



BRANDBOOK

Clarity Coaching

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1. Brand Strategy

| Target Audience

professionals 30-45 yo

| Positioning

Clarity Coaching doesn't teach general leadership skills — they share the exact decision-making frameworks that took one ambitious professional from chronic overthinking and stalled momentum to confident, fast decisions, and have helped driven professionals aged 30-45 do the same.

| Value Proposition

Clarity Coaching is the only executive coaching practice built entirely around one outcome — the ability to make better decisions faster — which means every session, every tool, and every conversation is designed for the professional who is already capable but needs to cut through the noise and move. For ambitious 30-45 year olds who are tired of generic coaching that circles around the real problem, that focus is the difference between a program they complete and a change they actually make.

SWOT Analysis

Strengths • Clear Focus • Niche Authority • Buyer Fit	Weaknesses • Low Recognition • Proof Gap • Capacity Ceiling
Opportunities • Corporate Access • Content Authority • Underserved Middle	Threats • Big Budget Rivals • Diluted Word • Credibility Pressure

Strengths

- **Clear Focus:** Clarity Coaching owns a single, specific promise — decision clarity — which makes it immediately legible to a 30-45 year old professional who is tired of vague coaching offerings that promise everything and deliver direction on nothing. In a category where most coaches sell personal growth in the broadest possible terms, a focused promise acts as a filter that attracts exactly the right clients and repels the wrong ones. That specificity is a genuine competitive asset that takes competitors years of repositioning to replicate.
- **Niche Authority:** Specializing in clarity of decision — rather than general leadership, performance, or mindset — gives the brand the posture of an expert rather than a generalist, which matters enormously to ambitious professionals who are already surrounded by smart people and won't pay for advice that feels generic. Specialists command higher fees, shorter sales cycles, and stronger referrals because clients feel they've found the right person rather than settling for the available one. This is a structural advantage the brand should protect aggressively.
- **Buyer Fit:** Professionals aged 30-45 are at the exact career inflection point where decision overload is a lived, daily reality — they're managing up, managing down, and navigating ambiguity without enough support. The brand's promise maps directly onto a pain they can name, which means the marketing job is to reflect their experience back to them accurately, not to convince them they have a problem. That alignment between audience frustration and brand solution is the foundation of strong word-of-mouth and high conversion.

Weaknesses

- **Low Recognition:** Without institutional backing or a large existing audience, Clarity Coaching enters every sales conversation having to prove legitimacy from zero — which is expensive in time and requires a

consistent, credible presence across every touchpoint a prospective client might check before reaching out. In a market where BetterUp has enterprise contracts and Mel Robbins has millions of followers, unknown personal brands are invisible by default unless they build recognition deliberately and consistently. This is not fatal, but it requires a clear plan, not just good coaching.

- **Proof Gap:** The word "clarity" is a feeling, not a metric, and sophisticated buyers in this audience will push for evidence of outcomes before they commit — without documented client results, specific before-and-after stories, or a named methodology, the brand's promise stays intangible and easy to dismiss. A potential client who is comparing Clarity Coaching against a program with 500 testimonials and a published framework will default to the more proven option every time. Building a visible body of evidence is the single most important credibility task right now.
- **Capacity Ceiling:** A personal coaching brand built on one-to-one relationships has a hard revenue limit determined by the number of hours available in a week, which means growth requires either raising prices or building group or digital products — neither of which happens without deliberate planning and a willingness to move beyond the comfort of direct client work. Without addressing this early, the business risks becoming a well-regarded but financially fragile practice rather than a scalable brand. The Explorer/Outlaw archetype is well suited to breaking this convention, but only if the founder chooses to act on it.

Opportunities

- **Corporate Access:** HR leaders and L&D managers at mid-size companies are actively searching for focused, credible development programs for their high-potential employees — a single partnership with one company can deliver recurring revenue, built-in credibility, and a pipeline of individual clients who then engage privately after the program ends. Clarity Coaching's specific focus on decision-making makes it easy to package as a workshop, cohort, or leadership track rather than a vague "coaching engagement." This is a faster and more reliable revenue channel than individual client acquisition for a brand at this stage.
- **Content Authority:** There is a real shortage of specific, practical content on decision-making frameworks written for professionals rather than academics or self-help audiences — publishing consistently on this exact topic builds a searchable body of work that attracts the right audience before they're ready to buy and keeps the brand top of mind when they are. Short-form content on LinkedIn is the most direct path to the 30-45 professional audience this brand serves. Done consistently for six months, it compounds into an asset no competitor can copy quickly.
- **Underserved Middle:** The professional caught between being a high performer and becoming a recognized leader is systematically underserved — BetterUp targets enterprise HR buyers, FranklinCovey sells productivity systems, and Mel Robbins sells motivation at scale, but none of them speak directly to the person who is technically competent and personally ambitious but paralyzed by the complexity of their next move. Clarity Coaching can own this specific person with specific language and a specific

program, which is a positioning advantage that larger competitors cannot easily replicate without losing their existing market focus.

