

Ideas for ***ACTION...***

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# Your Red Car List



## Setting the Direction

**Where are we going?  
Which way do we go?**





## IMAGINEERING





**The key is to see the Gap**

# IMAGINEERING

Who uses it?



# Imagineering Techniques

- **Creative Imagery**
- **BHAGs**
- **Mind Mapping®**
- **Process Flow Charts**
- **Image Collages**
- **Moment to Moment**
- **Obituary**
- **???**

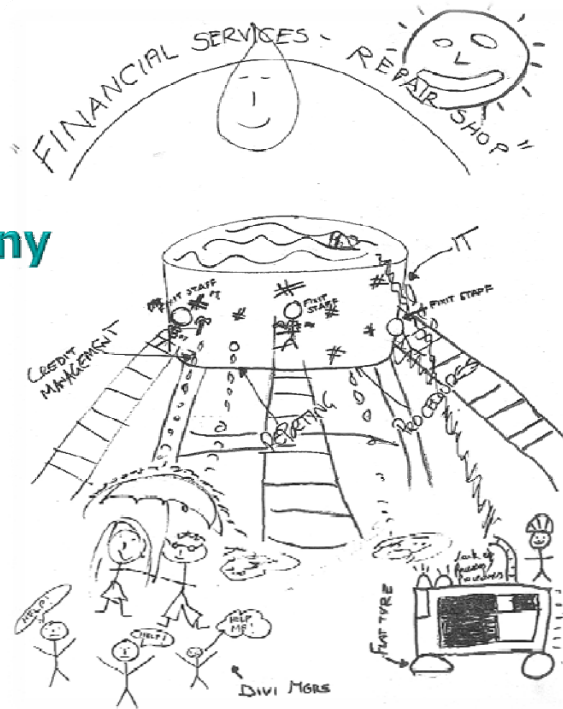


**Begin with the  
End in Mind**

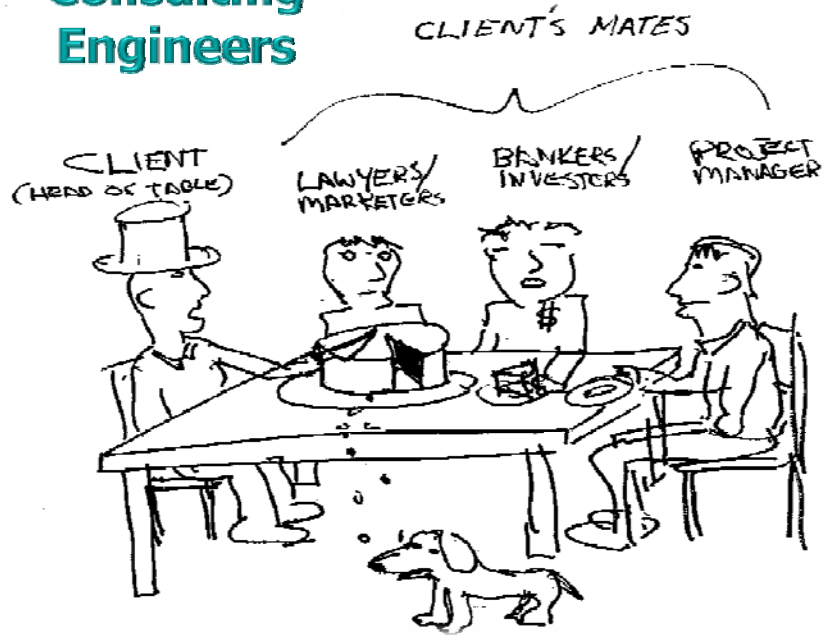
## Creative Imaging



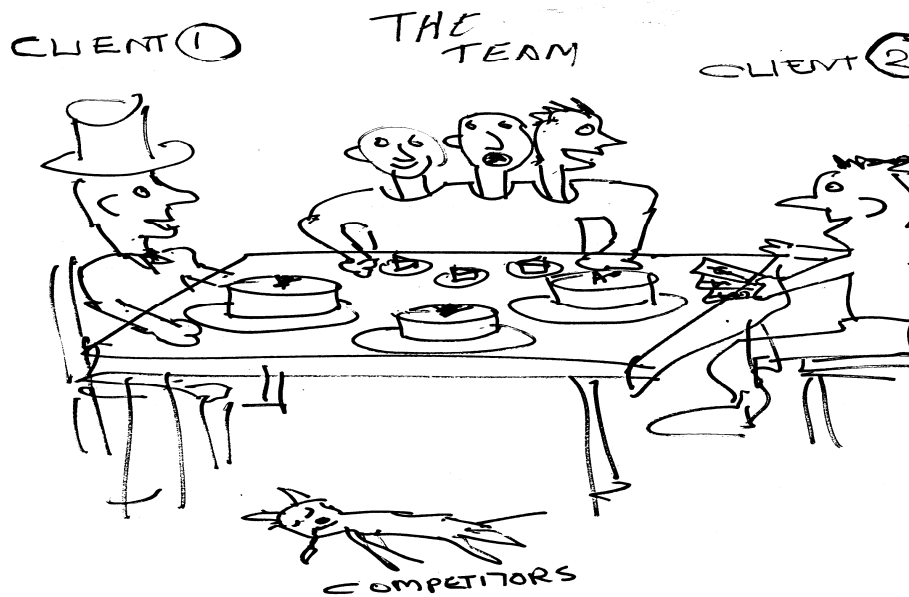
