



Figure 1.2: The CLARITY<sup>®</sup> Results Model

**Misunderstanding/Illusion/Trick  
of the mind/La-la Land**

Flat earth

Geocentric universe (earth is the  
unmoving centre)

Stars and planets are held in place by  
crystal spheres

Infection is caused by miasmas,  
humours, moral character and other  
factors

**The reality you're built for/  
Fact of life/Pre-existing truth**

Spherical earth

Solar system (earth goes round  
the sun)

The principle of gravity

Infection is caused by germs

## Misunderstanding/Illusion/Trick of the mind/La-la Land

*The outside-in misunderstanding:* it honestly seems like your feelings are giving you feedback about something *other than* THOUGHT in the moment, for example...

- Past events
- Future possibilities
- Current circumstances
- Other people
- Your skills, abilities and potentials
- What you're like as a person

## The reality you're built for/ Fact of life/Pre-existing truth

*The inside-out reality:* your feelings are giving you feedback about THOUGHT in the moment and *nothing else*

## Problems

The problem no longer existed, or...

The solution was now obvious, and he felt capable and motivated to resolve the problem, or...

The urgency was gone, and he felt comfortable and confident that the solution would emerge in due course

## Changes

The change no longer seemed important, or...

The change had already happened, or...

The urgency was gone, and he was happy to let it emerge in an organic way

## Desired results

The result no longer seemed important, or...

The result had been replaced by something much more inspiring and natural for him, or...

The way forward was obvious, and he felt ready and excited to start creating it



**CLARITY**

=

equals



**CAPACITY**

-

minus



**CONTAMINATION**

Figure 2.1: The CLARITY<sup>®</sup> Equation

## Misunderstanding/Illusion/ Trick of the mind/La-la Land

*The outside-in misunderstanding:* It honestly *seems* like your feelings are giving you feedback about something *other than* THOUGHT in the moment, for example...

- Some future event or outcome (worry and anxiety tends to be future-oriented)
- What you're like as a person (self-doubt, shame, shyness tend to be self-oriented)
- Past occurrences (guilt, regret, remorse tend to be past-oriented)
- Other people (resentment, envy, jealousy tend to be other-oriented)

## The reality you're built for/ Fact of life/Pre-existing truth

*The inside-out reality:* Your feelings are giving you feedback about THOUGHT in the moment and *nothing else*. 100% of your feelings are an experience of 100% of your THOUGHT-generated perceptual reality. 0% of your feelings are an experience of anything *other than* THOUGHT in the moment



### **The Fuel Gauge**

Gives feedback on one thing: the amount of fuel in the car's fuel tank.



### **The Speedometer**

Gives feedback on one thing: the speed the car's wheels are turning at.



### **The Feeling Gauge**

Gives feedback on one thing: a person's THOUGHT-generated perceptual reality in the moment.

Figure 3.1: The Feeling Gauge

## Literary La-la Lands

Narnia (C.S. Lewis)

Wonderland (Lewis Carroll)

Middle Earth (J.R.R. Tolkien)

Land of Oz (L. Frank Baum)

Discworld (Terry Pratchett)

## Scientific La-la Lands

Flat earth with a dome (Babylonian)

Crystal spheres (Aristotelian)

Geocentric model (astronomy before Copernicus, Galileo and Kepler)

Phlogiston theory (chemistry before Lavoisier)

Miasmas and atmospheres (medicine before germ theory)



**Trick of the mind****Misunderstanding/ Illusion/La-la Land****The reality you're built for/Fact of life/  
Pre-existing truth**

*The outside-in illusion:* It seems as if a person's feelings are giving them feedback about. . .

*The inside-out reality:* Your feelings are giving you feedback about THOUGHT in the moment and *nothing else*

Worry	a future event or outcome
Anxiety	a circumstance, past, current or future
Self-doubt	themselves; their capabilities, their qualities, their value as a person
Boredom	whatever's going on at the moment
Stress	external circumstances and their ability to deal with them
Depression	themselves, their levels of OK-ness, their life, their past and their future
Pressure	what's expected of them/what's being asked of them
Resentment	the past behaviour of other people
Impatience	something they don't believe is happening fast enough
Urgency	something they believe needs to happen quickly
Overwhelm	the number of things/events they're thinking about
Fraud/ Impostor syndrome	their (lack of) value or worthiness as a person
Low self-esteem	their (lack of) value or worthiness as a person
Social anxiety	other people, their opinion of people and their ability to interact with those people
Fear of failure	the consequences of things not turning out in a certain way in the future
Performance anxiety	their ability to deliver, and other people's opinion of/response to them
Fear of public speaking	their ability to deliver, and other people's opinion of/response to them
Fear of criticism	another person's opinion of them or their efforts

