

Generate Interest (last update: 10/30/25)

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.

1. Identify the Right People
 - o Prospect profile summary
 - o What to listen for
 - o Example outreach phrases

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.

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Generate Interest is about sparking curiosity and opening the door to a deeper conversation. Your goal isn't to pitch. It's to connect the challenges they're already feeling to the possibility of a simpler, more aligned way to run their business.

2. Generate Interest

- o Phrases and prompts to use in conversation
- o Quick language to position the system
- o When to offer book vs. scorecard

Phrases and prompts to use in conversation

To Surface Friction or Misalignment:

“Do you ever feel like everyone’s working hard, but things still stall unless you push them personally?”

“What’s your biggest drag right now that isn’t showing up on the P&L?”

“Do you feel like your team is aligned, or are people pulling in slightly different directions?”

“Where are you spending time you *shouldn’t* have to?”

“What’s something inside the business that works... but only because certain people know how to hold it together?”

To Spark Curiosity About a Better Way

“There’s a simpler way to get alignment without tearing out what’s already working.”

“I’ve been working with a framework that helps teams scale without chaos and it’s been a game-changer for companies in that in-between stage.”

“What we do helps leaders get back the traction they didn’t even realize they’d lost.”

“It’s not about fixing people. It’s about fixing the friction that’s been normalized.”

Soft Lead-In to Tools

“That reminds me of one of the Clarity Principles, would you be open to seeing a quick diagnostic we use?”

“I’ve got a 2-minute Scorecard that might actually help frame what you just described.”

“There’s a short book I can send you, people usually say it hits way too close to home.”

Quick Language to Position the System

What It Is

“It’s a real-world framework that helps businesses run smoother, lead better, and scale without chaos.”

“It’s called the Clarity Success System™. It was built from the ground up to eliminate friction and align leadership and execution.”

“It’s not a layer on top of what you’re doing. It’s a system that fixes the stuff underneath that’s quietly draining time, energy, and momentum.”

“It’s a system that aligns leadership at every level so everyone’s operating from the same framework, speaking the same language, and solving problems through the same lens. It shows you how to replace chaos with clarity, not just at the top, but throughout the organization.”

What It’s Not

“It’s not about tearing out what’s working. It actually complements what you already have.”

“It’s not theory. It’s built from real-world turnaround and growth work inside complex organizations.”

“It’s not a one-time training. It’s a system that creates lasting clarity across execution, leadership, and culture.”

Why It Matters

“Most companies don’t realize how much energy is being lost to misalignment until they see it clearly.”

“What makes it different is that it actually sticks and builds clarity into the way the business runs every day.”

“The principles are simple, but when they’re applied together, they change everything.”

When to Offer the Book vs. the Scorecard

When to Offer the Book (Clarity Principles)

When you want to establish credibility and leave something of value behind

When the prospect is curious but *not yet feeling urgency*

When they value thought leadership, story-driven insight, or want to “see the big picture”

In slower-paced relationship-building conversations, networking events, or warm intros

As a **follow-up** after an early conversation to deepen the relationship

> The book is great when someone's open to reflection. It helps them connect the dots on what's really going on inside their business.

When to Offer the Scorecard

When the prospect is *already feeling some pain or tension*

When they've mentioned execution issues, misalignment, or leadership drag

When you want to create a sense of urgency or spark the “*we need to do something*” moment

In faster-moving conversations, especially when you want a clear next step

As a **trigger** to get them talking about real issues

> The Scorecard is perfect when they're in the weeds. It surfaces pain in 2 minutes and often opens the door to a deeper conversation.