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The Pyramid Principle was developed for consultants at McKinsey by Barbara Minto, to help them structure their

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reports and make a decisive impact on clients. It is now widely part of the toolkit every strategy consultants around the world needs to learn and use. The Pyramid principle is a hierarchical structure to create a logic and data-supported storyline.

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This is the only way to present your ideas clearly to clients. One excellent tool is the pyramid principle by an ex-McKinsey consultant by the name of Barbara Minto. She authored a book called [The Minto Pyramid Principle](#) here

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(affiliate link) which essentially defined the way consultants structure most of their presentations. Most consultants will know what the pyramid principle is, even if they don't know the author.

~~Consulting tip: Minto's Pyramid Principle | Consultant's Mind~~

The Pyramid Principle advocates that “ideas in writing should always form a pyramid under a single thought.” The single thought is the answer to the executive’s question. Underneath the single...

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Basically, the Pyramid Principle is a communication technique that allows you to structure your points and arguments properly. It works by introducing a thesis statement before going into points and arguments that support it. Like a pyramid, the information you present should branch out as you move on towards specific details of the discussion.

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