

STRUCTURED THINKING

WHAT IS IT ABOUT?

We often have to crisply present a recommendation to busy executives. To render our ideas clearly, we must structure our thinking. One excellent tool is the Pyramid Principle, developed at McKinsey*.

It advises you to formally separate the thinking process from the writing process, so that you can complete your thinking before you begin to write.

The Pyramid Principle is a powerful tool for making crisp, clear and compelling recommendations to your stakeholders and moving them to act.



WHAT WILL YOU LEARN?

- You will learn and practice techniques of the pyramid principle:
 - How to define a problem
 - How to present your answer in a compelling way that gets straight to the point
 - How to structure your ideas into a coherent, logical and lucid argument
 - How to motivate your audience into action

**THINK FIRST, WRITE
LATER**

Copyright 2024 @Twyla Limited

COMMUNICATION 

WHOM IS IT FOR?

Anyone who wants to be a more effective communicator through applying structure and logic in their thinking

METHODOLOGY, TOOLS, TECHNIQUES TAUGHT

- The Pyramid Principle enables you to apply logic in thinking and writing.
- The key take-aways are:
 1. Start with the answer first
 2. Group and summarise your supporting arguments
 3. Logically order your supporting ideas

* "The Minto Pyramid Principle", Barbara Minto

Learning for the curious 