

# Pyramid Principle

## Group Training

|                    |   |
|--------------------|---|
| Training code      | CGAPYRA2CD                                  |
| Spoken Language    | Dutch                                       |
| Language Materials | Dutch                                       |
| Dayparts           | 3   |
| Price              | <b>€945,00</b><br>excl. VAT No extra costs. |

## What is Pyramid Principle

We communicate a lot, but is it clear to others what we mean? Whether creating written texts or delivering responsive presentations, we formulate too vague, too long and not aligned to the other. It's saves time and irritation when we formulate in a way the other immediately understands the message. And it is all about clear and logical communication

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 other. You do not use more arguments than the other needs.

You will learn techniques like problem analysis, pyramid principle and storyboarding to apply to oral and written communication. This makes your speech both stimulating and well-understood and memorable.

We also pay attention to formulating clear and concise sentences.

You exercise a lot and get explicit feedback.

## Who should attend the Pyramid Principle

This training is intended for employees who want 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 a lot via mail.

### 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 you have with your audience and you coordinate your argument with that. This means that your proposals, advice and presentations are targeted, appealing and accessible. You also come across better in, for example, conversations and emails.

If a third-party copyright applies to this course, you will find the copyright on <https://academy.capgemini.nl/en/topic/trademarks/>

Capgemini Academy's general terms and conditions are applied to all products and services mentioned within this document. For the latest version please check <https://academy.capgemini.com/>. The rates of products and services mentioned in this document are subject to change. For the most recent rates, please also visit our website.

---

## About Capgemini Academy

Capgemini Academy's professionals offer what people in IT need. Our professionals have a keen eye for motivation, talent and are aware of specific contexts and circumstances. They move people to move. Programmes and courses that originate from daily experience of our both didactical and substantively strong trainers, light a fire within the individual IT professionals.

Real life stories of our professionals' experience that tell how to solve problems and work with the people around it, do the rest.

An organization, like ours, helps people and their organizations day by day to get the best out of themselves and each other. We prepare them to defy tomorrow's challenges. We stimulate learning and curiosity. In order for individual IT professionals and their employers, to build better, longer and more intensive relationships. For mutual benefit.

Capgemini Academy. We transform IT professionals  
[academy.capgemini.nl](https://academy.capgemini.nl)

IN/3A-018.18