



CLARITY FIRST

PROGRAM

WENDY PASCO

MARKETING MANAGER
INGREDION ANZ

"Invest time in becoming a clear communicator. You will stand out and become more convincing in what you are presenting and asking your audience."

10/10

How likely is Wendy to recommend CFP to others?

- Exceeded expectations
- Met expectations
- Did not meet expectations

How did CFP compare with your expectations?

What career challenges led you to look for a solution like Clarity First?

How I can better communicate at a senior level to get my ideas across in a logical format where I have thought through options and scenarios.

How did you make the decision to do this program, why Clarity First?

Clarity First - through reading your online articles, I realised that I could benefit by sharpening up my skills to become a more effective communicator. Even though I work in communications, you want to be a great communicator and there is a skill in communicating upwards, knowing the style of the person you are communicating to and what they are looking for.

What changes have you seen in your communication?

My communication has better clarity, logic and flow - there is a story line! I can present my ideas in a clear format and speak to them with more confidence.

What was the most valuable thing about the program?

Learning the formats and models re how you can group your ideas, I do refer to this to help how I am going to position an update, an ask, etc. Also my emails are clear and I have a clear ask what I want people to do.