

# B I B L E

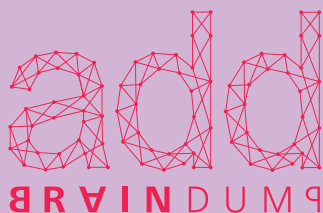
BRIN



# LET'S BRAINDUMP

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**GEHIRN**  
EIN ORGAN  
MIT DEM  
WIR DENKEN,  
DASS WIR  
**DENKEN**

AMBROSE BIERCE

# VORWORT

**Uns rauchen die Köpfe** – nach drei Semestern Ausnahmezustand wünschen wir uns alle nichts sehnlicher, als unser altes Leben zurück. Doch wird das alte wieder normal? Oder tritt in allen Bereichen "**the new normal**" ein? Wo wenn nicht an einer Hochschule können wir darüber diskutieren, austesten, Neues erkunden, Neues erfinden. Wir sind bereit Platz zu machen in unseren Köpfen für die Ideen von morgen. Wir lassen uns Tipps geben, wie wir mit vollen Köpfen, unstrukturierten Gedanken und Unvorhersehbarem umgehen können.

Wir sagen herzlich Willkommen bei der **add conference 2021** und freuen uns auf ein Motto, das uns viel Platz für Neues gibt:

## #DUMPYOURBRAIN

*Prof. Gabriele Kille | Studiendekanin Werbung und Marktkommunikation*

*Miriam Kempken | Projektverantwortliche add conference*

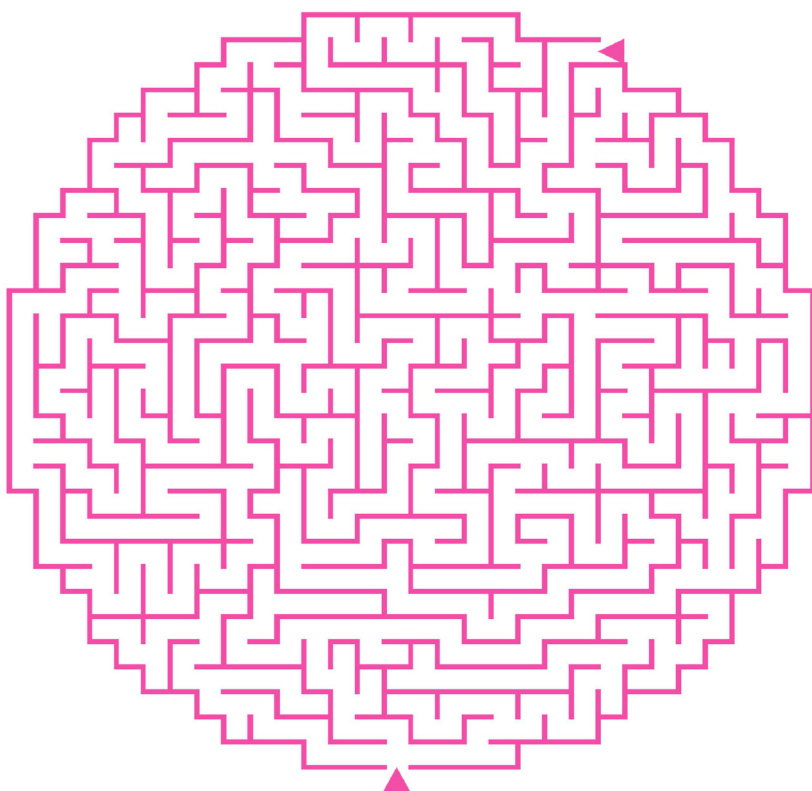
**GANZ** SCHÖN

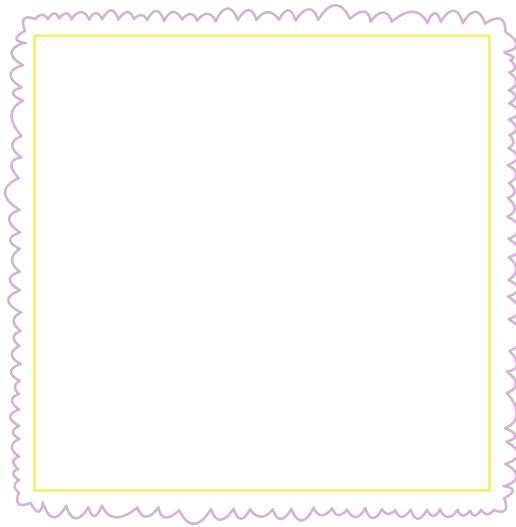
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# HIRNSTROM





## BUSINESS

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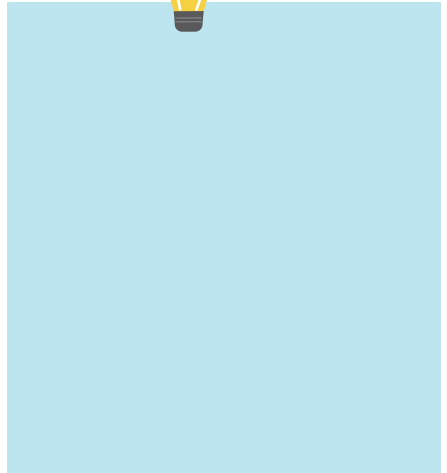
## VORTRAG IN DREI WORTEN

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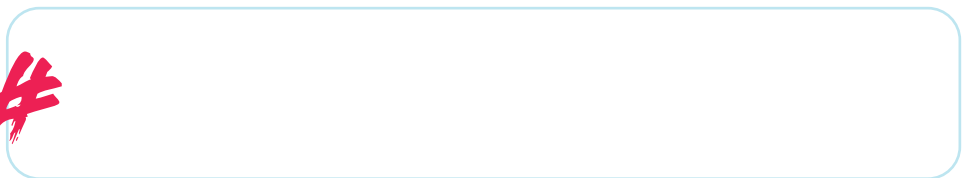
## KEYLEARNINGS

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## VISION



## KEYWORDS



[illegible]



This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface.

*AM*

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D  
E**

*DES*

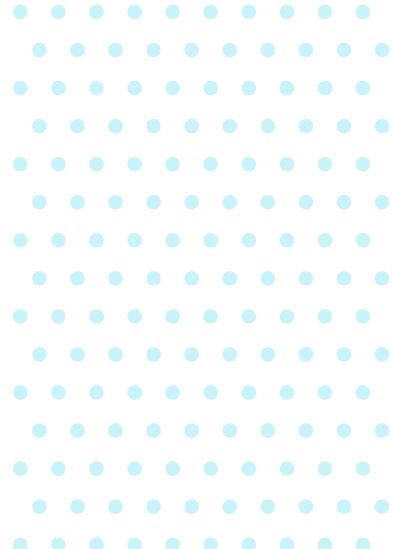
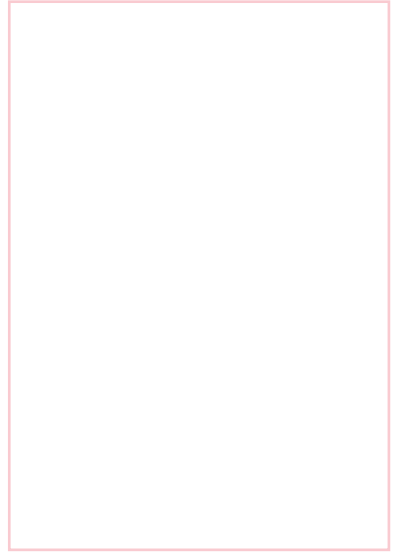
**M A**

