



The Innovator's Guide to Modern Note Taking

How businesses can harness the digital revolution

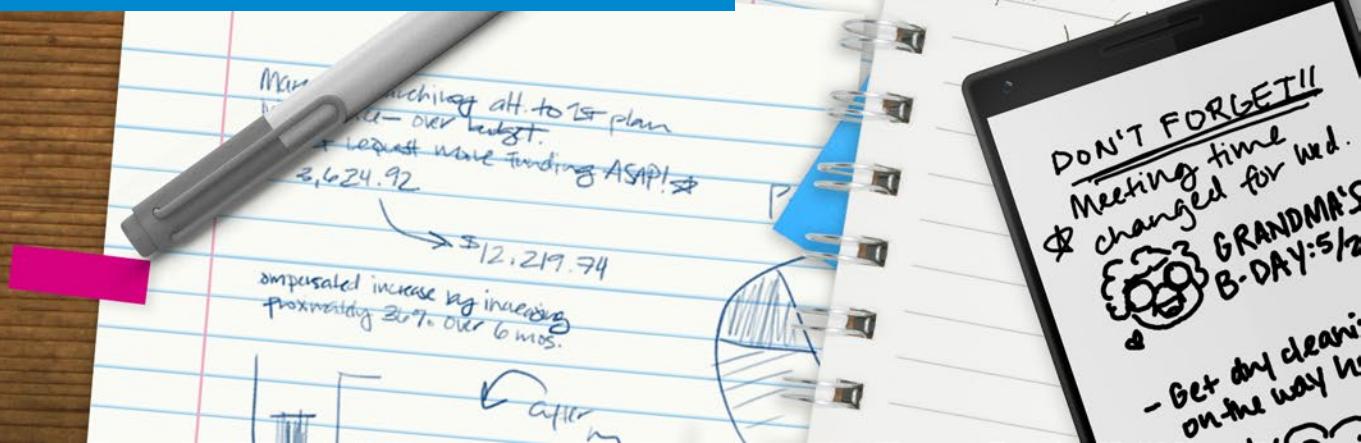


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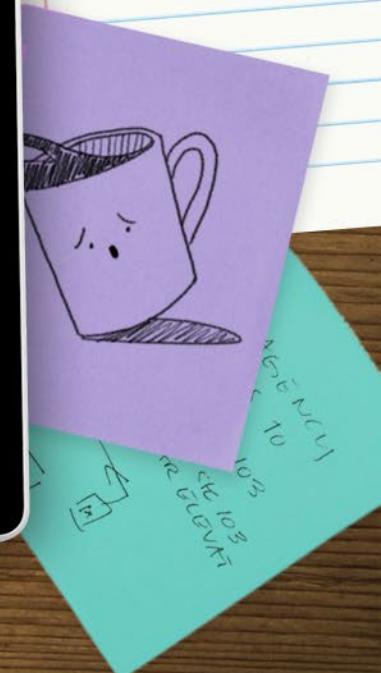


Your Chance to Doodle

Introduction



- * IMPORT
- * PICK 201L & color
- * call to resch.
1:00 meeting
(still need proj files)



Introduction

The Natural Progression of the Digital Experience

Our notes are the gatekeepers to discovery. From alternating current to the lithium battery, the flick of a pen is often the first stage of every great idea, but how many other great discoveries and connections have we missed, simply because we didn't write something down?

The scribbles and scrawls we use to remind ourselves to grab milk on the way home are the same curious sketches that once held the secrets to gravity. Whether written in quick scratches in the margins or meticulous, intentional outlines, we each have a very specific method (or lack thereof) to how we create and maintain our memos.

The human brain is a finicky, temperamental secretary that cannot be trusted. No matter how sharp we think we are, we've all forgotten great ideas thanks to a last minute deadline, a screaming toddler, or a puppy dressed in suspenders and a party hat. After the umpteenth betrayal from our cerebral cortex, we eventually learn to write things down.



Introduction

The Natural Progression of the Digital Experience

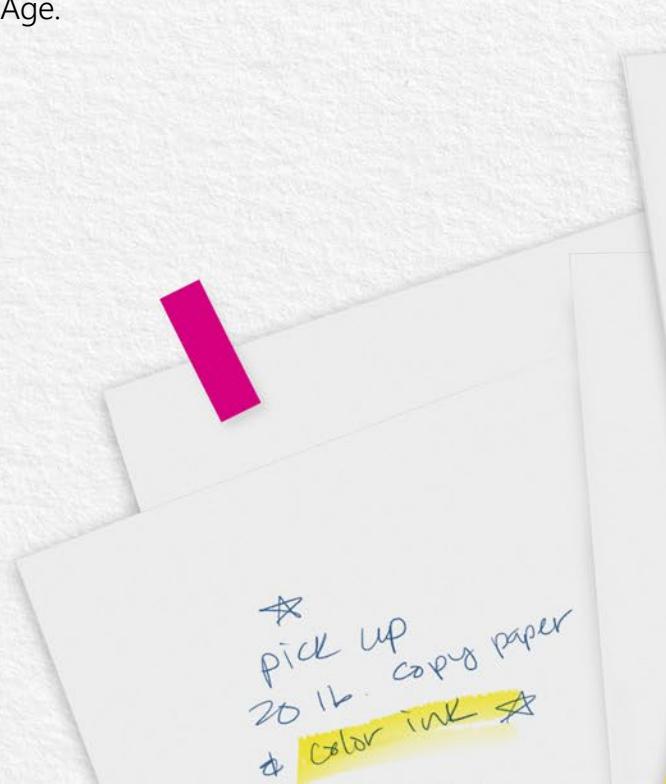
Today, we clunk away at a keyboard and end up with half a gigabyte of meeting minutes on our hard drive that we'll never read again to go with the two dozen scribbled receipts we keep shoved in the glove box. That chaos can be tamed. With the right tools and attitude, we can capitalize on this familiar tool to boost productivity and innovation. Modern note taking takes the familiar scrawl of handwritten notes and pairs it with the sharing and storage capabilities of the Digital Age.

