

IQ Matrix



A Ridiculously Simple Guide for Beginners

Written by

Adam Sicinski

IQ Matrix

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Introduction

This short eBook has been developed with the intention to help you better read, utilize and understand an IQ Matrix.

There are currently **400+** IQ Matrix maps that have been produced to help you excel in life, at school, in business, and at work.

Each IQ Matrix focuses on a specific topic, providing you with a very clear summary of everything you need to know and do to master each area of your life.

The number of IQ Matrix maps and topic areas are expanding each month. Within a few years, my objective is to develop an all-encompassing set of maps that cover every conceivable topic to help you excel in any and every area of your life at work, home, and school.

This short eBook is designed to help you grasp the idea of what an IQ Matrix, how to read and go through an IQ Matrix, and most importantly how to use it to help you live a better life.

Please feel free to use this eBook in conjunction with the **IQ Matrix Exposed** mind map (you should have received alongside this eBook) to help build your understanding of this incredible personal development tool you now have at your disposal.

“The number of IQ Matrix maps and topic areas are expanding each month. Within a few years, my objective is to develop an all-encompassing set of maps that cover every conceivable topic to help you excel in any and every area at work, at school, in business, and in life.”

What is an IQ Matrix?

An IQ Matrix is in the simplest terms a learning aid that helps simplify concepts and subject areas. It basically categorizes information into easily digestible chunks and segments that help assist with memory, recall, and the retention of the information you are learning.

An IQ Matrix is not quite a mind map, but there are certainly similarities.

An IQ Matrix resembles a mind map in shape and form. It was originally built upon the foundations of mind mapping. However, it also incorporates concept mapping and flow-charting design elements. Across the page you will find a brief definition of each map type.

“An IQ Matrix is in the simplest terms a learning aid that helps simplify concepts and subject areas.”

A **flowchart** is a schematic representation of a process that has a start and finishing point. It is used to represent a series of steps that lead to a certain objective or goal.

A **concept map** is a diagram that shows the relationship amongst more than one concept using connector words and arrows. It is used as a tool that helps to unlock connections and associations between different thoughts and ideas.

A **mind map** is a diagram representing ideas, concepts and words that are arranged around a central image or key idea. It is used to structure, classify, visualize and at times generate ideas for the purpose of organizing information, solving problems and making better decisions. A mind map essentially pieces together a subject into effective segments or chunks to help aid memory and recall.

Benefits of an IQ Matrix

There are a number of benefits that you will derive from using an IQ Matrix to help you learn a topic or subject of interest.

Here I list these benefits in no particular order:

Improves capacity to unlock hidden ideas and concepts resulting from the interconnection of interrelated pieces and keywords.

Improves capacity to remember related pieces of information that are organically connected and associated using pathways, arrows, and images.

Improves imagination helping you see and envision the topic you are studying in a new and original way.

Improves your capacity for creative association.

Because an IQ Matrix is basically an interconnected structure that links all ideas into a “Big Picture” overview of a topic, this naturally tends to improve our capacity to associate concepts and ideas with other concepts and ideas in unique ways. This subsequently encourages creative association while stimulating unique insights, thoughts and answers.



Improves concentration by entertaining your brain.

Your brain is stimulated and entertained by color, images, connections, and unique patterns that form natural associations between concepts and ideas. This naturally improves your focus and concentration as you are learning.



Improves speed of learning and recall because the human brain learns best when learning is fun, creative, colorful and stimulating.

Provides overview of topic areas for easy reference, while encouraging photographic recall and comparison thinking.

Because everything within an IQ Matrix is connected to everything else, this naturally allows your brain to compare and make intelligent links between a variety of different ideas and concepts that are presented within the map. Also because you're seeing a "Big Picture" overview of the topic area, you can easily discern and reference the areas that are most relevant to your current needs.

Photographic memory is triggered as a result of the connections, colors, images, and associations that are created while you are reading an IQ Matrix. In fact there's no better visual way to learn than this because it naturally mirrors how your brain thinks and processes information.



