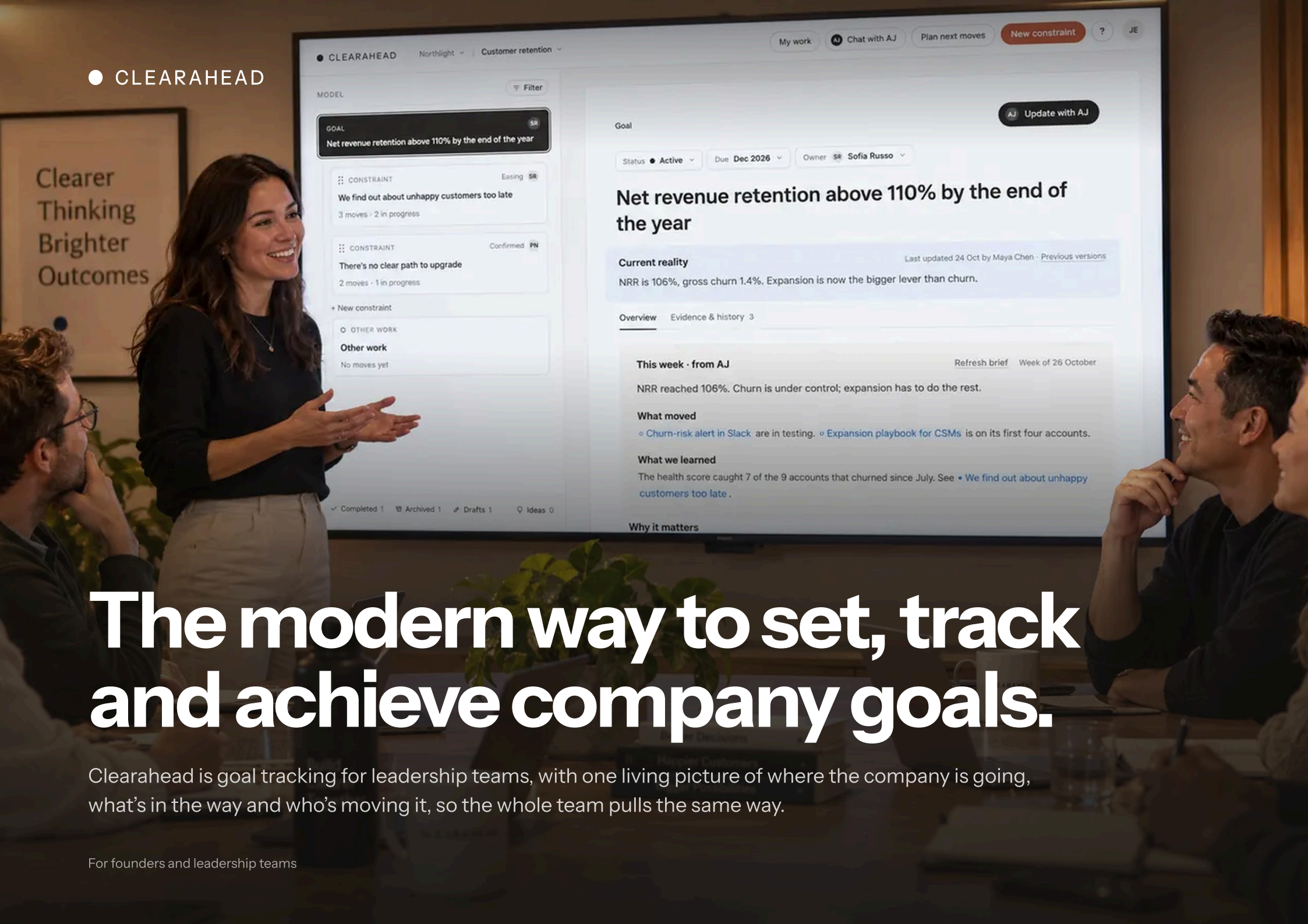
CLEARAHEAD



The modern way to set, track and achieve company goals.

Clearahead is goal tracking for leadership teams, with one living picture of where the company is going, what's in the way and who's moving it, so the whole team pulls the same way.

For founders and leadership teams

Clearahead is goal tracking for fast-moving SMEs, keeping every department aligned, showing what's working and helping strategy keep pace with a changing world.

Inspired by frameworks like OKRs and EOS, it can run alongside the method a team already uses, or become the main way the leadership team works.

