



# Solving Your 5 Biggest Business Challenges

With G Suite, MindMeister & MeisterTask

White Paper



# Introduction

In today's fast-paced, global economy, **no business can compete when its employees aren't working together effectively**. Virtually any project—be it the construction of a new building or the launch of a software product—requires input from multiple experts. Even the classic example of the brilliant novelist who single-handedly churns out book after book is largely a myth. Writing a good book requires input from subject matter experts, test readers and editors; getting it published requires book designers, printers and a syndication network; turning it into a success takes a whole marketing and PR machinery that organizes book tours, reviews, interviews with the author, a website and more.

In short, **effective collaboration is at the heart of every successful project**, and businesses that fail to facilitate it will always lag behind those that do.

For this reason, your **number one priority** should be to provide your workers with the means to pool their knowledge, exchange and build on each other's ideas, and turn them into reality as efficiently as possible, together.

Of course, this is easier said than done. Some of the biggest challenges businesses everywhere are facing today have to do with collaboration—from establishing a good meeting culture to finding the right project management framework for their needs.

In this white paper, we're going to explore five of the most common challenges businesses are facing, and show how you can use the web-based collaboration tools **MindMeister, MeisterTask and G Suite** to create workflows that address all of these challenges, **improving communication, transparency and productivity** in your team with ease. The challenges we're going to look at are:

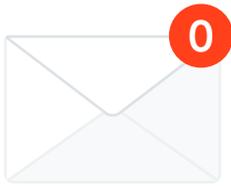


### 1. Collaborating in a geographically dispersed team

When team members are spread out over different locations, working together efficiently can become a real challenge.

### 2. Managing and collaborating on shared assets

Text documents, spreadsheets, slideshows and diagrams —as soon as more than one person’s input is needed, version control gets tricky.



### 3. Streamlining communication & reaching *inbox zero*

Getting to inbox zero is becoming increasingly difficult, but a combination of the right filters and workflows can make all the difference.

### 4. Staying competitive through constant innovation

In today’s economy, constant innovation is crucial if you want to stay ahead of the competition. But how do you remain creative and reinvent yourself quickly and consistently?



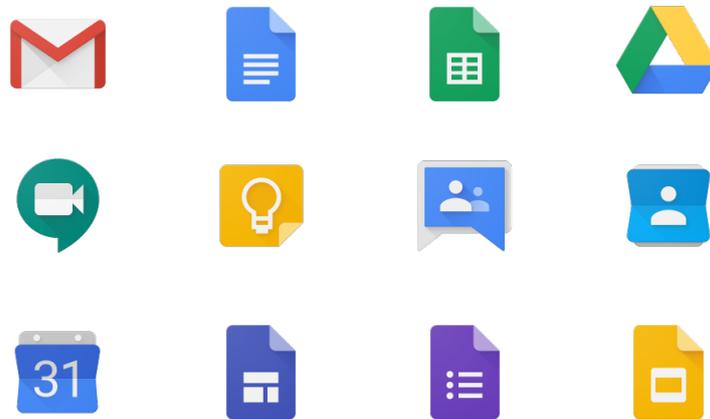
### 5. Conducting meetings that yield actionable results

We all spend way too much time in meetings that don’t have any actionable outcome. Can the right set of tools and a few simple rules change your meeting culture from the ground up?

Before we dive deeper into the individual challenges, let's take a quick look at the tools we will be discussing:

