



# Synapsia

a magazine for the Brain Trust Charity

Spring 2017

## ARTICLE: Lorraine Gill by the late John Berger (Page 32)

Given the values of the present art world, it is not surprising that to discuss truly original work usually means discussing work that is on the cutting edge of new artistic frontiers.

John Berger.

## THE WORLD IS OUR OYSTER

WE MAY NOT BE ABLE TO  
CREATE NEW RAIN  
FORESTS. THE GOOD NEWS  
IS THAT WE CAN AND WILL  
CREATE EQUIVALENTS IN  
THE OCEANS AND THE  
ESTUARIES OF OUR PLANET.

(SEE PAGE 4)



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- Think Less, Feel More
- Can't remember names, always losing keys?
- MindMap Myths & Misconceptions
- Lorraine Gill by John Berger
- Multiple Animal Intelligence
- Poetry
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- Synapsia Crossword Puzzle





## FOREWARD

# from the Editor in Chief

☞ Sunny Spring Synaptic Salutations to our 319,000 and more "Big Hit" Synapsia fans and contributors. This next Pearl-of-an-Issue continues with the rising of the Brain-Friendly Phoenix, featuring the revolutionary article *The World is Our Oyster*. Indeed it is, as you will discover. The oyster, one of the supposedly "lower forms of life", is one of the highest levels of life when considering its ability to save all living things, including we humans.

It is more than just eating oysters or collecting their pearls. Read on and join the Oyster Fan Club! You will even discover that the great poet and thinker John Dryden had further Pearls of Wisdom.

The Sleeping Giant awakes in the "Thinking Town" of Galileo with more revolutionary (and more importantly, evolutionary) thoughts and kid-activities.

And who do you think is the originator of these Intelligent Thoughts: "an eagle soars but still needs to come down to earth to survive"; "our attention span has gone less than eight-seconds, which is less than the attention span of a goldfish"; "I am Rain Man, I am Sherlock"; "Light as energy, light as a symbol for knowledge".

Also search for the constantly hiding Brain-Brain in this Issue. Did you find the previous hiding Brain-Brain?

Search also in this Issue for the princely clues for Synapsia's original and originally themed crossword. Think also more about our iconic maverick regular Columnist Jezz Moore, *Thinking About Less* and *Feeling About More!* Do write in your thoughts to the Synapsia Correspondence Page.

Our world is in even more chaotic times than it was since the launch of our first online Synapsia in 21st December, Winter Edition 2015. Synapsia is needed even more, and Synapsia will continue to point out that in the "hands" of the neurons, the number of problems existing is exceeded significantly by the greater number of creative thoughts and creative solutions to every difficulty.

With so much current global stress, our batteries get battered. Calm will keep us alight.

Are you an architect? Yes? No? This Issue of Synapsia says "Yes"! You are the architect of the edifice of your thoughts and the one who builds, constructs, and decorates your edifice.

Tom Ough, the feature editor of *The Sunday Telegraph*, has asked yet another serious question "Where the hell did you put your keys?!" With kind permission to Synapsia, Tom and *The Sunday Telegraph* have given Synapsia the gift of the publication for all global readers of the three-page full-front page cover feature exploring the nature of memory and the application of it to many generic, and 15 specific, "Memory Apps" for your life. Read on to Supercharge and Superchange your memory whilst becoming the supreme architect of your Memory Palace. Be the Royal Resident.

Tom took the mantel of the research from the Netherlands in early 2017 on the power of memory. Professors there showed that training for thirty minutes a day for forty days would give people a tested improvement of 26 words remembered to 62 words remembered, in those forty days/20 hours. That, according to academia, equals a "perfect memory"!!

Tom took the memory test I had given him and he scored, at the beginning, 20% of his 20 spoken words in their Loci. After fifteen minutes (actually a little less) of Mind Palace Training, Tom then scored 85% of the new spoken 20 words. The comparison between what Tom did with me and what the Professors in the Netherlands said is that the percentage of improved memory is the ratio of 15 minutes: 20 hours. Training his brain for twenty hours, Tom will now be able to easily memorise over 1000 words! This is a gift to Tom himself and also is a slam-in-your-face statement of fact comparing Academia training with Intelligence application.

Reading Tom's article, you will also be able to learn to memorise some of the lines in the Poetry section.



➤ Throughout Synapsia you will find humour on many of the pages, humour now being researched in the psychological laboratories, proving that laughter is: the best medicine; the best exercise; the best production of best chemicals in the chemical laboratory of our bodies; the best at uplifting the soul and spirit; soothing the pain; smoothing the surface of the ocean of stress; and the unguent for agony. Pecub, the mysterious Synapsia Cartoonist and many of the contributors distribute this medicine.

Many Warriors of the Mind and other Thinkers have often thought that Mind Maps are simple, obvious and even simplistic. Phil Chambers, the Chief Arbiter of Mind Sports and the regular Mental Literacy / Mind Sports Synapsia Columnist, explores in this Issue the serious misconceptions about Mind Maps and explores how those misconceptions, when put into poor practice, damage all forms of thinking. The Mind Map Definition expands on further misconceptions and will lead you to the creation of real elegance in note-taking, note-making, and thinking.

By now you will have captured Captured Moments in a moment, and hopefully many more moments: The carrier of Intelligence in a nest of feathers, by John Carder Bush. Capture more... You have seen real skill in photography with no digital enhancements or photo-shopping.

This leads us yet again to art, and the artist who inspired imagery and colours in Mind Maps - Lorraine K. Gill. When you have read this article by our just-passed friend and Synapsia supporter John Berger, please accept a Synapsia invitation to Lorraine's major art exhibition in London at 5th Base Gallery, London, E1 5LJ, 4th - 15th October 2017. You will meet there many of the major Synapsia contributors and The Artist herself!

In this Issue, Mowgli prowls the jungles of the neurons of many living beings with the following articles: To Be or Not To Be; The Curious, Canny, Cunning, Clever and Cultured Creature; The True Reptilian Brain; The Euclidian Tool Masters; and the fANTastic Ants around our planet.

And find more about the "Riptide of Revolution" for Mental Literacy and Mind Maps in the increasingly education-focused nation of China.

See the energy of the Mind Map uplifting arms of Mind Maps.

Do please continue to nominate candidates for Brain of the Year and continue to think about whether or not you like the weather and whether you will join the We Love the Weather Society.

EDITOR IN CHIEF  
Professor Tony Buzan  
Tony@synapsia.net

EXECUTIVE DIRECTOR  
Raymond Keene OBE  
Raymond@synapsia.net

ONLINE EDITOR  
Marek Kasperski  
Marek@synapsia.net

CONTRIBUTORS  
Raymond Keene OBE  
Professor Tony Buzan  
Professor Michael Crawford  
Andrzej Kasperski  
Jacopo Tabanelli  
Dr Ram Raghavan & Jez Moore  
Tom Ough  
John Carder Bush  
Marek Kasperski  
Phil Chambers  
John Berger  
PECUB  
Alexander Keene

PHOTOGRAPHY  
Marek Kasperski  
John Carder Bush

GENERAL ENQUIRIES  
Email:  
marek@synapsia.net

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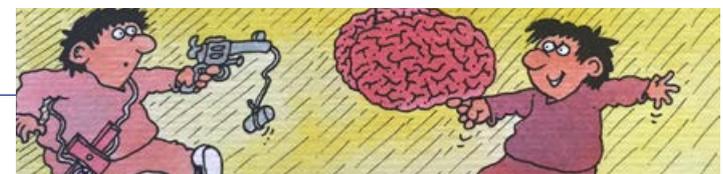
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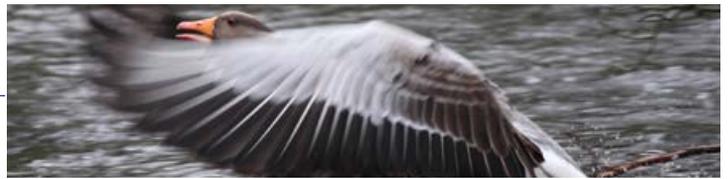
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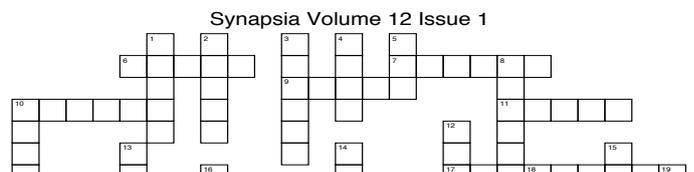
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Professor Michael CRAWFORD PhD, FRSB, FRCPath  
Director of the Institute of Brain Chemistry & Human Nutrition  
Imperial College, London



Raymond Keene OBE  
Grand Chessmaster



Marek Kasperski  
Online Editor, Synapsia Magazine

FEATURE ARTICLE

# the world is our OYSTER

FOREWARD: Marek KASPERSKI  
WORDS: Raymond KEENE OBE, Professor Michael CRAWFORD

WE MAY NOT BE ABLE TO CREATE NEW RAIN FORESTS BUT WE CAN CREATE EQUIVALENTS IN THE OCEANS AND THE ESTUARIES OF OUR PLANET.

**FOREWARD BY MAREK KASPERSKI:**

> *I can't remember the last time I heard of a truly inspiring idea, an idea that can profoundly change the world for the better. Not a "pie-in-the-sky" idea, or a whimsical wish, but something achievable, within a short period of time.*

*It is not a cure to cancer, a way to grow back hair loss, or a technological advance.*

*No, it's an OYSTER!*

*Please stay with me, because what I am about to reveal is inspiring and pure genius.*

*I first heard about this idea at the "Brain of the Year" awards 2016 in London. I was privileged to be in the company of Professor Michael Crawford and Grand Chess Master, Raymond Keene OBE.*

*It was Professor Crawford and Raymond Keene OBE that devised this marvellous concept, "The World is Our Oyster".*

*They are suggesting the creation of a new industrial revolution. Britain benefited from coal and iron ore and above all intelligence with the entrepreneurial and adventurous spirit.*

## The Genius Element

In my life I have had the privilege of encountering several great luminaries of the mind, geniuses who are capable of positing



**THE NEW YORK TIME REPORTED  
IN 1907 THE HEADLINE... "NEW  
YORKERS ATE 100,000,000  
(OYSTERS) LAST YEAR"**





⊙ planetary changing hypotheses. One of these is Professor Tony Buzan, Editor in Chief of Synapsia Magazine, Inventor of Mind Mapping and Originator of The World Memory Championships. A second is Professor Michael Crawford, the world's leading researcher into the appropriate nutrition for the human brain. Professor Crawford is the Director of The Institute for Brain Chemistry and Human Nutrition at London's Prestigious Imperial College.

We are thinking animals, the Cartesian aphorism, I think therefore I am, grants a clue. Indeed, the human being is never so free as when it has the miraculous opportunity to exercise the full power of the brain. The whale dominates its marine world through bulk, through the massive ingestion of protein, the Savannah roaming young of the rhinoceros imbibe maternal milk also rich in protein. Humans do not

seek bulk, we seek intelligence, it is, or should be our Holy Grail.

By connecting with Michael, inspired by Tony, I have assembled this manifesto which by a most fortunate concatenatory cornucopia advances and promulgates a virtuous cycle of steps which together drive forward a global programme of nutrition, intelligence and enhanced brainpower, all within the framework of an environmentally positive structure.

Together with Prof Crawford, I am here suggesting the creation of a new industrial revolution. In the eighteenth century, Britain benefited from coal and iron ore and above all intelligence allied with an entrepreneurial and adventurous spirit. By exploiting our newly expanding and reclaimed coastlines after leaving the EU we are in a position

**“There are already 80 main estuaries in England alone which could sequester 28,148,872 tonnes CO<sub>2</sub>. Scotland, its islands and Northern Ireland could add three times that amount.”**  
***...Professor Michael Crawford***



- ⊗ to create a new national industry of immeasurable benefit and export it around the world as a template for which the UK may act as the gold standard template.

#### LEONARDO DI CAPRIO HAS ANNOUNCED HIS INVESTMENT IN THE FUTURE OF MARICULTURE AND ACQUACULTURE

We have reached the limit of arable land for food production in the UK. We will have to import more and more. If we take our coastal islands into account - both

large and very small- we have an estimated 20,000 miles of coastline. Much of that, especially around the islands, has the potential for marine agriculture, oysters, mussels, shell fish of all sorts and marine pastures for fish with deeper water artificial reefs to expand the surface area and hence the stimulate the food web. A Japanese project started 1991 has trebled the fish production and added to it . It is for his contribution to this project that Prof Crawford received The Order of The Rising Sun from The Emperor of Japan.

#### WHAT IS THE OPTIMUM FORM OF SUCH NUTRITION?

The Answer is to grow Oysters! With Brexit we can take full control of these waters and the sea bed. Just as the industrial revolution and Britain's wealth grew out of indigenous resources so we have a new resource with a potential leading to food, not just food but food for the brain to counter the ever increasing mental ill-health bill a colossal £77 billion for the UK alone in 2007, rising to £113 billion in 2013.

#### THE DOUBLE WHAMMY!

There is a double whammy here. The brain evolved in the sea 600-500 million years ago using, of course, marine nutrients and DHA fats for its structures and signalling systems. The Brain....Still uses the same today, nutrients difficult to find in modern land based food systems. The proposal to vastly increase the growth of Oysters involves the capture of CO<sub>2</sub>, and energy from the sun, so you get brain food and CO<sub>2</sub> sequestration which will be like creating new rain forests. Brain food and addressing climate change all at the same time!

Photo Info : Designed by jcomp / Freepik

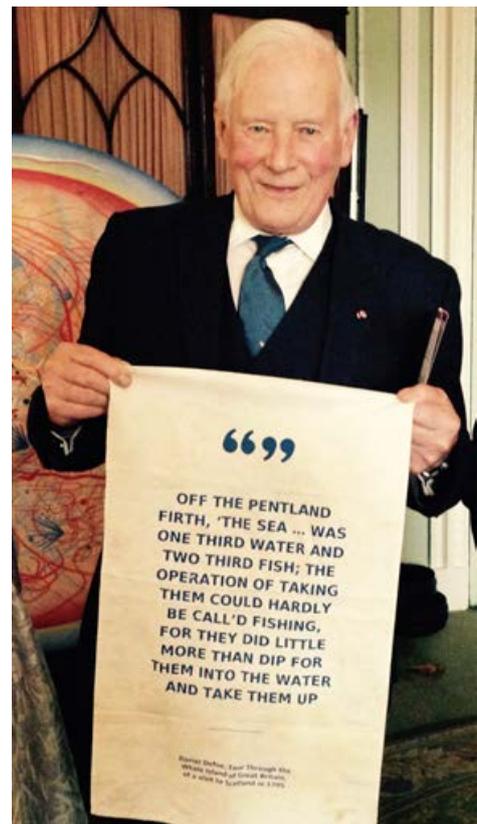


Photo Info : Professor Michael Crawford holding up a quote by Daniel Defoe



☞ THE SUMMARY OF THE OYSTER REVOLUTION - THE SIX PILLARS OF WISDOM

- 1) Increased oyster production can become a major UK industry then expanding globally.
- 2) increased oyster production on a global scale will create a multiple-win situation.
- 3) global mental ill health is one of the world's costliest problems;
- 4) We cannot create more rain forests, and land based agriculture is finite. However, marine agriculture is capable of creating food rich in DHA a vital brain nutrient. Oysters, through the medium of their shells, are, amazingly, major absorbers of co2 emissions. Thus growing extra oyster beds is a triple win: brain friendly nutrition, international sales, reduction of emissions, even capable of completely neutralising the annual harmful global emissions quota
- 5) After Brexit, UK can reclaim much of our traditional coastal waters in which to grow oysters. By growing oysters, we also help to clean up polluted local environments. Newly developed designer algae will assist in this procedure.
- 6) UK can become a world leader: environmentally, financially and morally by creating new oyster beds around the planet.

Photo Info : Estuaries are a perfect location for oyster farms



**GROWING EXTRA OYSTER BEDS IS A TRIPLE WIN: BRAIN FRIENDLY FOOD, INTERNATIONAL SALES, REDUCTION OF EMISSIONS, EVEN CAPABLE OF NEUTRALISING THE ANNUAL GLOBAL EMISSIONS.**





ARTICLE

# Tony Buzan and Project - School

WORDS: **Jacopo Tabanelli**



Photo Info : Jacopo Tabanelli

> **ABOUT ONE YEAR AGO** during a wonderful interview with Professor Tony Buzan in Milan, we received an invitation from Professor Buzan to organize a meeting with Italian students of middle and high schools, to share his teachings on the expansion of the potential of the brain, through MindMaps and rapid learning.

