



Impacters Global Events  
Developing Global Leaders

# Tony Buzan

Int'l conference on  
Mind Mapping  
(The Power of Creativity & Innovation)  
15<sup>th</sup> Dec. 2017



### Our Audience

- Leaders and chief executive officers
- Top managers and directors of public agencies
- Consultants and psychologists
- Members of academia
- Teams and groups requiring innovation and creativity
- Students

### Planned outputs of the conference

- Increasing personal and business productivity and efficiency
- Creating influential leaders for future
- Management of business talents and skills
- Expansion and development of culture of creativity and innovation
- Effective management of resources, time and money
- Creating new ideas and resolving problems by mind mapping.



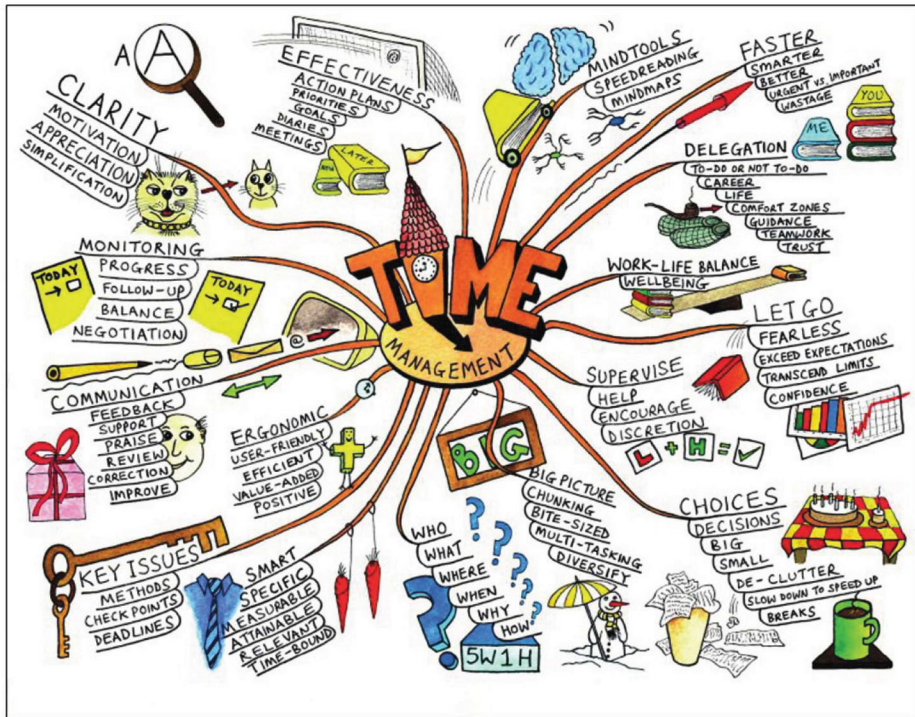
*"The world isn't fast-paced, it's frenetic. People have to be managers of themselves. Time has been managing itself for 15 billion years; we have to manage ourselves in the context of time."*

**Tony Buzan**





## About Mind Mapping...



A Mind Map is a powerful graphic technique which provides a universal key to unlock the potential of the brain. A Mind Map allows you the freedom to use uncharted and boundless territories of your brain and experience creative power of your brain to overcome crisis and difficulties facing your personal and business life.

Technique of mind mapping can be applied to all aspects of your life and is an excellent tool that enables you to learn faster and make sounder decisions (away from sentimental attachments and emotions) to enhance and improve human performance.

The use of colors, images, and keywords in mind mapping aids in enhancing your memory and retention. Mind mapping asks you key questions you need to ask for resolving a difficult situation and problem by splitting and forking different aspects and giving you new ideas and solutions.

"Mind mapping is a technique based on memory and creativity and comprehension and understanding, so when the student or a child uses the mind map, they are using their brain in the way their brain was designed to be used, and so the mind helps them in all learning and cognitive skills. It simply helps them in what the brain does naturally."

**Tony Buzan**



mind Mapping 

## Tony Buzan

Founder and inventor of Mind Mapping and techniques to enhance power of brain and improve decision-making and memory retention. He has been named by Forbes as one of the five leading speakers of the world. He has written more than 100 books that have all been translated into different languages, including Farsi.

He is the founder and president of Brain Foundation and the World Memory Championship. Over the past 40 years of research, study and writing, Tony has discovered unique techniques and methods that enable leaders and business managers to make much better use of your brain and mind power for creation of novel and innovative ideas and thoughts. More than 250 million people around the world have applied these techniques.

Major companies of the world benefit from Tony Buzan's seminars and training events: British Petroleum, Walt Disney, HSNC, IBM, Microsoft and many others.

Managers who have applied Tony's technique of mind mapping have experienced more than 50% in improvement and betterment of their decision making, resolution of crises and higher productivity.



One of the five influential and prominent speakers of the world.

