

'MindMaps may reshape Internet'

BUZAN CONDUCTS SEMINAR ON 'BRAIN CAPITAL CREATION'

By Reshmi Nair

DUBAI — Tony Buzan, creator of the computer software 'MindMap', believes it will boost creativity in Dubai and drastically change the future of the Internet.

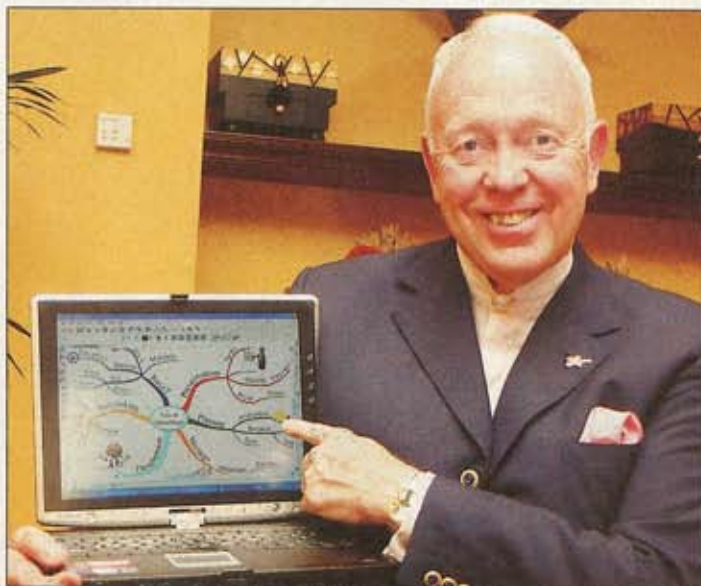
Released recently, MindMap consists of a diagram that organises information in the form of computer software.

"I want you to tell me 10 sentences of at least 10 words, that you have read or heard in the last 10 years. Now, tell me about your life in the last 10 years. Notice the difference?" said Buzan, 65, the world's leading expert on brain and learning, in an exclusive interview with *Khaleej Times*.

"Our brain does not work in words and grammar; it works with images, concepts, keys and ideas. The MindMap is therefore based on the way the human brain thinks."

Buzan, who has authored and co-authored more than 90 books that have been translated into 30 languages, is currently in Dubai, for the first time on a visit, to conduct a two-day seminar on "Brain Capital Creation." The seminar is targeted at company managers.

Over the past 15 years, Buzan has lectured in 67 countries. He teaches a mind mapping and mental literacy module at the Singapore Institute of Management (SIM), for which students receive academic credit. This is a course he hopes to bring to universities in Dubai.



Brain expert Tony Buzan showing his computer 'MindMap'— Photo by Liaqat Hussain

INTELLIGENT NOTE-TAKING

"The 21st century note-taking is the MindMap. We have to be intelligent, industrial note-takers. Instead of writing everything down in sentences, we take the central idea and let it radiate, through branches."

"Traditional note-taking, taught all over the world, always has three main elements - lines, words and a black or blue pen. This is logical. Yet, the pen is a singular colour, a monochrome. Repetition of this is monotonous. It's boring and turns our brain off."

He added: "This is why 21st century note-taking is the Mind Map. We have to be intelligent, industrial note-takers. Instead of writing everything down in sentences, we take the central idea and let it radiate, through branches."

He considers businesses in Dubai a huge market for his technique, thanks to its applications, which increase efficiency in business planning, project management, human resource development and communication.

"When I think of Dubai, I see creation, energy and questioning, in terms of officials questioning their future steps, as well as the future of education. People here are very aware of the latest research on the brain."

He continued: "The MindMap helps deal with

global competition. It organises thinking and learning, and boosts creativity. The major challenge is, who can develop the most creative ideas! As a forerunner of creativity, Dubai would benefit greatly as it strives to produce another Burj Al Arab or The World."

According to Buzan, Mind Maps are not limited to business. "You do not need a specific skill to create a Mind Map. Anyone can do it, for just about anything. Students can use it to help write essays or for revision, while families can plan their holidays. Some people even use it to find their ideal partner."

Though Mind Map has been available for purchase and download online since May, this is the first time the software has been showcased in the Gulf region. This is also the first time a CD version of the software has been distributed in the world.

In terms of the future of Mind Map, Buzan is certain that it will soon impact the internet. "There is too much information on the internet and it becomes hard to remember what we read. Mind Map allows us to summarise the information. It will definitely change the future of the internet."

The two-day seminar started yesterday at the Movenpick Hotel, Dubai, and will conclude today.

More information on the Mind Map can be found at <http://www.buzanworld.com/>