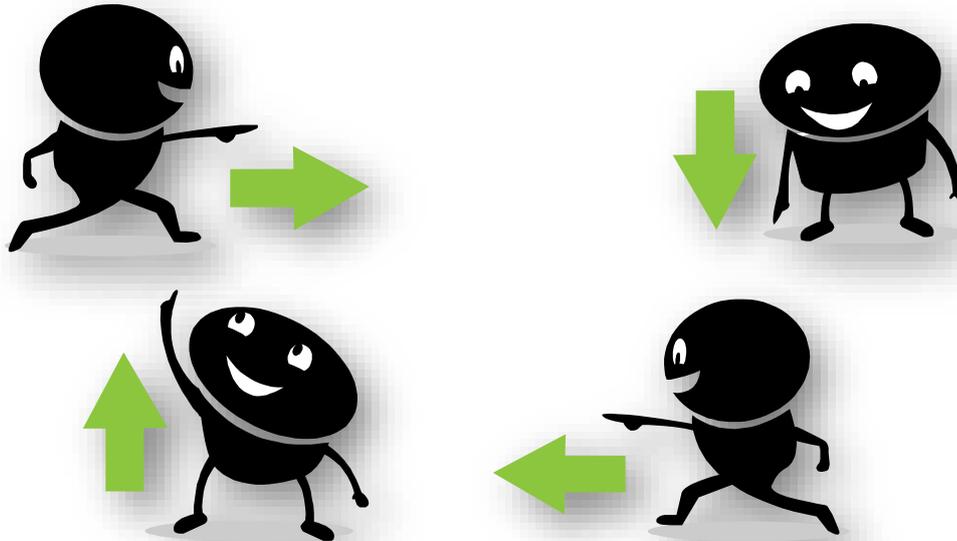
Outlines key areas concisely — providing ONLY actionable points, concepts and ideas.

Each IQ Matrix only pieces together the most important ideas and information about a specific topic. You, therefore, only get precise actionable steps that you can immediately apply to your life. There's no fluff here. Just concrete actionable information that will have the biggest impact on your life.

Provides clear outlines of topic areas that encourage further research and analysis.

Because each IQ Matrix is very precise, it's difficult to go into a lot of depth about a specific topic segment. However, the topics have been designed in such a way that they allow you to take an area and conduct your own research if you desire to learn or know more.

An IQ Matrix is **easy to follow and read**. Every topic area is designed in a common-sense manner that allows you to get an overview of what you need to know and master. An IQ Matrix won't burden your brain with unnecessary details that most people will never really need to know or ever have a need to apply to their lives.



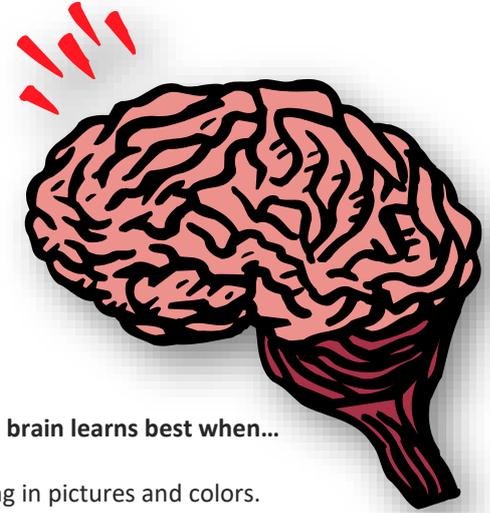
IQ Matrix and the Brain

An IQ Matrix has been designed as a learning aid that can dramatically enhance and accelerate your learning ability. Organically structured, it incorporates fundamental scientific based principles that naturally mirror the brain's functions and processes.

Studies have shown that the best way to stimulate memory and recall is to provide the brain with an ample amount of images, colors, and associations. All these elements help the brain make an emotional connection with the information.

On the right you will find some interesting facts about how the brain learns and categorizes information.

“An IQ Matrix has been designed as a learning aid that can dramatically enhance and accelerate your learning ability.”



The human brain learns best when...

- ✓ Thinking in pictures and colors.
- ✓ Making connections between ideas.
- ✓ Creating associations with existing knowledge and information.
- ✓ Categorizing information into groups, chunks and related segments.
- ✓ Remembering clear images, colors and vivid bright concepts and ideas.

All the above facts about the brain are closely aligned and intertwined within the IQ Matrix design.

Learning How Children Learn

Have you ever watched in amazement how easily children learn new concepts and ideas?

