



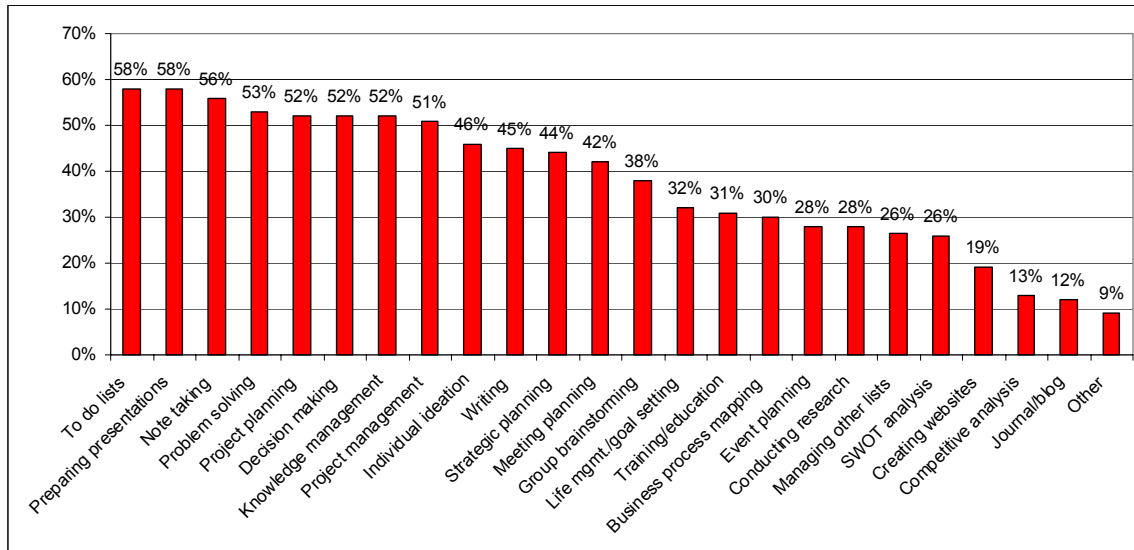
Extracts from the Mind Mapping Software Survey

by Chuck Frey,

Founder of Innovation Tools, Author of *The Mind Mapping Software Blog*, Author of *“Power Tools & Strategies for Mind Mapping Software”*. Produced by NovaMind Software (www.nova-mind.com) with permission of Chuck Frey. Survey is copyright© Innovation Tools 2006. Full survey results are available on www.innovationtools.com.

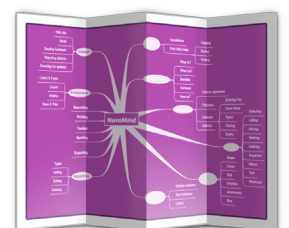
This survey was conducted in August 2006, and surveyed over 500 Mind Mapping software users. Below are some of the questions asked and responses received.

What is the primary mind mapping software program you use in your work?

