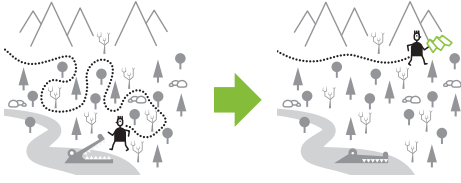


# 6 Clarity Methods

Using communication to prevent from falling prey to complexity.

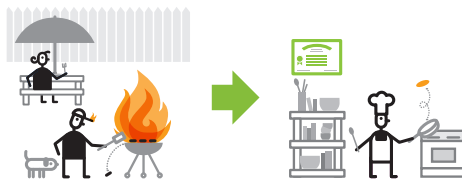
## 1 Context



Mapping out the big picture—whether it's a business process, product portfolio, or technology system—clarifies relationships that we might not recognize on our own.

For example, by giving Adam a clear map forward, he can understand the context of his surroundings and choose the best path. In the same way, your employees, partners, and customers can use context and the big picture to understand your business's value and make better decisions.

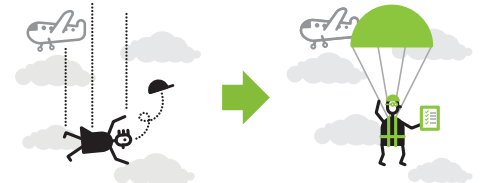
## 2 Know-How



To give your audience the right know-how, imagine that they are a beginner, then layer in role-based expertise. Once your audience understand the basics, they can apply new thinking on top of it and make it their own.

Let's use Ben as an example: his culinary training isn't just about learning how to cook a better burger. It's about learning concepts and techniques to master any recipe—even make up his own delicacy. You, too, can help your audience have the right knowledge and skills to tackle any process or problem.

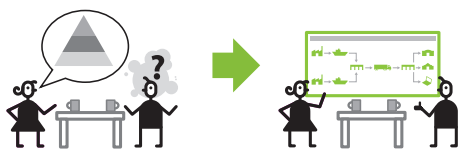
## 3 Prompts



Prompts supplement people's memory, re-focus their attention, and help them respond agilely to changing situations.

By giving Claire a readiness prompt during her skydiving excursion, she's able to have a successful experience—even when she's forgotten her training. In the same vein, by giving people the right prompts, you'll help them succeed even when their memory fails them.

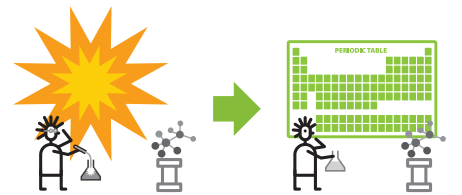
## 4 Stories



Make the abstract accessible through a story that grounds the idea with characters, a plot, and pictures.

Dora, like many other people, has trouble getting her abstract idea to hit home. By creating a visual story, she can make the idea tangible and give her audience a basis to understand it more broadly. Your customers, partners, and employees can also benefit from the clarity that storytelling brings to complex information.

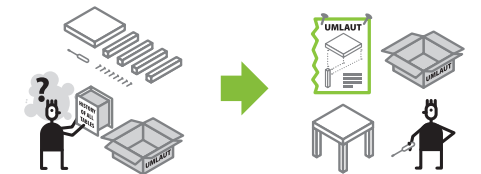
## 5 Models



Models can help people create information hierarchies and bring order to chaos using common strategies: grouping related elements, chunking information, and using a consistent vocabulary.

In Evan's case, a chemical information hierarchy helps him avoid the unfortunate consequences of guesswork. Information hierarchies can also help your people make clear connections that lead to better choices.

## 6 Curation



Curate the information into a manageable set that gives your audience what they need and spares them the rest.

Take Frank for example: building a table is much easier when he uses the manufacturer's curated Quick-Build Guide with highlighted essential steps, instead of a gargantuan manual. By giving your audience only the essential information, they can focus their energy on the most important task at hand and have a much better experience.

**To learn more about how clarity can save you from complexity, get in touch at 412.488.8600 or [www.thoughtform.com](http://www.thoughtform.com)**

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