CASE STUDY

thriv

Logic2Impact

From the Logical Structuring of Ideas to High-Impact Presentations

A development programme designed to help professionals organise complex ideas, communicate with clarity and transform information into messages that support decision-making and organisational impact.

1 Context & Client Challenge

“Our people are technically very strong, but their communications and presentations are often dense, lengthy and ineffective. We need to help them become more effective whenever they have to communicate information to other departments and to the Board.”

This was the challenge presented by a leading retail organization for its Planning and Management Control teams.

Typical situations included:

- Planning and controlling teams presenting financial information to the Board with an overreliance on spreadsheets, charts and data, but little narrative, prioritization or decision focus;
- Experienced managers with deep business expertise, yet struggling to structure and communicate their ideas in a clear, concise and influential way;
- Presentations that informed but did not drive decisions;
- Audiences that were often overwhelmed, confused or disengaged.

The issue was not a lack of technical knowledge or business expertise.

The challenge was the ability to transform complex knowledge into clear, structured communication that helps decision-makers understand, align and act.

2 The Solution

Thrive Partners Approach

Thrive Partners designed an intensive thinking and communication structuring programme based on a highly practical and demanding methodology.

Rather than working on academic exercises or generic case studies, participants worked exclusively on real presentations that they were already using in their professional environment.

Over the course of two days, these presentations were analysed, deconstructed and rebuilt, allowing participants to immediately apply the concepts to their own business reality.

The programme was built around three complementary and sequential stages

1) Clarifying the Message

Before discussing slides, design or storytelling, participants focused on clarifying their thinking.

They were challenged to answer three fundamental questions:

- What question exists in the audience's mind?
- What answer do we want to provide?
- What is the core message of the presentation?

This stage ensured that every presentation was built around a clear and explicit governing thought.

In many cases, the main challenge was not a lack of information, but rather the absence of a clear message capable of guiding the communication.

2) Structuring the Logic

Once the core message had been defined, participants applied Barbara Minto's Pyramid Principle to structure their thinking.

Presentations were rebuilt around:

- A clearly defined governing thought, supported by coherent key lines and support elements;
- Validation of vertical logic (each level answering "Why?" or "How?");
- Validation of horizontal logic (consistent and meaningful sequencing of ideas);
- Application of the MECE principle (Mutually Exclusive, Collectively Exhaustive);
- Logical grouping and prioritisation of arguments;
- Development of a clear presentation storyboard.

This process transformed dispersed, technical or excessive information into structured messages that were clear, concise and decision-oriented

3) Maximising Communication Impact

Once the logic had been structured, attention shifted to presentation planning and audience impact.

Participants worked on the Presentation Triangle, clarifying:

- The presentation title as a value proposition;
- Audience profile and expectations;
- The presenter's perspective;
- The true objectives of the presentation;
- The specific benefits for the audience.

The presentation was then organised using a simple but rigorous framework:

- Opening: creating context, relevance and engagement;
- Development: presenting key messages supported by clear arguments;
- Closing: reinforcing conclusions, recommendations and next steps.

This stage ensured that strong thinking was translated into compelling communication.

The programme was delivered over two intensive days, enabling participants to challenge, rebuild and refine their presentations while working directly on real business situations.

3 Critical Success Factors

The programme's success was built upon eight structural pillars:

- Exclusive use of participants’ real presentations
- Immediate application of concepts to business reality
- Focus on clarifying the message before designing slides
- Rigorous validation of logical structure before form
- Integration of thinking structure and presentation planning
- Intensive format enabling meaningful transformation
- Visible comparison between the original and final versions of each presentation
- Continuous focus on delivering value to decision-makers.

4 Results & Impact

- Improved ability to structure thinking before communicating
- Significantly clearer, more focused and decision-oriented presentations
- Technical information translated into messages that executives and boards can easily understand and act upon
- Increased confidence and effectiveness in high-stakes communication situations
- Reduced time required to explain complex topics
- Greater ability to influence, align and engage audiences
- Development of a structured and transferable communication approach applicable across different professional contexts.

More than improving a single presentation, the programme enabled participants to adopt a new way of thinking and communicating that can be applied to any situation requiring explanation, influence, alignment or decision support.

By the end of the process, presentations had evolved from reporting exercises into powerful communication tools capable of driving understanding, alignment and action.

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