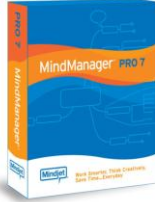
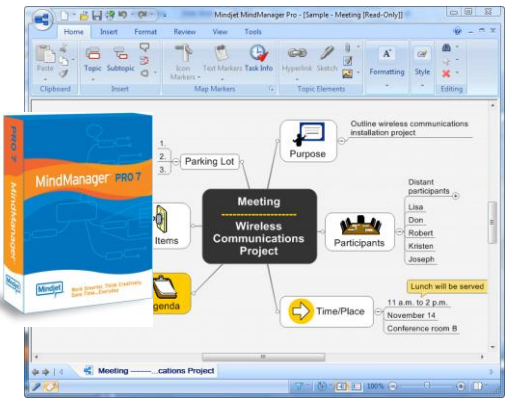




Using MindManager
to move
your PowerPoint
Presentations
Beyond Bullet Points
with Cliff Atkinson

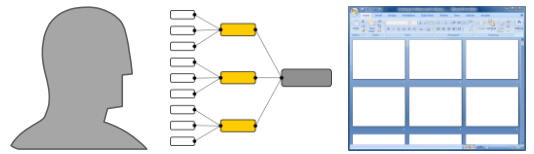
“map shock”

http://www.sociablemedia.com/articles_dansereau.htm


You're looking for solutions



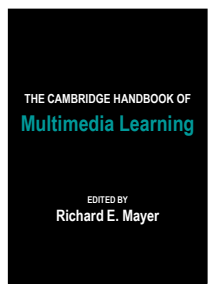
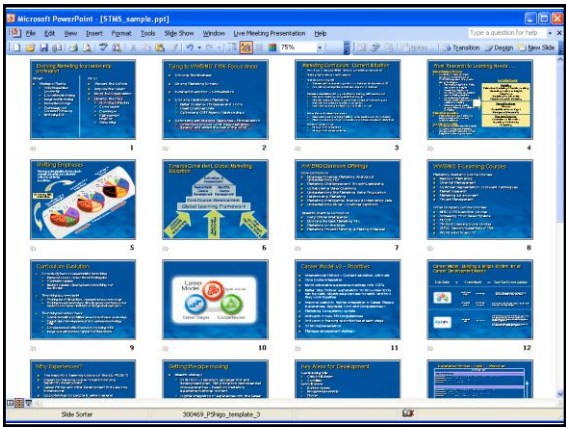

Manage the mind in 3 ways



1: Understand how the mind works



Review the research

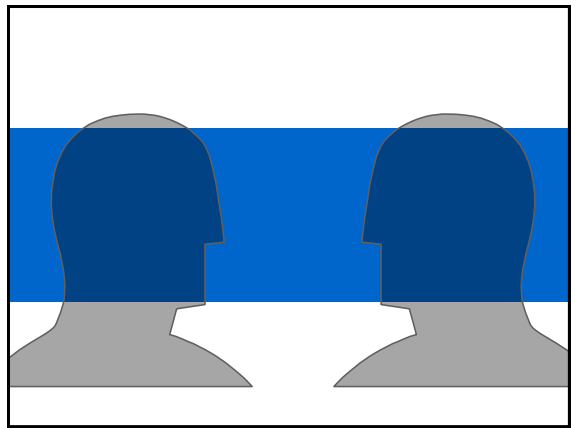
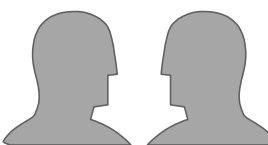


