LEADING WITH CLARITY

Hudson Valley Summit
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INTRODUCTION

Clarity invites people deeper. When people can see clearly, they're willing to go all in.

Clear leaders create movement. They create compelling environments that draw people and enable kingdom effectiveness

Leadership Clarity Defined: Clarity in leadership means people can easily see, understand, and repeat where we're going and how we'll get there.

Why Clarity is important for leadership

- **Alignment:** direction, partnership, accountability.
- **Health:** reduces frustration, strengthens relationships.

CLARITY IS THE LEADER'S RESPONSIBILITY

Three questions every leader must wrestle with.

1. **Is my AIM clear?**
   Defining the target

A Clear WHAT: what are we trying to accomplish?

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The WHAT is the VISION

A helpful tool when clarifying your AIM:
What do I want people to KNOW? (Inform)
What do I want people to FEEL? (Inspire)
What do I want people to DO? (Influence)

A Clear WHO:
Who are you trying to influence?
Who is the target audience?

Who do we need to advance the WHAT?

A Clear WHY: Why is this important?
Your WHY is your mission—the reason something exists.

When your WHY is clear, your AIM becomes compelling.

A Clear HOW: How will we accomplish this?

- **Values** — what matters most as we pursue the AIM
- **Strategy** — the steps we will take to get from A to B

2. Is my ASK clear?
Leadership is about invitation

ASKING involves *communicating* the AIM and *inviting* others into the journey

Without a clear AIM you will struggle with a clear ASK
Clear ASKS require clear communication

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Keep three simple rules:

- Keep it Simple
- Use Dynamic Language
- Make it Repeatable

After you make an ASK, evaluate it

Our leadership involves the continual improvement of our communication and invitation

3. Are my ACTIONS clear?

People don't just hear your AIM—they watch your ACTIONS.

Leaders must embody the AIM.

If there's a gap between your AIM and your ACTIONS, your influence suffers.

The 5 C's of Trust

- Character
- Competency
- Conviction
- Care
- Consistency

Empowering others: giving them a clear AIM, a clear ASK, and the support to ACT.

Leadership is the act of working through others—not doing everything yourself.

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CONCLUSION

When people can see clearly, they're invited to go deeper and eventually go all in.

In your leadership journey, I want to challenge you to lead with clarity

Clear leaders create movement. They create compelling environments that draw people and enable kingdom effectiveness

So here are your three clarity questions:

- **Is my AIM clear?**
- **Is my ASK clear?**
- **Are my ACTIONS clear?**

Before this week is over, choose:

- One AIM to clarify
- One ASK to make
- One ACTION to align

RESOURCES

Collins, Jim—***Good to Great***
Collins, Jim & Jerry I. Porras—***Built to Last***
Hyatt, Michael—***The Vision Driven Leader***
Lencioni, Patrick—***The Advantage***
Lencioni, Patrick—***Death By Meeting***
Maxwell, John C.—***The 21 Laws of Leadership***

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