Mind Mapping Software Insights:
PERSONAL DEVELOPMENT

Differentiate your work, stand out from your peers and become indispensable

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SUCCESS

How mind mapping software can help you stay several steps ahead of the pack

Being successful today in any organization requires you to differentiate yourself, to separate yourself from the pack of people with similar backgrounds and career experience. To paraphrase the late Steve Jobs, **you need to "think different."**

Mind mapping software can help you stand out and enjoy greater success. Here's how:

1. Mind mapping software can help you think more deeply about new ideas and opportunities

It is an incredibly rich and flexible canvas upon which you can capture your ideas. Not only that, you can utilize it to explore them in detail, record any questions you must answer, knowledge and information you need to gather, stakeholders you need to get on board, and much more. It is a powerful tool for transmuting your ideas into tangible form, where they can be manipulated, expanded upon and evaluated.

2. Mind mapping software enables you to think through the implications of business decisions

It is a powerful tool for developing and working through future scenarios and the implications of multiple decision paths. Most business decisions today are not black-and-white, yes-or-no, on-or-off. They usually involve high percentages of of risk, uncertainty and ambiguity.

The widely-accepted practice of brainstorming and taking notes on flipchart sheets or in a Word document doesn't help much, because it's hard to connect the dots and see which potential decisions are the most advantageous and which may be

problematic. Many business challenges today are systemic in nature; that means they contain a level of complexity and a set of interdependencies that just don't lend themselves to conventional, linear analysis.

A mind map enables you to visualize potential future courses of action as "flowing" forth from a central point – where you are now. You can play "what if" and explore the implications of changing conditions quite easily, see connections and generate additional ideas and improvements via association. How cool is that?

3. Mind mapping software enables you to make your ideas more visible within the organization

Selling your ideas within your organization is never easy, but it's even harder during times of great uncertainty, like those we face today. Many corporate cultures abhor new ideas like the human body fights infection. During tough times, the status quo and hunkering down for survival continue to be the orders of the day.

Your ideas will be subjected to deep questioning and criticism. They may involve a significant amount of risk, with an uncertain payoff. They may threaten certain people, because what you're proposing may affect their operational areas or even their job.

Mind mapping software can help you sell your ideas in two key areas:

- **Organizing your thinking and anticipating potential objections:** In this case, you can create a mind map that lays out the key issues that your idea addresses, why it should be implemented now, who would implement it, investment and staffing required and how the company will benefit from it. You can then present your thinking using conventional means – but simply use the mind map to prepare your pitch thoroughly.

- **Use it as the presentation medium:** In this scenario, you not only use your software to organize your thinking, you present it in visual form. This is potentially more risky, because some senior-level executives may feel uncomfortable viewing information in a non-linear format. But it many casese it's worth the risk, because it will bring a "wow" factor to your ideas and will differentiate you as someone who is a savvy strategic thinker and planner.

4. Mind mapping software can help you cultivate thought leadership

Thought leadership is all about thinking differently – about having a distinct vision about your organization, your customers, your industry or profession and the forces

that are shaping it. You need to communicate a unique perspective, both internally and externally to people who can influence your career. I'm convinced that mind mapping is a powerful tool that can help you to develop deep, well-thought out positions on key business issues that matter to the people whom you're trying to influence.

Mind mapping software is a powerful, flexible canvas for exploring your thinking and converting your insights into reports, blog posts, presentations and other forms of content that command attention and influence the thinking of your stakeholders. No other type of productivity software gives you this level of flexibility and creativity.

5. It helps you be organized for frequent communication with local and remote teams

To be an effective leader, you must communicate frequently and with great clarity. This is even more important today, as more teams have people who work remotely and require more attention to help them stay "connected" at both the project and cultural levels.

A mind map can help you to ensure that your messaging is consistent over time, and that it is aligned with your organization's mission and goals. It can help you organize your communication and help you ensure that it is clear, inspiring and persuasive.

Mind mapping software: The perfect tool for linchpins

I firmly believe that mind mapping is not a panacea for every issue that businesses face. But it IS a powerful tool to help executives to make the transition from following orders and being compliant to becoming a linchpin – someone who:

- Is capable of creating their own roadmap,
- Can connect effectively with others, and
- Can deliver creative, inspired solutions that delight their employers and customers.

I recently took another look at Seth Godin's latest book, *Linchpin: Are You Indispensable?*, to see what insights I could gain from it. A linchpin, as defined by this popular marketing guru, is someone who is committed to doing remarkable work, which makes them indispensable, and to produce interactions that organizations and people care deeply about.

As I read through the first few chapters of this excellent book, making notes in the margins to document my thoughts and reactions, I was struck by a strong feeling that mind mapping software is the perfect tool for linchpins. Here are a number of quotes from the book that back up my assertion:

"The system we grew up with is based on a simple formula: Do your job. Show up. Work hard. Listen to the boss. Stick it out. Be part of the system. You'll be rewarded. That's the scam… There are no longer any great jobs where someone is telling you precisely what to do."

When there is no road map that shows you "precisely what to do," mind mapping software can be essential in helping you to get clarity on your situation, and then to craft a successful path forward. It helps you with problem definition, project scoping, opportunity analysis and decision making. Where there is no map, mind mapping software helps you to create one.

"Imagine an organization with an employee who can accurately see the truth, understand the situation and understand the potential outcomes of various decisions. And now imagine that this person is also able to make something happen."

Mind mapping software helps savvy executives to envision creative solutions to complex challenges. But not only that, it also helps you to create well-organized action plans to solve them, and to track your progress as you do so. In short, it helps you to make things happen!

