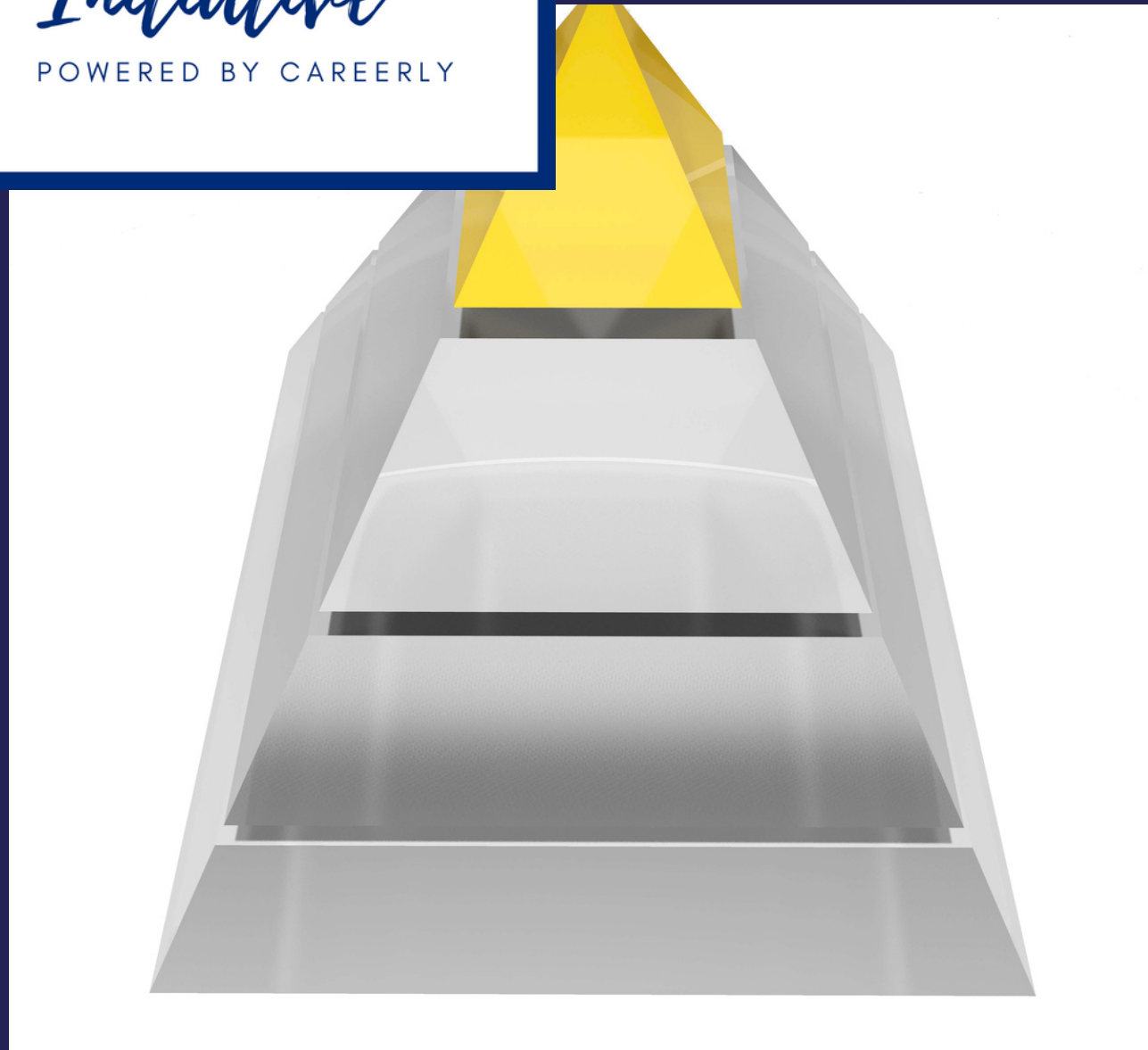


WHARTON CLUB OF THE NATIONAL CAPITAL REGION (WCNCR)

The Wharton
Mentor
Initiative
POWERED BY CAREERLY



The pyramid method + the rule of three

Prepared for WCNCR, Career Mentor Initiative

May 19, 2021

Good Communication is Very Important.

Everyone says that. That are millions of articles and videos on the subject with no end of tips on how to communicate better.

But what does it mean? Why is Communication important at all?

Excellent

~~Good~~ communication
is central to how
effective we are.

