

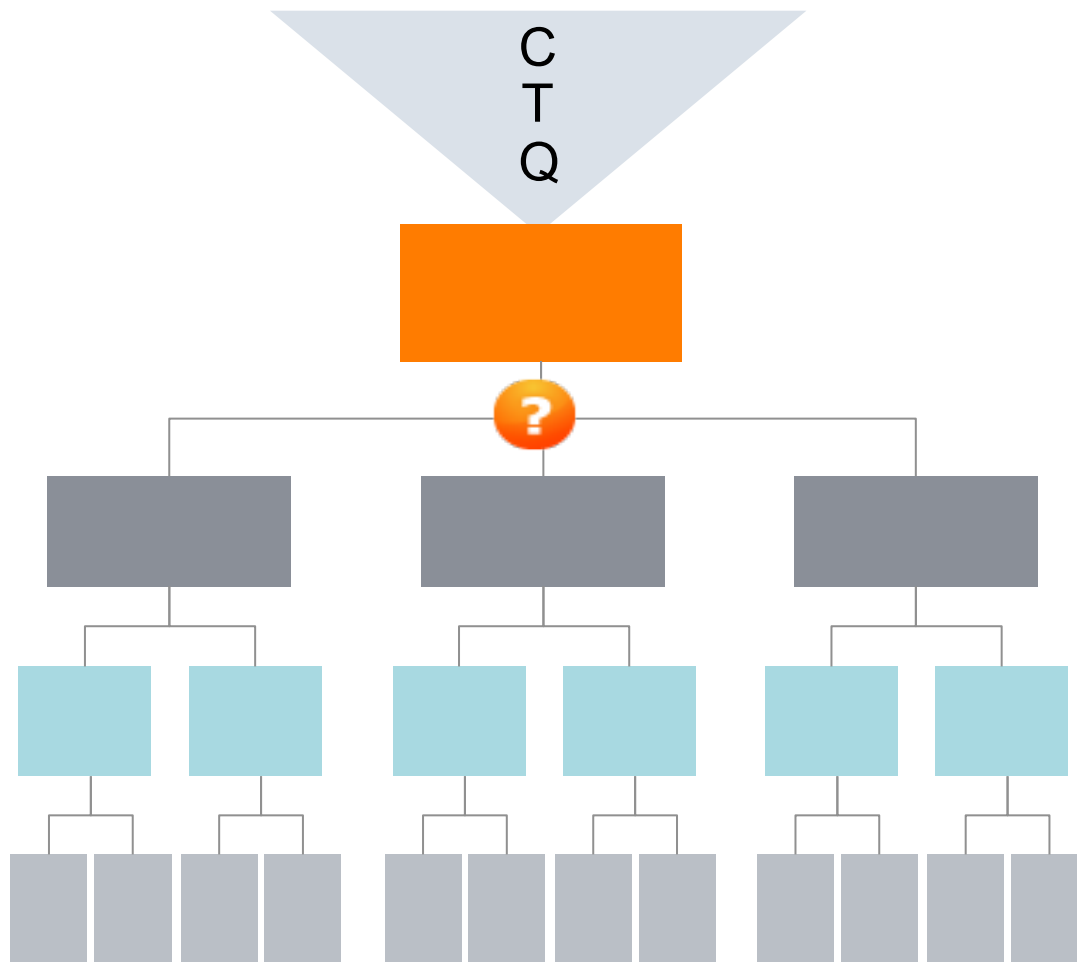
# In Search of Clarity



Clarify – Answers

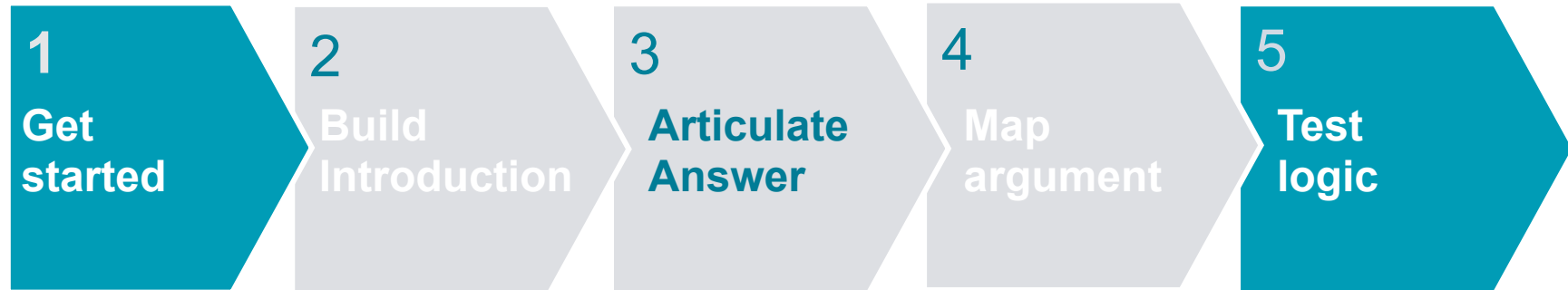
ClarityCollege

# Unifying your story around one idea is key



- Answers your audience's question
- Unifies story
- Is powerful
- Is supportable
- Is short, 25 words (or less)

## Five simple steps to Clarity



- Answers your audience's question
- Unifies the whole story
- Is powerful
- Is supportable
- Is short

## Check that the Answer governs the story

- ✓ Does the CTQ flow toward the right question?
- ✓ Does it answer the audience's question?
- ✓ Does it unify the story?
- ✓ Is it powerful, supportable and short?

## Does this CTQ flow?

### Context

Smart Co's Board is frustrated by the trolley loads of unfocused papers they must read before every Board meeting

### Trigger

- Does not naturally flow from the context

Structured thinking is the best way to solve problems and communicate clearly

### Question

What should we do?

- Doesn't flow
- Too general
- Not SMART

## What kinds of answers flow from there?

Smart Co's Board is frustrated by the trolley loads of unfocused papers they must read before every Board meeting

Structured thinking is the best way to solve problems and communicate clearly

What should we do?

**Answer**

Introduce Structured Thinking

- Too general
- Rhetorical
- Fails tests

## Better but still not quite right?

Smart Co's Board is frustrated by the trolley loads of unfocused papers they must read before every meeting. Some Board members have seen other leadership teams improve the clarity and length of their Papers by introducing a systematic, well resourced and enforced structured thinking program. What should we do?

- Does not flow tightly from context and trigger
- Leads to yes / no answer

Would introducing structured thinking **help us make better decisions?**

## Is this better?

Smart Co's Board is frustrated by the trolley loads of unfocused papers they must read before every meeting

Some Board members have seen other leadership teams improve the clarity and length of their Papers by introducing top down structured thinking programs

Would introducing structured thinking techniques be the best way to improve our Papers?



