

CLARITY FIRST PROGRAM

How to structure your thinking to deliver high-quality insights that support fast and effective decision making.

Program Outline

CLARITY FIRST

Your ability to develop and deliver high-quality insights is central to adding maximum value at work.

The *Clarity First Program* is for executives who need to influence decision makers so they can get faster and better decisions.

It recognises that raising the bar on your communication happens best when supported by peers learning together guided by an expert.

You'll learn to apply techniques developed by top-tier consultants that support the most common 'ask' of leaders and Boards: please get to the point!

Davina Stanley, course designer and facilitator



YOUR QUESTIONS ANSWERED

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Why this program?

It introduces a practical way to 'land' complex messages quickly

We believe that the first thing you need to do when preparing a piece of communication is to clarify your message.

This is no small task. It involves mixing your technical expertise with business acumen and robust analytical and conceptual thinking skills to distil and deliver that message. It also takes practice.

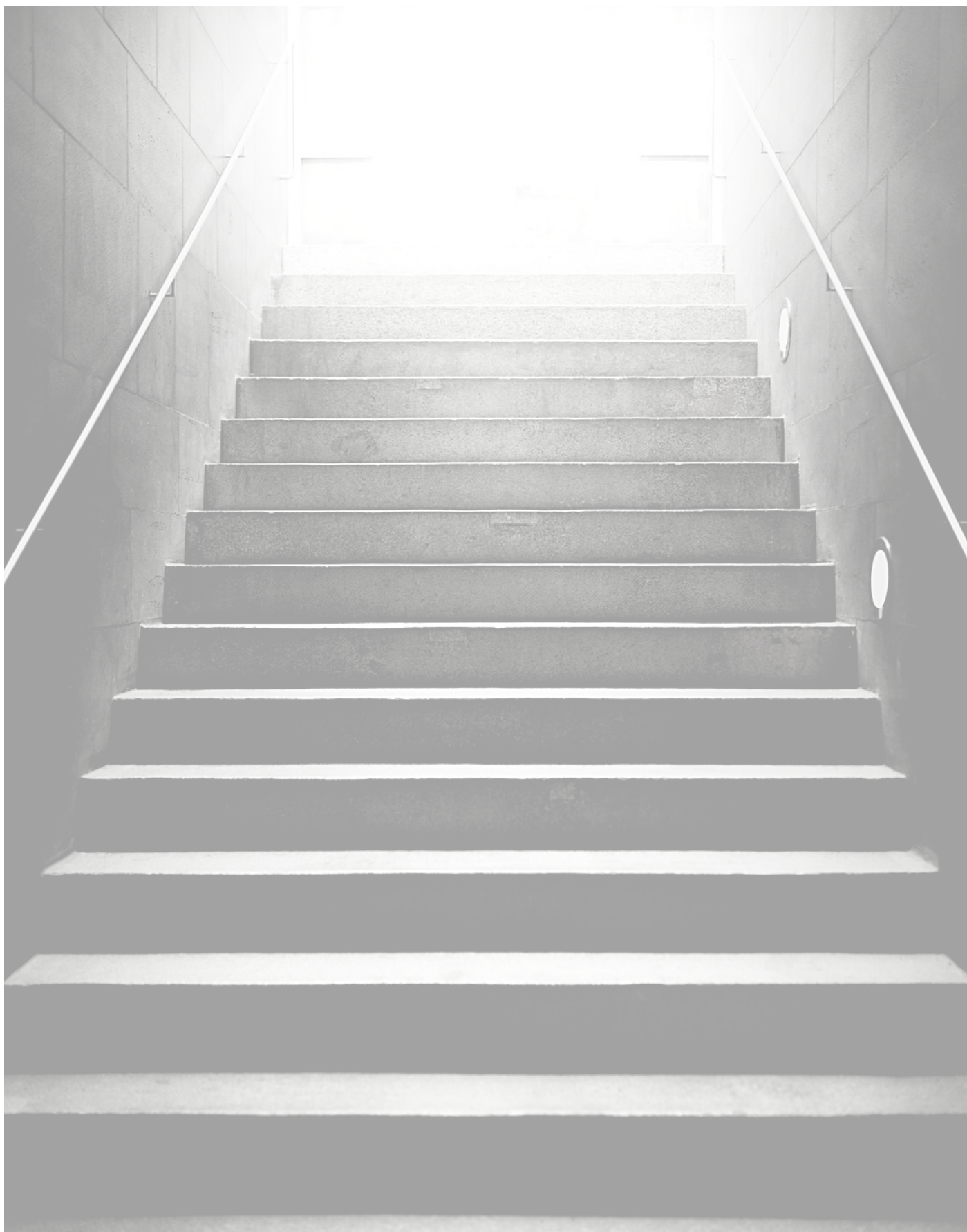
As a result, Clarity First is designed to help busy people juggle skill-building with their real work life. Here is how it works. We

Focus first on landing your message: We find that once your message is clear, your communication comes together relatively easily.