We communicate for a reason. With a purpose in mind.

So, it follows that you'd want to be successful in getting what you want from the words you string together.



Before you say anything

Does this need to be said?

Does it need to be said by me?

Does it need to be said by me now?



Also, consider:

Is it Useful?

Does it Clarify?

Is it Mindful?

Words you speak or write have impact. If they are none of the above, then what exactly are your intentions? And what do you hope to gain?



**Structure all
communications using
these two rules:**

**The Pyramid
Principle**

**The Rule of
Three**

Will be covered in our next CMI session on June 2

Pyramid Method

Start with the answer.

Give your reasons

Provide evidence for your reasons.

Narrative Method

Tell a compelling story.

Build the narrative: hero, journey, obstacle, resolution

Audience gets to the answer same time as you do.

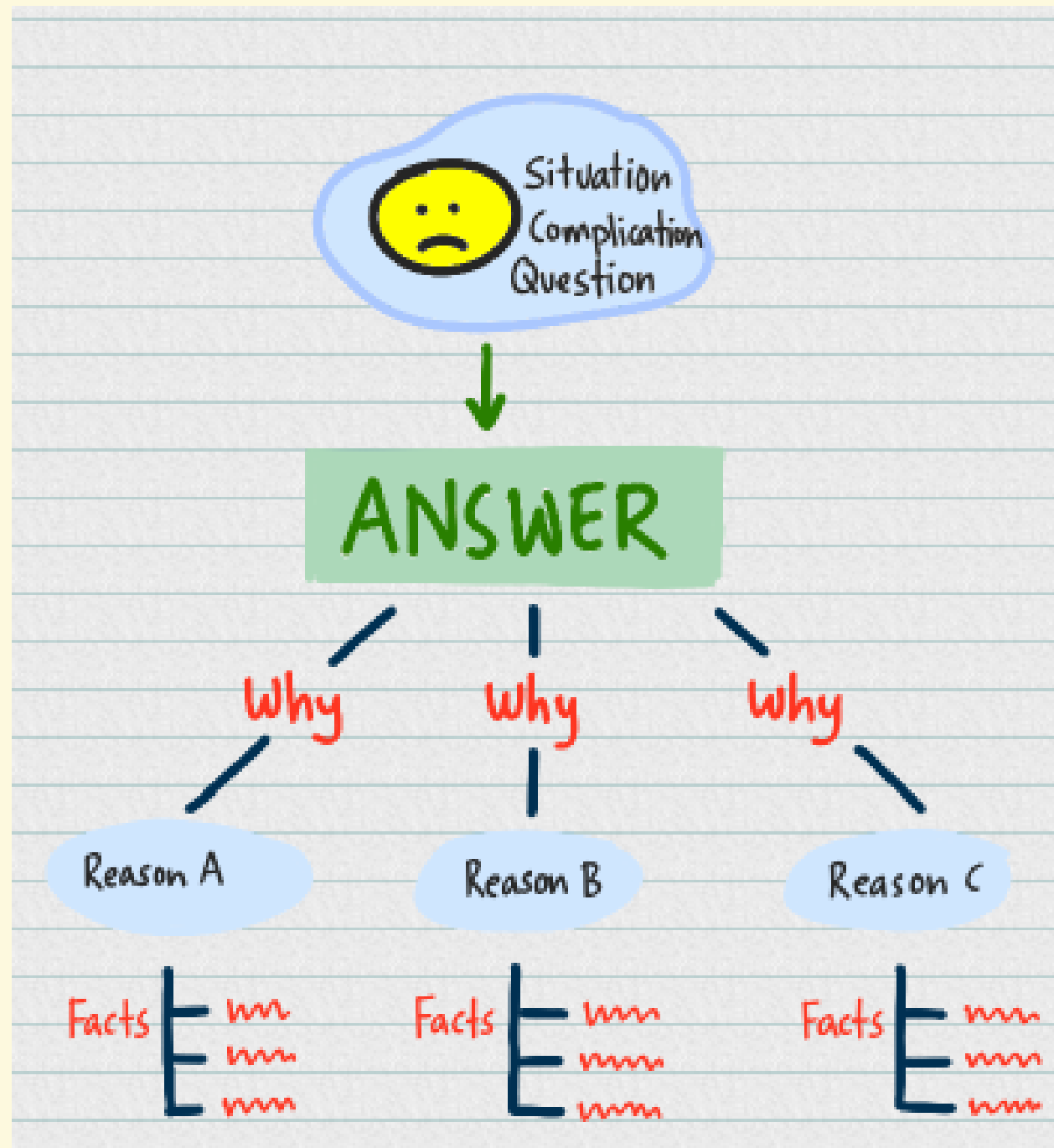
The Pyramid Principle

Created by Barbara Minto and McKinsey & Company

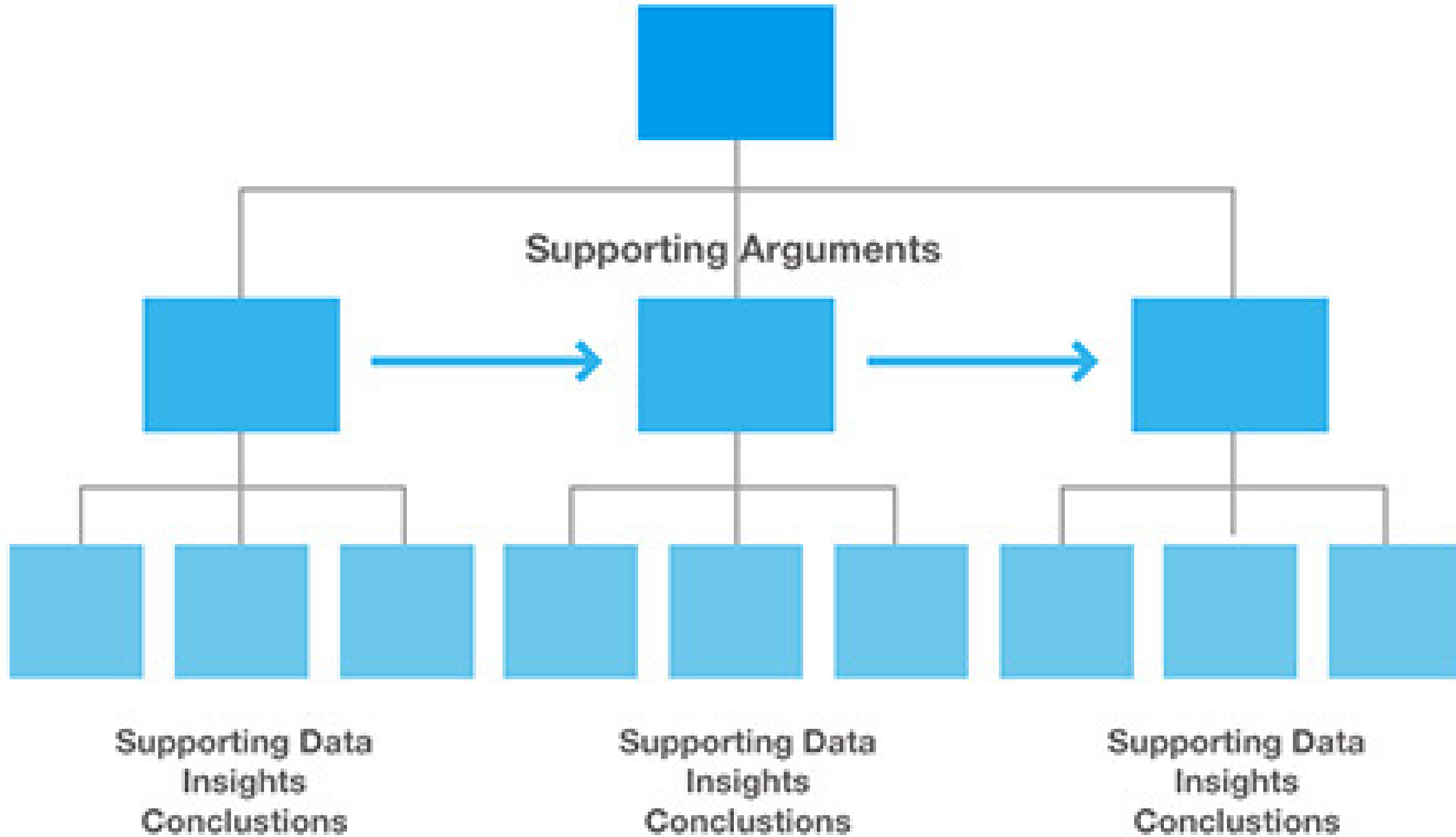
Communicate your main point right away - i.e. start with the answer - and then go on to further insight + details.

