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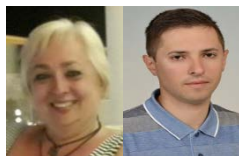**Shymanovska-Dianych L, Ishcheikin T**

Mind-management as a modern management tool for an organization

Lyudmila Shymanovska-Dianych, Tymur Ishcheikin*

Poltava University of Economics and Trade, Ukraine

*Corresponding author's e-mail: ludad 5846@gmail.com

Abstract

Everyone who is related to management and entrepreneurship has heard about a relatively new direction, "Mind-Management". To be precise, this direction began its development back in the late 1970s. XX century in the UK. However, for the different countries this is a truly new trend, which has not received sufficient attention from the public.

Keywords: mind management, mind maps, project management

1 Introduction

Mind-management is the direction of time-management, therefore, its fundamental goal is to save time resources. And, as is known, time is on a par with human resources the most valuable assets of a modern organization. This trend is the result of globalization, that is, the removal of barriers in the international environment, and, as a result, tougher competition. One of the most popular methods of Mind-Management is the "mind-maps". Mind-maps are a tool that allows: to effectively structure and process information; think, using all of your creative and intellectual potential [1, 2].

Also there are such variants of the translation of the phrase "Mind-maps" as "Mental maps", "Thinking maps", "Maps of the mind" etc. Areas of application of mind-maps are presented in the table 1.

It is believed that the developer and creator of this method is Tony Buzan, a British psychologist and author of techniques for remembering and organizing thinking. His work is aimed at increasing the effectiveness of brain use by optimizing more information [1, 2].

Mind maps is a graphical method that allows to visualize any problem / theme / process, or rather see not only the goal, but its structure, as well as the ways to achieve it.

In fact, this method is an effective completion of brainstorming, a way to quickly solve the problem. Consequently, by means of intelligence cards, the process of goal-setting is simplified, and the efficiency in this case increases.

The construction of mind maps reminds a certain game with a creative beginning, when drawing up maps it is recommended to use illustrations, graphics and bright colors, which in turn helps not only to structure the information, but also to memorize it on a visual level:

- at the first stage it is necessary to determine the central, starting "point" of the map - a fundamental problem; at this stage it is important to clearly set the goal, therefore it is recommended not to ignore

SMART criteria (specific, measurable, achievable, relevant, time-bound);
- the next step is to determine the ways to solve the highlighted problem (the "intelligence card" is read clockwise, starting from the upper right corner), that is, we define the tasks;
- the third stage, in fact, is the most "labor-intensive", since it is necessary to define methods for achieving the fundamental goal: there can be a great many of them (that is why it is recommended to use bright colors).

TABLE 1 Applications of mind-maps

Training:
creation of clear and understandable lecture notes
maximum return on reading books / textbooks
writing essays, course projects, diplomas
Memorization:
preparation for exams
remembering lists: what to do / whom to call / ...
Presentations:
you give more information in less time, while you are better understood and remembered
business meetings and negotiations
Planning:
time management: plan for the day, week, month, year...
development of complex projects: new business

Brainstorm:
generation of new ideas, creativity
collective solution of complex problems

Making decisions:
clear vision of all "for" and "against"
a more balanced and thoughtful decision

What is this method important for a modern organization? With their help, we can greatly facilitate the performance of such intellectual works as:

- solving problems and non-standard tasks;
- rapid writing of easy-to-understand texts;
- effective training; successful public speaking;
- making decisions;

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- task management;
- project management;
- strategic planning;
- monitoring of business processes;
- management of meetings;
- management of corporate knowledge;
- organization of effective team work, including remotely working employees;
- other areas of intellectual activity [3, 4].

Initially, mind-maps were compiled "by hand", the development of the Internet and technological progress did not pass by and the management.

Today, there are a huge number of electronic programs that can be used to build a mind-maps in a shorter time, for example: Bubble.us, Coogle, FreeMind, iMindMap, MAPMYself, Mind42, Mindjet, MindManager, MindMeister, MindNode, Mindomo, Popplet, Realtime Board, Scapple, SimpleMind, SpiderScribe, XMind. However, regardless of the chosen method of constructing mind maps, their effectiveness does not become less: with their help, details are not lost; there is the possibility of making additions and changes at any stage of the method construction; the possibility of making mistakes is reduced.

2 Overview

This work discusses the advantages, disadvantages and conclusions on the following issues:

- role of the Mind-Management in the management of a modern organization
- spheres of application of the Mind-Management
- mind-maps as a tool of the Mind-Management

3 Decision

As an example of the application of the Mind- Management, examples of the development of the mind-maps for visualization and systematization of information will be considered when developing the company's development strategy. Tools of the Mind-Management allow not only to generate a strategy with which key employees agree, but also to launch it into work.

4 Conclusion

The "mind-maps" method is not universal, but simplicity and accessibility make it possible to apply it in any sphere of intellectual activity.

"Mind-maps" is an additional method for forecasting and analyzing the external and internal environments of an organization, this is the method by which complex things acquire simplicity, this method allows to convey complete and reliable information to every employee.

References

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