

message clarity



"Brevity is the soul of wit."

— William Shakespeare

CLARITY AND BREVITY, TOGETHER, PROVIDE IMPACT AND RETENTION.

When communicating great ideas, nothing can be more important than the clarity of your message. Often the narratives of an organization struggle to be clear, concise or compelling.

Discovering the right voice to authentically represent who you are is essential; careful word choice is equally important. Without striking the right balance in language and voice, it is easy to sound remedial to the sophisticated reader or become too technical, inadvertently excluding the target audience.

Storytelling is the most universal way of conveying a message. Clarity through a memorable story can overcome the chatter of social media and video channels diverting the attention of today's public. For more than two decades Riverstone Group has helped clients bring life to their stories, articulate their message, broaden their influence and increase revenues. These results are the greatest part of our story.