



iaapSUMMIT

Mind Mapping

Creatively Organizing Your Genius

Ayanna T. Castro, PMP, CGMP, CAP, OM

Founder & Chief Maven

Work Your Package™

We've all done it...created a "to do" list. We put everything on the list with hopes that we will complete it all and often times, we fall short. The goals and tasks aren't the problems, it's the way we look at them. Making a list focuses on and supports linear thinking which stifles the creative process. Mind mapping helps you see your goals in a different way to create a better strategy to achieve them.

Key Points You'll Learn:

- Learn how mind mapping can increase productivity by allowing you to see the "big" picture.
- Understand how mind mapping can improve collaboration and communication within teams.
- Learn now to enhance project management and spark creativity when faced with new challenges.



What is Mind Mapping?

Uses for Mind Mapping

- _____
- _____
- _____
- _____
- _____

The Science Behind Mind Mapping – Left vs Right

Benefits of Left	Benefits of Right



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Better Than Regular Note Taking:

1. _____
2. _____
3. _____
4. _____
5. _____



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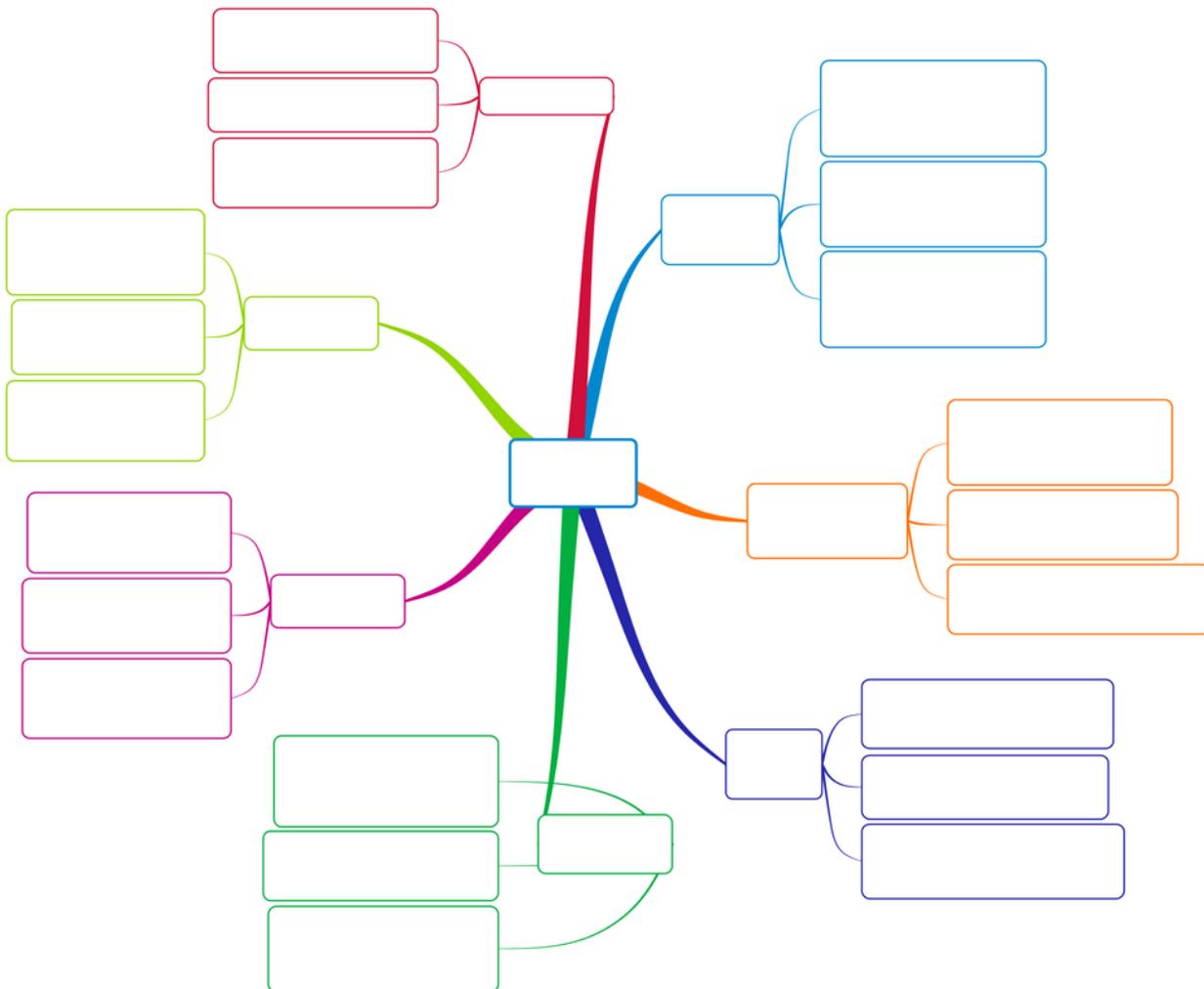
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Exercise #1