How it works.

Four parts and one simple loop: set the goal, find what's in the way, clear it with a few clear moves, then look at the progress and go again.

01
Goals
Where the company is going, written in the team's own words, with an owner and a date.

→

02
Constraints
What's in the way right now, ranked, so the team agrees on the one thing holding it back most.

→

03
Moves
The few actions that clear it, each with one owner and a due date the whole team can see.

→

04
Progress
What moved, what didn't and what's next, written up by AJ, our AI, from the team's updates.

↺ Clear one constraint, then find the next

The long-term plan sets the destination.

The vision, the three-year picture and the annual priorities you already set still matter, because a team needs to know where it's going before it can tell what's in the way.

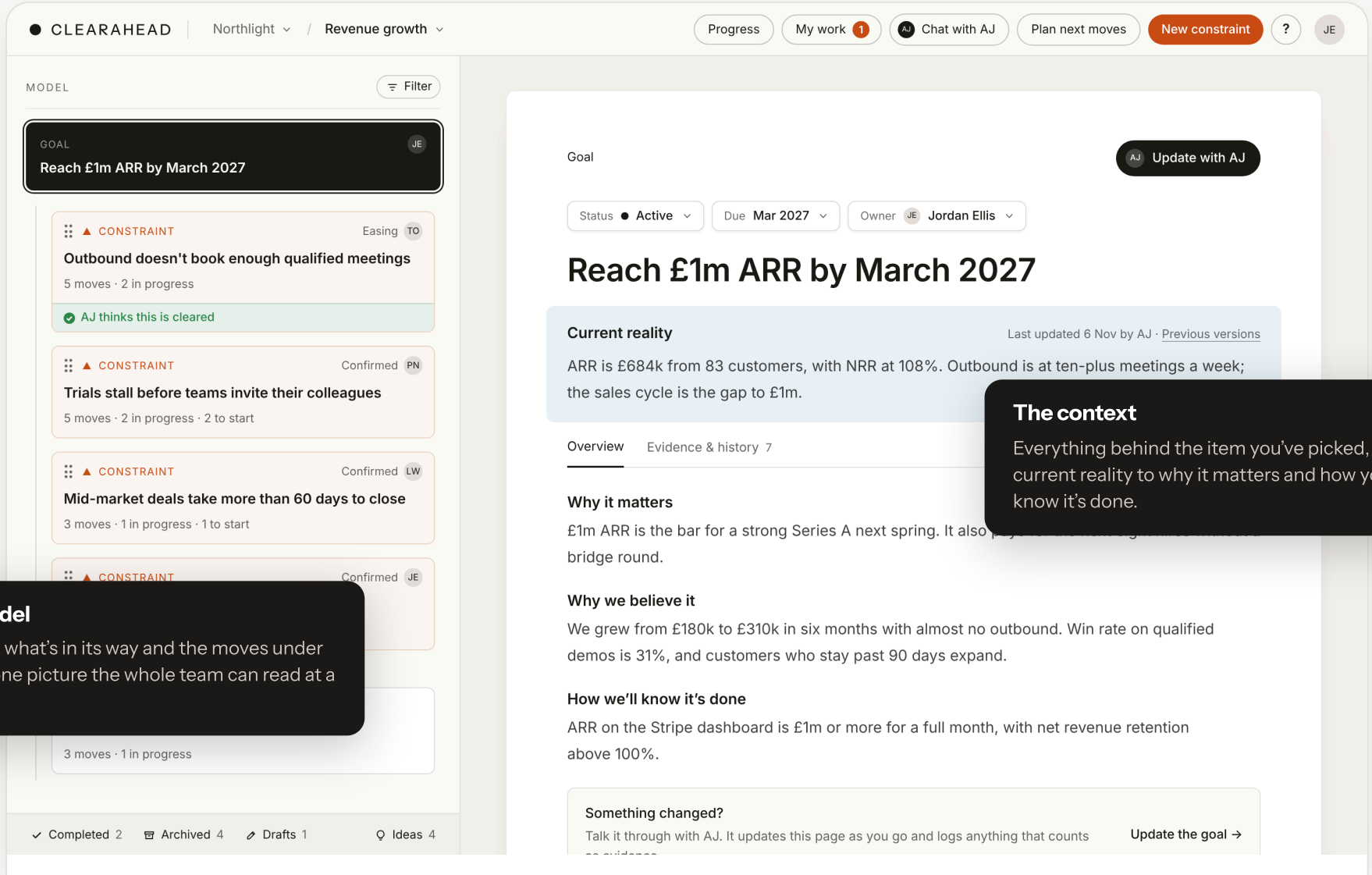
The loop keeps the plan alive.

