Renshi

Renshi Uses MindMeister and G Suite to Improve Performance of Personnel and Profitability for its Clients' Businesses

Philip Uglow
President and CEO

At a Glance...

★ Visualizing the flow & logic of content

★ Fleshing out ideas and organizing thoughts

★ Providing clients with reference points they can come back to anytime

Website

http://www.renshicon.com/

Region: Canada

Size: 11-50 employees

Industry: Consulting

The Renshi Consulting Group helps businesses improve their profitability by building employees' confidence in order to drive engagement, improve performance and foster creativity. Founded in 2008 by Phil Uglow and Rob Van Cott, Renshi has been utilizing the power of **G Suite** and **MindMeister** since 2009.

"MindMeister is directly integrated in our **Google Drive,**" says CEO Phil Uglow. "We use MindMeister a lot and for many different purposes, but mainly it functions as a starting point, a place where we gather and structure our thougths before taking them to other platforms to put them into their final form."

"Being able to get your ideas out, move them around and see how they link together really streamlines the whole planning process and is a huge advantage."

Use Case #1: Content Production

"We use G Suite tools like **Docs** and **Slides** to create marketing materials such as presentations, blog posts, infographics and whitepapers," explains Phil, "but instead of going straight to these apps we start our process in a mind map. MindMeister lets us flesh out ideas and organize our thoughts visually. It's a great way to see the logic and flow of the content before we start the actual writing process."

Use Case #2: Working With Clients

Mind maps are also an essential part of Renshi's client work. They have created a number of public mind maps which they can share with clients directly, and are about to take it one step further by embedding maps on their website for everyone to access. "Our clients are able to use the mind maps we provide them with as a reference or starting point for their creative work long after our direct contact with them has ended."