This opportunity seemed like a dream come true, so we decided to get to work and realize this noble vision. We had built through the project School 3.0, a network of highly innovative headmasters, ready to seize and to support this initiative.

And so, during the International Day of the Student on November 17th 2016: over 700 students from different cities of Regione Veneto, participated two lectures to be lead by Professor Buzan to expand their mental potential.

**PROFESSOR TONY BUZAN CALLS OUR INNER INTELLIGENCE THE "SLEEPING GIANT"**

## PROFESSOR TONY BUZAN WITH ITALIAN STUDENTS: THE KEYS TO UNLOCK YOUR BRAIN

Rotary Club from Cittadella and Lions Club from Piazzola sul Brenta sponsored the event, which was supported by Incitement Italy, the municipalities and Regione Veneto.

The first lecture took place in the beautiful Villa Contarini, an extraordinary jewel of great architect Palladio, in the Shells Hall: an incredible room adorned with wonderful mosaics made by shells. There was no better place where children could recognize the beauty and infinite potential of their brain.

In the second lecture Professor Buzan has met with over 500 children in a cozy cinema theatre.

We were very excited when it became clear for the students that the potential of their brains is endless, and when we saw the first coloured MindMaps drawn by the children. It made us remember why we do this kind of work. This meeting inspired pupils and professors to unleash their "sleeping giant", as Professor Buzan calls our inner potential.

The Sentence that we will always remember is:



⊙ "Teaching has now become the most important job in the world. Without education there is no future". Professor Tony Buzan

Offering to the new generations the opportunity to study and to receive this knowledge is part of our mission in life. Professors, headmasters and students were all excited and very happy about this experience that will continue in their classes. They also received a promise by Professor Buzan: "I love Italy and I will come back soon in your beautiful Villas".

So we are starting to organize next lectures and we thank Ugo Silvello, former principal that connected all the Schools; Olivella Bertoncello, Antonella Bianchini and Fiorenza Marconato, three very innovative principals; Lisa Giunchi great organizer, Stefania Temi Brain supporting the organization.

We will update you soon about these Lectures for the Schools with Professor Tony Buzan in 2017, that are innovating Italian schools and helping hundreds of Scholars to develop their "synapsia".

Jacopo Tabanelli (Learning Coach, creator of the Project School 3.0) & Lorenzo Olivieri (Digital Event Organizer, Co-founder of Incitement Italy Movement)



Photo Info : Professor Tony Buzan



Photo Info : Italian school children attending lecture by Professor Tony Buzan



“Teaching has now become the most important job in the world.  
Without education there is no future”.  
...Professor Tony Buzan





REGULAR ARTICLE

# Intelligent Thoughts

WORDS: Andrzej Kasperski

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Blind devotion to something, usually means neglect of everything else.

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An eagle soars, but still needs to come down to earth to survive.

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Vexed thoughts fuel an irritated mind.

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# THINK LESS, FEEL MORE

WORDS: DR. RASM RAGHAVAN and MR. JEZZ MOORE

HOW YOU FEEL IS AS IMPORTANT AS HOW YOU THINK!



Photo Info : left: Dr Ram Raghavan & Jezz Moore




**KEEP  
CALM  
AND  
THINK  
LESS**



- How you feel is as important as how you think! How you feel shapes your experience which in turn affects how you decide to engage and as a result behave in any given scenario. Companies that focus on employee and customer experience have improved productivity, sales and reduced employee attrition. Organisations that have focussed on experience have managed to enhance the bottom line of their operations by millions whilst at the same time reducing attrition by more than 20%. So what is experience and why is it important?

But before I go on to talk about it, let me give you another example which proves the case in point. Let's us look at Brexit... Whilst most of us "thought" that we will not leave the EU, the sentiment and feeling that governed our decision proves it otherwise. Many people have and still continue to express their willingness to be part of EU and their dissent about the regime imposed by Brussels.

Having talked to quite a few business people and others, they all feel that they are no less European than their French or German counterparts. However, they felt that Brussels was slowly but surely controlling their lives. Most of them feared that this was a manoeuvre aimed to create the "United States of Europe". They did not want that happening and have been voicing their opinion with fervent enthusiasm. However, all that fell into deaf years and David Cameron's inability to wring out a better deal fuelled this fear that the noose was tightening around our necks slowly but surely.

The funny thing about fear is that the human brain cannot distinguish between real and perceived fear. The brain reacts to it in the same way. Adopting a fear mongering strategy by both the remain and leave sides did not help it either. On the penultimate day every leader was urging the nation to vote with their heart or based on their gut, which is a reflection of the sentiment of how they felt and here we are excited or uncertain depending on the camp we belonged to... but one thing is for real, how we "felt" has ultimately influenced on how we "think" .

Whilst this might be an extreme example, where rational thinking has been trumped by emotion and volition, the fact is that feeling is faster than thought and it triggers how we think and how we behave as a result. We can see that whilst feelings are deep



rooted and difficult to measure, understanding how one feels helps to understand how that is going to shape the individual/groups thinking over a period of time. If one were to understand and measure feelings, it can be a leading indicator of what could potentially happen in the near future.

Applying this to the work place scenario, we know that people don't leave jobs they leave people. An employee that has been having a negative experience from their managers feel unloved, unwanted. This feeling simmers over a period of time and they reach a tipping point where they decide to leave. If managers have an opportunity to understand how the individual feels on a regular basis, they can easily diffuse situations which can potentially cause toxic behaviours amongst employees.

The positive aspect of understanding how employees feel is that it helps employees feel part of a community. We have seen that employees are willing to engage more with the organisation, are proud and passionate in what they do if they feel valued. Employees are willing to invest more time and leaders are able to realise discretionary effort from their teams without breaking a sweat. Whilst understanding how one feels is good, what one does with that information is extremely important. We have seen that managers who let their employees know that they understand how they feel and what they are going to do about it always realise superior performance.

How you feel is not about just being happy. We are not advocating that you create a happy clappy organisation. Focusing on the experience you as a leader create in the organisation gets the workforce mobilised as they feel better. We have seen that just focusing on happiness never works in a work place scenario.

I can hear you say, it is about engagement is it? Yes, we do it regularly... Great if you are measuring and acting on your engagement data. But before I go on to explain the difference, have you ever wondered why your organisation or any organisation measures employee engagement and customer experience? There are a lot of brilliant minds out there including yours. If both



Photo Info : Designed by drobotdean / Freepik



are the same then why call it differently? Is it semantics? really?? If they are not the same then why are we constantly getting told that improved employee engagement results in great customer experience and wonder, why we cannot see a correlation between the two.

To understand this clear distinction, we need to under the human system. No, I am not talking about giving a lecture on Physiology or Neurology. I am not qualified to do that. However, we have through my research, our ongoing experiences created a simplistic view of human system. Here it goes, at the deeper level which is the stuff that defines you who you are (Maslow's self-actualisation needs). We call it your persona or identity... Your identity is shaped constantly by your values which fall into individual, social and societal values. See footnote for explanation of the three types of values.

You experience the world constantly through your senses (eyes, ears, touch, taste and something else) which helps you shape your persona and values and your view of the world. This gets you to be very objective (black or white). However, as you evolve your model of the world tends to embrace subjective views and links it back to previous experiences creating a richer, three dimensional view of the world. You form patterns in your brain by decoding cause and effect which in turn enhances your model. These patterns get reinforced when repeated experiences are shaped and get strengthened. All this starts happening right from the time you are born and patterns firms up as early as 11 years.

Your experience has as a result started influencing how you think. More than 1 million things are happening around you at this very moment. However, you don't sense or feel that as your brain actively uses the patterns to filter out the noise and gets you to focus. Whilst filtering is good to begin with, there is also a chance that your brain might reject any sensory information as it does not conform to a pattern. It means you don't even get to think about it as your brain has rejected it even before you realised it and can say stop... This gets us all in a trance mode where we tend



## PEOPLE DON'T LEAVE JOBS, THEY LEAVE PEOPLE..

to do a lot of things on auto pilot (without even thinking). When your brain detects an anomaly in the sensory information, it could cause discomfort and if the discomfort increases you cannot stop thinking about it. Only when you cannot stop thinking about it, you want to do something about it.

At work, if you love what you do and your manager makes you feel valued you think that this job is the next best thing that has happened to you since sliced bread. You are more engaged and your behaviour reflects that. Repeated positive experiences like these tend to lead you into a positive corporate trance. You start trusting your colleagues and your bank of good will for the manager and for the organisation builds up over time. You are happy to go the extra mile, are passionate and feel proud doing what you do.

Now imagine a situation where your manager makes you feel uncomfortable. You will no doubt experience a period of discomfort. However, if you don't have an opportunity to get over that discomfort, you cannot stop thinking about it. That thinking leads you to feel unwanted and you stop trusting the manager or team and withdraw from your bank of good will to keep you going. You go into a negative corporate trance and when the bank of good will is over drawn you start looking for change. You feel disengaged as a result. You feel disengaged with the work you do and the behaviour you demonstrate towards others reflects that.

You can see that behaviour is the final manifestation of your engagement which is shaped by how you think. Your thinking is simultaneously shaped by your values and more importantly by the previous experiences which are a product of how you feel or felt at that time. Companies are realising the role experience plays in the modern society. In his book, Future shock, Alvin Toffler states that economists see market as a product of only demand

and supply and how limited their thinking was when it comes to providing alternatives to communism and capitalism. He predicted that in future people would be willing to pay more to live amazing experiences.

Later in 1982, Holbrook and Hirschman's pioneering article "The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun" in the Journal of Consumer Research (Vol. 9, #2), discussed emotional experiences linked to products and services.

Then in 1992, the German sociologist Gerhard Schulze argued for the idea of the "experience society" in his book "Erlebnisgesellschaft", which was translated into English as "The Experience Society" in 1995. In 1999, it was renamed "The Experience Economy" in The Dream Society by Rolf Jensen of the Copenhagen Institute for Futures Studies, which contained many of the same ideas.

Whilst this was trumped as another social fad following the dot bust era, a casual glance of the world we now live reveals that we live in an experience age and experience economy has well and truly gained currency. Look at the cars we drive, the phones we use... every product is identical from a feature and benefits point of view. When we moved from the agricultural to the industrial economy, features and benefits differentiated winners from the also rans. The world was quick to realise this and soon there was no room to differentiate between products. The next revolution unfolded when companies started differentiating their offering by providing superior service. Whilst it was good differentiator for companies, it ran out of steam very quickly.

What happened during the industrial or service economy was that companies were educating and shaping people's expectations first through products and then through services. This shift happened with external as well as internal customers i.e. employees. Internal customers were expected to do a job and got paid for it. It moved from there to a situation where organisations don't flinch to create the right climate for talent to flourish.



- The dot boom era helped shift our thinking massively about how we see, feel and deal with people, goods and services. Whilst it did not transform the business landscape as it was predicted, it definitely transformed how we view the world and more importantly how we experience it.

The experience era predicted by Toffler had well and truly arrived in the 00's. Experience economy is what we are all living through at the moment. As experience depends on how we feel and perceive our world, we have become impatient and we tend to lose interest very rapidly. I read somewhere that our attention span has gone less than 8 seconds which is less than the attention span of a gold fish... Whilst it is frightening to see this transition, it also gets companies to think deeper and better. We now have User Experience(UX) experts, Customer Experience (CX) experts and Employee Experience (EX) experts to help companies navigate through this minefield.

Is it really a minefield? It can be if one does not understand the basic tenets of what shapes experience. From our research conducted over the last decade we have identified that the five key constructs that shape experience are Trust, Empathy, Satisfaction, Commitment and Loyalty.

Although everyone talks about satisfaction when talk about service or experience, it is much deeper than that. The fundamental driver that shapes experience is Trust. When employees or customers don't trust the organization or the leadership, they would not be happy working for the organization (in the case of employees) or do business with the company (customers) and trust builds over a period of time.

Once they trust an organization, the next construct that emerges is satisfaction. However, satisfaction is just a snapshot in time or like eating an ice cream. One cannot go through the same experience again and narrate it in full after they have finished eating the ice cream. That implies satisfaction, although important is not going to shape experience.

## THE EXPERIENCE ERA PREDICTED BY TOFFLER HAD WELL AND TRULY ARRIVED IN THE 00'S. EXPERIENCE ECONOMY IS WHAT WE ARE ALL LIVING THROUGH AT THE MOMENT.

Repeated episodes of satisfaction then leads to loyalty or commitment. As a result, they start liking the organization or the people or both. Loyalty alone is not enough to shape experience. For example, employees might be loyal to an organization as they know that they might find it difficult to find another job. However, when the market turns around, if people find better jobs they will switch.

That brings us to commitment. Research has shown that individuals decide to commit only when they are absolutely certain. Hence commitment also has a role to play in shaping our experience.

Last but not least, empathy is important as an employee can have great experience till something goes wrong, and when it does, empathy demonstrated by the organization or the managers hampers their perception of experience.

Our traditional view of the world would lead us to believe that we need to create a simple formula which can then be used to measure experience. However, a formula with a simple relationship does not help reflect the true nature of experience. We need to understand that we live in a world that is three dimensional and that the relationship between the constructs mentioned above keeps changing.

Any attempt to measure experience has to understand and reflect the complex relationship between the emotions and experiences we have measured. Let me explain this in a bit more detail: -





## Trust

Think of the last flight you took with an airline, and ask yourself if you would trust the plane to take off and land successfully? Unless you trusted them about 100 percent you would never fly that airline again. So, if the airline scored, on trust, say 90 percent i.e. for every 10 flights 1 of them would crash, the airline would not be in business.

So the impact of only scoring 90 percent on trust in this example has a massive negative impact on the overall score and will bring it down below 30, as the business could not fool itself that it could work with a result like this. An extreme example but hopefully you can see how this works.

## Loyalty

People can be very loyal to a business even if it is going through

bad times, and this can be a great asset to an organisation as it sorts itself out. Not so long ago Apple was suffering terribly and losing huge amounts of market share, yet many of the employees of Apple stayed loyal despite having job offers to leave. Their loyalty paid off when the late Steve Jobs came back and introduced products that were immediately successful and restored the fortunes of the company.

The impact of loyalty on the overall experience score is therefore important but not as sensitive as the impact of trust.

## Empathy

This is a funny emotion to measure as it can have relatively little significance initially but a huge impact later. For this we prefer to use a medical example. When you see a doctor or surgeon, you normally trust him / her and that they have been thoroughly trained to sort your problem out. When you meet them they may not appear to be very sensitive to your condition, and may even be accused of having a poor bedside manner, in other words they lack empathy. But since you are so grateful to be in safe hands, initially you may be very

OUR TRADITIONAL VIEW OF THE WORLD WOULD LEAD US TO BELIEVE THAT WE NEED TO CREATE A SIMPLE FORMULA WHICH CAN THEN BE USED TO MEASURE EXPERIENCE.



⊖ forgiving.

However, longer term when you reflect on how poorly you or your loved one was treated, the impact of a lack of empathy can suddenly become very significant or even critical to the organisation. Therefore, when measuring the overall experience score, small movements in the result for empathy will not change things a great deal, but a sizeable movement of empathy will quickly become very meaningful.

## Satisfaction

Of the five scores this one is the one that can be influenced the most rapidly but also the one that can be forgotten just as easily. Satisfaction can happen in a moment, or at least very quickly, simply by responding to a short term need like a cup of coffee, some food, a tidy room or just a friendly face. What this means for the overall experience score therefore is it is the one with the shortest term impact but out of the five it has the lowest overall weighting as it can be so fickle.

## Commitment.

We have witnessed that people can often be committed to a job or team simply because they enjoy the task they are working on and take enormous pride in seeing a job done well. However, while they may work very hard, and consequently their commitment is

not in doubt, their approach may be somewhat mercenary and they will happily move to another role or organisation if they feel it offers them a better opportunity for their future. So while commitment is an asset in any business the impact it has on the overall experience score may be somewhat lower than intuitively you would expect.

If we are to model it, and we did model it (really) we realised that this complex relationship has more than one formula to measure experience. For a simplistic explanation, assume that you are holding a Rubik's cube... In a cube you have the X, Y and Z axis which can be substituted with satisfaction, commitment and loyalty. The centre of the cube (called spine) is equidistant to all the six faces of the cube. This is where your trust and empathy sit and influences your satisfaction, commitment and loyalty. When you are experiencing something it goes through your table of values, your model of the world and gets you to feel in a certain way which then gets you to think, engage and behave in a certain way. If you feel trusted and if you feel that the organisation is empathetic then that helps you to decide on your satisfaction, loyalty and commitment levels.

