

## 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

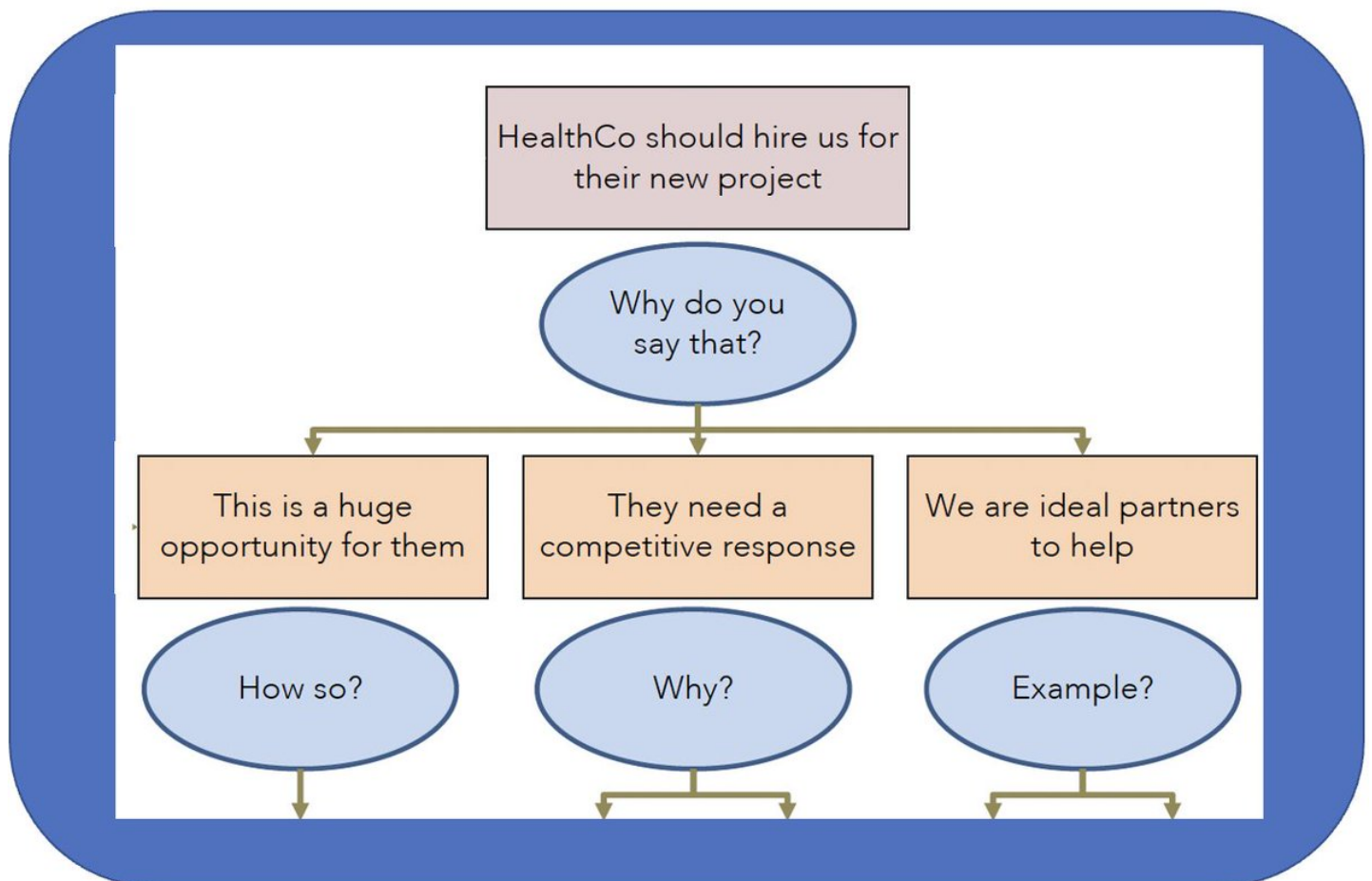
This will 10x your decision-making

### 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