

Career Clarity Therapy

Discover Your Professional Fit, with Steve Woodruff

A Clarity Therapy session leads to epiphanies – a much clearer understanding of your strengths, your purpose, your story – and your next career step.

If you're at a point where you need to de-fog the mirror, re-evaluate your professional direction, and get a fresh perspective, Career Clarity Therapy is for you.



You may be ready to start your own business, and you need to know how to stand out. Or, it may be time to explore a position with a new employer; but if your resume and LinkedIn profile don't give a clear message in the first few seconds, you will likely join the pile of overlooked candidates.

“Steve is outstanding at targeting the issues that matter. After just a few minutes of hearing about my business, he unearthed a clear focus that had been there all along. Steve's easy demeanor, professional expertise, generous spirit, and remarkable creativity are assets that can help almost anyone; most certainly business owners looking for focus and professionals assessing their career path have a lot to gain by contacting Steve. Clarity Therapy works.” – Sarah Robinson, Indiana

For a half day, Steve Woodruff serves as your outside consultant/coach, asking all the right questions to bring to light your professional DNA and best strengths. Then, together, we brainstorm that discovery with a creative look at new market opportunities.

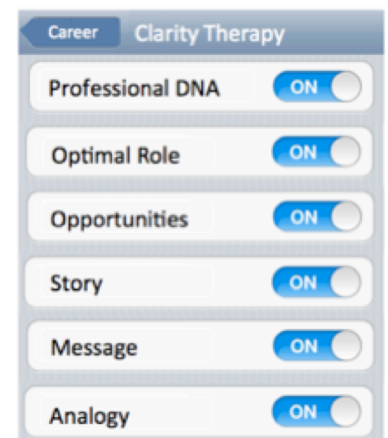
Before you re-do your resume or LinkedIn profile, de-fog your thinking about YOU.

Budget:

Individuals (career coaching) - Starting at \$850

- Clarity Therapy sessions typically run 3-4 hours for individuals. Clients are asked to submit current resume materials for pre-analysis before the live session.
- Clarity Therapy includes one week of phone/e-mail follow-up advice, including resume/LinkedIn wording input. Extended career clarity coaching is available as needed.
- Pricing and process varies for consultants and small businesses; please inquire for those needs.

For more information, see SteveWoodruff.com, or reach out to Steve Woodruff at 973-947-7429 (e-mail: steve@stevewoodruff.com)



What do people say about Clarity Therapy....? →

*“Steve's ability to crystalize disparate thoughts down to a very simple and actionable sentence or phrase are absolutely important to most professionals today. Steve's got a tricky gig because most of us ‘think’ we're being clear and succinct. **I can tell you that by paying attention to Steve, you'll learn where you, yourself, can use a little clarity therapy.**” – Chris Brogan, Boston*

*“I was in the process of rebranding my business when I discovered Steve's Clarity Therapy Session service. I help clients create brand strategies all the time, but was struggling to do this for myself! I had a lot of ideas about the direction I wanted to take, but putting them together into a unique offering, with a simple message, was a real struggle. Through a focused Clarity Therapy session, **Steve helped bring all the puzzle pieces together and my new brand, my story and my offerings came into focus.** Steve was very thorough, empathetic and insightful during our session. I really enjoyed the process and the brainstorming and strategizing environment he created. Having the key words and stories to express my value proposition has been a tremendous help in creating my messaging, building my brand and marketing my services. I'm moving forward and excited about my new direction!” – Jocelyn Ring, South Carolina*

*“Steve is gifted in the area of **helping entrepreneurs crystallize what it is they really offer, how to position the offering and the best way to articulate the offering.** Steve and I completed two Clarity Therapy sessions that helped transform the way I think about Lord Strategic Partners and my overall business direction. After spending time with Steve I was both exhausted and exhilarated. I was excited to put into action the newfound sense of clarity gained.” – Fred Lord, Connecticut*

*“When I decided to start my own company in 2012, I wanted to make sure I had a clear vision for my business and my strategic goals. Enter Steve Woodruff, Clarity Therapist! In what I consider to be my best decision this year, I hired Steve to help me take an idea and shape it into a real business. When we were done, I felt much better about the road ahead. **Steve is an artist who takes ‘hazy gray’ and turns it into ‘black & white.’** I confidently recommend Steve if you are looking for clarity in your business.” – Brian Moran, New Jersey*

*“Steve is an architect. His ability to see both the raw resources and the cultivated landscape within his clients is superb. Combing timeless skills of expert listening and acute assessment, Steve aptly guides individuals to build timely and relevant personal and professional frameworks from which to create, develop, and grow. I have sought the help of many similar professionals during different transitions in my career, but **I have never felt as equipped, focused, and aware of myself and the situational horizon as I did after working with Steve.** First rate!” – Anthony LaMouria, New Jersey*

*“I recently worked with Steve to assess my career path utilizing his Clarity Therapy services, and I could not be more pleased with his guidance and coaching throughout the clarity process. It was a seamless process that helped me to take a significantly closer look at my career accomplishments to ensure that I was properly promoting myself. **Working with Steve, we very quickly assessed where I had been and more importantly, where I truly wanted to go next.** We then did a thorough review of my LinkedIn profile and Steve provided excellent guidance on how to better illustrate my accomplishments. This guidance easily translated to my resume and in the end, I now have a far more compelling story to share. I would highly recommend Steve's Clarity Therapy services whether you are a professional in transition, or a company needing to perhaps take a new path.” – Ed Sleeper, New Jersey*

Typical [Clarity Therapy](#) process for Individuals

1. Pre-work/up-front analysis by Steve Woodruff (based on current resume/LinkedIn profile)
2. Live meeting (in-person; or via Skype or Google+ video)
 - a. Intensive questioning to uncover professional history, identity, and [DNA](#)
 - b. Brainstorming of [differentiating strengths](#) and [best-fit market/career opportunities](#)
 - c. Development of key messaging “word packages” ([summary](#), [story](#), [analogy](#))
3. Initial follow-up call to discuss and refine direction and messages
4. Ongoing follow-up (e-mail and/or phone) for up to one week to refine direction and messages, and edit resume/LI profile

(links above lead to blog posts further explaining the particulars of the Clarity Therapy process)

We all need Clarity Therapy. As Hugh McLeod so eloquently illustrated:

