



## Clearer thinking

- **WHAT** happens? **WHY** does it happen? **HOW** does it happen?

Knowledge Genes will help you get a clearer understanding than other techniques - focusing you on the fundamental questions that need to be asked and answered - **WHAT? HOW? WHY?** - eliminating verbosity, vagueness and ambiguity. In today's busy world, we just don't have time to waste on longwinded communication. Knowledge Genes significantly improves the communication process of individuals and teams because it focuses on these fundamental questions.

### 1 Use **WHAT-HOW-WHY** thinking to create your mind map

Asking **WHY** really gets you thinking - it's only when you know **WHY** that you truly understand.

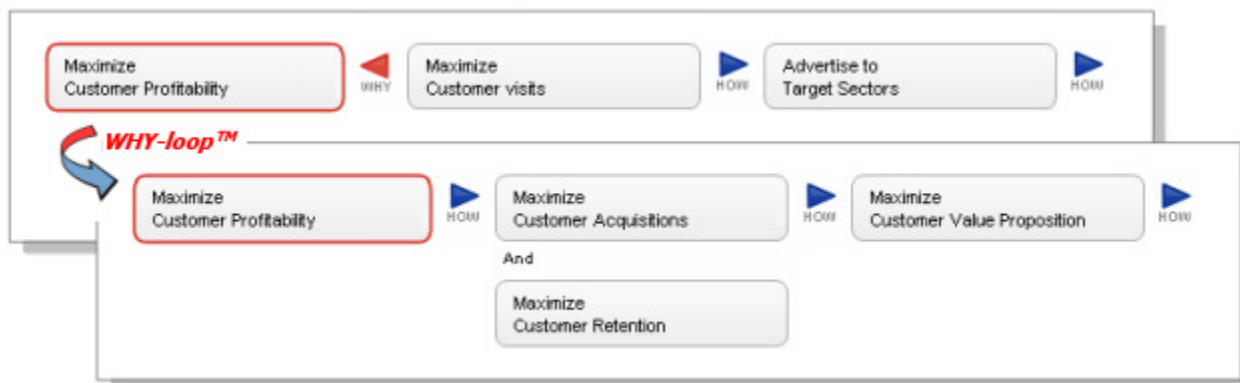
And structuring your writing or other communication around the fundamental questions **WHAT-HOW-WHY** means that you will have anticipated all the clever questions your audience might pose - you will be passing knowledge to them in its purest form, in a way that they can assimilate quickly.

### 2 **START** with a **WHY-loop**

Start by thinking **HOW** to achieve something (and think **WHAT** to be more specific if you want)... then ask **WHY** it's important and go back to think **HOW** again - you'll get a whole new perspective and better **HOWs**.



Simply click the **WHY** ← icon to reverse the Map to go in the **WHY** direction from the Knowde you are focused on. After navigating to the left in the **WHY** direction, click the → **HOW** icon to go back in the **HOW** direction again.



### 3 Let us fill the gaps in your knowledge

Web documents and Knowledge Genes<sup>®</sup> are automatically indexed against your own Knowledge Gene<sup>®</sup> as you build it. Quickly learn from people who are writing about the same subject, and fill in the gaps in your knowledge.



Click the *Web* tab to see documents related to your Knowledge Gene<sup>®</sup>



### 4 Add text to your mind map

Use your Knowledge Gene<sup>®</sup> to effortlessly explain **WHAT**, **HOW** and **WHY** on any subject and elaborate with text, images and links to existing documents.



This can easily be done using the *More Text* tab