"It's the art and the insight and the bravery of value creation that are rewarded."

Mind mapping software helps in the process *of* value creation. It is the engine that helps you to organize ideas, see "white space" opportunities that others aren't even aware of, and provides you with a powerful set of tools to drive them forward to successful execution.

"Finding security in mediocrity is an exhausting process. You can work only so many hours, fret only so much. Being a slightly better typist or a slightly

faster coder is insufficient. You're always looking over your shoulder, always trying to be just a little bit less mediocre than the guy next to you. It wears you out. It's impossible to do the work at the same time you're in pain. The moment-to-moment insecurity of so many jobs robs you of the confidence you need to actually do great work."

Mind mapping software helps you to become more confident by enabling you to deconstruct your current situation or challenge, to break it down into pieces and understand how they fit together. It helps you to reach clarity faster – the number one benefit of mind mapping software, according to the readers of this blog. Greater clarity means less stress, and that, in turn, frees you up to do great work. Following this line of reasoning, it can be said that mind mapping software enables great work.

"Working without a map involves both vision and the willingness to do something about what you see… Linchpins are able to embrace the lack of structure and find a new path, one that works."

Mind mapping software can help you to envision new paths and solutions, organize your thoughts about them, identify the best one and build an action plan to bring it to reality. It's that simple.

"Troubleshooting is never part of a job description… Troubleshooting is an art… The troubleshooter steps in when everyone else has given up, puts himself on the line and donates the energy and the risk to the cause."

What tools can troubleshooters use to help them analyze challenges, help a small work team understand what the real underlying problems are, envision a new solution and mobilize people into action with practical action plans? Mind mapping software, of course.

"The linchpin brings the ability to lean. He can find a new solution to a problem that has caused others to quit. His art, his genius, is to re-imagine the opportunity and find a new way to lean into it."
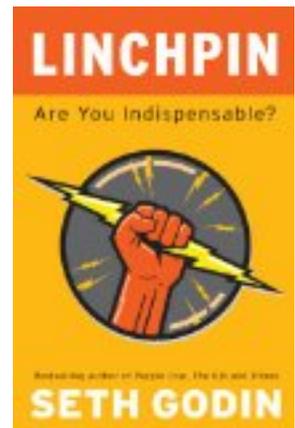
Mind mapping software, in the hands of a linchpin, can be a really powerful thing. It can help you to re-imagine problems and opportunities in new, creative ways. It's a perspective-altering tool that enables you to see the forest and the trees – at the same time. You can use it to fashion plans with a bias for "leaning" into action. It also arms you with tools you can use to track progress against your goals and make mid-course corrections.

See what I mean?

I believe that there is such strong alignment between the principles and strategies Godin is talking about and the natural strengths of mind mapping software that it's hard to ignore. Mind mapping software is the perfect tool for linchpins. That's my conclusion.

Want to know more about this remarkable book, and why I'm so keen on this apparent mind mapping connection?

You can [pick up a copy of Linchpin](#) from Amazon.com here.

How mind mapping software can help you to reach "escape velocity" on your dreams

In today's uncertain economy, many of us have dreams of breaking out of working for "the man" and doing our own thing, starting a business that speaks to our deepest dreams, talents and aspirations. But not many of us actually succeed in doing so.

A surprising percentage of people start out with big dreams and the best of intentions, but somewhere along the way, those plans get scuttled by reality. They often have trouble seeing the steps they need to take to reach their goals. There's just so much to think about that the pressure of the unknown pushes them back into their existing daily grind.
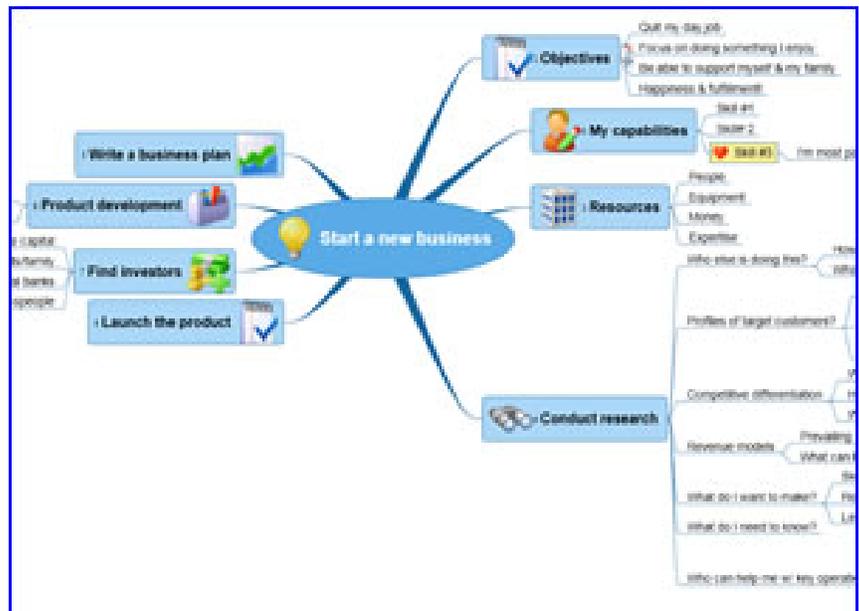
As a result, they never reach "escape velocity" – to borrow a term from new media guru Chris Brogan – enough momentum to break free and accomplish their big dream in life.