<h1>S.M.A.R.T. Goals</h1>					
Goal Type <i>(Professional, Passion, Health, Finances, Family, etc.)</i>	Specific <i>(What I want to do)</i>	Measurable <i>(How I will know when I achieved it)</i>	Achievable <i>(Is it in my power to achieve)</i>	Relevant <i>(Does it align with my vision and mission)</i>	Timely <i>(When exactly do I want to accomplish it)</i>
Career					
Passion					
Health					
Finances					
Relationships					
Home					

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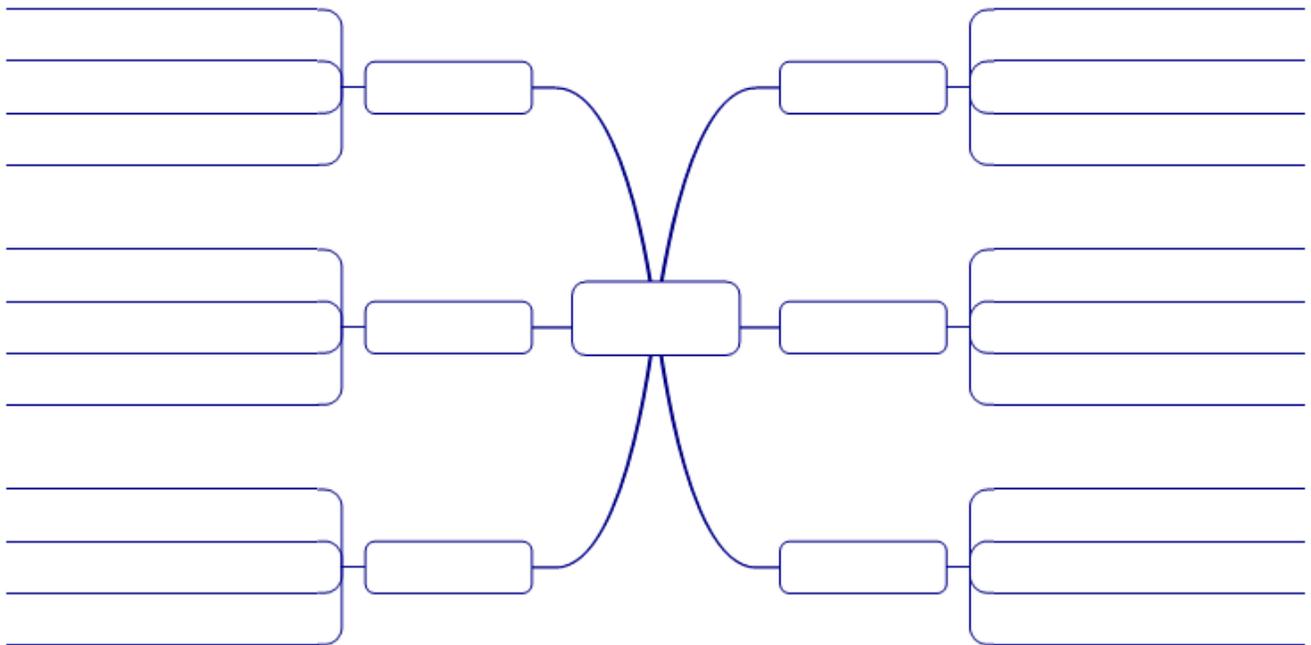
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Exercise #2

The SIS Company is suffering from low employee morale. Your team has been asked to create an employee engagement program with the goal of increasing employee participation in employee-centric events and improvement of overall morale. Work within your group to create a mind map demonstrating the creation of the program, implementation and how you will gather feedback from senior leadership and employees.



