



## Getting Things Done™ with TheBrain

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### Clear Your Mind

Get It Out of Your Head and into Your Brain

*“First of all, if it’s on your mind, your mind isn’t clear. Anything you consider unfinished in any way must be captured in a trusted system outside your mind, or what I call a collection bucket, that you know you’ll come regularly back to and sort through.”*

David Allen, Getting Things Done



<http://www.thebrain.com>

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# Take control of your life and business by visualizing all your open loops, tasks and ideas outside your head and in your Brain.

TheBrain frees your mind from the stress of your daily tasks and remembering so you can focus on the bigger picture.

Using your digital Brain is like cruising through a Web of your thinking. See new relationships. Discover key connections. Activate any piece of information within seconds. Use TheBrain as your trusted system for GTD. Capture your goals, track your tasks, set Thought reminders and hone your thinking so you can clear your mind and get things done.



## Create your visual workflow of Thoughts from start to finish with TheBrain...

### 1. **Collect** everything that is running around in your head in TheBrain's Thought network

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TheBrain makes information capture and brain dumping fun. With its stunning visual interface your actions and tasks stand out for easy reference.

### Capturing Details with Notes and Attachments

Using TheBrain to capture your actions lets you add notes to your Thoughts for those little snippets of information from your meetings or for jotting down the phone number you'll need when you place your next order from your supplier. Adding file attachments to your Thoughts lets you link in all relevant supporting files and web links that may be the inputs or outputs of your actions.

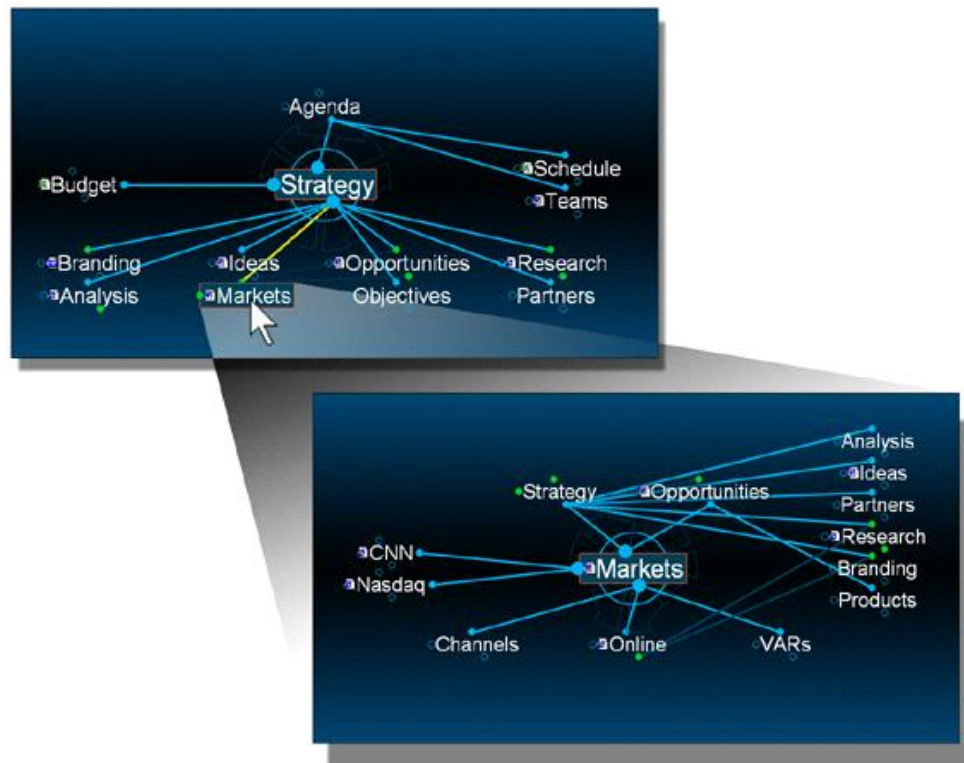
## 2. Process everything in a conceptual space native to your way of thinking

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TheBrain organizes information in an associative network that mimics human thought. The interface visualizes key information relationships, enabling you to convey the broader context of thinking behind your information.

### Visualizing Information Flow

In contrast to folder systems and conventional mind maps, TheBrain provides the ability to display information in multiple categories with associative relationships. TheBrain uses a new data format called Thoughts. A Thought can be linked to any other Thought and can represent any type of digital information including documents, emails or web pages.



Clicking on a Thought brings it to the center of the display and all related pieces of information surround it for maximum focus and clarity.

- Move beyond traditional hierarchical data storage.
- Any item can be linked and accessed from multiple access points.
- Flexible display invites exploration and discovery.
- No digging through cumbersome directory trees or file/folder structures.

