

Pyramid Principle (EN)

Group Training

Training code	CGAPYRA2CE
Spoken Language	English
Language Materials	English
Dayparts	3
Price	€1.100,00 excl. VAT No extra costs.

What is Pyramid Principle

The 'Pyramid Principle' is a powerful communication tool that transforms the way you present your ideas. In this training, you learn to write your message from your audience's perspective. You will 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 will learn techniques like problem analysis, pyramid principle, and storyboarding for 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

- Project Managers: Who need to communicate complex ideas to their teams.
- Business Analysts: Who need to present findings and insights to stakeholders.
- Consultants: Who need to provide clear and concise recommendations to clients.
- Sales Professionals: Who need to pitch products or services effectively.
- Team Leads: Who need to communicate strategies and plans to their team members.

Prerequisites

No specific prerequisites. However, a basic understanding of communication principles is beneficial.

Objectives

At the end of the training you will be able to:

- Use the Pyramid Principle to formulate your message logically and concisely.
- Understand your audience's problem and question, and align your arguments to that.
- Ensure that your proposals, advices and presentations are targeted and accessible.

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- Improve the effectiveness of your message in conversations, emails and presentations.

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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.

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