



TMR REPRINT THE CLARITY IMPERATIVE

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RATING



ABOUT THE STAR RATINGS

Outstanding	★★★★
Very good	★★★★
Good	★★★
Above average	★★★
Average	★★
Below average	★★
Poor	★

TRAINING MEDIA REVIEW provides objective reviews of training content and supporting technologies, advice on media-related training issues, research reports, and consulting.

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CRM LEARNING

Reviewed by Randy Woodward, director of Training and Development, Ho-Chunk Casino

The Clarity Imperative from CRM Learning is a rare bird in the world of training video: a product that delivers more than it promises.

DESCRIPTION

Consisting of a 20-minute video, Leader's Guide with reproducible handouts, and 10 reminder cards, the package includes everything needed to present a two-hour seminar on organizational image. The quality of all materials is superb, and the production values of the video are worthy of a Hollywood studio.



The Leader's Guide is complete and thorough without any extraneous material. The exercises guide participants in first evaluating and then clarifying their organization's purpose, culture, and direction. The entire package is lean and tight.

EVALUATION

The Clarity Imperative packs a gripping, insightful message starting with the first frame of video and continuing throughout. The host, consultant John Jenson, delivers a passionate case for organizations to present a clear, simple, and impactful image of their true purpose and direction.



The video uses the metaphor of a mountain stream containing thousands of stones but just a few true gems to illustrate the necessity of sorting through the countless things an organization does to identify and elevate those few that really define what we do, who we are, and where we are going.

The case studies have a casual, conversational style with real people who seem truly dedicated to the integrity of what they do. The recommended exercises provide an opportunity to get involved and perhaps even spark a desire to improve the culture they define.

Although the materials suggest that this program is appropriate for people at all levels of the organization, I believe it will find its greatest value among those who make policy and set direction. At the very least, any implementation of the program should start there.

RECOMMENDATION



I believe that most people will find the message of *The Clarity Imperative* inspiring and the visuals stunning. There are few products that I would recommend without reservation. This is one of them.

Randy Woodward (RWoodward@ho-chunk.com) is the director of Training and Development for Ho-Chunk Casino in Wisconsin Dells, WI. In addition to his background in training, he worked for many years as a manager in the hospitality industry. Ho-Chunk has been named one of Training Magazine's Top 100 Companies each of the past five years.

