

Clarity Collateral Update Program Data Sheet

Realign your trajectory. **Refresh** your story. **Update** your career documents.

The Clarity Collateral Update Program is the third leg of the Professional Identity Brand Platform which builds upon both the Professional Identity Individual Program and the Clarity Career Check-in Program.

This program assists you in coming into alignment with where you are going next and having the career documents required to match—whether you are seeking a promotion internally or looking to move outside of your current company.

Many professionals and executives can be consumed by their roles. As a result, this program puts you in control by having a dedicated and strategic step back to adjust, update, and align your trajectory, narrative, and career documents.

This program provides a structured and proactive method to engage in updating your most important professional story and critical career documents, combined with dedicated coaching so you stay on track to reach your desired career goals.

Who benefits from this program

High-potential professionals or executives interested in staying aligned to their trajectory and story for their next role.

Overview

Maximum learning in roles occurs after completing both your first 90 days and an entire annual cycle which occurs at the 1¼ year mark. After that, learning still occurs, however the role expectations and routine is understood and there are ever diminishing growth benefits to remaining in that role.

By being mindful of your desire to grow and the end of your maximum learning cycle, you can optimize your role velocity by preparing for your next transition so you stay on track for your career goals.

How it works

The Clarity Collateral Update Program requires that you have completed the foundational work in the Professional Identity Individual Program.

It is about more than just your collateral. It looks holistically across three dimensions:

1. Clarity: Reaffirm your trajectory—next and your next-next role
2. Positioning: Assess your value and story and make adjustments as needed
3. Alignment: Update your key career documents—résumé, elevator pitch, LinkedIn profile, and bio

Logistics

Meetings:	Three 1-hour virtual meetings
Cadence:	2 weeks
Materials:	Clarity Collateral Update Program Clarity Collateral Update Workbook
Deliverables:	Résumé LinkedIn profile copy and recommendations Elevator pitch

Sign up

Learn more by signing up for a [free 30-minute discovery call](#).

About

Chris Haase founded Clarity Silicon Valley to guide high-potential professionals and executives on discovering their professional identity, realizing their unique and differentiated story, and owning their brand.

From 2018 to 2021, Chris was a lecturer and the Executive Personal Brand Coach for the Executive MBA program at the Leavey School of Business at Santa Clara University.

Prior to founding Clarity Silicon Valley, Chris was a highly rated Executive Coach in Lee Hecht Harrison's San Jose office where he worked with clients in career transition. He also led their weekly Executive Job Search Work Team, and conducted monthly Executive Personal Brand workshops.

Previously, Chris cofounded YourVersion, a consumer content discovery engine. He also worked at Apple and Intuit in a variety of sales, marketing, and operational roles.

Chris Haase

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[View Chris's LinkedIn Profile](#)