Now I can hear purists scream that it is not just those two key elements that influence your thinking, yes, I agree to that and good luck to those purists who want to model that. Whilst conducting research in this topic, I tried to understand how people process information at a conscious and subconscious level and I used.





⊙ That research has helped me identify more than 127 different constructs we all use at a very deep level to create our view of the world. I have worked with some brilliant minds and have managed to identify the relationships between those constructs and have identified that at a very deep level the mother ship of all these is trust and empathy...

Imagine that you are a child that's just experienced the world... what key constructs or values do you think a child needs? Its bond is formed with its mother because of the trust and the empathy the mother shows towards the child... Not discounting fathers here but you get the drift. These are two very deep seated emotions which pave way for other emotions to flourish.

Going back, if we are to model the relationship between these five constructs, we have seen that there are 64 different combinations that one could go through (this is a basic model) to measure experience. Now we also have a behavioural dimension superimposed on it as there is no point in measuring experience without understanding the behaviour, right... Whilst that is correct, I think if I talk more about this, I will lose you... but you can see where I am going with it. Whilst it is difficult to model and measure experience, it is not unachievable.

We have seen that companies that focus on experience of their employees and customers have seen that it is possible to change how people feel and how they behave as a result. Experience and engagement are two key

pillars which astute leaders use to build their teams and customers. Experience measure is not a substitute for engagement. Experience measures how people feel and Engagement measures how people think. They are two sides of the same coin. Experience measure is done regularly to understand and shape peoples feeling and engagement helps understand what they think and is the yard stick to see if the work they have been doing to shape the experience is really working. Of course, the other reliable indicator is the revenue it brings to the table.

Now I hear you asking, so where and how can I use this insight? Where you can use it truly depends on what you want to achieve. We have seen companies use this insight to understand and shape various emotional touch points in an employee or customer journey. They have then measured the quality of experience at every touch point and improved performance as a result. We have seen companies use experience to understand how customers feel about a brand and link it back to performance data. In some cases, companies have measured how employees and customers feel about a cultural change or even a change introduced in the organisation and used that insight to address areas that could undermine the effectiveness of the change program.

For the How, allow me to do a bit of PR. We have developed a simple but effective way to measure experience (Employees, customers, leaders and even experience of how you feel about a cultural change). We have helped various organisations change culture by shaping experiences. The experience score that we calculate at Riddlebox is the culmination of our understanding of how all these numbers and relationships affect each other, not only in the short term but over longer periods of time as well. The maths behind these relationship is based on a decade of research and thorough analysis, and that is why the number can look odd when you simply look at the individual scores that make up the overall score.



Photo Info : Satisfaction and Rating

## MANAGEMENT PERFORMANCE DOESN'T HAVE TO BE A RIDDLE

Helping leaders understand the dynamics between strategy, employee and customer experience to create outstanding performance.





# Can't remember names, always loosing keys.

## HERE'S HOW TO SUPERCHANGE YOUR MEMORY

WORDS: **Tom Ough**

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from the Sunday Telegraph**





☹ Nobody is immune from memory lapses.

A bunch of bulging, purple grapes is stuffed into my letterbox. Sticky trails of juice roll down the door, dark against the white paint. I'm confused and alarmed. What's going on? I yank the door open; already, I've trodden on the yellow daffodils littering the carpet. I try putting my keys on the shelf to my right, but it's covered with a dune of white powder.

"Improving your memory is the easiest way to enhance your life"

Shocked, I look up to see a pillow flopping its way down the stairs like a Slinky. I'm not going to forget this scene any time soon – which, of course, is the idea.

Tony helps Tom build his mind palace CREDIT: CHRISTOPHER JONES

"Welcome to your memory palace," says Tony Buzan, smiling. He is the memory guru who popularised the mind map technique in the Seventies and has been known since for his books and TV series. He is 74 now, and moves slowly but elegantly, white silk scarf draped over his right shoulder.

"Memory palace" is a grand name for a mental re-creation of the place I rent in Brixton, but if it helps me remember a shopping list then who am I to quibble? It's a technique that dates back to antiquity, and was shown by recent research to improve brain connectivity in amateurs to a similar level to that of memory athletes.

What keeps memory healthy?

## Good sleep

This is an important part of how we consolidate our memories. Skimp on sleep and your memory will suffer.

## Good food

A healthy diet gives your brain the resources it needs to work well. The opposite is true for junk food.

## Practice

Use it or lose it. Practise building your memory palace during idle moments. "You'll become a sublime architect," says Tony.

## Competition

Test yourself against friends or family. "When you're competing, all your senses are alert."

## Learn the techniques

The memory palace is a starting point. There are many more, but

**TONY BUZAN IS THE MEMORY GURU WHO POPULARISED THE MIND MAP TECHNIQUE IN THE SEVENTIES AND HAS BEEN KNOWN SINCE FOR HIS BOOKS AND TV SERIES.**





- the number-shape system – in which you assign numbers a memorable object, such as a paintbrush for the number 1 – is similarly amenable to beginners.

After 40 days' training, the amateurs were almost as good at remembering lists as the world's best memorisers, leading the researchers to conclude that a superb memory is not so much a heaven-sent gift as something all of us can work towards.

Tony says it's "madness" how much the 40-day figure overestimates the amount of training needed to radically improve memory. But what everyone in these circles agrees is that the memory palace technique can make an ordinary memory extraordinary – and any old dunderhead can do it, which is where I come in. But there's more, says Tony earnestly. "Improving your memory is the easiest way to enhance your life."

At home, he explains, a good memory will help us show friends and family we care about them, from birthdays upwards. It'll help when we meet new people: who among us hasn't forgotten a name? Or – worse – got one wrong? (I certainly have, and I'm sorry, Anne, I really am.)

So far, so quotidian, but Tony says that memory has far more profound applications. A better memory makes us more creative because we'll have more raw material to draw on when we make new connections between seemingly disparate pre-existing ideas. It will help us enjoy music and literature more, because we can understand it better in relation to what we've already encountered. Even physically, a good memory will help us in sports that require us to learn certain moves or strategies.

'I am Rain Man. I am Sherlock' CREDIT: CHRISTOPHER JONES

Tony is speaking in broad terms here, of course: this is memory in a broader sense rather than in its remembering-a-deck-of-cards guise. ("It's tragic that people think memory is just a sort of filing cabinet."). A good general memory is underpinned by good physical and mental health; for more specific tasks, from remembering phone numbers to faces to ideas to dates to shopping lists, there are various techniques to be learnt, of which the memory palace is just one.

"Make it colourful, crazy, juicy, surreal, aromatic, sexy, sensual, active, moving, funny, ridiculous, cartoonish, fantastical"

But it's a good one. Soon after I meet Tony, he sets me a basic memory test. He reads aloud a list of 20 items one might put on a shopping list: eggs, celery, potatoes and so on. He reads it again.



Tony Buzan has written prolifically on memory CREDIT: CHRISTOPHER JONES



➤ My task, once he's finished, is to write them all down again – in order.

As he goes through the list, I'm reciting it in my head, but soon enough I'm falling behind. By the time I start writing, the first three are sufficiently lodged in my head for me to get them right, but the rest are lost in the mire. I remember many of the items, but can only guess where they came in the succession of 20.

It's like secondary-school chemistry classes all over again: I score four. Twenty per cent. I need help, evidently, and so Tony teaches me the mind palace technique.

All you need is a place – your home, for example – you know well. Start where you enter the property (don't know about you, but for me it's a front door), and as you imagine yourself walking through the house, identify places you can put things. For me, once I'd entered, it was the carpet, the shelf on the right, the stairs up to the flat, the coat hooks, and so on.

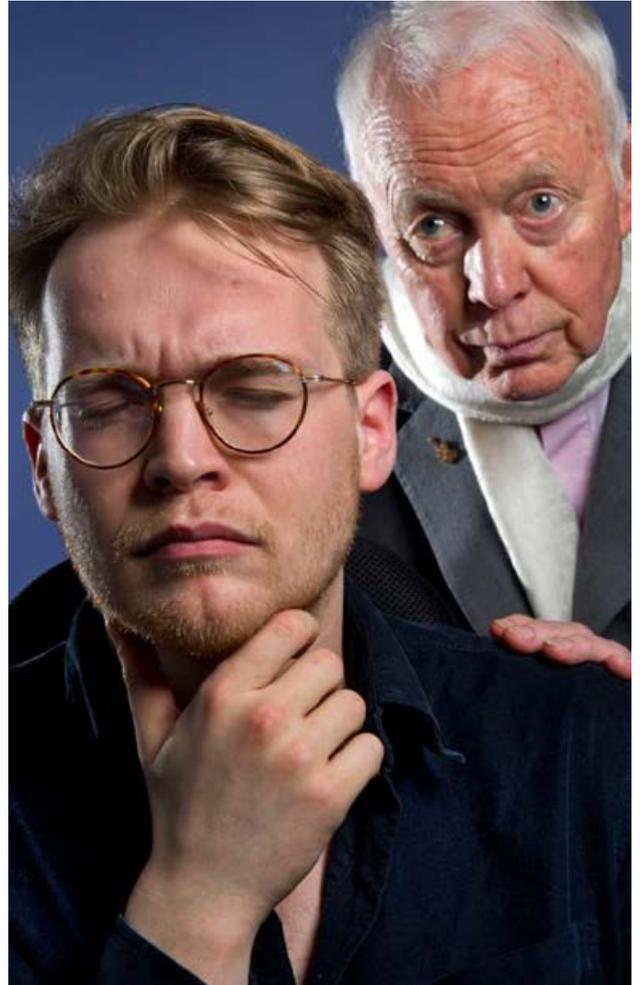
After a few minutes, I've thought of 20 such places, or "loci" – others included the kitchen table, my bed, my flatmate's chair – in the order in which I'd normally encounter them.

And that's my memory palace – my first, at least. Tony has 70 of them, vast and intricately constructed; I imagine him padding through a palace the size of Borges's universe-spanning Library of Babel, a flickering candle in his hand and his scarf still over his shoulder.

"I am Rain Man. I am Sherlock. I am an adult male who is capable of being dispatched to the shop and returning with most of what I was sent for"

But my own palace is ready to be populated it with things I need to remember, and the more vivid the image the better. "Make it colourful, crazy, juicy, surreal, aromatic, sexy, sensual, active, moving, funny, ridiculous, cartoonish, fantastical," Tony instructs me. And so, when he reads out a new list of 20 items, I imagine the oozing grapes in the letterbox, the cocaine-like flour on the shelf, the moist spaghetti festooning the coat hooks.

This time I score 17, and I only miss out on full marks because I hadn't ordered my loci straightforwardly. I am Rain Man. I am Sherlock. I am an adult male who is capable of being dispatched to the shop and returning with most of what I was sent for. I have a rudimentary memory palace, and it took just five minutes to build. HS2 eat your heart out.



Tony has more than 70 mind palaces CREDIT: CHRISTOPHER JONES



> But I'm not special: anyone can do this. Age is no barrier to great feats of memory, Tony tells me, and our dozing 63-year-old photographer suddenly perks up. New evidence suggests that some areas of the brain can create neurons long after birth, synapses are made throughout a healthy lifespan, and mental techniques like the memory palace can be learnt at any age.

Which is fortunate, because the dawn of the digital age has been no good for memory. Quick access to facts, along with the increasing rarity of actually writing things down, has made us less able to retain information and thus in ever greater need of learning how to get the most out of our minds.

We pack up, and Tony can't find his glasses, but I'm still deeply impressed. I'll never carry a shopping list again.

How do I remember...

Tony Buzan explains how to solve everyday memory problems

## 1. A phone number

Convert each number from 0-9 into a memorable, vivid shape. Number one could be a paintbrush, number two a swan: it's called the number-shape system, and it takes 10 minutes to build your own. When you need to remember a long number, imagine a colourful narrative involving the shapes to which you've assigned each digit.

## 2. A recipe

These work well with the number-shape system (see 1 ). Most recipes have fewer than 10 ingredients; if onion is the first ingredient, imagine painting one with a paintbrush, or whatever shape you have assigned to the number 1. Do the same for the rest of the ingredients – in order. If a recipe has a few components, like a pie (the crust, the filling, the sauce), a mind map would help.

## 3. The contents of a speech

Use a mind map – a hand-drawn diagram in which your central idea is the centre, with other ideas branching off it. Make it colourful and don't make it too complicated: in a half-hour speech there are normally only a maximum of 25 keywords. Make those branches go clockwise so you remember the order.

## 4. The lines of a poem

Repetition is really important, and so is reading it passionately. Read it as a story – visualise it. For "To be, or not to be", imagine stabbing yourself, i.e. no longer being, or puffing your chest out to show you're very much alive. Use rhythm and energy. For "that is the question", you could point to symbolise "that", and make a question mark with your hand for the rest of the line. Motion and emotion will help you.

## 5. The contents of books

Again, a mind map can help here. Try having different branches for things like themes, vocabulary, setting and characters.



Photo Info: Designed by tirachardz / Freepik



## 6. Directions

The world gives you the palace; all you've got to do is use it. Ask for visual cues within a route, such as a petrol station or lamppost, and the distances between them. Use your senses to vivify a landscape and you'll remember it for next time.

## 7. Appointments in a busy day

There's a system for scheduling used by advanced memory technique users, but a mind map is an very easy way to keep of keeping on top of things. I met a woman who had a map with a branch for her, a branch for her husband and a branch for her child, and then a few keywords for what they all had to do. She put that on the fridge, and it helped everyone keep track of things.

## 8. Which pills to take on which day

Colour-code the pills. Put them on a calendar, or a mind -map of days. In the mind -map, you could have a pill in the middle, or a picture of you really healthy, and then at the end of each of the branches you have the relevant coloured pill.

## 9. The name of someone I've just met

We try so hard to remember people's names that we end up looking at their shoes. Look at their faces, as an artist or photographer does, and try to associate the face with the name. Use their name about five times in conversation. And use your own, to help other people in the same way.

## 10. A food shopping list

Use your mind palace. Take a familiar place, identity "loci" – places where you could put things, such as on a table – and then vividly imagine putting each item on one of the "loci". Go through them in order and you'll remember the whole list.

## 11. Where the car's parked

This has happened to most of us, because when we stop and get out of the car we're thinking about where we're about to walk to, whether it's a lover's bolt-hole or a plate of food. Stay awake when you park, and be alert to landmarks around you. And if you're reading this now, and have suddenly realised you've lost your car – relax. It's in your head somewhere, and worrying will make it worse. Just sit down and rewind the tape of your memory, from the beginning of your journey onwards. If you still can't remember it, get a taxi. If you're no longer worrying about how you'll get home, the memory is more likely to come back.





## 12. A family member's birthday

You could use the number-shape system to memorise the birthday, but you have to keep the date in your mind. Identify the friends and family whose birthdays you don't want to forget, go through that mental list from time to time, and when you come across something one of them might like, buy it and keep it somewhere prominent. If you've bought something in advance, you won't miss the birthday.

## 13. Where I put my keys

People lose their keys when they're on autopilot; they throw them down without thinking. Train your autopilot to fly your keys back to the same terminal each day – a hook, or a bowl. If you've already lost them, relax, think to when you last had them, and cycle forwards through your memory of that journey.

## 14. An historical date

Use the "major" system, in which numbers are pegged to a consonant sound. When you have more than one number, you can make words out of the consonants. Here's an example: 1666, the Great Fire of London. Drop the 1, if you already know which millennium we're talking. In the major system, a 6 can be a soft G – or a "sh". So 666 could be "ash, ash, ash!"

## 15. A password

Even if it's a long, meaningless string of letters and numbers, you can memorise a password by associating each letter and number with an object you already know. So if there's a B, that could stand for "banana", and if there's a number 5, you could associate that with a hive because of the rhyme. Create an imaginative narrative involving each association in turn – a banana being wedged into a hive and so on – and you'll have no problem remembering it.