This approach takes large amounts of information and makes it digestible for your audience.

It simplifies the complexity while retaining the detail for subsequent layers.



Main Recommendation/Goal/Idea



**You only move to the
next level once the first
level answer is complete**

Whichever level or stage you're at, it should be complete in and of itself before you go further. It's vertical because it presents the complete idea first, allows the reader to absorb it, and then provides the next level of support.

Switch to the Document

Rule of Three concept and examples from different contexts.

Examples of how PP and RT combine together to create an extremely compelling case:

Cover letters

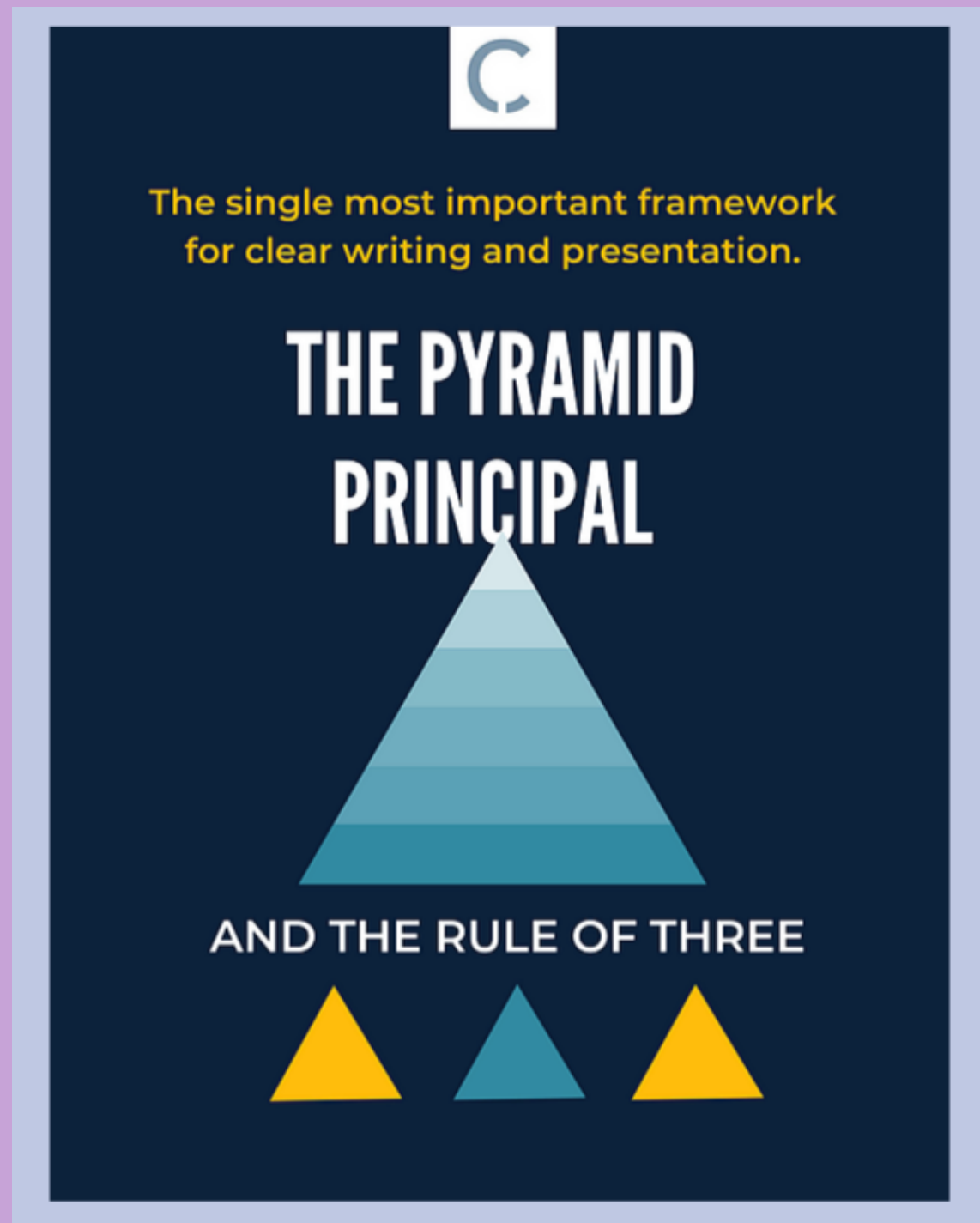
Networking Emails

Summary Section of Resumes

LinkedIn Profile "About" Section

Recommendation to a Client

Presentation Delivery



www.careerlynetworks.com/docs

Manage the Chaos

Every piece of information on the pyramid base reinforces the tip above it, making the pyramid's conclusion inescapable to the viewer.

