



## Training Case Studies

### Corporate

#### Face-to-face training workshop

The UK Shared Service Centre for leading UK media company **Emap** primed a team of Project Managers and Heads of Finance for the rollout of MindManager Pro 6, by engaging M-Urge TLC to run a day's focused workshop covering process best practice in areas such as Brainstorming, Task/Project Development and Meeting Management - and showing how MindManager supports these disciplines.



Alistair Goodall, Finance Systems Support Manager of the Emap Shared Service Centre, who commissioned the workshop, summarises:

- “This was an excellent course which gave real insight on how to run effective meetings and seamlessly capture the output using MindManager”

Other participants valued the delivery style, commenting variously:

- *“The course was one of the best I have received. The tutor exudes a confidence which was picked up by all the delegates”;*
- *“...good product knowledge, good examples and very approachable”;* and
- *“...a good appreciation of requirements as well as good training techniques to keep everyone involved.”*

Yet another colleague reported how she'd put her learning to use almost immediately, for meeting facilitation:

- *“I devised an agenda whilst on the training course, and used it the next day, and captured all of the actions using the tool.”*

*“M-Urge ran a course which showed how to take a great product (MindManager) and then get the best out of it in real life situations,”* concludes Mr Goodall.

## Charity

### Regional Team Training Day

A regional office of the respected national charity the **Duke of Edinburgh's Award**, approached M-Urge to get their team up to speed with MindManager's capabilities, especially for project planning & tracking, and remote collaboration between the head office and home-based staff.



A day's workshop, preceded by conversations with key participants, and tailored accordingly, incorporated everyone's learning objectives along with plenty of time for practice. Feedback shortly after the course praised this balance, and the trainer's expertise:

- *"...the facilitator was aware of the team's objectives prior to the training and the requirements of the team - all was taken on board by the facilitator"*
- *"...plenty of opportunity for hands on - just what is required"*
- *"...extremely knowledgeable, helpful and patient throughout the day."*
- *"...worked well with everyone at mixed abilities."*

Several remarks clarified the immediacy of the workshop's impact at the operational level:

- *"Extremely relevant. I feel that what was covered in the training day can be used effectively in my job on a day-to-day basis"*
- *"I have already used the software to deliver a training course which received some great feedback."*
- *"It has definitely made me more organised, no post it notes to date!"*

And a summary comment from Anne Newcombe, the regional Director, identified the value of supporting the rollout of new software with thorough introductory training:

*"...one or two of the [team] members would have been able to pick up the [software] programme and run with it to its full potential - but...some would never have opened it once installed if a day of training had not been given over to it"*

## Education

### Supporting innovative learning

WebPlay is an international arts education charity that runs an online programme that enables children to create plays in collaboration with a professional theatre company and students from partner schools in different countries or regions. They have staff in both the UK and US, and saw the potential for using Mind Manager to plan and implement projects between them.



To kick-start this initiative, the UK team attended a day's introductory training, bringing to the session a mix of technical ability and some healthy scepticism about MindManager's applicability, but leaving with a clear sense of the possibilities and an inspiration to apply MindManager to current plans.

*"I was impressed by how quickly the staff took to it – especially those who are much more 'linear' about project planning than I am. The training inspired us all to see how we could use fully from brainstorming the 'vision' of the project to actually mapping out actions and tracking progress"* Sydney Thornbury, Executive Director

A few months later, the tool is used regularly by the team – from the fundraising manager to the project coordinator. For instance, a large pilot project has been captured in a MindManager map – milestones, tasks, and status. The map is used to drive and track progress. And it has recently facilitated a smooth handover of the project to someone covering maternity leave, thus ensuring maximum operational continuity.

*"We're very happy with MindManager – it gives us a tool that enables each of us to work in our own unique ways while at the same time giving us all a common method. And it's fun to use!"* Sydney Thornbury, Executive Director