Poetry

# BOX

Words : Tony Buzan

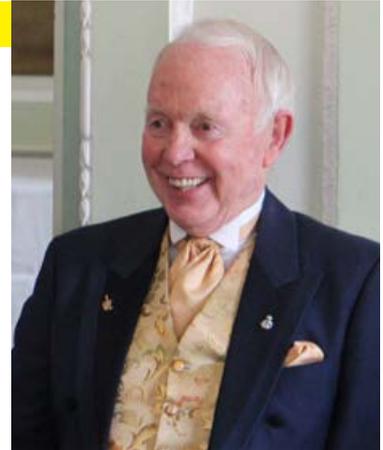


Photo Info : Tony Buzan

*II When You Need a Box  
Give Boxes to those  
Who Need.*

*III Box Yourself in?  
Learn to Box*

*IV To Box  
Or Not to Box.  
That is the Quest  
You.*







# Humour by **PCUB**

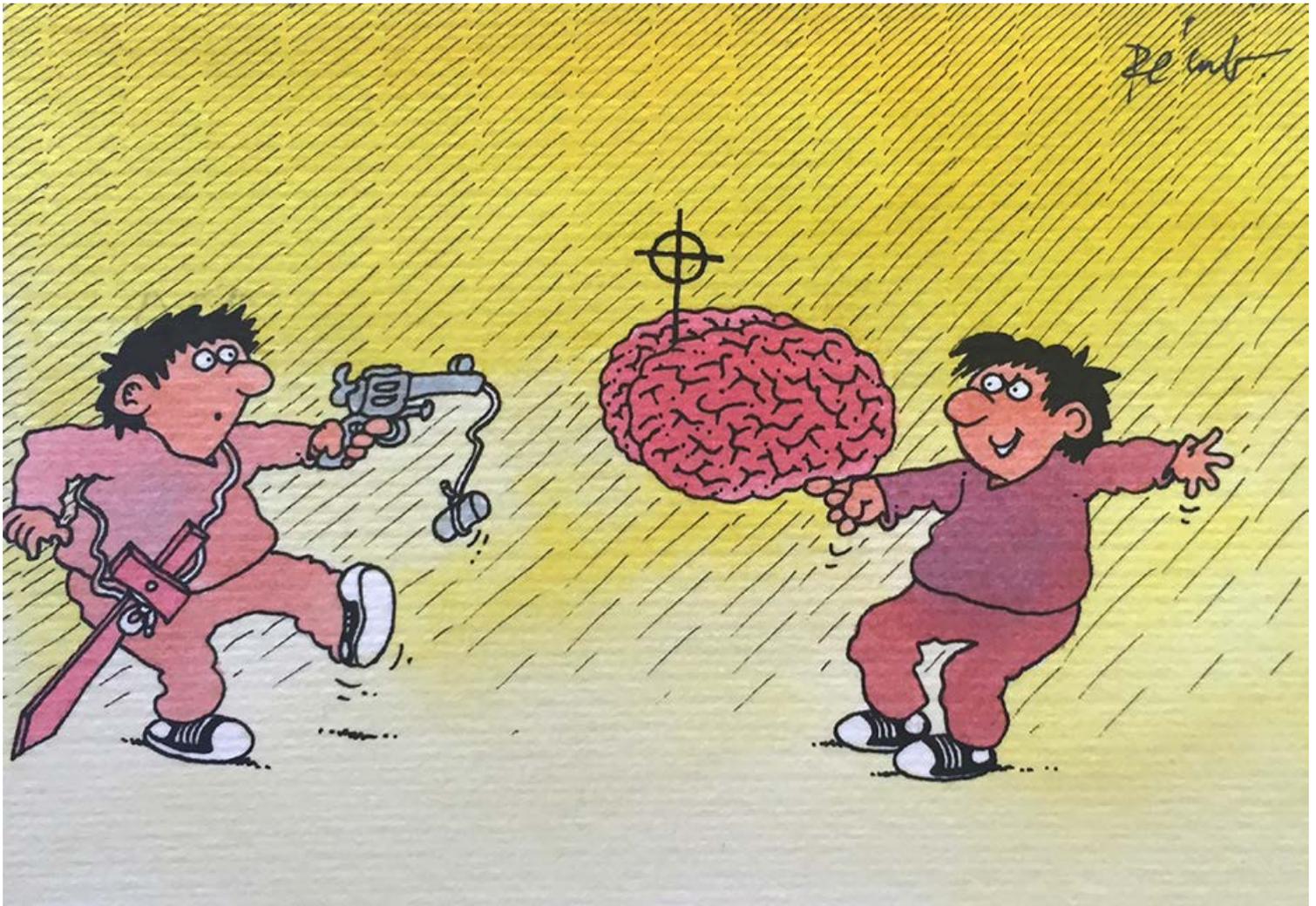






Photo Info : The latest iMindMap9



- As World Mind Mapping Champion, it saddens me when people have been exposed to poor training or inferior visual thinking tools that purport to be Mind Maps but in fact are not. As a result, they come to believe myths about the limitations of Mind Maps. Of course, Mind Maps are not applicable in every area of life or study but in this article I aim to tackle some of the unfair criticisms that occasionally arise.

## Mind Maps can't be used for technical subjects like maths.

Mind Maps are very structured and follow a strict set of rules. So it should be no surprise to learn that they can lend themselves to mathematics. One of the aspects of maths is the categorisation and breaking down of a problem. Mind Maps are ideal for this. Another aspect of maths is following a process. Once again, this can be represented directly on a Mind Map or you can always add a diagram, flow chart or graph on a branch where appropriate. Mind Maps don't directly help you to perform a specific calculation but arithmetic is a very narrow aspect of the subject. I prefer to describe maths as the study of patterns and the beauty of nature.

## Images and colours are childish and have no place in business.

The most successful businesses and entrepreneurs are those that continually innovate and think creatively. The use of images and colour on Mind Maps stimulate and promote creativity. They also massively aid memory. The old adage that a picture is worth a thousand words is true. A visually rich Mind Map, once memorised, allows you to have facts at your fingertips whenever required. A truly invaluable business asset.

## Mind Maps, concept maps, process maps, fish bones, bubble and spider

## diagrams are the same.

If you type 'Mind Map' into Google you get 51 million results. Many of the apps and software packages that claim to be Mind Mapping tools break most of the true Mind Mapping Laws. The laws are there for a reason and are based on psychology so the more you break the less effective your thinking will become. The iMindMap Software is the exception in that it follows all the Mind Map Laws and creates true Mind Maps.

In 'The Mind Map Book' Tony Buzan warns of the danger of Mind



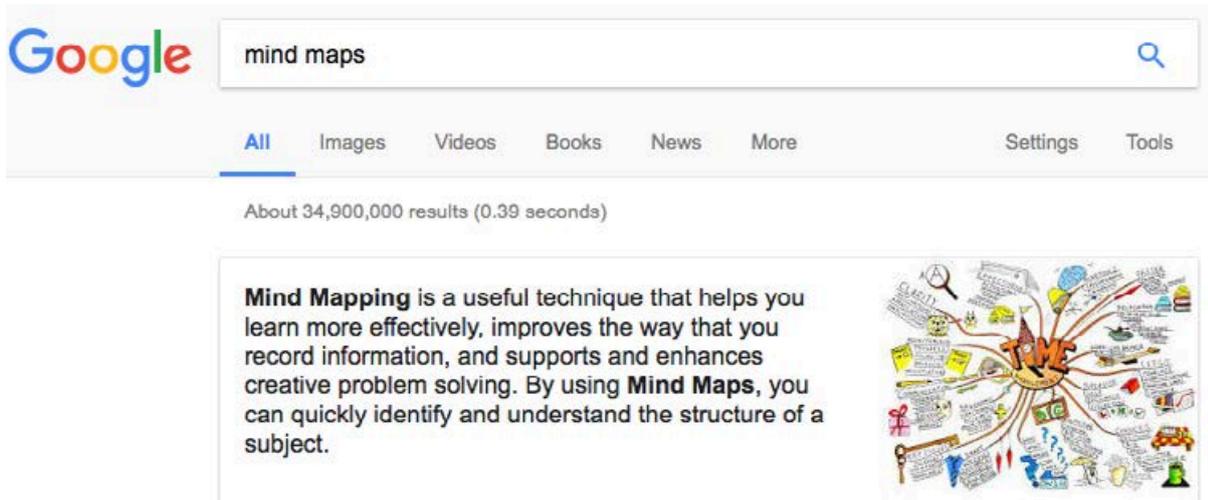


Photo Info : Natural Google search for the words Mind Maps. Interestingly, it does not show a true MindMap

Maps that aren't really Mind Maps, "At first glance, they look like Mind Maps and seem to obey the fundamental Mind Mapping principles. There are, however, a number of differences. As both figures develop, their structure becomes increasingly random and monotonous. Furthermore, all the ideas are reduced to the same level and each one becomes disassociated from the others. Because the laws of clarity, emphasis and association have been neglected, what appeared to be developing into order and structure has in fact resulted in confusion, monotony and chaos."



## Mind Maps don't appeal to logical thinkers.

A Mind Map works as either a 'top down' or 'bottom up' process. For a holistic thinker you can start with a series of main branches and dart about the Mind Map adding ideas as they come. In this case you start with a 'big picture' approach and refine it as the Mind Map develops. If, on the other hand, you prefer to think in a logical step by step approach you can draw the first main branch and fully develop the ideas from this before moving on to the second, and so on. The resultant Mind Maps are much the same regardless of how they were created. One of the most powerful features of a Mind Map is that you can see the details, interconnections, relationships and overview on a single page.

Despite the fact that I have a scientific and computer programming background making me very analytical and methodical, I have learned the flexibility to switch between holistic and logical thought depending on the situation.

Let me know your experiences of Mind Mapping, good or bad, and if you agree me.



REGULAR ARTICLE

# Captured Moments

by John Carder Bush



Photo Info & copyright 2017 : by John Carder Bush

## Greylag Goose

Canon EOS 5D Mark 2  
using a Canon 100mm-400mm zoom

Cloudy morning light



ARTICLE

# Mind Map Definition

WORDS: **MR. Raymond Keene OBE**, **Professor Tony Buzan**, and **Alexander Keene**



Raymond Keene OBE  
Grand Chessmaster



Professor Tony Buzan  
MindMap Inventor



Alexander Keene

⊙ **RAYMOND KEENE OBE:** I am looking Dr Huba's article on integrated theory of Mind Mapping "HITMM 2016 (15)". What follows is my analysis of the code-words and systems he's used to describe what's happening in Mind Mapping and what he considers to be valuable innovations in Mind Mapping.

First of all, he is praising iMindMap. This is a good thing. iMindMap is a valuable tool. It enables people with computers to achieve as many innovations as possible, and has considerably expanded the outreach of Mind Mapping. There is nothing wrong with iMindMap - it is totally positive. But the implication is that iMindMap is an improvement on Mind Mapping. Huba is saying that Mind Mapping almost exists as clouds exist, or as water exists. No. No it wasn't - it was invented by Tony Buzan. Tony determined the parameters and rules for Mind Mapping because he believed that the methods he had developed for it increased the freedom for people to think.

Let's look a little bit at the structurism of what Huba is writing. He's saying "iMindMap" with capital 'M' which is correct. But for Mind Mapping which is the core invention is always written in lower case "mind mapping". I believe that this is a symptomatic function of a denigration of what is in fact the invention of a person, not a discovery - not like a pebble on the sand - it is something created, and created to correlate in the way the brain thinks, the way the synapses branch out, the way we conceive concepts with our creativity. What Huba



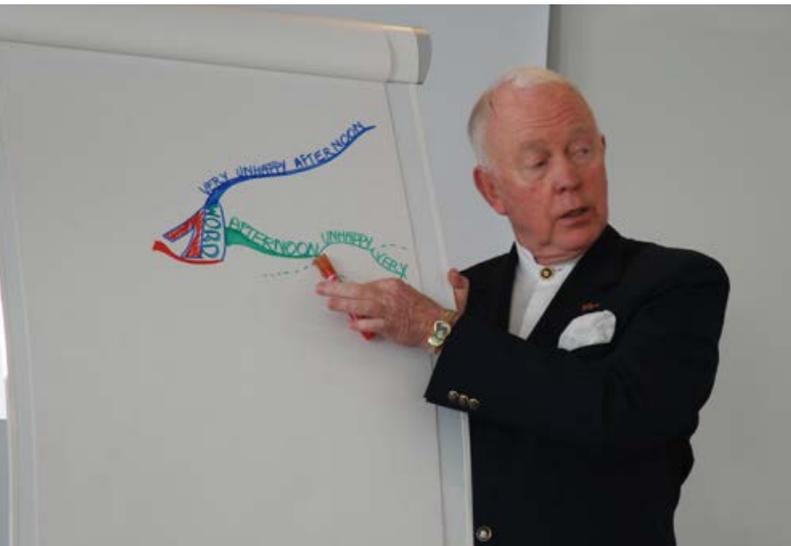


Photo Info : Tony Buzan explaining the law of "one word per branch".

⊖ has written contradicts a carefully thought-out systematic approach. Again, looking at codes and sub-texts, what he's actually saying - and it is very clear from the appended Mind Map that he's produced near the end of his article - is his own Mind Map, for which he has used iMindMap.

One of the defects, I would say, of iMindMap is that it permits the use of more than one word per branch. Now were I to be able to re-program the entire computerised device, I would eliminate that possibility so that it could not be done. So, if you look at Huba's Mind Map, you see branches that go on with full sentences on them, you see branches with two words, or three words, or a bunch of words in the middle - there is no central concept - there is a paragraph. Top left hand corner, there are two long sentences on branches. So this ceases to become a Mind Map. One word per branch is key to the entire concept.

Now you could say this is a very small adjustment to what is the Laws of Mind Mapping, but at what point, does a breach of a rule, transform an entity into something that is no longer that entity. For example, let's say you introduce the genes of a tiger into lion procreation. You don't get a lion or a tiger, you get a 'tigon' or a 'liger'. You don't get the animal itself, you get something that is radically different. What we have here is something that is moving away from being a Mind Map. I would say the most extreme example of this that I have ever seen were the Mind Map in Al Gore's book on The Future. Al Gore trumpeted the fact that he used Mind Maps to

## ONE OF THE DEFECTS, I WOULD SAY, OF IMINDMAP IS THAT IT PERMITS THE USE OF MORE THAN ONE WORD PER BRANCH.

write his work. There are photographs of him in his study with Mind Maps on the wall, with Mind Maps on his computer screen. And they appear to be genuine Mind Maps. When the book came out, it was full of things that looked as if they had once been Mind Maps but had somehow been transformed by alien death rays into something completely different. They were completely unrecognisable as Mind Maps. In fact, they did not even admit to being Mind Maps: they gave no credit or anything. But that was probably a good thing because they were so different from what a Mind Map ought to be, that they ceased to have any real proactive or promotional function of the concept itself.

What Huba is doing is that he is following the primrose path of seduction towards the Al Gorean deviations and he is no longer creating a Mind Map. Ok he can do that if he likes. He could stand on his head and shout in the middle of an ocean. But it's not a Mind Map and he should not pretend that it is a Mind Map. The Mind Map has a very clear function. It has a central key image, it's based and predicated on colour, simplicity, dynamic function, on expansion of concepts, not wandering off through a forest of thickets, losing the wood from the trees.

So that's my conclusion on Dr Huba's article. His comments are interesting but he might as well be describing the Tasmanian zebra as his Mind Map.

