


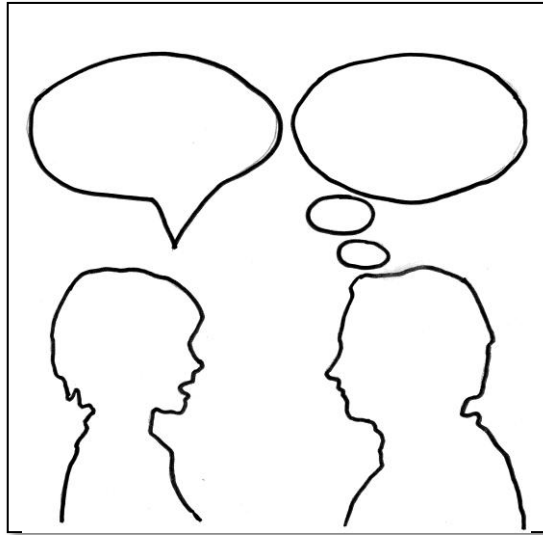
The Pyramid Principle

Learn how to structure your ideas on paper like a pro

Road Map

- 
1. Pick your key point
 2. Develop main arguments and structure proof
 3. Design a compelling introduction
 4. Bring it all together on paper


“Don’t measure performance by what you have accomplished, but by what you should have accomplished within your capabilities”



Barbara Minto's Revelation

“I have made this letter longer than usual because I lack the time to make it shorter” – Blaise Pascal

Assignment: “Your Favorite Movie”

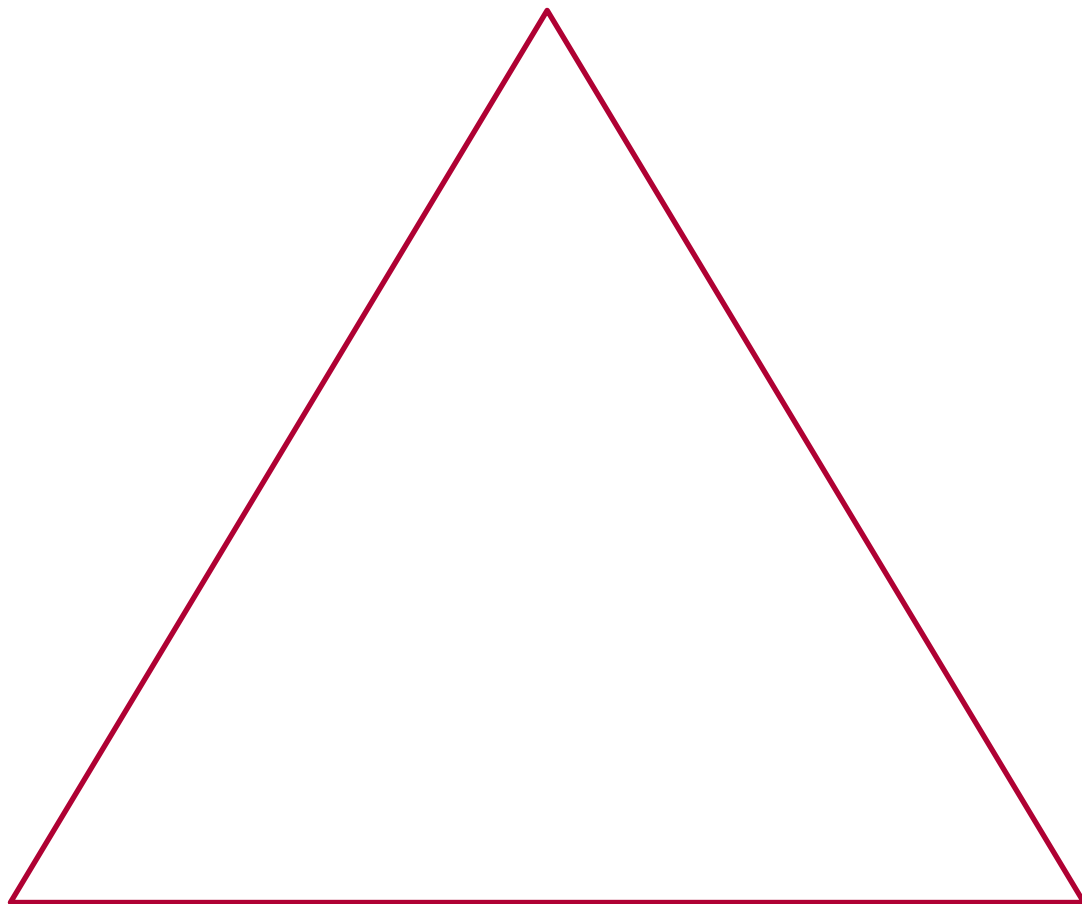
- 
1. Think about your favorite movie
 2. The speaker tells the listener why they should see the movie
 3. Debrief with the whole group

