Clarity Check-in Program Data Sheet

Optimize your role. **Express** your brand. **Align** your career.

The Clarity Check-in Program builds upon and extends the Professional Identity Individual and Workshop Series Programs, to help you stay aligned on your career goals by optimizing your role and brand strategy, performance, and execution.

The Clarity Check-in Program is an annual subscription service that provides specificity and accountability for your role execution, brand development, and career trajectory to keep you on track.

Many professionals and executives can be consumed by their roles. As a result, the strategic view of their role, brand, and career can quickly get derailed by business, or even life, priorities.

This offering provides a structured and proactive method to engage in regular advisory dialogues, combined with dedicated reflection so you stay on track, keep career opportunities visible, and take required action to be aligned with your professional ambitions and goals.

Who benefits from this program

Be a high-potential professional or executive interested in optimizing your role, expressing your brand, and aligning your career.

Overview

To maximize your career effectiveness, it is critical to be conscious of and examine both your role and your brand.

Role and brand are inversely related. You are offered a role because your brand is strong enough to compel a company to offer you that role. And when you are done executing in that role, it is the strength of your brand, inclusive of your last/current role performance, that opens up opportunities for your next role.

Many people look primarily at role performance. And while role success addresses the tactical present reality, it does not optimize for long-term career success by helping you assess and implement the right career strategy.

The intersection of role and brand is why the Clarity Check-in Program was created—to provide timely advisory discussions that address both role performance and brand alignment.

How it works

Across the arc of a given role, there are three distinct stages:

- Early cycle: first 6 months
- Mid cycle: ~6 months to 1.5 years
- Late cycle: ~1.5 years +

Each stage has different needs to optimize role execution and brand expression.

To accommodate the evolving nuances of role execution and brand expression, the Clarity Check-in Program gives you flexibility and empowers your successful role optimization by:

1. Identifying role stage
2. Prioritizing specific role needs
3. Gaining clarity about role needs

The below table shows role and brand topics areas that span the aforementioned three role phases.

Role Phase	Role	Brand
	Review past quarter and plan for future quarter success to optimize role dynamics, assess opportunities, and explore resistances.	Cultivate a strong and ongoing internal brand by examining opportunities for visibility, alignment, and networking.
	Topic Options	
First 6 months (early cycle)	- Discuss new role onboarding - Define strategic role goals - Evaluate role opportunities/challenges - Examine role resistances - Document accomplishments	- Discuss internal brand strategies - Assess positioning relative to role - Discuss relevant social media activity
6 months–1.5 years (mid cycle)	- Assess role evolution - Evaluate role opportunities /challenges - Examine role resistances - Document accomplishments	- Adjust internal brand strategy - Strategize external networking (recruiters, etc.) - Discuss relevant social media visibility
1.5 years + (late cycle)	- Assess role evolution - Evaluate role opportunities/challenges - Plan for role transition - Document accomplishments	- Adjust internal brand strategy - Strategize external networking (recruiters, etc.) - Discuss relevant social media visibility

Logistics

Offering: Select desired check-in cadence from below table (Quarter, Semi-annual, or Annual) to determine number of meetings and meeting duration

Materials: Clarity Check-in Workbook

Content: Each meeting focuses on 2-3 topic areas selected by client in advance (options listed in above table)

Cadence	Quarter	Semi-annual
Overview	Provides timely introspection on past quarter successes, current role/brand dynamics, and next quarter plans to stay nimble in role and pivot as needed.	Take a mid- and end-of-year pause to contemplate on accomplishments, current role/brand dynamics, and future professional growth.
Benefits	- Cover up to 3 topics - Customized Clarity Check-in Workbook - Expert guidance - Dedicated review time - Follow up communication with tailored reflection points	- Cover up to 4 topics - Customized Clarity Check-in Workbook - Expert guidance - Dedicated review time - Follow up communication with tailored reflection points
Meetings	4	2
Meeting Duration	1 hour	1.5 hours
Subscription	Annual	

Sign up

Learn more by signing up for a free 30-minute discovery call.

For corporate inquiries about bringing this Clarity Check-in Program to top employees or executives in your organization, 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
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View Chris's LinkedIn Profile