

The minto pyramid principle

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This article offers a practical explanation of the Minto Pyramid Principle developed by Barbara Minto. After reading this article, you will understand the basics of this powerful tool of efficiency and communication. What is the minto Pyramid Principle? The Minto Pyramid Principle, also called the McKinsey Pyramid Principle, is a tool used to process and structure large amounts of information to convey a story, message, or presentation without omitting important details. The principle of the McKinsey Pyramid is to shorten to the chase in written texts or presentations. This ensures that the audience's attention is captured and that an exciting story can be created that is easy to remember and understand. The principle of the Minto pyramid is applied by structuring points and arguments after the thesis statement has been introduced. The information that is subsequently presented by the branches to specific details in a clear and insightful manner. The Pyramid Principle, a book by Barbara Minto, was published in the 1970s by McKinsey. Barbara Minto was responsible for training new staff as expert consultants as soon as possible. The structure of writing texts, giving presentations or recommendations based on the principle of the Minto Pyramid is done by applying the following three levels of the pyramid: 1. Start with the answer, thesis or the key point Application from top to bottom of the pyramid structure in communication methods means that a direct answer is given to the question that has been asked. These may also be recommendations, research results, talking points or other key points. The principle of the Minto Pyramid inverts is a traditional method that is used to come to a conclusion. Typically, the conclusion in the text or presentation is given after the facts have been presented and all analyses and supporting ideas have been discussed. With her McKinsey Pyramid Principle, Barbara Minto explains why the answer is first given in a clear and specific form. Only in this case should supportive reasons or motives be given. The first reason for this is to maximize and effectively use a limited time audience. Most conversations with a manager, for example, contain recommendations. The reason to first make a recommendation and then offer motivation is that managers often already see a conclusion or recommendation coming when a stream of arguments and reasons is provided. That's because they think so from top to bottom, focusing on the bigger picture. In addition, the method of direct communication is more persuasive than the conversation that hits about the bushes. The style of direct communication is a manifestation of assertiveness and self-confidence. 2. Group arguments and a summary of the highlights now that the key point has been laid out, the arguments, reasons or motives for the submission should be discussed. In accordance with the principle of the Minto Pyramid, this level is about joining all the arguments at the main points. paragraph is a summary of a specific support for a recommendation or response from the first step. 3. Submit supporting details and ideas in logical order Afterwards, the pyramid branch of each argument is at the lowest level, where support for details and ideas are given, which should show the validity of the arguments presented. All of these three levels form the structure of the pyramid. Always first give a generalization of the idea, at the top of the pyramid. Clarity and logic can be applied in history by drawing attention to structure and order. If these arguments and ideas contain a specific flow, frequency, or causal structure, they should be placed in chronological order. It is also recommended that the most important arguments and ideas be presented first. It is not surprising that the principle of the pyramid originated in the organizational consulting branch. This is exactly where the larger and more complex tasks of writing order of the day. By structuring texts using the Minto Pyramid principle, the texts are shortened, clearer and easier to follow. It also has a great advantage for the writer himself. By thinking about the cohesion between ideas in advance, they can be put on paper more effectively and basic and supportive questions can be more easily discerned. Facts and thoughts are organized in a way that makes the text more compelling. In addition, training with such a structure also has the advantage of a person choosing his words more carefully in everyday life, including on the work floor. By removing all inappropriate questions, the kernel takes first and center stage, and the user increases the potential to climb up the hierarchy. The advantages and disadvantages in using the McKinsey Pyramid Principle According to Barbara Minto, using the principle of the Pyramid of Minto offers several advantages over other writing structures: More effective writing, because thoughts and ideas are organized in advance It helps the reader, because the reading strategies were included in the text itself Consistent quality of the Great Persuasion Principle of the Pyramid of Minto corresponds to how the human brain works however There are also drawbacks associated with using the principle of the Minto Pyramid: The tool requires a lot of preparation to create the best texts There is a danger of repeating information And this makes it difficult to formulate the deep synthesis Minto Pyramid Principle is basically effective for texts with unambiguous conclusion or recommendation, and not for other types of texts Now your turn What do you think? Will you learn the explanation of the Minto Pyramid principle? Will you use this communication tool in your work and personal life? What do you think are the factors that contribute to an effective style of communication? Share your experience and knowledge in the comment box below. If you liked this article, please subscribe to our free newsletter for the latest posts about models and You can also find us on Facebook, LinkedIn, Twitter and YouTube. More information Minto, B. (2009). The principle of the pyramid: logic in writing and thinking. Pearson Education. Locker, K.O., Yu Kaczmarek, S.K. (2009). Business Communication: Creating Critical Skills. New York, NY: McGraw-Hill Higher Education. As to quote this article: Janse, B. (2018). The principle of the Minto Pyramid. 