# Finance Dept Water Company

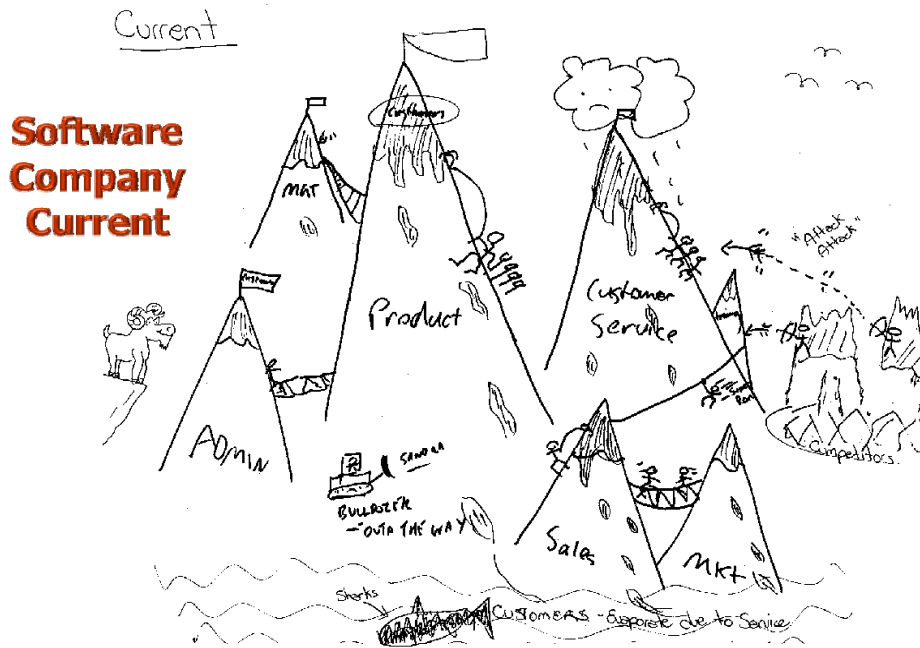


## Consulting Engineers

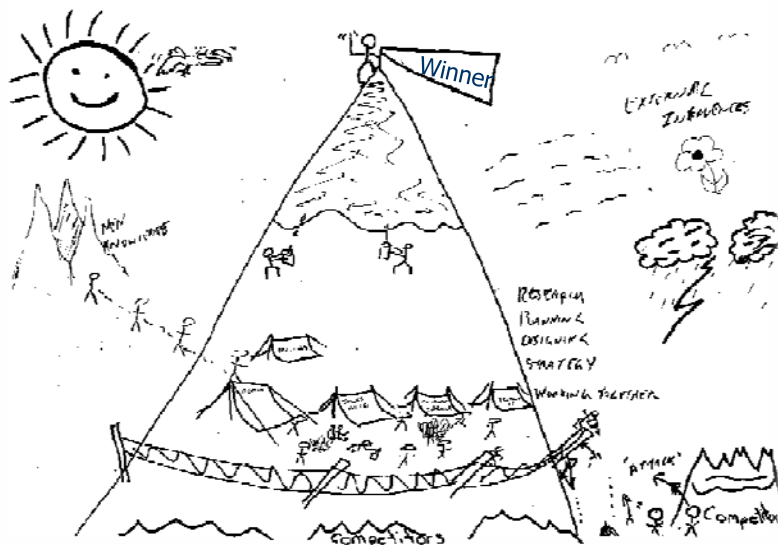


## Consulting Engineers





## Software Company Vision





**BHAGs**  
—  
**Big Hairy  
Audacious Goals**



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I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to the earth.

SPECIAL MESSAGE TO THE CONGRESS  
President John F. Kennedy, May 25, 1961



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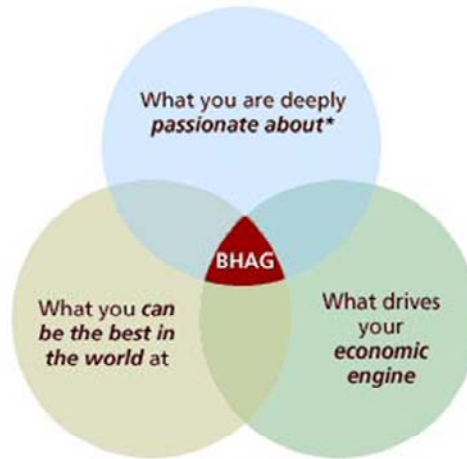
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# BHAGs

