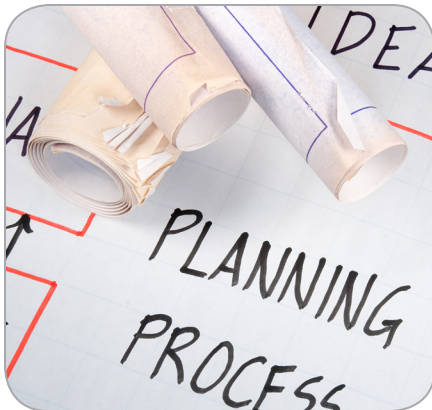




“ The structure [of MindManager] was very helpful to the invention and ideation process. It brought intense velocity to our strategic and tactical thinking, as well as our clients. ”

Dudley Fitzpatrick, Co-Founder, DUOMENTIS

## At DUOMENTIS, Mindjet MindManager and Catalyst Support Innovation, Getting Inventions from Idea to Market Faster



### Strategic Planning

**Company:**  
DUOMENTIS

**Industry:**  
Marketing Innovation,  
Business Strategy

**Location:**  
Pennington, New Jersey

**Product:**  
Mindjet MindManager  
and Catalyst

- Business Problem:**
- How to go from idea to market, faster
  - How to consolidate large amounts of information in a way that is manageable for clients

### 背景

Dudley Fitzpatrick 2003年在营销创新机构SFGT第一次接触MindManager®，Fitzpatrick “惊讶于我们清楚表达想法的速度”，联手另一位Fitzpatrick的合作伙伴，产品开发 Jason Alan Snyder，该公司延伸新产品开发并开始创建技术，为客户提供新的商业技术、性能、产品和服务，将MindManager结合到他们的组织促进创新。Fitzpatrick和 Snyder利用MindManager开发JAGTAG，一种将数字内容连接到物理对象的“移动”2D条形码，如今JAGTAG已经是美国领先的移动2D条形码解决方案。今天，Fitzpatrick和Snyder在DUOMENTIS，一家利用MindManager和Catalyst解决White Spacing、客户战略和产品开发问题的发明公司继续合作。

### 挑战

最近一期的McKinsey全球调查就管理创新挑战问题，投票调查了全球超过2200名高级管理员，84%认为创新在他们公司的增长型战略中非常或及其重要，然而，也有很多人觉得他们公司没有必要将创新作为战略必需。在MindManager中，Fitzpatrick找到一种方法确保他的员工了解创新的重要性以及里面的一些工具帮助他们可视化并实现他们的想法。

### 解决方案

一旦觉得自己对MindManager有了热情，Fitzpatrick便实施了一项独特的办公政策，他“开始将MindManager导图用于每一个内部业务讨论，如果有人来找我我说我想做XYZ，我会说‘给我个导图’”，据Fitzpatrick According to Fitzpatrick, one among the many benefits of this approach was that “everyone started thinking 360 degrees, which is imperative to accelerating velocity and understanding ROI. MindManager clarified our team’s thinking and turned everyone into a strategist.” Not only was the team better able to keep track of new ideas and strategies — so essential to a firm focused on innovation — it guaranteed that employees had a process to evaluate and deliver on their ideas.

In 2006, MindManager was an essential element in the invention of JAGTAG at SFGT; Fitzpatrick even calls JAGTAG, “a product of Mindjet®.” The 15-person team built out the product vision, market dynamic, cost and next steps in MindManager. This initial brainstorming map “became the project’s working document and library” throughout the project. When they needed timelines to help with project management, they simply exported subsets of the map to Microsoft® Project. Subsets of the maps also served as the foundation of their patent portfolio.

By bringing in relevant information with attachments and graphics, the team stayed focused and always had the information they needed, [continued on next page]

### Solution:

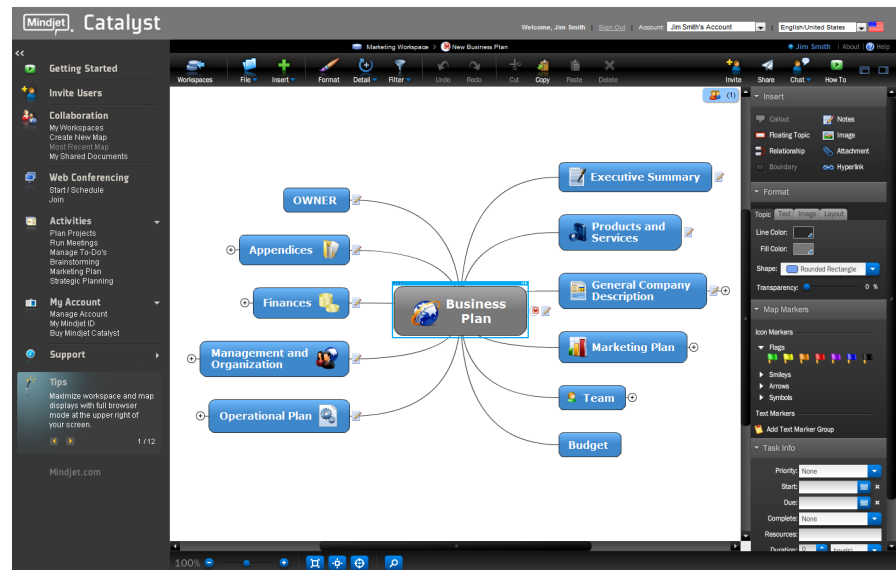
- Map internal thinking and business discussions to record and share ideas and strategies
- Use maps to plan product development and export to Microsoft Project for management
- Articulate opportunity, innovation and inventions to clients in MindManager
- Use attachments and links to consolidate information accessibly

### Results:

- Enhanced creative and critical thinking skills among all employees
- Accelerated commercialization of new products
- Increased team alignment and individual productivity

### Mindjet Success Story: DUOMENTIS, continued

which allowed them to focus on innovation. Fitzpatrick notes, “The structure was very helpful to the invention and ideation process. It brought velocity to our thinking.” He adds, “We wouldn’t have been able to invent JAGTAG without it. It brought us a shared process and discipline. MindManager brought our organization together.”



Improve team productivity via online map co-editing and document sharing.

Today at DUOMENTIS, Fitzpatrick and Snyder continue to map their innovations and solutions with MindManager. Now, however, he shares his maps with Catalyst—Mindjet’s online mapping service—and maps are deliverables for clients. A strategy map for a client might include 60 spokes off the central topic and thousands of subtopics, aggregating an amount of information that would have been impossible before in any manageable way. These maps include “constituent insights, benefits, tactical plans, barriers to adoption, strategic partners, financial analysis, value analysis, and ROI analysis”—the entire strategy—in one map. DUOMENTIS presents their mind maps to clients as an interactive PDF. According to Fitzpatrick, clients are “excited about how it helps them think through the opportunity strategically and tactically.”

### Results

In this way, MindManager and Catalyst have led to expansive, innovative thinking at SFGT and DUOMENTIS. Teams not only ‘ideate,’ but plan and collaborate more effectively to deliver on ideas. The tools have enhanced creative and critical thinking skills among employees leading to accelerated commercialization of new products. In fact, Fitzpatrick says, “it has accelerated inventions three times over and made employees six times more strategic.” It has also increased team alignment and individual productivity; according to Fitzpatrick, his team is “three times smarter and ten times faster.” It is so valuable to innovation in their processes and products, “[they] literally didn’t have an internal discussion without it.”