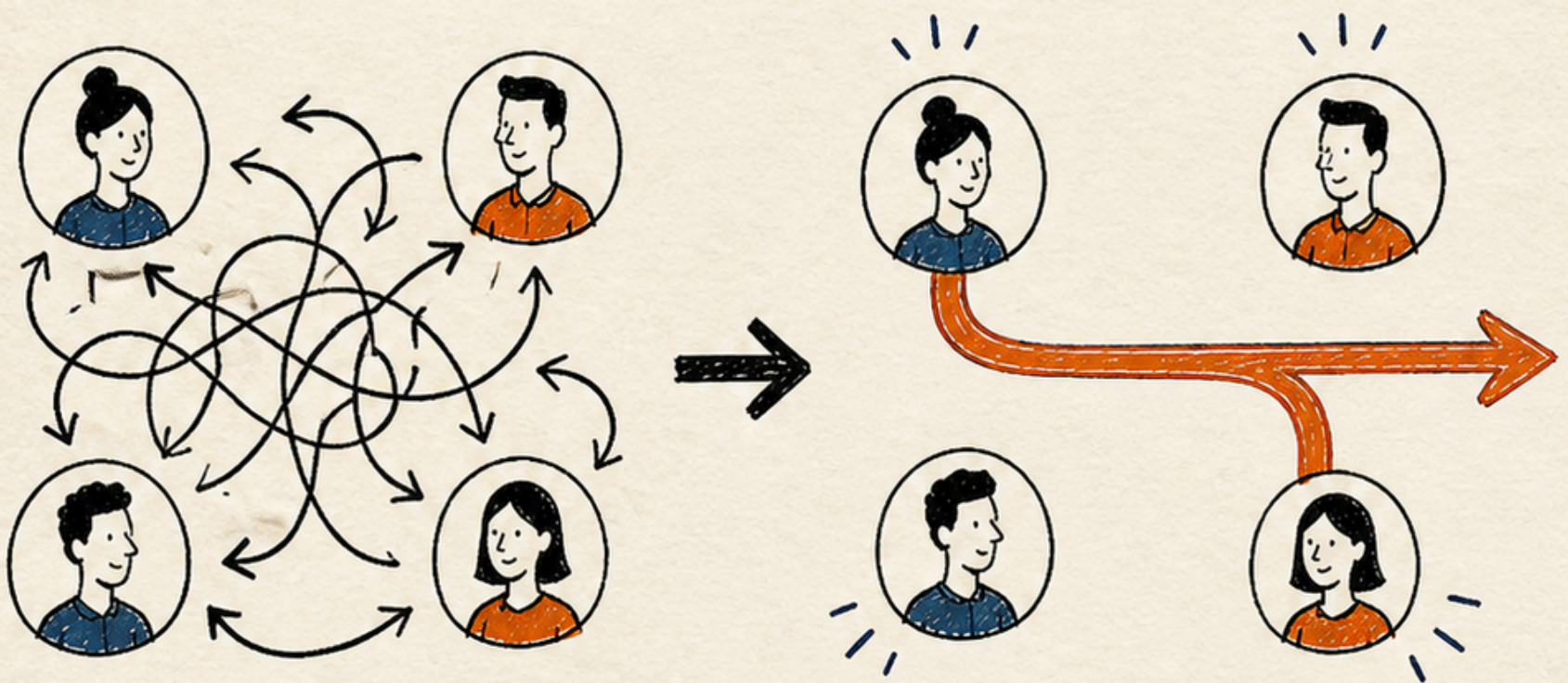


CLARITY

REDUCES THE
COST OF
COORDINATION.



People move faster
when the decision is visible.

AMBIGUITY CREATES EXTRA WORK.



MAKE FOUR THINGS CLEAR



DECISION

— what was chosen?



OWNER

— who acts?



BOUNDARY

— what is included?

