

clarity compass

There's a moment right after you say yes to something true when the room gets quieter. Your body exhales, your mind races, and somewhere between the two, you wonder, "did I just do that?" You did. You've stepped into Clarity because you asked for it. The Clarity Compass isn't a worksheet; it's a tool. It's a conversation between who you are now and what's making its way to you. You're not chasing or running towards the future—you're drawing it closer, calling it forward. This tool is to support you in getting the most out of our time together.

Creative Collaboration

After working with thousands of founders, I approach this one-on-one time together as a creative collaboration. A meeting point of vision and guidance. Where your lived wisdom, experience, and desire for what's next meet my wisdom and experience, depth of creative direction, strategic clarity, and the capacity to walk beside you as your vision takes shape. Each bringing our own brilliance to the table. You bring the truth of where you've been and the spark of where you want to go. I bring the ability to translate that into form, language, ideas, and direction that moves your business forward.

Think of me as your creative co-conspirator, holding a laser beam on your path.

Your Part in the Collaboration

What do you already know to be true about yourself or your work that deserves to be seen and valued in this next chapter?

Where are you ready to participate differently by bringing more honesty, curiosity, or creative voice to the process?

What would it feel like to be fully supported in your creative direction?

What do you need for yourself to allow this support in and trust it?



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Desire & Intention

Desire is the signal. Intention is the steering. One shows you what's calling; the other decides where you'll go.

Most women have been taught to suppress their desire. To trade instinct for practicality, to shrink vision until it fits the schedule. But desire is the creative engine. It reveals where life wants to move next. Intention gives that movement form. It's how we align instinct with strategy so that energy becomes momentum, not exhaustion.

Desire starts the fire. Intention keeps it from burning down the house.

Your Directional Pull:

What are you most craving right now in your business? Not what you think you should want, but what you actually want?

If that desire were fulfilled, what would it make possible for you and for the people you serve?

What intention feels right for our time together? One clear outcome that would leave you feeling lighter, clearer, or more certain?



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Where You Are Now

Before we chart your next direction, we need to take a clear, honest look at what's working, what's wobbling, and what's quietly asking for attention.

Your business is more than numbers or strategy. It's an ecosystem that mirrors how you think, feel, act, and connect. When one area tightens, the others compensate. When one opens, everything expands. Seeing yourself across these dimensions doesn't label you; it locates you. It lets us begin our work from truth, not assumption.

You can't get where you're going if your GPS still thinks you're in 2022.

Four Dimensions Check-In:

What in your business currently feels solid, structured, and dependable, and what feels heavy, outdated, or no longer aligned?

What stories, beliefs, or patterns of thinking have been looping lately?

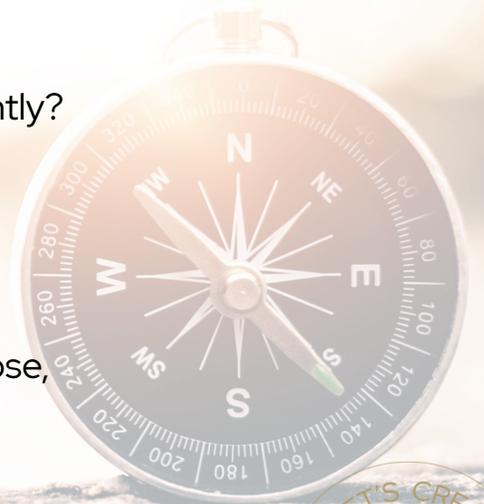
Which of them feels ready to shift?

What emotion has been most present in your work recently?

Motivation, frustration, joy, fatigue?
What might that feeling be trying to tell you?

How connected do you feel to your market, your purpose, your creativity, or your own inner compass?

Where could a deeper sense of alignment or support make the biggest difference?



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Which Way

Clarity always has a direction. It just needs space to show itself.

By now, you've reflected on where you've been and what's ready to evolve. This is where we turn our gaze forward and begin to sense movement.

Every founder reaches a point when the next chapter isn't about adding more, but about aligning what matters. Directional awareness is the quiet skill of noticing where the energy already wants to go. It's less about forcing a plan and more about recognizing the pull. You don't have to have the map. That's what we'll create together. You simply need to sense your north.

The future rarely knocks. It usually sends a subtle "you up?" text.

Sensing North

What feels most alive right now? An idea, offer, or a possibility that keeps circling back, no matter how much you try to shelve it?

If you followed that pull with confidence, what would begin to change in your work, your energy, or your results?

What would it feel like to be clear on this? To finally see the next direction with confidence and relief?



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Direction in Motion

What you've just done isn't prep work—it's alignment in motion. You've begun meeting yourself at a deeper level, and that changes how you'll meet everything else, including me.

When we meet, we'll step into that moment together—side by side—turning what you've named into direction, what you've sensed into form.

Bring your notes, your reflections, your half-formed ideas.
They're not homework; they're the raw material of what's next.

Between now and then, let curiosity do the work. Notice what draws your attention, what feels lighter when you imagine it complete. You don't have to be ready; you only have to be willing.

Clarity is already in motion.
You've opened the compass. Now we walk the path together.

Clarity isn't found. It's cultivated.



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