

# Business Development with **MindManager**



## OUR TRAININGS

- **Basic Training**  
Be more effective in your work. Create & Visualize information, Collaborate with colleagues. MS Office export and integration.
- **Project Focused Training**  
Structure tasks and resources with transparent planning, meeting schedules and Gantt charts.
- **Business Focused Training**  
Consider your business model in order to identify problems and / or opportunities in relation to market competition. Contains ideation and business decision support with 2 x 2 matrices,

## Work with MindManager in its full potential

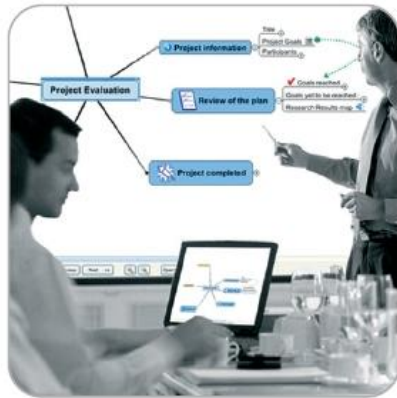
The courses are offered as an on-site company specific training. Solve problems and find innovative opportunities to beat your competition. Structured brainstorming and creativity techniques are supported by MindManager to leverage your effectiveness in business development.

Realize AB has 13 years of experience in creative business development and has trained managers, project managers, sales and marketing people in many leading companies. We have in cooperation with MindJet LLC developed essential parts of MindManager, and in addition we offer our expertise and support to help you make the best use of the software.

**Realize AB**

New Ideas New Business

# MindManager Business Education



This training is company specific, held at your location, and is built around examples relevant to your business challenges and current situation. We teach you how to identify and analyze problems/opportunities in relation to your competitive situation, in a simple but accurate manner.

MindManager combines a structured and yet creative way of working. The result is more efficient operation and navigation towards your next innovation and business opportunity.

MindManager include e.g. tools for instant ideation, analysis using 2x2 matrices and tools for decision making.

*" We work with small and large, yearly recurring projects and it is valuable to be able to get a better overview of all parts."*

– Lena Sjöstrand, project coordinator at Göteborg & Co.

*" We got a very good start with training from Realize AB who pedagogically taught us how to use MindManager in various areas"*

– Maria Eriksson at Adidas Group.

*" For us as journalists, is not enough with a PM when we do our planning. We need the pictures, symbols and overviews that you can get from a mind map"*

– Erik Fichtelius at UR.

For more information about our products and services available on the Internet at:

[www.mindmanager.se](http://www.mindmanager.se)

## Content

- The course includes both basic and advanced sections with accompanying exercises. Course materials are included.

#### Key features in MindManager

- Create, edit and organize your mind maps
  - Link to documents, files, and Web pages
  - Working with notes and comments
  - Layout and images
- Integration to MS Office
  - Export to Word, PowerPoint, and PDF files from mind maps
  - Create a mind map from Word documents
  - Integration with Excel and Outlook
  - Create web pages from mind map

#### MindManager for more effective meetings

- Using MindManager in meetings
  - Mind map as a working document
  - Meeting Templates
- MindManager for brainstorming
  - Support for the steps in Brainstorming
  - Capture and structure ideas
  - The creative process

- Business Development
- Business Models
- Analysis of 2x2 matrices
- Overview of Project
- Personal effectiveness
- Working together in groups
- Communication of results

Participants bring their own computer with the latest version of MindManager installed.

Contact us for a package price of education in connection with the purchase of MindManager, +46 31-7605400 or [info@realize.se](mailto:info@realize.se)

## OUR SERVICES

Education  
Technical Support  
Installation and Configuration  
Business Development  
Creativity



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New Ideas New Business

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