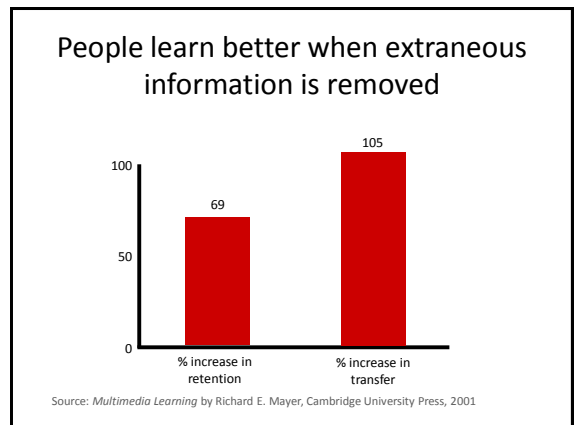
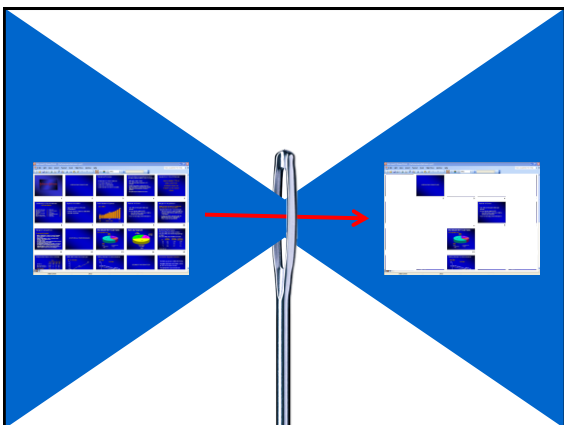
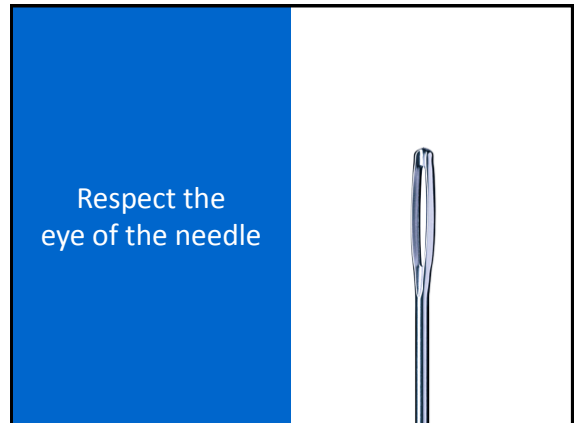
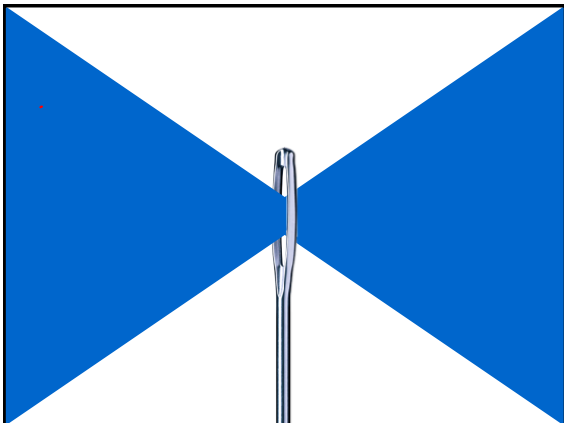
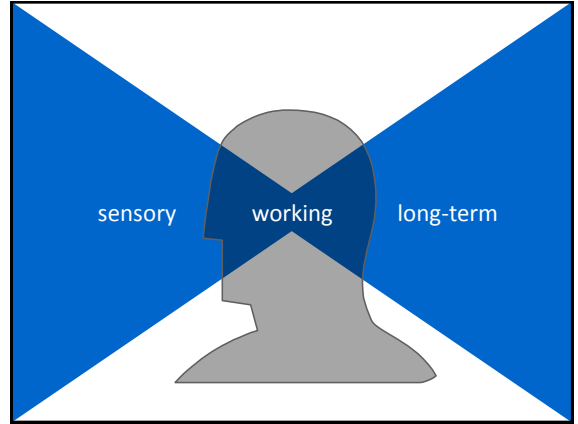
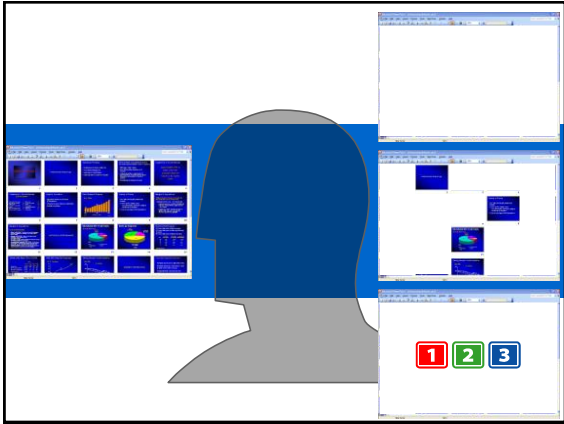
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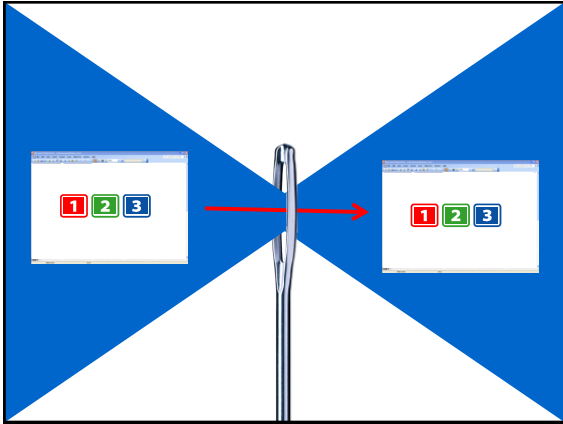
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Revisit your assumptions about communication