## What is G Suite?

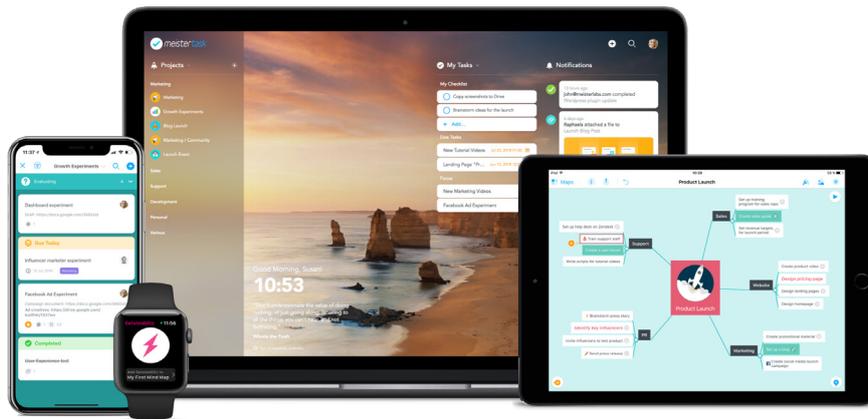
[G Suite](#) is an integrated suite of secure, cloud-native collaboration and productivity apps powered by Google AI. The suite includes **Gmail** (a smart inbox for all your email communications), **Docs** (which lets you create and edit text documents right inside your browser), **Sheets** (Google's sophisticated spreadsheet software), **Drive** (a secure online storage platform), **Calendar** (a shared calendar for your entire team), and many more essential apps.



## What are MindMeister and MeisterTask?

[MindMeister](#) and [MeisterTask](#) are intuitive, web-based productivity tools developed by the German company [Meister](#)—a Premier Technology Partner of Google and expert in creative team work.

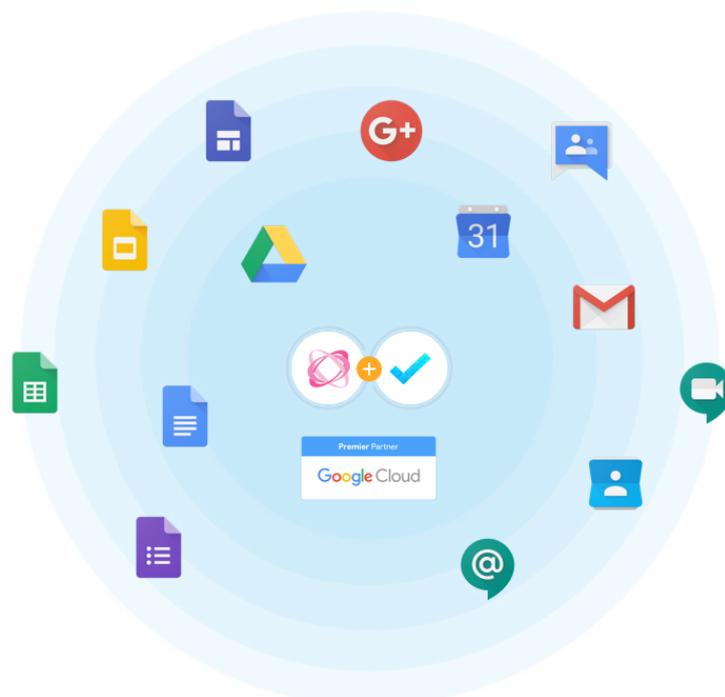
MindMeister enables teams to **brainstorm, plan, and outline strategies** on a visual canvas in real-time, while MeisterTask provides an **agile task management environment** that helps teams turn their creative ideas into reality.



## How do MindMeister, MeisterTask and G Suite work together?

MindMeister and MeisterTask are not only integrated with each other, but also work seamlessly with G Suite and its various applications, enabling you to create workflows that **help your team work together more efficiently**.

Additionally, MindMeister and MeisterTask are hosted in **Frankfurt, Germany**, where they [run on the Google Cloud Platform](#) and thus benefit from Google's powerful network, server and security offerings.



# Quick Installation Guide:

When you're ready to get started with G Suite and the Meister tools, follow the steps outlined below:

**Step 1:** Visit [gsuite.google.com](https://gsuite.google.com) and create a G Suite account for your team.

**Step 2:** Visit the **G Suite Marketplace** to add [MindMeister](#) and [MeisterTask](#). Adding the apps via the G Suite Marketplace will ensure that you can login with your G Suite credentials. It will also provide you with a **30-day free trial** of MindMeister and MeisterTask's Pro plan for your entire G Suite team.