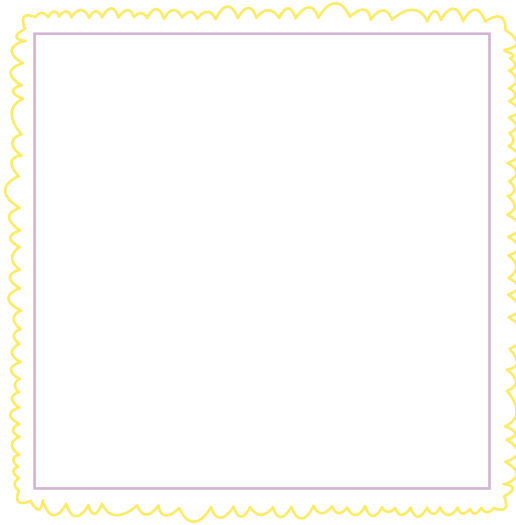
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# MAL' MAL





BUSINESS

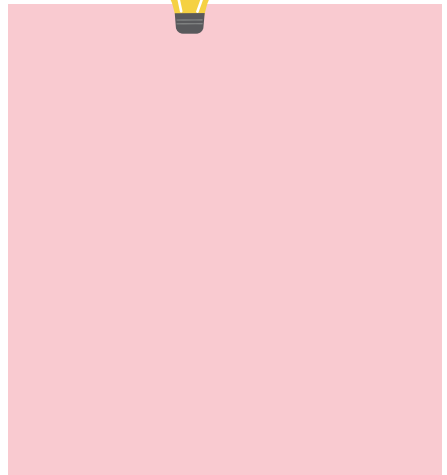
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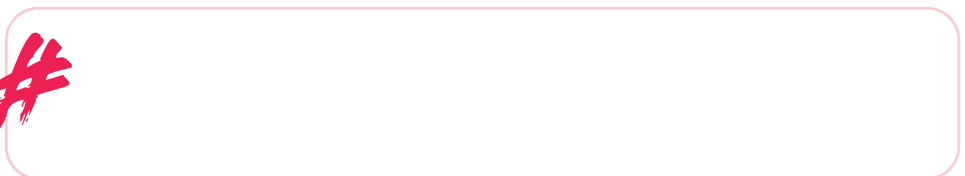
KEYLEARNINGS

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VISION



KEYWORDS



[illegible]

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[illegible]



## CIRCLE YOUR MOOD



very sad



unhappy



fine



good



very happy

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**SCHREIB**

ES

**A**

**U**

**S**

Schreib auf, wie du dich fühlst, was dir Kopfzerbrechen bereitet oder was dich stresst. Vielleicht hast du auch schlechte Angewohnheiten, die du loswerden willst?

**DIE** GEDANKEN

**SIND**

**B**

**R**

**E**

**I**

Du hast tausende Gedanken im Kopf? Schreib sie alle auf, zerknülle das Papier und versenke es in einem „Korb“ deiner Wahl.

# VOLLTREFFER





BUSINESS

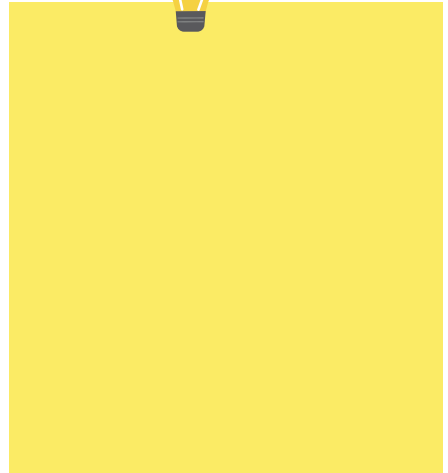
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KEYLEARNINGS

