Pyramid Principle, The: Logic in Writing and Thinking

By Barbara Minto

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How can you grasp the attention of your audience in a couple of minutes? How can you create a compelling story with a logical structure that is easy to understand and easy to remember. If you have to convince customers and have limited time for a presentation with busy executives this can be quite a challenge. But how can we do this? The Pyramid Principle is the answer to this question. Developed by Barbara Minto from McKinsey to find a method for the consultants to structure their advice and consulting reports. Nowadays every McKinsey Consultant is trained to learn and apply this method and it is also used by many other consulting companies worldwide. Consulting Methodology made the Minto Pyramid Principle an essential part of the Issue Based Consulting training program. Together with some other techniques Issue Based Consulting is the ultimate consulting toolkit.

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