In addition, modern note taking gives you opportunities to visualize ideas in ways you never have before, expanding the innovative space and transforming the way you create. Together, this allows a method of note taking that's easy to organize, share, save, and access while improving retention, creativity, and collaboration.

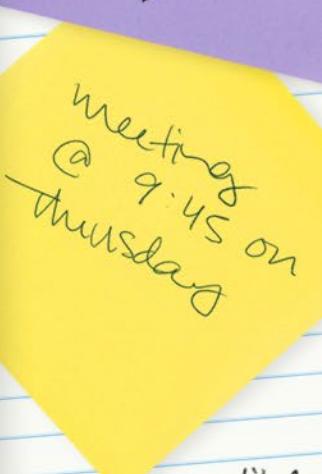
Take the first step to excellence with modern note taking.



Find notes about
Contract exp.
by EDDII



Chapter 1



- prepare meeting
- review project on

Chapter 1

Disrupt the Note Taking Demons

Keeping notes is a mess. There's the three semi-filled notebooks on your bookshelf, stickies plastered to your desk, and in all the reminders you've completely forgotten which record is where.

How many times have you accidentally left the next big idea in your pocket only to find nothing but pulp a week later? That's assuming you don't lose that napkin between inspiration and laundry day. Our note taking habits are unorganized at their best, and straight up sabotaging at their worst.

This time suck of scribbles and half-baked thoughts has a huge impact on businesses. Meeting notes get recorded, transcribed, and distributed; then new ideas are written out, misplaced, found, typed up, and emailed. Each task and conversation generates another thing we don't want to forget that gets piled

on top of all the other things we're already struggling to remember. Our best intentions twist into a tangled web that's too overwhelming to sort out. Research suggests that the average employee spends roughly 76 hours a year looking for misplaced notes, items, or files. In other words we spend an annual \$177 billion across the U.S.¹—more than Finland's entire Central Government Budget—trying to find that sticky note that was literally right here a second ago.



¹ Brother International Organization, 2010



Chapter 1

Disrupt the Note Taking Demons

That level of disorganization has a huge impact on our consumer relationships. A prospective customer wants to confirm whether you'd agreed to an 8.2 or a 2.8 bulk discount? Feeling lucky? Oh, now they want to know how your previous engagements profited? Go ahead, take your time finding that white paper, they won't mind. It's in your car? That's okay, you can just email it to them later, just make a quick note so you don't forget.

Next thing you know your brand has a reputation for being unorganized and disengaged.

We're not just throwing time and money at the disarray of note taking; we're sacrificing our health.



When left as is, our note taking habits morph into a soul crushing stress monster. Damage a client relationship, the monster grows. Spend twenty minutes looking for a file that might not exist, the monster grows. Bust open your knuckle reaching under your passenger seat for that burger wrapper with a phone number written in the corner—the stress monster grows into a greater, uglier force.

That stress monster is at least partly responsible for six of the greatest health threats worldwide (heart disease, cancer, lung ailments, accidents, cirrhosis of the liver, and suicide). Better note taking habits might not remove all stress and disorganization from our lives, but it's certainly a step in the right direction.

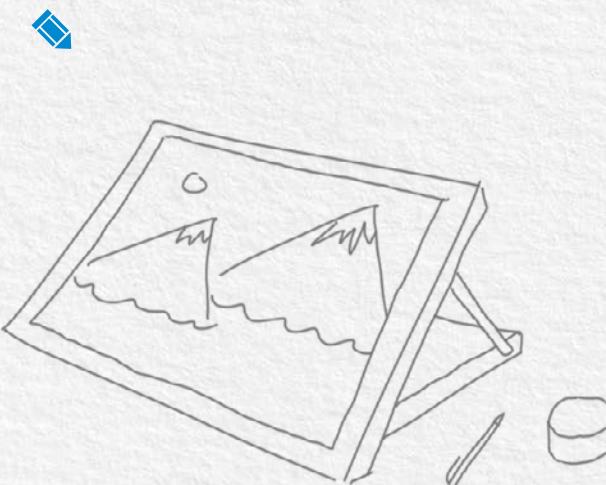


Chapter 1

Disrupt the Note Taking Demons

Modern note taking techniques help simplify and de-clutter our lives by digitally storing every scribble, scrawl, and scratch in the cloud. This library simplifies our organizational process and allows for immediate access regardless of where we are or what smart device we're using. Research even suggests that while typed notes serve well for direct dictation, people are far more likely to retain and engage

