

The 5-minute clarity check

Before you share an idea, it's worth checking one thing: does it actually make sense to someone who isn't in your head?

Most ideas don't fail because they're wrong; they fail because the explanation hasn't caught up with the thinking.

This takes five minutes. And it's worth it.

Ask yourself

What am I really trying to say?

The core idea, not everything you know about the topic.

What, specifically, do I want people to do differently after this?

If nothing changes, it hasn't landed.

What matters most (and what can I leave out)?

Clarity comes from focus, not volume.

Where could this be misunderstood?

Put yourself in the shoes of someone who needs to understand it.

If someone repeated this, would they get it right?

If not, it's not clear yet.

If the answers aren't clear, the explanation probably isn't either. If it still feels a bit murky, that's usually where I come in.

Feel free to share this with anyone who might find it useful.