

# Twitter Thread by Alex Banks



**Alex Banks**  
[@thealexbanks](#)



**Want to be a 10x better communicator than 95% of people?**

## **Use McKinsey's 3-step Pyramid Principle:**

McKinsey is the most powerful consulting firm on earth.

- \$10B in revenue
- 30,000+ employees
- 90+ years of history

This is their 3-step process for structured communication:

1/ Start with the answer first

It's natural to build up to a conclusion after presenting the facts.

Instead, give the answer first.

This allows your listener to quickly process your recommendation.

"What should we do?" → "You should do X."

You'll be more persuasive.

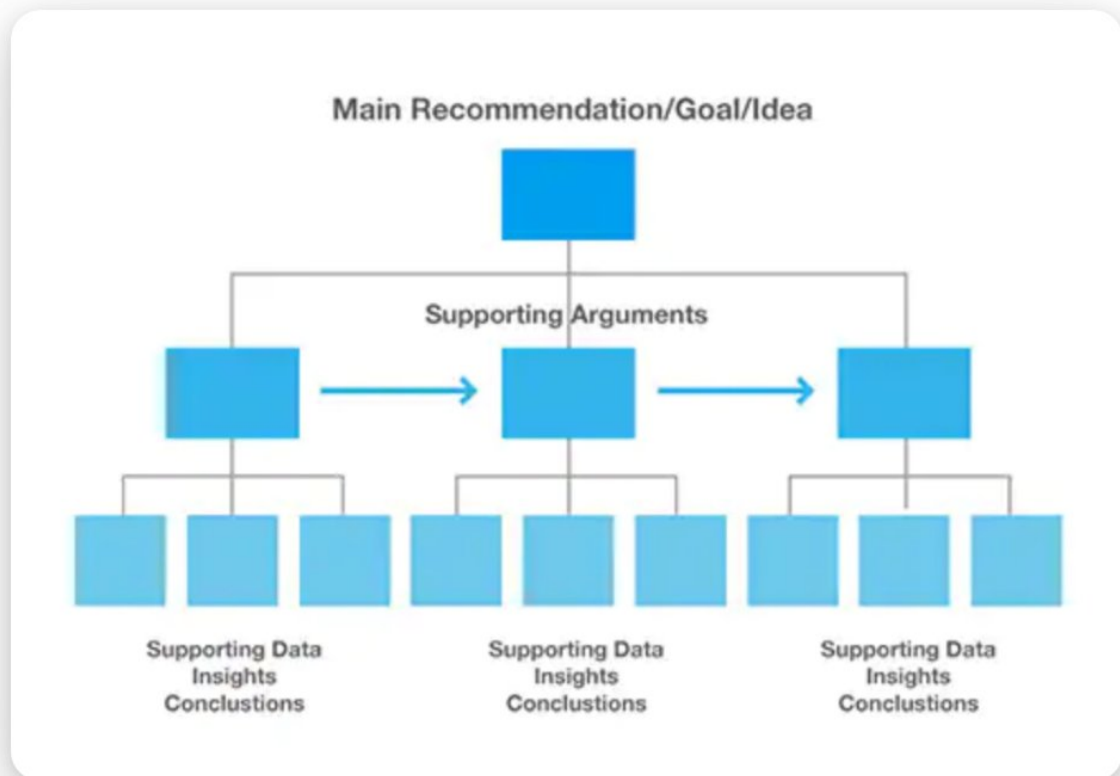
2/ Group and summarise your supporting arguments

Your ideas should form a pyramid under your answer.

Your ideas at one level must be a summary of the ideas below.

For each supporting argument, break down into a group of 3.

Three is the magic number— memorable and persuasive.



3/ Logically order your supporting ideas

You want to make sure your ideas belong together.

1. Time order - follow if there is a sequence of events
2. Structural order - break a single thought into its parts
3. Degree order - present your ideas from most to least important

Key take-aways of the Pyramid Principle:

1. Start with the answer first
2. Group and summarise your supporting arguments
3. Logically order your supporting ideas

Use it in written and verbal communication to persuade others.

Follow me [@thealexbanks](#) for more threads to help you in business and life.

If you liked this thread, you'll love the newsletter.

Subscribe here:

<https://t.co/vIGCY549bQ>

I write threads each week, here's another I think you'll enjoy:

<https://t.co/nsgeZptbn7>

Your pitch deck is boring.

Here's how to fix it:

— Alex Banks (@thealexbanks) [August 5, 2022](#)

Help others learn and quote tweet this thread:

<https://t.co/KBkNMHovqy>

Want to be a 10x better communicator than 95% of people?

Use McKinsey's 3-step Pyramid Principle:

— Alex Banks (@thealexbanks) [August 9, 2022](#)