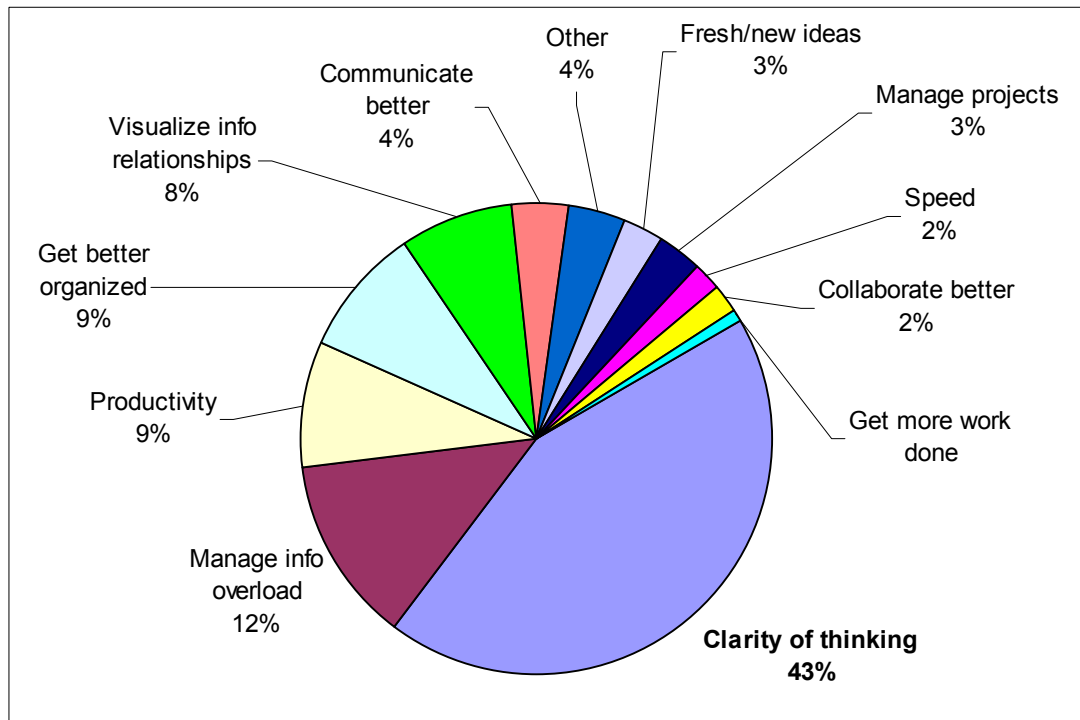


Not surprisingly, participants ranked project-related applications very highly: 71.4% said that they currently use mind mapping software for project planning. Nearly 51% also use it for project management. Also ranked highly were preparing presentations (57.6%), note taking (55.8%), decision making (52.1%), problem solving (52.9%) and knowledge management (51.9%), in descending order of popularity.

Most types of mind mapping applications received at least a 20% response, which points to the impressive flexibility of these programs.



What is the single biggest benefit you've experienced from using mind mapping software?

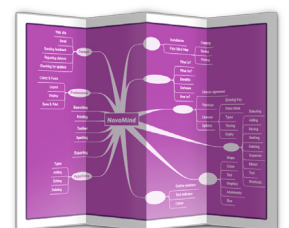


The runaway favorite, with 44.6% of the responses, was “improved clarity of thinking.” The second most popular response was “manage information overload better” at 12.7%. These first two responses are definitely related: Most of us are inundated by information, knowledge and data, and we need a tool like mind mapping software to help us make sense of it. Rounding out the top five, were “make me better organized” at 8.7%, “productivity” with 8.5% of the responses, and “see relationships between different aspects of a situation,” 8.3%..

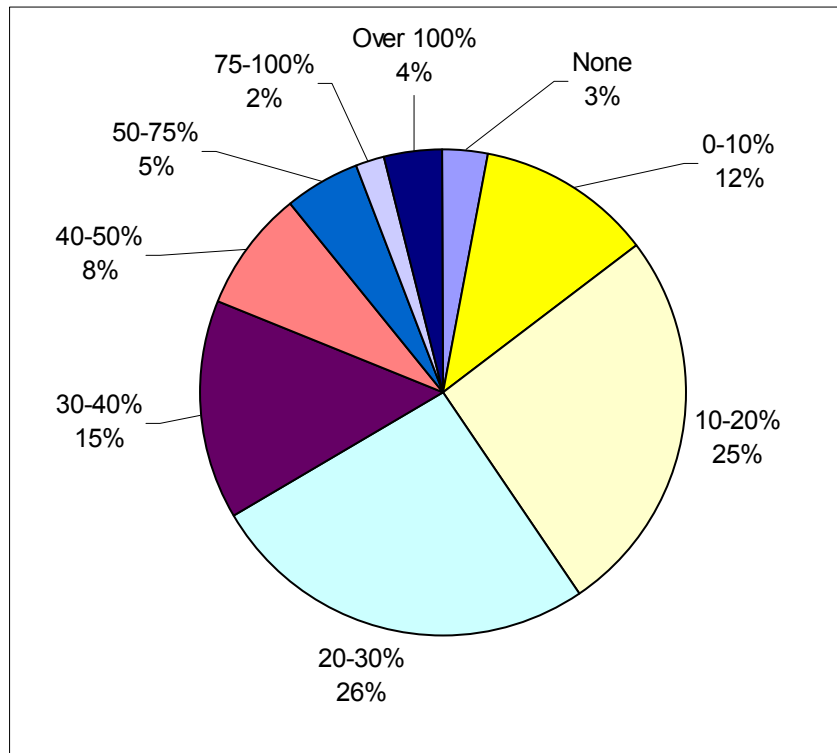
The answers to this question point to the primary value of mind mapping software: no other type of program enables you to record your ideas, thoughts and knowledge and rearrange them up with the flexibility that mind mapping software enables.

