

# BEHOPEFUL

DEF HOPEFUL:  
FEELING OR  
INSPIRING OPTIMISM  
ABOUT A FUTURE  
EVENT; A PERSON  
LIKELY TO SUCCEED

ClearLinq

# BEHOPEFUL

Creating Clarity



*She can be HOPEFUL  
because you're*

# FAITHFUL

*by Inspiring Optimism*

Better  
things  
are  
Coming ♡

# CLEARLINQ FOUNDERS

**WHAT IF? BY TERRI MAZIK  
& MARLENE CAICCO**

Unintended pregnancy accounts for nearly half of all pregnancies. In 2011, that amounted to 45% of all pregnancies in the US. But you already know the stats. You've been serving women faced with unintended pregnancy for years, maybe even decades.

You've given your heart and soul to supporting women, through options counselling, among other things.

What you offer is valuable and unique. Your services cannot be found anywhere else, and those who access your services consistently give you "high fives" and a "thumbs up".

But two things that continue to persist and even perplex :

1. The anti-abortion propaganda you face from time to time, and
2. Why more women in decisional-conflict don't access your services?

## ABOVE

We are confident you have a tremendous opportunity waiting for you. Engage!

WHAT IF YOU  
BECAME  
KNOWN AS  
COMMUNITY  
EXPERTS IN  
DECISION-  
SUPPORT?





In the middle  
of difficulty  
lies  
opportunity.

ALBERT EINSTEIN



# HOW YOU CAN HARNESS THIS OPPORTUNITY

**SOMETIMES THE HARDEST PART IS IMAGINING A BRIGHTER FUTURE, NOT IN SPITE OF BUT BECAUSE OF DIFFICULTY.**

While it's true there's nothing new under the sun, there are always new opportunities, new approaches, and new ways to look at things. Sometimes the greatest catalyst to seeing "new" things is when we're faced with difficulty.

Difficulty in your context might be unwarranted, unsolicited, and even unexpected "bad press", or it might be facing the reality of year-end stats that show no client growth.

## YOU'VE GOT WHAT IT TAKES

Yes there will always be hills to climb and there will be moments when you'll feel like giving up BUT YOU WON'T. You're made of something special and when it comes down to it, you have the strength.

You've been "chosen". The stakes are about as high as they can get. The work you do is about people's lives. Specifically women and their unintended pregnancies. And you're front and center, in the middle of it all.

One of the things that keeps you going is how fulfilling your work is. You are making a huge difference in your community; in people's lives. So you keep on keeping on.

## FATE OR FAITH

What you offer is tried and true and deeply beneficial, for some it's invaluable. So why do you continue to face the same hurdles?

To quote a gifted life-coach, you have only two choices when faced with difficulty. You can perceive

your next steps through the lens of faith or fate. **Fate:** when it's destined to happen or **Faith:** the assurance of things hoped for, the conviction of things not seen.

## A PREFERRED FUTURE: ENLARGED TERRITORY

Because you've got what it takes, you're always looking for ways to grow and improve. We, Terri and Marlene, (ClearLinQ) would love to help you do just that.

Before ClearLinQ, we led a pregnancy centre in Ottawa, Canada for 16 years. We faced our own sets of challenges. Challenges that knocked us around a bit and threatened to knock us out, but in the end served to enlarge our territory. We gained new ground by seeing our circumstances through the lens of opportunity.

## CLEARLINQ: CREATING CLARITY THROUGH DECISION-AID

If you'll permit us, we would love to co-create with you and help you harness your opportunity to THRIVE into your imagined future.

We embraced our challenges which created clarity for our way forward. Now we exist to empower you because you've got what it takes. We want you to continue to be servant-leaders **creating clarity in unintended pregnancy decisions.**

We believe our experience, training, coaching and tools can help guide you toward a HOPEFUL future.

THINK  
ABOUT  
IT

"You've been  
assigned this  
mountain to  
show others  
it can be  
moved."

unknown

IMAGINE...

**ABOVE**

It might be a challenging climb but  
you've got what it takes to reach  
the summit.

**VISION BECOMES REALITY**

If almost half of all pregnancies are unintended, then most if not all, women faced with unintended pregnancy would benefit from support.

We know you have the time, the heart and the expertise to serve them. Imagine adding specialized TOOLS making you the GO TO place for decision support.