The reason why children are so incredibly proficient during these early years is because they involve all their senses in what they're learning. Moreover, they cultivate an optimistic attitude, they make learning fun and exciting, they turn everything into pictures using colors and shapes, and they constantly form associations and connections between existing knowledge and information.

Is it really that surprising that children are considered extremely creative and imaginative at this age?

Don't you think that the way children naturally learn during these early years is the way adults should continue to learn during their later years?

Could an IQ Matrix make this a reality? Let's find out...



Why Use an IQ Matrix?

Society has changed considerably over the past 10 years, so much so that it's becoming ever so more difficult to stay on top of everything we need to know and do to achieve our goals and objectives.

A Need for a Complete Reference Tool

An IQ Matrix is designed as a complete reference tool that you can use to help you stay on track as you build new habits, improve your skills, and work toward your goals.

It's easy to feel a little overwhelmed when reading modern self-help books. There's just so much information out there, and it's difficult to understand and comprehend how it all connects together.

Moreover, every author has their own unique perspective to share, which makes learning and applying what you learn confusing and somewhat disruptive. On top of this, who really has the time to read all those self-help books and then apply every concept that the author goes through?

"It's very easy to become overwhelmed with the amount of information that is contained within self-help and business books these days."

Organizing Your Acquired Knowledge

Another concern for those seeking to apply what they learn into their lives is the ability to organize the knowledge they have gained in an actionable and practical way.

Unless we are physically capable of organizing the information we learn into manageable chunks (in an easy to reference manner), then we will simply miss the **bigger picture** and fail to act upon what we know.

This is the biggest trap that "personal development junkies" fall into. They read book-after-book... after book. However, because they don't immediately organize the information they are learning into manageable chunks, they therefore, fail to apply this knowledge into their lives. This, subsequently, leads to procrastination and stagnation.

Making Knowledge Easily Applicable

I sincerely don't believe that most people have the time or the motivation to read and apply all of the knowledge and information they acquire throughout the day. And for this very reason I began creating IQ Matrix maps.

I wanted to help summarize all the most important and relevant aspects of how to live a better life into a poster that people can hang on their wall and use for reference to guide them throughout the day. Subsequently, users could then take the knowledge areas that are most applicable to their lives and engrain them into their psyche through practice and repetition.

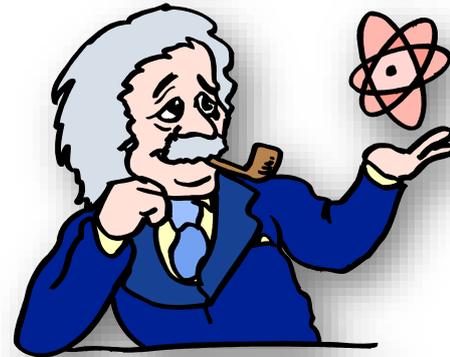
It is said, that if you tell yourself a lie over again, that you will eventually begin accepting it as your truth and reality.

Along the same lines, if you reference an IQ Matrix again and again, you will eventually engrain those ideas into your psyche. New habits will develop over time the more often you continue to expose yourself to the ideas presented within an IQ Matrix.

Turning Knowledge into Wisdom

One of the most common excuses people make about why they're not living the life they want, is because they simply don't know what to do!

An IQ Matrix helps turn the “**unknown**” into **knowledge**, and that “**knowledge**” into **WISDOM**. It does this by presenting you with what you need to know, then helping you apply this knowledge into your life in a practical and actionable way.



