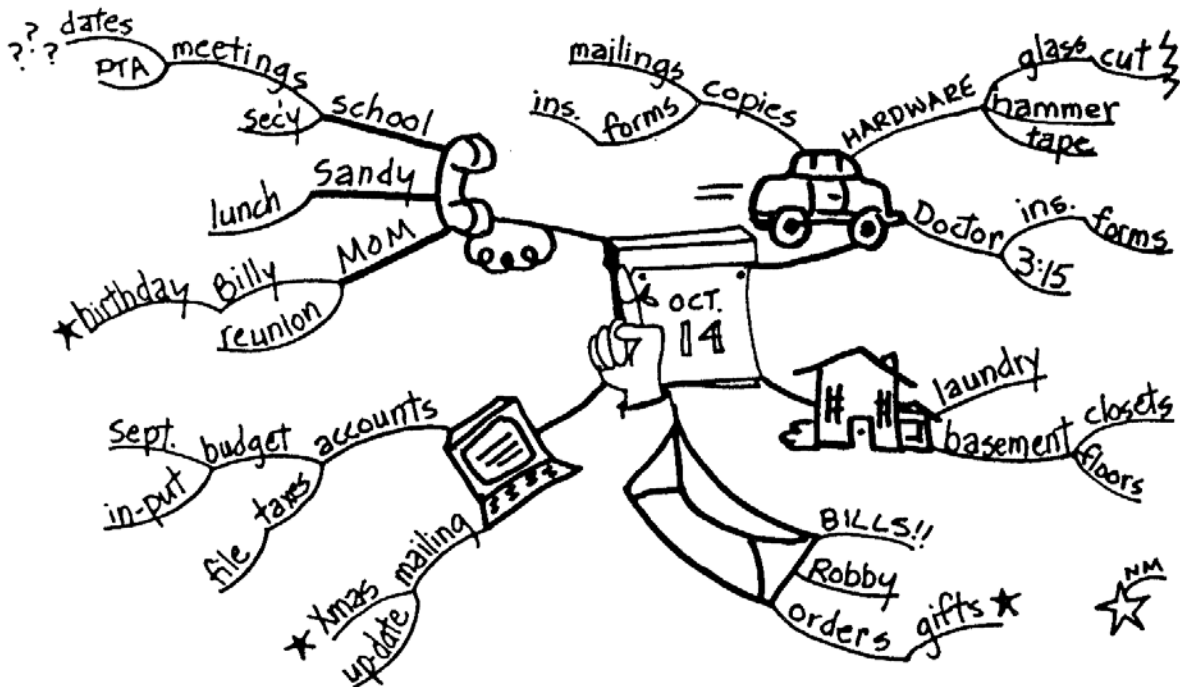
SAMPLE MIND MAP: A Business Meeting

This Mind Map describes a meeting on the development of a new product line.



SAMPLE MIND MAP: Household

Here is a Mind Map describing and planning the activity of a typical day within a household.



THE LAWS OF MIND MAPPING

The Mind Mapping laws are designed to help you more rapidly gain access to your intelligence by giving you specific techniques that are brain-compatible. By following the laws, your memory and creativity will be enormously enhanced.

Law One: *A Mind Map commences in the center of a page within a multi-colored image or symbol.*

Reasons: It commences in the center because this reflects the many-hooked nature of the brain's thinking processes, and allows more space and freedom for developing ideas from the central core. Use image and color because the old adage, "a picture is worth a thousand words" applies here in both memory and creativity.

Law Two: *Main themes are attached to the central image on six lines using large capital letters.*

Reasons: Main themes are attached because the brain works by association, and if the lines are attached the ideas will internally be similarly "attached." The lines are thicker and the printing larger to reflect the importance of these ideas.

Law Three: Lines are connected to lines.

Reasons: The connected structure of the Mind Map reflects the associative nature of the brain.

Law Four: Words are printed.

Reasons: Printing the words may take slightly longer in execution, but the immediate "photographic feedback" and comparative clarity of the printed word give enormous advantage.

Law Five: Words are printed on lines.

Reasons: Printing the words on the line gives them connection and association to the basic structure of the Mind Map. People often find that if they can reconstruct the general skeleton of the Mind Map, the words immediately "pop in" to place.

Law Six: Single key words per line.

Reasons: Each key word has its own million-range of possibilities for association. Placing the key word alone on a line gives the brain more freedom to branch out from that word. Phrases trap the individual word, and reduce the possibilities for creativity and the clarity of memory.

Law Seven: Use of color throughout the Mind Map.

Reasons: Color is a major stimulator of all forms of thought, and especially enhances creativity and memory. It also appeals to aesthetic sensitivities which increase the brain's pleasure in building the Mind Map, and its interest in returning to, reviewing and using it

Law Eight: Images throughout the Mind Map.