We have Tools that support:

1. You as decision-coach
2. Her in decision-making
3. Your community partners

ClearLinQ Training & Coaching has developed specialized tools and training to serve you as you excel in serving the women, their partners and families, who need you.

IMAGINE  
BEING THE  
GO TO  
PLACE FOR  
DECISION  
SUPPORT.



## Step 1: How is this decision affecting you?

You may feel the decision before you is complex. You may be in a state of shock or denial. You may feel torn because there is no clear best answer for you. Below is a list of common feelings expressed by those who have faced an unintended pregnancy. Use the list to assess your overall feelings. Having a clear sense of how you are feeling may help you in your decision-making process.

Please select the number that best describe(s) how you felt on average in the **past week**:

How worried have I been?	▼
How confused have I been?	▼
How anxious have I been?	▼
How depressed have I been?	▼
1. Not depressed	
2. Somewhat depressed	
3. Very depressed	

[PROCEED](#)

## DECISION COACH - TORONTO, ONTARIO

"The MDA ClearLinQ tool is so simple to use, yet quite powerful in helping women and men navigate their pregnancy options and making an informed decision."



# ClearLinQ

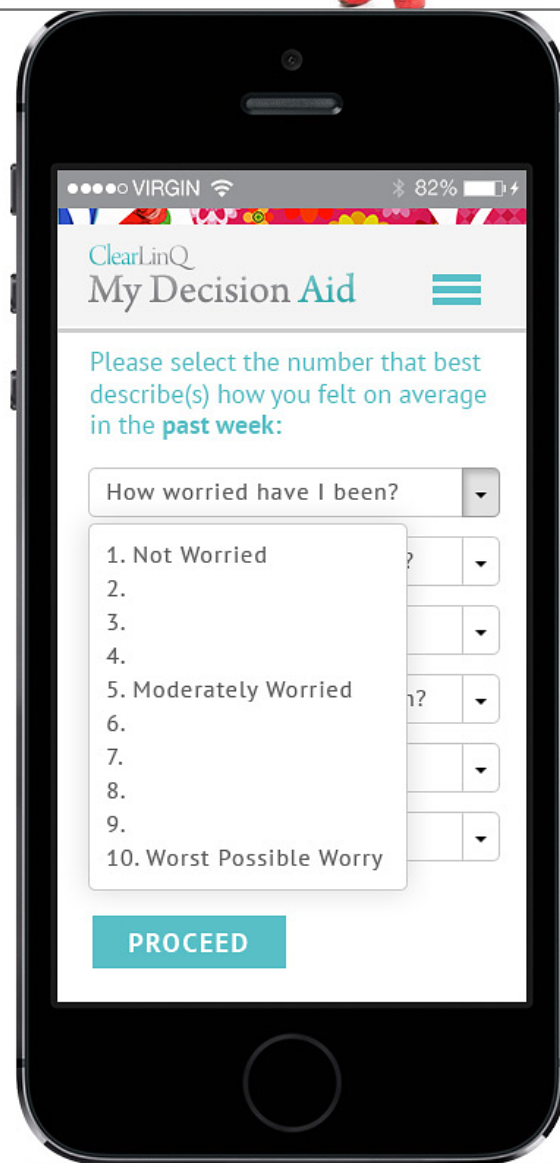
CREATING CLARITY THROUGH DECISION AID

ClearLinQ can provide you with a framework to engage your clients with increasing effectiveness regardless of what the law mandates regarding abortion information and referrals.

[www.claritytool.org](http://www.claritytool.org)

## NURSE- LEAMINGTON, ONTARIO

"We had the opportunity to participate in the Decision Aid training offered by ClearLinQ. The training was provided via Skype and was well received by all 9 of our trainees. The training offered us an understanding of Decision Aid methodology and helped us to learn tools to increase client engagement. The role playing element was of great value as our entire team was able to discuss as a group what we do now and what we can do to improve engagement. We had the opportunity to learn about all the ClearLinQ Decision Aid resources and as a team, we have developed a plan for implementation. We would highly recommend the training provided by ClearLinQ."





**CHANGE THE FUTURE**

BE**H**OPE**F**UL



**CLEARLINQ**

**CREATING CLARITY THROUGH  
DECISION AID**

Now is the time. The mountain awaits you. ClearLinQ is  
ready and excited to co-create with you.  
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