

Be Part of the Brain Revolution!

**Be a Certified
Buzan Licensed
Instructor**



**Call us now
for the
latest
Trainer
Certification
Schedule!**



Who is Tony Buzan?

Tony Buzan is the inventor of Mind Maps®, the most powerful 'thinking tool' of our times, whose importance is recognised by Microsoft Chairman, Bill Gates in his article 'The Road Ahead – How Mind-Mappers are taking our information democracy to the next stage'. The Times of London predicts that Tony Buzan “will do for the brain what Stephen Hawking did for the universe.”

For more than 30 years, Tony Buzan has been tireless in his quest to bring this powerful tool to the world. His techniques are taught and used in virtually every Fortune 500 company and in countries throughout the world. As Forbes magazine says, Tony Buzan “shows corporate executives how to hotwire their creative energies.”

He is the world's leading author, lecturer and advisor to governments, leading multinational businesses, the professions, universities and schools on the brain, learning and thinking skills. Amongst his 98 best-selling books which have sold millions worldwide, the classic 'Use Your Head' and other books in the Mind Set series has catapulted him into position as one of BBC's top-selling international authors. His books have now been published in over 150 countries and translated into 30 languages.

Tony Buzan has achieved the status of 'guru' in the fields of creativity and brain development. His techniques are also taught via a global network of Buzan Licensed Instructors in Asia, Europe, the Americas and Australasia. He was recently given, at the 14th Annual International Conference on Creativity and Innovation, the Lifetime Achievement Award for his original contributions to the planet in the areas of Creativity, Innovation and Thinking. He has also been appointed as the Resident Thinker of Wellington College in the United Kingdom.

'The whole world should Mind Map.' *The Express*

'The biggest name in memory'
New Yorker

'If you put Buzan's theories to the test, you could find yourself memorising pages from a phone book, or becoming the brainiest person in the world.' *Personal Computer World Magazine*

'...will do for the brain what Stephen Hawking's did for the universe.' *Raymond Keane OBE, International Chess Grandmaster, The Times*

'One of the world's leading thinkers... his brain-storming techniques have boosted the confidence and ability of people around the world.' *Daily Mail*

About Buzan Asia

Buzan Asia is part of Buzan World's global network to promote mental literacy. Set up in 2001, Buzan Asia has rapidly established itself as the training partner of choice by companies across Asia. The goal of our Buzan Centres is to enable an “operations manual for the Human Brain” to be made available to as many people as possible throughout the world. Our regional Buzan Centres comprise of over 200 instructors from Singapore, Malaysia, Hong Kong, Thailand, Philippines, Indonesia, India, Korea and Taiwan. We offer unique training courses designed to impart specifically thinking and learning skills to participants. The workshops we provide are:

Brain Skills Learning Workshops

- Unleash Your Genius and Creativity Within
- Buzan Power Memory
- Buzan Speed and Range Reading
- Buzan Computer Mind Mapping

Buzan Brain Smart Applications Workshops

- Buzan Creative Problem Solving
- Buzan Power Presentation
- Buzan Project Planning
- Buzan Creative Brainstorming
- Buzan Effective Meetings

Benefits to Participants

- Achieve higher levels of creativity, clearer organisation of thoughts, increased concentration and more concise communications
- Access your multiple intelligences and dramatically improve the effectiveness of your other mental abilities
- Remember names, facts and figures using memory techniques which are easy to learn
- Read more rapidly and assimilate all the materials you want based on the way your brain works

Join the *Brain Revolution Movement*.

We are entering the Age of Intelligence.

This single source of infinite creativity, solution finding and happiness has always been with us – the human brain. This emerging realisation that is dawning on every country in the world is the seminal cause of the *Brain Revolution*.

Buzan Asia is a prime mover of this revolution – creating, teaching and transforming how people and organisations use the infinite resource of the human brain.



Why become a Buzan Licensed Instructor (BLI)?

