



**Approach:**

Barbara Minto is a former McKinsey consultant based in London. Her practice regimen focused on communications management and research structure for her McKinsey clients. In her presentations, she offered programming in information management and clarity in thought development and exposition. She began to travel and train her clients and McKinsey consultants and leadership in her methodology – loosely called the “Minto Pyramid Principle®.” She asked for GIRVIN counsel in opening the pathways for expanding her products, marketing them and developing a global service and product offering that didn’t require her traveling 75% of the year.

Print |



| Packaging

**Result:**

GIRVIN orchestrated a brand positioning and marketing support program, as well as identity, cloud field and expression outcomes for her deepened conception of “The Minto Pyramid Principle®.” As students of her teachings in organizational methods, GIRVIN created a visualization that linked to the heart of her method – pyramidal content framing to define idea direction and targeted explanation – supported by disciplined design program for brand and image management for books, videos, packaging, learning materials and templates.