Who?

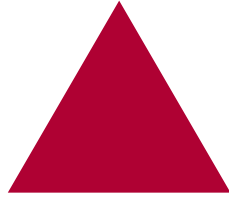
Groups of 2, 1 listener and 1 speaker

Timing?

The time you need




1



— Pick your key point

Assignment: “Qatar 2022: Key Point”



FIFA is worried about progress. One of your colleagues was sent over to assess the situation, but he fell sick on the way back. You have to take over and present to the Board. As you only get a few minutes, you decide to start with the key point.

Who? Individual

Timing? 5 minutes

What? Identify the key point

Notes: Qatar Visit From Peter Smith

- Transport infrastructure will be in place
- Many sponsors have already signed up
- Subway construction is progressing as planned
- Doha stadium (opening ceremony) 3 months ahead of planning
- New highway construction is almost finished
- 200 bn commitment from government
- Construction: all stadium started on time
- Qatar will be ready to host the 2022 soccer games
- Financial outlook very positive
- All stadiums will be ready

1 Pick your key point

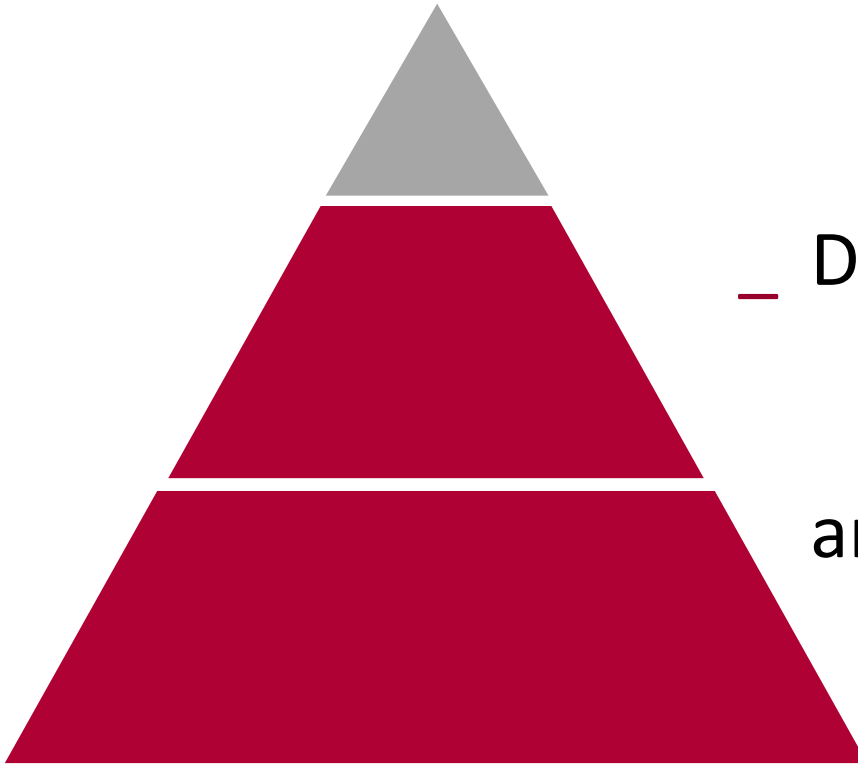
- Identify the main message you want to pass on

