

Eliška Cikán Uses MindMeister for Her Work at edition a, Where She Manages the Entire Office.

SUCCESS STORY

edition a



Eliška Cikán
edition a

REGION

Austria

EMPLOYEES

<10

INDUSTRY

Publishing

WEBSITE

www.edition-a.at

- Overview of current projects, general duties, to-do lists and notes
- Integration with Outlook calendar
- Simple and affordable



I was always looking for a tool that could combine my to-do lists, notes and projects, but most solutions were too complicated and cost a fortune. MindMeister has all the features I need, while still being affordable. – Eliška Cikán, edition a



Eliška Cikán works in the book industry a tough field in Austria, especially for small independent publishing houses such as edition a. The company has to budget wisely, needing most of its resources for the production of its books. “Besides my duties as office manager, I am also the interface for authors, editors, designers and journalists in our small firm. I even handle the printing and logistics part,” Eliška explains. “Ever since I started the job I was looking for a tool to help me

keep track of my responsibilities in the PR department, the progress of our book projects and all the big and small things that come up during the day. Most solutions I found, however, were made for much bigger companies with large-scale projects and equivalent budgets. I didn’t want nor need anything so complicated that it requires a week of training just to know how to use it properly. Then I stumbled upon MindMeister and almost laughed at how simple it was.”

Uses & Benefits

Eliška has created the perfect template for her needs – within a single mind map, she notes down her daily to-do list, general duties, current projects and whatever she needs to remember for a later point in time. She is a heavy user of the task management feature and has integrated it with her Outlook calendar, ensuring that she never misses a deadline. While she lists her own projects in the main map, she also

creates a new map for each book project, which functions as a data pool for everything relating the book. "I note down everyone's duties and deadlines, upload the manuscript, the cover, photographs and all kinds of information texts to the map.

This way, I can keep an eye on the progress of the project while it's still under way, but also know exactly where to find all the files and information I need for the PR and distribution of the title." As a next step, Eliška wants to

get the rest of the staff to use MindMeister, so they can easily contribute to the data pools themselves.

The Result

With MindMeister, Eliška has found the ideal management tool for the company's small budget. MindMeister offers everything she needs for an efficient workflow without using up her valuable time to operate and maintain the program.

