



Milligan Partners Use MindMeister and G Suite for Their Strategic Planning and Client Presentations

At a Glance ...

- ★ Maps can be presented on laptop, tablet & smart phone
- ★ Client presentations are collaborative & more efficient
- ★ Drive integration for easy sharing of maps & files

Website

www.milliganpartners.com

Milligan Partners specialize in transportation and technology consulting services, including support for roadside toll operations, customer service centers, IT infrastructure, and the associated planning and operations for the related disciplines.

Challenge

"In 2012 we started looking for a tool that would enable us to present information visually to our clients," explains Managing Partner Matt Milligan. "We often work with executives and department heads - people who simply don't have time for endless slideshows and 50-page documents. We needed a tool that could communicate the whole strategy we had prepared for them at a glance." An additional requirement for Milligan Partners was that the tool would integrate with G Suite. "We base everything around G Suite," says Matt. "Our team is spread out, with staff based in different cities, so the more we can do in the cloud, the better."

Solution

In 2012, Milligan Partners found MindMeister in the Google Chrome Store.

"When we stumbled onto MindMeister, we just loved it. We've tried other tools since, but we've always come back."

"Google Drive is the easiest way for us to share files with the rest of the team," says Matt, "so we love the fact that MindMeister integrates with it and we can share mind maps this way as well. It also lets us quickly attach Google Docs and Sheets to our maps."

Use Case: Client Presentations

When they meet with a client to present their strategy to them, Matt and his team often bring a mind map that is about 75% complete. They share the map with the client via email or link, and during the meeting they work together to fill in the details. "Even team members who aren't physically present in the meeting can be logged in remotely and collaborate with us. We sometimes use MindMeister's presentation mode, but having the map itself as a visual aid is great because everything is right there on one page."



Matt Milligan
Managing Partner

Region: US

Size: 6 employees

Industry: Consulting

Their clients' initial reaction? "Our clients typically love it. We find that most people don't do mind mapping, but they quickly see the value in this practical format." Clients often keep their maps as a reference after the meeting and continue to update them as they get closer to reaching their goals.

"MindMeister's main benefit is having everything on one page in a very professional, presentable way. The way it looks and operates is easy to understand for clients."

Use Case: Strategic Planning In-House

Milligan Partners not only utilizes MindMeister for its clients, but also for the company's own planning needs. "Basically all our business development and marketing planning was done in MindMeister," says Matt. "My partner Tyler, who's also my brother, and I often work on such maps collaboratively."

"We love MindMeister and it's the starting point for capturing most of our ideas."

Other Uses

Milligan Partners uses MindMeister for a ton of different things. They've created maps for their own website structure, for client proposals, white paper outlines and presentations. For their clients they've mapped procurement document outlines, customer surveys, customer experience maps, policy and governance maps, process management plans and more.