Minto Pyramid Worksheet
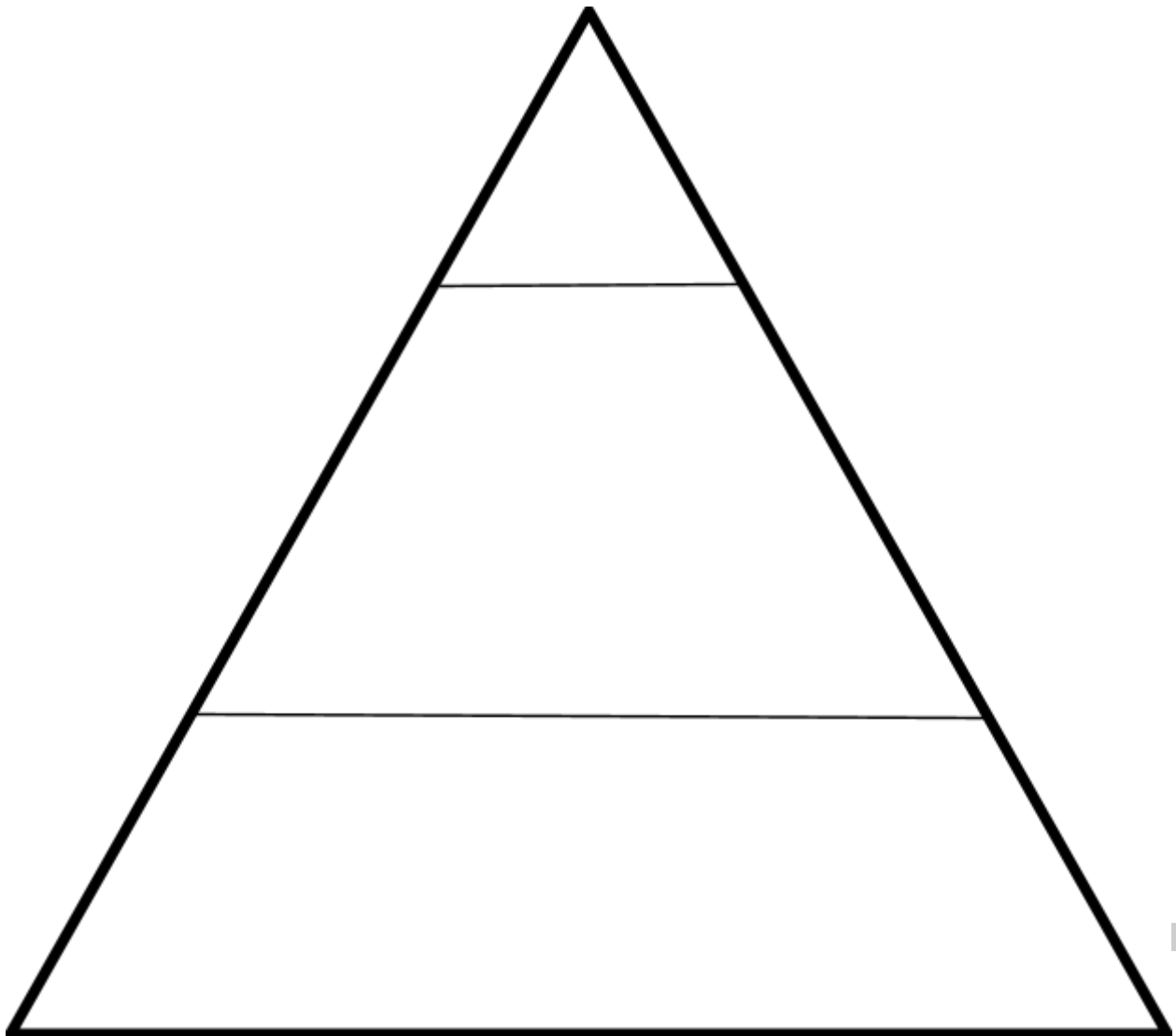
Purpose: Structure communication and reasoning in a top-down, logical hierarchy to present complex ideas clearly and persuasively.

How to use:
1. Write down the main point (top)
2. Write out supporting arguments (middle)
3. Back them up with evidence if required (bottom)
4. Present in the same order (e.g. email, speech, sales call)

How To Use (Pro Tips)

Start with the Key Message:
➔ Begin by stating your main conclusion or recommendation. This "big idea" should capture the essence of your message in one clear sentence.

Layer Your Supporting Arguments:
➔ Under the main point, list your supporting reasons, arranged in order of importance.
➔ Then, beneath each supporting argument, include evidence or data that reinforces your claims.

Use Visual Aids:
➔ Create a pyramid diagram. The top block is the main idea, followed by layers of supporting points and details.
➔ This visual structure helps ensure that your logic flows coherently from the conclusion to the underlying facts.

Audience-Centric Revision:
➔ Tailor your pyramid to the knowledge level of your audience.
➔ Simplify jargon and adjust the depth of detail as needed.
➔ Review and revise your pyramid by asking, "Would someone unfamiliar with the topic follow my logic?"

QUESTIONS TO REFLECT ON

Core Message Exploration:

➔ What is the one key insight or recommendation you want your audience to remember, and why is it so critical in your context (e.g., a strategic business decision or a personal breakthrough)?

➔ How would you articulate this core message in a single sentence that resonates emotionally and logically?

Supporting Arguments Depth:

➔ For each supporting argument, what underlying evidence or real-life examples (from finance, project management, or daily challenges) best reinforce your main point?

➔ How can you structure these supporting points to build a narrative that flows naturally from the broad vision to concrete actions?

Clarity and Audience Connection:

➔ In what ways might your audience misinterpret your layered reasoning, and how can you preempt those misinterpretations with clearer, more precise language?

➔ How do the different layers of your pyramid connect to form a coherent story, and what additional context might you add to enhance understanding?