- Tips

- | List all ideas first


- | Imagine you can only communicate 1 sentence (Qatar is ready)

- | Try a few versions using different words



— Develop main arguments...
and collect proof

Assignment: “Qatar 2022: Main Arguments”



FIFA was happy with your brief intervention and has asked you to prepare a longer presentation.

Who? Groups of 2

Timing? 10 minutes

What? Construct the second level of the Pyramid

2 Develop main arguments and structure proof

- Collect all your arguments and construct the second layer of the Pyramid
- Identify the proof you need
- Tips
 - | MECE – Mutually Exclusive, Collectively Exhaustive (car sales)
 - | Construct your second level first, then start collecting proof
 - | Each building block roughly needs to be the same size

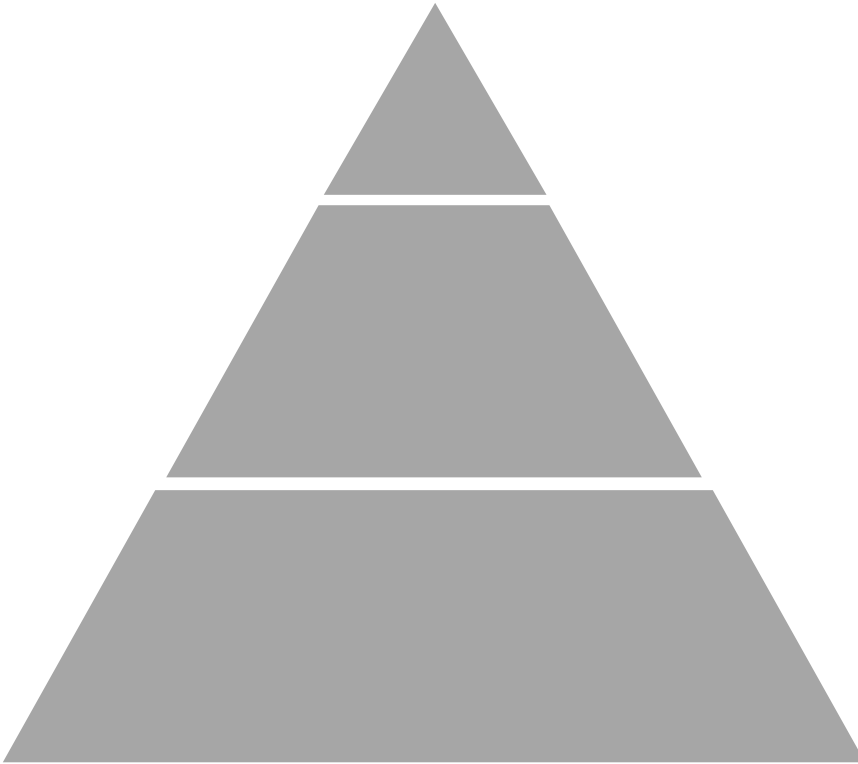
3

S: Situation

C: Complication

Q: Question

— Design a compelling introduction



3 Design a compelling introduction

- Connect with your audience and explain why they have to listen to you

- Tips

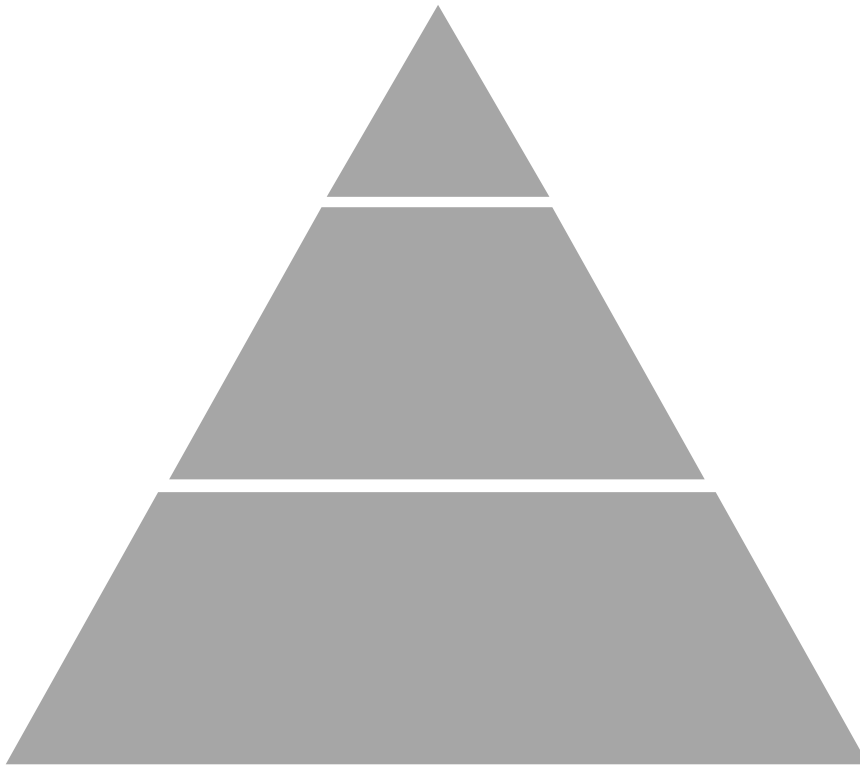
- | Always make an SCQ, even for a 'simple' email
- | Complex topic: check SCQ logic with others before moving on
- | Try different questions to challenge yourself

4

S: Situation

C: Complication

Q: Question



Bring it all together
on paper



Assignment: “Cocktail Party Summary”



Re-create the Cocktail Party Summary for this presentation.

Who? Groups of 2

Timing? 10 minutes

The Pyramid Principle

Cocktail Party Summary

- S. ...
- C. ...
- Q. ...

Key point:

1. ...
2. ...
3. ...
4. ...

The Pyramid Principle

Cocktail Party Summary

- S. We all want to get our ideas across
- C. But getting our ideas on paper is more complex than we think
- Q. How can we improve our written communication skills?

Key point: You need to learn how to structure your ideas using a technique called *The Pyramid Principle*

1. Pick your key point (level 1)
2. Develop main arguments and structure proof (levels 2&3)
3. Design a compelling introduction (SCQ)
4. Bring it all together on paper

4 Bring it all together on paper

- Capture your message in a written format

- Tips

- | Always finish your Cocktail Summary first
- | Decide on inductive versus deductive (Lawyer versus Holmes)
- | PowerPoint: always use the same structure