One of the biggest problems people face is making sense of the huge number of things that need to be done whenever you're trying to accomplish a big dream or project, such as striking out on a new career, or doing those things you always wanted to do with your life. Mind mapping software can help, by giving you an almost unlimited palette upon which to explore all of the aspects of your pet project. From setting objectives to taking stock of your existing resources to conducting research and writing an action plan, mind mapping software can help you to get all

of the details of your dream out of your overburdened mind and onto the screen, so you can organize your thoughts and get clarity on your course of action – which will help you to turn your ethereal dream into concrete reality.

I created the map at right as an example to help illustrate what I'm talking about (please click on the map to see a full, larger version). In this example, I have decided that I wanted to quit my day job and become an independent businessperson, making a living on my own without any corporate rules.

As you can see, a mind map is a perfect way to do the "front end" research and planning to help you achieve your dream. I didn't quite flesh out the left side of the map, but you get the general idea.

The key is to add your ideas to your map, reorganize them until they make sense and continue coming back to work on this "road map" over a period of a week or two until you have a fully-fleshed out plan for turning your dream into reality. The process of creating this map will give you added energy and passion, as it starts to reveal what's actually possible. In addition, as you get focused, creative ideas will start to pop into your head to help you reach for your big dream.

If your map gets too complex during this thinking and envisioning process, break major sections of your mind map into linked sub-maps. This helps you to keep the amount of detail in your main map manageable, yet you can easily drill down to it with a single mouse click.

The bottom line is that mind mapping software is the rocket fuel that can help you to get clear on what you want to do, plan it out, execute on it and achieve escape velocity, like a rocket breaking free from the bonds of Earth's gravity. No, it's not foolproof; you could still fail, but at least you've turned the odds heavily in your favor.

So what are your big dreams? What have you always wanted to do, but didn't know how to accomplish? Why not map out your big plans, so you can start to deliver on them?

GOALS

Set audacious goals using this powerful visual technique

It's time to set goals in preparation for the new year. If you're like most people, you take whatever you accomplished this year and will increment it upward by X percent.

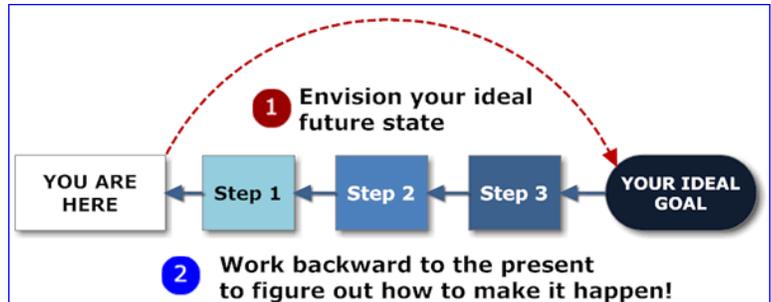**But what if you had a way to dream bigger dreams for next year**, to set ambitious goals that would help you to get much closer to your ideal future? Here's a simple, two-step visual method for doing just that:

1. Envision your ideal future state
2. Work backward from there to the present, "reverse engineering" the steps you need to take to get there

That's it! Yes, it's simple. But it works like a charm. Some of history's greatest thinkers and business leaders have used this method to achieve phenomenal success: Henry Ford, who envisioned a car that would be inexpensive enough for the average working man to afford, or Steve Jobs, who envisioned "insanely great" products and then pushed his people and suppliers to extraordinary lengths to bring his ideas to life.

Like mind mapping, this goal-setting technique is non-linear. It forces your brain to leap out of its well-worn, comfortable, incremental paths of thinking and take a creative leap into the future. It forces you to ask yourself, "What could I accomplish or bring about if there were no limitations?" Once you know what the end goal is, you can work on identifying any barriers or limitations and making plans to eliminate or sidestep them.
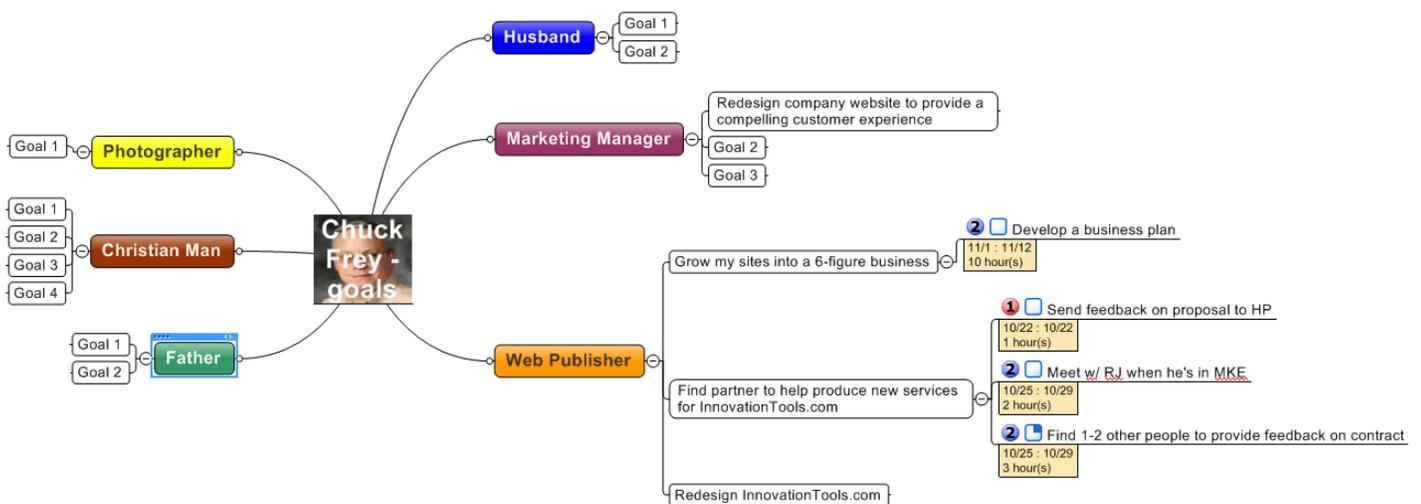
So what are you waiting for? Dream big!