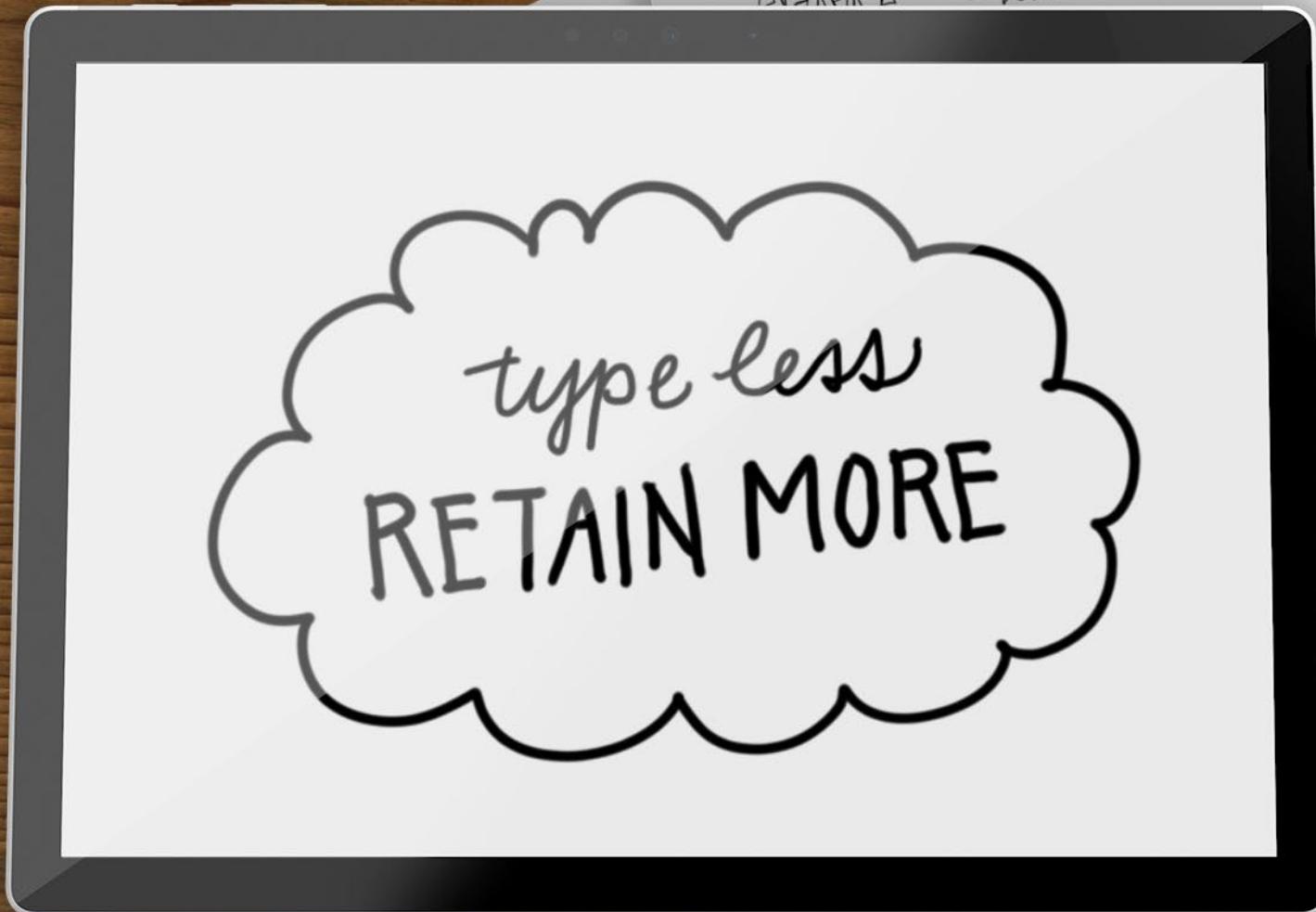
with new information when those notes are taken by hand.² This can have a huge impact on meeting notes, interviews, and client calls where information is taken on the fly and shared or revisited later. Digital note taking with a smart pen or stylus marries the best of both worlds, igniting creativity and visualization while leveraging the benefits of modern technology.



² Mueller & Oppenheimer, 2014



Chapter 2



part meeting notes
- w outline
rev

- review project outline

- Review a
- measure
- separate
- note in
- what direction

in project dev.
review until 12/10
- get specs!!
one changes - 1:30

Object dev.
12/10



Chapter 2

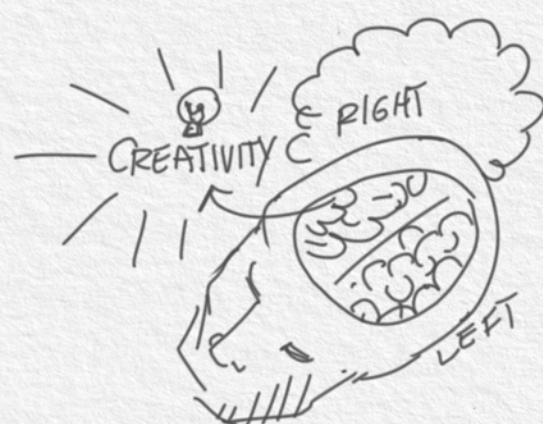
Type Less, Retain More

A quick visit to Neurology 101: The right brain is a flashing mosaic of sensation and passion, like a magical world bursting with color and really catchy elevator music. It engages the creative process and encourages dreams and ambitions.

The right brain wonders, "What if?"
The left is a clinical order of reason, symbols, and logic dictated by science and control, math and analytics. The left brain asks "What is?" If Disney World is the right brain, the left brain is the Library of Congress.