Instead of a plan written once and revisited at the next away day, the team works on whatever is holding it back today, learns as it goes and adjusts the route as the market, the people and the numbers change.

CLEARAHEAD

How it looks.

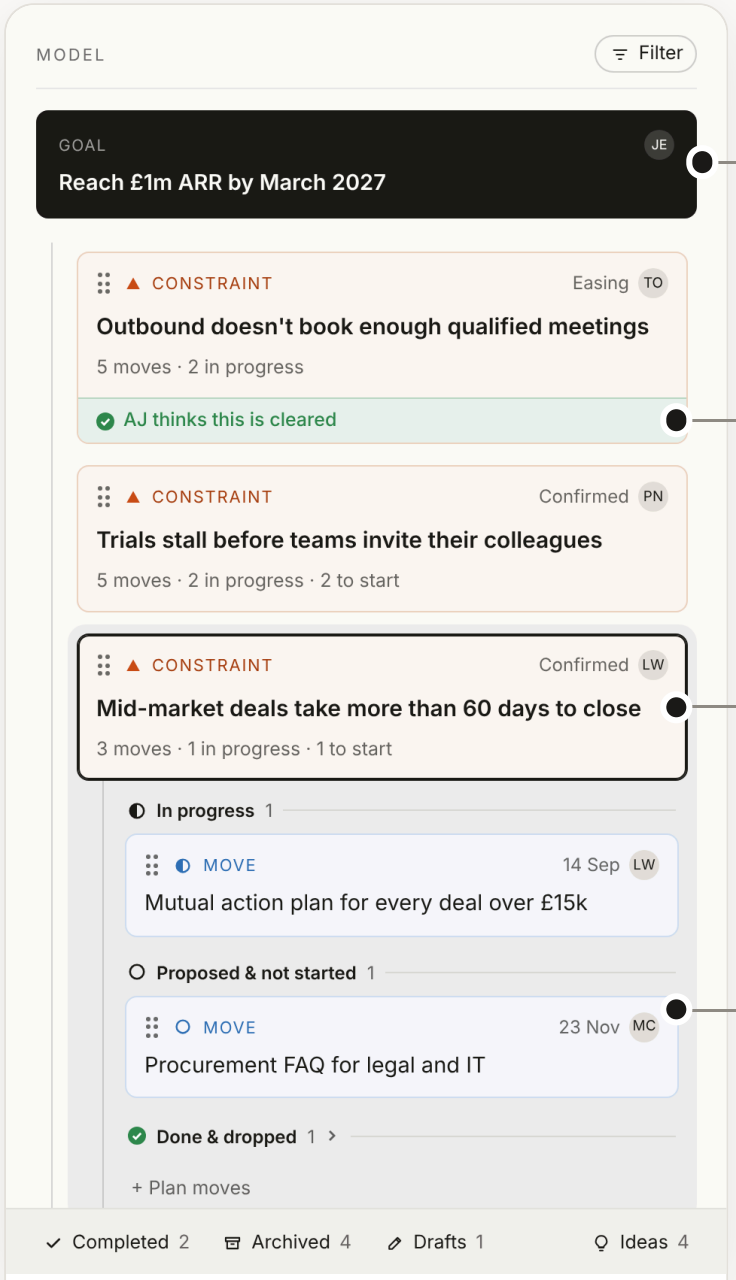
The model on the left, the context on the right, and AJ on hand to keep both up to date.



CLEARAHEAD

The model.

One goal, the constraints in its way and the moves that clear them, all in one place.



The goal sits at the top.

Every workspace has one goal with an owner and a due date, so everything underneath it points the same way.

AJ spots when a constraint is cleared.

It checks the team's updates against how you said you'd know, then asks the owner to confirm, so the call stays with people.

Constraints, in order.

Drag them into the order that matters; the one at the top is what the team clears first, and each card shows its moves and who owns it.