**Step 3:** Connect MindMeister and MeisterTask with individual G Suite apps to set up your perfect workflows. The following integrations are currently available:



## MeisterTask for Gmail

[Turn emails into tasks](#) at the click of a button and insert them directly into your MeisterTask project boards.



## MeisterTask Bot for Hangouts Chat

Use the [MeisterTask Bot](#) to create tasks right inside Hangouts Chat—Google's team communication tool—and insert them into your MeisterTask project boards.



## MeisterTask's Google Drive integration

Connect MeisterTask with Google Drive to [attach files](#) stored on Drive to MeisterTask tasks via the practical attachment picker.



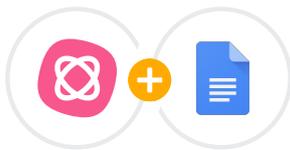
## MindMeister's Google Drive integration

Create and open mind maps directly from [Google Drive](#), sync your entire maps library, export all maps as a backup .zip file or attach files from Google Drive to topics in your mind maps.



## MindMeister Quick Access for Google Chrome

Add [MindMeister's browser extension](#) to Google Chrome to quickly create new maps or access existing maps without having to visit the MindMeister site first.



## MindMeister for Google Docs

MindMeister's [Google Docs add-on](#) turns bullet-point lists into visual mind maps and inserts them into the document as an image file.



## MindMeister and MeisterTask

MindMeister and MeisterTask also [directly connect with each other](#), letting you export the ideas you've generated in MindMeister into your agile project boards in MeisterTask.

# **Solving Your 5 Biggest Business Challenges**

With G Suite, MindMeister & MeisterTask



# 1. Collaborating in a Geographically Dispersed Team

## The Problem

Working together efficiently is challenging enough when your entire team is sitting in the same room. But when team members are **spread out over different locations**—perhaps even different countries or continents—**communication and transparency often suffer**, and everything from project management to knowledge management becomes more difficult.



## The Solution

Providing your dispersed team with a suite of web-based collaboration tools such as G Suite solves a myriad of problems associated with remote work.



**Simple, painless onboarding:** G Suite and Meister tools run in any standard web-browser. Once the administrator has set up the team accounts, team members simply open their favorite browser, login to the services, and are ready to get started. No need to download, install and update software locally.



**Real-time communication:** Team members are able to discuss issues in real-time, right where they occur—be it in a text document, a spreadsheet, a mind map or a task.



**Perfect transparency:** Team members and project managers can see at a glance what everybody else is up to, where bottlenecks are developing, and whether projects are still on track.

## 2. Managing and Collaborating on Shared Assets

### The Problem

Many assets require **input from more than one person**. Something as simple as a blog post may be written by one person, reviewed and edited by another, and approved by yet a third one. Until recently, collaborating on an asset like a text document meant sending the file back and forth via email, downloading it, editing it, re-uploading it and sharing it again.