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Digital Mind Mapping Tools

Resource	Platform	Use
Ayoa	macOS, Windows, iOS	Performing in-depth analysis on your mind map (formerly iMindMap)
Coggle	Web	Great for beginners
Draw.io	Web, macOS, Linux, Windows, Chrome OS	Free mind mapping
LucidChart	Web, iOS, Android	Turn your mind map into a flow chart
Mindly	macOS, iOS, Android	Mobile mind mapping
MindMeister	Web, iOS, Android, macOS, Windows	Collaborating with a team
MindMup	Web	Creating public mind maps
Scapple	macOS, Windows	Fluid, non-traditional mind mapping
Simple Mind	macOS, Windows, iOS, Android	Creating mind maps from PDF's
SmartDraw	Web	Linear mind mapping
Stormboard	Web	In-person mind mapping sessions

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About Your Presenter



Ayanna Castro

MAVEN / SPEAKER / AUTHOR

Ayanna Castro is an international speaker and author with expertise in helping others see their potential and overcome self-imposed obstacles in pursuit of their goals. As the Founder and Chief Maven of Work Your Package™, her mission is to educate, encourage, and equip others to enhance what they already have to become the “total package” and be extraordinary.

Known for her perfect balance of guidance, support and hard truths, she is the “go-to” person for those embarking on new ventures or have lost clarity on their goals. As a speaker, Ayanna delights and engages audiences with her inspiring and transparent message of perseverance and “working their package.” Her clients include the International Association of Administrative Professionals, Executive Secretary LIVE, and the United States Department of the Navy.

Ayanna has degrees in Deviant Behavior and Social Control and Business Administration. She is also a certified Project Management Professional (PMP), Certified Government Meeting Planner (CGMP) and a Certified Administrative Professional – Organizational Management (CAP, OM) with over 25 years of experience in city government, law, public relations, private equity, utilities, and media.

She has been profiled in and authored articles for [Executive Secretary Magazine](#). Her book, “Work Your Package – A Guide to Being the Total Package” is available on Amazon.



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Signature Presentation:

Work Your Package: Using What You Already Have To Be Extraordinary

Are you listening to your intuition when faced with tough decisions? Are you surrounding yourself with people who encourage you to be extraordinary? Do you have a plan for where you want to go and what you want to do? External influences can make you feel like you need to do and be more when you already have everything inside of them to be extraordinary. In this session, Ayanna will share strategies on how to embrace being the “total package” by:

- Listening to the “little birdie” - Following your intuition to make better decisions
- Having a personal board of directors - Surrounding yourself with people who push you to do better
- Managing your 168 - Recognizing what's really keeping you from doing what needs to be done
- Creating a mind-mapped action plan - See your goals in a different way to create a better strategy to achieve them

Additional Presentations:

- Project Management for Administrative Professionals
- Mind Mapping – How to Effectively Organize Your Creative Genius
- You Are Your Brand

Testimonials:

“Ayanna has a keen sense of knowing and feeling out her crowd which leads to her adapting what can and should be shared and to what extent. She knows how to be relatable, all the while coaching and building.” *Jasmine Peter, Senior Financial and Project Manager, US*

“I attended Executive Secretary LIVE in London recently, and Ayanna was one of the line-up of Speakers who were all leaders in their field. Her presentation was powerful, uplifting, funny and poignant. The audience was moved to laughter and tears and she was authentic and brave. I came away feeling empowered to up my game and work my package.” *Dinah Liversidge, Speaker, Independent Celebrant, Mentor, Writer, Swansea, United Kingdom*

Contact:

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