## Create Your Big Hairy Audacious Goals

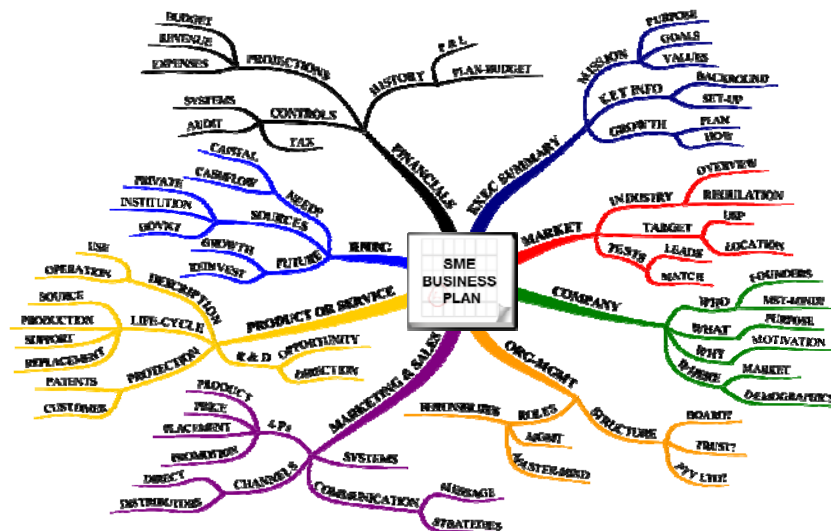


*\*Includes your core values and purpose.*

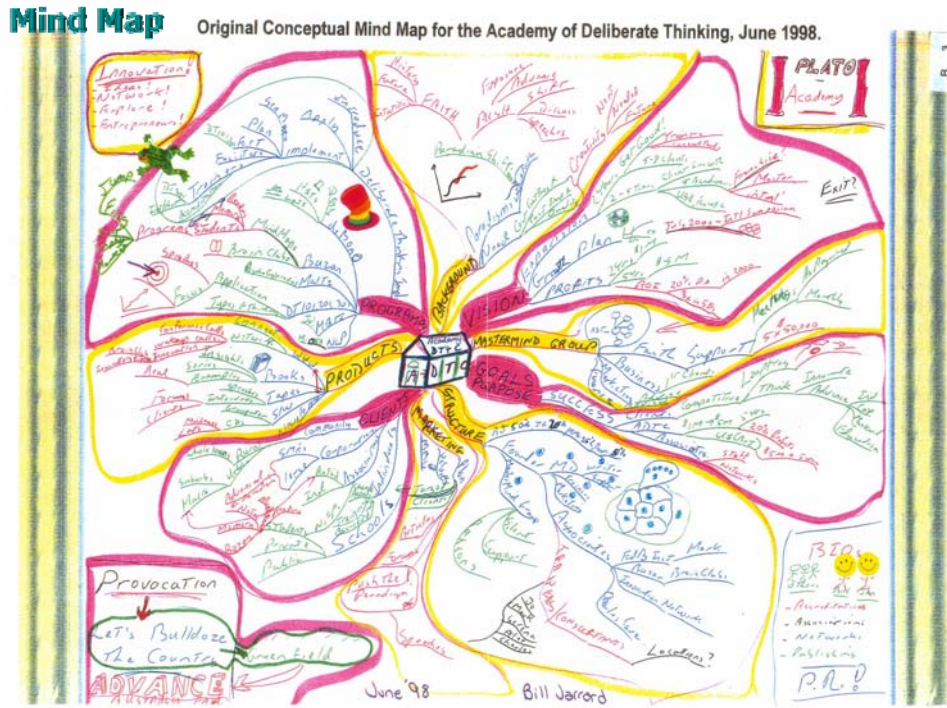
