

Pyramid Principle (NL)

Group Training

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| Training code | CGAPYRA2CD |
| Spoken Language | Dutch |
| Language Materials | Dutch |
| Dayparts | 3 |
| Price | €1.100,00 excl. VAT No extra costs. |

What is Pyramid Principle

We communicate a lot, but is it always clear to others what we mean? Whether creating written texts or delivering responsive presentations, we formulate too vaguely, our texts are too long and not aligned to the audience. It saves time and frustration when we formulate in such a way that the other immediately understands the message.

In this training, you will learn to analyze the point you want to make.

You think from your perspective and from your audience's perspective.

You learn to use a structure that helps you build your story so that the choice and order of your subjects are well connected to the audience.

You do not use more arguments than the other needs.

You will learn techniques like problem analysis, pyramid principle, and storyboarding which can be applied in oral and written communication.

We also pay attention to formulating clear and concise sentences.

You will practice a lot and get explicit feedback.

Who should attend Pyramid Principle

This training is intended for anyone who wants to communicate powerfully and to-the-point. You have an internal or external advisory role, work together in a team, hold presentations, write proposals, or communicate via email.

Prerequisites

No entry level applies to this training.



Objectives

You are able to use Pyramid Principle to formulate your message logically and concisely.

You know which problem and which question your audience has and you align your argument to that.

This means that your proposals, advices and presentations are targeted, appealing and accessible.

Your message comes across better in, for example, conversations and emails as well as presentations.

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