

Professional Identity Individual Program Data Sheet

Discover your professional identity. **Realize** your unique and differentiated story. **Own** your brand.

The Professional Identity Individual Program is a comprehensive and holistically-designed approach that guides you in discovering, arriving, and owning your brand grounded in identity.

Whether currently in a role or in a career transition, the Professional Identity Program empowers you to reinvent yourself for your current or next career chapter by understanding your fundamental professional desires, value, and expression within your company and in the marketplace.

Who benefits from this program

High-potential professional or executive interested in understanding your value, owning your brand, and laying the foundation for greater visibility with target audiences in your current or next company and in the marketplace.

Overview

Professional Identity Individual Program			
Workshop	Clarity	Positioning	Alignment
Overview	Clarity establishes the foundation for brand development by inviting conscious realizations about professional identity through fundamental examination of beliefs, assumptions, and perceptions underpinning career clarity and professional direction.	Positioning builds a differentiated, compelling, and authentic brand narrative by surfacing strategic business value, approach, and integrating past experience using a structured, step-by-step, and tailored process.	Alignment accelerates brand ownership with unified professional collateral, sharpened presence, and an effective foundation for increased company and marketplace visibility.
Benefits	<ul style="list-style-type: none"> Examine fundamental professional identity beliefs connected with brand Articulate specific role desires and dimensions Define your career trajectory 	<ul style="list-style-type: none"> Align to your most strategic business value Build your professional story Organize your story for the greatest impact 	<ul style="list-style-type: none"> Learn principles for effective collateral (résumé, LinkedIn profile, elevator pitch, and professional bio) Develop customized collateral Be poised for increased company/marketplace visibility
What you get	<ul style="list-style-type: none"> Clarity Guide Clarity Workbook Expert 1:1 guidance tailored to your unique situation 	<ul style="list-style-type: none"> Positioning Guide Positioning Workbook Expert 1:1 guidance tailored to your unique situation 	<ul style="list-style-type: none"> Alignment Guide Alignment Workbook Expert 1:1 guidance tailored to your unique situation
Deliverable	Clarity Framework	Personal Positioning Framework	Professional collateral: <ul style="list-style-type: none"> Résumé LinkedIn Profile Elevator Pitch Professional Bio

Testimonials

Here's a select list of client recommendations:

Chris has built an outstanding method to help executives uncover and articulate their unique value. Like many people, I struggled to decide what to include on my résumé and was often revising it, being uncertain that the items I updated were an improvement. Working with Chris helped me identify the value that I bring and the specific outcomes that I drive. This brought alignment to all components of my messaging. I highly recommend working with Chris to any executive looking to define their personal brand.

— *VP Operations*

I worked with Chris over the past few months. He helped me think through my executive branding, and we spent a lot of time on positioning, clarity, and resulting collateral deliverables. He has been a great partner, and I would highly recommend him and his Clarity program to other executives, especially in the technology space. Thank You Chris.

— *Executive Vice President*

Chris is an outstanding coach and brand strategist. His process—to develop professional clarity, personal brand, and aligned collateral—is structured, thoughtful, and in itself, a deeply compelling reason to work with him. His energy, curiosity, and commitment to getting the very best out of me across many sessions is what truly sets him apart. The deliverables from our work have been top-rate, and the experience even more valuable. To me he's become much more than a coach, and instead a partner in my success.

— *Senior Data Scientist*

I highly recommend Chris Haase for all executives seeking to be purposeful about their career path and development. His process of guiding his clients through personal discovery and his commitment to working hands on with his clients, results in tangible and actionable steps and delivery of strong supporting materials. Importantly too he looks at all aspects of career path and personal branding including social media, LinkedIn, Resume, Bio and all collateral. He is a great listener, a huge positive advocate and is truly an expert at what he does.

— *Board Member, CEO, and Strategic Advisor*

"Chris excels at leading executives through the process of developing their personal brand, integrating it with the story arc of their career, and articulating it consistently across in-person and online interactions. Chris' work with me has been invaluable in giving me clarity to identify the right next role to propel my career forward."

— *Director, Trust and Safety*

"Chris is an effective, clear and authentic executive coach, who cares for his clients and their professional branding. He is instrumental and well skilled in guiding execs through their professional journey (or transition) to up their career game, and he's a pleasure to work with!"

— *Senior Vice President of People and Culture & Chief Human Resources Officer*

Companies

Clarity Silicon Valley clients come from across Silicon Valley and beyond. Here's a select list:



Logistics

Details: Six 1-hour virtual meetings
Cadence: Every 1-2 weeks
Method: Deliverable-based approach; each meeting dependent on deliverable completion

Sign up

Learn more by signing up for a free 30 minute discovery call on the [Clarity Silicon Valley Individual Program](#) page.

For corporate inquiries about bringing this Professional Identity Individual Program to top employees or executives, please [contact us](#) for details.

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
[Clarity Silicon Valley](#)
[View Chris's LinkedIn Profile](#)