**Tony Buzan:** Can you add on Huba's comments that

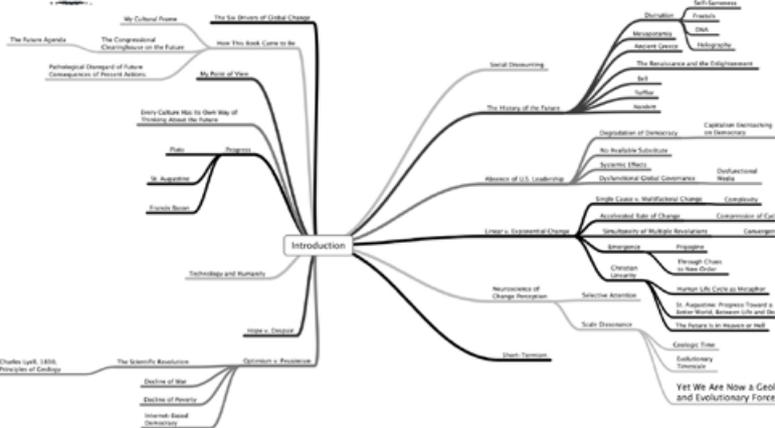


Photo Info : Al Gore's quasi Mind Map: www.why.org

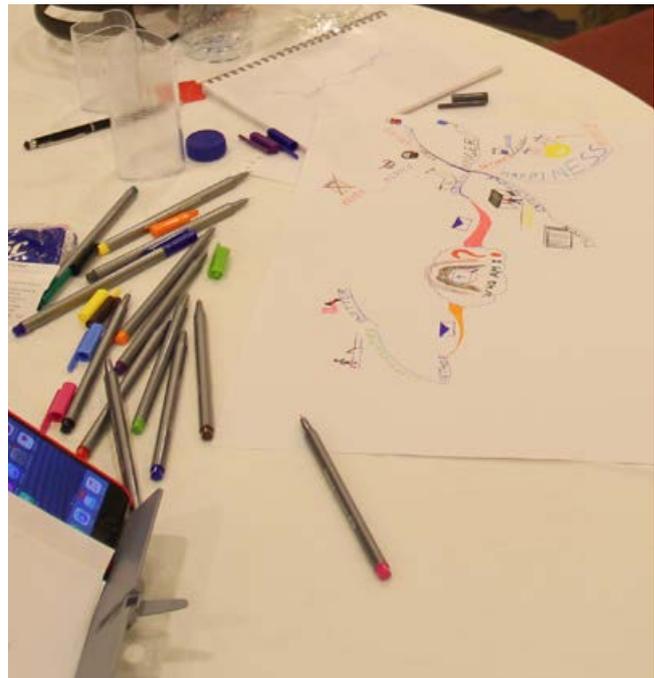


Photo Info : Hand drawn MindMap



Photo Info : MindMap drawn by Liu Yan, 2016 MindMapping Champion

➤ OWPB is silly.

**RAYMOND KEENE OBE:** Let me return to the concept of one word per branch which is absolutely essential to a Mind Map, a true Mind Map. Huba has said in his article that Mind Maps should not be 'limited to its Buzan roots' and to quote Lorraine Gill's paraphrase of Huba's attack on one word per branch, "silly". But of course, this is complete nonsense. Once you pollute the concept on a branch of a multiplicity of meaning, you wreck the whole idea of branching out of concepts. Once you pollify something on a line, it ceases to be that primal, memorable and key word that enables you to branch out with other concepts. When you look at Huba's Mind Map with its multiple words on a line, Huba muddies what he is trying to say. You no longer have this clear, pristine transition from the simple central idea, branching out through other ideas.

When I look at a Mind Map my initial impression is immediately visual and structural. If a Mind Map looks lopsided, without even knowing what it says, it appears to me to be wrong. If you look at the Mind Map in Huba's article, it appears to me to be lopsided. There is a hypertrophy in the top right and top left corners, but in the bottom left-hand corner it is completely empty. I can't help but feel that he has packed too much information,

**"IF A MIND MAP LOOKS LOPSIDED, WITHOUT EVEN KNOWING WHAT IT SAYS, IT APPEARS TO ME TO BE WRONG".**

too much enthusiasm into certain areas at the expense of balance in other areas. From a distance you see lines looping round each other, you see branches with nothing on at all, and you see this vast amount of empty space trailing off into the distance on the left-hand side. I would say that the immediate impact is that there is a lack of balance in what he is trying to produce.

By focussing entirely on the electronic program for mind Mapping at the expense of the hand-drawn Mind Map, I believe Huba is also missing an important point. This important point is process. When you draw a Mind Map by hand, when you create it physically, it is not so much what ends up on the page that's important. It is the process of thinking by which you reach that template at the end of it. You wed yourself to the process. You become married to the ideas that you are inscribing on the page. The danger - and I do not wish to denigrate iMindMap, I think it is a superb product - is that it is too simple to shift things round, it is too simple to change a concept, there is no commitment to a concept that there has to be when you are actually drawing it. It is this commitment, that thinking through, that process of thought which helps you gain the maximum to suck the full juice of life in the Mind Map - not just what is on the page at the end of it. Of course, it is an important record and reminder but getting there is very much part of the process of success.

Other things I might mention about Huba's arguments are that by perverting the Mind Map, by heretically diminishing it, and by attributing far more of the creative production to Chris Griffiths and



- OpenGenius, rather than to the inventor Tony Buzan, Huba could be flouting copyright and by doubting the principles behind it, he is becoming a 'doubting Thomas'. He is asking to see the stigmata in the hands of Christ before he believes in the divinity. In a sense he is trying to invent a new game. It is as if he is a chess player or a Go player and he isn't happy with the pieces and wants the Knight to move differently on the chess board or a special Go piece that's got a hole drilled in the middle and counts double, or something like that. He's not happy with what it is and wants something else.

Huba is creating a lopsided structure that is not flexible or harmonious. It is like a runner who is in a rhythm, moving forwards systematically, harmoniously, or someone trying to run with his both his arms stuck out and his shoes on back to front.

**Tony Buzan:** The Mind Map drawn by Huba is a reflection of disorganised, fractured thinking - the opposite of what a Mind Map was designed to do: to help mirror the reflection of the way the brain truly thinks.

**Alexander Keene:** As mentioned previously, the main power of the Mind Map is the thought process behind its creation. Of course the final product is useful, especially so for revision, but what forms the memory bonds so strong is the thinking process and decisions.

Dr Huba discusses "freedom"; how Buzan style is restrictive and OpenGenius style open and expressive. It is to be inferred from his statements that it is a good idea, in fact a great idea, to be able to write long sentences on a branch.

Huba mistakes freedom of word number and freedom for the mind. By restricting your hand to one word per branch, you are forced to deliberate about which word represents your idea fully. By doing so, the memory bonds are forged in unbreakable iron. A sentence on a branch is easily and quickly forgotten - Huba does not appreciate

this subtle fact.

The metaphor that can be applied to this situation is an Olympic sprinter: the Buzan style Mind Map is the Olympic sprinter whose arms are tucked perfectly beside your body. Elite athletes arm angles differ slightly with  $-85$  degrees in front-swing to  $-95$  to  $100$  degrees on the down-swing. The opening up of the elbow will come naturally as your top speed increases. You can't help it.

This is equivalent to one word per branch. There are restrictions on where your arms move when you sprint.

Now, to the Huba style. An Olympic sprinter runs with his arms dead-straight from his sides. The sprinter is allowed to wave his/her arms, swoosh, wobble, bend, stutter, shake voraciously. This is equivalent to word freedom rather than one word per branch.

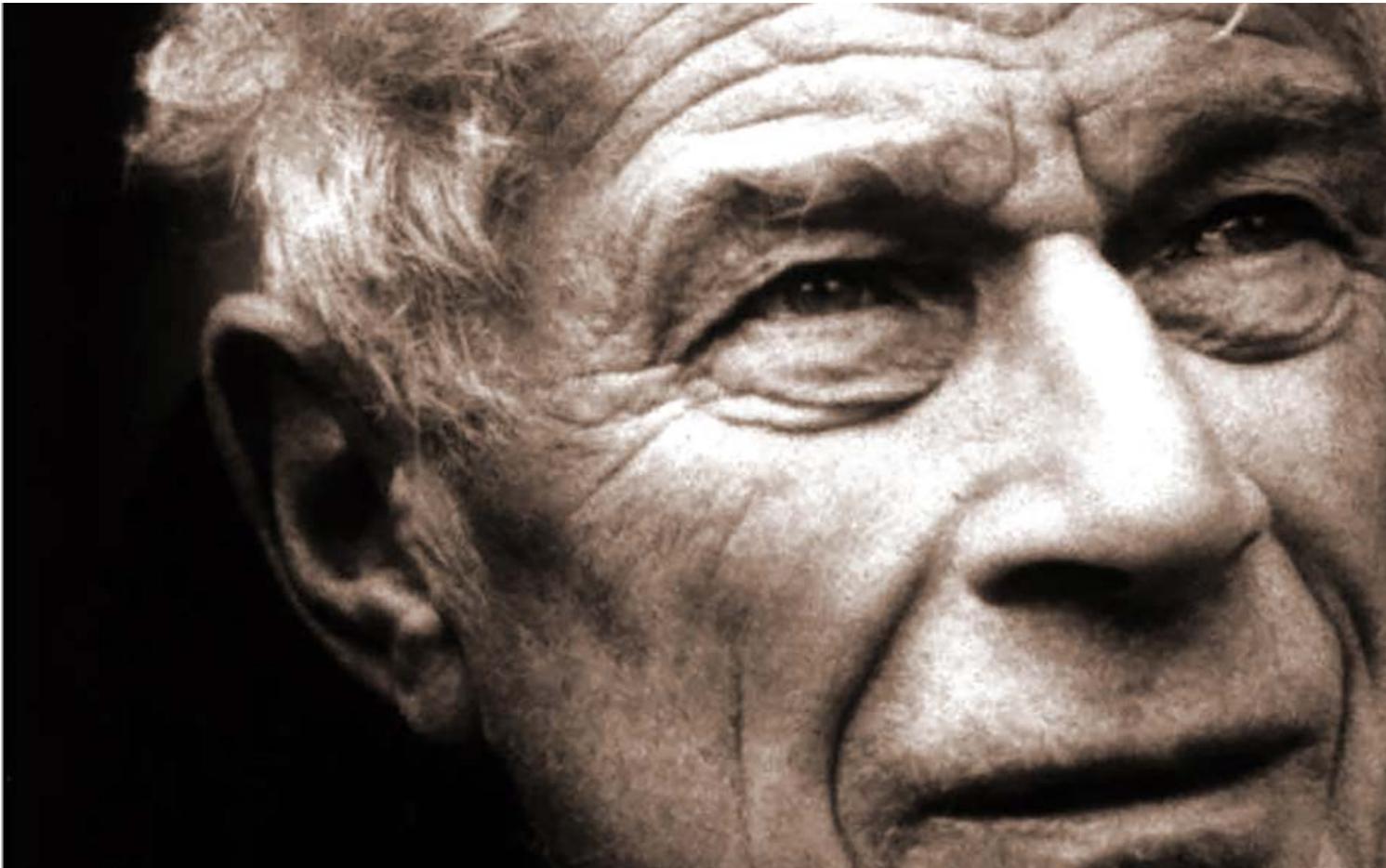
Both sprinters will finish the race. But one will finish the race much more quickly. That sprinter is more efficient. And of course that sprinter is the Buzan style.

The goal of sprinting is to win the race. The goal of Mind Mapping can be manifold. But the main goals of Mind Mapping are note-taking and planning. If your goal is to have an expressive Mind Map designed to look nice and be fluent, then pure, unadulterated delight will befall everyone who sees your many sentences per line Mind Map. However, if you wish to remember your Mind Map, to really think about what you're writing about, and to not omit any thoughts, then one word per branch forces your brain to go to the heart of the matter and be lodged in your memory banks.

Why would you choose anything else?



Photo Info : Painting my Lorraine Gill: "Eagles fly with Eagles"





WORDS: MR. JOHN BERGER

# LORRAINE GILL

## DESIGNERS INSPIRATION

COLOUR IS FRAGMENTED LIGHT. EVERY COLOUR ASPIRES TO WHITE AND ITS OWN COMPLETION. SOME OF THESE PAINTINGS REVEAL THIS ASPIRATION AND CHART ITS ACHIEVEMENT - TOWARDS WHITE, TOTAL LIGHT, AND THUS TOWARDS SUBSTANCE. THE HISTORY OF THE PAINTING.

> **GIVEN THE VALUES OF THE PRESENT ART WORLD** it is not surprising that to discuss truly original work usually means discussing work that is on the cutting edge of new artistic frontiers. Lorraine K. Gill has some of her paintings on show in London during the first half of October by courtesy of 5th Base Gallery, Heneage Street, London, E1 5LJ. This occasion will give readers an opportunity to see and judge for themselves the works, whose reference, in an art-historical context, I want to try and define here.

Three Moments in art history have particularly influenced Gill: the moment of the duecento and early Renaissance (Duccio, Siennese School, Fra Angelico, etc); the moment of Grünewald's altarpiece at Colmar; and the moment of Cézanne's extraordinary breakthrough to a new vision of nature.

1. How does one give as much value-as-reality to the far end of a field as to the near end? How does one paint a whole field and not simply a single view of it? Some of the paintings of the duecento appear to have answered these questions before they were posed. Duecento painting is sometimes thought of as being two-dimensional. This is because of the art that came after them, that insisted upon the dominance of the third dimension. Renaissance perspective insists that the spectator confronts the scene depicted: everything is seen as a function of distance from

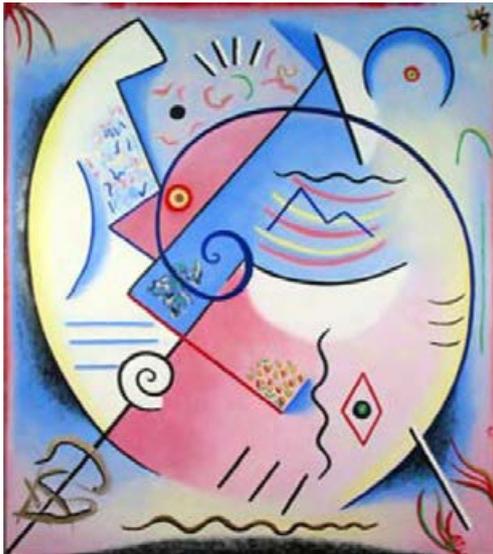


Photo info : Paintings by Lorraine Gill



Photo info : Paintings by Lorraine Gill

➤ the spectator. In a painting by Duccio the three dimensions are in a state of equality. Height and breadth are bordered by the frame, and depth, as established by the overlapping of forms and by the drawing, is limited, 'framed' by the colour surface of the panel. The painting, in all three dimensions, is self-centred. And this forces the spectator to abandon his position of confronting the image, and to take up, in imagination, another one somewhere within the image. The fact that there is enough space within the image to accommodate the spectator in this way, is why these works are never merely decorative. (The same is true of Gill's work).

The use of colour contributes to the same end. A figure or object is defined first and foremost as an area of the colour with the minimum of contour (outline). Where two areas of colour meet, they remain distinct, but at the same time they join to form part of a continuous field of colour. Thus no object or figure is ever locked in a fixed, separate state. The abstraction of the outline is replaced by the reality of the totality. And in painting such an experience of totality can only be created by colour. As soon as we see a single colour, we see a colour awaiting completion with all other colours.

2. Grünewald's altarpiece is a work about light as meaning. In the panel of the Crucifixion the space in which the Cross rises up is filled with darkness. This darkness is not just the obscurity of the objects within it: it fills the entire sky, all the space of the

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### THREE MOMENTS IN ART HISTORY HAVE PARTICULARLY INFLUENCED GILL: THE MOMENT OF THE DUECENTO AND EARLY RENAISSANCE (DUCCIO, SIENNESE SCHOOL, FRA ANGELICO, ETC); THE MOMENT OF GRÜNEWALD'S ALTARPIECE AT COLMAR; AND THE MOMENT OF CÉZANNE'S EXTRAORDINARY BREAKTHROUGH TO A NEW VISION OF NATURE.

painting, as anti-light. This anti-light is inseparable from, is perhaps the same thing as, the pain which also pervades the entire painting. For most other painters darkness was a background on to which, or out of which, they painted; for Grünewald it was a form of negative energy ('forces of darkness') which could fill the world. Light was the opposite energy. The other panels of the altarpiece are about light as energy and light as a symbol for knowledge. This can be seen at its purest in the panel of the Resurrection. Christ rises up



.....

⊃ out of the tomb surrounded by a circle of a kind of spectrum light. His body and robe and winding sheet are of the same colour as the light. The wounds on his hands and feet are radiant light. Through the circle, the stars in the sky still shine. Just as darkness was not merely a background for Grünewald, light was not merely a source for illumination. What made Grünewald unique as a painter was the significance he saw in the visible. Light, for him, was the source of creation: and, at the same time, the symbol of knowledge. It was both the source of the knowable and the power of the desire to know.

3. Grünewald aimed to depict the truth, as he saw it, visibly. Three centuries later Cézanne struggled to make the invisible visible by means of his painting. He wanted to paint what was permanent, invariable in the world - or cosmos - around him. His own words, quoted by Gasquet, are more telling than any others: "Here is my motif. (He put his hands together... drew them apart, the ten fingers open, slowly, very slowly brought them together again, and clasped them, squeezed them tighter and tighter, as though meshing them into one). That's what you have to try to do. If one is higher or lower than the other, all goes to pieces. Everything has to mesh with everything else that there is no way for the feeling, for the light, for the truth to escape... Everything we see falls apart, vanishes, doesn't it? Nature is always the same, but nothing in her, nothing that appears to us, last. Our art must render the thrill of nature's permanence along with her elements, the appearance of all her changes. It must give us a taste of her eternity. What is there underneath? Maybe nothing. maybe everything."

