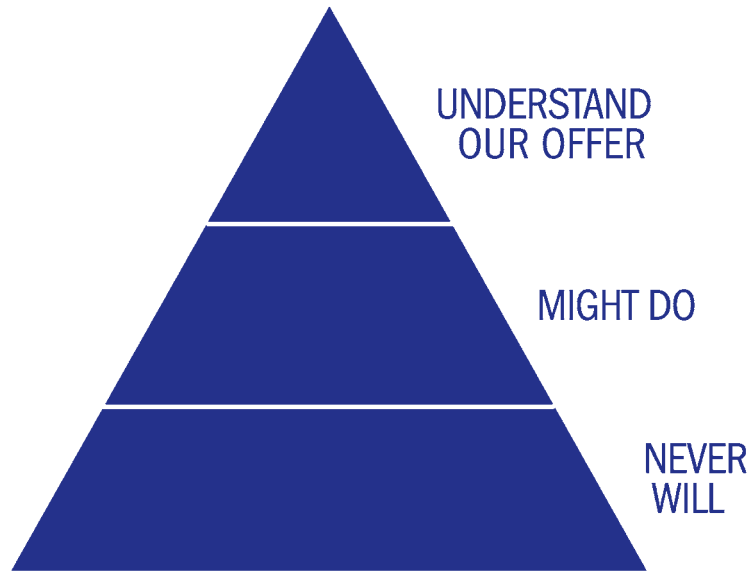


# 1 THE PYRAMID

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- The pyramid is one of the most versatile diagrams in the world.
- The base offers a platform, the middle a transition area, and the peak, (or capstone), an achievement, a destination, or an elite group.

- It is very useful for categorising discrete groups without overcomplicating matters.
- In this example, the top section represents people who understand a company's offer, the middle is people who might, and the base is people who never will. By populating the sections with prospect names or quantities, the viewer has an immediate grasp of what the new business strategy should be.
- Classically, high volume or mass market subjects will be at the base, with effort concentrating the higher one goes.
- The top usually represents a target or aspiration of some kind.
- The most rigorous versions are diligent enough to populate each layer with numbers, so that the size of the opportunity, or lack of it, is absolutely clear.

**Exercise:** Choose an issue. Divide it into no less than three, and no more than five, stages, categories or segments. Put them in sequence. Choose a direction from top to bottom of the pyramid or vice versa. Add quantities to each layer if relevant.