How to create a mind map to create and manage your life goals

One useful application of mind mapping software is to visually map your goals. For this report we will use the model of roles and goals from the best-selling book, The 7 Habits Highly Effective People by Stephen Covey. In this life planning model, you start with a personal mission statement, define your major life roles and then develop goals for each role that are congruent with your personal mission statement.

Part of the reason Covey starts with life roles is to ensure that our lives are in balance. As human beings, we tend to focus on one aspect of our lives – such as our job and career – while neglecting other important roles, such as husband or father, in my case. Looking at your goals within the context of a set of your key life roles helps to ensure a balanced, effective life. Mind mapping these roles and goals makes it very easy to see if you're in or out of balance.
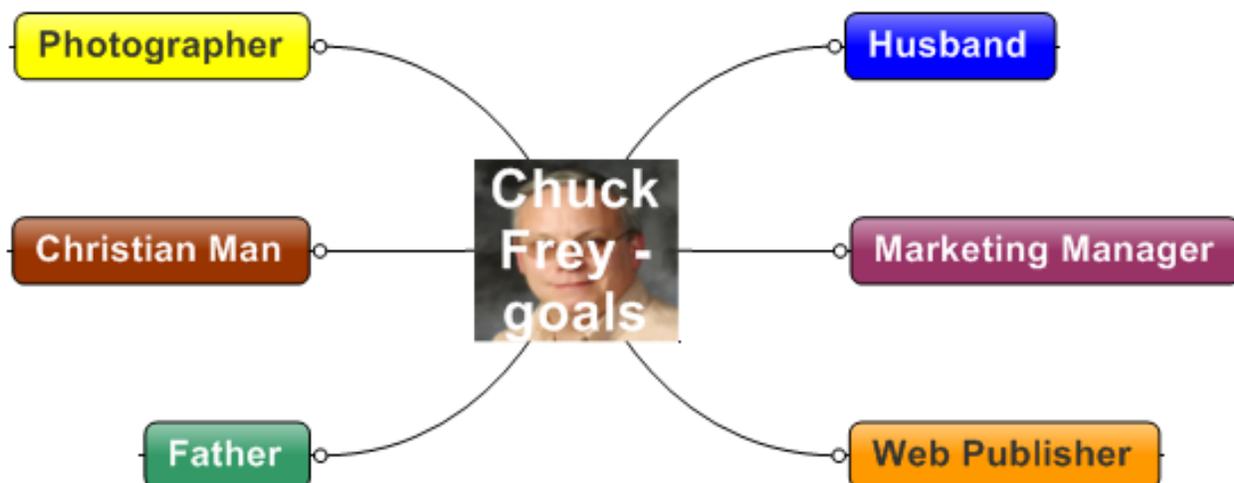

How to build this mind map

1. Start by creating first-level topics for your major life roles.

Take your time on this step and carefully discern these roles. Some may be immediately obvious, others less so. These roles, ideally, should flow out of your personal mission statement. For more information on how to do this, I recommend that you read (or re-read) Covey's 7 Habits book.

One simple way you can use to identify roles for the purposes of this mind map is to picture your funeral. Imagine that you could hover over your funeral and listen to what others say about you. What principles and values would they emphasize?

What would they say you contributed to your family, your church, your community and other important groups of people? Remember, this is an ideal scenario. Let that mental picture drive the development of your life roles.

2. Add major goals to each life role

Think about major goals that will help you to contribute at a high level in each life role, and add them to each of the roles that you have defined. Don't add any more detail at this point in time – just the high-level goals. We'll come back and fill in more details later.

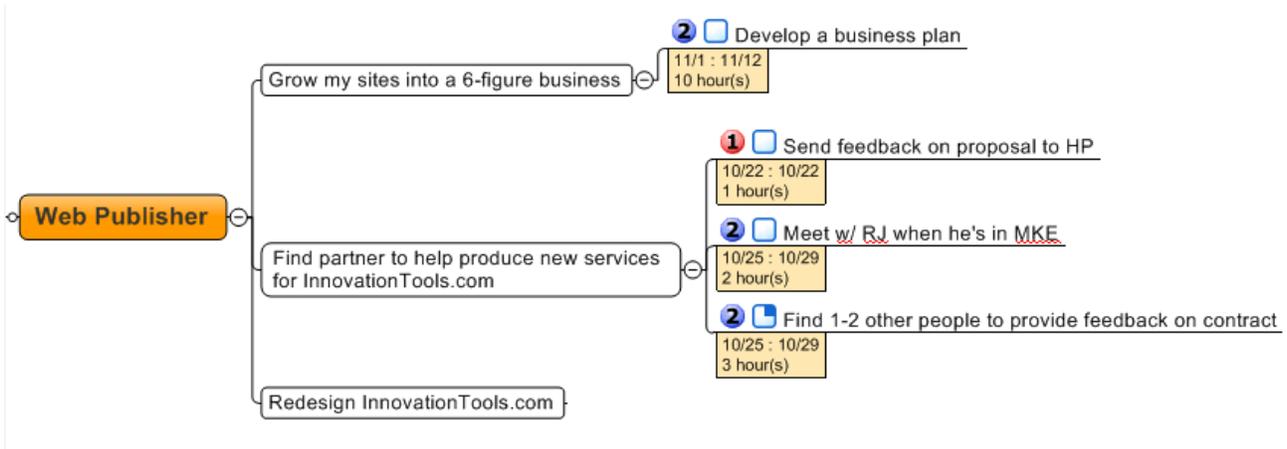## 3. Review your roles and goals – are they in balance?