Many "modern" note taking practices are highly left brain functions. Dictation—left brain, typing—left brain. With a keyboard in front of us the writing process shifts from creation to symbol recognition and muscle memory, but the act of writing by hand triggers that right brain creativity in a way that typing cannot emulate.

The left brain houses our inner perfectionist—the critic that urges us to copyedit every sentence and criticizes every action. By using a pen to tangibly "draw" every letter we engage the free-flowing right side of our brain, spark creativity and temporarily override that analytical jerk. When we silence our internal judgments, we allow creation to happen in real time, which actually increases productivity and improves our ability to learn and retain new information.



Chapter 2

Type Less, Retain More

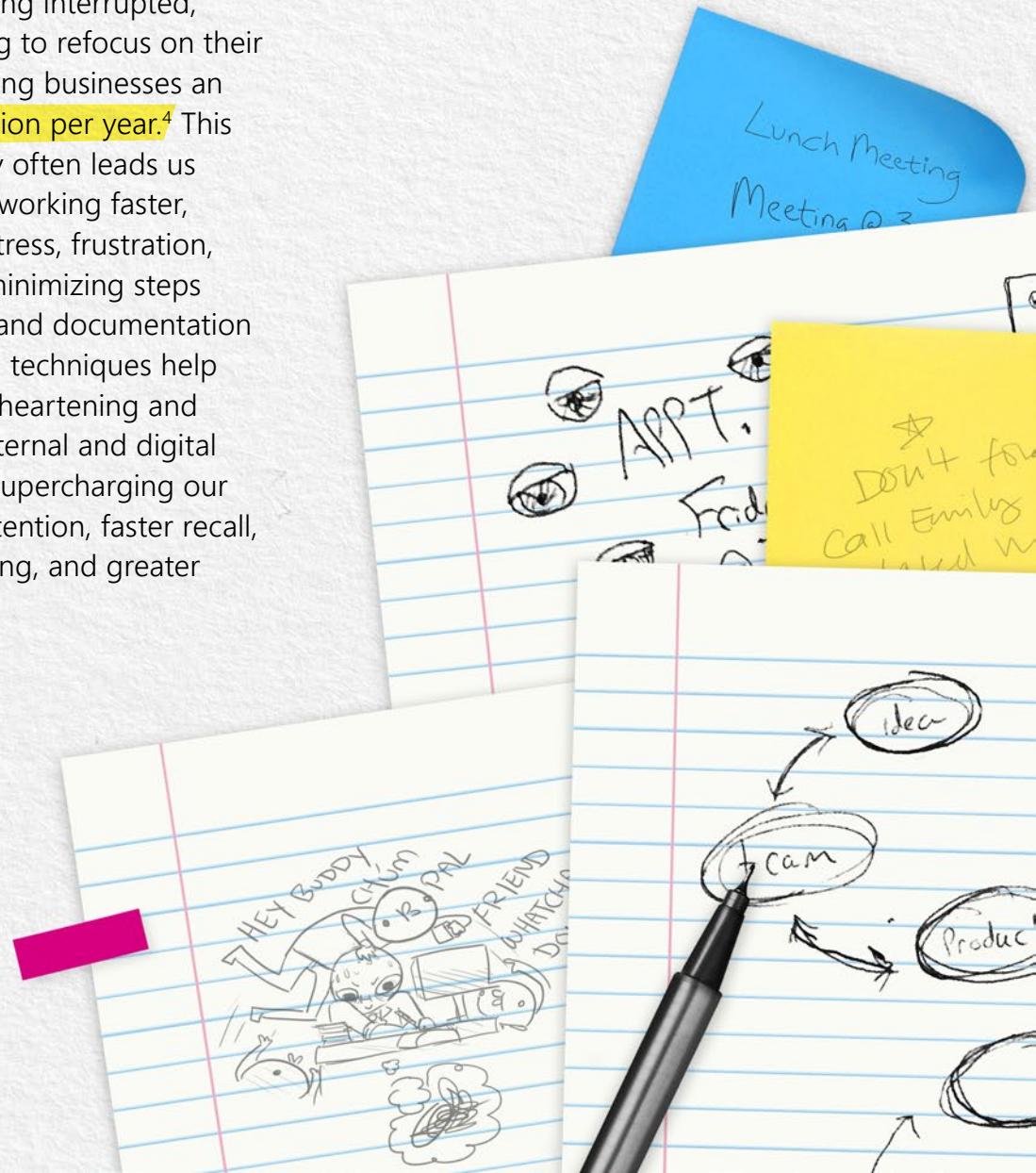
Research suggests that while typewriting note takers do produce more notes, those notes are often word for word transcripts and lack the processing and conceptualization of their handwritten counterparts.³ Note taking becomes a quality versus quantity exchange; note takers can either cover as much content as possible and hope they get the right points, or can hone in on key concepts and ideas and develop their own conclusions. Stenography certainly has its strengths, but processing complex ideas isn't one of them. By transitioning our note taking techniques from laptop to smart pen we introduce a level of efficiency and engagement that cannot be reproduced with a keyboard.

