



## Jürgen Schulze Uses MindMeister as the Basis for Almost All of His Communicational Work Within His New Business, TechHarbor.

*"There is no mind mapping tool more sophisticated and user-friendly than MindMeister. I practically force it onto everyone I work with. Some people are skeptical at first, but our increase in productivity and efficiency speaks for itself."*

**Jürgen Schulze**, Partner TechHarbor

### At a Glance...

- ★ Collaborating with clients instead of presenting to them
- ★ Bringing structure into chaos
- ★ Optimizing communication within the company

### Website

[www.techarbor.com](http://www.techarbor.com)

### View Sample Map

Jürgen Schulze is a German based information security expert and together with his two partners has just co-launched the company TechHarbor, which focuses on identity access management, data protection and compliance corporate governance. He has been using MindMeister to plan and organize the launch and has made it the company's go-to tool for project management, collaboration and presentation.

"For the first twenty years of my career I tried to press all information into neat little lists with bullet points and wondered why I constantly got lost in them," Jürgen says. "Then I started working with mind mapping software and it was as if I had stumbled upon a way to represent my thoughts on the screen, only structured. TechHarbor wouldn't have been possible without MindMeister. We've used it for all kinds of content planning, from the first draft of our business plan back in 2008 to the creation of the company's website."

### Uses & Benefits

The most useful feature to Jürgen is MindMeister's collaboration mode, which he uses to brainstorm with his partners in Rotterdam as well as clients. "When I work on a strategy with a client, I assign different colors to the two of us so we can visualize everyone's contributions when we're finished. Since I've been doing that, I've never had to face an upset client telling me that he can't find himself in the result."

He also employs mind maps for presentations at client meetings: "It's a psychological trick," he says. "Instead of showing a number of prefabricated slides like a monkey, I start off with an empty mind map and slowly build nodes and add keywords right in front of the clients' eyes. This way, they can not only follow my thought process better, but also feel like they are part of the developmental process." Jürgen has been with MindMeister from the very start and by now is managing six different accounts with over 5000 (!) mind maps.

### The Result

As a result of using MindMeister, Jürgen is able to be more efficient and productive when it comes to dealing with his clients as well as business partners. He saves immeasurable amounts of time and money by optimizing communication inside TechHarbor and avoiding unnecessary meetings altogether.