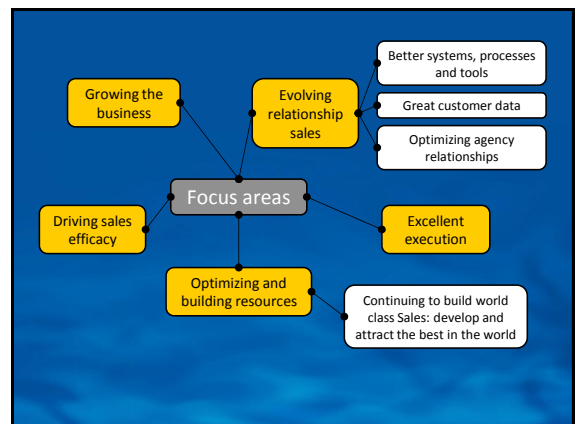
2: Choose the right map structure

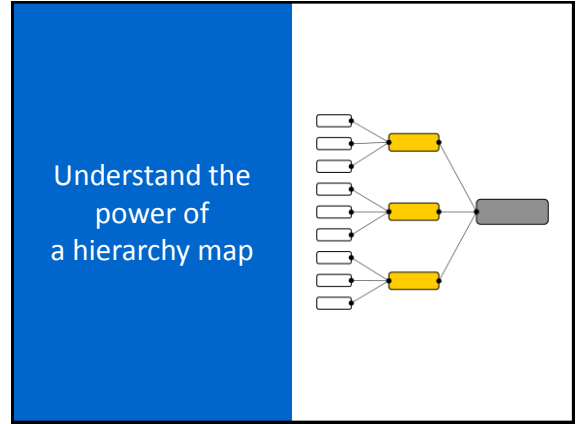
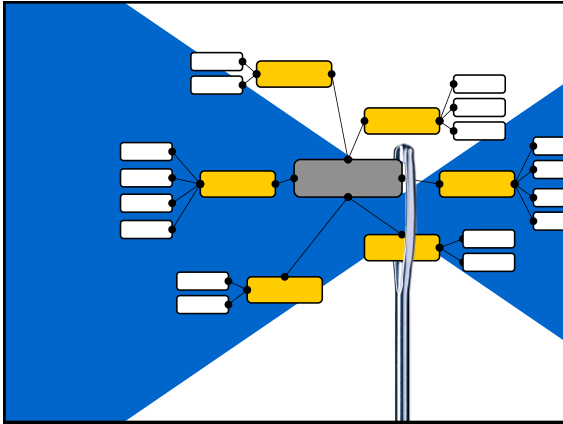
Understand the limits of a topic map

A topic outline works like a grocery list

Focus Areas

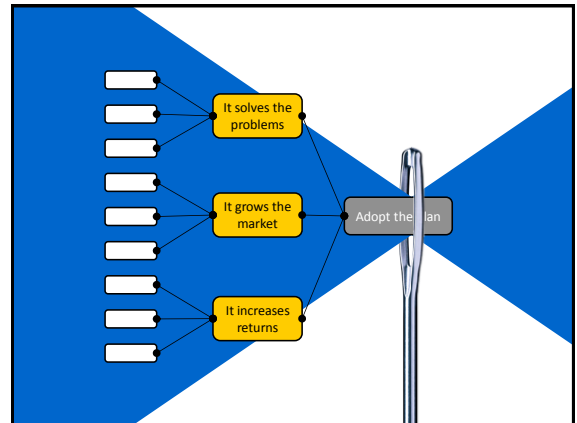
- Growing the Business
- Driving Sales Efficacy
- Excellent Execution
- Evolving Relationship Sales
 - Better Systems, Processes and Tools
 - Great Customer Data
 - Optimizing Agency Relationships
- Optimizing and Building Resources – Normalization
 - Continuing to build world class Sales: develop and attract the best in the world





A sentence outline tells a story

Adopt the plan
 1. It solves the problems
 2. It grows the market
 3. It increases returns