Jim Collins, Good to Great

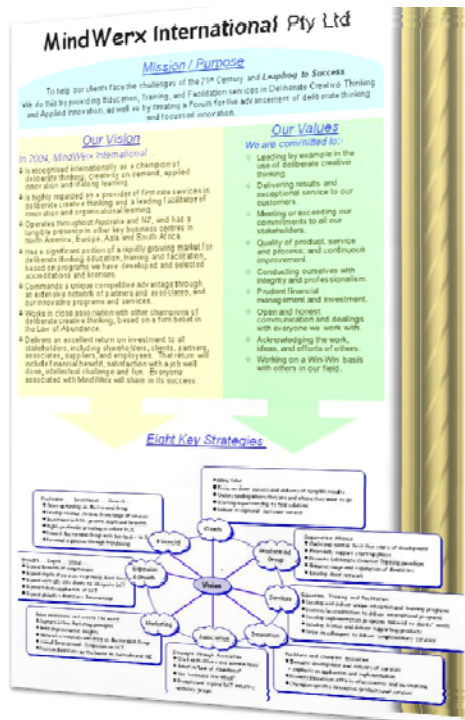
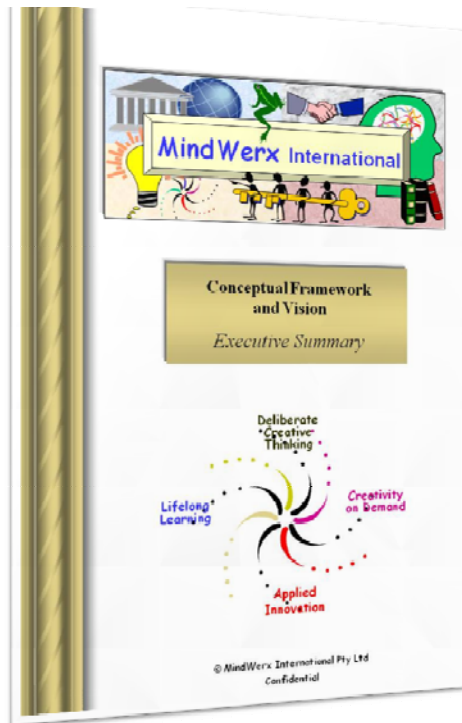
**What BHAGs can you set for yourself?**

