



# Case Study Hewlett-Packard Consulting



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### ROI

Hewlett-Packard Consulting gains "an amazing business advantage" by quickly capturing the collective thinking of HP's large, multinational team.

### Company Profile

Hewlett-Packard is a leading technology solutions provider for consumers and businesses. HP Services, formerly HP Consulting, provides mission-critical infrastructure, services for open IT environments and enterprise-ready Microsoft® integration and support services. The IT services team consists of 65,000 professionals worldwide.

### Challenge

Keep Hewlett-Packard Consulting's 6,000 global business well-versed on technical issues from e-intelligence to IT infrastructure; help them tailor their consulting and client-relationship skills to their particular business environment.

## Global Meeting Management

### Complex ideas conveyed clearly and effectively across the globe

An organizational training consultant says that almost nothing helps your business more than being able to tap into the creative energy of your employees.

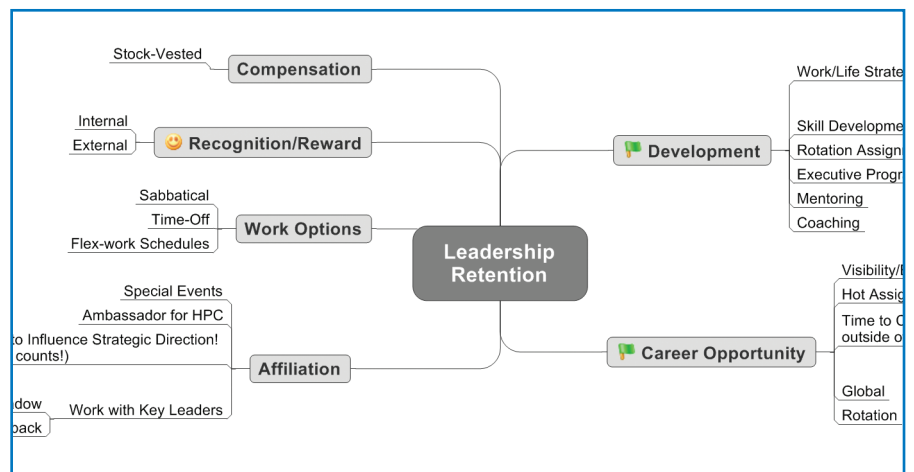
Debby McIsaac's job at Hewlett-Packard Consulting epitomizes the challenges of the international marketplace. As the manager of Global People Development, McIsaac is in charge of training 6,000 consultants who live and work all across the planet, speak scores of different languages, and operate in a multitude of business cultures. Her job is two-fold: make sure the consultants stay on top of technical issues from e-intelligence to IT infrastructure, and then help them tailor their consulting and client-relationship skills to their particular business environment.

### Key to success: Keeping it simple

The key to success, she says, is keeping it simple, and she uses Mindjet® MindManager® visual thinking tool to do just that. "When I lead a training session with people from so many different cultures, I start with a map I built with MindManager. The map keeps us from getting lost in the details. We stick to key concepts so everyone can stay on common ground. That works especially well with a global audience."

MindManager maps enable people like McIsaac to convey complex ideas in a very simple, visually appealing format. Not an outline that uses line after line of text, or a slide-based presentation that asks viewers to remember previous screens, MindManager maps use a system of text, graphics and icons to present complex ideas on one page.

For example, McIsaac built a Mindjet MindManager map to show her far-flung leaders how to help their management teams retain top talent. All on one map, she presents the key elements of talent retention: development, compensation, assignments, affiliation, work-life strategies. Each element is represented graphically as a branch off the central idea. To each branch, she has added icons that denote priority level, links to related Web sites or documents, or to text notes that provide quick information on that branch. Her one-page MindManager map is easy to understand, easy to remember-and packed with information.



Meeting organization and management with Mindjet MindManager

## Solution

Use Mindjet MindManager to manage meetings among HP's global consultants. Use key words, visual symbols and the spatial display of information to overcome language barriers; keep non-native-English speakers on "common ground."

## Product

Mindjet MindManager

## Key Features

- Drag and drop branches
- Microsoft® PowerPoint export
- Microsoft Word export

## Result

Debbie Mclsaac is able to capture and leverage the insight, experience and creativity residing in HP's global network of IT consultants.

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## Conveying top-line concepts

"I work with general managers all over the world who do not share the same language and have very different styles," Mclsaac says. "By using maps to convey top-line concepts, I can test and validate participants' various points of view: Does this general approach match their model, will that approach work in another consultant's country? I can quickly add to and delete from the maps as we go along, validating points of view and expanding the group's knowledge. By the end of the session, we have a vivid document that captures the sum total of all the knowledge in the room, presented in a way each participant can take home and put to use."

## Interaction through wall-sized maps

Mclsaac says she has developed a number of different ways of using these maps to interact with her audience. Her favorite, though, is taking advantage of HP's printing prowess to output wall-sized paper maps that meeting participants can walk right up to and edit with Magic Markers. After the meeting, she updates the electronic version of the map and e-mails the final product to each participant. Since Mindjet MindManager can also output maps in slide-based presentations and traditional outline formats, she can send participants the format that best meets their needs.

Mclsaac uses Mindjet MindManager for just about everything, she says: global training, documenting business practices, employee development, short-term and strategic planning, and preparing for performance evaluations. She's even using it to write a book.

## Capturing the creativity of brainstorming

On a more personal note, Mclsaac observes that "When you're starting a project – any project – you want to open up your thinking. You need to be able to brainstorm – and then you need to keep track of all the great ideas that popped out of everyone's minds in a million different directions. There is no way you can capture that kind of creative thinking using a traditional word-processing tool."

"Mapping naturally taps into the creative genius inside of all of us. Instead of having to force everyone's ideas into neat, tidy boxes, I use MindManager to capture the best thinking of our large, multinational teams. That is an amazing business advantage."

## Key desktop productivity tool

Mindjet MindManager is now one of Mclsaac's key desktop productivity tools – mostly, she says, because it's so effective in helping her meet her business objectives. But if you persist, she'll admit that she also uses Mindjet MindManager because "It's fun. You get to open up the creative side of your brain while you're at work. It's kind of like being a kid again...but don't tell anyone I said that!"



To find out how other leading organizations have benefited from Mindjet MindManager, visit [www.mindjet.com/casestudies](http://www.mindjet.com/casestudies).