

Harvey John Uses MindMeister and G Suite to Plan and Design Their New Company Website

SUCCESS STORY



Stephen Barham
Commercial Director

REGION

United Kingdom

EMPLOYEES

11-50

INDUSTRY

Recruitment

WEBSITE

www.harveyjohn.com

- Easy sharing of mind maps via email or link
- Powerful collaborative features
- Visualization simplifies communication of ideas and structures



MindMeister is a powerful tool to represent your creative thoughts and ideas and communicate them to others.



Harvey John is a specialist recruitment consultancy dealing with Finance, Legal, Marketing and HR opportunities. Stephen Barham is the Commercial Director at Harvey John, currently leading the Human Resources division recruiting senior level 'impact roles' across Learning & Development, Talent, Resourcing and Organisation Development.

Harvey John had been using **G Suite** for quite some time when Stephen stumbled onto **MindMeister** in the Google Apps Marketplace. "We love

G Suite because it makes collaboration extremely simple, whether we're working on a report in Google Docs or a record of employee's activities in Sheets," explains Stephen. "MindMeister offers the same collaborative features, but in contrast to a text document or spreadsheet it lets us visually map out and organize ideas, keywords and other elements."

"It was this combination of visualization and collaboration that made me realize MindMeister could be the perfect tool to plan our new website. We had hired



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an external team of web designers, which meant that we had to find a way to communicate our vision to them in detail - the organization of the whole site, the link structure as well as the content for each page.”

“We ended up creating multiple mind maps, one for each content page, using MindMeister’s web version. I mapped the contents for each page using branches for the different page elements and linked them with the connection feature to indicate which

elements should be linked with each other. I then shared the maps with the designers, either by inviting them via email or by creating a secure link for them. During face-to-face meetings I would also bring hard copies of the maps as an aid for further planning. Thanks to Mindmeister the whole process was really simple and straightforward. As a divergent thinker the mind map format allows me to transcribe my thoughts in a more natural way than linear notes can.”