



CAPABILITY STATEMENT

1. About Clarity Global

Clarity Global, founded in 2004, provides strategic communications services to an international client base. We specialize in making complex information clear and easy to understand for your target audiences, with accurate and consistent content across analog and digital channels. We work with public- and private-sector clients, with particular experience in structured reporting, institutional communication, and public financial management communication. Our team is multiskilled, responsive, and experienced in delivering high-quality work under tight timelines.

2. Core services

2.1 Strategic communications

- Communication strategy development
- Messaging frameworks and narrative development
- Stakeholder communication planning and support
- Simplification of complex information for target audiences

2.2 Content development and editorial services

- Writing, editing, and restructuring of reports and publications
- Copy editing and proofreading
- Conceptualization and structuring narrative arc for books and reports
- Scriptwriting for multimedia and digital content
- Content quality assurance and consistency reviews
- Development of clear, concise, audience-focused communication

2.3 Design and layout

- Professional document design and layout (reports, proposals, and publications)
- Corporate and institutional template design
- Print and digital production-ready formatting
- Brand identity alignment across communication outputs

2.4 Data visualization and infographics

- Conversion of complex data into clear visual formats
- Infographics and visual storytelling tools
- Visual summaries to support decision-making

3. Digital communications, web and social media

We provide integrated digital communications support across web platforms and social media, including content management, CMS support, and digital publishing, ensuring high-quality outputs.

3.1 Web development and CMS management

- Website development, maintenance, and optimization
- CMS management and support for various systems
- Content publishing and updates across multiple websites
- Site structure, navigation, and usability improvements
- Ongoing maintenance, troubleshooting, and performance support

3.2 Web content management

- Writing and editing site content

- Structuring content for clarity, usability, and accessibility
- Management of hyperlinks, navigation, and page flow
- Updating and maintaining accurate and consistent content across multiple platforms

3.3 Digital content development

- Development of content for websites, blogs, and campaigns
- Creation of public-facing information and awareness content
- Alignment of messaging across digital platforms
- Editorial oversight of digital communication outputs

3.4 Social media communications

- Planning and delivery of social media content
- Development of platform-specific messaging and content
- Campaign support and content scheduling
- Monitoring and evaluation of engagement
- Alignment of social media with broader communication objectives

4. Capability and approach

We follow a structured end-to-end process to ensure consistency, quality, and alignment with client brand and style guidelines and standards so that communication outputs are:

- **Clear** – easy to understand across diverse audiences
- **Accurate** – ensuring information is factually correct and clearly represented
- **Consistent** – aligned across all communication outputs and platforms
- **Purpose-driven** – designed to achieve specific communication objectives

We integrate editorial discipline with strong digital and design capability to ensure content quality and visual effectiveness.

5. Experience

Clarity has delivered communication and design support across a range of institutional and corporate projects, including:

- Technical reports
- Annual and performance reporting documents
- Strategic and operational communication materials
- Website content management and digital publishing
- Document design and production for large-scale publications
- Multimedia scripting and content development support

6. Differentiators

- Strong integration of content, strategy, and design within a single delivery process
- Proven ability to translate complex technical information into clear communication
- Extensive experience supporting governments, international organizations, multilateral development banks, major corporations and small firms, and NGOs on four continents
- Focus on clarity, usability, and decision-support communication products

7. Conclusion

Our approach is rooted in transparency, collaboration, and responsiveness to client direction and standards. With extensive experience managing projects under tight deadlines, we are well equipped to respond to fast-paced changes with speed and accuracy. Clarity delivers communication solutions that bridge complexity and understanding, ensuring that information is not only well presented, but clearly understood—enabling organizations to communicate more effectively with their audience. Our watchwords—**clarity, simplicity, and integrity**—underpin our enduring commitment to making complex ideas accessible for greater impact.