100% of your feelings are a reflection of 100% of your THOUGHT-generated perceptual reality. 0% of your feelings are a reflection of anything *other than* THOUGHT in the moment



Figure 3.2: The CLARITY<sup>®</sup> Results Model

- I am [name]
- I am a man
- I am a woman
- I am a son
- I am a daughter
- I am a brother
- I am a sister
- I am a father
- I am a mother
- I am married
- I am free
- I am handsome
- I am beautiful
- I am ugly
- I am thin
- I am fat
- I am tall
- I am short
- I am sexy
- I am healthy
- I am single
- I am stuck
- I am clever
- I am stupid
- I am productive
- I am lazy
- I am good
- I am bad
- I am guilty
- I am innocent
- I am spontaneous
- I am bored
- I am certain
- I am peaceful
- I am worried
- I am relaxed
- I am tired
- I am energized
- I am stressed
- I am rich
- I am broke
- I am abundant
- I am poor
- I am joyful
- I am a manager
- I am an employee
- I am a musician
- I am an artist
- I am an alcoholic
- I am an addict
- I am creative
- I am analytical
- I am adventurous
- I am timid
- I am faithful
- I am confident
- I am funny
- I am anxious
- I am excited
- I am angry
- I am depressed
- I am happy
- I am sad
- I am bad
- I am good

## IMPLICATION: You can't be a victim of circumstance

### Misunderstanding/Illusion/ Trick of the mind/La-la Land

*The outside-in misunderstanding:* it can honestly seem as though you are, have been or could be a victim of circumstance. The outside-in illusion can be so compelling that we sometimes feel certain that external circumstances, past occurrences or future events could cause us to feel a certain way

### The reality you're built for/ Fact of life/Pre-existing truth

*The inside-out reality:* at the level of principle, it's not possible for you to be a victim of circumstance. Please note: I'm not saying it's not possible for stuff to *happen* to people. I might get a broken leg or a punch in the nose before today is over; it's *definitely* possible for stuff to happen to people. But it's not possible for any of those things to have a particular *emotional impact*. It's not possible for anything in the world of form to have a specific emotional impact. It's not possible for anything in the outside world to damage or harm you psychologically



