

## Developing an Effectual Logic through a Visual Mind Mapping

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**Abstract :** Companies are confronted with complex and competitive markets. The dynamics of these markets are becoming more and more fluid, requiring companies to provide competitive, definite and technological responses within increasingly short timeframes. To meet this demand, companies must rely on the cognitive abilities of actors of creativity to provide tangible answers to current contextual problems. It therefore seems appropriate to provide instruments to support this particular stage of innovation. Various methods and tools can meet this requirement. For a number of years we have been conducting experiments on the use of mind maps in the context of innovation projects with teams of different nationalities. After presenting the main research carried out on this theme, we discuss the possible correlation between the different uses of iconic tools and certain types of innovation. We then provide a link with different cognitive logic. Finally, we conclude by putting our research into perspective.

**Keywords :** creativity, innovation, causal logic, effectual logic, mind mapping

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