

Identify the Right People (last update: 10/29/25)

Identify the Right People is about focusing your time and energy on the leaders and connectors who are most likely to benefit from the Clarity Success System™ and/or open doors to others. Getting this step right sets the tone for everything that follows. The right conversation with the right person can unlock everything.

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Prospect Profile Summary

Ideal prospects are senior leaders inside **operationally complex businesses** with **50 to 500 employees**. Companies that are large enough to feel the cost of misalignment, but still agile enough to implement real change. These organizations often have growing teams, multiple service lines or departments, and leadership that's feeling the weight of coordination, execution drag, or underdeveloped management layers.

You're looking for **CEOs, COOs, VPs, or Directors** who are accountable for results but frustrated by inconsistent execution, siloed thinking, or too much tribal knowledge. These leaders usually *know something's off*, but haven't had a clear framework to fix it.

Also valuable are **connectors**, trusted professionals who work closely with these types of businesses and can open doors. While 50–500 employees is the sweet spot, smaller or larger organizations may still be a fit depending on their pain points, growth stage, or leadership mindset.

What to Listen For

These are common phrases, frustrations, and signals that indicate hidden friction and a potential fit for the Clarity Success System™:

“We’re growing, but it feels harder, not better.”

“Everyone’s working hard, but we’re still dropping the ball.”

“We have great people, but we’re not aligned.”

“I’m still in the weeds more than I should be.”

“Things stall unless I personally push them.”

“We’ve got silos, and it’s affecting execution.”

“My managers are good, but they’re not really *leading*.”

“We’re hiring fast, but onboarding is a mess.”

“We’ve hit a ceiling, and I can’t tell if it’s our people or our process.”

“I feel like we’re solving the same problems over and over again.”

These are friction flags.

They often show up casually in conversation. Your job is to catch them and gently point to a better path.

Example Outreach Phrases

These are designed to open the door without pressure, while positioning Clarity as a valuable next step:

General Interest / Cold or Warm Conversation Starters

“You’ve built something solid, but I’m curious, do you ever feel like the day-to-day is heavier than it should be?”

“In a lot of growing businesses I talk to, things are busy but not really better. Does that resonate at all?”

“I work with a framework that helps teams reduce internal drag and get more aligned. If there’s ever a time you’d want to explore that, I’d be happy to share it.”

Scorecard Invite

“One quick thing I’d recommend... We have a 2-minute Clarity Scorecard that shows where your team might be out of sync. It usually gives people an ‘oh wow’ moment.”

“You might like this, it’s a short self-assessment I use with leadership teams to surface friction points before they become costly.”

Book Giveaway / Follow-Up

“I’d love to get you a copy of *Clarity Principles*. It’s a short read, but it hits on a lot of what leadership teams deal with as they grow.”

“Happy to send you a copy of the book. Most people end up saying, ‘this is exactly what we’re going through.’”

“Let me send you the book and Scorecard. They do a great job of starting the right kind of conversation.”