The Structure of an IQ Matrix

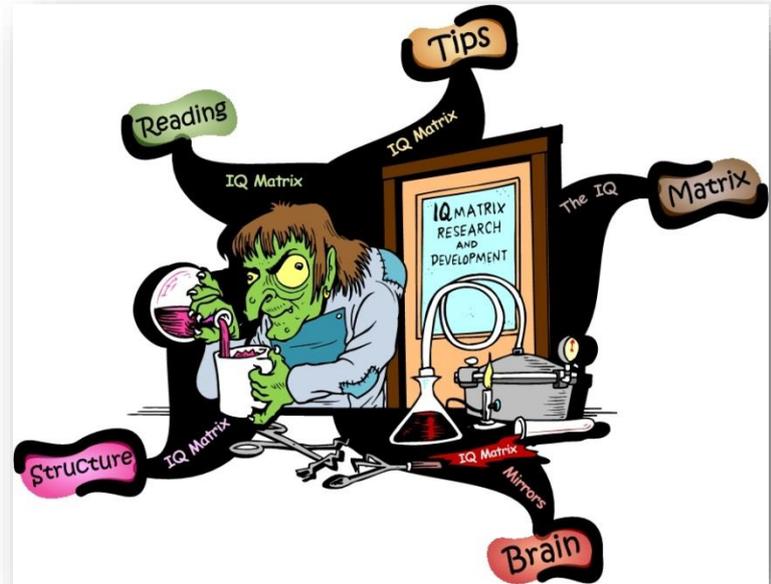
As with all things, an IQ Matrix is made up of parts that form a structure. In fact, all the parts within this structure have been purposefully designed to help stimulate your brain and improve your memory and recall of the information you are learning.

Within this section let's take a look at each part of an IQ Matrix and discuss its purpose.

Branches

A branch is simply a fancy name for a section of the IQ Matrix. For instance, within the *IQ MATRIX EXPOSED* map (on your right) there are five branches extending from the middle of the map represented by five distinct colors.

There really isn't much else you need to know about branches. However, there are a few things you need to know about pathways which extend along each branch.



Five IQ Matrix branches visible within this image

Pathways

Pathways are the black organic lines that connect all the words, ideas, and concepts together. The purpose of these pathways is to mimic the brain's organic structure in terms of how it thinks, collates, and connects memories and information.

These pathways link ideas in a hierarchical structure to aid with memory and recall of information.

Pathways are designed to make reading each IQ Matrix easier and should be used as directional maps that aid your eyes as you move along them.

When it comes to pathways, it's important to point out that **one should continue reading along a pathway until it comes to a dead end**. If you ignore this rule then it's easy to get lost as some pathways crisscross along the same keywords.

By following a pathway to the end and stopping there, you will find it much easier to read through and understand an IQ Matrix. Let's now take a look at a couple of examples...



Pathway Example #1

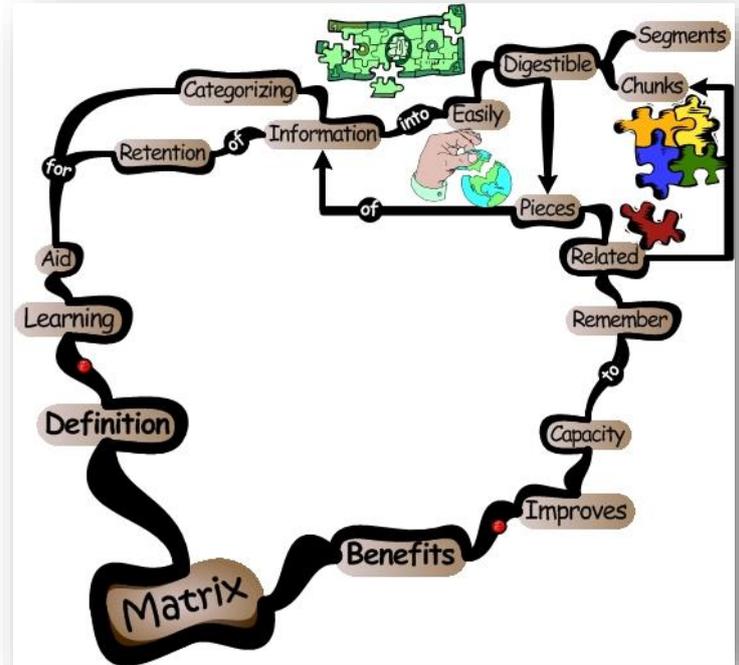
Here is an example from the *IQ MATRIX EXPOSED* map.

If you look over to the right you will find a section of the IQ Matrix. As an example, I will write down word-for-word below how each of these pathways should be read. Please follow along with the IQ Matrix for clarification:

- **Definition:** Learning aid for categorizing information into easily digestible segments, chunks and pieces.
- **Definition:** Learning aid for retention of information.
- **Benefits:** Improves capacity to remember related pieces of information.
- **Benefits:** Improves capacity to remember related chunks.