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VISION



KEYWORDS



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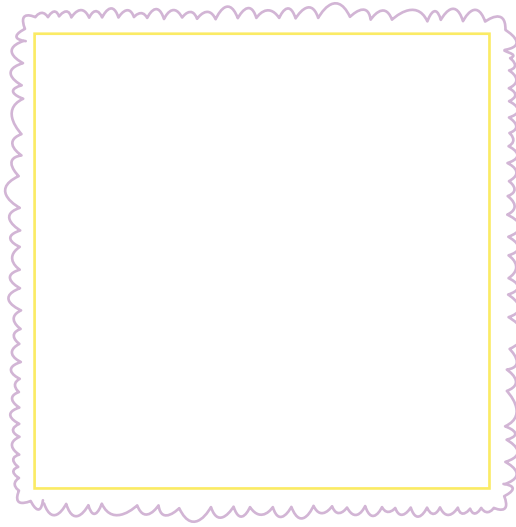
**HOLLA**

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BUSINESS

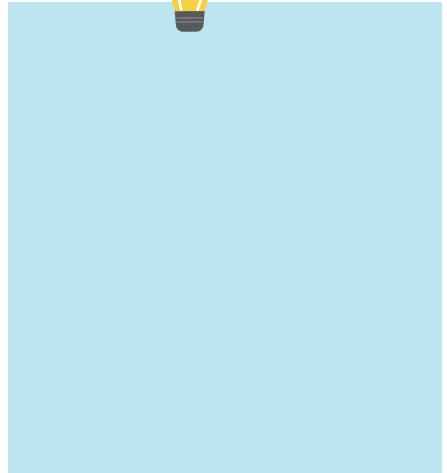
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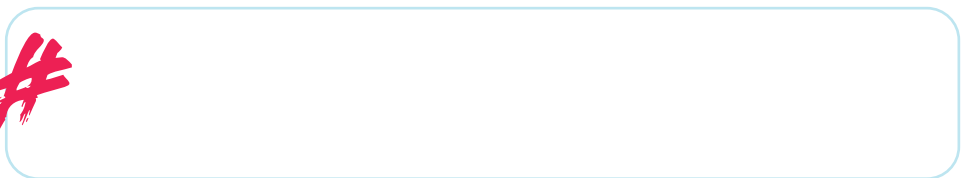
KEYLEARNINGS

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VISION



KEYWORDS



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**KRITZEL**

KLEIN

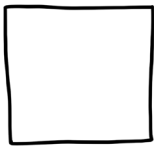
**KRITZEL**

**OSR**

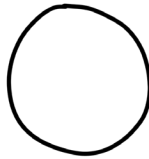
Lass deinen Stift sprechen!

# SKETCHNOTES

Du kannst jedes denkbare Objekt mit diesen fünf Grundelementen zeichnen. Probier' es aus!



**QUADRAT**



**KREIS**



**DREIECK**



**LINIE**



**PUNKT**

Bei Sketchnotes liegt der Fokus komplett auf der Idee, nicht auf der Vollendung. Komplexe Ideen lassen sich am besten mit einfachen Quadraten, Kreisen, Linien und Punkten aufbauen. Entdeckst du die fünf Grundelemente in den folgenden Abbildungen?

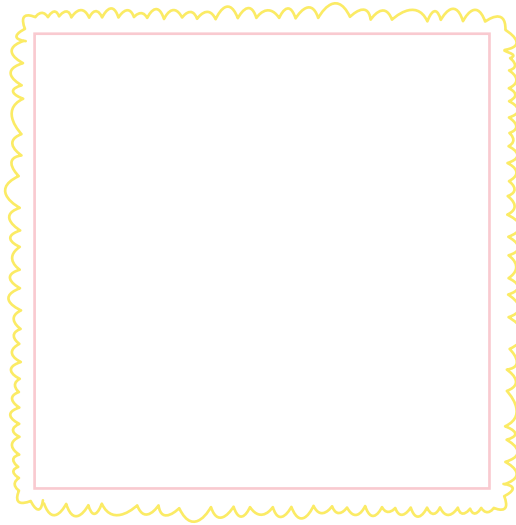




# ÜBUNG

Versuche, von jedem Wort im Raster eine kleine Zeichnung zu erstellen!

