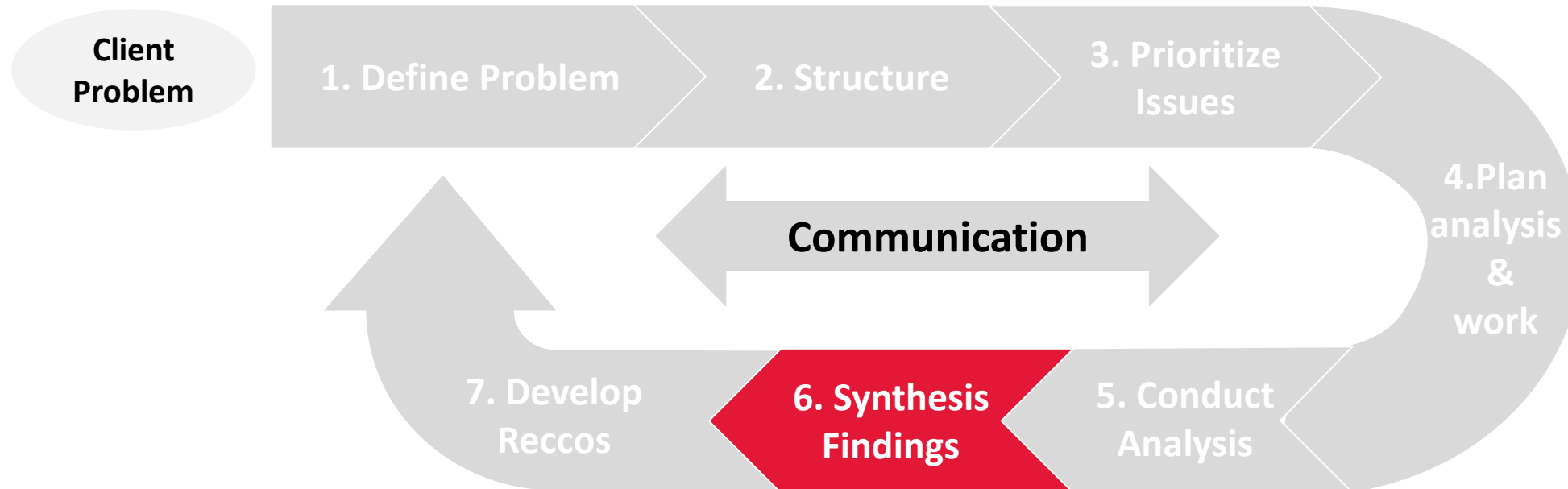


Step 6: Synthesize findings



Think “**So what**”:
how do I use the
findings to tell a
compelling story?

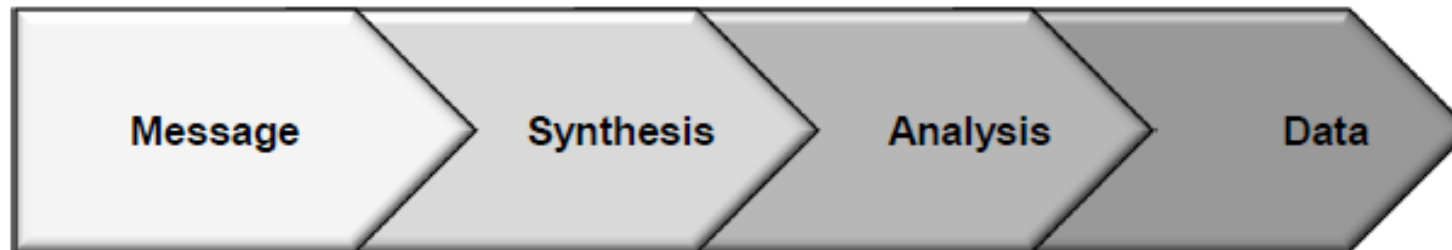
Working in two modes in parallel !

Solve the problem



Our task is not to do analysis, but to provide compelling, well-supported recommendations