Threats

- **Big Budget Rivals:** BetterUp raised over \$300 million and markets directly to HR decision-makers with enterprise-grade tools and outcome data — competing for the same keywords, the same corporate buyers, or the same digital ad space is a losing strategy for a personal brand at this stage. The only winning move is to go narrower and more specific than they can afford to be, serving clients they structurally ignore. Any strategy that tries to match their reach or volume will drain resources without a proportional return.
- **Diluted Word:** "Clarity" appears in the name or tagline of dozens of coaching brands, courses, and self-help books, which means the word alone provides no differentiation — if Clarity Coaching doesn't attach a distinct, named methodology to its promise, it becomes just another brand using a popular word in a crowded category. The risk is not just confusion; it's invisibility, because generic positioning in a saturated market means the algorithm, the referral, and the search result all favor someone else. A proprietary framework or named process is the fastest way to solve this.
- **Credibility Pressure:** The 30-45 professional buyer is analytically minded, time-poor, and deeply skeptical of coaching claims after years of exposure to overpromised programs — they will check the website, read the testimonials, look at the LinkedIn profile, and form a judgment in under two minutes before ever sending an inquiry. Any gap between the brand's positioning and its visible proof will register as a red flag and end the sales process silently. Maintaining a tight, consistent, evidence-rich presence across every platform is not optional at this stage — it is the price of entry.

Benchmark

- ***#1 Local/National Leader:** [BetterUp](<https://www.betterup.com>) — they win on enterprise scale and data-backed outcomes, but their model requires HR sponsorship and delivers coaching through a platform rather than a direct human relationship, which is exactly where Clarity Coaching can outperform them with individual clients who want a trusted thinking partner, not a managed service.
- ***#1 Global Leader:** [Mel Robbins](<https://www.melrobbins.com>) — she demonstrates that a personal brand built on one specific behavioral insight can reach millions, and Clarity Coaching can adapt that model by going equally deep on decision clarity for a professional audience that finds her mass-market tone too broad for their specific career challenges.

Market Positioning

Professionals aged 30-45 are actively searching for decision-making support that goes beyond productivity tools or motivational content — a coaching offer built specifically around decision clarity, with a named process and visible client outcomes, can capture this demand before larger brands notice the gap.

The mid-career professional preparing for a leadership transition has no dedicated coaching category built

around them — Clarity Coaching can define and own that specific moment by speaking directly to the experience of being technically ready but mentally stuck.

| Immediate Recommendations

- Name and document your decision-clarity framework — give it a specific title and describe its steps publicly, because a named process turns an abstract promise into a tangible product and immediately separates Clarity Coaching from every competitor using the word "clarity" without defining it.
- Publish one specific, practical LinkedIn post per week aimed at the exact moment your client is stuck — not inspiration, but a concrete tool or reframe they can apply today, because consistent targeted content is the fastest way to build an audience of pre-qualified buyers without a paid advertising budget.
- Collect and publish three detailed client case studies with specific before-and-after outcomes — the buyer this brand serves makes research-heavy decisions, and visible proof of results will close more inquiries than any amount of positioning language on the website.

| Positioning Statement

Clarity Coaching doesn't teach general leadership skills — they share the exact decision-making frameworks that took one ambitious professional from chronic overthinking and stalled momentum to confident, fast decisions, and have helped driven professionals aged 30-45 do the same.

| Strategic Value Proposition

Clarity Coaching is the only executive coaching practice built entirely around one outcome — the ability to make better decisions faster — which means every session, every tool, and every conversation is designed for the professional who is already capable but needs to cut through the noise and move. For ambitious 30-45 year olds who are tired of generic coaching that circles around the real problem, that focus is the difference between a program they complete and a change they actually make.

2. Brand Voice

Verbal Guide

Clarity Coaching Brand Voice

Direct, clear and close.

When Clarity Coaching speaks, executives stop scanning and start reading. The voice cuts through the noise of corporate jargon and motivational platitudes to say the one thing the reader already suspects but hasn't heard said plainly. It earns trust not through warmth alone, but through the rare combination of precision and genuine human interest.

Recommended Typography

Freight Display Pro / Freight Text Pro — the serif weight signals intellectual authority while the text variant keeps long-form reading effortless, matching the brand's balance of gravitas and accessibility.

DM Serif Display / Inter — the contrast between a structured, editorial headline face and a clean, modern body font mirrors the Clarity Coaching method itself: strong frameworks, human delivery.

Do's — How Clarity Coaching communicates

1. Name the specific tension your audience is already carrying.

Clarity Coaching draws on real executive experience, not business school theory. Name the gap between who they are in the boardroom and who they need to become — and name it precisely.

Example: "You're running a high-performing team. You're also the person nobody disagrees with anymore. We should talk about that."

2. Let proof do the work that superlatives cannot.

Replace vague claims of impact with specific, observable shifts — changes in behavior, decision-making speed, or leadership presence that executives recognize as real.

Example: "One session doesn't change a career. A disciplined sequence of the right conversations does. We build that sequence around you."

3. Write at the reader's level, not above or below it.

These are smart people under real pressure. Treat them accordingly. No hand-holding. No oversimplification. Speak like the most trusted colleague in the room.