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This is from four years ago and covers the principle of the Minto Pyramid - one of the most important concepts in executive communication and logical structuring of arguments. It's really big on all the big 4 and the big 3. This is forest management consulting thinking. My revised thoughts (2016) are shown in red. Consultants need to structure their thinking. This is the only way to clearly present your ideas to customers. One of the excellent tools is the pyramid principle of an ex-McKinsey consultant named Barbara Minto. She is the author of a book called Minto Pyramid Principle here (affiliate link), which is essentially defined as the consultants structure of most of their presentations. Most consultants will know that the pyramid is a principle, even if they do not know the author. Consultants often use groups to clarify and simplify problems. Consultants are just skeptical enough to believe that many business problems are similar. Too often customers are entrenched in their industry, corporate culture and personal experience to rise higher and see the root causes or drivers. General Client Criticism Consultants: Well, of course I could tell you that. A rebuttal of the consultations may be: Yes, but you did not have clarity of thought and belief to convey your point of view. The principle of the pyramid: Just as the name implies, the idea is that the logic of the presentation looks like a pyramid. The main recommendation is on It is based on mid-level recommendations, each of which is supported by lesser facts, data, data, landmarks, etc. . . . In the picture below you can see that the top of the pyramid (executive summary) has 3 recommendations. Each of these recommendations has an auxiliary pages. Page 1 - Summary Page 2-4 - Recommendation #1 and Supporting Facts Page 5-7 - Recommendation #2 and Supporting Facts This type of presentation begins with a conclusion in the first place. It's a top-down type of thinking that is very structured and how leaders think. The big idea is accompanied by smaller ideas. This format will help you cut into the chase quickly, which is good for many reasons: Executives have a short attention span, so it's good to say what you want to say before they start asking questions This logic is very easy to follow. I recommend A,B,C. Recommendation A is confirmed by facts 1.2.3 Giving them a recommendation and logic forward, it allows the audience to focus on the areas they have the most interest It makes the consultant really hone the storyline to the most important parts (no long winded prose and rambling slides) Yes, I know that most of the school term work is more used from the bottom-up type of reasoning where the climax was at the end of 50-country paper. Believe me, this is not how you want to present in the boardroom. You don't want to start with lots of boring data points and keep the good stuff through. Structured thinking. Consultants may not be smarter than you - but we are more structured in our thinking. Usually we lay out broad boundaries of the problem, and then methodically go to the recommendation showing you the steps in logic; we solve a mathematical problem, but we take deliberate (often painful) steps to show you the work. All assumptions, sample size, calculations, considerations, risks and details are available. But we will organize it with conclusion first. Caveat: Two types of presentations where you won't use the pyramid principle: an interim presentation of facts: In this case, the consultant works with a client colleague and walk them through information and some ideas. Nothing too heavy. Not a recommendation. Just sharing information. Leave behind the deck: Here the consultant has a presentation that is designed to really stand its own, so the font is smaller and it is written in a longer form of prose. It's more of a guide or playbook than an unlit million-dollar recommendation, even if you don't follow this rigid format accurately, create a resume (1 pager) that an executive can tear off and carry around. Make it easy for the customer manager to sell their goods. Putting all your thoughts (6-8 weeks of project) into a summary is intellectually rigorous - you need to know what the key points are. If I had more time, I would have written a shorter letter. - Blaise Pascal If you can't explain it just, you don't understand it well enough - Albert Einstein Should I Buy It's behind you. It's a bit boring to read here (affiliate link). As a consultant consultant just go amazon.com and read the 45 reviews posted. This will help you 80% of the way there. Exercise #1: Find the best presentation you've made - one you're proud of - and see how well you used the structure of the pyramid. The recommendations were supported by analysis, analysis and consequences. Exercise #2: Take 15 minutes and try this. Take the last client presentation you made and create a list of bullet points in the pyramid structure shown above: pg 1 - summary with all recommendations (A,B,C) pg 2 - details of (analysis, understanding) pg 3 - details of B (analysis, understanding) pg 4 - details of C (analysis, understanding) As an additional credit, write the names of each slide so they tell the story. You should be able to just read the titles of each page and know that the presentation is about. Related: Messages: the minto pyramid principle pdf. the minto pyramid principle summary. the minto pyramid principle® textbook. the minto pyramid principle kindle. the minto pyramid principle® online course. the minto pyramid principle epub. the minto pyramid principle pdf free download. the minto pyramid principle book

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