As you navigate through data, the information displayed on the screen is always related to the selected item. TheBrain lets you follow a train of Thought, flowing from one item to the next.

### 3. Organize all your tasks and ideas in TheBrain's infinitely scaleable network display

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Almost all interfaces today, with the exception of TheBrain's visual user interface, are limited to organizing information into hierarchies, where a piece of information can only be categorized in one place. However, your projects and ideas may have a variety of implications, attributes, updates and contingencies – with conventional hierarchies you will miss key connections.



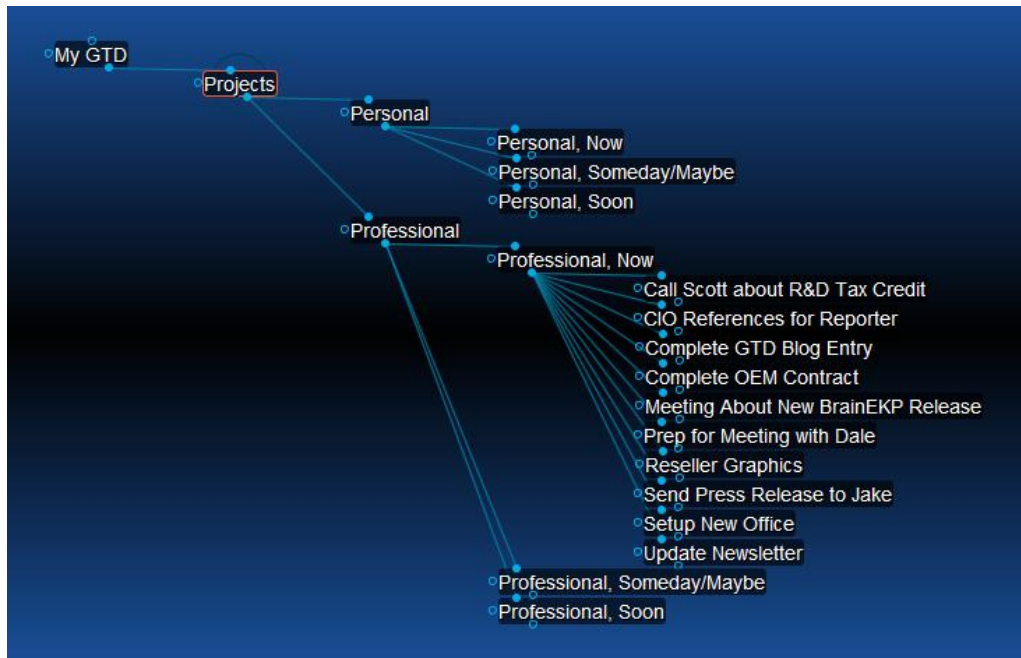
TheBrain's visual interface is ideal for organizing all your open loops and ideas. You can visually capture your thinking and all the right relationships for your projects.

#### Easy Project Management and Natural Planning with Thoughts

With TheBrain's visual interface you can create an all encompassing view of your projects to see even the most complex relationships more intuitively. Your project brain will help you take control of your information and execute more effectively.



Create a "Projects" Thought with child Thoughts for each of your projects. It is useful to break projects into personal and professional subcategories and then into short term (say within the next 3 months) medium term (within a year) and long term (longer than a year) groups. This will allow you to review your nearer term projects more often while keeping an eye on longer term goals. You can create Thoughts such as "Now", "Soon" and "Someday/Maybe" to designate timeframes.