|                                                                                   |          |         |          |
|-----------------------------------------------------------------------------------|----------|---------|----------|
|  |          |         |          |
| Haus                                                                              | Welt     | Boot    | Laptop   |
|                                                                                   |          |         |          |
| Glühbirne                                                                         | Baum     | Kamera  | Sandwich |
|                                                                                   |          |         |          |
| Stift                                                                             | Käfer    | Gehirn  | Besen    |
|                                                                                   |          |         |          |
| Kaffee                                                                            | Rucksack | Vogel   | Fußball  |
|                                                                                   |          |         |          |
| Fisch                                                                             | Flasche  | T-Shirt | Palme    |



BUSINESS

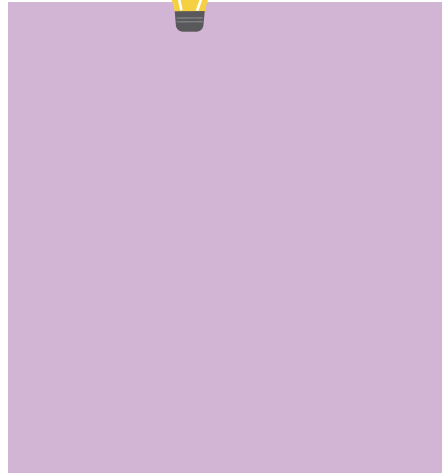
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KEYLEARNINGS

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VISION



KEYWORDS



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**LANGE**

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**NEUER**

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BUSINESS

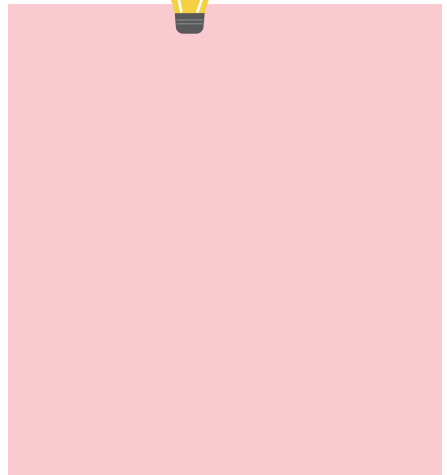
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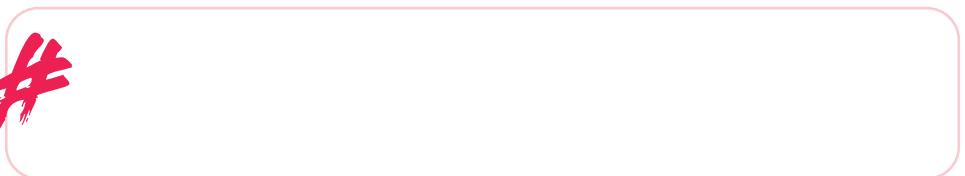
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VISION



KEYWORDS



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# CIRCLE YOUR MOOD



very sad



unhappy



fine



good



very happy

**SCHREIB**

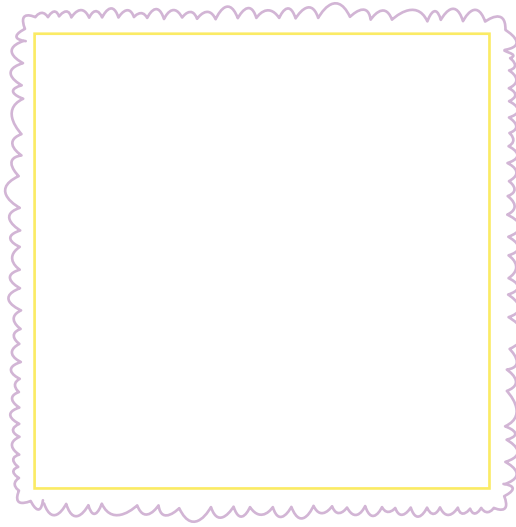
ES

**A**

**U**

**S**

Was sind deine Wünsche und  
Träume? Was macht dich wirklich  
glücklich und warum? Alles was dir  
Freude bereitet, findet hier Platz.