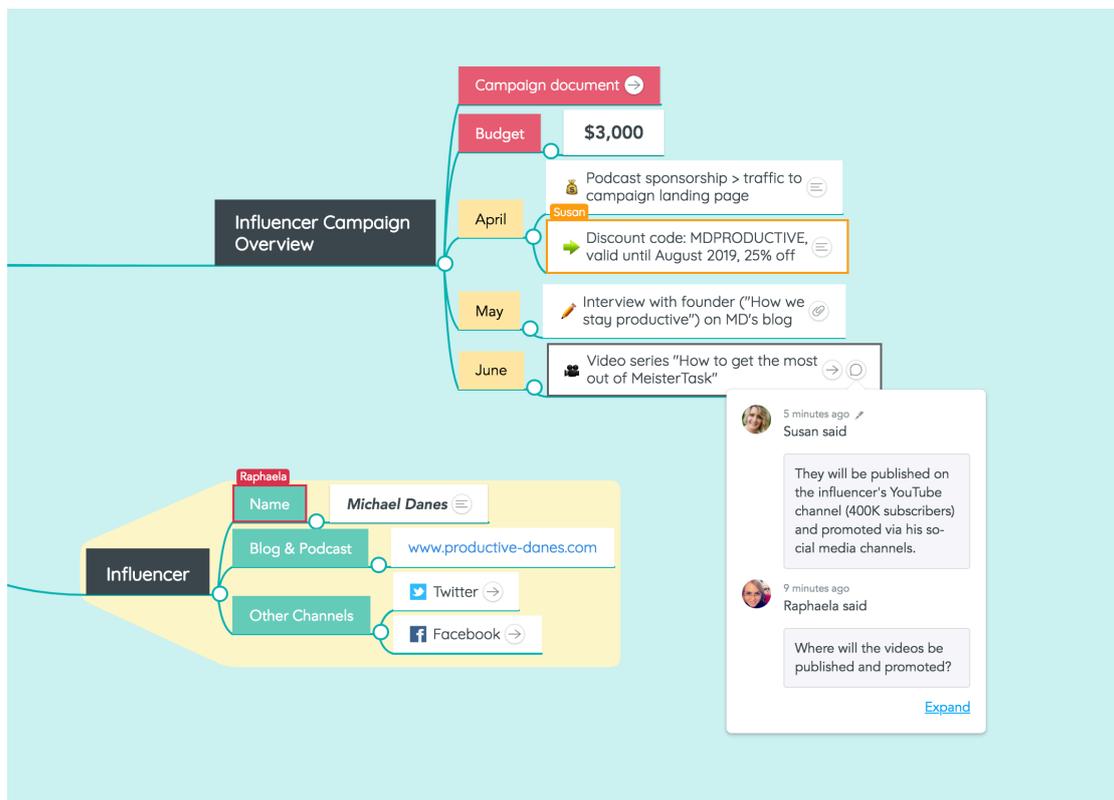
Oftentimes, multiple people would edit the same version of the document simultaneously on their local machine, thereby creating two **conflicting versions** which then had to be consolidated manually. **In short, businesses lost an immense amount of time due to version control issues.**



## The Solution

With web-based text documents, spreadsheets, slideshows, mind maps and project boards, **version control is a thing of the past**. Files are simply stored in the cloud, where multiple team members can access them simultaneously and **collaborate on them in real-time**. In apps like Google Docs and MindMeister, collaboration can even take place on two levels:

- ✓ The **document level**, where team members edit the text directly
- ✓ The **comment level**, where team members can discuss individual elements of the text and vote on ideas, before the text itself is edited.



Additionally, all edits are saved in the document's change history, making it easy to **see who added what and when**, and potentially **go back to a previous version** of the document if needed.