As you look at this mind map, displaying only roles and goals, does it appear to be in balance? Are there roughly an equal number of goals defined for each role? Where are there too many? Where are there too few. The object here isn't to have exactly the same number of goals for each role, but to ensure that they are more or less in balance. Use your judgment here – it is your life, after all.

In the example above, the average number of goals is 3-4 per life role. It's easy to see that I don't have enough goals defined for my role as a Christian man, while I have too many goals defined for my marketing manager role. Maybe I'm too focused on my job. Maybe I need to back off and spend more time and attention on the other roles of my life. See how this works at a high-level view?

Before you proceed any further, invest the time to ensure that you have identified the most important goals for each life role, and that they are more or less in balance. You may want to add some goals to your map, then walk away from it for a few

days. When you return to it, you will do so with a fresh perspective. Meanwhile, your subconscious mind will have had a day or two to mull over what you should be focusing on. Add these goals to your map.

4. Add appropriate action steps to each goal

Use action-oriented wording for each task, and add it to your mind map. Note what I have done with my goal to find potential partners who can help me to drive my website to the next level. Each task includes:

- A priority level
- A percentage complete indicator
- Start and end dates
- Approximate number of hours I need to complete each task

What else could I add to these action steps? Here are a few ideas for your consideration:

- Document links: If there is supporting documentation for a specific task, such as the third one under the website partnership goal, then provide a link to contracts or other supporting documents that you want to keep close at hand.
- Links to supporting mind maps: My goal to build my web businesses to 6 figures is an ambitious one, and will require a detailed business plan. That is too complex to include in this roles and goals map. I can easily outline the elements of this business plan in a separate mind map, and then link to it here, so it will only be one click away.
- Links to web pages or e-mails: Anything that is related to your tasks could be linked here, including web pages and even individual e-mail messages. Don't overdo it; you want this to be a high-level action map. If you clutter it with too much supporting information, you may dilute its effectiveness. When in doubt, create a linked sub-map to contain all of the details.

MINDSET

How mind mapping can help you cultivate a mindset of abundance

I've been giving a lot of thought to the larger context within which we use mind mapping and other productivity tools. Namely, how do these tools empower us to make a difference in our work and their lives, to give us more meaning and purpose?

That got me to thinking: Isn't mind mapping the perfect tool to encourage a mindset of abundance? After all, it enables you to do a better job of brainstorming new possibilities and opportunities, and to thoroughly think through and analyze an abundance of choices that lie before you.

To better understand what I mean, we first need to define two mindsets:

Scarcity: Many people are stuck in a mindset that views all resources as limited and scarce. They tend to view life as a zero-sum game, where there's only so much (money, opportunities, happiness, and anything else that has value to you) to go around. If everything is finite, the more you take, the less I can have.

Abundance: The abundance mindset says there's more than enough to go around. Not only that, people who have an abundance mentality view their minds as generative, able to create more of what matters and to creatively leap over the problems they face. That, in turn, means that you can be more generous to others. You don't have to hoard, because your thinking is no longer walled in by a fear of scarcity. You can give freely, expecting nothing in return, confident in the knowledge that you can always create more.
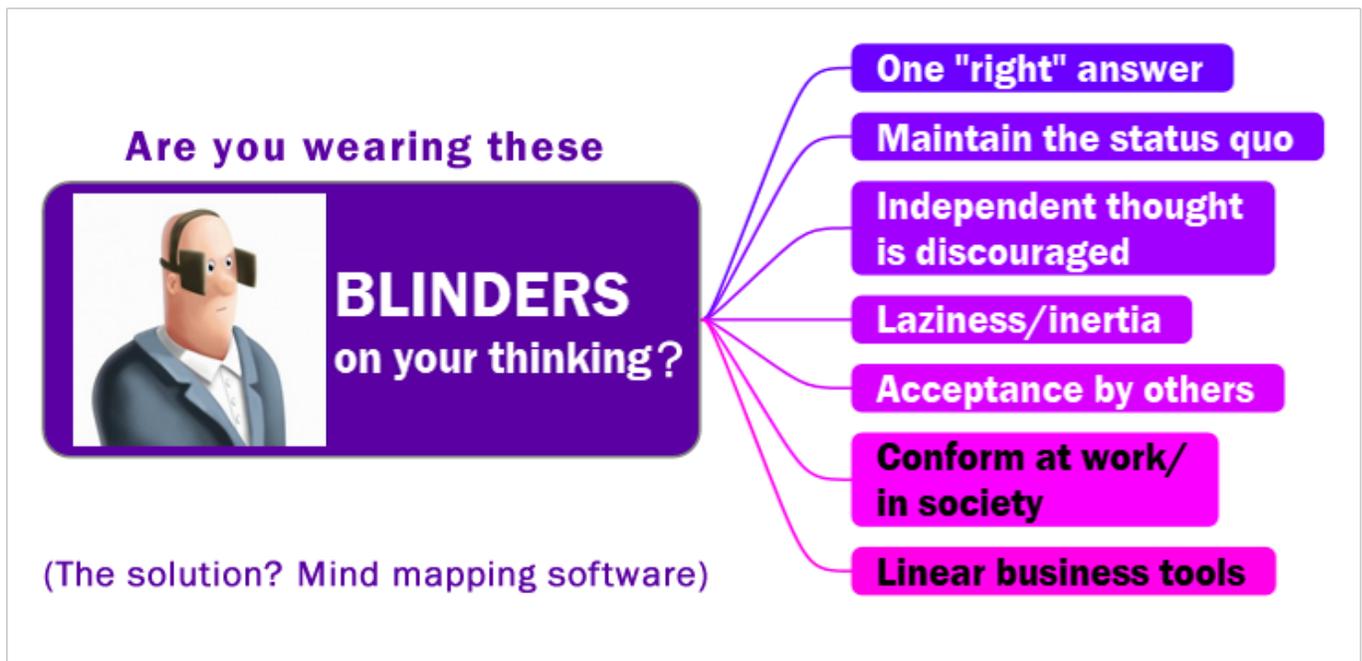
It seems to me, then, that mind mapping helps to promote a mindset of abundance. By its very nature, it encourages multi-dimensional, expansive thinking. It encourages you to generate more ideas and consider more options. There's almost no limit to how much detail and how many levels of thoughts you can place within a mind map. Users of mind mapping are, more often than not, creative problem solvers who view themselves as limitless fonts of ideas, and who share them freely with others.

