In Search of Clarity

Getting started
Hello again,

Welcome to the first module from the In Search of Clarity series. In this module Gerard introduces the central Clarity concepts. He explains

• Why Clarity makes sense
• That Clarity is all about structure and logic
• That Clarity needs to start now

This pack includes the key concepts he discusses in the video and leaves room for you to take notes.

Email us at hello@claritycollege.co if we can help you further. We love to help.

Kind regards,

Gerard and Davina
Clarity makes sense

Not like this ....

Like this ...

Ross,
You were not there when we came to make our presentation tonight
and let us down again after we worked long and hard to get a
presentation ready.
I've had enough. Here's why:
1. You keep moving the goal posts
2. You make us work on holidays
3. You let us down.
Amy

Provides (just) enough context
Focuses on one relevant idea
Organises supporting ideas logically

Ross
I've had enough!
Clarity is all about structure and logic
Clarity starts now

1. Understand Audience
2. Build Introduction
3. Articulate Answer
4. Map storyline
5. Test logic
Follow these five critical rules

1. Introduction – CTQ
2. The ‘so what’
3. Logical grouping and order
4. Synthesis
5. Simplicity

See Barbara Minto, ‘The Pyramid Principle’
Make sure the logic is tight

Logical grouping

- Ideas are of the same logical kind
- Conclusion probable
- Items are MECE
- 2 – 5 items ideally

Deductive reasoning

See Barbara Minto, ‘The Pyramid Principle’
Example: The update

We are on track

Hitting financial KPIs
- KPI 1
- KPI 2
- KPI 3

Meeting ‘people’ KPIs
- KPI 4
- KPI 5
- KPI 6

Meeting ‘change’ KPIs
- KPI 7
- KPI 8
- KPI 9

See Barbara Minto, ‘The Pyramid Principle’
Make sure the logic is tight

Logical grouping

Deductive reasoning

- Conclusion certain
- Major premise, minor premise, conclusion

See Barbara Minto, ‘*The Pyramid Principle*’
Example – the audit storyline

Must address issues to continue tracking well

BigCo tracking well

Why?
Evidence

But, we must address two issues

Why?
Issue 1

Therefore must address issues in plan …

How?
Action 1

Action 2

See Barbara Minto, ‘The Pyramid Principle’
Start now

1. Work through the *In Search of Clarity* modules
2. Practice – apply the concepts now
3. Learn some more
Learn some more…

✓ Aristotle’s *Analytical Priori* and *Poetics*
✓ Ken Watanabe’s *Problem Solving 101*
✓ [www.neosi.co](http://www.neosi.co) - storylining software
✓ Barbara Minto’s *The Pyramid Principle*
✓ Linda Long’s *The Power of Logic in Problem Solving and Communication*

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