## Check that the Answer governs the story

- ✓ Does the CTQ flow toward the right question?
- ✓ Does it answer the audience's question?
- ✓ Does it unify the story?
- ✓ Is it powerful, supportable and short?

## How should we answer the question?

Would introducing structured thinking techniques be the best way to improve our Papers?

- Yes ....
- Introducing a top down structured thinking program is the best way to deliver a significant improvement in the clarity of our Board Papers

## Check that the Answer governs the story

- ✓ Does the CTQ flow toward the right question?
- ✓ Does it answer the audience's question?
- ✓ Does it unify the story?
- ✓ Is it powerful, supportable and short?

# You can imagine a meaty story following that idea

Introducing a top down structured thinking program is the best way to deliver a significant improvement in the clarity of our Board Papers



Reason 1

Reason 2

Reason 3

# You can imagine a meaty story following that idea

Introducing a top down structured thinking program is the best way to deliver a significant improvement in the clarity of our Board Papers

Top down structured thinking programs achieve x

We desperately need X

Therefore we should go for it

## Check that the Answer governs the story

- ✓ Does the CTQ flow toward the right question?
- ✓ Does it answer the audience's question?
- ✓ Does it unify the story?
- ✓ Is it powerful, supportable and short?

## How should we answer the question?

Introducing a top down structured thinking program is the best way to deliver a significant improvement in the clarity of our Board Papers

- ✓ Powerful
- ✓ Supportable
- ✓ Short

## Now try these techniques by ...

- ✓ Taking the **application** challenge
- ✓ Reviewing shorter communication eg emails to identify the Answer
- ✓ Learning more ...



## Learn some more...

- ✓ Aristotle's *Poetics*
- ✓ Ken Watanabe's *Problem Solving*
- ✓ [www.neosi.co](http://www.neosi.co) to learn more and trial our story mapping software
- ✓ Barbara Minto's *The Pyramid Principle*
- ✓ Linda Long's *The Power of Logic in Problem Solving and Communication*

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