# Imagineering with Mind Maps

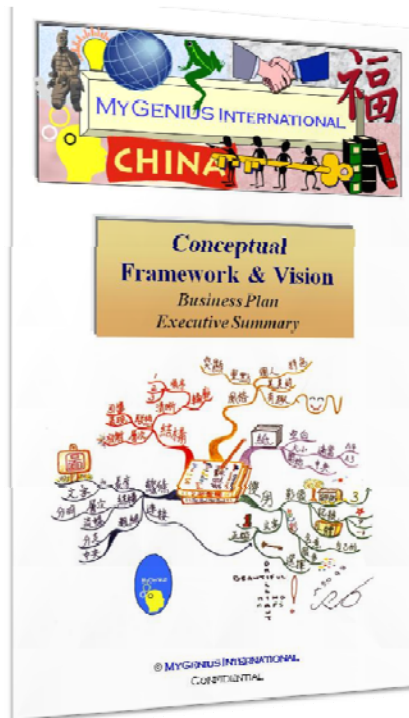
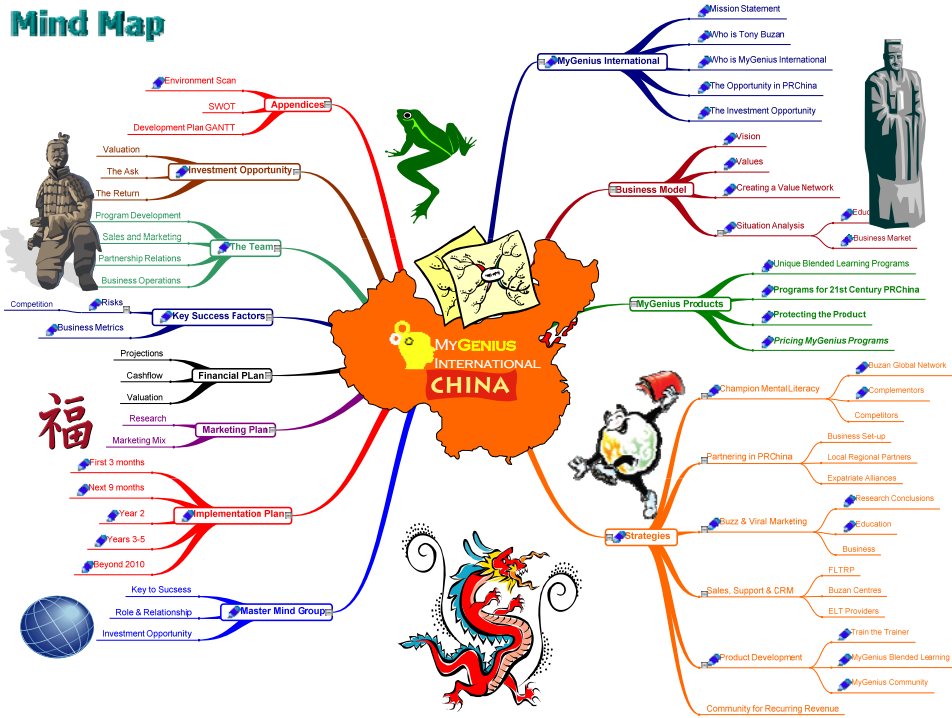














### BUSINESS MODEL, A VALUE NETWORK

MyGenius International is a cooperative Value Network business, based on the day-to-day process of products and programs disseminated into three synergistic markets by key marketing groups, being:

- Tony Buzan's two publishers – Foreign Language Training & Research Press (FLTRP)
- Buzan Centers, PRCs, to be initiated by Deng Hekao of Shanghai Tech Information Technology
- The top IELTS provider network – including Modern English, Wall Street English and others

Each partner is targeting a distinct and well-defined market, and MyGenius International will develop programs suitable for their specific customers, all based on the same Buzan mental literacy principles and teaching etc.

In addition, MGI will build, develop and maintain the MyGenius Online Catalogue which provides ongoing learning support for MyGenius program graduates, and will become the backbone for Dream, Global Mental Literacy, a PRC-based and potentially worldwide.

The teachers can partner, leveraging on MyGenius and financial projections require a very small investment to customers, for them and MyGenius International to be successful. A true Value Network!

#### Security IP & Delivery

MyGenius programs are delivered over a secured network from MGI servers and controlled by MyGenius IT facilities at point of sale. Delivery is monitored and automatic via Pre-Managed ED Learning.com. Facilities, teachers, and Customers, including any on-line progress.