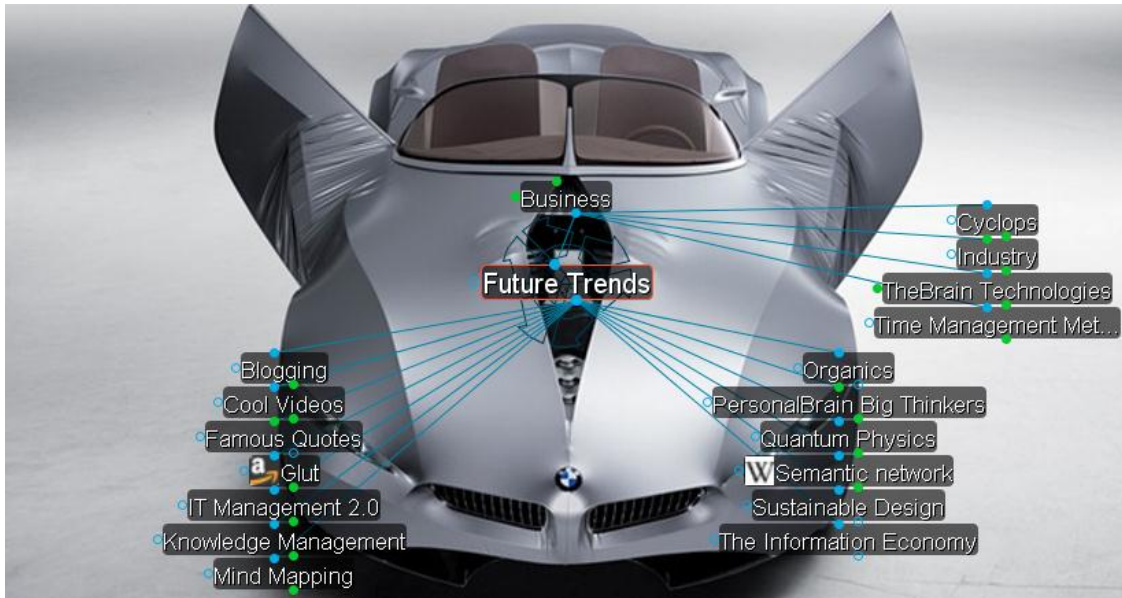
For some projects, you may have documentation, lists of goals, brainstorming that you need to do and more. TheBrain naturally fills these needs with its ability to attach virtually any type of digital information to your project Thoughts. You can keep all of your short term projects at hand by creating pins for the “Personal, Now” and “Professional, Now” Thoughts.

### Unlimited Brainstorming and Inspiration

By seeing and exploring all possible outcomes TheBrain takes your project brainstorming to the next level. This can be done as a group with TheBrain projected on your conference room wall, through a Web meeting or individually on your desktop. Start creating Thoughts for all ideas. Under these Thoughts create child Thoughts that your initial ideas might lend themselves to. Use the expanded or outline view to enable everyone to see everything. You can create pro and con Thoughts to help your analysis. During later stages you can use Thought types with colors and icons to highlight the best ideas.



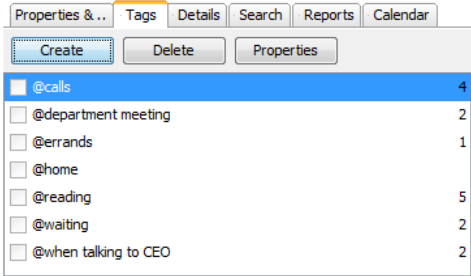




One Thought can lead to a cascade and convergence of many others, often leading to the most innovative and insightful ideas. This is why so many Brain users have one very large Brain that is literally their digital Brain on their computer. TheBrain is your mental space to make connections, remember things and act on your knowledge.

**Visualize and Zero in on Your Next Actions**

TheBrain enables you to create Thoughts for each action in the context in which you will execute it. Actions can also be tagged with a context based on when they are done so that you will be reminded to do them when most appropriate. For example, you might create tags for “at the mall”, “when talking to Marie”, or “errands”.



Using tags is useful for tracking actions because you can easily see how many outstanding actions there are for each tag in the tags tab.

Of course, you can easily pull up the list of actions for any tag by typing the tag’s name into the instant activate feature or by clicking on the tag.



Tags will also be visible when you look at the list of actions for any project, giving you a quick overview of the types of outstanding activities you have for each project.

Throughout your day, TheBrain is always there so whenever you have something to capture, you can add it in immediately. Use tags to bring up the lists of actions you can execute as relevant contexts present themselves. Usually these tags are temporary and should be cleared when the action is completed. This keeps your list of outstanding items clean.



### TheBrain as Your Unlimited Filing and Reference System for GTD

Critical to GTD is having a reliable reference system so you are comfortable putting things away and getting them off your mind. This is the place for things in your day that do not require immediate action but need to be kept and organized for future reference. TheBrain is an ideal knowledgebase for any material or ideas you might call upon or need at a later date. You can drag and drop files and add ideas for future reference knowing you can activate them at any time when needed.

One of the advantages of TheBrain's visual interface is that one document can be linked under multiple categories and ideas. This will help you fully conceptualize your files and link all relevant Web pages in a way that reflects your project processes.



## 4. Review your weekly stuff in TheBrain

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TheBrain makes reviewing your actions and projects fun. David Allen recommends reviewing all of your projects weekly and next actions daily or whenever the opportunity to execute a particular context presents itself. There is a waterfall cycle in the review process: actions are reviewed daily and executed, current projects are reviewed to generate actions, near term projects are reviewed to generate current projects, and long term projects, which may include less well-defined goals, values, or even an overall vision, are reviewed to set near term projects. TheBrain's easy linking and unlinking lets you move projects and relate them. You may find TheBrain's outline and expanded views to be very useful for these review processes.