**Forbes**

# mind Mapping

 Speech Titles:



## First Session: Mind Mapping

- Discovering power of brain, disciplining your thoughts, organizing complex information and creating new ideas by mapping and using colors, simplifying and increasing power to understand problems
- Creating a new idea and adding more branches to it to reach the creative and innovative depth of ideas and learning color codes and graphics for finalization of program.

## Second Session: Creative thinking and culture of innovation in organizations

- Creativity test (first test)
- Innovation test (second test)
- Ways and methods to reach ideas that are creative and stand apart by mind mapping and graphic presentations
- Various colors and graphics, fast and immediate and permanent retention, and speed reading of projects, documents and books.

## Third Session Power of mind and memory

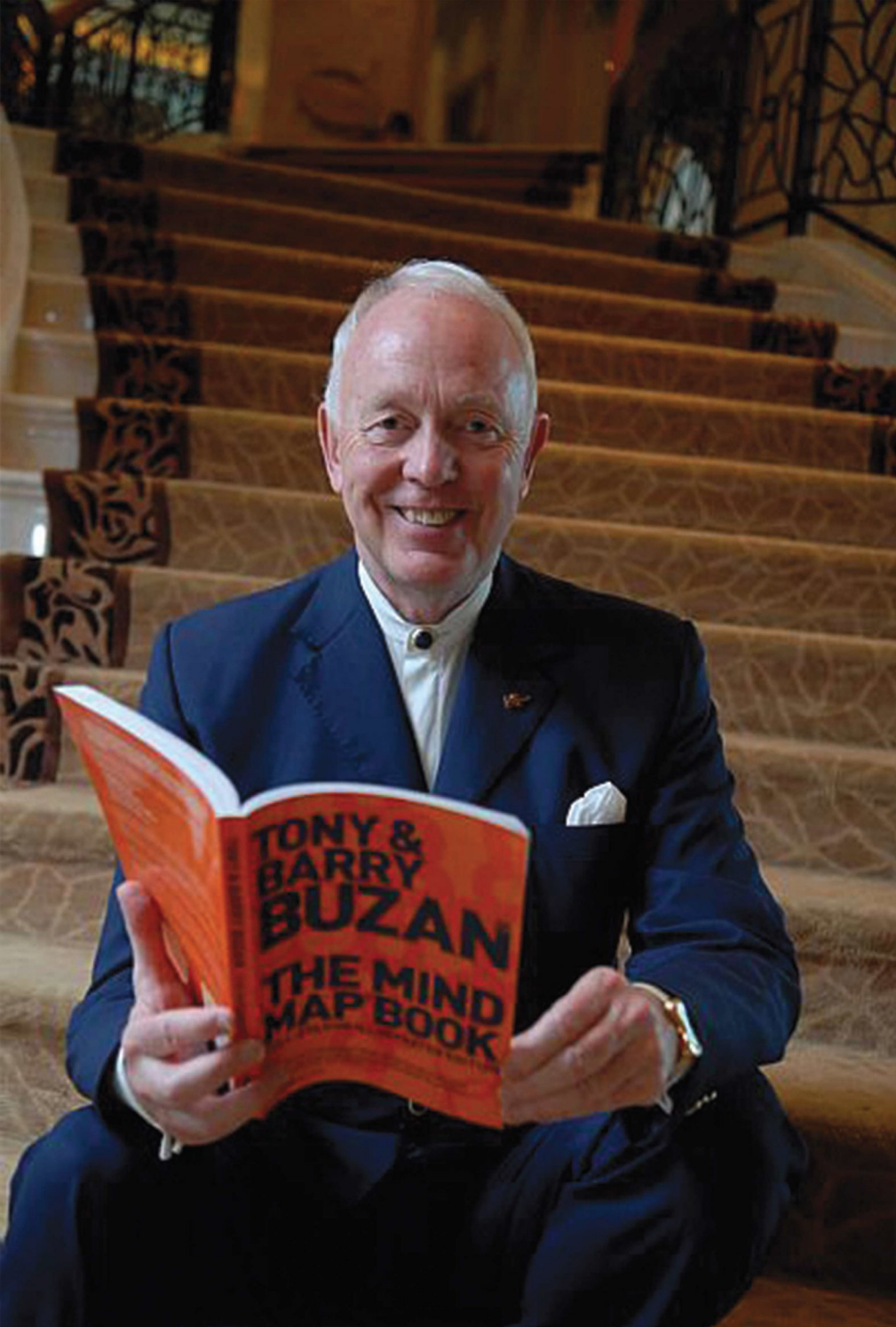
- Memory system and structure and ways to improve your memory recall and retention up to 80%.
- FIT Model in increasing power of your brain and permanent retention and recall – doubling memory retention capacity.
- 7 ways to improve I.Q.
- New and novel model to organize and plan your thoughts.

## Fourth Session Multiple intelligences and their relationships

- Converting humans into creative beings.
- Importance of linking connecting multiple intelligences, and ways to improve them for better physical health, spiritual health and intelligence, physical and social intelligence.

