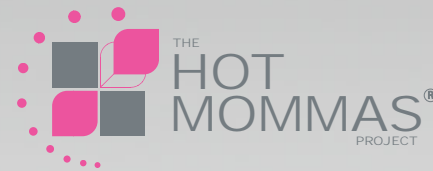
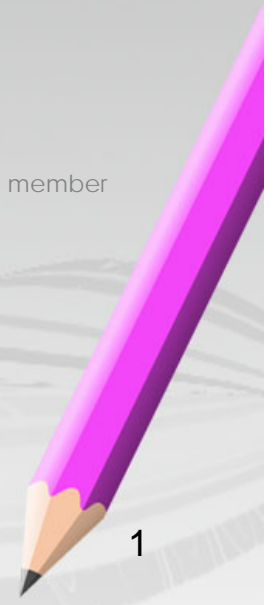
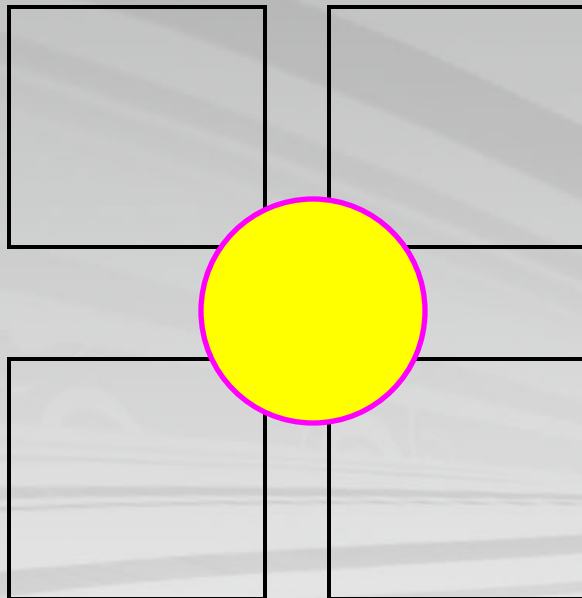


Mind Mapping *Workbook*

Women's Business
Leadership Seminar Series

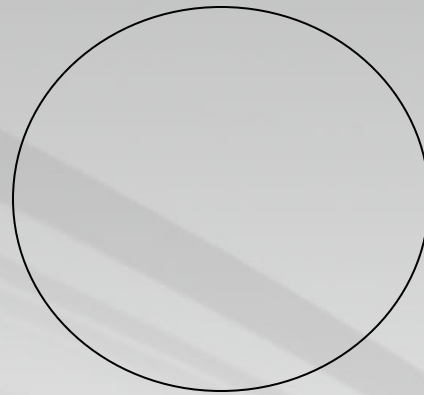


The research project of GW School of Business faculty member
Kathy Korman Frey

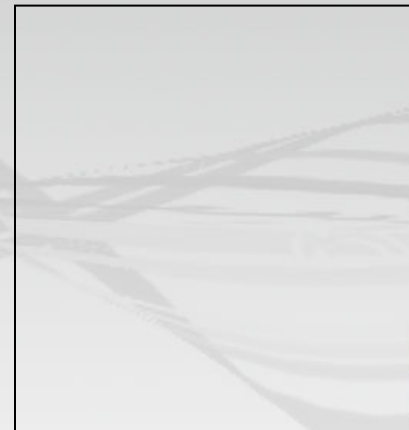
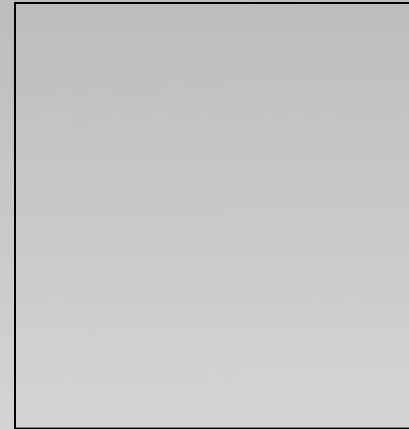
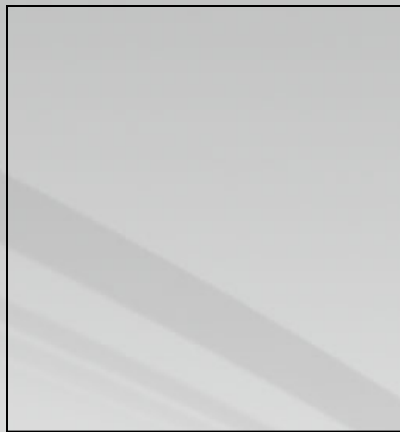
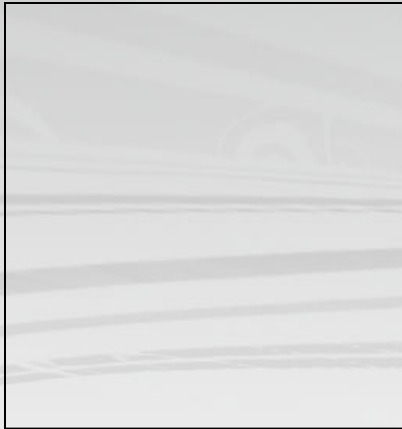
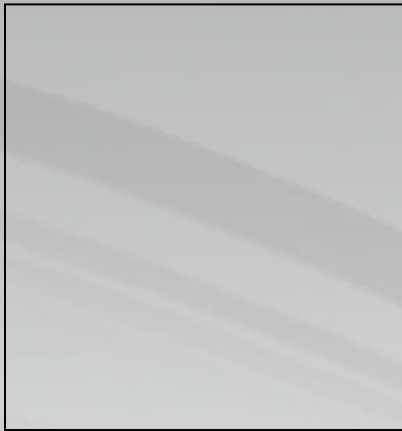


Brainstorm

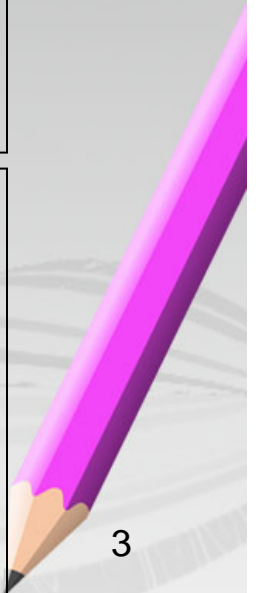
- Area of interest: Write in circle



Pick Cluster, Develop Ideas



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Elevator Pitch

- Description
- Need met/purpose
- Competitive advantage