### STRATEGIES FOR SUCCESS

Creating a new Value Network business in a rapidly changing economy such as PRCs, requires vision, boldness, well partnerships based on trust and a view to the long term. For MyGenius International, we also require creative design techniques, programs that will meet the demands of the future, and marketing approaches that will reach a new generation of customers. Below is an overview of MyGenius International's core strategies, and the following pages provide more information on our products and product development approach.

#### MyGenius Online

- Customized content creation, delivery
- Teacher training, support, development
- Customer support, feedback
- Marketing, promotion, sales

#### MyGenius EFL

- IELTS preparation
- Business English
- Academic English
- General English

#### MyGenius ETO

- English for Tourism
- English for Business
- English for Education
- English for Health

#### MyGenius PRO

- Professional English
- Business English
- Academic English
- General English

### FINANCIAL PROJECTIONS

Over the life of our business MyGenius International will deliver a wide range of programs and services. The chart below summarizes an estimate of program take-up and a simple P&L for the first year.

#### Teachers, students and programs

	2006/07	2007/08	2008/09	2009/10	2010/11
English teachers	712	82	122	172	212
Students taking classes	1,362	1,332	1,332	1,362	1,362
Classroom bookings	107,000	207,000	1,332	1,362	1,362
Classroom purchase	22	22	22	22	22
Classroom take-up	16,418	17,407	17,407	17,407	17,407

Potential revenue, expense, and profit projections for the planning periods, based on program estimates above, are summarized below. (Basic figures assume MyGenius International has strong individual partner working in China to support the growth.)

#### Revenue \$USD

	2006/07	2007/08	2008/09	2009/10	2010/11
Market fees	\$	\$	\$	\$	\$
Tuition	\$	\$	\$	\$	\$
Education Programs	\$	\$	\$	\$	\$
English	\$	\$	\$	\$	\$
Professional English	\$	\$	\$	\$	\$
Professional programs	\$	\$	\$	\$	\$
Other programs	\$	\$	\$	\$	\$
Market revenue	\$	\$	\$	\$	\$

#### Direct costs

	2006/07	2007/08	2008/09	2009/10	2010/11
Market fees	\$	\$	\$	\$	\$
Tuition	\$	\$	\$	\$	\$
Education Programs	\$	\$	\$	\$	\$
English	\$	\$	\$	\$	\$
Professional English	\$	\$	\$	\$	\$
Professional programs	\$	\$	\$	\$	\$
Other programs	\$	\$	\$	\$	\$
Market revenue	\$	\$	\$	\$	\$
Gross profit	\$	\$	\$	\$	\$

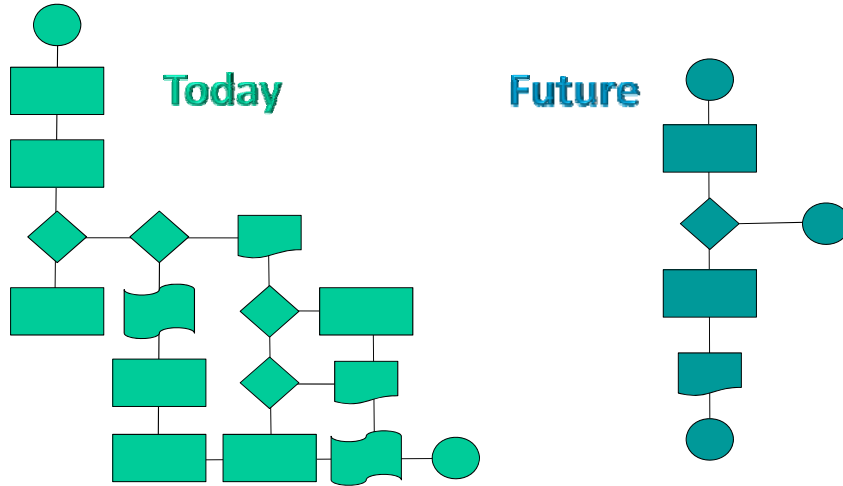
#### Overheads

	2006/07	2007/08	2008/09	2009/10	2010/11
Market fees	\$	\$	\$	\$	\$
Tuition	\$	\$	\$	\$	\$
Education Programs	\$	\$	\$	\$	\$
English	\$	\$	\$	\$	\$
Professional English	\$	\$	\$	\$	\$
Professional programs	\$	\$	\$	\$	\$
Other programs	\$	\$	\$	\$	\$
Market revenue	\$	\$	\$	\$	\$
Gross profit	\$	\$	\$	\$	\$