The Pyramid Principle

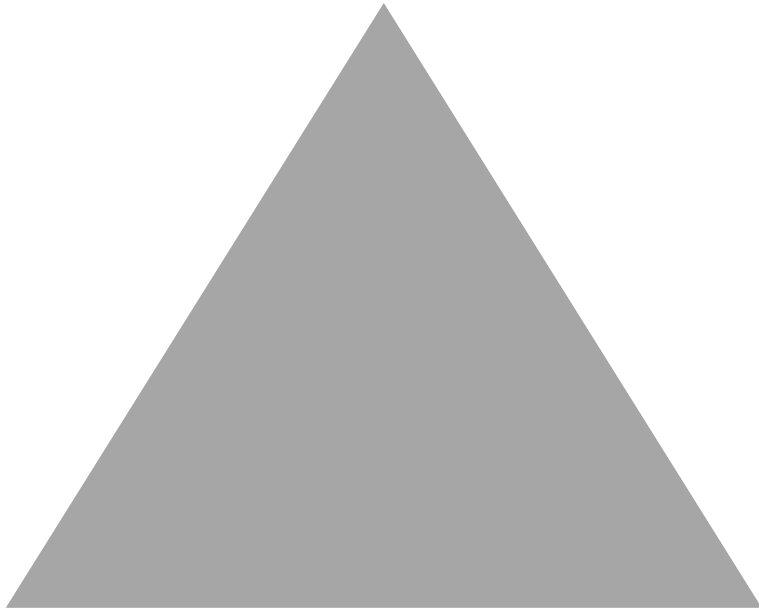
Cocktail Party Summary

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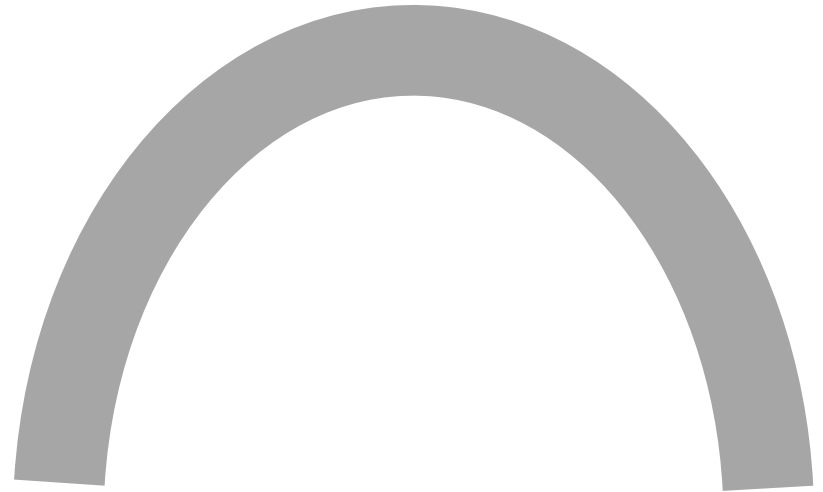
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Communication Heroes



