

Why leaders require a new kind of clarity.



This is increasingly harder to do, almost an unachievable ask.

What leaders can do is build Clarity from within.

THE PROBLEM AND THE IMPACT

For leaders, the world is fundamentally more noisy, uncertain and demanding.

P

PRESSURE

65% of leaders often fail to complete tasks.¹

A

ALWAYS ON

96% would like to be more attentive and aware.¹

I

INFORMATION OVERLOAD

67% describe their minds as cluttered.¹

D

DISTRACTIONS

73% feel distracted most of the time.¹

V

VOLATILITY

Political and economic volatility reduced profits by \$320 billion for 3,500 large companies since 2017.²

U

UNCERTAINTY

78% of CEOs feel a high level of business uncertainty.³

C

COMPLEXITY

57% say that they are missing opportunities because they can't make decisions quickly enough.⁴

AI

AI DOMINANCE

99% of online material will be AI-generated content by 2030.⁵

¹Potential Project. ²EY Parthenon, July 2025. ³Spencer Stuart, 2024. ⁴PwC, 2025. ⁵CIFS, 2022.

This environment significantly impacts a leader’s cognitive load, or the amount of effort it takes to process information.



Source: Potential Project

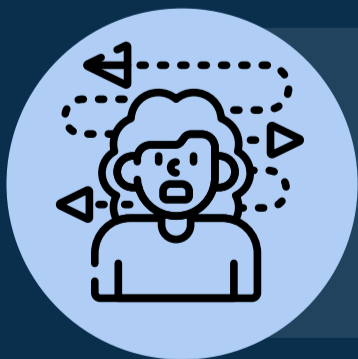
As a leader’s cognitive load increases, leadership effectiveness diminishes.



Mental fatigue and brain fog



Slower thinking and decision-making



Fragmented attention



Loss of retention of critical details



Loss of big-picture and context comprehension

Leaders can no longer find any signal in the noise.

Sources: Sweller (2011) in Psychology of Learning and Motivation, Baddeley (2012) in Annual Review of Psychology, Leroy (2009), Grupe & Nitschke (2013) in Nature Reviews Neuroscience, Montague, Dayan & Sejnowski (1996) in The Journal of Neuroscience.

HOW LEADERS MOVE FORWARD

Clarity is a key mindset for leaders in a world of too much and too fast.

Clarity is not about finding answers in the noise.

It's the ability to step beyond the noise to find what's important.