**CLARITY**



plus



**ACTION**



equals



**RESULTS**

Figure 4.1: The CLARITY<sup>®</sup> Results Model

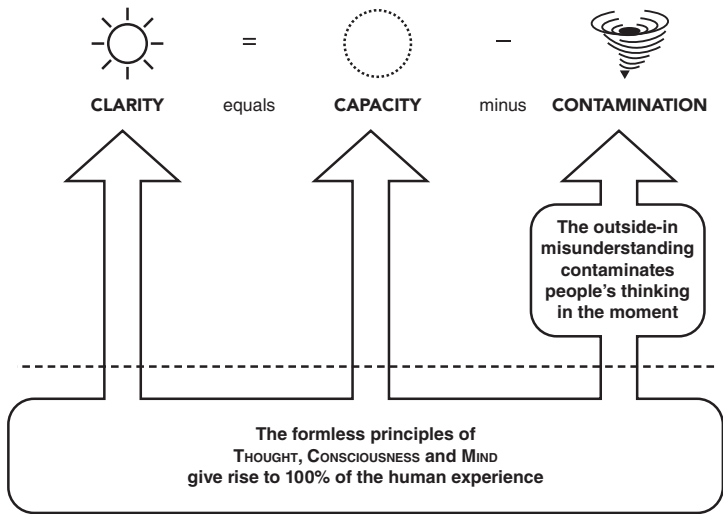


Figure 5.1: The Principles Behind the CLARITY<sup>®</sup> Equation



**CLARITY**

=

equals



**CAPACITY**

-

minus



**CONTAMINATION**

Figure 6.1: The CLARITY<sup>®</sup> Equation

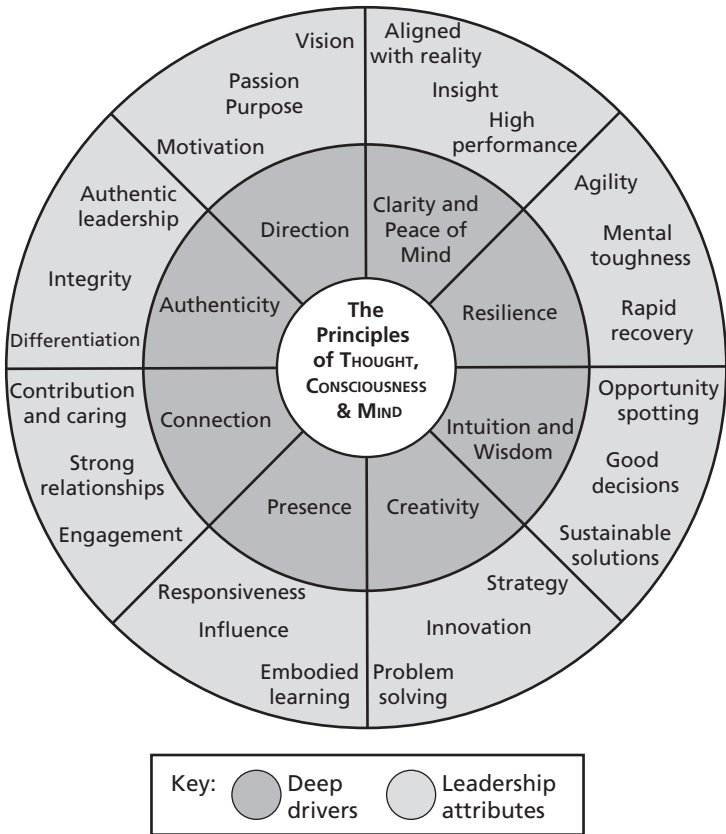


Figure 6.2: The Principles Behind Clarity Drive Leadership Attributes



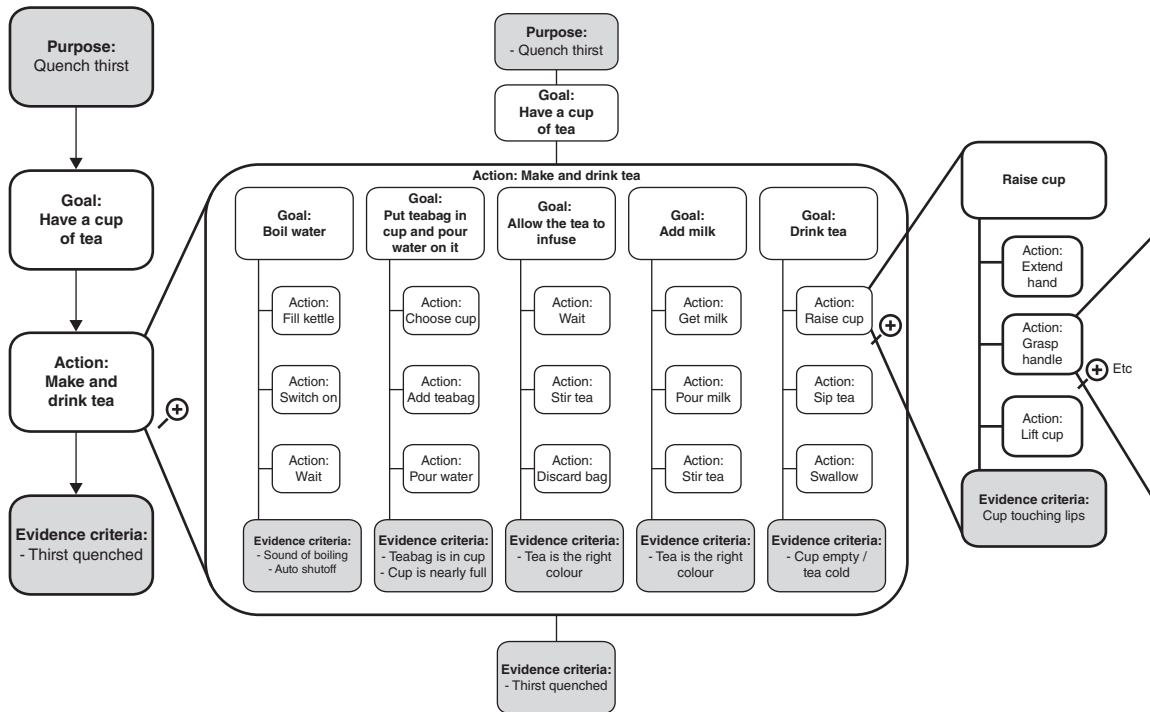


Figure 7.1: Embodied Understanding Drives Results-creation

Karen: I feel stressed.

*(The feeling of stress is a signal that Karen's in stressful thinking. This is a healthy and useful signal.)*

Bob: Why?

*(Bob innocently invites her to blame something other than THOUGHT in the moment; to step into La-la Land.)*

Karen: I've got too much to do and not enough time to do it in.

*(Karen innocently and mistakenly assigns her feelings to an external factor. She is now in La-la Land.)*

Bob: That sucks. What are you going to do about it?

*(Bob validates her mistake.)*

Karen: Find a job that's not so stressful.

