

## Making Impact with Clarity workshops

---

*These developmental workshops, based on Steve Woodruff's best-selling book **Clarity Wins**, are highly interactive and designed to help professionals at all levels to communicate, collaborate, and achieve alignment with greater effectiveness.*

*The workshop themes each are formatted for a half-day or full-day session.*

- Sessions are delivered live at the client site
- Two workshop themes can be combined into a full-day session
- Sessions can be delivered in phases throughout the year

*See next page for Clarity workshop themes.*



### About Steve Woodruff

**Steve Woodruff**, President of Impactiviti, is known throughout the industry by two nicknames: **Mayor of LTEN**, and **King of Clarity**.

With over 23 years of consulting experience in the Life Sciences training industry, he has unparalleled expertise in facilitation, 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).



## **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  
Shortcuts and cheat codes  
The Clarity Formula (ARIA): Winning at the first moment of truth

## **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 single-sentence summaries and Clarity pages

## **Workshop theme 3: Selecting and Managing Vendors**

*Goal: Understand how to choose, and work collaboratively with, optimal suppliers*

Not all vendors are created equal – how to make intelligent choices  
An effective framework for long-term partnering  
Creating a communication structure that minimizes risk  
Understanding and working with the vendor mindset

## **Workshop theme 4: Defining and Managing Projects**

*Goal: Demonstrate the operational processes that lead to project success*

Pro-actively getting from A to B  
The six main elements of project definition – a roadmap to success  
Collaboratively creating timelines and a process flow  
The five major tasks of effective project managers

## **Workshop theme 5: 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 – specifics – stories – symbols  
Setting short-term and long-term professional direction

## **Workshop theme 6: Networking with Clarity**

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

The first and second moments of truth  
Building your professional safety net/opportunity network  
Off-line and on-line networking – making a first impression  
Projecting yourself more effectively using LinkedIn