As you can see, as the pathways concluded I **didn't read any further along the pathway because there was no continuation of that pathway along that specific word.**

You must, therefore, look for direct connections and extensions of the pathway to know whether or not to continue reading.



Some sections have been hidden to simplify the example.
You will discover what the red dots mean shortly 😊

Pathway Example #2

Here is another example from the same map of a section that we are yet to discuss within this eBook.

Please follow the IQ Matrix pathways on the map as I walk through them word-for-word below:

- *Overview IQ Matrix gliding eyes over pathways.*
- *Begin reading from central image moving outwards.*
- *Begin reading from central image moving along black pathways till they end.*

You probably noticed within this example that the two paths are numbered. I will discuss this in detail on the next page.

I hope these two examples have provided you with enough information to help you better understand how pathways work.

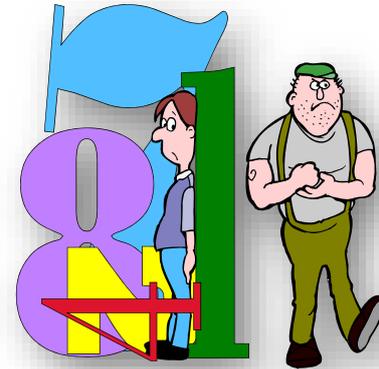
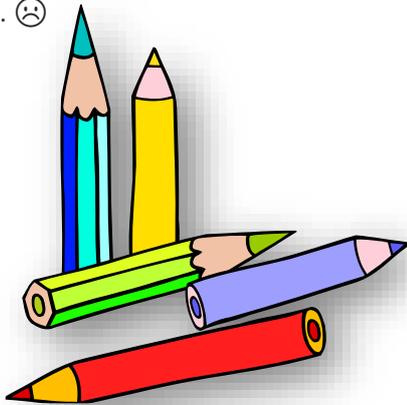


Some sections have been hidden to simplify the example

Colors

Colors are another important part of an IQ Matrix. Their purpose is to distinguish topic segments from each other, to provide clarity, and to assist with memorization and recall of the information you are learning.

As you can probably recall from the previous section, the brain learns best when bright images and colors are used. In fact, the brain naturally separates and distinguishes elements using colors. This allows for better memory and recall of the information we are learning. For this very reason an IQ Matrix is designed in color rather than in a boring grayscale format. 😞



There's Safety in Numbers

Numbers

At times, certain concepts, ideas or pathways are numbered. This indicates a set order or sequence of steps that one must subsequently move through to reach a certain goal or objective.

Within the ***IQ MATRIX EXPOSED*** map you can see that numbers are used in the green and orange sections of the map. They highlight a progression of steps. Following these steps helps us gain most value from working through the concepts presented within the map.

Images

Images have a similar purpose to colors. They naturally stimulate the senses and assist with memory and recall of the information you are learning. However, they are also used as a means of visualizing ideas and keywords in a variety of ways.

Images are linked to keywords, ideas and concepts in the following four ways:

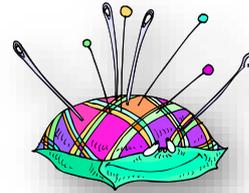
Images can literally represent words. For instance, the word “key” will have an image of a key representing it.



Images can symbolically represent words. For instance, “idea” can be represented with a light bulb.



Images can sound like words. For example, the word “pinpoint” is represented with an image of a bag of pins.



Images can metaphorically represent words. For example, the word “hierarchical” is represented by three men sitting at a desk from largest to smallest.

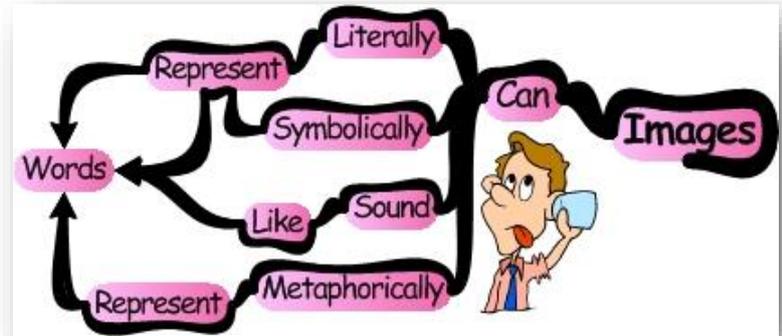
Images continued...

