Twitter Thread by Julia MacDonald



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McKinsey consultants get paid $1000+ / hour.

I spent over 1500 hours working with them

Here are their 5 communication secrets that will 2x, 5x, or even 10x your hourly rate overnight.



The Framework Principle

Summarize everything you say into a framework:

■ “This is a great solution because of x and it will do y and z… ”
■ “There are 3 things this solution will enable: x,y,z”

This takes time to learn, but the impact is huge.

The “So What” Principle

Ask “So What” 3x before any major decision

1■■Our margins fell below 60%. So what?
2■■Now we don't qualify for low-interest loans. SW?
3■■Our project isn't cost-effective any more. SW?
■■ Cancel the project

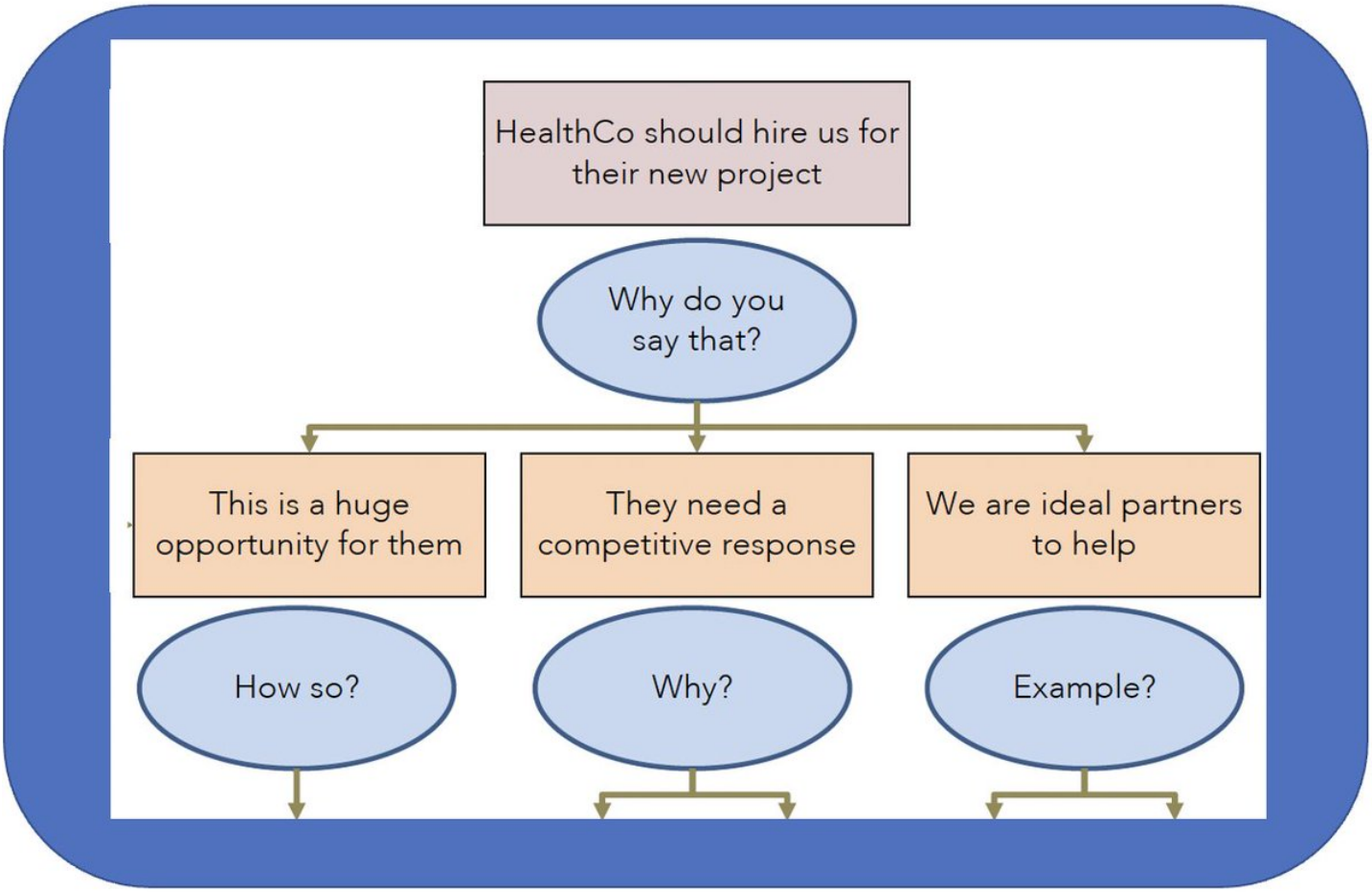
This will 10x your decision-making

The Pyramid Principle:

McKinsey uses this system to present EVERY recommendation to executives

1■■Start with the answer / your recommendation
2■■Then present the arguments
3■■Then present supporting evidence

This will make your communication persuasive and easy to follow



The MECE Principle

Avoid repetition and don't leave anything out

■ “We want to reduce costs and increase profit” (reducing costs = increasing profit)
■ “To increase sales we can increase prices or our quantity”

This will make any argument factually strong

The Relevancy Principle

Connect every insight to a customer problem:

■ Inflation is 9% this month.
■ Inflation is 9% this month. This has increased product prices and made your project unprofitable.

By doing this, you go from just making a point to creating customer value.

TL;DR

5 principles to 10x your communication

• Apply a framework to everything you say
• Ask "So What" before reaching a conclusion
• First recommendation -> then arguments
• Don’t repeat an argument + don’t leave any out
• Connect insights to customer problems