*(Because Karen believes her feelings are coming from an external factor, it makes sense to look to the outside if she wants to change how she feels. This is a recipe for a toxic goal.)*



**CLARITY**



plus



**ACTION**



equals



**RESULTS**

Figure 7.2: The CLARITY<sup>®</sup> Results Model

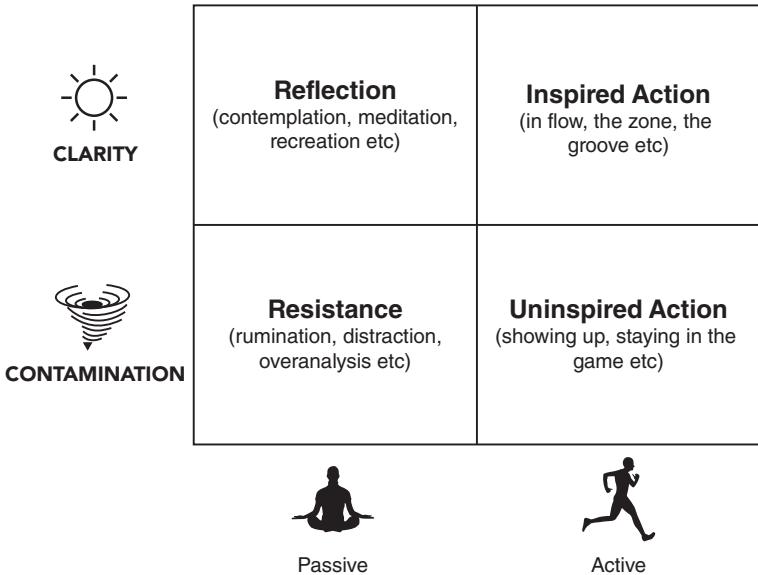


Figure 8.1: The CLARITY® Productivity Quadrant



**CLARITY**



plus



**ACTION**



equals



**RESULTS**

Figure 8.2: The CLARITY<sup>®</sup> Results Model

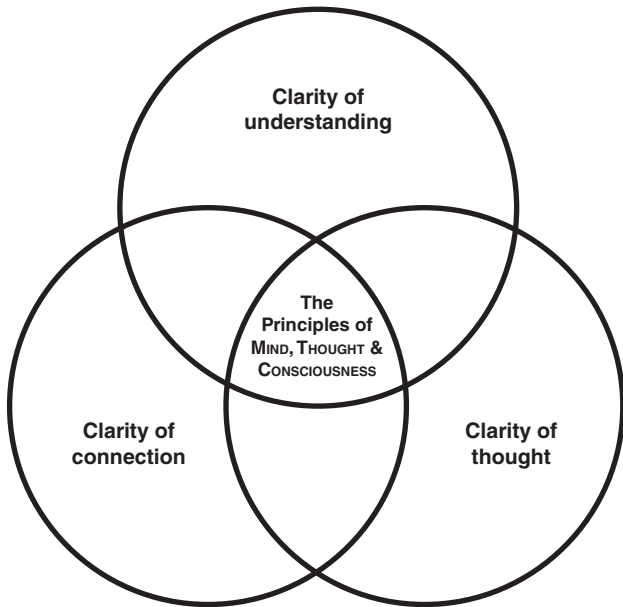


Figure 9.1: The CLARITY® Impact Model



**CLARITY**



plus



**ACTION**



equals



**RESULTS**

Figure 9.2: The CLARITY<sup>®</sup> Results Model

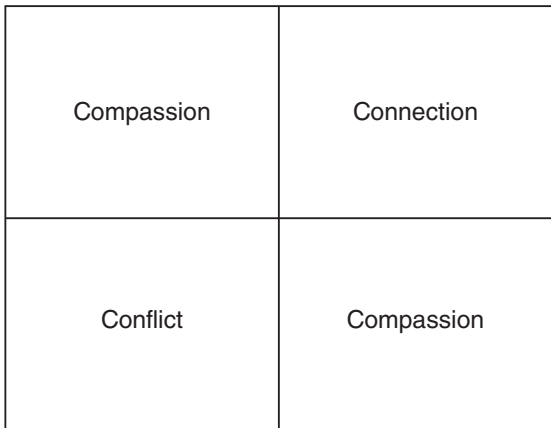


Figure 10.1: The CLARITY® Relationship Quadrant





**CLARITY**

=

equals



**CAPACITY**

-

minus



**CONTAMINATION**

Figure 11.1: The CLARITY<sup>®</sup> Equation



**CLARITY**



plus



**ACTION**



equals



**RESULTS**

Figure 11.2: The CLARITY<sup>®</sup> Results Model

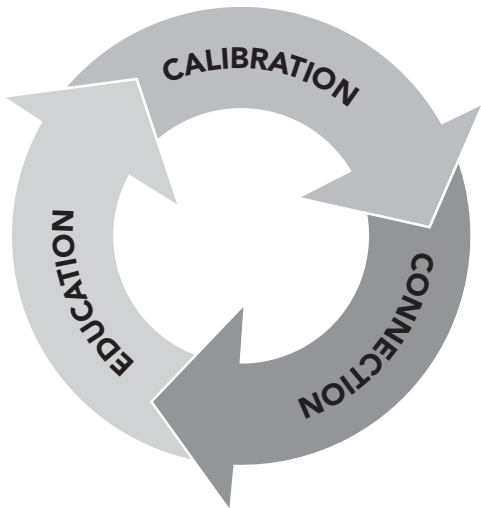


Figure 12.1: The CLARITY® Claibration Model

**Misunderstanding/Illusion/  
Trick of the mind/La-la Land**

My client's explanation of what was causing his feelings of stress, pressure and worry...

