



## Rule No. 21 —Clarity creates confidence.

Why this Rule is important: Because, in business, confusion is expensive.

### Rule Summary:

When leaders communicate with precision, people know where they're going—and why it matters. Clarity cuts through noise, eliminates confusion, and drives focused action. In business, vague messaging leads to hesitation, misalignment, and wasted effort. But when your ideas are simple, specific, and sticky, teams gain the confidence to move fast and move together.

In business, confusion is expensive. Teams stall, customers hesitate, and leaders lose credibility—all because the message wasn't clear. Clarity isn't just a communication skill—it's a leadership responsibility. When people know exactly what to do, why it matters, and how to move forward, confidence rises and results follow. If you're not being understood, you're not being effective.

What have we done recently to ensure our strategy and communication sticks with our entire team?



### Recommended Reading

Made to Stick by Chip Heath & Dan Heath

"The most basic way to get someone's attention is this: Break a pattern."

### Key Executive Takeaway:

If your message doesn't stick, it doesn't matter how smart it is. The leader's job is to make ideas so clear, concrete, and emotionally resonant that people can't help but remember—and act on them.

### Ask Yourself:

If I weren't in the room to explain this further, would my team (or customer) still understand exactly what I mean—and what to do next?

Would a 10-year-old understand this?

What is the one thing we want people to remember?

Are we assuming knowledge we haven't actually communicated?

Where is the confusion coming from—and have I addressed it directly?

Clarity isn't a memo.

It's a system.

And when clarity becomes cultural, confidence stops depending on you —it spreads through the organization.

### Action Step:

Choose one message you're responsible for this week —a team update, customer email, or board report. Strip it down to the single most important point you want remembered. Deliver it with plain, direct language. Then, ask someone outside the room to repeat it back—if they can't, you haven't been clear enough.



# Actionable Strategies

Here are **10 actionable strategies** that build long-term clarity across every department—not for a quarter, but for the life of the organization.

## 1. Define the One Priority

Every quarter, identify the single most important objective for the company. Not five. Not three. One. If people can't name it without looking it up, you haven't defined it clearly enough.

## 2. Write It Down — Simply

If your strategy requires a 42-slide deck to explain, it's too complicated. Reduce your direction to a one-page document in plain language. Complexity hides confusion.

## 3. Standardize Language Across Departments

Agree on terminology for goals, metrics, and initiatives. If marketing says "leads," sales says "prospects," and finance says "opportunities," you already have fragmentation.

## 4. Clarify Decision Rights

Make it unmistakable who decides what. Nothing kills confidence faster than people unsure whether they're allowed to act.

## 5. Repeat the Message Relentlessly

Leaders get bored of repetition long before teams get clear. If you think you've said it enough, say it again.

## 6. Tie Every Department Goal to the Main Objective

Every team must clearly show how their work supports the primary company priority. If they can't connect it, they'll drift.

## 7. Demand "Explain It Back"

After key meetings, ask leaders to summarize direction in their own words. This isn't micromangement—it's verification.

## 8. Eliminate Jargon

Corporate language creates distance. Plain language creates movement. If a frontline employee can't explain the strategy to a customer, you've overcomplicated it.

## 9. Conduct Quarterly Clarity Audits

Ask anonymously:

- Do you understand our top priority?
- Do you know what success looks like?
- Do you know what's expected of you this quarter?
- If answers vary widely, you have work to do.

## 10. Reward Clear Communicators

Promote and elevate leaders who communicate with precision and discipline. If unclear leaders continue to advance, confusion becomes cultural.