Cézanne's determination to be faithful to his 'sensations' was the result of his sensing that his perception of nature was part of nature. There was no frontier between nature, nature seen, and nature painted. Each brush stroke, which he made after so much concentration, needed to become a natural act. A natural reflective act. The act of nature being seen. One can think of the sum of the brushstrokes in a painting by Cézanne as forming a matrix or a weave - like that of a carpet or tapestry - but always remembering that it is not the image, the scene, which is being constructed on this 'ground': on the contrary, the ground is the reality of what is being shown, stripped of the temporary and contingent. The brushstrokes form simultaneously the nearest surface of the painting

- the pigment on the canvas which you can touch with your finger

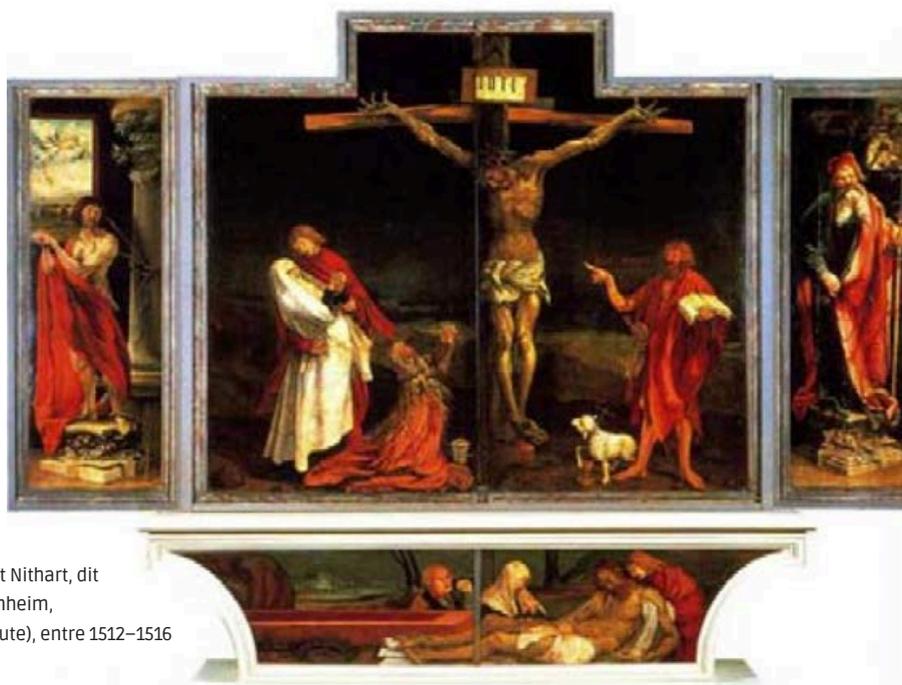


Photo Info : Mathis Gothart Nithart, dit Grünewald, Retable d'Issenheim, position fermée (partie haute), entre 1512–1516

> - and, at the same time, the distant order underlying the painted events. It is as though the act of painting on the canvas has turned the garment of appearances inside out.

Gill in following the demands of her vision has recognized - and therefore learnt from - these achievements of the past. It may be helpful immediately to do away with a possible misunderstanding. It would be a mistake to apply the term non-figurative (at least as it is normally used) to her art. Her paintings celebrate nature, not the activity of art. They are in a direct line from Cézanne. To say that Cézanne sought the underlying forms of nature and that these new paintings are about the nature of form is more than a play on words. Since Cézanne, science has confirmed his intuition that form, far from being an aesthetic category, is the structure of matter itself; similarly, pattern is no longer a decorative category but the distribution of matter in the process of creation.

It would be absurd for a painter today, concerned with nature as a totality, to paint a single scene. Cézanne's extraordinary struggle cannot be repeated: the struggle now lies elsewhere. What such a painter today paints will relate recognizably to many different perceptual and spiritual experiences of nature. It is neither sentimental nor anecdotal to see birds, plants, seeds, stars, waters, biological organ, cells, crystals or galaxies in Gill's paintings. And this multiplicity, not of meaning but of reference, is part of their precision. They do not evoke: they make statements that have many applications.

Basically these paintings are about light and growth. Light not as an

effect - as in most kinetic and electric art - but light as a form of the fundamental energy of the universe. Light from which matter and space/time are formed.

Colour is fragmented light. Every colour aspires to white and its own completion. Some of these paintings reveal this aspiration and chart its achievement - towards white, total light, and thus towards substance. The history of the painting.

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John Peter Berger (5 November 1926 – 2 January 2017) was an English art critic, novelist, painter and poet. His novel *G.* won the 1972 Booker Prize, and his essay on art criticism, *Ways of Seeing*, written as an accompaniment to a BBC series, is often used as a university text. He lived in France for more than half a century. *Source: Wikipedia (2017)*

*In the next issue of Synapsia, we will continue with some of the most loved prose from the late John Berger.*



# MOWGLI |

## MULTIPLE ANIMAL INTELLIGENCE

WORDS: **MOWGLI**

IN THIS, A REGULAR EDCITION OF MOWGLI, WE LOOK AT THE MULTIPLE ANIMAL INTELLIGENCES. EACH ONE HAS A UNIQUE AND FASCINATING STORY. THE BUMBLEBEE, TO BEE OR NOT TO BEE, THE ORANG-UTAN, THE CURIOUS, CUNNING, CANNY, CLEVER AND CULTURED. THE CROCODILE, THE TRUE REPILIAN BRAIN, AND THE SEA OTTER, EUCIDEAN TOOL MASTERS.

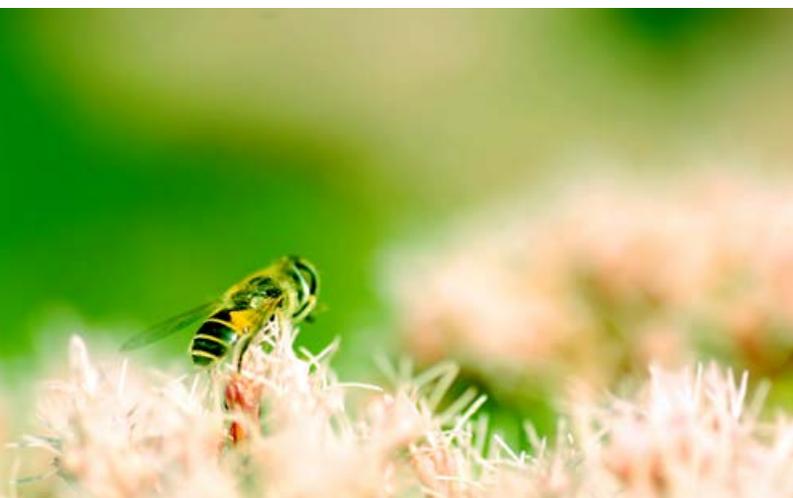


Photo Info : Designed by Bedneyimages / Freepik

### BUMBLEBEE

➤ To Be or Not to Be - The Power of the Bee Brain

One of the most irritating events in my childhood as a seven year old entomologist-to-be, was the attempted destruction of my love for the awe inspiring-little beeings, commonly called insects.

I collected them, studied them, related to each one as an individual, and loved them. I was taught and informed that insects were little automatons and were ugly, stupid, dangerous, and were hardwired to take certain limited actions.

It has taken the world nearly seventy years for a growing number of recent entomological experiments that have shown that insects can



Photo Info : Designed by Bedneyimages / Freepik

- solve problems,
- communicate individually,
- and can learn (fast!).

It has become increasingly apparent that scientists around the world are, in the best sense of the word, ignorant about the capacity of insects' intelligence, and have yet to explore and yet to determine the limits (if they exist!) of insects' mental abilities.

New evidence is rapidly confirming that the studied abilities, even of the tiny fruit flies, possessing only 250,000 brain cells in comparison to the nearly 1,000,000 brain cells in the heads of the bees, re-confirms that the abilities of these insects are not pure hard-wired instinct.

With the most recent research results, we now look at insects with very different eyes. Insects are intelligent, their memories are astonishingly accurate, and they can individually choose between alternate actions. They have, in their tiny heads, the Super-GPS: an Internal Map of where they are in the internal world of their brains - an abstract representation of the world external to them.

At the Janelia Research Campus of the Howard Hughes Medical

**NEW EVIDENCE IS RAPIDLY CONFIRMING THAT THE STUDIED ABILITIES, EVEN OF THE TINY FRUIT FLIES, POSSESSING ONLY 250,000 BRAIN CELLS IN COMPARISON TO THE NEARLY 1,000,000 BRAIN CELLS IN THE HEADS OF BEES, RE-CONFIRM THAT THE ABILITIES OF THESE INSECTS ARE NOT PURE HARD-WIRED INSECTS.**

Institute in Texas, Houston, Vivek Jayaraman studies there the navigation of fruit flies and their ability to locate and re-locate themselves, including, by definition, their powerful memories. Recently asked what goes on inside these little insects brains, Vivek said "*I won't capitalise the 'c' yet, but it is cognition in some form*". And that is in a brain that is 75% smaller than that of a bee.

More of this new research's findings points out that the intellectual grasp of thinking tasks is huge, especially when making the point that if the intellectual competencies of humans are scaled down in size, traditional board games such as Skee-Ball might well produce



- .....
- strong Mind Sport competitors for we humans! Just because the brain is small, it isn't necessarily simple.

An avid "small brain partisan", a bumblebee trainer at Queen Mary University of London has regularly met ignorant-about-insects people, who have thought that all insects are idiots or morons and he has been asked "do bees even have brains?!"

The Journal Science, 23rd February 2017, reported a revolutionary triumph in the evolution of insect intelligence in the minds of the intelligences of humans. In London, in the laboratory of Lars Chittka, their subjects - bees - have been tested in original ways. They have recently demonstrated that bees could learn in the B F Skinner Behaviourism mode to pull a string in order to achieve a reward of a prize of sugar-water. In the next advanced experiment, Doctors Clint Perry and Olli J. Loukola trained bees to do something that is removed from the natural or normal behaviour, despite the incredible variations in the environment in every country. We expected that what they were asked to do something that had appeared somewhere in the world already.

The experiment gave to the bees the task of pushing a little ball into the centre of a platform in order to receive a reward. This activity was completely arbitrary, and was something that no bee has ever done anything in history. Their only "natural" task was to seek out flowers in order to provide energy for the building of the Palace of the Empire of Honey.

In the experiment, the bees were pre-trained to expect to receive a treat in the centre of a platform. Having to push a ball into the centre of the platform in order to get a treat was a situation that no bee had ever seen. What then followed was even more stunning. In London, the researchers experimented with several different ways of teaching the bees what to do and how to do it. Again, stunningly, the bees learnt best by watching another bee perform the feat. More stunning news was that when allowed that form of learning, and when the bees had seen other bees succeed, ten-out-of-ten solved the problem on the first try! When the bees tried again and again and again, they improved! How did they do that? They still scored ten-out-of-ten, and did it taking less and less time!

This performance obviously demonstrated that the memories of the Bumble Bees and their learning abilities were astonishingly flexible, individual, surviving-based, and Evolutionary.

Another vector of thought came from Ralph Adolphs who studies Social Cognition in humans at Cal Tech. Commenting on the bee brains, Adolphs used his brain to come to this conclusion "I will completely agree that the limits of bee cognition are entirely unknown"!



## ⊙ THE ORANG-UTAN

The Curious, Canny, Cunning, Clever and Cultured Creative Orang-utan

Thought of as a slow-witted, slow-moving, slow-minded moronic animal, it transpires that the orang-utan is one of the geniuses of the animal world. The orang-utan has more than the 97% of its genes identical to ours. It is one of the "Animal Geniuses" in the pantheon of Animal Intelligence.

When I first travelled to Malaysia and Borneo, where the orang-utan are centred, I learnt that the highly evolved Malaysian / Borneon Aborigines described the orang-utan in a very different way from the European 'discoverers'. They spoke to each other of the "men of the forest" considering them to be just the same as us, simply a different colour, a different habitat, bigger, and much stronger than us - not, as the discoverers had described it, as a "dumb beast". A very smart beast!

New studies have revealed that young orang-utans behave almost identically to young human children. The orang-utan Kids interrogate extensively their surrounding environments, and explore the treasure-troves proliferating in the very complex jungle. The orang-utan brains handle that with skills that modern humans do not yet have, and would not survive in the orang-utans' jungle.

As well as being clever, canny, cunning, imaginatively creative, and culturally developed, orang-utans are brilliant, fast, and beyond yoga flexibility with their "Four Hands".

Leaping and swinging through all different trees and vines, it

**AS WELL AS BEING CLEVER, CANNY, CUNNING, IMAGINATIVELY CREATIVE, AND CULTURALLY DEVELOPED, ORANG-UTANS ARE BRILLIANT, FAST AND BEYOND YOGA FLEXIBILITY WITH THEIR "FOUR HANDS".**

seems as if they see with 360 degree vision, using each of their hands simultaneously testing and using to propel them through an infinite maze of natural nets, ropes and trapezes. They do it with incredible speed that tests the imaginations of our top Olympic gymnasts!

All of this is done with the body and the Brain!

Further research into the behaviour of the orang-utan has revealed more treasures in the evolution of their Intelligence and their cultures.

The mother orang-utan exhibits all loving and caring "maternal" behaviours. When the child needs to travel from A to B via a shallow lake, the mother lifts the child upon her shoulders, raises it up onto her two legs, and strides across the lake to the other side making sure that the child is not dipped into the water.

During the orang-utan child's development, the mother, teaching it from the cultural archives of the tribe, uses many medicinal leaves, passing down the "medicine-man's cultural knowledge" just as all human doctors in all tribes have done. To know which leaf, which herb, and which plant is appropriate for each medicinal matter is a sign of massive exploring Intelligence. The jungle-given gifts to the enquiring minds of the orang-utan, fully environmental conscious dwellers, helps them help themselves.

One extraordinary finding of a "Gem of Behaviour" had to do with soap. Orang-utans stripped a certain bark, and licked and licked it, making their saliva foam. They then rubbed the foam from their bark generated product and applied it to their hair. They did this to use it as a protector and disinfectant.

'The men of jungle' not only were studied by us; they studied us. Those who had watched us washing with soap, knowing what we did with it, realised that it was obviously similar to their bark product. Orang-utans purloined a bar of soap and used it exactly as we do. They then shared the soap, showing sharing behaviour, giving it to others. While studying us, orang-utans also learnt how we made fires with wood, observed us, noted that matches ignited the wood, and then perfectly copied us humans. They made a pile



⊗ of twigs, took some matches, and lit a fire!

The orang-utans mimic humans further by sawing wood. They observed how humans picked up branches and how they used the saw to cut cleanly through the branch.

One of the great signs of high-level social intelligence, is the ability to observe others, to integrate what has been observed, to embrace it, and to incorporate in their own personal and social behaviours. This is known as mimicking and is one of the great energy centres for transmitting social and intellectual capital.

OranGenii - please invite us to your earth-intelligent tribe!

## THE CROCODILE

The True Reptilian Brain

A growing volume of literature describes our human behaviour in different levels of "brain consciousness" starting with the cortex, and at the bottom of the heap, in the basement of Intelligence and Evolution, the Reptile is there.

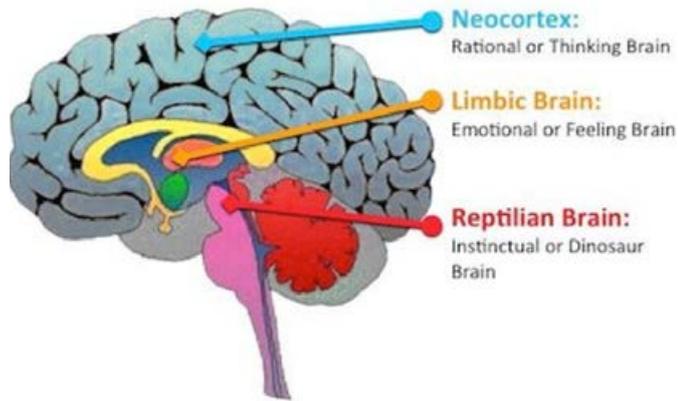
All researchers aligned against the reptiles need to have a much more probing and deeper look into the real Intelligence of the reptile, especially the biggest example of "semi-conscious, unfeeling, robotic creature"!

