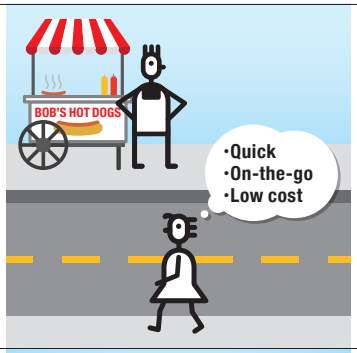
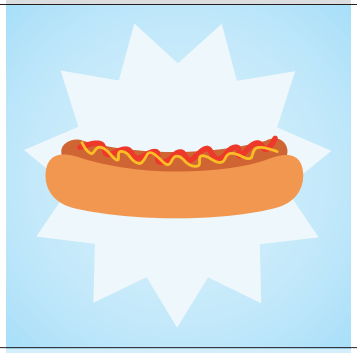
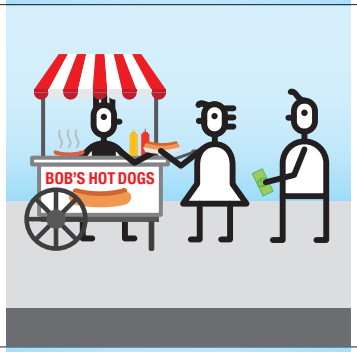
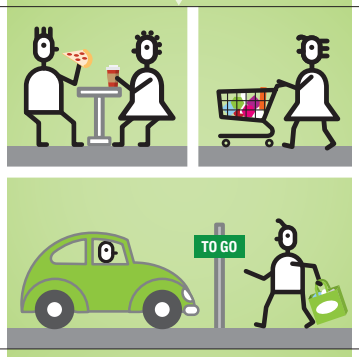
Which is better for consumers: simplicity or clarity?

All companies need to deal with complexity. Some companies focus on simplicity, but others rely on clarity. See the differences, and find out which is better for your enterprise.

	A simplicity-focused company deals with complexity by *eliminating it.*		**A clarity-focused company deals with complexity by *taming it.***	
Value proposition		An easy-to-understand value proposition		Multiple value propositions that support nuance and offer rich value
Offering		Only a few offerings (or even one)		Many offerings to serve many different consumers
Experience		A straightforward experience that is always the same		An experience that can be tailored to meet consumers' needs
Operations		A direct one-to-one relationship between behind-the-curtain and in-front-of-the-curtain activities		A multi-faceted, systems based approach to behind-the-curtain and in-front-of-the-curtain activities

If you want to learn more about communicating with clarity, get in touch at ThoughtForm.com or 412.488.8600.

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