Every day the average employee spends over two hours being interrupted, distracted, or trying to refocus on their work at hand, costing businesses an estimated \$588 billion per year.⁴ This loss of productivity often leads us to compensate by working faster, generating more stress, frustration, and burnout.⁵ By minimizing steps between notation and documentation natural note taking techniques help eliminate those disheartening and time consuming internal and digital distractions while supercharging our brain for higher retention, faster recall, better understanding, and greater overall efficiency.

3 Mueller & Oppenheimer, 2014

4 Spira & Feintuch, 2005

5 Mark, Gudith, & Klocke, 2008



Chapter 3



Chapter 3

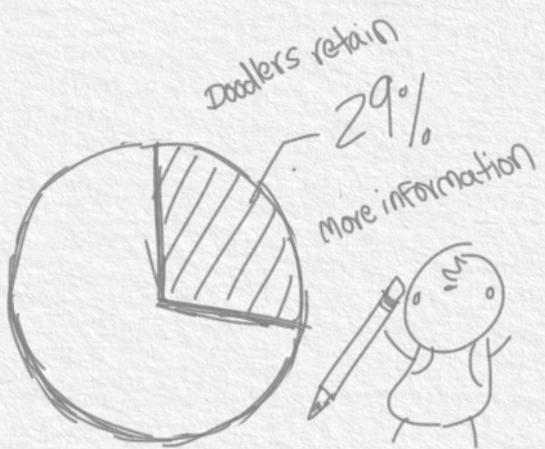
Doodle Your Way to Greater Understanding

In the conversation around note taking it's easy to focus on putting words on paper, but note taking is more than just words—note taking is memos and minutes, scribbles and sketches, drafts and doodles.

Although doodling has a reputation for being mindless, lazy, and distracting, research suggests otherwise. Doodlers recall, on average, 29% more information than non-doodlers.⁶ Today, even Google employs a Chief Doodler.

According to doodling advocate and thought leader [Sunni Brown](#), doodling sparks our understanding by blending all four learning modalities (auditory, visual, kinetic, and reading/writing) into one mega-comprehension superpower. Doodling then creates concept anchors that drive retention and development. Similar to how smell can trigger a buried

memory, each unique sketch allows doodlers to rely on recognition over recall for memory retrieval.⁷ Suddenly, that spaceship isn't just a spaceship, it's a link back to the speaker's third point on brand recognition.



⁶ Andrade, 2009

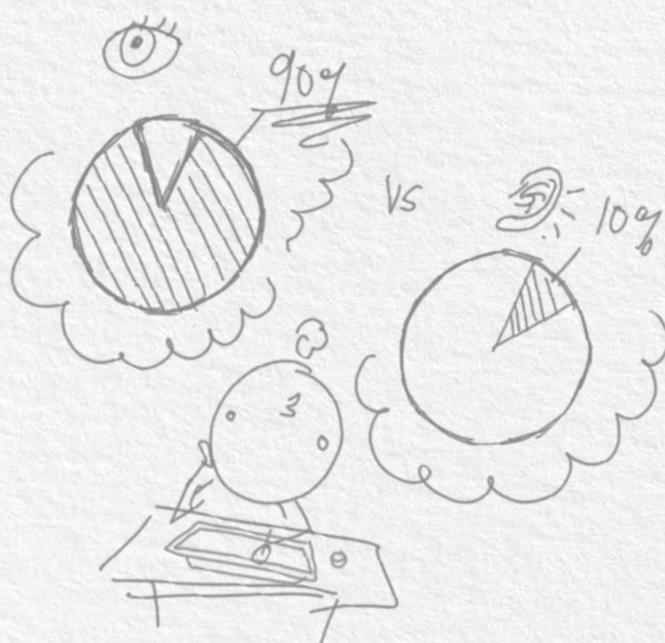
⁷ Singh & Kashyap, 2015



Chapter 3

Doodle Your Way to Greater Understanding

Doodlers make the most of the [Picture Superiority Effect](#) for their note taking process. Essentially, people are more likely to remember up to 90% of what they are shown versus just 10% of what they hear. This way, doodles not only engage memory, but their unintimidating and personal nature make it easier to engage an audience in complex materials.



Modern note taking brings doodlers into a new era by empowering them to engage in their preferred learning methods without sacrificing the perks of technology. By empowering doodlers to sketch and save their creations we're engaging them on every mental level, rather than asking them to sacrifice their preferred learning style for the expediency of a laptop.

You can also turn your desk into a studio specifically designed for your creative process. Imagine having a huge canvas, a brilliant screen for your thoughts that allows you to fully visualize ideas as you paint, edit, and design.

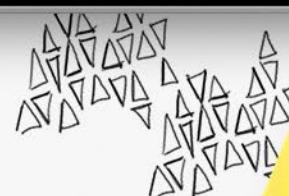
You're not the only one sketching sailboats in your margins, every president of the United States was a doodler as well. [View their work here.](#)



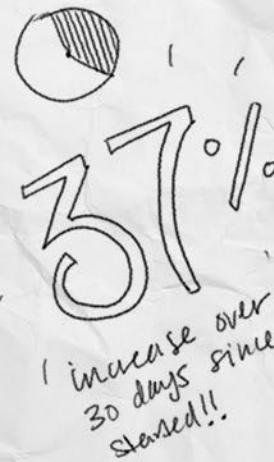
Chapter 4

POWER UP YOUR Note Taking TECHNIQUES

- New
- Tech
- expert
- we're



New HR policies starting 12/1
- Recruitment changes
- Expectations/guidelines



New HR policies starting 12/1
- Recruitment changes
- Expectations/guidelines
g! :)

as on project dev.
in review until 12/10
filled - get specs!!
venue changes - 1:



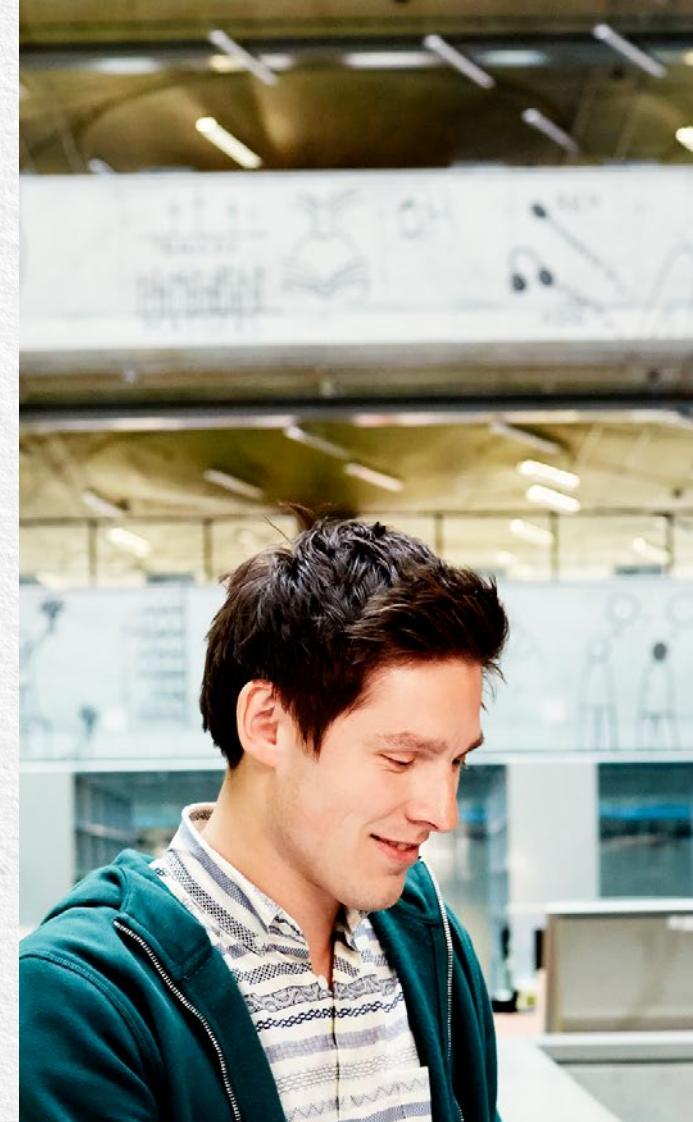
Chapter 4

Power Up Your Note Taking Techniques

The blend of longhand and digital technology equips note takers with the best of yesterday and today. 4G, Wi-Fi, and cloud connectivity all ensure that whether you're sitting in a c-suite office or scribbling a note in a coffee shop, your digital notes become immediately accessible with the same personality and nuance as their hand copied counterparts, but that's a small perk compared to the greater impact of natural note taking.

Smart pens eliminate the annoying process of line-by-line transcription at the push of a button. The most tedious part of note taking is immediately overcome by technology that recognizes your handwriting and translates it instantly to digital text. These files can then be stored through

your cloud service, allowing you access from any connected laptop, tablet, or smart phone. The digital access and storage process eliminates the mess of notebooks, folders, and scattered memos, streamlining your entire collection into one database that you can maintain as you see fit.



Chapter 4

Power Up Your Note Taking Techniques

Keep it Simple

Stick to basic ideas and overall concepts. Attempting to copy down every phrase isn't just next to impossible, it's distracting and frustrating. Actually listen to the speaker and use your notes to highlight what seems to be most important.

Make it Your Own

Verbatim dictation does nothing for your ability to comprehend and recall new information. Copy those key ideas in your own words. This way you hear the information first, then translate it into something digestible and express your understanding on paper, rather than just repeating what you've been told.



Put it Together

Don't quit taking notes as soon as the meeting ends. Take a minute and link relevant points back together. Speculate on a few possible outcomes and analyze any potential pain points—how is this information going to be relevant to you tomorrow?

