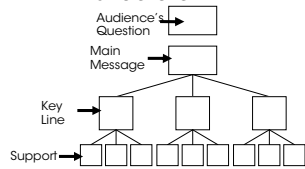
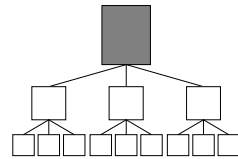


Ideas best presented as a pyramid

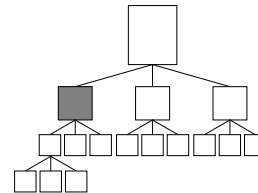
Pyramid logic improves structure



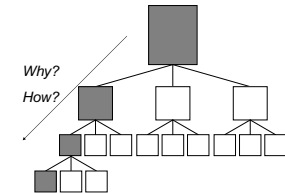
Only one answer on top level



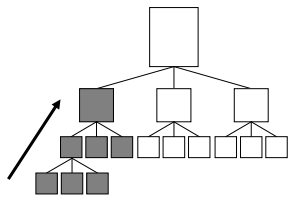
Ideas: Generate question in readers mind



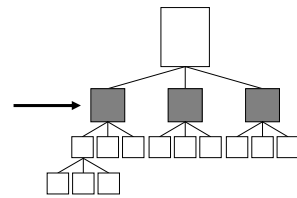
Ideas: relate vertically
A good argument forces reader into dialogue



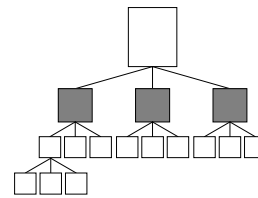
Ideas: summary of ideas grouped below



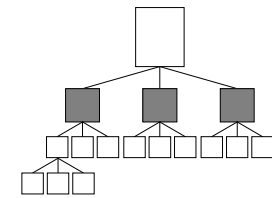
Each grouping: same kind of idea



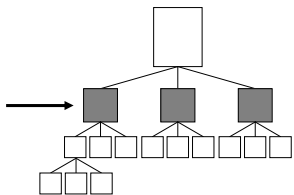
Ideas: relate horizontally (grouping or argument)



Ideas: must be MECE

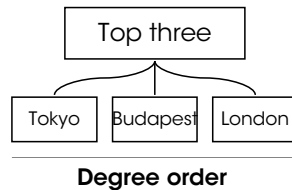


Groupings must be in logical order

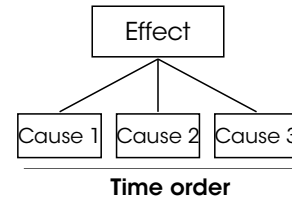


Three types of groupings

Classify like things



Determine the causes of an effect



Divide a whole into its parts

