



clear strategy.  
clear action.  
clear results.

#### THE ISSUE

Today's consumer is tough to connect with. Whether you are trying to sell a product, provide a service, solicit a donation, or invite someone to your faith home, it is getting increasingly difficult to find and relate to your target audience. Resistance to marketing is at an all-time high, and people's patience for irrelevant and imprecise communications is at an all-time low.

#### THE SOLUTION: WHY CLARITY GROUP?

In recent years, organizations have tried to solve complex business problems with equally complex tools and solutions. We've tried every acronym – from CRM to 1to1 and everything in between. What organizations need today is less complexity and more straightforward answers ... strategy that everyone in an organization can understand ... definitive action plans that can be implemented ... and results that don't require an advanced degree in calculus to validate. In other words, today's organizations need clarity.

Clarity Group provides straightforward and clear solutions to today's very confusing business issues. Our solutions are rooted in research and data – not in acronyms and formulas. Our clients have one clear goal in mind: to connect with their audience.

#### OUR EXPERIENCE

At Clarity Group, we've assembled a team of seasoned experts with 100+ years cumulative experience in change management, strategic planning and relationship-building initiatives in the for-profit and non-profit space. Our team members have led major companies and strategic marketing practices at leading consulting and service organizations.

The founder and CEO of Clarity Group has been working for and with Fortune 1000 companies for the last 18 years. He has innovated strategies that have changed the way companies think about consumers and market to them, producing measurable results to the top and bottom line.

Across the entire team, our expertise has been honed on both the client and supplier side of the business, helping world-class companies find clear answers to complex business issues. In other words, we know how to help because we have been there. We'll cut through the fog and make an immediate impact for you and your business.

“What organizations need today is  
less complexity & more straightforward answers.”

— CRAIG WOOD, FOUNDER & CEO

## NON-PROFIT & FAITH-BASED ORGANIZATIONS

### Major issues:

- 1) Growth:** Acquire new donors/members
- 2) Cultivation:** Assimilate/integrate new members
- 3) Retention:** Keep donors and members satisfied and engaged

### Clarity Group offers:

- ✓ Strategic expertise and practical advice to solve non-profit and faith-based problems & challenges
- ✓ A comprehensive and holistic approach to strengthen your organization – covering culture, operations, data, engagement and technology

## TRADITIONAL ORGANIZATIONS

### Major issues:

- 1) Acquisition:** Target the right customers
- 2) Cross-sell:** Maximize sales to customers
- 3) Retention:** Keep the best customers

### Clarity Group offers:

- ✓ Tools to help get a complete picture of who your customer is: demographic, geographic, attitudinal and economic insights
- ✓ Sound strategy with straightforward language and clear tactics
- ✓ Performance improvements you can measure and track

## A SAMPLE OF OUR PRODUCTS

Clarity Group has an array of tools and products that help calm the confusion of marketing to today's challenging consumer. *Some of our proprietary tools include:*



### ClearPath Roadmap™

A detailed business case and strategic plan for building and maintaining better relationships with your customers. This roadmap is easy to understand and implement, having been created through our proven process of merging data, information and clear thinking.



### ClearView Profile™

A detailed analytic profile of customers leveraging demographic, attitudinal, behavioral and economic data. All the information you need in one place – so decisions can be made and improvements can be measured.

## CONTACT US

We promise we'll listen before we talk. And we promise to find a solution that addresses your specific issue and produces the outcome you're looking for. Anything less wouldn't be clear.

Call us at (919) 932-6036 or e-mail us at [info@claritygroupinc.com](mailto:info@claritygroupinc.com).