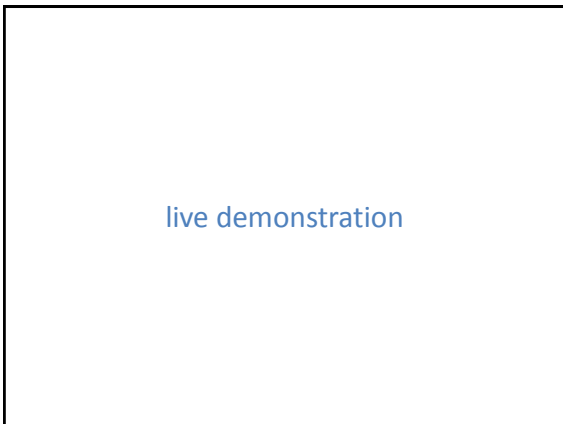
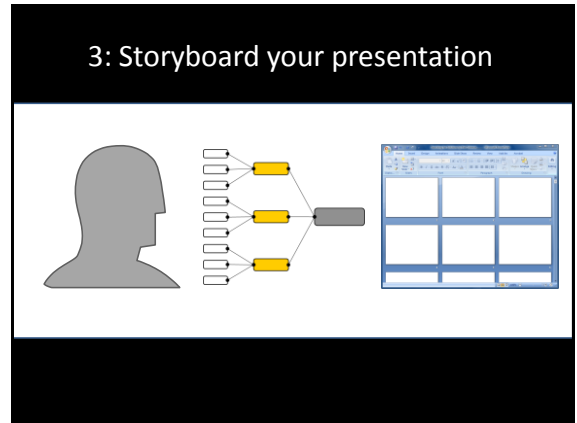
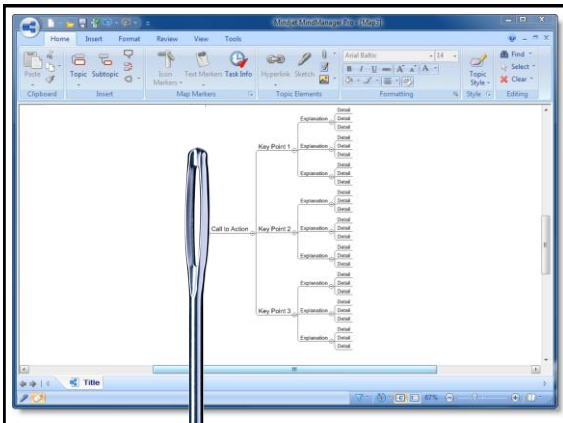
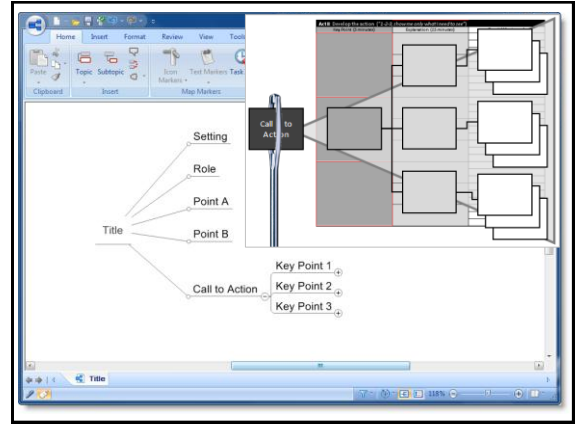
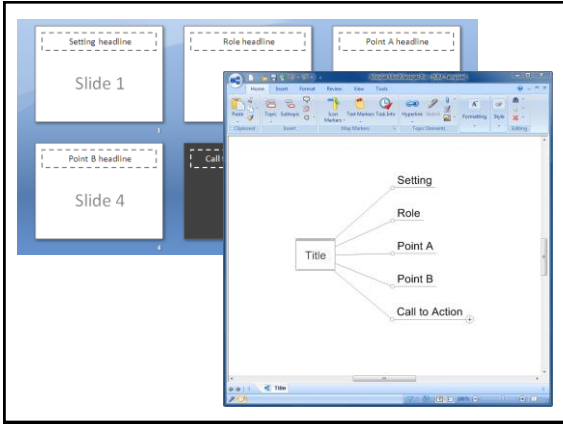
Use the MM BBP Story Template to format your ideas

beyond bullet points
 CLIFF ATKINSON
 Using Microsoft Office PowerPoint 2007 to create presentations that inform, motivate, and inspire

Table and byline
 Act 1: Setup the story from the audience's viewpoint (A, B, C, what, & if for one?)
 Setting (minutes):
 Role (minutes):
 Point A (other character's action):
 Point B (character's reaction):
 Act 2: Develop the action ("I, J, K, show me why, what I need to see")
 Key Point (2 minutes):
 Explanation (2 minutes):
 Detail (2 minutes):
 Act 3: Setup the resolution (to be completed in the storyboard below)

Topic 1	-
Topic 2	-
Topic 3	-

Setting
 Role
 Point A
 Point B
 Call to Action



www.mindjet.com/us/download

www.sociablemedia.com