

The Pyramid Principle

Logic in Writing and Thinking

By Barbara Minto

USE THIS FOR

Put the investment decision first, then give the evidence in the order the IC needs it.

CORE MOVES

- Lead with buy, hold, or reject.
- Group supporting reasons by distinct decision drivers.
- Put proof directly under the claim it supports.
- Use slide titles that state conclusions.

QUICK DRILL

Replace an analysis-first opening with this structure: reject the deal, name the broken assumption, show the model evidence, then state what would change the answer.

BEFORE THE ROUND

- ☐ Answer first
- ☐ One claim per slide
- ☐ Evidence under the claim
- ☐ End when proven

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YOUR NOTES

Apply one idea to your submission. Write the claim and the number that supports it. Then record the risk.