Introduce a practical and scalable process: We want to avoid multiple iterations of long prose documents and PowerPoints. Instead, we teach a three-step process for working independently and when collaborating with peers and stakeholders.

Deliver not just knowledge, but also skill: We break the program into chunks so you can iterate naturally between learning and doing rather than 'drowning' in too many ideas all at once.

Cater for different learning styles: We all learn differently and so offer multiple ways to learn and grow. The program includes short online modules accompanied by notes, examples and a quiz; engaging and interactive online workshops; tools and templates to help you use the ideas as well as a copy of our book *The So What Strategy*.



What's involved?

Your choice of three learning pathways

Clarity First blends independent and interactive online learning to help you iteratively build your skills at a pace that suits you. To that end, we invite you to choose from 3 pathways:

Intensive – Condense your learning into 3 months where you complete bite-sized online modules in lock-step with 6 interactive workshops as well as

- regularly scheduled working sessions where learn together while helping one participant prepare an important piece of communication
- email feedback on one piece of communication (with a confidentiality agreement)
- weekly 'how to' emails with insights drawn from the working sessions and also other corporate coaching
- anytime access to an enormous library of real-life examples, tools and templates

Fee: \$1,290 (inc taxes) with an option to continue to join group coaching at \$99 per month

Classic – Complete the online modules at your own pace, enjoy the recorded workshops from the Intensive Pathway and join our working sessions. Available as monthly or annual subscriptions.

Fee: \$1,590 (inc taxes) per year or \$159 (inc taxes) per month

Foundation – Enjoy everything from the Intensive and Classic Pathways as well as individual support from me over 12 months including:

- 4 x speed coaching sessions which we can arrange at a mutually suitable time
- 6 x opportunities for email feedback on your own work (protected by an NDA)

Fee: \$3,490 (inc taxes)



Who is it for?

Any executive who wants to up their communication game

Executives from across the globe have completed this program since I launched version 1 in 2017 (as well as thousands of corporate clients)

These people come from a wide range of backgrounds, from CEOs to graduates who want to be known for great communication skills. They come from a wide range of sectors, including

- CEOs and senior leaders wanting richer, more productive discussions with their colleagues and their Board
- analysts who want to convey their findings with greater insight
- finance professionals wanting to 'get out of the weeds' so they can tell a compelling story rather than just share numbers
- human resources teams wanting to partner with their business units rather than be 'order takers'
- supply chain managers wanting to engage their senior leadership team in business-critical decisions without endless to and fro about their papers

and thousands of others. See page 7 for comments from some recent participants.

Who is the facilitator?

Davina Stanley, ex-McKinsey comms specialist, author of *The So What Strategy*



I love what I do.

I have had the pleasure of helping smart people all over the world to clarify and communicate complex ideas for the past 25+ years.

I first learned structured thinking techniques at McKinsey in Hong Kong in the mid 1990s and was approved by Barbara Minto to teach Pyramid Principle in 2009. Since then I have lived and worked in three other countries, built a team of specialists and raised two amazing young men.

The structured approach that I teach, *The So What Strategy*, helps people from almost every discipline.

It offers a universal thinking process that enables you to articulate the breakthrough thought lurking beneath the surface of your communication.

Given my first career was as a school teacher, I have blended my love of teaching and learning with my management consulting and coaching experience to prepare this program for you.

I look forward to helping you increase the value you can deliver and in turn seeing you accelerate your own career success.

What do others say?

5 past students have their say ...



Alexandra

Head of Compliance,
FinTech

It's worth the investment. I really like your teaching style and the program. My thinking is clearer and my writing has improved.



Rohan

Product Owner,
Banking

Without clear and concise communication your career will plateau, no matter how talented you are. I now have a deeper understanding of issues and clear and concise communication to senior leadership.



Belinda

Landscape evaluator,
Department of
Environment

Do it. As scientists we never learnt this. It is a skill you will take for life. I no longer experience that horrible feeling of not knowing where to start. I would avoid formal writing tasks, which limited my exposure.



Darren

Continuous
Improvement Manager,
Retail

You are under estimating how important effective communication is. This program can help you improve.



Keya

Head of L&D,
Global Law Firm

This is critical learning for current or future consultants. Whether they are operating inside or outside of an organisation.