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The Pyramid Principle will show you how to communicate your ideas clearly and succinctly. Barbara Minto reveals that the mind automatically sorts information into distinctive pyramidal groupings. However, if any group of ideas are arranged into a pyramid structure in the first place, not only will it save valuable

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time and effort to write, it will take even less effort to read and comprehend it.

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1987 and re-issued by the publisher unchanged in 2002. The Minto Pyramid Principle textbook explains in detail the entire thinking process that should precede writing.

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Minto Pyramid Principle, also referred to

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as the McKinsey's 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 cut to the chase in written texts or presentations.

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**communication tool ...**

The Minto Pyramid Principle: Logic in Writing, Thinking and Problem Solving (2010) explains a technique for working out your thinking on any subject, so that you can present it clearly to someone else. It explains: Why organizing your ideas into a pyramid structure will make them easy for someone else to grasp.

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**The Minto Pyramid Principle®  
Textbook - Barbara Minto**

The Pyramid Principle was created by Barbara Minto at McKinsey as a method of structuring communications for maximum impact. The idea is to start with your main idea, and then use logically grouped arguments to support

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your position. Put in simpler terms, it starts with asking for what you want, and explaining why you want it.

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The Pyramid Principle will show you how to communicate your ideas clearly and succinctly. Barbara Minto reveals that

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the mind automatically sorts information into distinctive pyramidal groupings.

However, if any group of ideas are arranged into a pyramid structure in the first place, not only will it save valuable time and effort to write, it will take even less effort to read and comprehend it.

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**Editions of The Minto Pyramid  
Principle: Logic in Writing ...**

Ever heard of it? In 1987, Barbara Minto wrote a book called the Pyramid Principle - Logic in Writing and Thinking. Minto is an ex McKinsey & Company consultant and wrote this during her early days there. She went on to train Bob Waterman and Tom Waters, co-



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