

THE 3-STEP CLARITY FRAMEWORK:

Structuring Thinking So Your Ideas Are Immediately Understood

THE PROBLEM

Strong ideas often get overlooked not because they lack value, but because they lack clarity.

In fast-moving conversations, people respond to what is easy to follow, not what requires effort to interpret.

THE 3-PART STRUCTURE THAT MAKES IDEAS LAND

01 POSITION
What do you think?

Start with your point, not your process.

Say:
- "Here's the approach I recommend..."
- "My perspective is that we should..."

02 SUPPORT
Why does it matter?

Give only the context that strengthens your point.

Say:
- "This allows us to move faster while maintaining quality."
- "This reduces risk and keeps the timeline on track."

03 DIRECTION
What should happen next?

Make the next step clear.

Say:
- "Once this is confirmed, the next priority is..."
- "Next step would be to align on this direction and execute."

LANGUAGE THAT BUILDS AUTHORITY

Small shifts towards stronger, more concise language change how your message is received.

Instead of:
"I think maybe we should..."

→ Say:
- "Here's the approach I recommend."
- "I suggest we move forward with..."

Instead of:
"Does that make sense?"

→ Say:
- "What questions do you have?"
- "Where would you like me to clarify?"

Instead of:
"I'm sorry, but I disagree."

→ Say:
- "I see this differently. Here's why."
- "I'd approach this from a different angle..."

HOW TO APPLY THIS IN REAL CONVERSATIONS

In meetings:
- "Here's the key point we should focus on..."
- "The main takeaway is..."

When put on the spot:
- "One way I'm thinking about this is..."
- "My initial perspective is..."

When disagreeing:
- "I see this differently. Let me walk you through my reasoning."
- "Another way to approach this would be..."

In high-stakes moments:
- "The priority here should be..."
- "What matters most in this situation is..."

THE SHIFT

Clear communication is not about saying more. It's about making your thinking easier to follow. That's what creates:

• **Visibility** • **Trust** • **Leadership presence**

DANI LUFFEY
Leadership Communication Strategist
Email: dluffey@branddva.com
Website: www.branddva.com