CLARITY IS NOT

CLEAR ANSWERS

SEEING AND KNOWING

FOCUSING ON WHAT ONE CAN CONTROL

SOLVING FOR CHAOS

CLARITY IS



CLEAR MIND

PERCEIVING AND UNDERSTANDING

FOCUSING ATTENTION ON WHAT MATTERS

OPERATING WITHIN CHAOS

Source: Potential Project

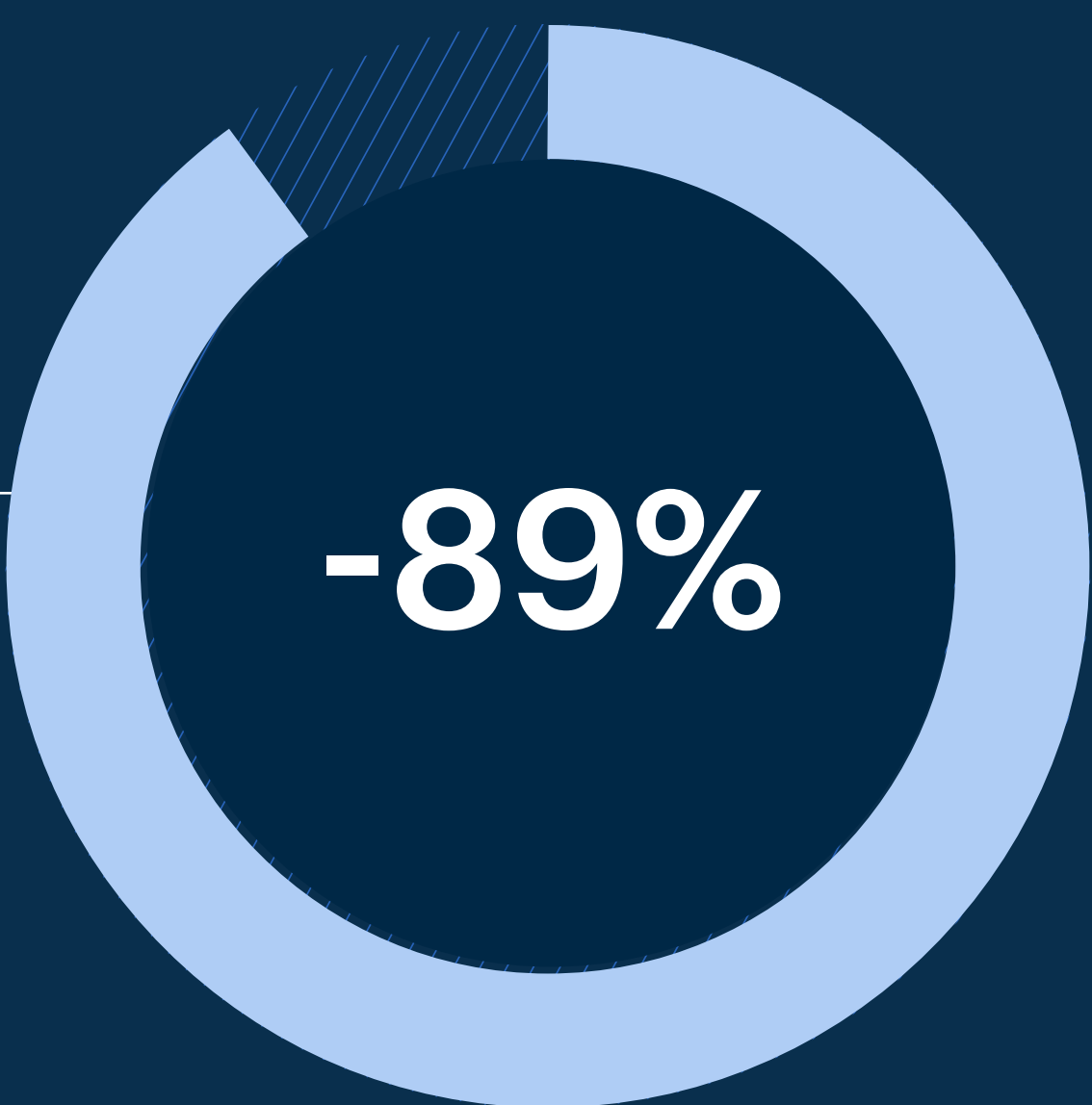
This new kind of clarity helps leaders to focus, make decisions and act strategically amidst noise and uncertainty.

Clarity significantly reduces cognitive load, mind-wandering and burnout.