Images can also be linked to keywords in an action-oriented way. So for instance, looking at the IQ Matrix you have the words *“images can sound like words”*. Below and on the right of these words is a cartoon of a male figure using a glass to listen to a conversation. This cartoon image represents the words “sound-like” and is an **action oriented** representation of that word.

It’s also important to point out that at times more than one word within a certain section of an IQ Matrix can be represented by the same image. This doesn’t happen often, however, it can be quite relevant at times.

Finally, images that are related to keywords are often touching the colored section of the word or they are in close proximity to the keyword they are representing.

Use these images to help you remember and recall the keywords and concepts they represent. Working with images in this way will help you to develop a photographic memory of what you are learning.



The cartoon image links to the keyword in an action-oriented way

IQ Matrix Step-by-Step

Symbols

Each IQ Matrix uses symbols to enhance and aid with reading each IQ Matrix.

Here is a quick breakdown of the main symbols you may find as you work through an IQ Matrix.

You will see these red dots used most often within almost every IQ Matrix. They are used just like a normal “full-stop”. When you come across one of these while reading the IQ Matrix, simply STOP (pause) and then continue reading along the pathway as though you’re starting a new sentence.



Identifies a critical point that is important to the development of the topic under discussion.



This green dot indicates that something naturally **LEADS TO** something else.



This purple dot is pretty straightforward representing the word “**between**”.



Highlights the questions you should be asking yourself to successfully work through a topic area.



Symbols continued...

It's important not to get carried away with these symbols. They are simply there to enhance the fluidity of your reading.

This yellow dot represents the word “**example**” and is used in exactly the same way as used when structuring normal sentences.



As times you may also find this “**information**” symbol. This symbol indicates that you may want to conduct a little more research about this particular topic. More research might be required to grasp a thorough understanding of the topic presented within the IQ Matrix.



This plain **light-bulb** is used at times within a black circle to represent solutions to problems. It's not used often, but can be found within maps that provide solutions to problems.



This blue dot represents the word “**equals**” and is used sparingly. However, you may see it at times when one thing is represented as equalling something else



Reading an IQ Matrix

You might have heard that the only person who truly understands a mind map is the person who originally created that mind map.

For the most part, I do agree with this statement. However, I don't accept it as being true in all cases, which is why — while designing the concept of an IQ Matrix — I literally broke several fundamental rules of mind mapping to help you fully understand and comprehend what the mind map is about.

An IQ Matrix is designed with the reader in mind. All of the pathways, colors, symbols and overall structure have been developed to aid reading and understanding of the concepts presented within each map.

There isn't any "guess-work" involved as I have made it as easy as possible to read and comprehend a topic step-by-step. There will, of course, be parts of the map that you may want to research a little further. However, on the most part, all relevant and necessary information has been included.

"An IQ Matrix is designed with the reader in mind. All of the pathways, colors, symbols and overall structure have been developed to aid reading and understanding of the concepts presented within the map."



Four Steps for Reading an IQ Matrix

Here is a four step process to help you read an IQ Matrix from start to finish:

Overview the IQ Matrix by gliding your eyes over the pathways and identifying key images, keywords, concepts and patterns.

Begin reading from the central image starting at one o'clock moving clockwise and outwards along the black pathways till they end. While reading be sure to associate images with keywords to enhance memory and recall.

Review the IQ Matrix until vivid mental pictures have been created and strong associations have been formed of the topics you are learning.

Take action upon the material and concepts you have been learning by implementing the ideas discovered within the IQ Matrix in your own life. Or if you need further information about a specific section of the IQ Matrix, take time to conduct further research in books, online or by speaking with your peers or coaches.

Sticking to this four-step process will help you get the most from each IQ Matrix you take the time to study.

In the next section I will provide you with further tips and suggestions to help you gain more from each IQ Matrix.

IQ Matrix Tips

So you've finally got your hands on an IQ Matrix. Now what? What are the next steps you should take? Well it all starts when you start asking the right questions...

Ask the Right Questions...

First, it's important to select a specific topic you would like to study over the coming days, weeks or months.

To gain clarification about this topic ask yourself the questions presented on the right side of this page.

