

# RADICAL CLARITY FOR BUSINESS

*How to Empower People for Better  
Results at Work*

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***Dedication***

*To God, my mother, father, and family. Thank you. I love  
you.*

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# PART ONE - INTRODUCTION & OVERVIEW

# CHAPTER 1: THE POWER OF CLARITY

*“Champions aren’t made in gyms. Champions are made from something they have deep inside them—a desire, a dream, a vision. They have to have the skill and the will. But the will must be stronger than the skill.”*

— Muhammad Ali

**I**f you’re a business owner or leader who gets stuck once in a while and is looking for a more effective way to get better business results, this book is for you. The best way to get unstuck is to find clarity. When you’re clear about what you want, and how to get there, you’ve got confidence.

The key for your business is making sure everyone shares the same clarity and confidence you do. When that happens, people feel better about doing their jobs. You’re more likely to achieve your goals with less cost, work, and stress.

It doesn’t matter what size company you run, or how many people you employ directly, and as subcontractors, everyone who seeks to lead a healthier, more-balanced, and less-stressful work life can benefit from reading *Radical Clarity for Business*.

The only requirement for getting at least one massive benefit from this book is that you truly desire to empower your people for better results. If you think you can build a successful business on your own, this book can’t help you as much.

You also need a willing and open mindset for learning new ways to improve yourself and empower your people. Naturally, you want the same to be true for anyone on your team you invite to help you create and execute your strategic plan of action.

## **Strategic Planning Is Essential**

Did you know that only 53 of the Fortune 500 remain on the list from 1955?<sup>1</sup> That's how tough it is to sustain business success. They can't afford not to take strategic action planning seriously. That's why large, long-term profitable companies use strategic plans, processes, systems, and technology mapped to success measures.

Imagine what this means for small and midsize business owners and the people who work for us. We would be complete fools to not take strategic planning and score keeping seriously considering the odds against us. Alignment of people through planning, communication, commitment, and accountability is how to get better results.

Whether you already have a strategic plan in place or not, Clarity can help you get better results by laser-focusing on ways to strengthen your brand, be more mindful for marketing results, and empower your sales and customer service people to reach their full potential. In fact, the biggest and most-costly mistakes we see when facilitating and coaching business owners, leaders, and teams happen in the branding and go-to-market action planning sections of this book.

You'll get to all of that soon enough. For now, sit down and commit to learning how to get more clarity and confidence yourself, and by sharing it with everyone at work. When everyone works with confidence, you're more likely to get better results.

## **Clarity Is A Process You Can Trust**

Clarity for Business is about helping you lead and manage your business without losing your mind or your shirt. Being in business can be stressful. There are over 30 million small businesses in America, and they are the heart and soul of our nation.

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<sup>1</sup><https://www.aei.org/carpe-diem/only-52-us-companies-have-been-on-the-fortune-500-since-1955-thanks-to-the-creative-destruction-that-fuels-economic-prosperity/>

One of the biggest differences about the Clarity strategic action planning process is our ability to help you understand the massive power of your inner game. Your inner game as a business owner, leader, and manager has two parts; your conscious and subconscious mind.

When you and your people learn to tap into the power of both, you'll get results like you've never seen before. You'll get a thorough understanding of ways to improve your inner game throughout this book. At the end of the book, you'll see a list of healthy habits you can practice for maintaining clarity and confidence.

Not having clarity about your potential options for business success can be stressful. If you're stuck in your business and not sure how to get better results, focus on finishing the book and a first draft of your new strategic plan.

In most cases, business owners can read the book and write the first draft of the new strategic plan within a few hours. The more you practice working "on" your business strategically, the easier it will be to work "in" your business tactically. Read every chapter, complete the action step at the end, and you're on your way to getting clarity, confidence and better results.

Now would be a great time to find a new notebook, or create a digital document you can use to take notes. Each chapter will guide you through writing your own strategic plan of action. Once you get the hang of the process, you can get the planning work done with your people in one hour each week.

Go as far as you can on your own the first time through. Later, invite the people on your team who can help you the most. Invite each person when you feel confident telling them about the process. It is also a great idea to make sure they get a copy of my book and read it with you.

The sooner you invite your people to share the planning process with you, the faster you will get their buy in.

## **How to Get Unstuck**

Nobody likes to feel stuck in their job or uncertain about what the future holds. Most people agree, building a successful business is about hiring the right people, and