

Episode #: 00 - Introduction

Episode Title: Introducing the ClarityMatters podcast with Louise Everett

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Intro

Louise Everett (00:11)

Welcome to ClarityMatters, a special limited edition podcast series marking 20 years of Claritas. For two decades, we've worked at the heart of B2B communication, helping organisations turn complex ideas into clear, confident messages that drive action.

Over that time, the world of communication has changed dramatically in scale, in speed, and in scrutiny. But one thing hasn't changed: the value of clarity.

To celebrate this moment, we're bringing you 20 episodes, featuring 20 leading voices from across B2B communications. In every conversation, we cut through the noise to explore the ideas, challenges and decisions shaping how organisations communicate today and what that means for leaders navigating constant change.

Short, focused, and insight led, ClarityMatters is designed for busy professionals who want perspective, not padding.

I'm your host, Louise Everett.

Thanks for tuning in.