



LEARN MIND MAPPING OR SPEED READING – with the ultimate personal 'brain trainer': **TONY BUZAN**

Mind Mapping – 3rd March

Speed Reading – 5th March

Savoy Place Conference Centre, London SW1

Let Tony Buzan show you how your brain can be many times more effective than you ever thought. The maestro of all things brain- and learning-related returns to London during March, with the first of a new season of mind-expanding courses for both the public and the business fraternity.

We only use around 10% of our brain's total capacity, according to Tony Buzan, inventor of the mighty Mind Map® and one of the world's leading authorities on the brain and learning. If you have ever wanted to discover what it's like to unlock the untapped 90% of your mental capability, grab this opportunity

while you can. For only the second time in 10 years, Tony is holding a series of amazing personal training courses - on **Mind Mapping** and **Speed Reading**.

Mind Mapping and **Speed Reading** are two of the most effective ways of upskilling the brain and unlocking the innate creativity that we all possess. Far more



than 'how to' crash courses, these are intense training days - in memory and cognitive skills that will last a lifetime.

For the past few years, Tony has been focusing his lecturing on the government and corporate sector in countries around the globe. Now he has brought his incredible expertise to the man or woman 'in the street' – here in the UK, where he lives when not jetting around the world.

"I am holding these courses because I want to put the potential of Mind Mapping and Speed Reading within reach of everyone," says Tony. "People from every walk of life will benefit. All you need to qualify to attend is a desire to improve your creativity, concentration and memory. You will find as a result that your productivity, communication and problem solving skills will be undeniably enhanced."



Whether your work is mentally taxing or rigidly routine, or if you just want to be 'brain fit' to keep up with your kids as they progress through school, these are the courses that will boost your brain-power and allow you to develop your own unique mental talents.

Delegates who attended Tony's Mind Mapping and Speed Reading courses during the latter part of last year were seriously wowed by what they heard – and learned. This is what just some of the delegates had to say:

"Extremely relevant. I am a teacher and use Mind Mapping with my students and will now develop this further."

"I will take this day with me and use it for the rest of my life."

"Constantly stimulating."

"Brilliant. Keen to go further."

"Wonderful opportunity to be taught first-hand by the Master Mind Mapper."

This much is certain: when Tony Buzan takes to the stage, the key thought is 'don't miss a moment of it'. Tony is rigorous in tailoring his presentations to the needs of the audience. He adds: *"I want everyone who attends my courses to come away with a different perspective on themselves, their skills and their creative abilities. I guarantee that nobody in my audience will ever view his or her mind in the same way again!"*

Join Tony Buzan in London on March 3rd and/or March 5th ... and unlock *your* true potential for genius.

Course Outlines

MIND MAPPING

Significantly, modern studies confirm that creativity is not a rare gift of the chosen few but a series of cognitive skills that can be taught, harnessed and applied. And when such skills are developed effectively, the possibilities for individuals to expand their minds, create, manage and lead are infinite. Tony's course provides an in-depth insight and up-to-the-minute examination of Mind Maps as a tool for unlocking hidden creativity. You will experience the full breadth of Tony's immense knowledge and expertise, together with the use of his innovative new iMindMap software – a brilliant method of creating, harnessing and presenting big ideas and strategies to any audience... from your immediate family or PTA to packed arenas of students or business leaders. Most importantly, you will learn how to plan and enjoy what's important to you – throughout life's journey - unleashing your creativity and increasing personal effectiveness... in any situation.

SPEED READING

Accelerate your reading speed and transform your ability to understand information at work, during study and in your leisure time. Increase comprehension by reading at the speed of thought, as Tony outlines how your eyes and brain absorb and retain information, offering practical techniques and exercises so that you can put your new skills to use straight away. Discover

powerful techniques that can increase your reading speed up to tenfold, without compromising understanding. Glean and remember the key points from any written material at a fraction of the time it would usually take, learning to read at a range of speeds appropriate to the material... from detailed creative appreciation of poetry to rapid, strategic assimilation of a report.

Places are limited – so BOOK NOW!

Visit [www. Buzanworld.com](http://www.Buzanworld.com) for more information on these, and other upcoming courses, and to order online. Or send your cheque for **£339.25 per course** (£295.00 + VAT), payable to Buzan Training Ltd., to:
**Bookings Dept., Buzan Training Ltd.,
Harleyford Marina, Henley Road, Marlow, Bucks SL7 2DX.**

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Tony Buzan has worked with governments, Olympic athletes, global businesses, academics and high profile individuals to help them train their brains, improve their memories and unleash their mental capacities. The author of almost 100 books in over 30 languages and the creator of the World Memory Championships, he lectures on the techniques of Mind Mapping and Thinking - all over the world.

Visit: www.buzanworld.com

SARAH MOUGER is a writer, wife, mother - and entrepreneur. This is her account of the day she spent on Tony's Mind Mapping course, during December 2008

THE DAY I USED MY BRAIN

There's something curiously liberating about taking the one-day Mind Mapping course at the hands of the Mind Map® inventor and master, Tony Buzan. You learn, for example, that not only is it okay to doodle and day dream, to copy and colour in – it's positively beneficial! All those childish things that were knocked out of you at school because they were evidence of a frivolous mind lacking in application are, in fact, keys to unlocking the immense brain power that every human being possesses.