Make it Work

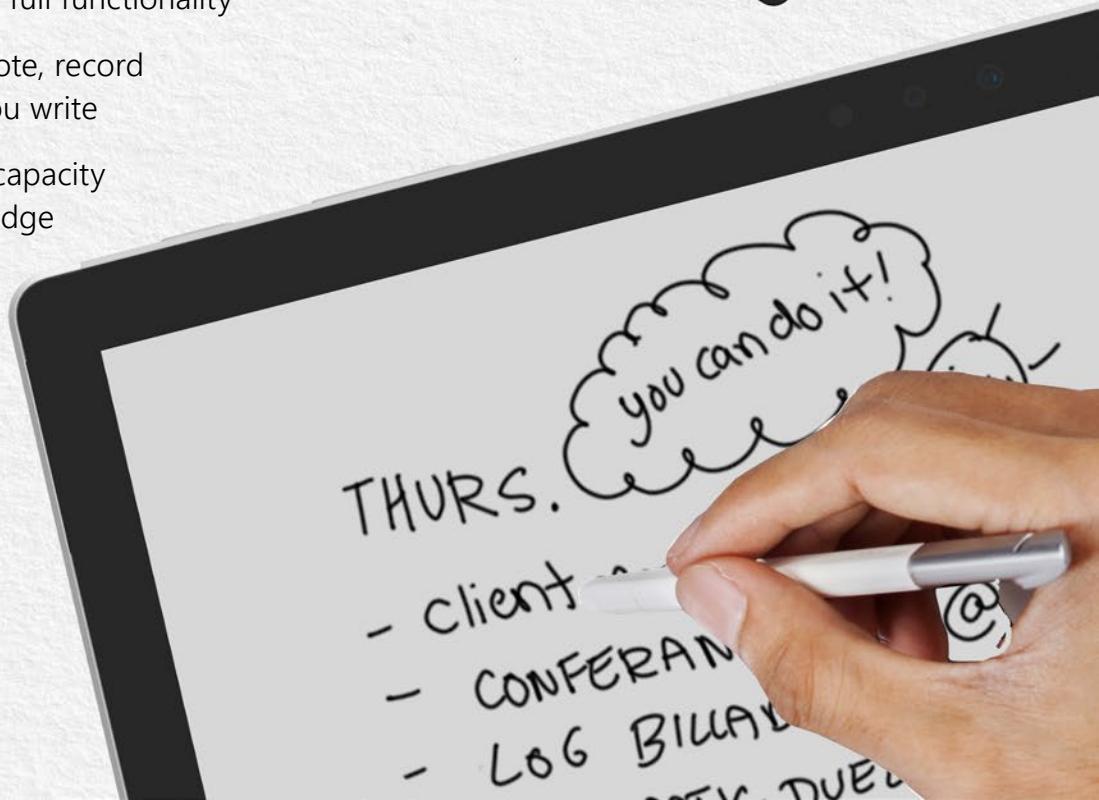
There's no universal method for top-notch notes. Do you recall information better when you doodle the speaker transmogrifying into a dinosaur? Sure, go for it. Maybe you need to use a traditional outline—there's no shame in that either. Find a system that works best for you and stick to it.



Chapter 4

Power Up Your Note Taking Techniques

Digital Pen	vs.	Smart Pen
<ul style="list-style-type: none">• Instantly access hundreds of colors, fonts, and tip styles• Take notes the way you think best-manipulate data directly on your tablet• Streamlined design is less cumbersome than its smart counterpart• Linked directly to your touch screen devices• Creation surface is only limited by the size of your display• Native integration into your device's operating system		<ul style="list-style-type: none">• Don't worry about penmanship; instantly transcribe your chicken scratch to familiar, readable fonts• Create with pen and paper in the most natural way• Fully functional ball-point pen• Relies on specific paper, apps, and devices for full functionality• Never miss a note, record live audio as you write• Limited to the capacity of the ink cartridge



Chapter 5

THE *Modern* NOTE TAKER

RENEW
SUBSCRIPTION



Chapter 5

The Modern Note Taker

Digital note taking techniques are for more than just that one guy who actually bought *Google Glass* and middle-aged executives fighting to stay ahead of the latest trends—these techniques lend themselves to stronger communication, collaboration and efficiency across every industry.

Law Enforcement

Smart pens create a unique opportunity for law enforcement officials. The latest technology not only transcribes written notes, making for easily filed and maintained case documents and case notes, but records audio while in action, creating additional levels of accountability, transparency, and protection for officers in the field.

Healthcare

With modern note taking, patient information can be instantly shared from family doctor to nurse practitioner to emergency room technician. If a patient makes a specific request or has a special need, that information can quickly be documented and shared

across the facility, prescriptions can be authorized quickly and easily, while easing hospitals from the burden of maintaining unnecessary networks and servers.

Sales

Instantly access unique client needs, product notes, and target details with your digital notes. Digital note taking empowers sales personnel to quickly recall or access pertinent information in the field while inspiring faith and confidence in their customers.



