

Rule No. 21 —Clarity creates confidence.

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. If you can't explain it simply—neither can your team.

Ask Yourself:

If you stepped away from your business for 30 days, would your team move forward with confidence—or freeze waiting for clarification?

The Truth Is:

Confusion inside your organization becomes chaos in your customer's experience. If your team can't clearly articulate what you do, who you do it for, and why it matters—they can't execute it. Clarity isn't a communication exercise. It's a leadership one.

Confused teams move slowly. Clear teams move fast.

Action Step:

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

Recommended Reading:

Made to Stick, by Chip Heath & Dan Heath

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

What this week revealed:

This week I gained clarity on _____

This week I said no to _____

WEEK 9

MONDAY

DATE _____

- _____
- _____
- _____

TUESDAY

DATE _____

- _____
- _____
- _____

WEDNESDAY

DATE _____

- _____
- _____
- _____

THURSDAY

DATE _____

- _____
- _____
- _____

FRIDAY

DATE _____

- _____
- _____
- _____

SATURDAY

DATE _____

- _____
- _____

SUNDAY

DATE _____

- _____
- _____

STILL UNFINISHED

- _____

TOP 3 PRIORITIES THIS WEEK

- _____
Why now? _____
- _____
Why now? _____
- _____
Why now? _____

Notes:

THIS WEEK I'LL PROTECT TIME FOR