

FOUNDER'S PROSPECTUS

A founder's account of the methodology.

Why Silk Clarity exists, what it measures, and how we intend to validate it as a defensible methodology for senior professional judgement.

VERSION Version 6 · Founder's Prospectus
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A founder's account

01 · ORIGIN

Why this exists.

Silk Clarity began with a simple observation. Senior professional decisions — hiring, promotion, succession, board endorsement — depend overwhelmingly on communication behaviour, yet there is no defensible methodology to assess it. Interviews are improvised. Psychometrics describe traits, not observable communication. Coaching feedback is private and unstructured.

02 · POSITION

Evidence, not prediction.

The platform puts a methodology underneath a judgement that is already being made: a framework, a six-dimension model, five evidence streams, and a Communication Signature that summarises observable behaviour without claiming to predict performance.

POSITION

Evidence, not prediction. A defensible structure for a judgement already being made.

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03 · METHODOLOGY

Six dimensions, five streams.

The framework rests on six dimensions: Clarity, Credibility, Integrity, Composure, Influence, Adaptability. Each is decomposed into competencies anchored to observable communication evidence. Discrepancy across streams is treated as meaningful, not as noise.

- Behavioural Communication Baseline — three structured tasks producing a behavioural signal.
- Self-Report Assessment — calibrated to professional context.
- Structured Behavioural Assessment — scenario-based, scored against the framework.
- Practitioner Evidence — optional upgrade; expert observation.
- Development Evidence — longitudinal data from coaching engagement.

04 · MARKET

Where the methodology lands.

Four pathways converge on the same engine: Individuals preparing for senior conversations; Executive Search firms producing defensible shortlist evidence; Enterprises tracking communication capability across leadership populations; Academic partners validating the framework.

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05 · BUILD ORDER

Methodology first.

Three things in priority order: a defensible methodology that survives independent academic review; an evidence platform that produces consistent, observable output across candidates and cohorts; a development product that demonstrates measurable change over time.

BUILD ORDER

Methodology first. Platform second. Development third. We do not invert that order.

06 · CONTACT

How to engage.

Founding-partner conversations, academic review enquiries, and enterprise pilots are all handled directly. hello@silkclarity.com · silkclarity.com