In addition, I believe the thought-expanding capabilities of mind mapping and other creative tools stay with you, even when you're not using them. I believe what Oliver Wendell Holmes had to say on this subject: "The mind, once expanded to the dimensions of larger ideas, never returns to its original size."

It's time to take off your blinders (and expand your thinking)

I bet you didn't know you're wearing blinders – you know, those leather or plastic

screens attached to a horse's bridle, next to its eyes, that keeps it focused on what's in front of it and prevents it from seeing what's next to it and behind it.

Not literally, of course. That would be ridiculous.

But if you're like most people, you're wearing mental blinders that limit your ability to think, create and problem solve effectively.

Your field of vision has been narrowed.

You've lost sight of the big picture.

Here's the amazing part: Most people don't realize they're wearing them.

Why not? Because you've been programmed into a limited, linear way of thinking all our lives. Think about it: Starting in primary school, it's drilled your brain that every question has only one correct answer. Independent, creative thinking is

frequently discouraged. Compliance and the ability to regurgitate knowledge is rewarded.

This continues into your adult life, where your employer rewards you for following orders and being a good team player. You're expected to follow orders and be as efficient as possible. Variations and anomalies must be eliminated. Presenting a bad idea could be a career-limiting move, so you learn to keep your ideas to yourself.

Even the tools you use reinforce this form of linear, straight-ahead thinking. Documents, spreadsheets, presentations and databases follow a linear format and make it hard to see the underlying structure of your thinking.

So you willingly strap on our blinders and fall into lockstep with all the other human automatons around you, in the name of making a living. And then you forget you're wearing them. They just become an invisible part of "who you are" and how you operate.

Sometimes you get an inkling that maybe there's a better way of thinking, planning and problem solving. But that fleeting thought quickly passes, and it's back to the routine of "business as usual."

When business was largely status quo, this old-fashioned way of thinking was strikingly efficient. It enabled businesses to scale to unimaginable sizes. But today is different. Your employer is struggling to navigate the white water rapids of accelerating, discontinuous change and uncertainty. The old ways of thinking just aren't as effective any more.

If you want to be successful during these uncertain times, you need to upgrade your thinking and cast off your blinders.

The solution to thinking blinders

Mind mapping software can help you to remove your blinders and consider a broader range of potential solutions. Here's why:

- It leverages the brain's powerful associative capabilities to help you see new connections and relationships that weren't apparent before.
- Its design encourages you to do lateral thinking – which literally means "thinking sideways." In other words, it helps you break out of your well-worn paths of thinking that may be getting tapped out from overuse and enables you to expand your thinking and brainstorming into fertile new areas of promising ideas and compelling possibilities.

- It gives you a powerful way to deconstruct challenges into their component parts so you can explore underlying causes and contributing factors – giving you new insights into what's wrong and how to solve it.
- It can help you better understand the motivations of stakeholders who may be positively or negatively affected by your ideas.
- It's a powerful platform for brainstorming ideas, organizing and evaluating them and then developing implementation plans for the most promising ones.
- You can integrate creative problem-solving techniques such as SCAMPER and 5 Whys, into your mind map to serve as catalysts for your thinking.

10 ways to get your life unstuck with mind mapping software

Many people feel stuck today. Their careers have been in neutral for years. Their knowledge has stagnated. They feel tired and uninspired. They can't seem to get started on an important new project. The worst part? They don't know what to do to get unstuck.

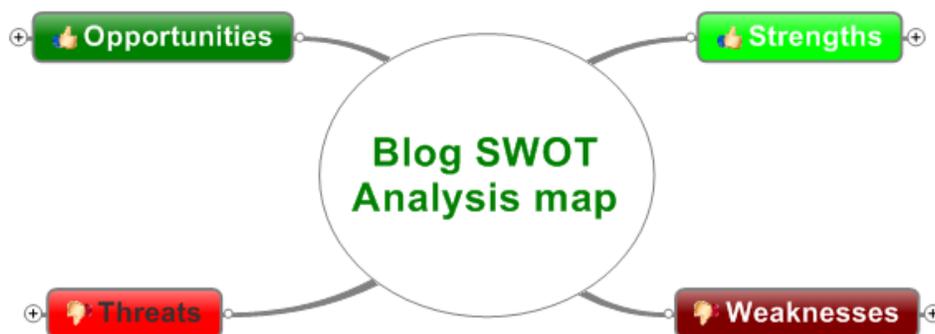Do any of these scenarios sound familiar to you?