- Business
- Money
- Banks
- Extended family
- Lack of time
- Staff
- Customers
- Changes in legislation
- Past events

**The reality you're built for/  
Fact of life/Pre-existing truth**

My explanation; the actual cause of his feelings of stress, pressure and worry...

You're living in the experience of the principle of THOUGHT taking form in the moment. 100% of your feelings are an experience of THOUGHT in the moment. 0% of your feelings are coming from anything *other than* THOUGHT in the moment.

## **Misunderstanding/Illusion/ Trick of the mind/La-la Land**

Early nineteenth-century medicine's explanation of the causes of childbed fever...

- Inclement weather
- Excessive or violent exercise
- A long or difficult labour
- Costiveness (constipation)
- A long journey
- The state of mind of the mother
- A mother's predisposition to puerperal fever
- Miasmas and atmospheres

## **The reality you're built for/ Fact of life/Pre-existing truth**

Modern medicine's explanation of the causes of childbed fever...

Bacteria on the hands and instruments of the doctors and nurses

<b>Domain</b>	<b>Pre-existing fact of life?</b>	<b>Obvious?</b>	<b>IBL curve</b>
Gravity	✓	✓	Initiated automatically via implication-based learning
Germs and bacteria	✓	✗	Need to make it 'visible' first, then it progresses automatically via IBL
Inside-out nature of life/the principles behind clarity	✓	✗	Need to make it 'visible' first, then it progresses automatically via IBL