Always present the summary idea before you give the individual pieces + the supporting data. Keep it to three pieces: the Rule of Three.

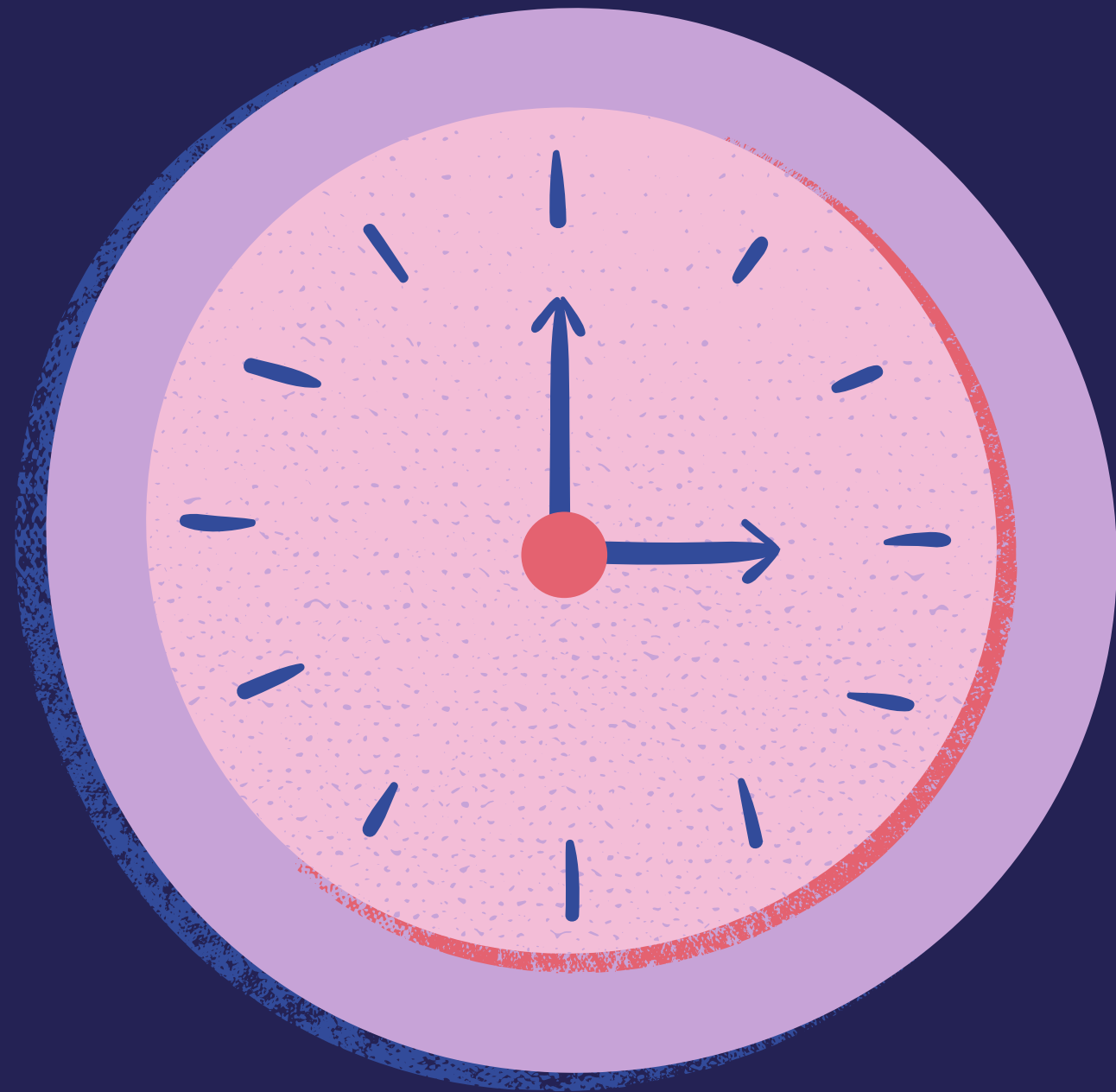
The sequence in which you present your ideas as it gathers momentum towards the conclusion improves the clarity of your argument.