If you are currently a Trainer, becoming a BLI allows you to:

- Expand your training repertoire and generate more income
- Use and incorporate the Buzan techniques into your current workshops
- Apply the Buzan techniques for your on-going research and continuous learning

If you desire to become a Trainer, then becoming a BLI enables you to:

- Gain quick entry into the training industry
- Have a workshop curriculum that you can use immediately
- Increase your credentials by adding a recognisable and highly regarded title of 'Buzan Licensed Instructor' to your name card, bio-data and training portfolio
- Be able to get support in every aspect to develop your training business successfully
- Apply the Buzan techniques for research and continuous learning

Buzan Instructor Certification Programme

Certification Requirements

Stage 1: Application

- Complete the BLI Application form and submit to an authorized Buzan Centre near you.
- Applicant may be interviewed by telephone or on a face-to-face meeting
- Once your application is accepted, you will receive Tony Buzan's books and will be required to read them prior to attending the Pre-Certification Course.

Stage 2: Attend the BLI Pre-certification Course

- Attend the Buzan Licensed Instructor Certification Course conducted over 4 or 5 days consecutively.

Stage 3: Post-Course Review (over duration of 6 months)

- Personally conduct 5 practice workshops
- These practice workshops must be at least 3 hours for a minimum of 5 participants per session.
- The Applicant has to submit a 1-hour video of one of the sessions for review.
- Draw at least 100 Mind Maps® and submit 10 of your best works done on A4 and A3 sized paper.
- Submit a written 1,000 word Research Paper.

Stage 4: Full Certification

Upon completing the above mentioned requirements and receiving a positive evaluation from the Buzan Asia office, the Applicant will be fully certified and an official certificate will be awarded.

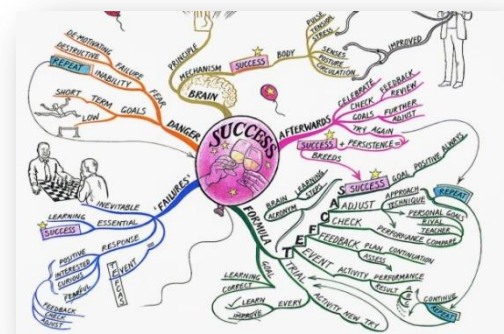
License Renewal

The BLI license is renewable annually. There will be a BLI Continuous Professional Development program conducted annually which enable the BLI to keep upgrading and improving his or her knowledge and skills.

BLI Qualifications

Our regional Buzan Centres welcome suitably qualified individuals who possess the following traits:

- Strong training and facilitation skills
- Keenly interested in the brain and its limitless potential
- Commitment to give 100 percent to every workshop
- Be committed to consistently follow the design of the workshop



Mind Maps® is a registered trademark of The Buzan Organisation Ltd.

A. Buzan Licensed Instructor for Business

Pre-Certification Course Outline

Day 1: Mental Literacy and Buzan Mind Mapping®

- Introducing Tony Buzan's Mental Literacy Programme
- Revolutions of the Mind
- Discover Your Amazing Brain
 - Brain Components
 - Brain Functions
 - Synergetic Effect of Our Left and Right Brains
 - How Geniuses Learn and Think
 - Associative Thinking
 - Radiant Thinking
- Introduction to Buzan Mind Mapping®
 - The Buzan Laws of Mind Mapping®
 - Activating our Brain's Native Language – using WImage
 - Finding Relationships
- Business Applications using Mind Maps®
 - Buzan Mind Storming Technique for Creative Ideas
 - Buzan Mind Sprint for Quick Thinking
 - Buzan Note Taking for Effective Meetings
 - Buzan Note Making for Higher Recall

Day 2: Creativity

- What is Creativity?
- The Global Creativity Crisis
- Benchmarking Your Creativity
- The Creative Thinker - Factors affecting Creativity
- Drawing out the Right Brain
- Creative Problem Solving
- Case Study
 - Planning using Mind Maps®
 - SWOT Analysis using Mind Maps®
 - Decision Making using Mind Maps®
 - Problem Solving using Mind Maps®

Day 3: Learning How to Learn

- What is TEFCAS?
- Plotting Your Learning Curve
- Recall During Learning Effects
- Recall After Learning Effects
- Critique of Mind Maps®
- Defense of Mind Maps®

Day 4: Computer Mind Mapping+ and the Buzan Business

- Basic Features of Buzan's iMindMap™ software
- Promoting Tony Buzan and his techniques
- Buzan Community and Business Structure
- Buzan Instructor Code of Conduct and Best Practices

Day 5: Presentation & Review

- Course Module Learning and Teaching Points
- Course Module Presentation Practice
- Presentation Review by Master Trainer
- Design of Course Delivery and Programme

