

LEADING

# CLARITY

The Breakthrough Strategy to Unleash

**PEOPLE, PROFIT, and PERFORMANCE**



**BRAD DEUTSER**

**WILEY**

"CLARITY Saves Lives! Deutser has been integral to the pursuit of CLARITY at PHI Air Medical since 2007. We have applied each and every one of the CLARITY principles in our business and the results have been transformative: Rescuer safety and well-being has never been better, our aviation, medical, and business practices are industry leading, our strategic plans and business targets are consistently met or exceeded. *Leading Clarity* is not only a must-read, it's a must apply."

**David Motzkin, President, PHI Air Medical**

"Deutser was instrumental in helping me bring clarity to the correlation between strategy, culture, communication, and finance. In business today, many C-level executives are focused on finance first. Brad Deutser's process broke down concepts to help us reimagine a future that before seemed unattainable. The clarity he brought to our health system was not only lifesaving for our organization and our patients, but invaluable to the leaders who continue to act upon the foundation he helped to create. He captures that magic in *Leading Clarity*."

**John Grigson, Chief Financial Officer, Covenant Health**

"As CEO of a large industrial services company that recently doubled in size through acquisition, I daily contend with the pressure to meet safety and financial expectations. Brad Deutser's *Leading Clarity* principles have helped me see past the spreadsheets and daily operational briefings and into the hearts and minds of my valued team members—recognizing that my obligation is first to them."

**Brad Clark, CEO, HydroChemPSC**



"This book presents ideas that will revolutionize your business. Brad Deutser's approach to working 'within the box' brings with it strategy, great ideas, and a whole lot of heart. This book is a must-read for every leader looking to decode the complexities of what Deutser refers to as a "clarity conundrum" and what most of us call a business problem. I know, because he has changed our business by helping us cut through the noise of distraction and clutter to really focus on ideas, creative process, and practices that are essential for success in today's constantly changing world."

**David Loving, President and General Manager, Univision  
Houston**

"A great read for motivated professionals. Deutser convinces us that we can't communicate or strategize our way to clarity. The dynamic process he offers is deeply engaging and leads us to a deeper understanding and specific actions that bring value and success."

**Annie McKee, Senior Fellow at the University of  
Pennsylvania Graduate School of Education and author of  
*How to Be Happy at Work***

"*Leading Clarity* is an incredible resource for anyone wanting to lead a team or an organization. It's especially valuable for entrepreneurs. Entrepreneurship is messy. There is a relentless swirling of frustration, disappointment, and exhaustion, often followed by a sense of mastery, achievement, and sheer joy. The men and women drawn to this life are also messy. They tend to be driven, relentlessly curious, easily distracted, optimistic, and fueled with boundless energy. They must think like CEOs in organizations where they are often the only stakeholder. *Leading Clarity* gives every leader access to a whole new template from which to activate their vision and lead."

**Dave Cook, Director, Wolff Center for Entrepreneurship,  
University of Houston**

"Building a purpose means first getting crystal clear on the foundation of your business. It sounds easy but it can elude many, restricting growth and potential. Brad masterfully guides leaders to understand who they are at their core so they can set a course for where they're going."

**Carol Cone, founder of The Purpose Collaborative and  
Cone, Inc.**

"I am a true disciple of the principles in *Leading Clarity*. Brad's distinctive ability to distill the most complex, forward-thinking business concepts has changed how I lead. His coaching and insight have helped so many change their business and life."

**Jason Siegel, Managing Director, Head of Alternative  
Investments, Brookfield Asset Management**

"Leaders now face unprecedented challenge and opportunity. Strategy is not enough. *Leading Clarity* offers leaders a practical and visionary approach to leading through a landscape of change, chaos, and uncertainty by harnessing and aligning the full potential of their employees. I've long talked about the benefits of collaboration and co-creation and Deutser offers a blueprint for connected engagement at every level of an organization."