Here are 10 powerful ways mind mapping software can help:

1. Analyze what's holding you back and formulate plans to minimize or

eliminate those issues. List those factors in your mind map. Then explore each one in detail.

2. Envision your ideal future and then figure out what steps you need to take to get back to the present from there.

3. Make a prioritized list of knowledge or skills you'd like to acquire, courses to take, books to read.

4. Identify smart people you'd like to add to your network, who can help you reach your goals.

5. Consider a broad range of possibilities for your life and career. Take your thinking in many different directions. Then distill what makes sense. This is where the associative nature of a mind map really comes in handy!

6. Get clarity on a challenge that has you stuck by mapping out and organizing all of its elements. Explore challenges and potential risks in detail. Identify action steps and resources you need to get started.

7. Use a mind map for problem definition. Many times, we get overwhelmed because we can't see the nature of the problem clearly. Mind mapping is a perfect tool for ensuring you're solving the correct problem, not just picking away at symptoms.

8. Use it to explore and evaluate different decision choices. You can do this quantitatively if you want, within the structure of your mind map.

9. Many times, we fail to get started on big, important projects because they have so many elements that they overwhelm us. Getting all of this information out of your head and into an organized form can give you some much-needed momentum. Once it's captured in a tangible form, you can add to it, distill it, organize it and take action on it.

10. Clearly define your life roles and goals, using the Seven Habits (Steven Covey) method. This can help you to get your life in better balance and identify areas you've been neglecting.

How to conduct a personal SWOT analysis

SWOT, a popular business planning technique, can also be a powerful tool for identifying ways in which you can add value to your work and life.
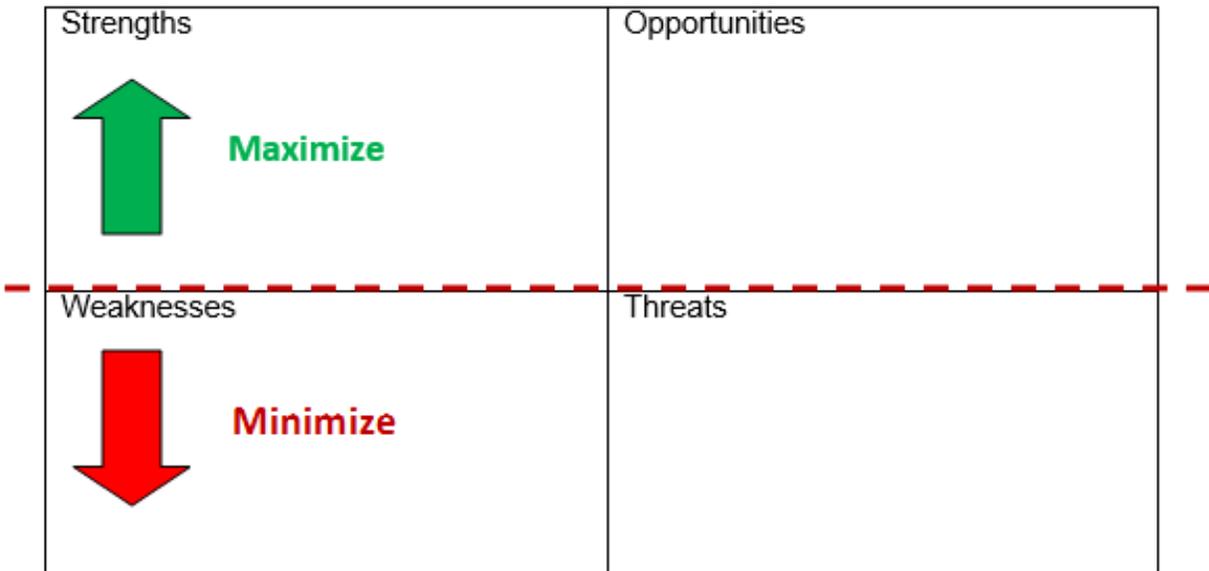
SWOT – which stands for Strengths, Weaknesses, Opportunities and Threats – is an excellent way of taking an inventory of what you're doing well and where you need to improve. It can also give you a keen sense of where future opportunities may lie, as well as any emerging challenges that may get in the way of achieving your goals.

Your goal is to view your life from multiple perspectives give yourself insights into the best ways to add value to your work and life. Seek to maximize your strengths and opportunities. At the same time, develop action steps to overcome your weaknesses and prepare for any potential threats.

Typically, a SWOT analysis is done using a four-quadrant grid, arranged like the example below.

Note how your strengths and opportunities – the top row of squares in the diagram – are grouped together, above the weaknesses and threats. For best results, you'll want to maximize your strengths and capitalize upon your opportunities, while trying to correct your weaknesses and mitigate the effects of any potential threats to your career and life.

You can easily adapt the SWOT format into a mind map, as you can see below:

Strengths	Opportunities
⬆ **Maximize**	
Weaknesses	Threats
⬇ **Minimize**	

Here's how to use the mind map to perform your personal SWOT analysis:

1. Select three or four questions from each category that you believe are most relevant to your current situation.
2. Record your thoughts as subtopics
3. If you need to, you can add more information as topic notes, subtopics or attached files or web page links

When you're done with this analysis, select several weaknesses or threats to work on improving. Also pick one or two of the opportunities, and brainstorm some ways that you can start making progress toward capitalizing on them.

