

The Ultimate Clarity Code Framework

WORKBOOK #1




Fail to Fab
with Tara Stand

AN INTRODUCTION

FIRST AND FOREMOST

Thank you and welcome to the Ultimate Clarity Code Framework. The only clarity builder that creates a decision making machine- freeing up your time and energy for more important things....you know, like making money.

SECOND

A definition to start us off...

Commander's intent: A statement of the desired end state that is so clear that it gives the forces guidance if they encounter aberrations to plan, and must apply “spectrums of improvisation,” when they’re out in the field.

For example, if the Commander’s Intent is to “take the hill” then, when the troops following the plan to approach from the South encounter unexpected resistance, they can adjust their tactics as necessary to “take the hill” from the West because they are clear on the fact that success means “the hill has been taken.”

THIRDLY AND LASTLY

A few notes on how to use this Workbook:

1. You will get the most value out of this book by using it WITH the video modules but...
2. It is also made to be a stand-alone reference for you.
3. Either in this workbook or in your own notebook, take the time to DO the exercises.
4. I don’t believe in busy-work. We’re all busy with work enough.

Clarity: What's the Big Deal?

Mission statements that are created and used as clarity codes can serve as a powerful tool for your business simply by answering everyday questions that come up so you don't have to spend hours, days, or even months thinking about them and making a decision that can affect the long-term life of your company.

EXAMPLE QUESTIONS ANSWERABLE BY A CLARITY CODE -

- ✓ "What companies should I contact to sell my product?"
- ✓ "Should I focus on selling to Starbucks or the boutiques that have supported me in the past?"
- ✓ "What packaging is best? Does it matter?"
- ✓ "My customers need too much coddling, but what can I do about it?"

What do all these questions have in common?

They all go back to who you are as a business. They all go back to the divine purpose you serve for your customers and your community.

Pop Quiz

YOU'RE CLARITY CODE IS...

- A.* The litmus test for your decision making
- B.* It is the foundation on which the rest of your company is built.
- C.* Becomes your commander's intent
- D.* All of the above

Powerful Mission Statements

Pop Quiz

WHOSE MISSION STATEMENT IS IT?

Both companies serve coffee and pastry - but can you guess the company by the mission statement alone?

"Our mission: to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time."

Company _____

"Make and serve the freshest, most delicious coffee and donuts quickly and courteously in modern, well-merchandised stores"

Company _____

WHAT MAKES A POWERFUL MISSION CUM CLARITY CODE?

Powerful clarity codes have a few things in common...

- ✓ Commander's Intent
- ✓ Define a CUSTOMER
- ✓ Solve a PROBLEM
- ✓ Don't mention a specific PRODUCT
- ✓ Don't mention - 'best', 'world class', or 'quality'

Can you find all these things in the examples on the next page?

GREAT CLARITY CODES

“Organize the world's information and make it universally accessible and useful”

- Google's original mission

“To accelerate the world's transition to sustainable energy.”

- Tesla

“Squarespace empowers people with creative ideas to succeed.”

- Squarespace

“To create a better everyday life for the many people.”

- IKEA

ANSWERS

Pop Quiz

“Our mission: to inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.”

- Starbucks

“Make and serve the freshest, most delicious coffee and donuts quickly and courteously in modern, well-merchandised stores”

- Dunkin' Donuts

How have those simple sentences strongly impacted their decision making and the experience you have at each store?



Elements of a Code

We are the driver of our companies; the clarity code, our divine purpose is the navigator.

We decide the destination, and the clarity code helps us get there.

WHAT IS A CLARITY CODE?

A clarity code is a declaration of

- ✓ Who you serve
- ✓ What you do for them

That's it.

It doesn't have to be long or wordy, or even perfect. As long as it works for you.

It will NOT do the work of running your company or making decisions for you.

It can be your "Commander's intent"...or, in the absence of detailed instruction, your employees know how to make decisions based on the companies values and mission without having to come back to you every...single...time.

PITFALLS TO AVOID

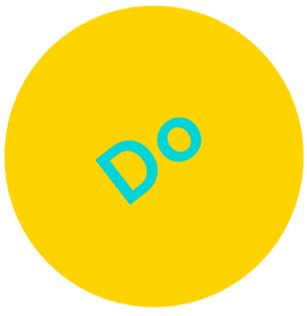
The top 3 pitfalls people make when building a clarity code

1. They're too broad
2. They mention a narrow product
3. They don't connect to your unique purpose

Goals, Needs, and Desires

Your first step in creating a clarity code: Think about you. What do you want?

Therefore, the first step in creating a kick-ass clarity code that has the power to drive your business, is to think about you, what you want, and what you desire.



Do

PRE-WORK EXERCISE: VISUALIZATION

Go ahead and get comfortable in a chair, on the floor, or wherever you do your best thinking.

- Take a deep breath...
- Close your eyes...
- And allow yourself to envision your most perfect life...

Think about your home life & work life. On the next pages are some questions to get those visions rolling and room to right it all down.

