

# CLARITI GROUP INC: HELPING INDIVIDUALS AND TEAMS ACHIEVE *CLEARLY GREAT CAREERS*

Clariti Group Inc. is a local career & leadership coaching firm born from a fundamental desire to help individuals and employers make informed decisions around career and leadership. Headed by local entrepreneurs, Tara Azulay and Kevin Barwin, Clariti offers an array of services to employers including outplacement support, HR consulting services, and leadership development workshops, in addition to one-on-one career and leadership coaching for individuals.

Especially passionate about employee engagement and leadership development, Clariti has partnered with Toronto-based Actionable Books – a movement that seeks to empower and connect like-minded managers and business professionals to live “actionable lives”. Actionable Books has been travelling North America since 2008, sitting down with leading thinkers and best-selling authors, discussing the inherent challenges of the 21st century work world, and the resulting skills and attitudes now required by individuals and teams who aspire to greatness.

## THE SALARIED ENTREPRENEUR

Gleaned from this research, they’ve determined that there are six core competencies required for success in the face of today’s competitive realities:

- Role & Culture Fit
- Self Management
- Team Optimization
- Effective Communication
- Innovative Thinking
- Peer Leadership

They call someone who demonstrates mastery over these six areas a Salaried Entrepreneur – an individual who embraces innovation and change and actively strives to provide an exceptional experience for clients and co-workers alike. These individuals are your top performers and are the future of your organization.

The 21st century is a time of fierce competition in the business world. Top employees have more options than ever before and are actively looking for opportunities that allow them to develop themselves, personally and professionally. Clients are looking for an exceptional experience from the companies they interact with. To achieve this, you must actively build an organizational culture that supports your employees – a culture that promotes engagement, collaboration and innovation.

Not only are there particular skills and attitudes required for success in the 21st century, there’s also a certain order in which those skills need to be developed to maximize impact. Simply speaking, one needs to develop from the “bottom up” when looking at the Salaried Entrepreneur pyramid below.



## ACTIONABLE WORKSHOPS: A 21ST CENTURY APPROACH TO DEVELOPING 21ST CENTURY LEADERSHIP

To help develop these skills and attitudes so you can engage and retain your top talent and drive your business results, Clariti Group offers Actionable Workshops. Leveraging top insights from the world’s leading business books, the workshops focus on action – on your team members not only learning the most cutting edge business theory, but actively putting those concepts into practice. They are a 21st Century approach to developing 21st Century Leadership.

Each Actionable Workshop (and there are over 40 available) is inspired by a leading business book. One core concept from that book is taught and explored through a discussion and series of exercises. A facilitator, or your own leader, facilitates the sessions, creating a perfect environment to enrich each participant’s relationships with their fellow team members. Teams grow stronger through the discussion and deeper understanding of their own dynamic, and better retain learning by seeing how the content relates to their own circumstances.

Actionable Books has created 40+ engaging and interactive workshop modules. Each workshop includes exercises, discussion questions and insights around this single topic – a skill, attitude or behaviour that can improve the overall effectiveness of the team. Workshop participants have a short 2-page article to read prior to the session.

## SALARIED ENTREPRENEUR TEAM ASSESSMENT (SETA PRO):

This online diagnostic tool determines your team's strengths and weaknesses, based on the six Salaried Entrepreneur skill and attitude building blocks. As guidance on where to start with the Actionable Workshops program, this assessment identifies which skills to focus on, and in turn, which Actionable Workshops to run and in what order.

Through a partnership with Actionable Books, Clariti Group is the only organization in the greater Ottawa

area certified to deliver these unique and affordable workshops. They also strongly support the idea of putting learning in the hands of an employer's own leaders, believing that any manager can run a successful Actionable Workshop program. Thus, they offer the option of licensing the workshop content and offer hands-on support to maximize the program's impact.

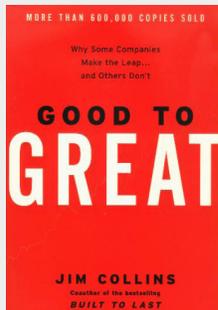
Clariti Group has four offices across the city, including a local Kanata office at 555 Legget Drive. Learn more about them at [www.claritigroup.ca](http://www.claritigroup.ca).



Tara Azulay & Kevin Barwin,  
Founding Partners

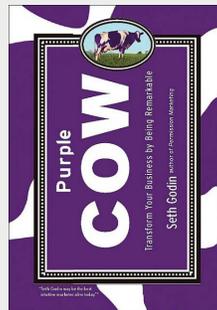
## SAMPLE ACTIONABLE WORKSHOPS

### The Stockdale Paradox inspired by



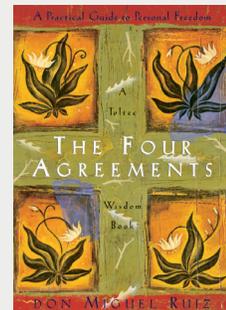
Gives your team a better sense of prioritization and focus in their activities. Helps them reconnect to why THIS environment is ideally suited to their long-term success.

### Being Remarkable inspired by



Does your team understand the value of being memorable? The purpose of this workshop is to increase business volume through referrals, repeat business, and customer loyalty.

### The Mental Warrior inspired by



Personal Character is critical in high performing teams. Provide your team with a specific plan to improve their character through discussion and action focused exercises.