



Clarity Under Fire

HOW EXECUTIVES COMMUNICATE WITH CONVICTION AND LEAD WITH COMPOSURE WHEN IT MATTERS MOST

KEYNOTE DESCRIPTION

When pressure spikes, clarity drops. In those moments, credibility and trust are built or broken in real time.

Clarity Under Fire equips executives with practical tools to communicate clearly in high-pressure moments like tough meetings, rapid change, public scrutiny, surprise conflict, and high-stakes decisions.

At the center of the session is the Trust Triangle™, Justin's simple framework for building trust through communication: transparency, tact, and togetherness. Leaders learn how to stay clear, connected, and decisive when the stakes are high.

Through stories and real-world practice, participants leave with repeatable Clarity Scripts™ and regulation tools they can use immediately when tension rises.

PROGRAM OBJECTIVES

- ✓ Protect credibility in the glimpses by adjusting presence and language fast
- ✓ Choose an emotional regulation tactic to stay composed under pressure
- ✓ Be brief and brilliant using a proven four-step message structure
- ✓ Demonstrate a trust-building response using the Trust Triangle™

PROGRAM LOGISTICS



TIMING OF PROGRAM
1 hour



SUPPORTING MATERIALS
All leaders will complete a learning map

CLIENT TESTIMONIAL

"Justin's executive leadership session was relevant and engaging and one of the best I've participated in during my career here at CFC."

Senior Vice President, National Rural Utilities Cooperative Finance Corporation