### Thought Reminders and Built-in Calendar So You Can't Forget

TheBrain has a built in calendar for time sensitive actions. TheBrain's reminders will alert you when this action is due. For actions that are not tied to a particular time, you can create child Thoughts for them under their project. This will allow you to easily see all the actions associated with each of your projects. Actions that are associated with more than one project can be linked to multiple parent projects.

### Track and Manage Pending Items Visually

You can capture pending items under your "Waiting for" Thought. Sometimes you have things to do that you can't do yet. David Allen calls these "waiting for" items and in many cases they will be associated with a person who is working on something that you need. Of course, you can break out categories under this Thought also if necessary. This Thought will be paramount for ensuring appropriate follow-up from those you are relying on.



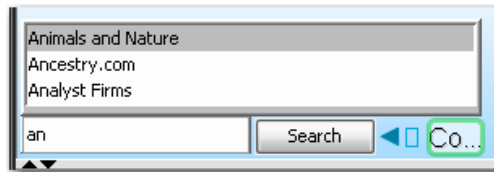
Often you might be waiting for a reply to an email. With TheBrain's web mail and outlook integration you can drag and drop these emails under your "Waiting for" Thought. Even if you have forwarded these emails on to the right person this gives you a reassuring way to track responses without having to search through sent items or email folders. The "Waiting for" visualization also lets you stay proactive about getting what you need done even when you have delegated tasks to other people.



## 5. Do. *Your results-focused Brain will transform your Thoughts into actions*

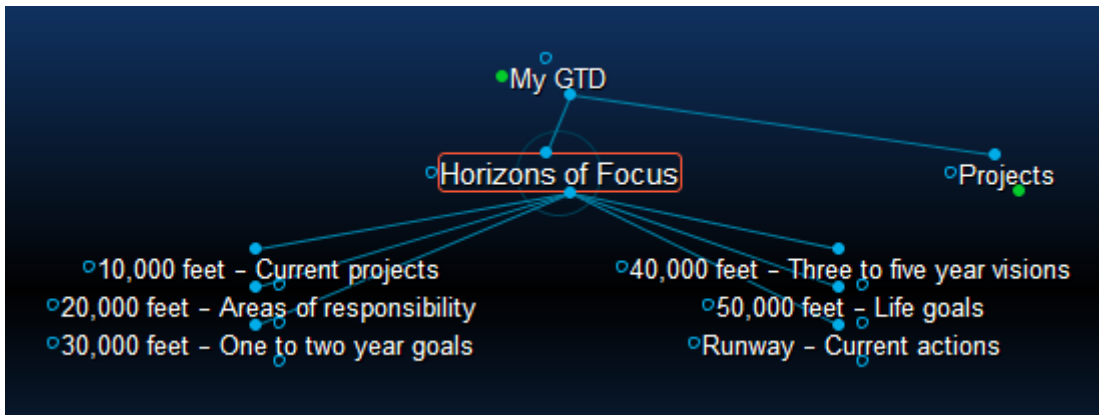
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Now thinking is doing. With your results-focused Brain you can increase productivity without dropping the ball. TheBrain's Instant Activate search gets you ready for anything. Just type in the first couple letters and up pops the Thought you need. Then simply click on that Thought and you're exactly where you need to be in seconds. This gives you the ability to get to any Thought and its related content in seconds. This is especially critical if you are juggling multiple projects or tasks. Anyone who needs to shift contexts, respond and bring up information quickly will love this feature.



Your Brain moves to the right Thought, you get the information you need and see related connections. So in addition to fast information access you get this "ah ha" feeling. Because in addition to getting the detail you need, by seeing how your information fits into everything else, you gain a sense of control, an immediate visual briefing on how things are related.

By gaining a complete picture of all information resources you can make more informed decisions driving innovation and operational efficiencies that will automatically elevate you to your next level of focus.



## ***Stress Free Productivity with Your Digital Brain***

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For all your “Horizons of Focus” TheBrain will help you rise above the fray of your daily task lists and enable you to act with a more informed view and efficient modus for your business and life.

Doing happens with TheBrain because you can:

- Easily capture and leverage existing information assets
- Free your mind from project, task and idea clutter
- See and find information that would be overlooked
- Simplify and understand complex business processes and perspectives

Now in terms of your life benefits, well that’s another story. With TheBrain there’s no limit to the number of Thoughts or ideas you can add. So you can literally create your digital memory for anything and everything. You will be able to go from your 50,000 ft view to see and find the smallest details that would otherwise be forgotten. You will think more clearly and work more effectively because you can have it all in your Brain.

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TheBrain, visit  
<http://www.thebrain.com>

