

Aligning with Clarity Workshops

One of the greatest challenges we face in the world today is getting co-workers on the same page.

Sharing a sense of purpose. Collaborating effectively. Communicating clearly.

In a world suffused with VUCA (Volatility, Uncertainty, Complexity, Ambiguity), and demanding greater Agility at every level, the need for clarity-fueled alignment has never been greater.

Aligning with Clarity is based on Steve Woodruff's decades of experience helping companies (small and large) achieve clear identity, focus, and messaging in a noisy and competitive marketplace. These core principles are contained in Steve's best-selling book **Clarity Wins**, which outlines the principles and practices for communicating and collaborating effectively.



Aligning with Clarity Workshops are customizable half-day or full day sessions focusing on key themes corporate clients need most:

- **Communications**
- **Collaboration**
- **On-boarding**
- **Vendor/Project Management**
- **Professional Networking**
- **Marketing/Messaging**
- **Branding/Team Identity**

Aligning with Clarity is founded on the practical application of core principles of brain science. We need to get through, turn the light on, and be remembered. These are vital skills to master for all successful interactions.

While one primary goal of these sessions is to equip individuals to be effective in all of their professional communications, another vital goal is to provide a common language and set of practices that will foster excellent business practices across various groups in the organization.

"Steve brought our team of emerging leaders innovative, yet practical ideas for effectively projecting a personal and professional brand. His Clarity Formula showed us how to identify our unique skills and professional DNA and communicate our message effectively to others in a networked world. By focusing on what we do best and communicating with clarity, our team learned how to truly stand out amongst their peers and competitors."

- **Seth Borsuk**, Senior Manager, Leadership and Organizational Development, Bausch Health

Sample Workshop Content Outlines

(note: Aligning with Clarity workshops are highly interactive and are suffused with group exercises).

Workshop theme 1: Communicating with Clarity

Goal: Get your point across quickly in every professional communication

The three barriers for every communication
Speaking human: words that work and words that don't
Winning at the first moment of truth (30 seconds)
Shortcuts and cheat codes
The Clarity Formula (ARIA) for effective communications

Workshop theme 2: Collaborating with Clarity

Goal: Get team members all working from the same page

The enemies of alignment and collaboration
Four key activities: Define, refine, outline, align
Gaining stakeholder understanding and agreement
Creating the Clarity page
Make meetings POP

Workshop theme 3: Managing Projects and Vendors

Goal: Provide the knowledge and tools to successfully work with outsource partners

The most common failure points for vendor/project management
The 7 elements of project definition
Roles, swim lanes, and RACI
Goal-setting and expectation-setting
Setting project sequence and communication flow

Workshop theme 4: Professional/Personal Branding

Goal: Attain a clearly-articulated understanding of professional skills and purpose

Strengths and your personal/professional "brand"
The five elements of a brand
Rapid transfer: Statements – snippets – stories - symbols
Setting short-term and long-term professional direction

Workshop theme 5: Networking with Clarity

Goal: Create a value-adding professional network through skillful relationship-building

The first and second moments of truth
Building your Safety Net/Opportunity Network
Off-line and on-line networking – making a first impression
Projecting yourself using LinkedIn

Establishing a Training Department “Brand”

Collaborative facilitated team workshop: Establishing a team “brand purpose”

This facilitated half-day or one-day brainstorming workshop is designed to help a team (department, division, other group) establish a set of clarity statements that provide a foundation for a brand identity, and a roadmap for clearly-focused action.

“I’ve relied on Steve for years to bring clarity at a departmental level as we branded our group and communicated its value in the organization. The results were outstanding, shaping our culture, our identity, and our internal messaging.” –**Jason Zeman**, Senior Director, Leadership and Organizational Development, Bausch Health

A clear identity, focus and message is the key to effective work, and to gaining competitive differentiation in our marketplace. It is also the most effective way to gain a seat at the strategic table, and to justify budget investments.

Every company, and every team, needs a North Star and a roadmap for direction; a set of concise and memorable purpose statements around which to align; and clear messaging to communicate with others inside and outside the organization.

Tactical busyness does not equal effectiveness, or engagement. Aligned, purposeful teamwork begins with (and is sustained by) **Clarity**.

About Steve Woodruff

Steve Woodruff, President of Impactiviti, is known throughout the industry by two nicknames: **King of Clarity**, and **Mayor of LTEN** (Life Sciences Trainers and Educators Network).

With over 23 years of consulting experience in the biopharma industry, he has unparalleled expertise in marketing/communications, vendor relationships, network building and personal branding.

Steve has worked with a vast array of clients, vendors, and individuals on initiatives in training, marketing, branding, and career consulting. He is a well-respected LTEN speaker and workshop facilitator.

He is the author of the Amazon best-selling book *Clarity Wins* (2018).



"I have known Steve for many years and worked with him on a number of occasions and projects. He has a ton of experience and connections that he is able to leverage and bring to bear to help make your work together successful. Highly recommended!"

- **John Sjoval**, Executive Director, Sales Training, SK Life Science; Past-President, LTEN