



We've got a great SWOT Mind Map template to help with this at [www.mind-mapping.co.uk/examples](http://www.mind-mapping.co.uk/examples)

## Why Mind Map?

- Improved thinking
- Productive planning
- Straightforward meetings and agendas
- Inspired team thinking and brainstorming sessions
- Effective problem solving
- Memorable notes, presentations and speeches

*Making life just that little bit easier...*

This Mind Map was created in Buzan's iMindMap® software by Illumine Training to give a high level overview of the uses of Mind Maps for marketing professionals at all levels. Find out more, and get a FREE trial of Buzan's iMindMap software at [www.mind-mapping.co.uk/imindmap](http://www.mind-mapping.co.uk/imindmap)