**Lee E. Miller, author of *A Woman's Guide to Successful  
Negotiating***

"For all the idea monkeys out there, especially me, this is going to become your new go-to handbook! *Leading Clarity* spotlights how distraction can become the Achilles heel of a company and how integral alignment with every touchpoint is to success. I ate up every page and heard myself saying "Why haven't I thought about that?" out loud while reading. From the anecdotes to the practical exercises, you come away with a solid roadmap and defined steps to ensure you are the confident conductor on the clarity train. This book is what every business owner, leader, and visionary needs to read, practice, and implement so they don't



end up on the completely wrong track. I would have saved so much money, time, and sanity if I had this book before I started my business—but it's never too late to redirect."

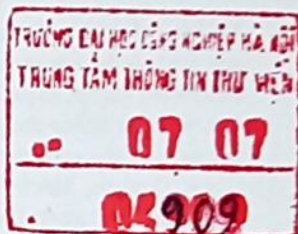
**Mareya Ibrahim, founder and CEO, Grow Green Industries**

"Deutser masterfully explores the dynamic interconnectedness that creates organizational clarity. This wonderful book offers leaders at every level practical exercises for accessing and amplifying the power of people to yield greater results."

**Neil Bush, Chairman, Barbara Bush Houston Literacy Foundation and Chairman, Points of Light**

"Each chapter in this innovative book unfolds to reveal a fresh understanding of the many factors that come together to create a dynamic whole. Deutser delivers a process that simply is brilliant, illustrated by compelling stories and examples from the broad expanse of his experience."

**Jeff DeGraff, innovation expert, bestselling author, Professor of Management Education, University of Michigan Ross School of Business**



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Praise for  
**LEADING CLARITY**

"Deutser has convinced me that CLARITY is the new necessity. It fundamentally alters the traditional business hierarchy and intertwines strategy, culture and communications in ways leaders have never before experienced. This powerful book gives you full access to operating in clarity."

—**Tim Sanders**, *New York Times* bestselling author of *Love is the Killer App: How to Win Business and Influence Friends*

"*Leading Clarity* shatters the notion that 'outside the box' thinking drives innovation, creativity and results. In this groundbreaking, highly practical book, Deutser elegantly delivers a replicable methodology, boldly driven by positivity."

—**Shawn Achor**, *New York Times* bestselling author and speaker

"Bravo for *Leading Clarity*! I suspect I'm not the only one who stood up more than once and exclaimed—earning clarity should be so simple, but why's it so elusive? Enter Brad Deutser {stage left} with the answers, guidance, strategies and the quantitative results that prove out his theory in full."

—**Rob Franek**, Editor in Chief, *The Princeton Review*

"Leading with confidence and certainty is increasingly difficult in the chaos of business today. With this book, Brad Deutser provides an answer every leader needs. Being in clarity establishes common ground, engages others, creates infinite possibilities and enables us to lead at our very best. It's brilliant in its simplicity, but powerful in its application. *Leading Clarity* is a leadership handbook you absolutely must have."

—**Elise Mitchell**, founder and chairman, Mitchell, CEO, Dentsu Aegis PR Network

"I'm in a business that is all about winning. Victory for a football team is standardized and readily observable. Off the field, we face the same challenge as all other businesses—establish and maintain a compelling purpose and way of being that will deliver breakthrough results for us, our customers, our community and other key stakeholders. In *Leading Clarity*, Brad Deutser maps a pathway to authentically develop sustained business performance that will naturally lead to an organization's unique definition of victory. Brad's approach can help elevate any environment from one of mere compliance to one of full commitment and extreme engagement which are prerequisites for operational excellence and exceptional performance."

—**Jamey Rootes**, President, Houston Texans

"Brad Deutser's work on clarity is thought-provoking, challenging and insightful. He connects several key features of organizations that all too often seem separate, while persuasively conveying the need for such connections. Not only has he helped me think about the ways in which we work within our institution, he calls into question the traditional silos and functional orientation of business education, thinking, and practice."


—**Jay Hartzell**, Dean, McCombs School of Business at the University of Texas at Austin

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