PERCENT DIFFERENCE BETWEEN HIGH CLARITY LEADERS AND LOW CLARITY LEADERS

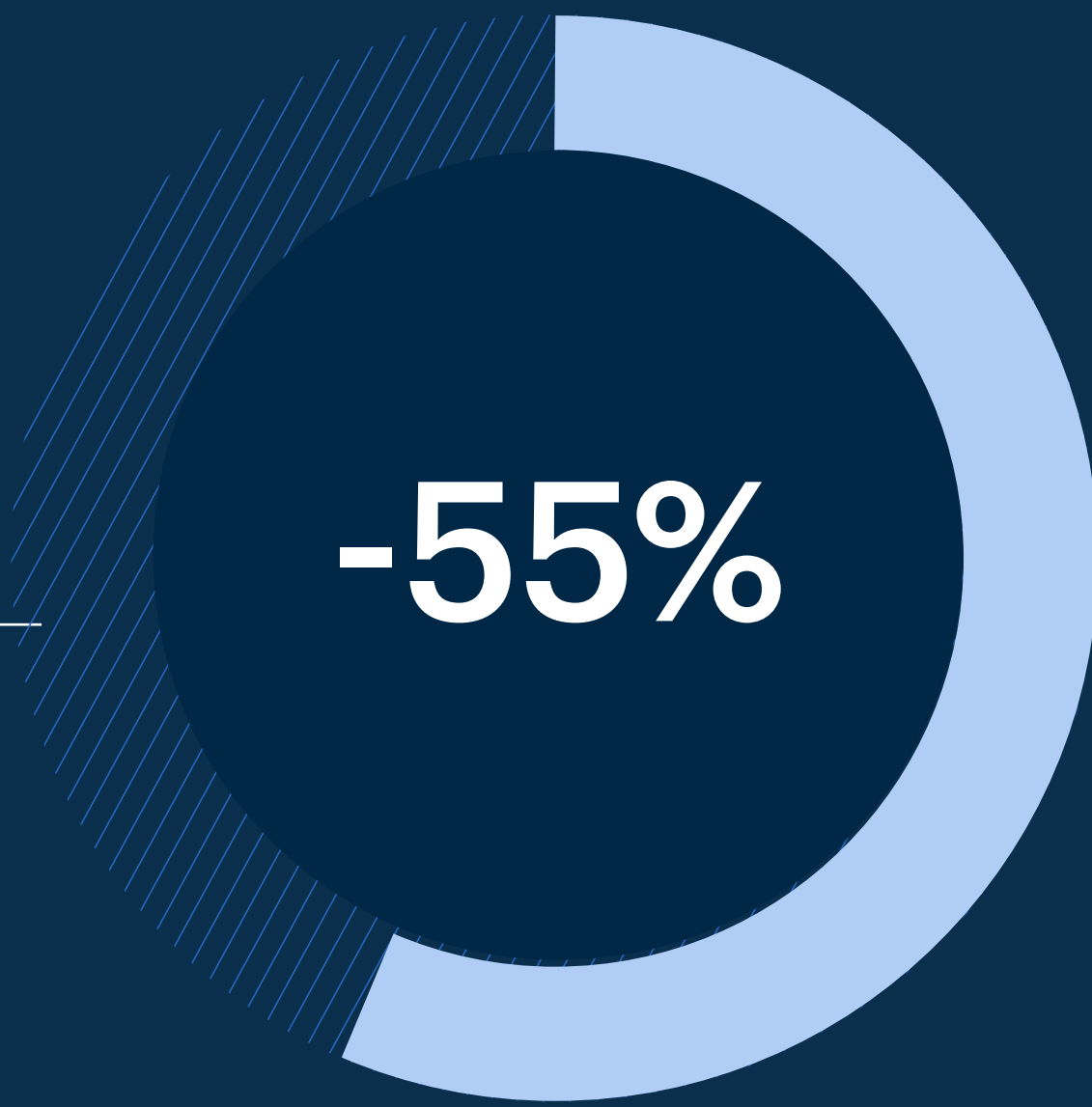
HIGH CLARITY LEADERS
MIND-WANDERING

89% LESS



HIGH CLARITY LEADERS
COGNITIVE LOAD

55% LESS



HIGH CLARITY LEADERS
BURNOUT

90% LESS

Source: Potential Project

CLARITY IN THE WORLD OF AI

AI is undoubtedly contributing to our distractibility.
But it can also be a powerful ally in cultivating clarity, when used wisely.

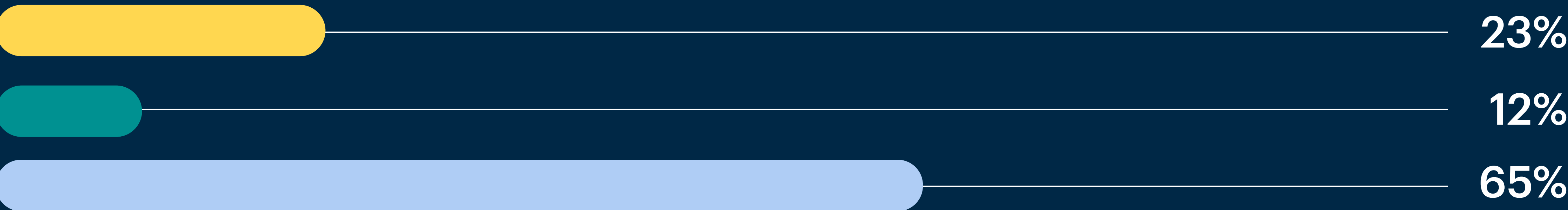
For many leaders, AI can reduce mental clutter and decision overload
by acting as a mental filter, helping leaders to see more what matters.

LEGEND ● SOMEWHAT / COMPLETELY DISAGREE ● NEUTRAL ● SOMEWHAT / COMPLETELY AGREE

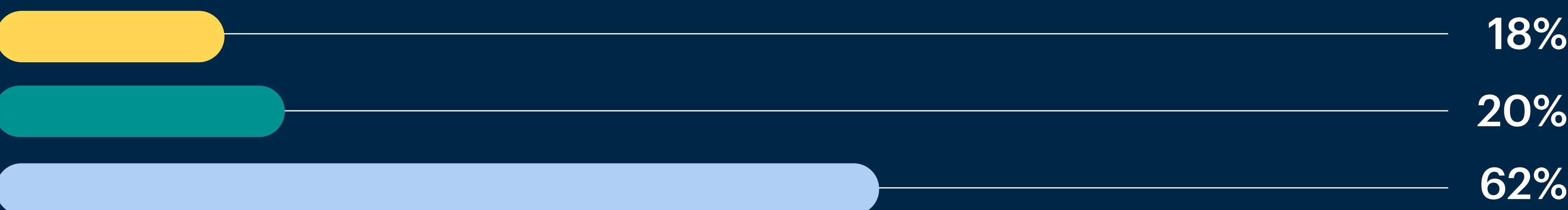
I BELIEVE GEN AI HAS INCREASED MY MENTAL CLUTTER AT WORK



USING GEN AI HAS HELPED ME REDUCE MY DECISION OVERLOAD



I BELIEVE GEN AI HAS ENHANCED MY MENTAL CLARITY AT WORK



Source: Based on Potential Project survey of 246 leaders across 15 industries.