Having never quite 'got' the whole Mind Map thing (wondering, for instance whether it really *is* any different from making a list?), I was keen to find out whether Mind Maps do *really* hold the secret of unleashing creativity and stimulating intelligence, in the way claimed by Buzan and his fans (who count Bill Gates and Al Gore in their number). Tony's one-day course was the perfect introduction.

It could well have been called 'The Brain – a beginner's guide'. Much of the course focused on how the brain works, how it receives and processes information and can be developed to work harder, with increased capacity and brilliance. It was enlightening and fascinating - and I experienced quite a few 'light bulb' moments. I ended the day not jaded after hours of talk and note taking (as I often am after conventional training), but stimulated, intelligent and just a little – well – brilliant! Like my brain had had a much-needed airing.

We kicked off with the exercise '*How many uses can you think of for a paper clip?*' I came up with a paltry six, my favourite being as a miniature TV aerial. Not inspired but it quietly pleased me. The next exercise was a surprise – '*How many ways can a paper clip NOT be used?*' Alarmingly difficult and again, I only thought up a meagre six ways. Over the course of the day, Tony proved to an initially sceptical audience that there is actually *nothing* a paper clip can't be used for. It's simply a matter of opening your mind and imagination to the possibilities, tapping into the infinite resource that is your brain.

So then we got down to the nub of it all – the Mind Map. Tony is prescriptive in his training. You follow his instructions to the letter. Starting with a central image to 'fix' the subject, we were told to draw lines emanating from the picture. He told us how to draw the lines and what to write

above each, how the branches work, where to write the words, how big to write them. We had a free choice of colour. It was a surprisingly pleasurable activity – like being back at primary school and let loose with a tub of felt pens.

There is a logic to it all. Leonardo da Vinci, probably universally acknowledged as a genius, claimed that his method was to 'observe, analyse and copy'. Copying is an excellent starting point for creativity and if it's good enough for da Vinci.....

The Mind Map is a representation of how the brain works. It is holistic, can be seen all on one page (if you can't fit it on one page, you need a sub-Mind Map) and encapsulates all ideas in one 'exploded' view. Colour, images, movement ...all help to the brain retain what it has produced, which makes Mind Maps such a brilliant study tool – for students of all abilities and ages.

The Mind Map works precisely because it is not linear. Tony proved how effective it can be. We were asked to Mind Map what makes people happy. If you get 48+ ideas, you are pretty brainy, apparently. I'm no Einstein, but I Mind Mapped 40+ quite easily... and without having to think too hard.

By contrast, a similar academic study asked university students to *list* the things that make people happy. The average score was 12. The brightest students found 24. It appears that the brain is set free by the Mind Map process of focusing thoughts, and connecting and linking ideas.

Crucial to the whole creative element of Mind Maps is day dreaming. There was almost a collective sigh of relief around the room when we learned that it's a good thing to day dream. That's when the best ideas arrive, unsought and unbidden. In the shower, painting the fence, doing the washing up, or just doodling – all good for 'eureka' moments. It's just a matter of giving your mind the latitude to explore new territory.

To my mind, this was a gem of a course – intelligent, inspiring, informative and fun. Rarely as an adult have I so much enjoyed using different coloured felt pens, or perfecting the art of the doodle.

Tony Buzan has a formidable reputation both as a 'mind guru' and a powerful presenter, accustomed to addressing audiences of 1000+ people. I was prepared for him to be austere and aloof, but he is humorous, entertaining and very approachable.

I am now Mind Mapping like crazy - everything from feature articles to my Birthday Party, and finding new angles and approaches each time I try it. It's a great way to think through a problem and encourage ideas to flow. If only it had the same remarkable effect on my drawing skills!

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We have a number of **JOURNALIST/BROADCASTER PLACES available for these courses.**

If you would like to attend one of them – and to meet Tony personally during the course of the day, please contact Ray Hodges – details below.

We are also prepared to give away a limited number of places as **COMPETITION PRIZES – again, please get in touch with Ray if you would like to set this in motion.**

WE'RE HERE TO HELP YOU!

Contact us for more information on any aspect of **The Buzan Organisation**, for high res. versions of the illustrations included in this release, for review copies of **Tony's latest books** (*see list overleaf*), to organise an **EMAIL Q&A, QUOTES** or an **INTERVIEW with the man himself...**

Please contact: **Ms Ray Hodges at HPS-PR**

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TONY BUZAN'S LATEST BOOKS

Age-proof Your Brain

£12.99 from Harper Thorsons

The Study Skills Handbook

£12.99 from BBC Active

Grass Roots Leaders

£25.00 from Gower Publishing

Try out Tony's **new *Language Revolution Kit***

French, Spanish, Italian – visual course book,

two audio CDs and 24-hour access

to online learning resources

All for only **£19.99** - visit www.Collins.Language.com

These publications, and many more, are available to order online.

Visit www.buzanworld.com

You can also download (for free trial) Tony's new iMindMap™
software at www.iMindMap.com