Reasons: As Leonardo da Vinci recommended for appropriate brain training: "Learn the Science of Art." The use of images can raise memory performance to near perfect, multiplies creative thinking effectiveness by as much as ten times, and improves problem solving and communications, et cetera. It also, over time, increases the individual's perceptual capabilities and skills.

Law Nine: Use of codes and symbols throughout.

Reasons: Personalized codes using various shapes such as colors and arrows add a "fourth dimension" to a Mind Map. They greatly enhance the Mind Mapper's ability to analyze, define, structure, organize and reason.

General Principles:

As Mind Mapping is a process of accessing and using the major cortical skill areas, it is important to have a "brain-supportive" environment.

Wherever possible, the environment should have the following characteristics:

1. **Natural light**
2. **Fresh air**
3. **High quality Mind Mapping material**
4. **Good work space**
5. **Posture-enhancing chairs**
6. **Physical objects and decorations that feed the senses**
7. **Temperature control**

It is also recommended that the Mind Mapper organize at an early stage in the development of his/her Mind Mapping skill a filing, cross-referencing and retrieval system for Mind Maps of differing sizes, and for those which cover different subject areas.

With each Mind Map, it is useful to have as a continuing goal the ongoing development of artistic and organizational skills. This makes the Mind Map not only specifically project-oriented, but also an ongoing tool for personal mental development on all levels.

ABOUT THE AUTHOR

Tony Buzan, the originator of Mind Maps and the Buzan Organic Study Technique, as well as new developments in the theory and development of mnemonic systems and creativity, was born in London in 1942. He emigrated to Vancouver in 1954 and graduated from the University of British Columbia in 1964, achieving Double Honors in Psychology, English, Mathematics and General Sciences. He then became Lecturer in English, Creativity, Communications and Psychology at Simon Fraser University, where he was Charter President of the Student Union. Returning to England in 1966, he worked on Fleet Street, also editing the MENSA (the high IQ society) International Journal.

Since then he has published 10 books (nine on the brain and learning, and one volume of poetry) including five that have recently been published in America: *Use Both Sides of Your Brain* (Dutton); *The Brain User's Guide* (Dutton); *Speed Reading* (Dutton); *Use Your Perfect Memory* (Dutton); and *Make the Most of your Mind* (Linden). His books have now been published in 50 countries and translated into 20 languages. *Use Both Sides of Your Brain*, published in England as *Use Your Head*, has recently been termed a classic by BBC Publications, has surpassed worldwide sales of a million, and is a standard introductory text for the Open University.

A.E. van Vogt has said of Buzan's poetry: "In terms of the 21st Century, poetically expressed, the beauty of the poetry, and the wealth of information about the human condition has never been equalled in literature."

He has featured in, presented and co-produced many television and radio programs, both national and international, including the record-breaking *Use Your Head* series (BBC TV); the *Open Mind* series (ITV); *The Enchanted Loom*, a one-hour feature documentary on the brain; numerous talk shows and many radio programs. His prize-winning video cassette learning courses (*Business Brain*) his audio cassette *Learning and Memory*, and the *Tarry town Tape* have all been bestsellers. His latest video course production, *The Cornerstone Business Brain Series*, for both corporate and family use, is now available throughout the U.S.A. through the Buzan Centres.

In the last five years he has initiated a number of major business and educational projects, including mass education projects in Africa, Scandinavia and America, in which he taught one-to-four-day courses to teachers, students and business people. Recently he lectured on creativity to 2,300 of the world's top designers at WORLDESIGN 85 in Washington D.C.

Universities at which he has given lectures, and companies to which he is a consultant and who use his techniques in both management and training, include: Oxford University, Cambridge University, Stanford University, IBM, Barclays International, Shell Oil, DuPont, Xerox, British Petroleum, Digital Equipment Corporation, Nabisco, General Motors, AT&T, General Electric, Bell Telephone and 3M. He is a Fellow of the Institute of Training and Development; a member of the International Council of Psychologists, the Swedish Management Group, and the Jamaican Institute of Management. He has recently been elected to the International Faculty of The Young Presidents' Organization. He is sports psychologist to Great Britain's Olympic rowing team, and his hobbies include athletics, swimming, Aikido, dancing, astronomy and charity lecturing for the World Wildlife Fund.

Answer to page 16:

The correct order of the planets is:

Mercury, Venus, Earth, Mars, Jupiter, Saturn, Uranus, Neptune and Pluto.

THE BUZAN CENTRE

For more information about the books, courses and products offered by Tony Buzan, please visit <http://www.mind-map.com/> or contact

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