Communicate the answer



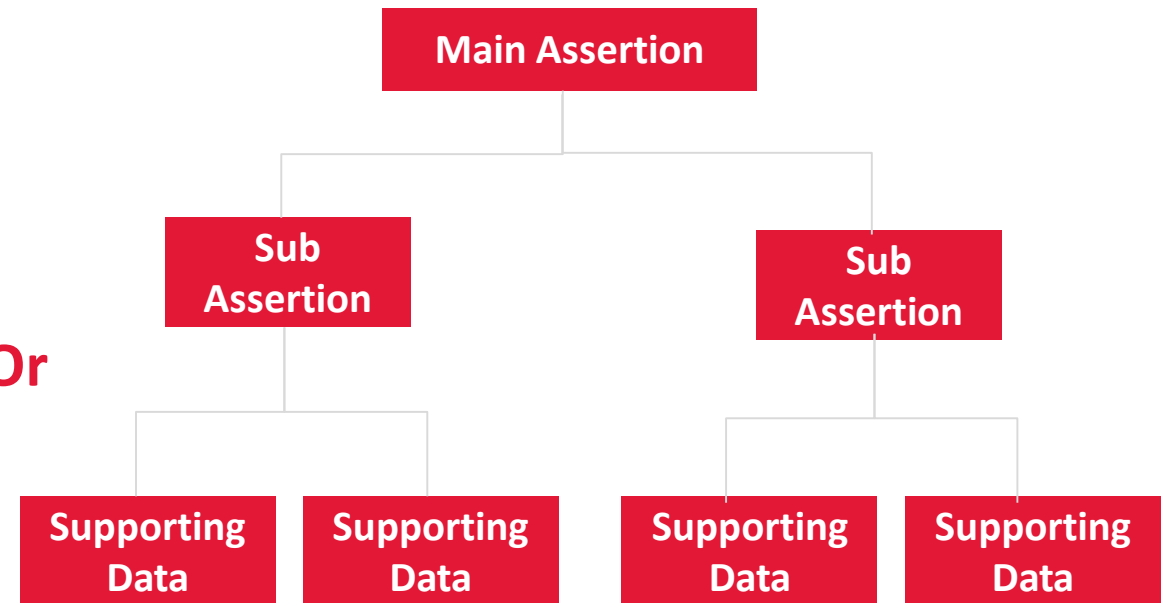
Synthesize findings & build arguments

Situation Complication & Resolution

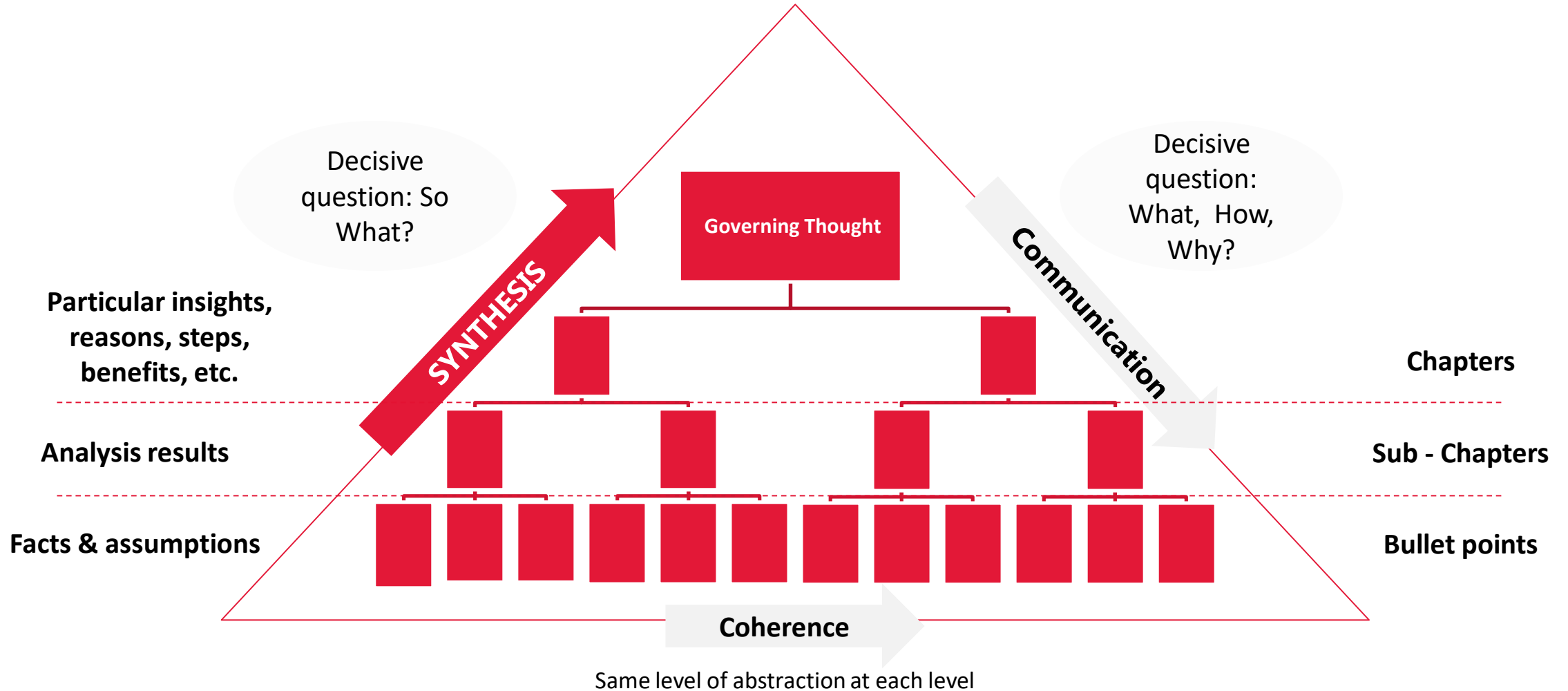
Situation	State the conditions at point of problem
Complication	Flesh out difficulties in making a solution
Resolution	Lay out possible solutions path

& / Or

Pyramid Structure



Using the Pyramids Principle built from the bottom, communicated from the top



Sample: Synthesis (Note difference between summary and synthesis)

**Synthesis of
the facts**
So What?

**Nairobi is a great city to
visit in Africa**

**Summary of
the facts**
How, Why?

**It has great cultural
attractions**

**It provides great options
for wildlife lovers**

**It has best places
to eat & drink**

**Actual facts
about Nairobi**
How, Why?

- Kenya national museum
- The Maasai market for local handicrafts
- African Heritage House
- Nairobi Gallery
- Kumbu African art gallery

- Giraffe orphanage
- Elephant shelter
- Only city to have a safari national park within city premises Nairobi National Park

- Best barbeque in the world (Carnivore)
- Diverse cuisine options e.g. Ethiopian, Tanzanian restaurants
- Best nightlife in East Africa

Synthesis exercise – what are the characteristics of a great project manager?

1. He is results-oriented
2. Able to work well in a team
3. Sufficient knowledge of subject area
4. His leadership skills are excellent
5. Conflict management
6. Familiarity with the organization
7. He has the ability to delegate
8. Understanding of market requirements
9. Good time management
10. Can handle disagreements
11. Coaching



Please sort these statements and create a logical pyramid with 3 levels. Formulate suitable overarching conclusions ("so what's") that synthesize the details, and come up with a governing thought that synthesizes all your conclusions

One solution to exercise – this is not the only one!

