

Communications Clarity for CEOs



Let's be honest, running a business is hard. Rewarding, fun, fulfilling and impactful. But hard.

As a busy CEO or solopreneur, it can be challenging to find the space to *just think*.

And yet we know that strategic thinking helps business owners [anticipate market shifts, identify emerging opportunities, and prioritize resources to enhance operational efficiency.](#)

When you take the time to think strategically about your business, you're better equipped to weed out unnecessary spending, plan more effectively, and make better decisions.

If you agree, I'd love to be that strategic thought partner for you.

Introducing *Communications Clarity for CEOs*, a VIP strategic communications and messaging session designed especially for busy leaders like you who know they've got brilliant, impactful products, programs and services (and great stories to tell) but struggle to communicate about them in a way that *consistently engages and ultimately converts*.

The struggle is real.

- Success stories that go **untold**
- Transformation **no one hears about**
- Emails that **fail to inspire** clicks and calls (if anyone even has a chance to create them)
- Months-old social media posts (or current ones) **that don't engage**
- Website copy that's embarrassingly **out of sync** with what you've described to an important business contact
- **Inconsistency** that leads to a **lack of clarity** about the best and brightest of what you do

And unclear, flat messaging across all platforms.



During this half-day **VIP** session, designed to address and solve the particular messaging and positioning challenges you're facing, I support you as a strategic thought partner.

I facilitate a personalized workshop using my signature six-phase messaging framework as we explore five key questions and highlight the “proof points” that will be *most relevant and inspiring to your key stakeholders and inspire them to act.*

The process involves a series of targeted questions that allow you to brainstorm, prioritize and make a firm decision about the following:

- The core values that define your business and how they can be used to craft powerful stories
- The most important stakeholders you should be engaging with your communications *right now*
- The products, services or programs that should be prioritized in your communications based on your goals and the current business environment (*psst: the correct answer is not “all of them”*)
- The best and brightest of what makes your business unique and why people should buy from you
- The ideal channels (LinkedIn vs YouTube vs blogs vs email) you should engage, how often, and what you should communicate through each based on the realities of time, staff, money and *interest*



After this half-day **VIP** session, you'll receive a **Communications Clarity Guide**, a strategic messaging document that will serve as a roadmap you and your staff can use to create content wherever your business communicates, markets or sells.

- Emails
 - Social media posts
 - Sales presentations
 - Website copy
- Job posts
 - Grant applications
 - Media pitches
 - Ads

The confidence and clarity that emerge from taking dedicated time with a strategic thought partner to focus on communications will bring a level of comfort that makes running your business feel much less hard.



[Click here](#) to schedule a complimentary consult to discuss your communications challenges and learn more about how **Communications Clarity for CEOs** can help your business thrive.

**“Strategic planning without strategic thinking is not leading.
It’s simply managing the status quo.”**

- Mumley