## Your Embodied Understanding of Reality (aka 'Grounding')

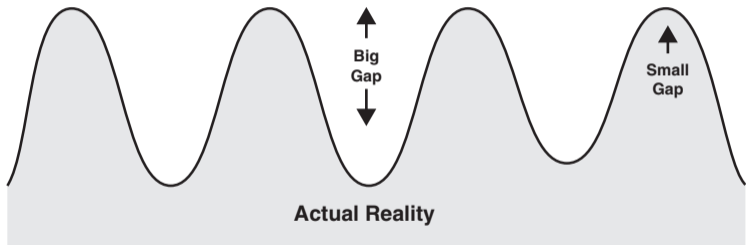


Figure 13.1: Grounding: Your Embodied Understanding of Reality



**CLARITY**

=

equals



**CAPACITY**

-

minus



**CONTAMINATION**

Figure 13.2: The CLARITY<sup>®</sup> Equation



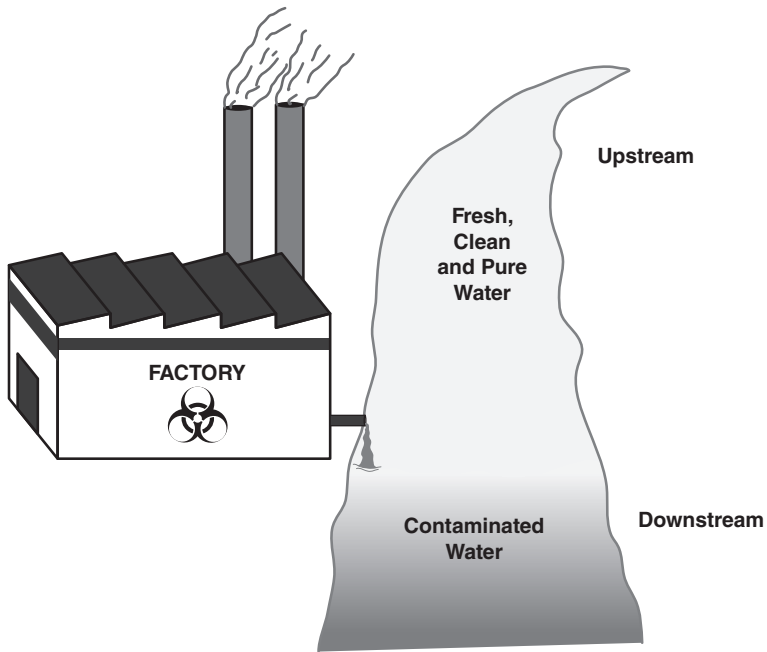


Figure 14.1: The River of Consciousness

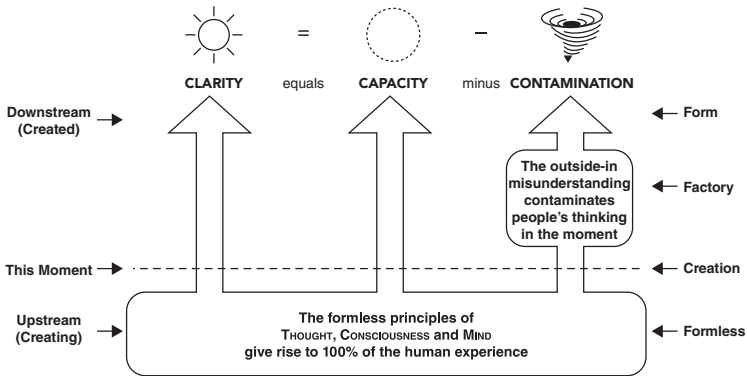


Figure 14.2: The Mountain of Creation

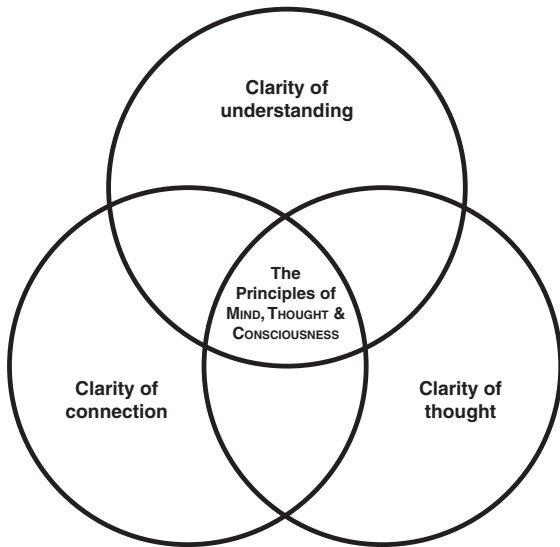


Figure 14.3: The CLARITY® Impact Model



Figure 14.4: The CLARITY<sup>®</sup> Results Model



Figure 15.1: The CLARITY<sup>®</sup> Results Model

- In the shower
- In the bath
- Dropping off to sleep
- Waking up in the morning
- Travelling to and from work
- Walking in the woods

- Working out at the gym
- Running or riding
- Relaxing with friends
- Sitting by the ocean
- On holiday

- When the plane leaves the runway
- Connecting with other people
- When I stop thinking about a problem
- When I'm doing something else
- etc

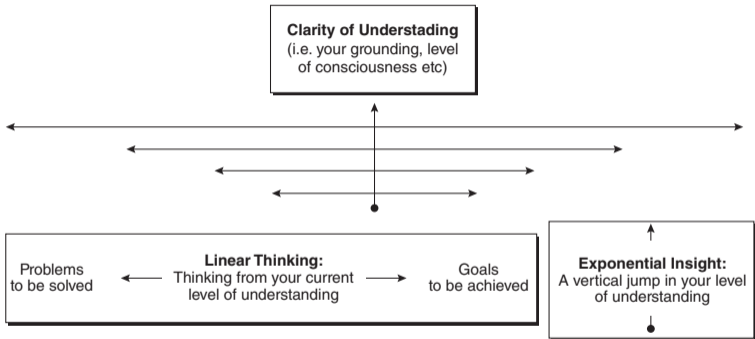


Figure 16.1: Exponential Insights Enable Exponential Results

## Entrepreneurs...

Take responsibility	Are intuitive	Have insights	Create results
Take action	Are agile	Have presence	Think big
Take decisions	Are always learning	Have common sense	Think different
Take calculated risks	Are bold and courageous	Create communities	Think for themselves
Take opportunities	Have a purpose	Create experiments	Think creatively
Are influential	Have fun	Create clients	Solve problems
		Create cash flow	etc