BUSINESS

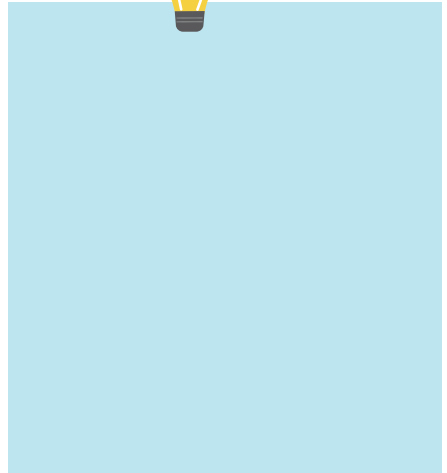
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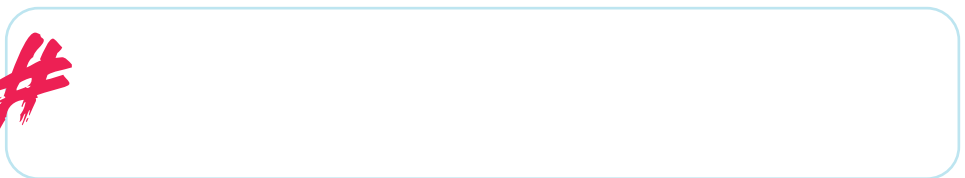
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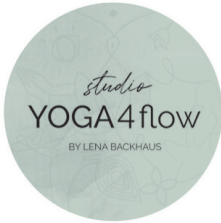


**STILLE**

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ATIA**

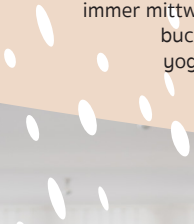


## YOGA & MENTAL COACHING

Hi, ich heiße Lena und bin Yogalehrerin und Mentalcoach und unterstütze dich auf dem Weg zu mehr mentaler Stärke! Dein Alltag ist stressig? Dann ist es Zeit für eine Pause! Eine positive Einstellung und ein klarer Kopf sind der Schlüssel zur Erreichung deiner Ziele.

### yoga4flow

Yoga morning flow - online  
immer mittwochs von 9-10 Uhr  
buchen unter:  
[yoga4flow.de](https://yoga4flow.de)



### mental rocket

Mentalcoaching | Emotionscoaching  
Life- Coaching | Business- Coaching

Blockaden lösen, besser mit Druck umgehen können, Enttäuschungen akzeptieren lernen und der Umgang mit den eigenen Emotionen. All das sind unter anderem Bereiche, die wir im mentalen Training bewusst trainieren.



stay healthy - be happy

YOGA4flow studio  
mental rocket  
Lena Backhaus

[yoga4flow.de](https://yoga4flow.de)  
[yoga4flow@gmail.com](mailto:yoga4flow@gmail.com)



BUSINESS

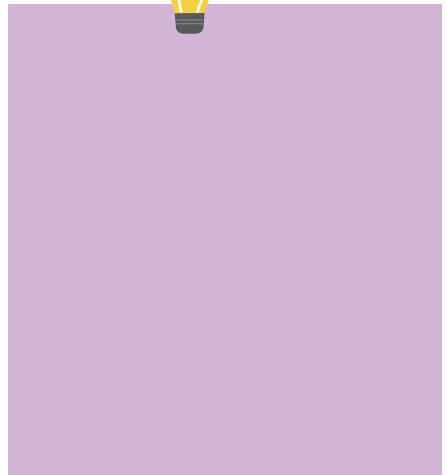
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**#DUMPYOURBRAIN**

  
HOCHSCHULE  
DER MEDIEN