The Pyramid Principle

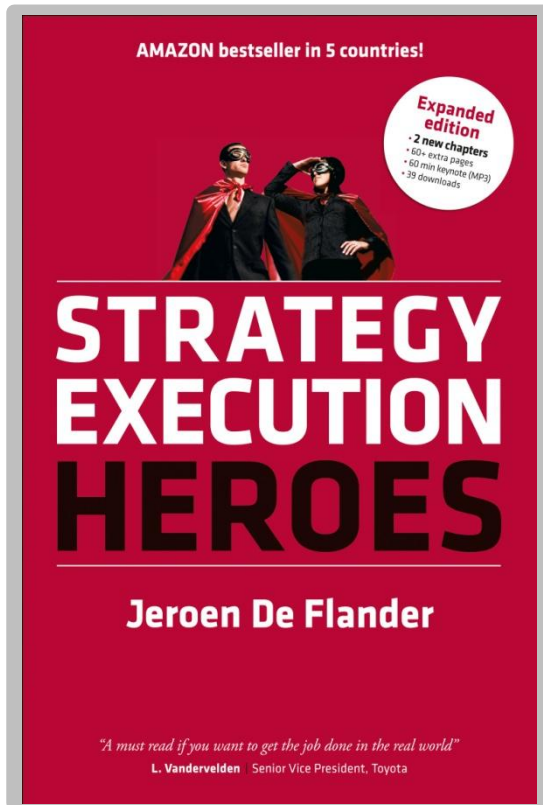


The Facilitation Rainbow

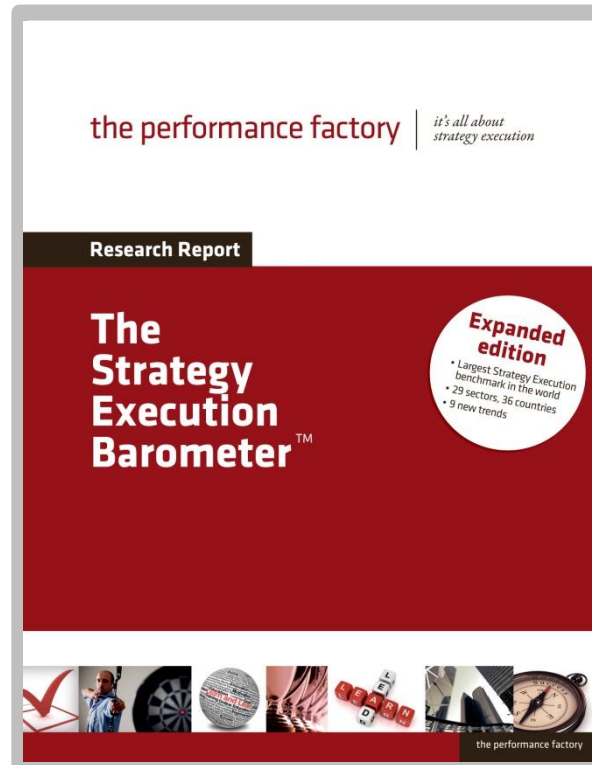
“People come to listen to a speaker, not to look at a reader”

The Execution Challenge – Our Contribution

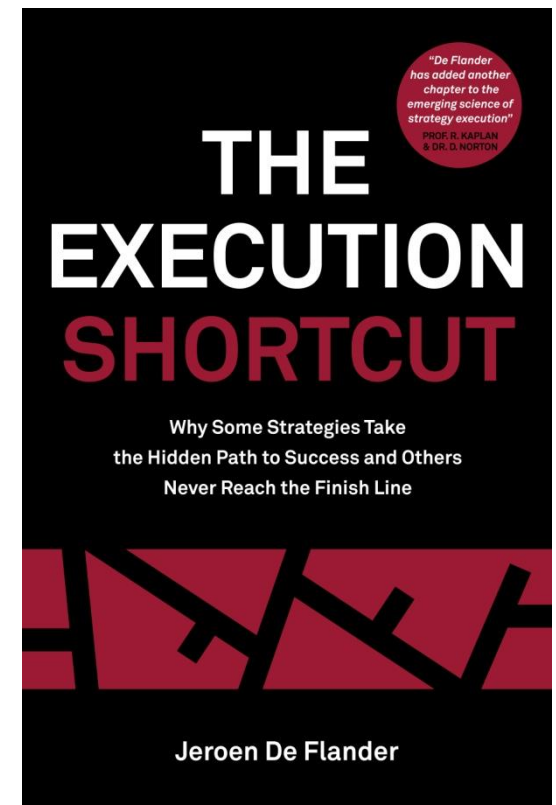
300+ useful
implementation tips



Actionable, up-to-date
benchmark information



Beat the 7
execution villains



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[Jeroen De Flander](#) is one of the world's most influential thinkers on strategy execution and a highly regarded keynote speaker. He has shared the stage with prominent strategists like Michael Porter, Bob Kaplan & Roger Martin and reached out to 25,000+ leaders in 40+ countries. His first book *Strategy Execution Heroes* reached the Amazon bestseller list in 5 countries and was nominated for Management Book of the Year 2012 in the Netherlands. His second book, *The Execution Shortcut*, reached the #3 spot in its category on Amazon.

He is co-founder of *the performance factory* – a leading research, training and advisory firm specialized in Strategy Execution.

He has advised 75+ companies including Atos Worldline, AXA, Bridgestone, Brussels Airport, CEMEX, Credit Suisse, GDFSUEZ, Honda, ING, Johnson & Johnson, Komatsu, Microsoft, Nike and Sony on various strategy and strategy execution topics.

To book Jeroen to speak at your next event or to run a strategy execution seminar for your company, please contact him through his blog www.jeroen-de-flander.com or jeroen@jeroen-de-flander.com. [Follow him on LinkedIn.](#)

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Jeroen De Flander

Thank you

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