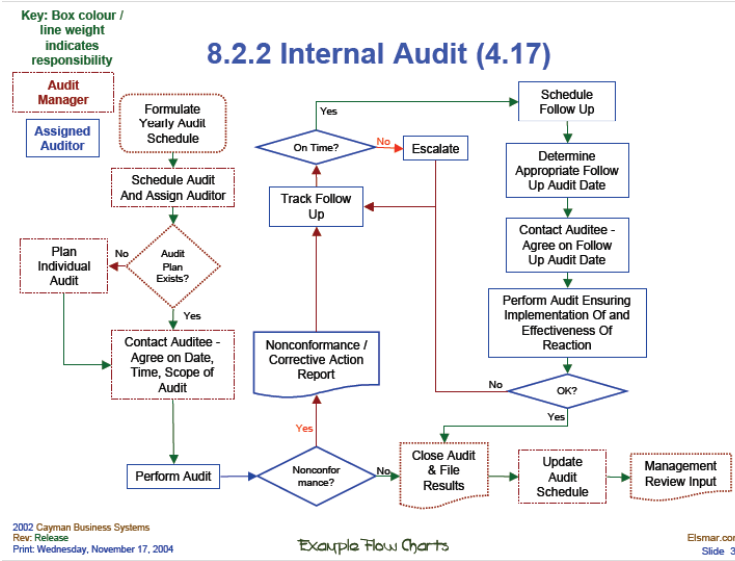
#### Financial Summary

Objective: To maximize profitability of business operations and achieve optimum return on investment

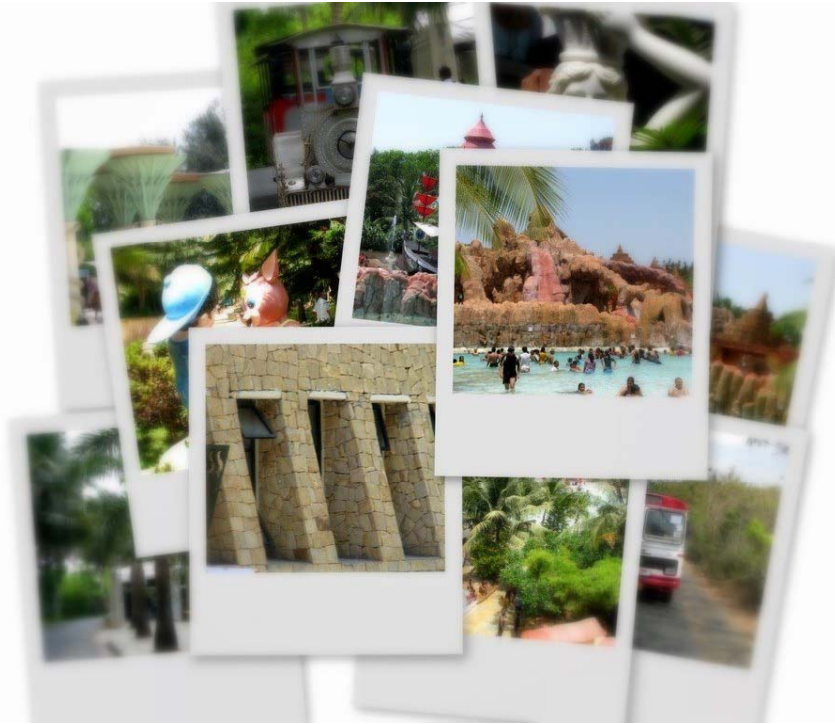
# Process Flow Charts



# Process Flow Charts







# Moment to Moment



# Moment to Moment Increases success



## Imagineering Activity



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