This question also resulted in a number of interesting “other” responses, including these:

- (Create) links among previously isolated data islands
- It's neater when using with other. I usually mind map on paper and it's hard to read.
- Helps me deal with my dyslexia
- Omit fewer things
- Holistic view
- Longer retention of newly learned material
- Manage and share information and concepts
- Concise note taking

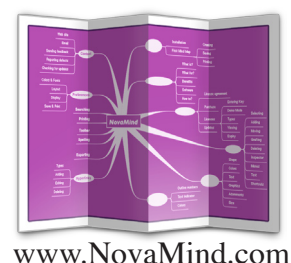


If you had to quantify the productivity increases that mind mapping software has enabled in your work, how much would that be?

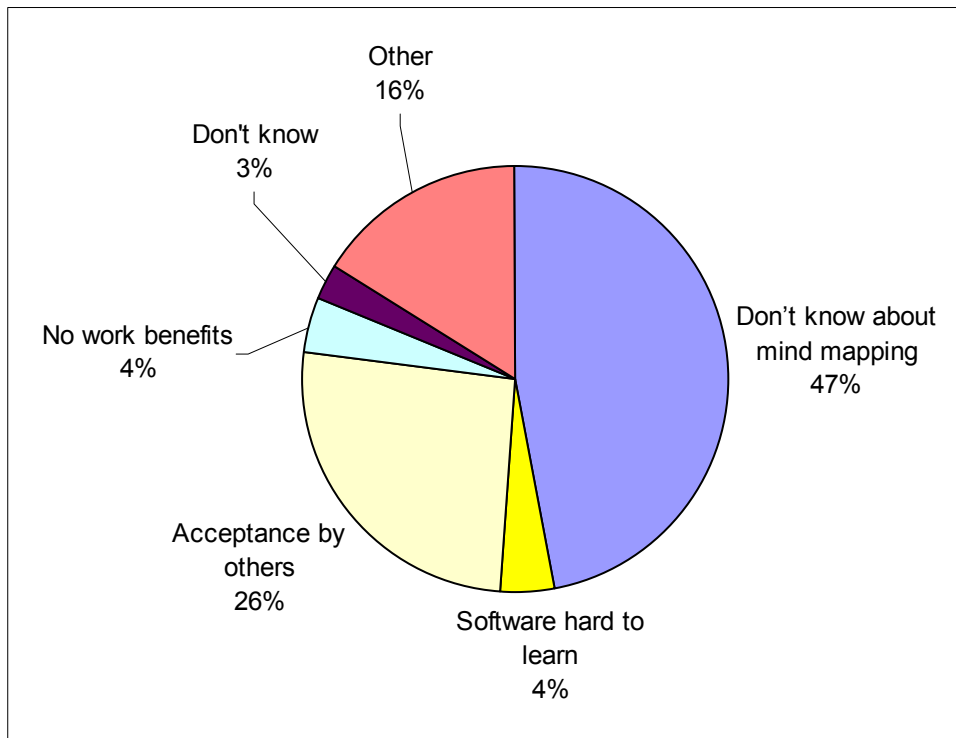


Two responses nearly tied in the results for this question: 26.1% of respondents said that mind mapping software helps them increase their productivity by 10 to 20%, while 25.9% said that it increases their productivity by 20 to 30%.

If you consider the number of responses for each choice and the ranges of productivity increases covered, you could conclude that mind mapping software increases the productivity of executives by an average of 20%.



What is holding mind mapping software back from becoming more widely accepted in business?



This is a very important question, because mind mapping software tends to be adopted by individuals or small teams within an organization. But often it spreads no further than these isolated users.

The biggest response to this question by a two-to-one margin was that “people don’t know about mind mapping,” which received 47.2% of the responses. In second place 26.2% of respondents agreed that “lack of acceptance of visual maps by managers and coworkers” was the problem.

[Other] responses seemed to be concentrated around a few specific issues: Lack of time to promote the use of mind mapping software to managers and coworkers, lack of awareness of the benefits that mind mapping software can provide, and restrictive corporate IT policies, which make it hard to implement a new piece of software.

