



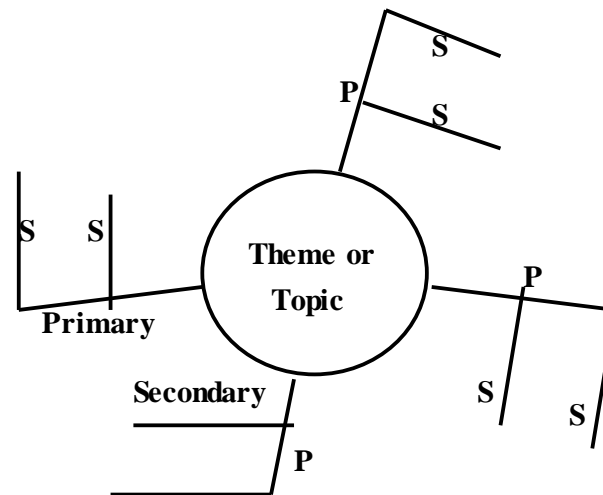
Mind Map – Non Linear Approach*

Excerpt from [“Communicating with IMPACT.”](#)

When most people start to think about crafting or outlining a message, they think linearly: *What do I say first? Second? Third? How should I close?*

This linear approach can stifle your creativity and even cause you to get stuck. So if you are preparing for an important conversation or presentation or are getting ready for a media interview, I suggest that you try using a non-linear approach. One way to create your message is to use a tool like the mind map. The goal here is to get all your ideas out on paper, without judging them.

Draw a diagram like the one below to map your ideas.



1. In the center circle, write down your LFI. Again, you can use the structure: I am going to talk to _____ (Receiver) about _____ (Topic) so they will _____ (Action)
2. Then on the primary spokes, (the long lines coming off the main circle) write down whatever comes to mind about this topic. Don't worry about the order or even if you will use the ideas. You want to get all your ideas out on paper first. Then you can look at the structure, order, and if you want to use the ideas.
3. Once you have filled the main (primary) spokes, you now want to go back and look at each primary line and start expanding that line into various components (secondary points) or issue you would like to cover for each primary point by filling in the sub-lines (the secondary, smaller perpendicular lines). Again, do not worry about order or relevance. The goal is to come up with creative ideas. Later you will process the ideas and decide what to keep or use.
4. Now that you have completed the map, the final phase is to start looking at lines and begin to think linearly.
 - a. Place numbers by the main lines. (1, 2, 3, 4...) to indicate what order you want to present these points

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b. Next. Look at the sub-lines and delete or move (with arrows) these around to main lines until you feel they make sense to you and your receiver. You can also place number here to begin thinking about the order.

c. Now take out a clean piece of lined paper and write out your outline in standard outline form. For example:

1.

a.

b.

c.

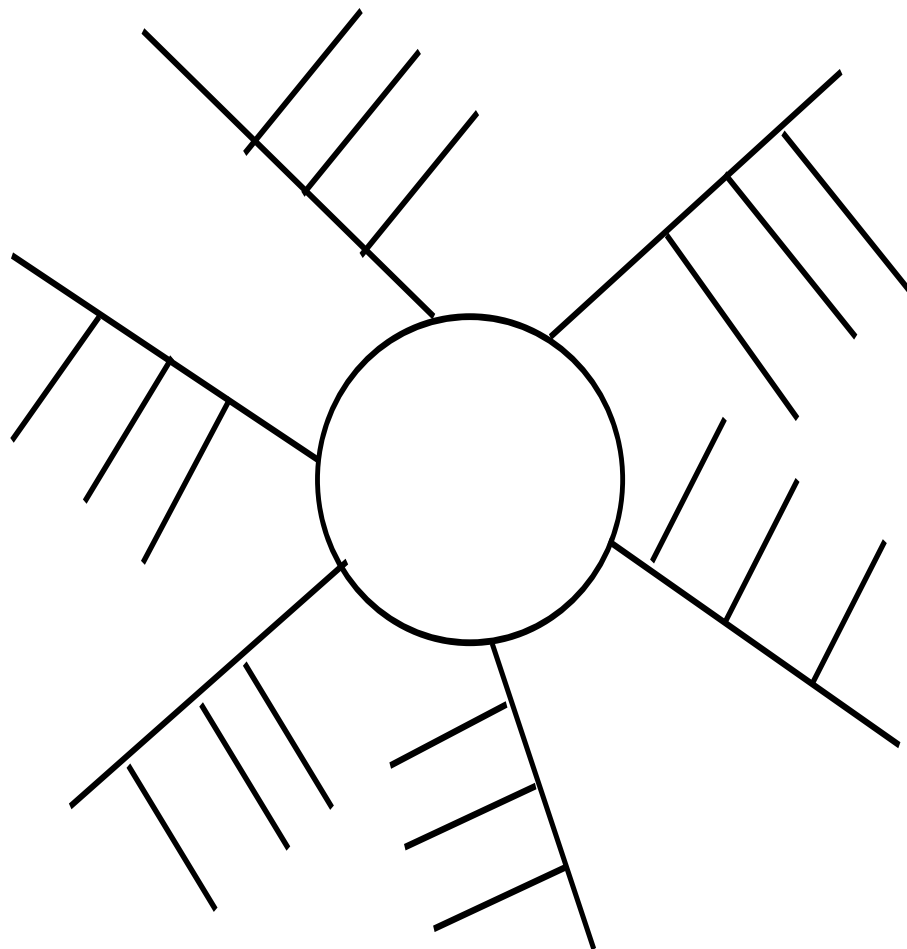
2.

a.

b.

c.

MIND MAP Template



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