



Clarity in a Crisis Environment

The emergence of the coronavirus has completely changed the business environment worldwide in a matter of weeks. What this means is that our previous business direction, strategy, and messaging may no longer be effective.

We are all now plunged into a **VUCA** world (**V**olatility, **U**ncertainty, **C**omplexity, **A**mbiguity). Our clients may no longer be able or willing to buy what we offer.

This means that you may need to create some new offerings in the short-term, accompanied by new messaging.

This template is designed to help you go through a streamlined version of my clarity process remotely. While this is not a replacement for a one-on-one clarity session (typically a half or full day), the goal here is to help you quickly re-think your business model and figure out a way to generate value in the fog of CoronaChaos.

A deeper dive into clarity principles (here's an [intro video](#)) is contained in my book [Clarity Wins](#).



Clarity Wins: Get Heard. Get Referred.

by Steve Woodruff (Author), Josh Bernoff (Foreword)

★★★★★ 59 ratings

Customer reviews

★★★★★ 4.8 out of 5

59 customer ratings



Let's begin....

Email [Steve Woodruff](#) or call 201-323-4660



Who is my current customer?

Describe your current target client - your best customer type (maybe even your best customers by name) - in a set of simple, but specific phrases. Include their felt need/pain/desire. For instance:

- Homeowners in upper-middle class or wealthy neighborhoods looking to renovate existing space
- Directors of HR in mid-sized manufacturing companies who need cloud-based blah blah blah
- High school principals in Georgia who are having trouble obtaining retaining teaching talent
- Commercial sales training professionals looking for improved executive leadership development programs

(by the way, it is important that EVERY business leader has a single-sentence summary in "normal" times - this becomes your verbal shorthand compass to direct company strategy and generate sales and referrals)

What is my current customer feeling and experiencing right now? (this is actually your main "competition" in a crisis)

For instance: Dried up cash flow. Crazy busyness. Idled at home. Serious doubts about the future. Fear. Distraction. Everything on hold.



Question: Can these target clients buy what I offer right now in this time of crisis?

- Yes
- No

If **No**, then it's time to get creative and innovate - perhaps make some short-term changes to what you offer and how you offer it.

(if **Yes**, Hallelujah!)

If my usual/ideal clients cannot buy what I typically provide right now, is there some smaller subset that they can buy?

For instance: A one-day consulting gig. A quick audit. A bit of research. An on-line workshop. Whisky-to-go. A one-time application of fertilizer. Help with *their* need to re-package something *they* now have to do remotely. Etc.

The goal here is to look at your main value, and see how it can re-arranged into something tangible that can be used in the current distracted, low-commitment environment. What do you have or do that people already love, and how can you do something helpful and useful with it?



Is this re-packaged, limited, short-term offering something a whole different set of clients might find helpful?

For instance: A manager in a different corporate department? Another type of sales force? A broader, virtual audience? A coffee shop or small chain? Another customer demographic that never seemed ideal but now looks viable?

In a simple phrase or two, what is the main problem you are going to solve, pain you're going to relieve, or hope you're going to help fulfill? What payload of feelings will your modified offering deliver?

Create a single-sentence summary (very specific) of your modified offering(s):

I/we are providing _____ (*offering*) _____

to _____ (*clients/customers*) _____ in order to fix

_____ (*problem*) _____ for _____ (*cost*) _____, and this is

how to move forward with us: _____.



Make a short list of your closest, best customers and most eager advocates.

They are your prime referral base. Call them and explain what you are now planning to offer using the simple phrases you've developed. See if it makes sense to them - gain valuable input (they may have even better ideas for you!). Ask them who they know that they could refer to you.

Highly recommended: Get in close touch with one or more smart colleagues with whom you can brainstorm your ideas. Work collaboratively to refine each others' value propositions.

If you need a virtual clarity session (half-day, full-day, or 90-minute "coronavirus special"), please reach out to me at: steve@clarityfuel.com

I'll try my best to make it affordable for you during this time of crisis.



About Steve Woodruff

Steve Woodruff is known worldwide as the King of Clarity.

He has worked with a vast array of businesses and individuals on their branding and messaging. Steve is known for helping clients arrive at major breakthroughs in less than a day.

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

"I cannot thank Steve Woodruff enough for what he has done for me and my business. For years, I felt like I had a strong and unique offering, but I did not know what the real value was and I struggled to explain it to clients and prospects. I needed someone with an objective eye to help me craft the right strategy and approach. After going through Steve's process and gaining real 'clarity,' I have a new sense of purpose with my business and renewed energy and passion for our work." – Ed McCarthy, Business Growth Architect

"We turned to Steve Woodruff to help our sales professionals shape their differentiating message. His clarity principles are indispensable for honing your focus, increasing sales, and generating referrals!" – Christy Soukhamneut, Chief of Staff, Flagstar Bank

"As a small business owner, it was a struggle to find a message that could stand out in a crowded marketplace. A clarity session was just what I needed to find my company's unique differentiator, and put it into vivid and memorable words." – David Toeben, President, Insight Insurance Services