

Operating Update Special on MindManager®



<http://www.operating-sooner.com> ♦ 913-397-8071 ♦ 1-877-SOONER3

Take Your Team Further, Faster with MindJet MindManager

Make the most of your team's efforts with MindManager from MindJet, the leading provider of software for visualizing and managing information. Capture individual and group creativity with MindManager's visual and naturally dynamic system and boost productivity, efficiency, coordination, and sales. Bridge the gap between enterprise information, business process, and team collaboration.

MindManager maps have a central topic with supporting main topics and sub-topics that capture the "big picture" and expand for topic enrichment as needed for clarity. Interfaces to Microsoft Office and ACT! by Sage along with many other popular applications without cut and paste and their inherent, linear thinking restrictions makes MindManager a starting place for brainstorming, project management, sales forecasting, meeting productivity, and individual focus.

With Mindjet MindManager, Enterprises can:

- Visually represent complex information to save time, increase understanding, and plan more effectively
- Make faster, better-informed decisions using common, concise views of information—no matter where information resides
- Streamline cross-functional business processes
- Seamlessly transfer knowledge and transform it into enterprise-wide action
- Communicate strategic plans and objectives to all shareholders

Cultivate Ideas and Put Them to Work with Mindjet MindManager by

- Evaluating strategic options and make informed decisions
- Seeing the "big picture" view of critical information
- Communicating consistently, clearly, and effectively
- Distilling complex information into essential, prioritized points
- Capturing and leveraging knowledge capital
- Turning corporate objectives into blueprints for action

Strategic Business Planning	Goals and Targets	Brainstorming	Business Plan

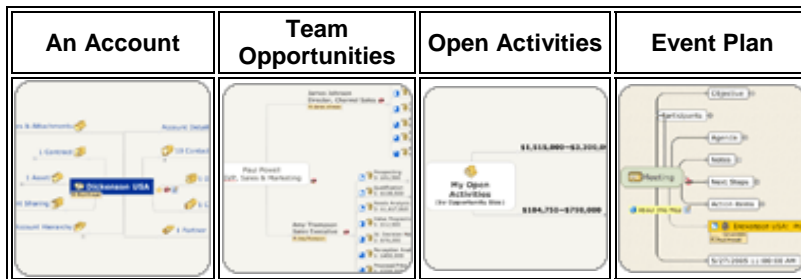
Support Quality Improvement from Lean to Six Sigma with Mindjet MindManager by Being Able to

SWOT Analysis	Six Sigma Overview	5 Whys	Six Sigma Process

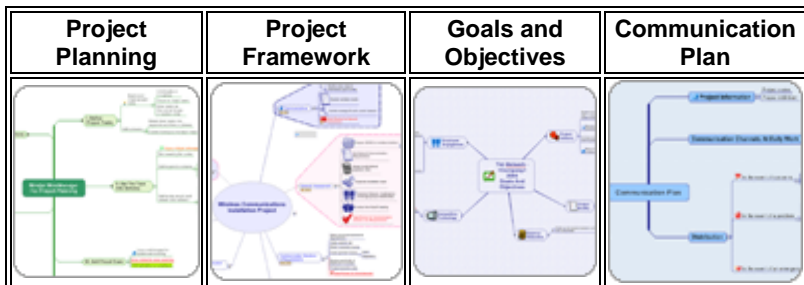
- Easily create cause-and-effect diagrams and risk-assessment maps
- Generate, record, and organize product plans and improvements
- Link to surveys, Microsoft® Project plans, and related documents
- Visually organize and present process-specific and contextual information

Connect the Information You Have to the Results You Want with Mindjet MindManager and Increase Sales by

- Better analyzing individual and team pipelines
- Quickly devising closure strategies
- Implementing best practices across teams
- Capturing customer requirements



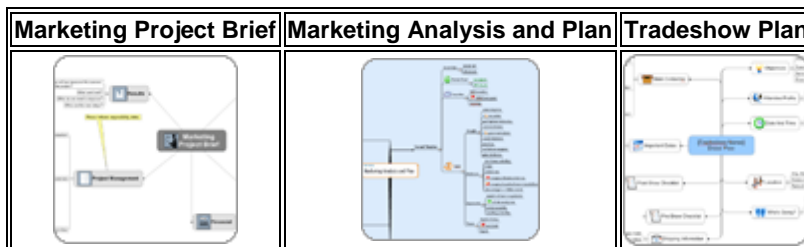
Tame Wild Projects Wherever You Find Them with Mindjet MindManager by Being Able to



- Link to and integrate with Microsoft® Project and other tools
- Brainstorm various approaches to achieving project objectives
- Conduct risk and scenario analysis
- Keep team members informed of project scope and timeline
- Boost team collaboration and productivity
- Identify project obstacles and key success factors

Capitalize on Great Ideas with Mindjet MindManager Through

- Brainstorming individually and in teams
- Mapping out brand and product positioning
- Developing and implementing event plans
- Profiling your target audience
- Assigning tasks and managing them to completion
- Evaluating strategic direction
- Performing competitive analysis



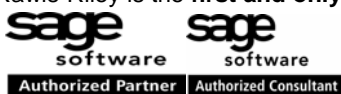
To see MindJet MindManager in action visit www.operating-sooner.com. Call **Operating Sooner, Inc.** at **913-397-8071** to start mapping the way you and your team really approach thinking about any project and start realizing your marketing plans immediately.

Take the Next Step in Changing Your Approach to Contact Information

MindManager for ACT! by The New Hampton Group delivers, with a single mouse click, a MindManager map for ACT!'s current contact, group, or company and the optional notes, history, activities, and opportunities that may be refreshed with updated ACT! information. MindManager transforms the linear ACT! information into a map that facilitates sales and account strategy. It is the only way to grasp the actions that are being taken to close the opportunity and facilitates the necessary brainstorming to bring the opportunity to outcome.

Call **Operating Sooner, Inc.** at **913-397-8071** for more information about changing your approach to working with contacts and putting MindManager for ACT! into action for your team.

Becky Rawls-Riley is the **first and only** Kansas



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Serving businesses seeking realized marketing plans.
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