The mother crocodile lays eggs which are laid on the banks of the rivers or lakes in which she and her family live. The mother builds a shallow nest and once the eggs are laid she, as a female warrior, protects them. To protect offspring eggs, which are the prey of the cunning, very alert, forward-planning, salamander lizards, the mother crocodile co-operates with water-birds symbiotically. She encourages them to lay their eggs near hers, and both male and female feed on her skin and also protect their own eggs and hers. They constantly guard and attack the marauding iguanas. The mother crocodile also is very careful with her eggs, making sure that they are protected by both



her body and her mind.

When it is time for the little alligators to hatch, the mother very gently uses her giant jaws to just crack the shell to give her children immediate freedom from the restraining tough egg shells, using jaws (that could crack a human in two!) with gentle tenderness and engineering estimation of breaking an egg and at no level breaking the skin of a new-born child.



Above you can see the academically described structure of our own human brains. The arbitrarily described, in some academic literature is the "3-Brains-in-One" Brain.

Brain One is described by scientific research as:

"This is the brain we share with birds, and reptiles. Think of it as the 'housekeeping brain'. Just the basics: hunger, temperature control, fight-or-flight fear responses, defending territory, keeping safe - that kind of thing. The structures that perform these functions within our brain are extremely similar to those in the brains of reptiles. Thus, this brain is called the "R complex" (R for reptilian)."

The academic description of the Reptilian Brain is very similarly reminiscent of the 19th Century description of the female brain (described by the male academics!) as a lower form of Intelligence, insultingly compared to that of a child and, insultingly on both sides, to chimpanzees, exhibiting only emotions, non-logic, and only caring behaviour.

When behaviours that are robotic, aggressive, unemotional, uncaring, and even murderous, are regularly and consistently described as Reptilian Behaviour "caused" by the Reptilian section of our brains. Such assignment of "negative" behaviours to the reptile is bigoted, assumptive, inappropriate, and unIntelligent in describing other Intelligences.

As has been demonstrated in the aforementioned research, reptiles demonstrate extreme care of others, the expression of Social Intelligence, the capacity to exemplify real sensitivity in the astonishing ability to manage extraordinary power in the most unbelievable way.

Conceptually and in the sphere of multiple behaviours, the Reptilian Brain is "bigger and better" than the bigoted-described area of the brain of a reptile described only by the Reptilian-Brain-antagonists. The uninformed and misinformed Reptilian-Brain-antagonists are demonstrating, like placard holders, against the Caring, Intelligence and Love that the Reptilian Brain truly experiences and feels.

## THE SEA OTTER

Euclidean Tool Masters

Sea Otters who live in the Arctic Ocean live on delicious sea food, including crabs, and especially the delicacy of clams. A problem confronting the sea otter, even though it has strong teeth and a

	Where?	Name	Typical Animals
Brain One	Centre of the Brain	"R / Reptilian complex"	snakes, lizards
Brain Two	Wrapped around Brain One	"Limbic system or "old mammalian brain"	dogs, cats
Brain Three	Outside (Wrapped around Brain Two!)	"Neocortex"	primates, especially human primates

Here are the "3 brains" according to scientific explanations:



⊙ vice-like jaw, is the clam shell itself. The clam shells will break even their teeth. The sea otter is ingenious. It attacks the "too tough" shells with the use of a shell-breaking tool - stones and rocks - dredged by the otter from the ocean floor. The otter is astonishingly original in its Euclidean approach.

The otter holds the rock in its strong front paws, rotates itself in the ocean to the position of chest up, back down, and places the rock on its chest, using its chest as a base, and the rock as an anvil.

The otter then places the rock on its chest at an appropriately clam-cracking-angle and pounds the clam again and again on the rock until it cracks. This delicacy is then devoured with delectation!

And who said humans are the only living creatures using tools?!

Further evidence of the sea otter's ingenuity and incredible creative thinking capacity shows how the mother otter solves a moral and survival dilemma.

The mother needs to leave her young baby to forage for food. The problem for the mother is that when she forages, the less-than-three-month-old cub has fur that is not yet water-proof and that therefore, as she forages, her 'abandoned' child will sink and die. The SOS (Sea Otter Society) passes her child the acquired learned knowledge of how to both forage and make safe her child. She holds the baby in her arms (much like a clam!) and holds it to her mouth. She then blows air into the cub's fur which holds-in the air. Mum otter is inflating a balloon!

Now while she forages far away from her offspring, the little child bounces safely on the ocean's surface in its furry flotation suit!

She GPS's and multisensorily locates and relocates her child. So far there is no recorded instance where a mother otter has lost her child, unlike human mothers.

And to dive into that controversy, it is assumed that human females have bad "mapability" finding directions, and not knowing where they have been and how to get back when they need to return. As often is the case, this 'false history' is dangerously wrong. A reason why a human female loses direction is because it is told that she has bad direction and is never taught how to navigate.

On the contrary, the sea otter society teaches the younger intensely, for three years, the passed-on social intelligence bank of knowledge.

Sea otters often perform better than we!

When the pup reaches four months old and can swim in its water-proof coat of fur, her mum forages on her own, providing food for both herself and her pup, and trusts the child's ability to rescue itself.

An observed and studied circumstance was when a mother returned

to her pup, the pup was very tired, having swum against the flow of a strong tide, and was beginning to be dragged backwards by the tide. Exhaustion and weakness in comparison to the strength of the tide could be fatal.

The mother, using tough love, did not go and simply pick up the pup and rescue it. She stayed with it, fending off some of the wind and roughness, (like a leading cyclist in the Peloton!) and taught it - even though it was struggling - how to swim more efficiently and effectively.

The tough-loved pup survived easily after the caring, attentive, tough-loving mum helped the child to survive by using its own intelligence, and the acquired, Socially Intelligent taught, sophisticated knowledge adapted to survival.

Another entrancing discovery by the SOS is that in the harsh environment, while they are congregating on the rafts of themselves, the sea otters realised that kelp can be used as an anchor in rough seas. Every young pup learns that when there are dangerous seas, the kelp is an intelligent survival tool.

The sea otters actually wrap themselves in kelp to help anchor them. And sometimes they wrap themselves in kelp together as anchored companions!



## ➤ WOODANTS

Ants are often cited as the most successful of all land creatures above the level of plant, because, by weight, they account for the largest percentage of earth's biomass.

Another reason for their 'most successful' label is their evolution of an ultimately powerful new weapon - Social Organisation.

It was this Social Organisation that allowed them to take their individual intelligences and to combine them into Super Organisms with a Super Brain. They learned how to align an entire colony against a single attacker or toward a single goal/vision.

The societies ants' evolved each have a variety of classes in their society, each with a different and defined role, as evidenced by the Weaver and Leaf-Cutter Ants.

Another prime example of this Social Organisation, and its ability

to produce a Super Brain which can solve problems in extraordinarily creative ways previously unthought of by humans, is the Wood Ant.

The Wood Ants are foragers, predators who go out, find food and bring it back to their nests. Even though each individual ant is incredibly strong, much of the prey is too heavy for just one ant to manage on its own.

The solution? Teamwork.

Hundred of thousands of Wood Ants, a massive colony of co-operating insects, spreading throughout the woodland, pulling anything edible inexorably towards their nest.

The Social Organisation among these foraging teams is remarkable enough, producing an insect-analogy to the great food-gathering exploits of human history.

These ants, however, need more than simply gatherers: they need Receivers and Distributors. The Wood Ants have therefore created an entire new 'Division': the Nurse Workers. The Nurse Workers remain inside the nest



⊙ for life and for that life ensure that the life of the colony itself is maintained. Ants can't eat solids. The job of the Nurse Workers therefore is to feed on the body fluids of the prey. Each ingests as much as it physically can hold, and then, by carefully estimating, calculates how much food it needs for its own survival and absorbs only that.

Then stores the rest in a special part of her gut we have poetically named the 'Social Stomach'. This food is for the other Worker-Ants. The food is fed through the Nurse Workers by an ultimately tender, ultimately caring and ultimately functional kiss.

The ants lockjaws tenderly, and liquid is passed, drop by drop, from the Nurse Feeder Ant into the mouth of her hungry sister.

The Nurse Workers also care for the eggs, which themselves can become both large and heavy. Like their prey-gathering colony colleagues, the Nurse Workers band together so that they can more easily carry the precious lava.

Like the Leaf-Cutter Farmer Ants, Wood Ants have also demonstrated advanced radiant (literally!) thinking.

In an English winter woodland the temperature should be too cold for the Wood Ants to exist; they, however, with their Sherlock Holmseian intelligence have cracked this problem.

As insects, ants are 'cold blooded' creatures which actually means that they exist at the same temperature as the air around them. If it is too cold they will die. The Wood Ants have found a way of changing

that: they build a giant nest, using lots of thatching, pine needles, leaf stems and twigs that to them are the size of tree trunks would be to us.

They pile all the material into a mound about a meter high, and using sophisticated thermo-dynamics shape it so that it absorbs and retains maximum warmth on its own.

These mini-Brunels have also devised a way of raising the temperature inside the nest even further. When the sun is shining, they sunbathe outside, consciously soaking up the heat to its maximum, and then taking themselves and their captured heat inside the nest, use their bodies as little radiators.

It has been said that other members of the animal kingdom have only recently developed the 'defining characteristic of human intelligence - the ability to use tools' in the last few centuries, and much of that accomplished by animals' inactivity either mimicking by observation or taught by training.

Millions of years ago, long before humans existed, there were no such opportunities for these little ants. Yet they developed the use of tools with perhaps the most sophisticated tool imaginable - their own bodies!

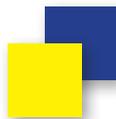
In addition to these qualities, the Wood Ants have an immaculate sensitivity to and ability to measure precise temperature. The Wood Ants had turned a stack of twigs into a world with its own independent climate, the temperature inside fluctuating constantly, with the warmest parts nearest the centre.

Apart from the vital reason of survival, the heat they have creatively manufactured is necessary in that their delicate lava have to be kept at a constant 23° Centigrade throughout their development. As the heat in the nest is constantly varying up and down, and shifts throughout the mound, the Nurse Ants have to detect and track the 'route of 23° Centigrade constant' carrying the lava with them to make sure of their survival by moving their precious cargo to follow that perfect temperature from chamber to chamber.

With ingenuity and advanced engineering, the Wood Ants have eliminated natural barriers and extended the boundaries of the territory in which they can live.

Their accomplishment is similar to that of the human Eskimo, although one wonders whether the Eskimos' engineering and temperature management skills match those of their tiny brethren.

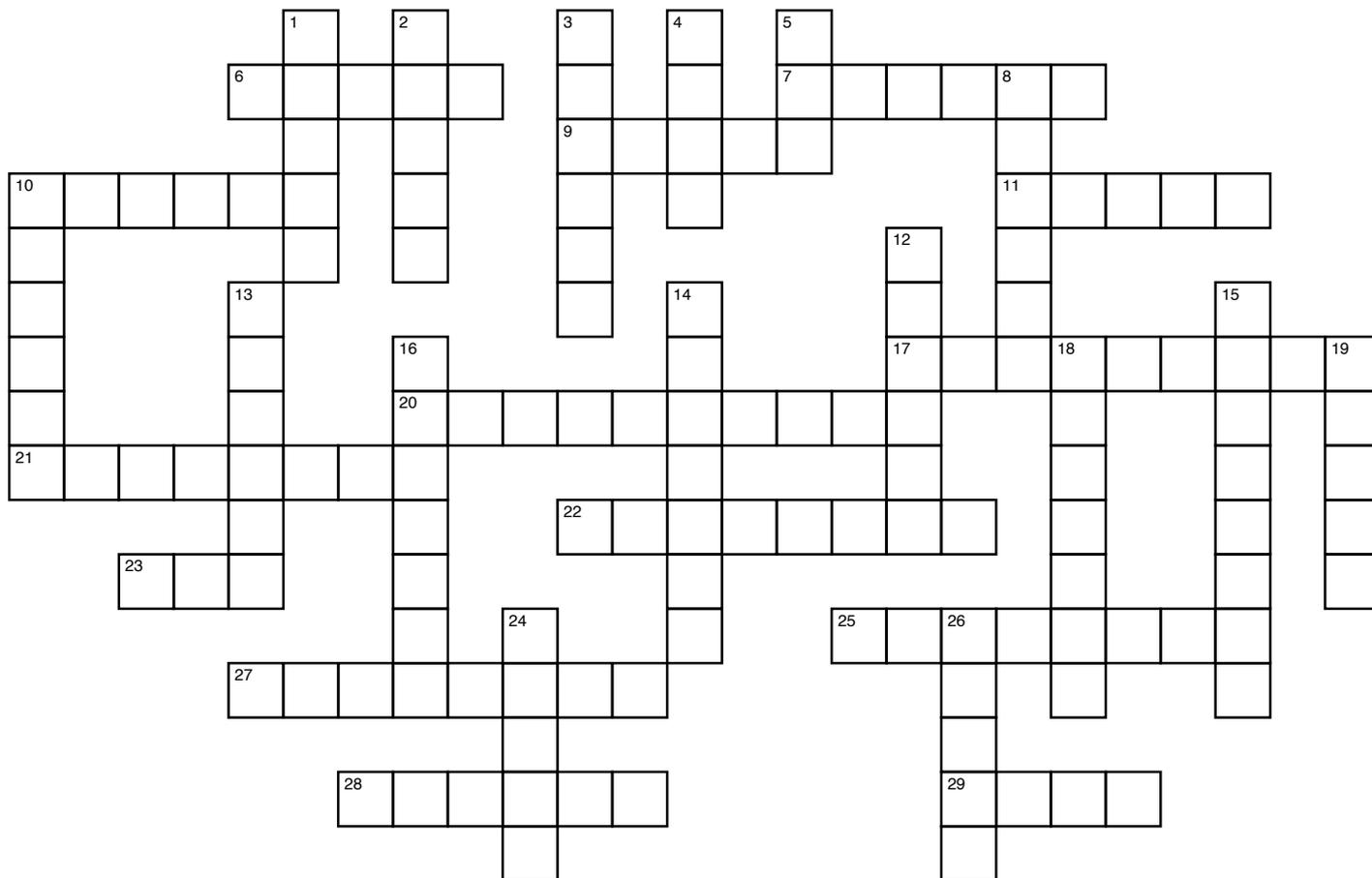




# Synapsia Crossword Puzzle

CREATED BY: MAREK KASPERSKI

## Synapsia Volume 12 Issue 1



### Across

6. Producer of wrinkles, it's said
7. Fuse with an alloy
9. Shepherd's staff
10. Puzzling question
11. Many a party has one
17. Formal meeting
20. Match up
21. It's good for 12 months
22. Be out of one's depth
23. Scrooge utterance
25. Causing amusement
27. Sticky substance
28. Tarzan's home
29. Gaze in amazement

### Down

1. One of a deck pair
2. Path of a planet
3. Judicial declaration
4. A granny...
5. Start of a JFK quote
8. Obtain through intimidation
10. Examination instructions
12. Four-handed card game
13. Violent twist or pull
14. Church kneeler
15. Regard with suspicion
16. Moral doubt
18. Travel to make discoveries
19. Put money (on)
24. Ship's bottom
26. Enter traffic



## Brain of the Year Nominations 2017

# BRAIN OF THE YEAR 2017

This prestigious award is made to recognise superlative mental achievements.

For over a decade this award has not only honoured some highly talented individuals but helped to raise the profile of the Brain Trust and to create greater awareness of the potential for mental achievements that lies within us all.

To qualify for consideration for this award an individual will need to satisfy the Awards Committee that they satisfy the following criteria.

1. The candidates must be pre-eminent in their field
2. The candidates must have made a major new contribution to their field in the preceding year.
3. The candidates must have contributed major new creative developments to their field of endeavour.
4. The candidates must have made a notable effort to educate others in their chosen discipline.
5. The candidates must have integrated the principle of *Mens sana in corpore sano* (a healthy mind in a healthy body).
6. The candidates must have exhibited persistence and stamina over time.
7. The candidates must have demonstrated a general cultural awareness.
8. The candidates must have demonstrably contributed to society.
9. The candidates must have demonstrated a concern for humanity.
10. The candidates must be active and known on a global level.
11. The candidates must be outstanding role models for those in their fields and for youth in general.