I recommend that you repeat this SWOT planning process several times a year to identify new opportunities and potential threats, and to give you a sense of progress toward your goals. Good luck with your analysis!

TOOLS

A brilliant problem-solving mind map template

This mind map template contains 8 thought-provoking questions that you can use to help you with personal problem-solving – better defining problems and then brainstorming solutions for them.

I've always been a big fan of creative questions. They stimulate the brain to think in new directions and can often reveal ideas and courses of action that wouldn't otherwise be obvious. The mind map format encourages word association, one of the brain's greatest strengths. It literally "draws" answers forth from your brain.

To help you make use of these questions, I have created a downloadable set of mind maps in most of the popular program formats. Please click on the links below to access these templates. The author of this article recommends that you try to come up with at least three answers to each of the questions.

You can add them as subtopics below the level of each of the questions.

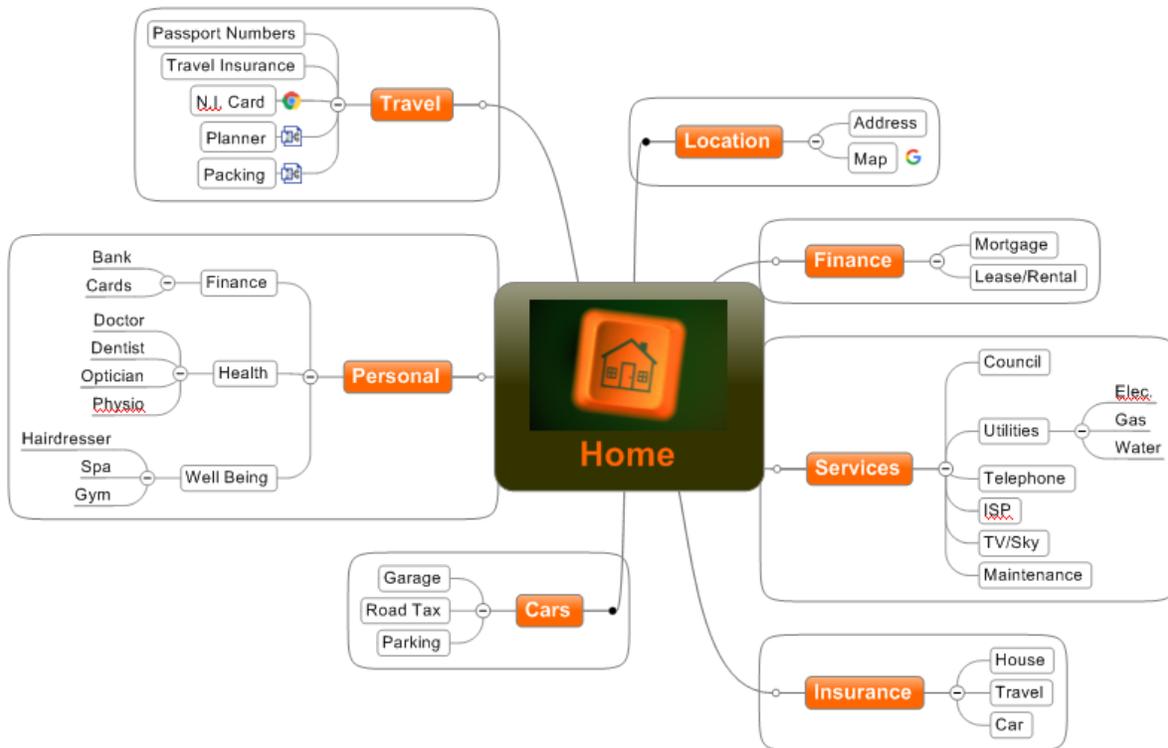I hope you find this mind map template useful!

MindManager

iMindMap

ConceptDraw MINDMAP

MindGenius

XMind

iMindQ

How you can use a personal dashboard to stay organized and manage your life

Raj from the Geekpreneur Blog recently wrote a post that is an excellent primer on personal dashboards – what they are, and why mind mapping software is such an effective tool to create them. He outlines 11 possible uses for this type of personal productivity tool, which can be used to help you keep track of your personal and professional life.

If you have ever toyed with the idea of creating a personal dashboard, but didn't quite know what one was or how it would benefit you, then I strongly urge you to read this post.

Here are some of the types of information that a personal dashboard may contain, according to Raj:

- Personal goals – career, relationship, etc.
- Tasks by time period – daily, weekly, monthly, yearly, long-term

- Personal tasks – meetings, appointments, reminders
- Work tasks
- Schedule
- Work log – a record of what you did, by day or even by hour
- Reading list – online (URLs), or print (list of magazines, books, authors)
- Passwords
- Notes in full text
- Links to finished documents, including word processor or spreadsheet files
- Design snippets

Raj then goes on to outline the capabilities of mind mapping software that makes it particularly well-suited to creating personal dashboards. If you've ever wanted to know more about this type of map, this post is an excellent primer!

ABOUT
THE AUTHOR

Chuck Frey is the founder and author of The Mind Mapping Software Blog, the world's leading website covering all forms of visual thinking, including mind mapping, diagramming, sketching, sketchnoting and graphical facilitation. He is widely regarded as the world's leading expert on business applications of mind mapping software.

In addition, Chuck blogs about creativity, productivity and personal development strategies on his personal blog, ChuckFrey.com. He has extensive experience in content strategy, content marketing, all forms of digital and print marketing, business strategy and creative problem-solving techniques. He is an avid photographer.

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