**CLARITY**



plus



**ACTION**



equals



**RESULTS**

Figure 17.1: The CLARITY<sup>®</sup> Results Model

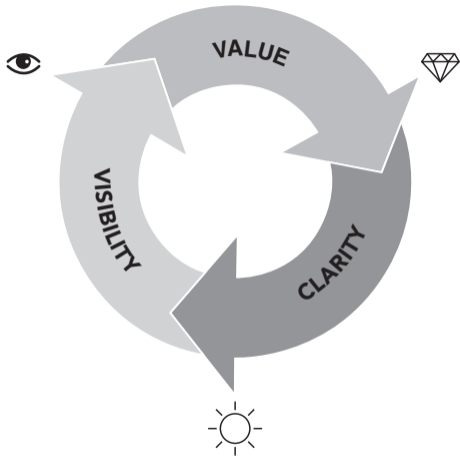


Figure 19.1: The CLARITY<sup>®</sup> Value Formula



**CLARITY**



plus



**ACTION**



equals



**RESULTS**

Figure 19.2: The CLARITY<sup>®</sup> Results Model

## Solar system

## Germ theory

## Human experience

**A.** A. Sun goes round earth

A. Bad smells cause infection

A. Feelings are letting you know about the future

**B.** B. Earth goes round sun

B. Germs cause infection

B. Feelings are letting you know about THOUGHT in the moment and nothing else

**C.** C. They take turns

C. A bit of both

C. Feelings are letting you know about a mixture of the future and THOUGHT in the moment



Figure 21.1: The CLARITY<sup>®</sup> Results Model

IFTF future work skills 2020	Brief definition	Deep drivers/ innate capacities these rely on
Sense-making	The ability to perceive the deeper meaning of situations, and have the insights and realizations necessary for decision making.	Clarity, Creativity, Intuition, Presence
Social intelligence	The ability to be emotionally fluent and connect deeply with others to build strong relationships and collaboration.	Connection, Presence, Authenticity, Intuition
Novel and adaptive thinking	The ability to come up with unique and relevant solutions in unexpected situations.	Clarity, Creativity, Intuition
Cross-cultural competency	The ability to adapt quickly and operate in a variety of contexts and cultures, and as a member of diverse teams.	Connection, Resilience, Presence
Computational thinking	The ability to make decisions based on large data sets, but also to act in the absence of key data.	Intuition, Presence, Clarity
New media literacy	The ability to produce and 'read' video and other new media as fluently as people now produce and read text.	Resilience, Creativity, Intuition
Transdisciplinarity	Literacy in and understanding of multiple fields, in order to solve problems that require multi disciplinary solutions. This requires curiosity and the willingness to keep learning.	Presence, Resilience, Clarity
Design mindset	Organizing your approach, environment and thinking to support different kinds of tasks and outcomes.	Presence, Creativity, Direction
Cognitive load management	The ability to deal with the increasing barrage of information, being strategically selective about what is and isn't given attention.	Clarity, Resilience
Virtual collaboration	The ability to be productive, engage others and (potentially) to lead others as part of a virtual team.	Presence, Connection, Clarity, Direction



