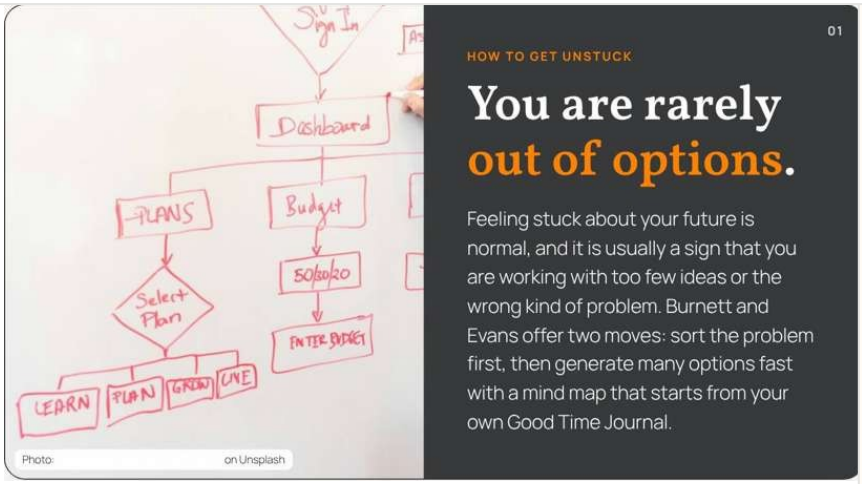
**BUAD 427 · SLIDE NOTES**

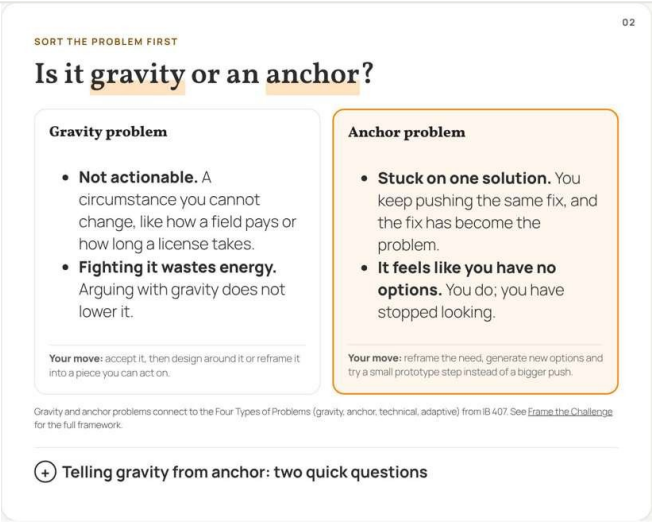
# Getting Unstuck: Mind Mapping and Reframing

Each slide is on the left. Type or write your notes on the right. https://julesmorrisphd.com/teaching/smith-gls/buad-427/getting-unstuck-mind-mapping/




Slide 1

**My notes**




Slide 2

**My notes**




Slide 3

**My notes**

04

MIND MAPPING IN THREE RINGS

## Go fast, go wide, then combine.

**1 Pick a center**
Choose a word or short phrase from a Good Time Journal moment that engaged or energized you, like "tutoring" or "building the model."

**2 Ring 1**
Write the first five or so words that come to mind. Do not judge them.

**3 Rings 2 and 3**
Branch off each word with what it makes you think of. Keep going outward. The third ring should feel odd and far from the center.

**4 Combine three**
Pick three words from the outer rings that jump out, and force them into one life or job concept. Give it a title.

⊕ The rule for each step

My notes

Slide 4

05

WHY THE METHOD WORKS

## The odd words are where new ideas come from.

**Why the outer rings matter**
The inner ring holds what you already know. The outer rings hold words your brain reached by association, which is where new combinations come from. Combining unrelated words forces a new idea.

**Why start from your journal**
A map that starts from a real moment of engagement keeps ideas tied to what gives you energy, not what sounds impressive. Try a few maps from different journal moments.

⊕ From mind map to concept sketch: turning three words into an idea you can test

My notes

Slide 5

GETTING UNSTUCK AS A TEAM HABIT

## Clients get stuck the same way people do.

A team that keeps proposing the same software fix has an anchor problem. A budget cap set by the board may be gravity.

The moves you practice here on your own life (sort the problem, generate many options, prototype small) are the same ones you use with a BUAD 497 client. See also Ideation That Goes Somewhere from IB 407.

Ideas from *Designing Your Life* and *The Designing Your Life Workbook* by Bill Burnett and Dave Evans (Stanford Life Design Lab), explained here in our own words. BUAD 427 is taught by Lane Morris, PhD.



Photo: Laila Azizli on Unsplash

My notes

Slide 6