Methodology

The BLI Pre-certification Course will be lively and highly interactive. It requires extensive participants' involvement with opportunities to practice the techniques learnt. The workshop will comprise:

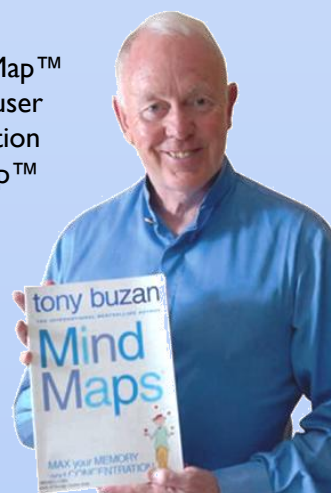
- Lectures / presentations
- Individual and small group exercises and discussions
- Self-awareness questionnaires
- Brain-breaks
- Games and activities
- Questions and answers sessions

Programme Specifications

The Programme includes:

- Pre-certification workshop fees for 5 days (all day meals provided)
- Materials (workbooks, Trainer CDs and 3 Tony Buzan's books)
- Buzan iMindMap™ software license
- BLI practice workshop evaluation
- Instructor license and royalties payable to Buzan Worldwide

Note: + The Buzan iMindMap™ Course module is an end-user training and not a certification course for Buzan iMindMap™ Trainers.



Tony Buzan,
Inventor of Mind Maps®
International Best Selling Author

B. Buzan Licensed Instructor for Education

Pre-Certification Course Outline

Day 1: The Basic “Matter” of Education

- Introducing Tony Buzan’s Mental Literacy Programme
- Revolutions of the Mind
- Discover Your Amazing Brain
 - Brain Components
 - Brain Functions
 - Synergetic Effect of Our Left and Right Brains
 - How Geniuses Learn and Think
 - Associative Thinking
 - Radiant Thinking
- Introduction to Buzan Mind Mapping®
 - The Buzan Laws of Mind Mapping®
 - Activating our Brain’s Native Language – using WImage
 - Finding Relationships

Day 2: Improving Teaching

- Improving Critical Thinking (Part 1)
 - Part-Whole Thinking
 - Cause and Effect
 - Relationships
- Improving Critical Thinking (Part 2)
 - Compare and Contrast
 - Generalising and Conceptualising
- Improving Cooperative Learning
 - Designing Lesson that uses Mind Maps® to increase accountability and clarity
- Improving Metacognition
 - Marking Thinking Visible
 - Counselling
- Improving Creative Thinking
 - Definition of Creativity
 - Conditions of Creativity

Day 3: Improving Teaching

- Creating Memorable Lessons
 - How the Brain recalls a lesson (RDL)
 - How the Brain forgets a lesson (RAL)
 - Applications for Lesson Structure
 - Application for Revision
- Improving Understanding
 - Mind Mapping® in Real Time
- Improving Mind Map® Skills
 - Word/Picture Fusion
- TEFCAS
 - The Juggling Metaphor
- Critique of Mind Maps®
- Defence of Mind Maps®

Day 4: Putting It All Together

- Improving Quality of Mind Maps®
 - Assessment of Mind Maps®
 - Assessment of student’s quality of thinking and understanding
- Creating the “Brain Friendly” Classroom and lessons
 - The teacher
 - The student
 - The others
- The continuing journey to “Thinking School Learning Nation” and “Teach Less Learn More”

Methodology

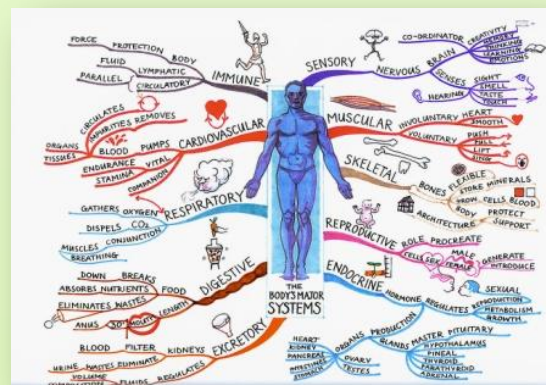
The BLI Pre-certification Course will be lively and highly interactive. It requires extensive participants’ involvement with hands-on exercises to practice the techniques. The workshop will comprise:

- Lectures / presentations
- Individual and small group exercises and discussions
- Self-awareness questionnaires
- Brain-breaks
- Games and activities
- Questions and answers sessions

Programme Specifications

The Programme includes:

- Pre-certification workshop fees for 4 days (all day meals provided)
- Materials (workbooks, Trainer CDs and Tony Buzan’s books)
- BLI practice workshop evaluation
- Instructor license and royalties payable to Buzan Worldwide



Mind Map® on ‘The Body’s Major Systems’

C. Buzan iMindMap™ Licensed Instructor

Pre-requisite:

The Buzan iMindMap™ Licensed Instructor course certifies and equips BLIs with the skills and license to offer Buzan Computer Mind Mapping Training to their participants. Participants must be certified with the Buzan Licensed Instructor (Business or Education) before embarking on this course.

Course Outline

Day 1: End-User Workshop

- Types of Brain Tools
 - Hand drawn versus Computer Mind Maps™
 - Types of Mind Mapping® Software
- Revisiting Buzan's Mind Mapping®
 - Buzan Laws of Mind Map®
 - Significance of One Keyword per Branch
 - Hands-on Practices
- Applications of Mind Maps®
 - For Work
 - For Personal Learning
- Introducing Buzan iMindMap™ Software
 - Basic Features
 - Branch Navigation and Viewing Capabilities
 - Inserting Text and Images from Libraries
 - Tools: Sketch Pad, Notes Editor, Speed Mind Mapping®, Search
 - Linking to other media
 - Exporting to other formats
 - Printing
- Advanced Features
 - Presentation
 - Project Management
 - Tips and Tricks
- Technical Information
 - Setup and Configuration information
 - Compatibility with other equipment
 - Support and Maintenance
- Case Study
 - Note Making and Note Taking
 - Brainstorming
 - Presentation

Day 2: Instructor Workshop

- Other Brain Tools and Mind Mapping® Software
 - Features Comparison Table
 - Technical and Pricing
- Buzan iMindMap™ Know-How (in-depth)
 - Special Product Features
 - Current Versions and Upgrade
 - Known Glitches, Bugs and Limitations
- Conducting the iMindMap™ Workshop
 - Setup and Preparation for materials and equipment
- Developing the Sales and Marketing Strategy
 - Promotions and Marketing Strategy
 - Selling the Training and Product
 - Pricing issues
 - Types of Markets
- Managing Pre and Post Sales
 - Type of Software Licensing
 - Pricing Table
 - Supporting Technical setup
 - Frequently Asked Questions

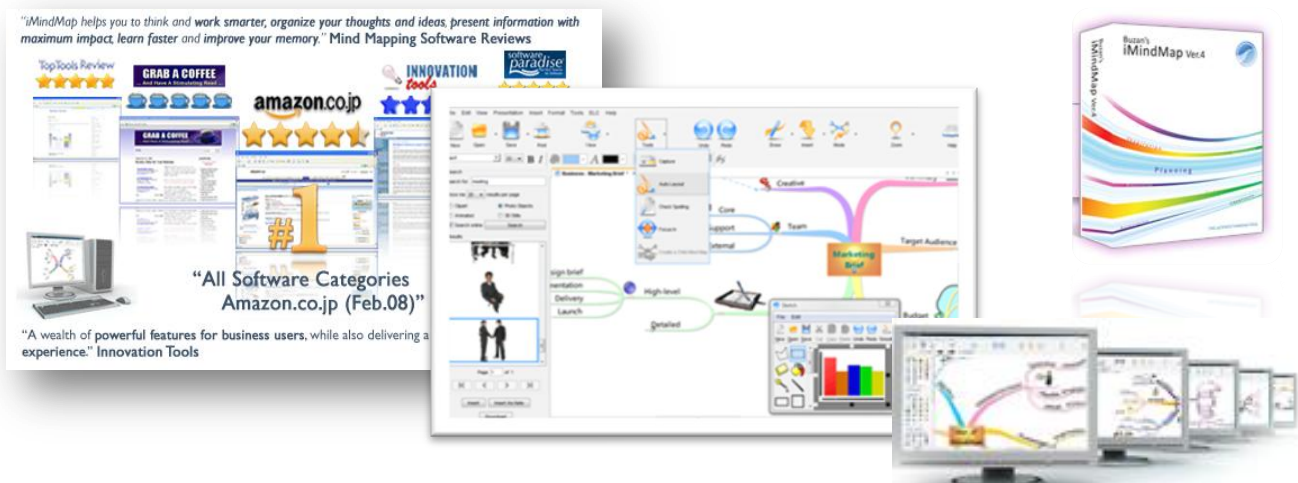
Programme Specifications

The Programme includes:

- Pre-certification workshop fees for 2 days (all day meals provided)
- Materials (workbooks, Trainer CDs, lesson notes)
- Buzan iMindMap™ software license
- BLI practice workshop evaluation
- Instructor License to conduct Buzan Computer Mind Mapping® training

Methodology

- Participants to bring their own computer laptops for hands-on session



D. Advanced Buzan Licensed Instructor

Pre-requisite:

The Advanced BLI Certification course equips and licenses BLIs to offer the Buzan Memory Techniques and Buzan Speed and Range Reading trainings to their participants. These two powerful courses combined with Mind Mapping® and TEFCAS will create a synergetic effect in meeting clients' needs for a total Mental Literacy programme. Certified Buzan Licensed Instructors with at least 1 year of conducting Mind Mapping® workshops before embarking on this course.

Course Outline

Day 1: Introducing Memory

- What is Memory?
- Theories of Memory
- Memory Techniques
 - a. Number-Shape Peg System
 - b. Roman Room System
 - c. Story Boarding
 - d. Major System
- Recall After Learning
- Recall During Learning
- Remembering Faces and Names

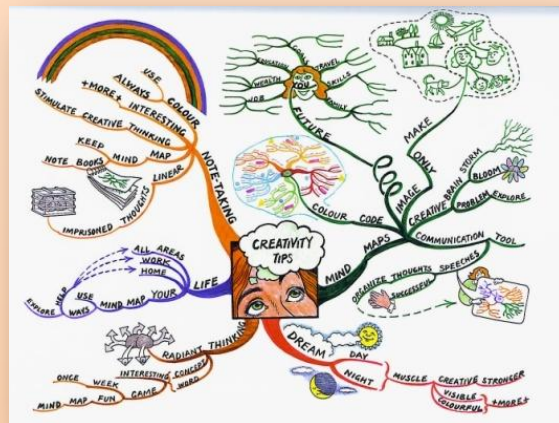
Day 2: Introducing Speed and Range Reading

- Why learn how to Speed Read?
- Getting Your Initial Reading Speed
- The Four-Speed Technique
- Relativistic Nature of the Brain
- Tabulating Your Reading Speed

Programme Specifications:

The Programme Includes:

- 2-day Pre-certification workshop fee (all meals provided)
- Materials (workbooks, Trainer CDs and 2 Tony Buzan's books)
- BLI practice workshop evaluation
- Instructor License to conduct Buzan Memory and Buzan Speed Reading trainings



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Buzan Instructors in action...

Buzan Licensed Instructor Registration

Becoming a certified Buzan Licensed Instructor (BLI) is rewarding, personally and professionally. You will benefit from an in-depth understanding and applications of the Buzan Brain Smart techniques. **So take action and sign up now!**

I am interested in the following Programme (please select):

Programmes	<input type="checkbox"/> A. Buzan Licensed Instructor for Business Duration : 5 days from 9am to 5pm Date : 12 April to 16 April 2010
	<input type="checkbox"/> B. Buzan Licensed Instructor for Education Duration : 4 days from 9am to 5pm Date : 12 April to 15 April 2010
	<input type="checkbox"/> C. Buzan iMindMap™ Licensed Instructor Duration : 2 days from 9am to 5pm Date : 15 and 17 April 2010
	<input type="checkbox"/> D. Advanced Buzan Licensed Instructor Duration : 2 days from 9am to 5pm Date : 29 April to 30 April 2010
Registration Form	Applicant Name _____
	Designation _____
	Company _____
	Address _____
	_____ Postcode _____
	DID Tel No. _____ Hp No. _____ Fax No. _____
	Email _____

Note:

- Please refer to your respective Buzan Centre for programme fees.
- Participant will be required to submit his or her Personal Resume to complete the registration.
- Training venue will be confirmed with Participants two weeks before the commencement date.

Please fax form to your respective Buzan Centre.

For Singapore application, please fax to 6258-6234 or email to support@buzanasia.com.



Buzan Asia Pte Ltd

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