Example: "Most leadership problems aren't skill gaps. They're pattern gaps — behaviors that worked at one level and quietly stopped working at the next."

| Don'ts — What Clarity Coaching never does

1. Never trade in vague transformation language.

Phrases like "unlock your leadership potential" or "step into your best self" belong on motivational posters in airport hotels. They cost nothing to write and deliver nothing to the reader.

Sector example to avoid: "We help leaders become the best version of themselves and build the skills to thrive in any environment." — This could be printed on the back of a cereal box aimed at executives. It belongs to no one.

2. Never use urgency tactics borrowed from direct-response product marketing.

Countdown timers, "only 3 spots left this quarter," and manufactured scarcity are misaligned with how senior leaders make high-stakes decisions. They signal that the brand is nervous. Clarity Coaching is not nervous.

Sector example to avoid: "Don't miss this limited opportunity to transform your leadership — spots are filling fast!" — This reads like a webinar ad, not a coaching practice with genuine authority.

3. Never open with the brand's story when the reader's story is right there.

Executives do not visit a coaching page to learn about the coach's personal awakening. They arrive with a specific, pressing problem. Meet them there first. Earn the right to your origin story later.

Sector example to avoid: "After 20 years in corporate leadership, I had a realization that changed everything. That's why I founded Clarity Coaching — because I believe every leader deserves..." — The reader has already closed the tab.

| 6 Model Phrases

1. Client greeting / first contact

"Before we get into how we work, we'd rather understand what's actually going on for you right now. That conversation takes about 30 minutes. It tends to be useful regardless of what you decide next."

2. Introduction of the main product or service

"Clarity Coaching works with executives who are performing well by every external measure and know, privately, that something in their leadership is holding them back. We work through that — systematically, without the noise."

3. Conversion CTA (low pressure, high confidence)

"If what you've read here describes your situation with uncomfortable accuracy, the most useful next step is a direct conversation. No pitch. No prep required. Book 30 minutes and we'll take it from there."

4. Response to a complaint or difficult situation

"We hear you, and we take this seriously. Our work depends entirely on trust — so when something falls short of what you expected, that matters to us in concrete terms, not just in principle. Let's speak directly and get this right."

5. Social media value post (educational or insight)

"The executives who struggle most with feedback aren't the ones who reject it. They're the ones who accept it too quickly — nodding in the meeting, changing nothing afterward. The gap isn't receptiveness. It's processing time. Build it into your week deliberately."

6. Memorable sign-off

"The work is yours. We just make sure you're asking the right questions."

3. Brand Story

| Tagline

When clarity is the skill, everything else follows.

| Brand Story — Long

There's a moment most high-performing executives know but rarely name. You've made it. The title is right, the team respects you, the numbers hold. And yet something in your decision-making has slowed. The room reads you before you speak. The feedback stopped being honest somewhere around your last promotion. You're not struggling. But you're not moving, either.

Jonathan Hugues spent years inside that room — not as an observer, but as a practitioner. A long career in the corporate world and HR gave him something most coaches never have: a precise understanding of how organizations actually work, where leadership genuinely breaks down, and why the gap between a qualified professional and an effective leader is almost never about competence. It's about clarity. Clarity about what the role now demands. Clarity about the patterns that served you at one level and quietly stopped serving you at the next. Clarity about the conversation you haven't had yet — with your board, your team, or yourself.

We founded Clarity Coaching in 2021 on a single conviction: that the most qualified professionals in the US and Canada deserve more than generic frameworks and motivational scaffolding. They deserve a thinking partner who has stood where they're standing — and who knows precisely which questions cut through.

Since then, we've worked with dozens of professionals, moving them from high performance into genuine leadership — in the corporate world and in businesses of their own.

We don't work with everyone. We work with people who are already excellent and know, with uncomfortable clarity, that something in their leadership is ready to shift.

The work isn't about becoming someone different. It's about seeing what's already there — and using it with precision.

You don't need more information. You need the right conversation.

Brand Story — Short

Most leadership problems aren't skill gaps. They're pattern gaps — behaviors that built your career at one level and started costing you at the next. The trouble is, those patterns are nearly invisible from the inside. You need someone who can see them clearly and say so plainly.

Jonathan Hugues built Clarity Coaching in 2021 after a long career in corporate leadership and HR — not to teach executives what leadership looks like in theory, but to work through what it actually requires in practice. We've since coached dozens of professionals into leadership roles, both inside organizations and in businesses they've built themselves.

We work with high-performers across the US and Canada who are succeeding by every external measure and privately know their leadership is ready to operate at a different level. We don't offer frameworks for the sake of frameworks. We build a disciplined sequence of the right conversations — structured around where you are, what the role demands, and what's quietly getting in the way.

The clarity we're named for isn't a feeling. It's a functional state — the point where you see your decisions, your patterns, and your next move with enough precision to act without hesitation.

When you're ready for that conversation, we're ready to have it.

Main CTA

Tell us what's actually going on. Thirty minutes. No pitch. Book your conversation.

Core Keywords

executive coaching, leadership coaching for executives, executive coach for senior professionals in the US and Canada, leadership clarity coaching for high performers, coaching for executives transitioning to senior leadership roles