Chapter 5

The Modern Note Taker

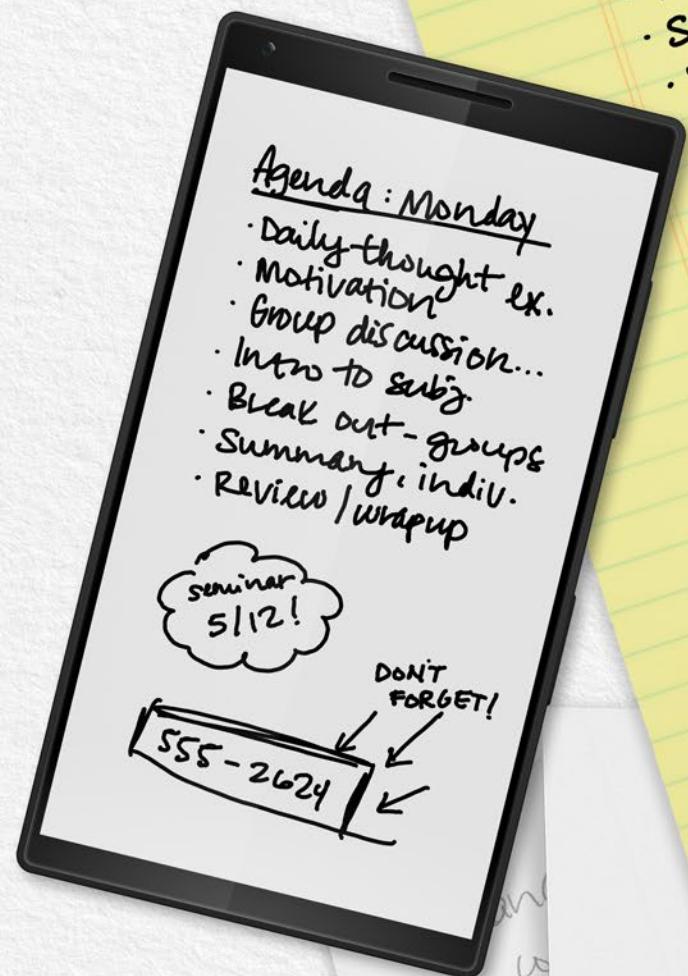
Education

Note taking isn't just for students. A smart pen in the hands of an educator creates an opportunity to quickly organize and transcribe lesson plans or worksheets, expedite the grading process, and store and share student notes—all while keeping an organized and accountable record of the semester.

Construction

Document schematics and measurements in the field while equipping other crewmembers instantly with the information they need to get the job done right the first time. Digital note taking simplifies any job site by transcribing unique details, logging required maintenance as it's performed, and keeping track of billable hours and supplies.

For those juggling the weight of the world, the ones who run from team meeting to client presentation to brainstorming session to board room to soccer practice to dinner, and back to work for an hour before bed, natural note taking provides the flexibility to take notes in the way best suited for each particular environment. Natural note taking isn't a better mousetrap, but it can help you figure out how to build one yourself. By connecting your notes across every device, with instant feedback, collaboration, and flexibility to think on the go (without misplacing a memo) you're freed up to accomplish more, faster, and spend that extra time on the important things in life.



Chapter 6



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INTERVIEW

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Chapter 6

The Cloud Connection

The Internet, mobile devices, and an always-on mentality have made our parents' 9-to-5 a thing of the past. Technology has changed the pace at which we work, but what hasn't changed is our need for note taking.

The advent of these new devices, from voice recording apps to notes pages in smart phones, combined with our more natural inclinations to jot down notes on a sticky pad, in a notebook, or on the back of a napkin, have taken our note taking habits from bad to worse.

Until now.

For the first time, note taking technology has caught up with our tools and gadgets. Using the cloud to store, access, and share your notes wherever you are is the natural evolution of modern note taking.



Cloud storage capabilities not only allow instant access whenever inspiration strikes, but many cloud service providers have special storage capabilities to meet your unique requirements. Run a small online shop with a fairly limited amount of data? Get yourself a free terabyte and you're good to go. CIO of a Fortune 500 tech firm with an extensive backlog of R&D, client data, and analytic information? There's a platform out there for your organization. "Freemium" cloud models allow users to meet their needs and adapt accordingly without committing unnecessary finances to digital storage you might not even need.



Chapter 6

The Cloud Connection

You can't drop the cloud in a puddle, accidentally leave it in a taxi, or delete it when you're cleaning up your hard drive. Cloud storage backs up your back ups, and keeps them guarded by some of the top security experts in the industry. Cloud providers protect your data by surpassing industry encryption standards and aligning with the expectations of the Cloud Security Alliance.

Want to share your notes with your colleagues and coworkers? Cloud storage allows you to share every minute, memo, and sketch at the touch of a button. Collaboration is easier than ever with digital note taking and cloud connectivity. Access your coworkers notes, share your own, and never panic when Julie from Account Services calls in sick or Drew from Sales goes on paternity leave.

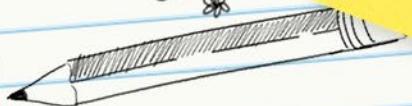
Modern workers don't fit a specific mold. We're executives and sales reps, service staff and remote analysts, engineers and educators; we are architects of ideas that won't always have the luxury of a computer at our fingertips. Keeping all our notes and data organized and accessible, regardless of the platform, is key to maintained success.



WHERE WILL
your notes
TAKE YOU?
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do NOT FORGET!
groceries *

Pick up Prints



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Where Will Your Notes Take You?

While research disproves using our notes like an inverted Rorschach test to analyze our personalities,⁸ that certainly doesn't make them any less personal. Notes are more than just dictations and doodles; they are the natural first step in execution, the initial spark of innovation.

Our fondness for pen on paper isn't just nostalgia in action, it's our brains demanding to be engaged. Modern note taking harnesses that cognitive process to drive creativity and retention during meetings and conversations, rather than letting the creative process disconnect.

By changing how we take, organize, share, and visualize our notes we change the way our organizations and schedules operate. From the aspiring entrepreneur to the chief financial officer, the reclaiming value of modern note taking unleashes the potential to revolutionize careers, companies, and even entire industries. At the core of modern note taking is a marriage of art and science that simplifies our ever-growing daily grind through ease and accessibility.

By replacing the bulk of a keyboard with the mobility of a ball point pen, we are free to live, work, and create where ever we see fit. Break away from the desk and chase inspiration in the world around you. Products like Microsoft's Surface and the Livescribe 3 smart pen let you harness the natural inclinations for scratching down notes and sketches to the limitless capabilities of cloud technology.

[Discover how to transform ideas into realities with Surface.](#)

[Learn how to solve the productivity puzzle.](#)

[Maximize the value of ideas.](#)



⁸ Duffy & Wilson, 2005



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