

The first AI leadership platform that learns who the leader is before it helps them decide what to do.

You Know This Problem

You've spent real money on leadership development. Your leaders came back knowing more than they did before. And your organization works in the way it always has.

That isn't because the training was bad. It's because knowing and doing are two different things — and nothing was available to support your leader when they don't know how to start a hard conversation, or how to make a complex decision.

So where do your leaders actually go at 7 a.m. when they're stuck? It isn't the binder from the workshop.

Training is an event. Learning is a process. In the flow of real work is where behavior either changes or it doesn't, and until now, leaders have had no support in that moment that also built their confidence.

What Claridus Is

Your leader brings a real situation. Claridus learns their story, not just their style, but *their story*: what a situation like this one means to them, and what they believe they have to do about it. We call that the LeaderLens, and it deepens every time they use it. Claridus applies expert knowledge matched to what they're actually facing, and gives them a next move, often the actual words to use.

It doesn't decide for them. They're still the leader. It gets them to a good decision faster and with more confidence and then helps them decide what to say. It helps them in that moment, in that context — and helps them be more effective for the rest of their career.

With Claridus, two of your leaders can bring the exact same problem and get completely different answers. Because they're different people.

When was the last time anything you bought for your leaders did that?

How Claridus Works

Three things have to be true for a leader to get guidance that actually fits. Most tools provide only one of them. But Claridus includes all three.

The LeaderLens holds who your leader is — their story, deepening every time they use it — so no situation ever starts from scratch. No other platform has this.

The KnowledgeBases hold the expert thinking, matched to the situation the leader brings. Our proven IP, Bud to Boss at the start, with more added over time.

The Coaching Layer decides how to say it to this leader, in this moment — what to protect, where to push, and what the next move should be.

And there's a fourth thing that isn't software. We've spent over thirty years in the room with leaders — teaching them, coaching them, writing for them, and getting it wrong often enough to learn something. The thinking inside Claridus isn't licensed from anyone. It's ours, it's been tested on real leaders for three decades, and we're still the ones standing behind it.

How Claridus is Different from Everything Else

We studied 31 platforms in September, including ten of the largest assessment firms in the world. The firms that own the deep leadership knowledge — DISC, MBTI, Hogan, SHL — have built nothing for leaders. Not one leader-facing tool among them. The firms that built the tools own no knowledge of their own. Their intelligence comes out of your own meeting notes.

Claridus is the only one that will learn the leader, apply world-class knowledge, and help that leader grow from where they actually are.

And . . . the cynic in you is thinking that every one of these tools claims to know you. Fair. One of them advertises that it “actually knows you.” What it knows is that you're one of eight fixed types. A type is not an identity. You're the same letter at 55 that you were at 25, you aren't the same leader, are you?

The Next Step: A Conversation and a Demo

Bring me a real leadership problem in your organization — one you haven't solved yet. I'll tell you what I see underneath it. Then I'll show you Claridus. You'll know inside an hour whether this is for you, and you'll walk away with something useful either way. I'm looking forward to it.

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