What areas of my life or skills would I like to improve upon today, this week or this month?

What emotions, obstacles or problems am I currently having difficulty dealing with?

What IQ Matrix topics could help me in these areas?

What ideas presented within these IQ Matrix maps will I now need to incorporate into my life?

Okay, so I'm "jumping the gun" a little with that last question. However, I just wanted to throw it in there so that you can see the progression. 😊

Print the Topic You Selected

Your next step is to print the topic you have selected and pin it up...

- ✓ On a wall
- ✓ Next to your office desk
- ✓ Beside your computer
- ✓ On the refrigerator
- ✓ Beside your bed
- ✓ On the bathroom mirror
- ✓ On the opposite side of the shower glass
- ✓ On your computer desktop as a background
- ✓ In the garage
- ✓ On the ceiling
- ✓ On the car dashboard... okay maybe that's not the best or safest place for an IQ Matrix 😞
- ✓ How about in the toilet? 😊

Or anywhere else where it can be referenced and referred to several times per day to keep you focused and on track as you work toward your goals.



Read and Take Action...

Your next step is to read the accompanying summary for your chosen IQ Matrix. You will find hundreds of summaries posted to the [IQ Matrix Blog](#).

The blog posts are designed to expand each branch of the IQ Matrix. They will provide you with a thorough explanation of each branch of the IQ Matrix — as we did here in this eBook.

Once you have read the summary, your next step is to reference this IQ Matrix several times per day and progressively apply the suggestions into your life.

It's, however, important to take small progressive and consistent steps. Taking small, incremental, and progressive steps will ensure that you build momentum over time.

Remember that establishing a new habit takes consistent effort, discipline, and practice over several weeks. It can take anywhere from 30 to 60 days to establish a new habit.

Therefore, be patient with yourself, and allow yourself the room to experiment and make mistakes. And above all else, have fun with the process. 😊



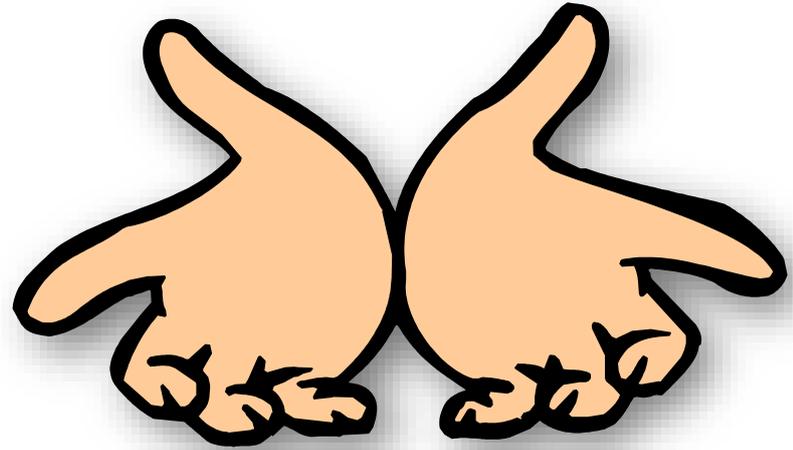
Remember to take small consistent steps in the right direction.

There Are No More Excuses

When it comes to achieving the success you desire to create in your life, there are no more excuses.

An IQ Matrix can show you the way, however, what you do with that knowledge rests completely in your hands.

Thanks for reading. I hope you gained value from this eBook. If you have any questions, please feel free to contact me at info@IQmatrix.com. I will be more than happy to help you out and answer your questions. 😊



“An IQ Matrix can show you the way, however, what you do with that knowledge rests completely in your hands.”

About Author

Adam Sicinski is a qualified life coach, mind mapper, and [doodler](#). In 2008, he founded IQ Matrix. IQ Matrix is a visual thinking company specializing in the production of mind maps and visual thinking aids designed to provide us with a shortcut for learning, for personal growth and development.

Over many years Adam researched and explored a wide variety of areas including cognitive psychology, neuro-linguistic programming and other related approaches. This information was used to piece together the [MasterMind Matrix](#) chart.

This chart helps explain why we do what we do. In fact, every one of the hundreds of mind maps Adam has produced over the years is fully integrated into this chart.

Read more about IQ Matrix [here](#).