Vertical relationships

In vertical relationships, the supporting points (the base) need to answer the question raised by the statement above (the tip).

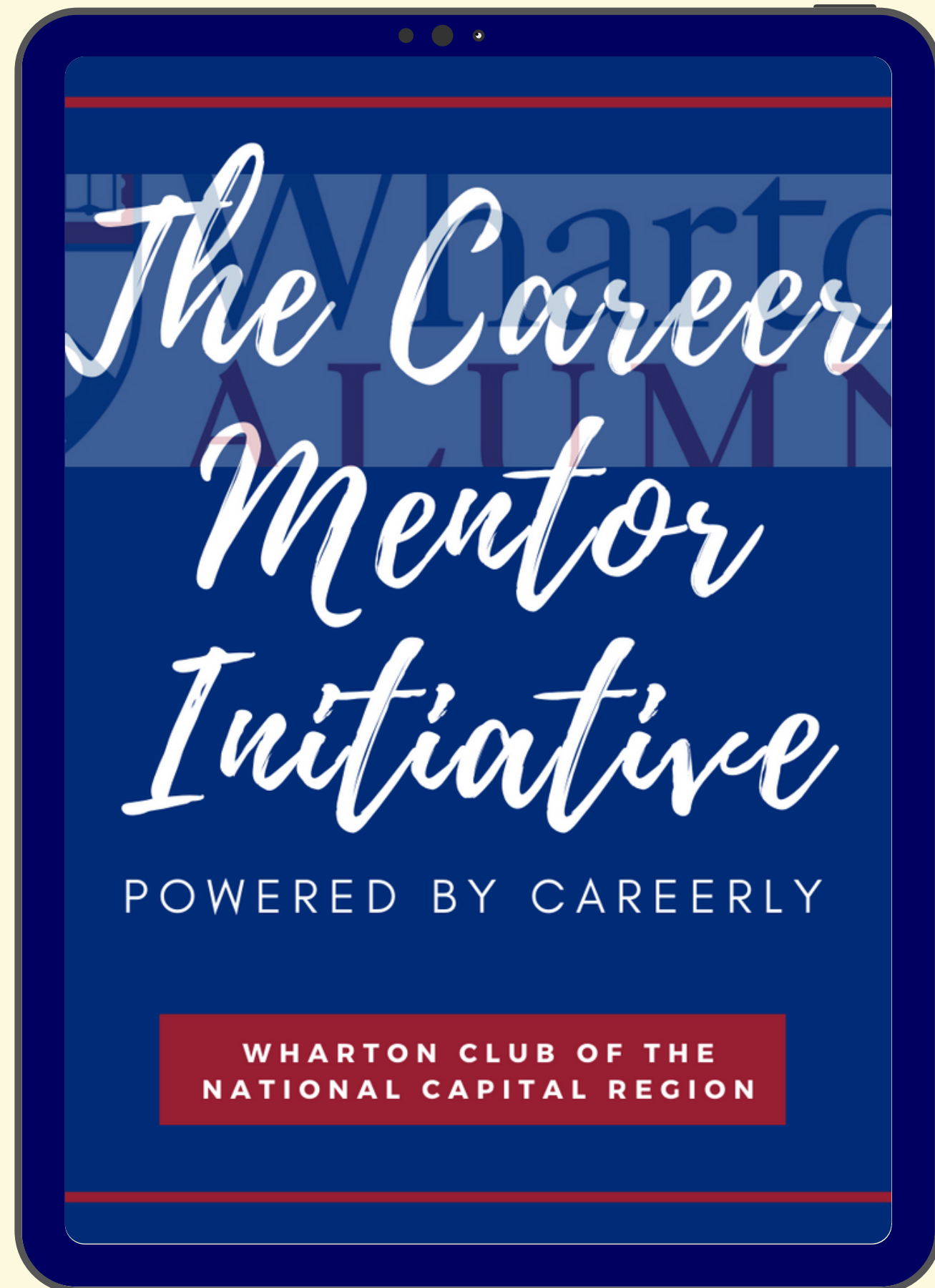
Horizontal relationships

For horizontal relationships, the supporting points relate to each other, using either deductive or inductive reasoning.



Time is of the essence

Both the Pyramid Principle and the Rule of Three help structure your communications so that the audience gets your main point as fast as possible... without sacrificing precision, detail, and supporting evidence.



Any Questions?

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