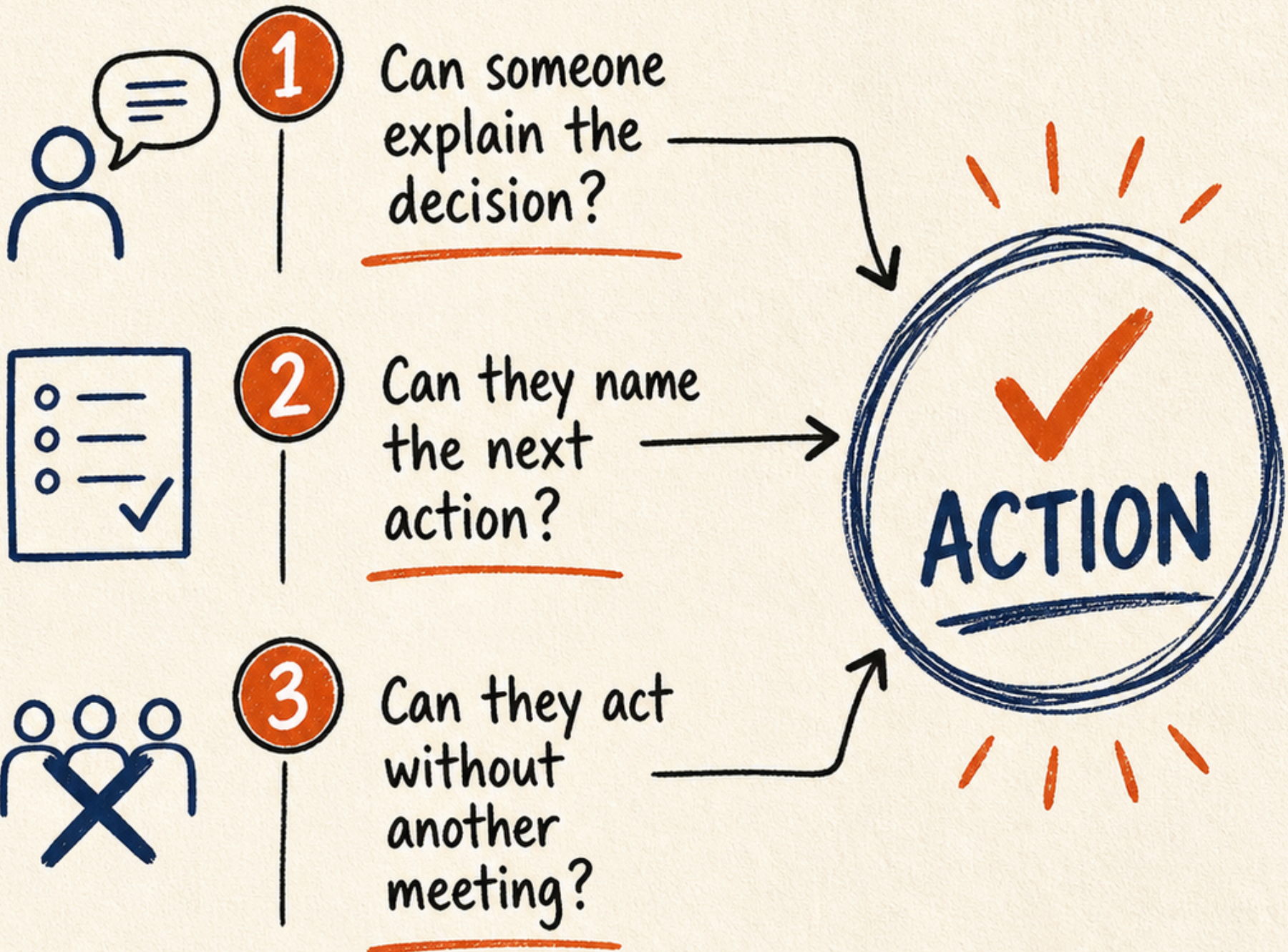


EVIDENCE

— how will we know?



USE THE CLARITY TEST





CLARITY IS AN OPERATING ADVANTAGE.

Which decision
needs a
clearer owner?

	DECISION	
	_____	
	_____	
	_____	

Visual Owner form with a person icon and a magnifying glass icon.

OWNER ASSIGNED stamp with a checkmark.

MAKE IT VISIBLE