*"Memory and creativity are essential to education, but if you teach memory incorrectly, it is a total waste of time, and it will inhibit learning."*

**Tony Buzan**



# WORKSHOP

on "Practical Business Mind Maps"

Saturday - 16<sup>th</sup> Dec. 2017

Tony Buzan, author of more than 100 successful books and founder of Mind Mapping, will hold a one-day workshop on mind mapping with 25 managers.

- How to create and implement mind mapping in organizations on individual and group basis.
- Importance of minds mapping for human health, health of businesses and ways to improve individual and collective productivity.
- Practical applications of mind mapping for leaders of organizations in planning, organization, speeches, and resolution of crises.
- Mind mapping with colors, codes and graphics for risk management and social media.
- Working of brain and mind and its impact and role on behavior and performance of humans.

*"Through using our memory to its fullest we can unlock the vast reservoir of human potential that isn't currently being used."*

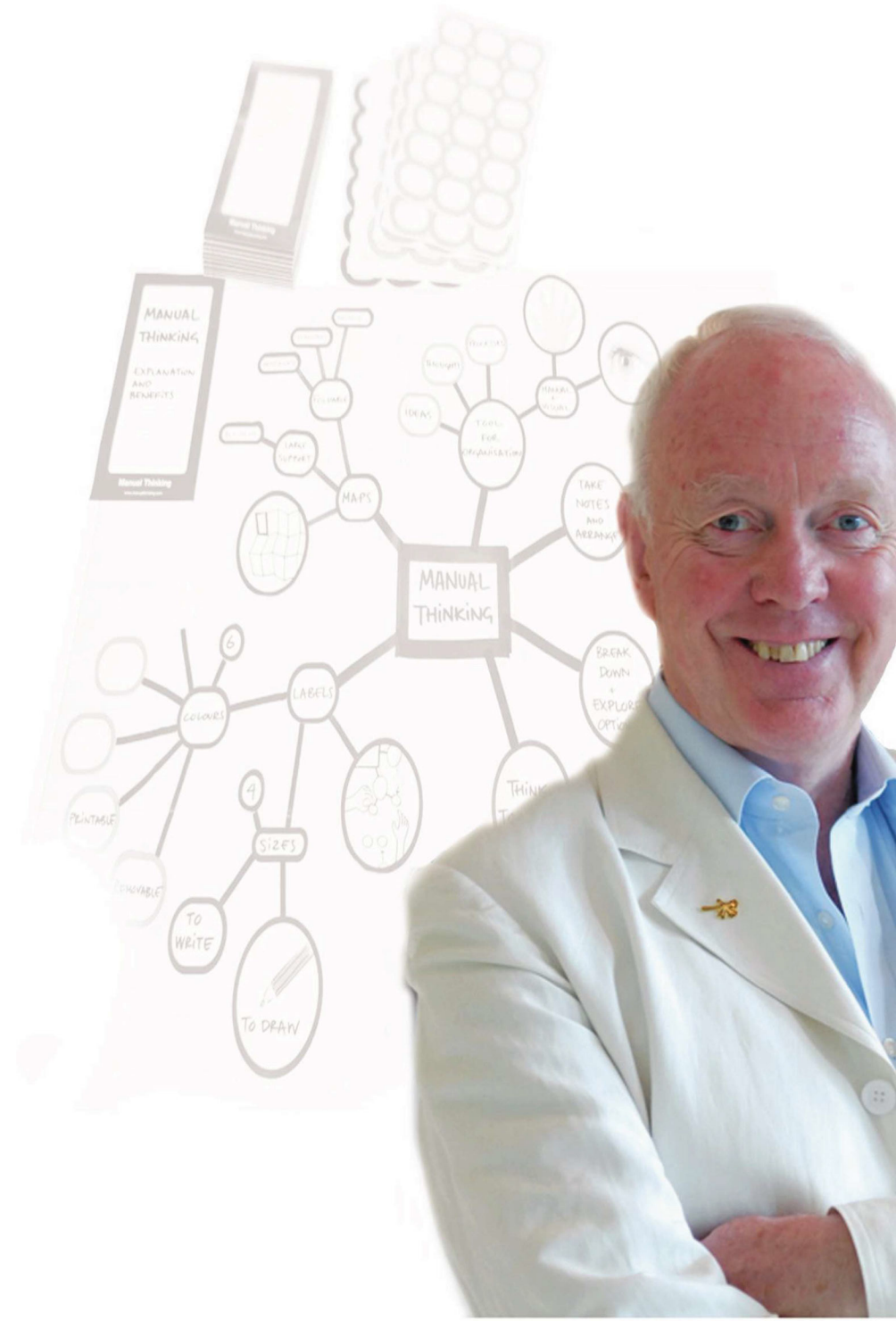
*Tony Buzan*





*"The desire for self-improvement is vital. There is no point in pushing children; they need to be the ones who want to learn new skills."*

**Tony Buzan**





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