**CLARITY**



plus



**ACTION**



equals



**RESULTS**

Figure 22.1: The CLARITY<sup>®</sup> Results Model

# The Employee Experience Drives the Customer Experience

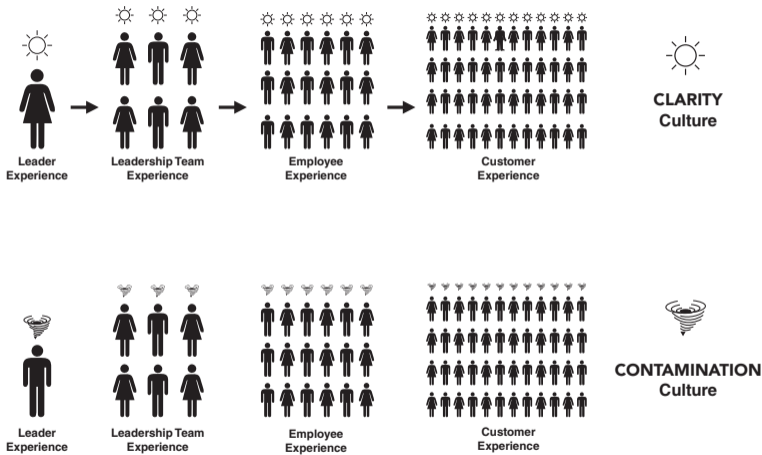


Figure 23.1: The CLARITY® Culture Model





**CLARITY**

=

equals



**CAPACITY**

-

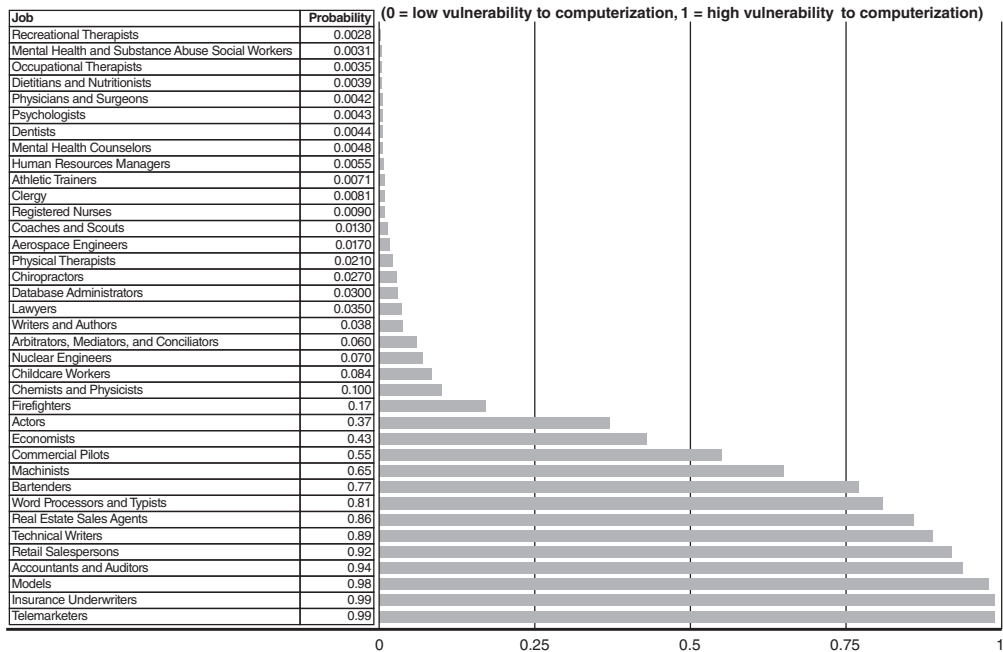
minus



**CONTAMINATION**

Figure 23.2: The CLARITY<sup>®</sup> Equation

## Probability that jobs will be eliminated as a result of innovations in digital technology (including computerization, robotics and artificial intelligence)



Source: THE FUTURE OF EMPLOYMENT: HOW SUSCEPTIBLE ARE JOBS TO COMPUTERISATION? by Carl Benedikt Frey and Michael A. Osborne, 2013

Figure 24.1: Susceptibility of Jobs to Exponential Technologies



**CLARITY**

=

equals



**CAPACITY**

-

minus



**CONTAMINATION**

Figure 24.2: The CLARITY<sup>®</sup> Equation

**Transformation**

The Agricultural Revolution  
(first wave – circa 8000 BC)

**Leverage point**

Understanding of farming and agriculture

**Examples of problems solved/Benefits created**

- Massively stabilized food supply
- Ability to settle territory
- Ability to create goods
- Writing

**Examples of new problems/  
Challenges created**


- Harder work for some
- Inequality/slave labour
- Increased risk of disease

The Industrial Revolution  
(second wave – circa 1760)

Understanding of mechanization/  
industry

- Improved transportation
- More and better goods
- Increased standard of living

- Pollution/environmental damage
- Migration/disrupted families
- Industrial-scale warfare

<b>Transformation</b>	<b>Leverage point</b>	<b>Examples of problems solved/Benefits created</b>	<b>Examples of new problems/ Challenges created</b>
<p>The Information Revolution (third wave – circa 1940)</p>	<p>Understanding of information/ digitization/ computerization</p>	<ul style="list-style-type: none"> <li>– Improved communication and access to information (facilitated the ‘Arab Spring’ uprising and the increase in democracy globally)</li> <li>– Dematerialization of goods (smartphones mean you can have a phone, camera, satnav, torch, stereo and numerous other devices in your pocket)</li> <li>– Increased automation</li> </ul>	<ul style="list-style-type: none"> <li>– Technological unemployment</li> <li>– Information overwhelm</li> <li>– Attention poverty</li> <li>– Time scarcity</li> <li>– Mental congestion</li> <li>– Connection starvation</li> <li>– Increasing volatility, uncertainty, complexity and ambiguity</li> <li>– Increases in stress, anxiety and depression</li> </ul>
<p>The Thought Revolution (fourth wave – in progress)</p>	<p>Understanding of the nature of THOUGHT</p>	<ul style="list-style-type: none"> <li>– Reduced stress, anxiety and depression</li> <li>– Deeper connection to self, others and life as a whole</li> <li>– Greater clarity, wellbeing and peace of mind</li> <li>– Higher performance</li> <li>– More intuition, creativity and innovation</li> <li>– More valuable innovations</li> <li>– Increased social intelligence</li> <li>– Improved mental health</li> <li>– Greater wisdom in business, governments and other institutions</li> <li>– Resolution of long-standing social problems, (many of which have bedeviled humanity for millennia)</li> </ul>	

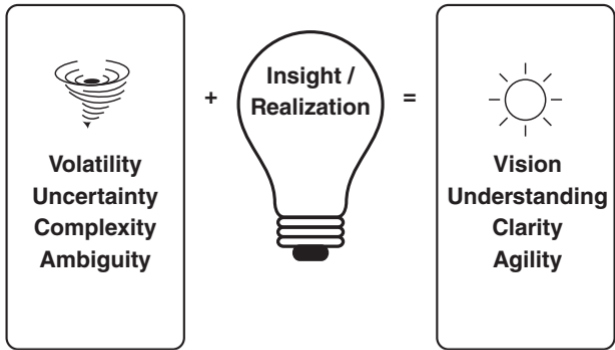


Figure 24.3: Negative VUCA plus Insight equals Positive VUCA



**CLARITY**



plus



**ACTION**



equals



**RESULTS**

Figure 24.4: The CLARITY<sup>®</sup> Results Model