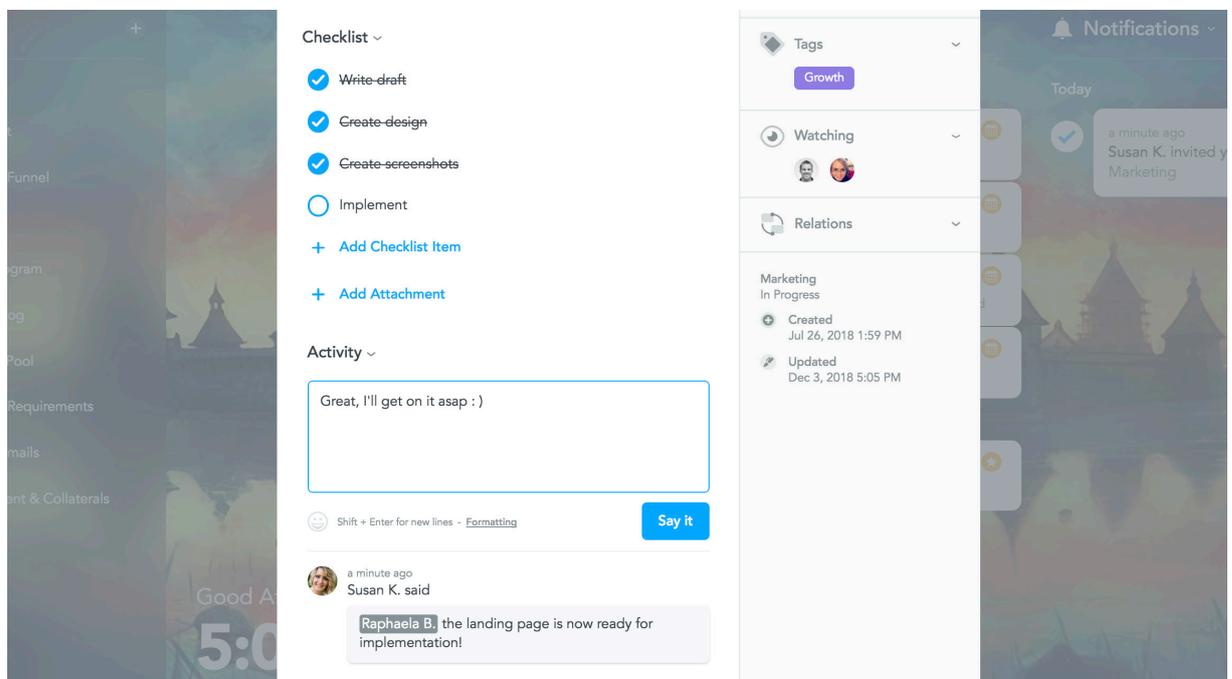
## 3. Streamlining Communication and Reaching *Inbox Zero*

### The Problem

For many of us, reaching inbox zero has become a daily quest of mythical proportions, similar to finding the holy grail—except that unlike the grail quest, trying to reach inbox zero has to be done over and over again, at least on a daily basis. We all get flooded with newsletters, promotional offers, notifications and emails from all kinds of people, a lot of which are unsolicited or even spam. But while it's difficult to reduce the amount of emails from outside your organization, there are **better ways to deal with internal communication**.

### The Solution

Using a collaborative task manager like MeisterTask, team members can discuss all task-related issues and questions right inside the respective tasks. **No more endless email threads** that take forever to read through.



**Instant notifications** conveniently keep all task stakeholders up-to-date about status updates and comments.

And what about emails from outside your organization? The truth is, **most emails are actually just tasks in disguise**. With [MeisterTask's Gmail add-on](#), those emails can simply be converted into tasks at the click of a button and inserted directly into a project board. This way, the email's subject lines turns into the task title, its body turns into the task description, and email attachments are forwarded alongside the text.



## 4. Staying Competitive Through Constant Innovation

### The Problem

In today's economy, constant innovation is crucial if you want to stay ahead of the competition. But how do you remain creative and reinvent your products quickly and consistently?

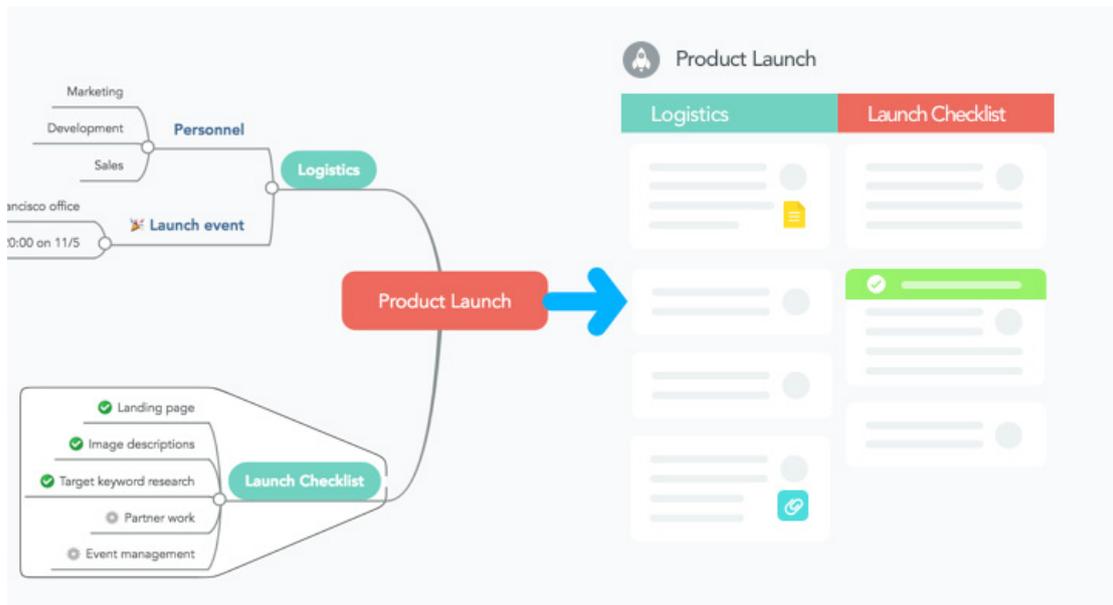
The challenge consists in finding a workflow that allows you to:

- ✓ **maximize** your team's creative output
- ✓ **capture and organize** generated ideas
- ✓ **prioritize ideas** and decide what should be implemented
- ✓ and then turn **those ideas into reality** as quickly as possible.

## The Solution

The [workflow between MindMeister and MeisterTask](#) was developed for exactly this purpose. Starting in MindMeister, your team can use the proven mind map technique to [brainstorm and generate ideas together](#). MindMeister then allows you to **move and re-organize ideas** into a coherent structure, while team members can **vote and comment** on a topic-level.

Once ideas have been prioritized, they can be **inserted into an active project board** in MeisterTask via a simple drag & drop motion. This way, ideas are instantly added to the team's workflow and can be **turned into reality right away**.



## 5. Conducting Meetings That Yield Actionable Results

### The Problem

Surveys show that a good 70% of senior managers describe their meetings as **unproductive and inefficient**. The truth is that we all spend way too much time in meetings that don't have any actionable outcome, and there are many reasons for that. Most meetings aren't well prepared, aren't well structured, and aren't well managed, leading to **superficial discussions between unfocused participants**.

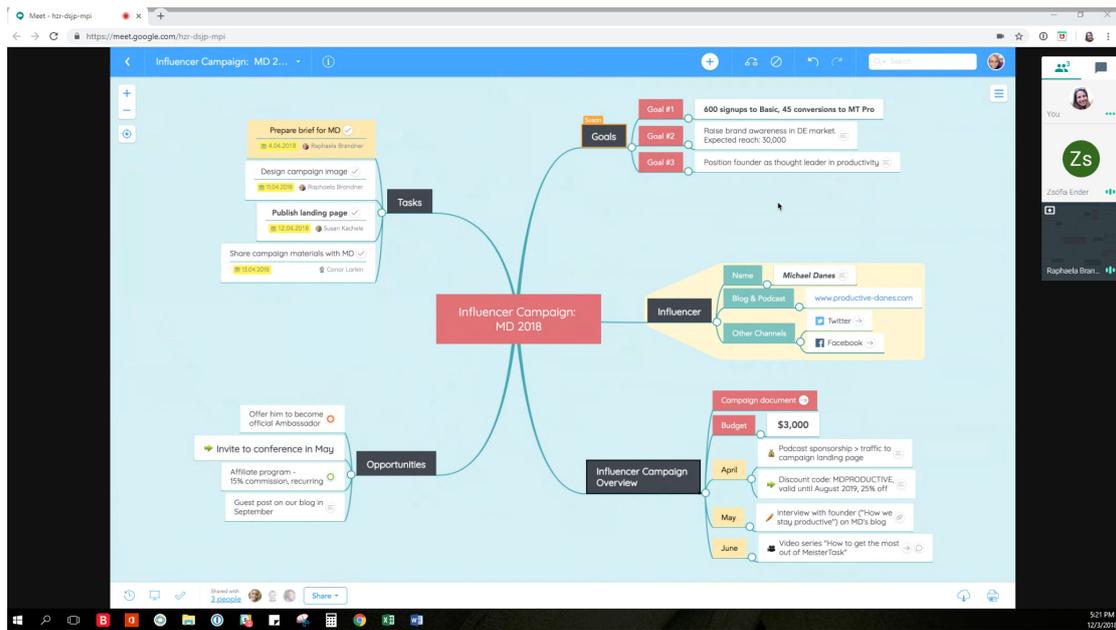


**Remote meetings** add their own set of challenges. Getting all participants onto the same page and making sure that everybody is able to follow along with your explanations becomes a lot harder when you're not physically in the same room, not to mention the technical problems that can occur.

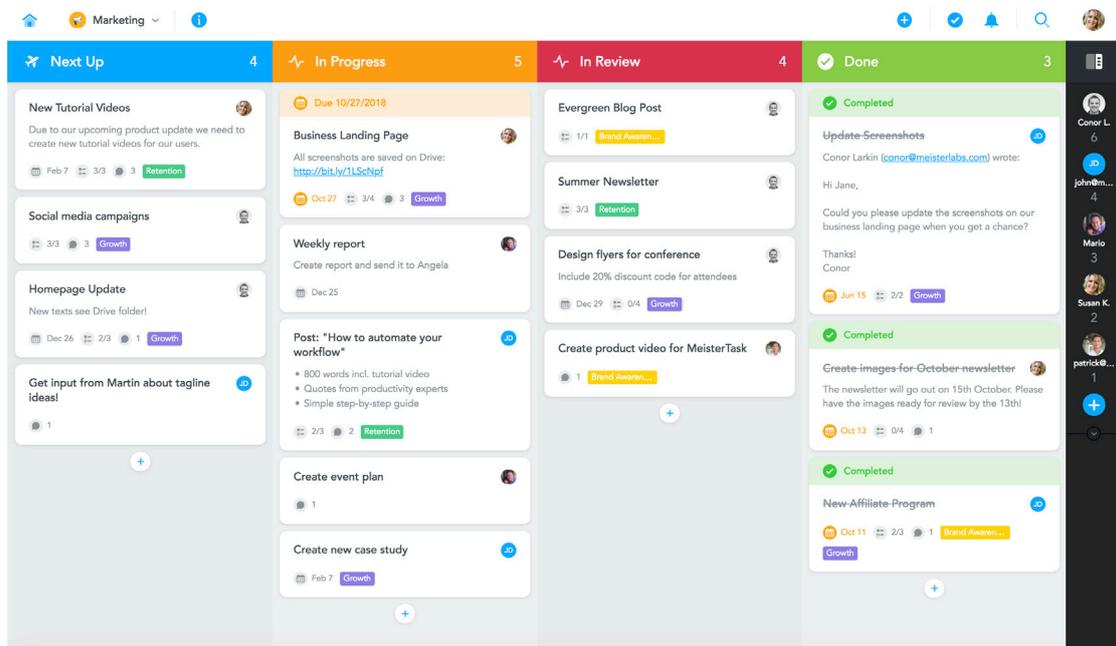
## The Solution

MindMeister enables you to literally **visualize your thoughts** for the other meeting participants, making it easy for them to **follow your line of thought** and understand how things are connected. What's more, all participants can **access and edit** the map at the same time, enabling them to add their own questions and notes simultaneously.

For remote meetings, **Google Meet** provides an incredibly simple solution that lets participants enter the online meeting with a secure link—no software download required. By sharing your screen in Google Meet, you can easily **display a mind map** for all participants to see while you speak.



Before you leave the (virtual) room, to-dos that you've defined during the meeting can quickly be **turned into tasks**, using MindMeister's integration with MeisterTask.





# Ready to get started with G Suite and Meister tools?

Sign up for G Suite

Or visit:

<https://www.mindmeister.com>

<https://www.meistertask.com>

