

The 7 Areas of Clarity

Presented by Glen Jackson

"Without clarity, you simply can't lead," said Glen Jackson in his [webinar with Leadercast NOW](#). "The job of the leader is to foster clarity. Why? Because **clarity paves the way for navigational success**... Confusion, clarity's opposite, creates problems and leads to frustration and disappointment." Here's a summary of the seven key points Glen made during the session:

- 1. Clarity of Judgment:** It's about discernment, decision-making and reflecting good common sense.
- 2. Clarity of Communications:** The best communication is clear. It's simple. It has the right tone and the timing's always right. It's real, honest, truthful and consistent.
- 3. Clarity of Purpose:** It's the answer to the *why* question: Why are you doing what you're doing? What's the *why* behind what you do at work, at home and in life?
- 4. Clarity of Responsibility:** If clarity of purpose is about the *why*, then clarity of responsibility is about the *what*. What's your responsibility on certain projects and in your role?
- 5. Brand Clarity:** Every day, you're either polishing or tarnishing your brand at your organization, so be the best brand polisher you can be.
- 6. Clarity of Giving:** Be clear about how you want to give back as an organization. You can give your time and talent—it doesn't always have to be treasure (money).
- 7. Clarity of Focus:** Ask yourself: "What is the wise thing to do?" Have fanatical focus: Know your swim lanes and be laserlike focused on what you need to do.



[Glen Jackson](#) is co-founder of marketing communications agency Jackson Spalding and author of [Preeminence: What It Means and How to Sustain It](#). **Watch his webinar!**

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