If you wish to **nominate** a person for Brain of the Year 2017 - 2018, please send your nomination to

Tony Buzan at [luxmore@buzanworld.com](mailto:luxmore@buzanworld.com)



Some previous Brain of the Year winners



Photo Info : Dongmin Liang

ARTICLE

# MindMaps in China

WORDS: Dongmin Liang

⊗ My name is Dongmin, a teacher came from China, who has already taken the TLI course last year. During that course, I was shocked by the flexible teaching style of Chris (Who is the CEO of the main office) and the atmosphere in the classroom. So when my friends Liang and Jing, told me that they are thinking about coming to UK, I was really happy and volunteered to be their translator.

At first, they were worried about whether they can completely participate in the course, because this is the first time we cooperate with each other, and they are the only two people who can not speak English ! However, some interesting things happened instantly—with the help of Mindmap, our three can exchange, organize and translate our ideas in a short time, and their fantastic drawing skills enabled other students to get their meanings quickly, which is the charm of Mindmap—it breaks the boundaries between different countries, culture and experiences and let us to put all of our talents together



Photo Info : CHEN Jing



and development them at the same time. Just like Buzan said, we use the same language, which will only happen in UK!

The course has also impressed Liang and Jing deeply, as teachers who have more than 10 years Mindmap teaching experience, they used to think that they know almost every thing about it. However, familiar with the elements and basic rules of Mindmap and knowing how to use it is one thing, but understanding Mindmap and the reasons behind it, is totally another thing. In the course, I think they get it!

They were also attracted by the teaching style of the main office, the way they set the course, the activities they arranged, completely attracted them. "How can they have so many interesting ideas?" Jing said.

I know the reason, because one of the ideas are come from the students' presentation last year, and I was there at that time! That is one of the reason why the main office can always ahead of others—they do not only spread there ideas, but also gain them from the talents of the whole world.

Nevertheless, the improvement of Mindmap skills is not the most valuable part of our journey. The biggest harvest we get from the course is to communicate with Tony Buzan—the architect of the whole world behind the amazing tool.

Tony Buzan is a fantastic man who can not be described by one or two simple sentences. It seems like there are four different personalities live in his brain, a master, a British nobility, a simple child, and a lion. They live in the same body, peacefully and harmoniously.

In the daily life, it is very lucky to have such a amazing friend, who knows almost every thing but still curious on different kind of knowledge. But it doesn't mean you can pass his "test" easily. When the "Lion King" comes out, the special energy goes around the whole room, the stress will get into every cell of your body, which will force you to face the problems and try your best to solve them. However, the nobility will balance the stress and keep it at a proper level, which will both inspire your potentials and keep you brain system away from crashing down.

The more you talk with Tony, the deeper you will get to your brain and soul, the closer you will be to the core of your mind.

So if your want to help more students to develop their brain, let them to learn Mindmap, if you want to create more genius for your own country, learn from Tony, from TLI.

This trip Strengthened our faith of spreading Mindmap in China. Since the 19th of August will be the world Mindmap day, we are planing to use that to help more people to know the potentials of Mindmap, tell them how to make everything interesting.

We also know that the 19th of August is the world Mindmap day, and world Mindmap championships will be hold in China in this December, we will try our best to support these activities!





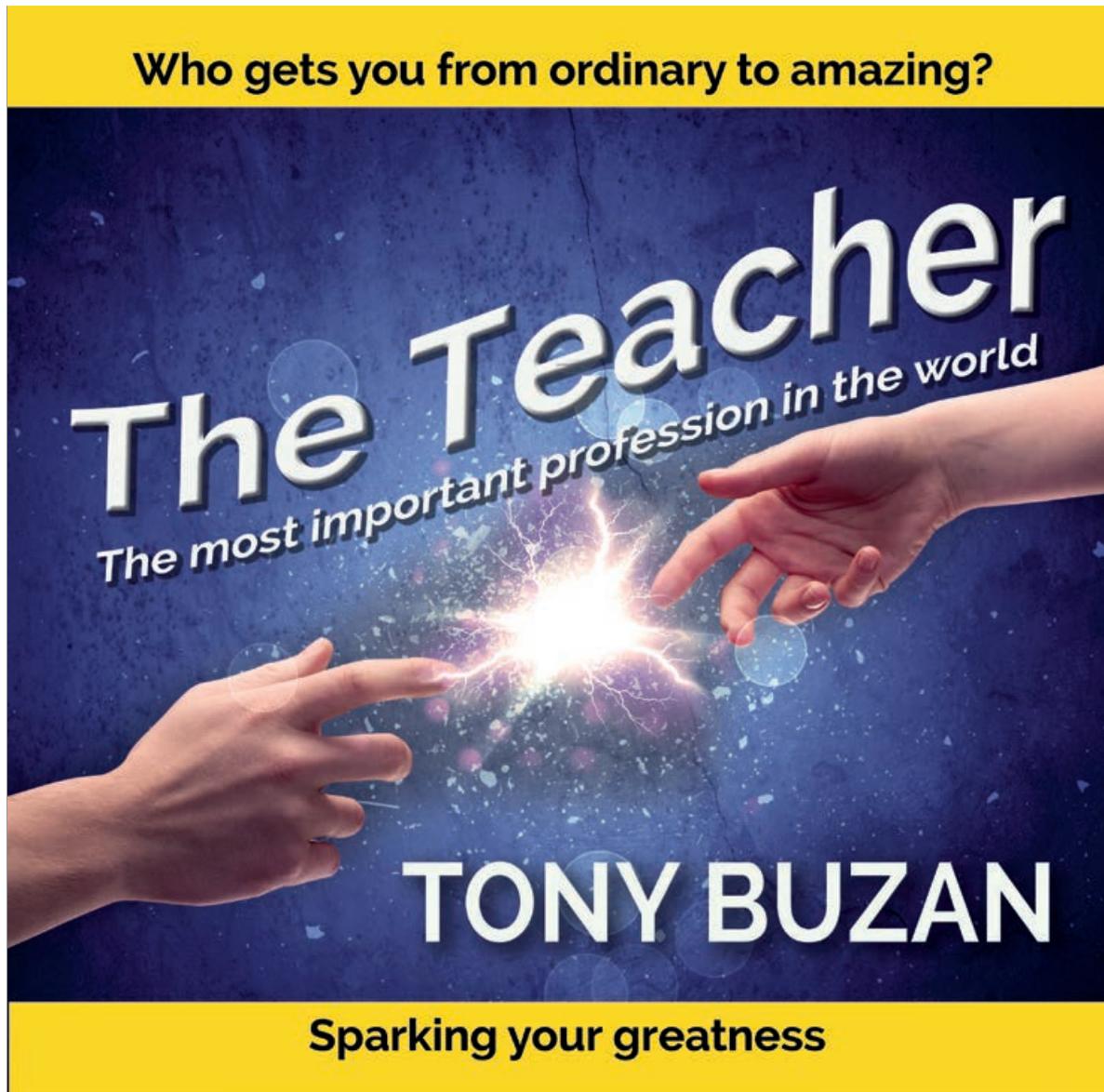


Photo Info : "The Teacher" by Tony Buzan and produced by Sarwar Khawaja



# WE LOVE

# THE WEATHER SOCIETY

ARTICLE

WORDS: Marek Kasperski

## What is "We Love the Weather Society"

- ⊙ The concept was created by Professor Tony Buzan, and it is quite simple.

We have all heard the expression "glass half empty or glass half full". People are either optimistic or pessimistic.

It seems the weather, something everyone loves talking about is a perfect example of this. It's too hot, too wet, too cold, too dry.

Here are some tips to turn you into a glass half full person:

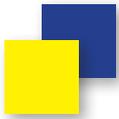
- Smile,
- Connect with nature,
- Exercise,
- Believe you will be successful,

- Remind yourself that you are blessed,
- Sing,
- Meditate and
- Dance

Ultimately, every morning when we wake, we can decide to have a "glass half full day". Be a "glass half full" person and therefore be a member of the "We Love the Weather Society."

Share your positive and optimistic stories with us by sending your story to me at [marek@synapsia.net](mailto:marek@synapsia.net), and I will share it with our Synapsia readers.

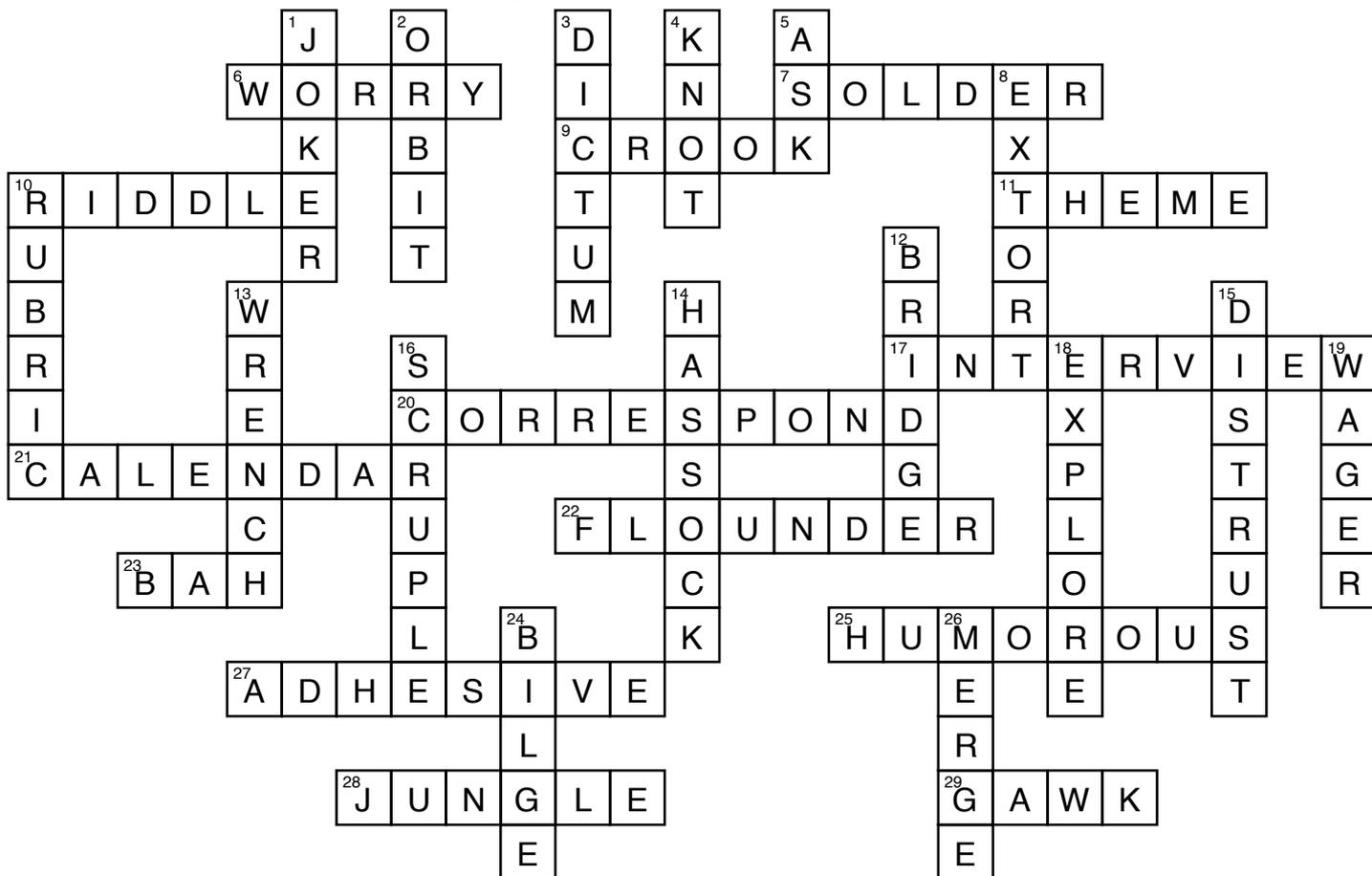




# Synapsia Crossword Puzzle Answer

CREATED BY: MAREK KASPERSKI

## Synapsia Volume 12 Issue 1



### Across

6. Producer of wrinkles, it's said [WORRY]
7. Fuse with an alloy [SOLDER]
9. Shepherd's staff [CROOK]
10. Puzzling question [RIDDLE]
11. Many a party has one [THEME]
17. Formal meeting [INTERVIEW]
20. Match up [CORRESPOND]
21. It's good for 12 months [CALENDAR]
22. Be out of one's depth [FLOUNDER]
23. Scrooge utterance [BAH]
25. Causing amusement [HUMOROUS]
27. Sticky substance [ADHESIVE]
28. Tarzan's home [JUNGLE]
29. Gaze in amazement [GAWK]

### Down

1. One of a deck pair [JOKER]
2. Path of a planet [ORBIT]
3. Judicial declaration [DICTUM]
4. A granny... [KNOT]
5. Start of a JFK quote [ASK]
8. Obtain through intimidation [EXTORT]
10. Examination instructions [RUBRIC]
12. Four-handed card game [BRIDGE]
13. Violent twist or pull [WRENCH]
14. Church kneeler [HASSOCK]
15. Regard with suspicion [DISTRUST]
16. Moral doubt [SCRUPLE]
18. Travel to make discoveries [EXPLORE]
19. Put money (on) [WAGER]
24. Ship's bottom [BILGE]
25. Enter traffic [MERGE]

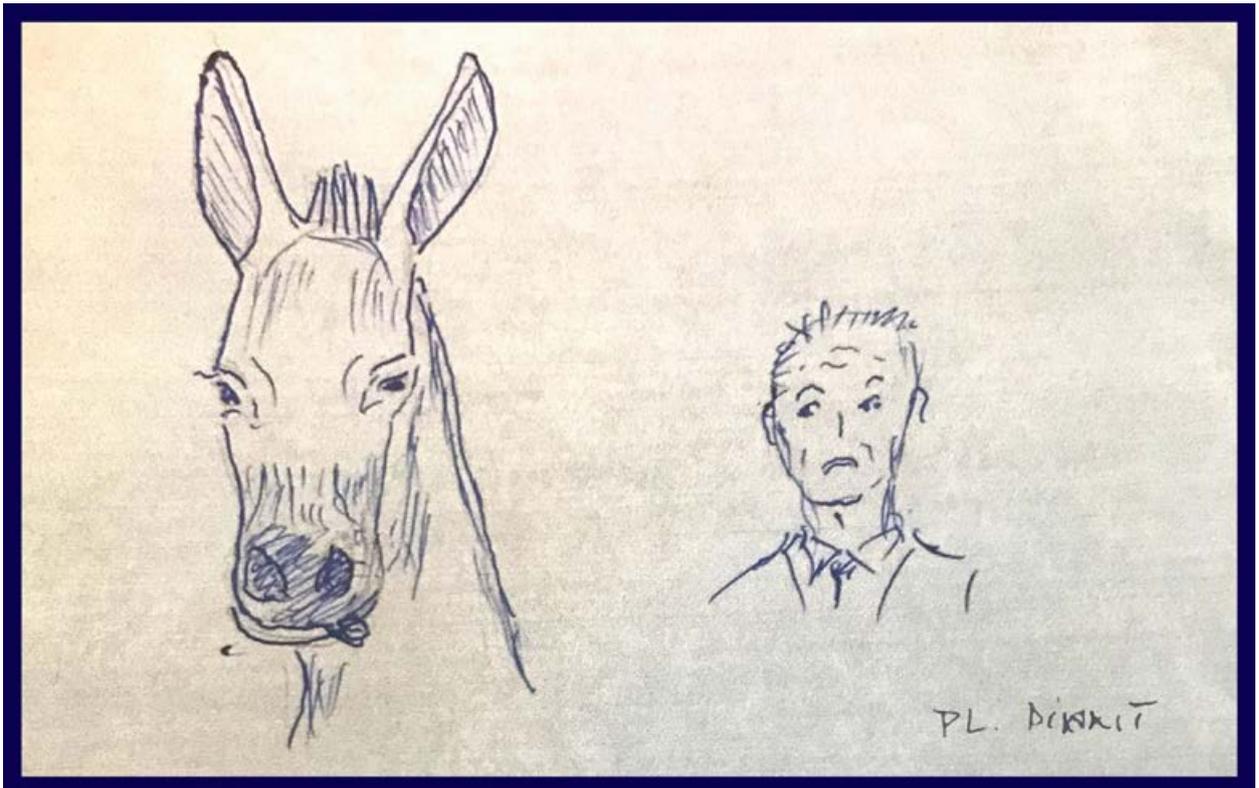


# Synapsia

## HUMOUR

HUMOUR BY A SYNAPSIA READER

Guess:



Buridan's Ass?  
or  
Who has the larger head  
and therefore do the thinking?



Thank you for reading

# Synapsia Magazine

The next issue will be released in  
Summer 2017