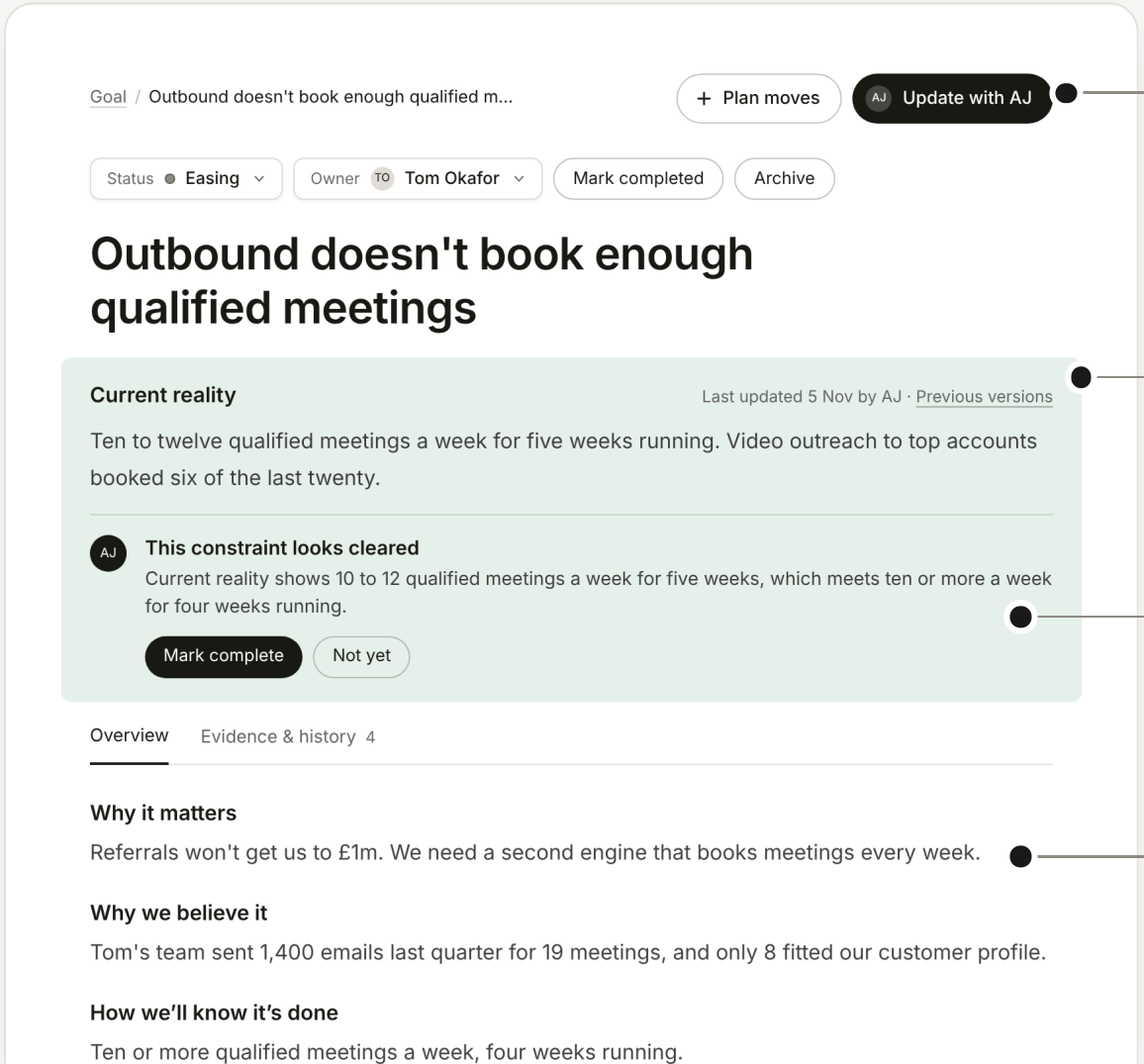
The moves that clear it.

Open a constraint to see the moves under it, grouped into in progress, not started and done, each with one owner and a due date.

CLEARAHEAD

The context.

Pick anything in the model and its context opens beside it, so the whole team reads the same story behind each decision.



Update it with AJ.

Tell AJ what's changed in a sentence and it rewrites the page, logging anything that counts as evidence.

Current reality, always current.

A short, plain summary of where things stand, rewritten as updates come in, with every previous version kept.

AJ suggests, you decide.

When the evidence says a constraint is cleared, AJ says so and the owner marks it complete or says not yet.

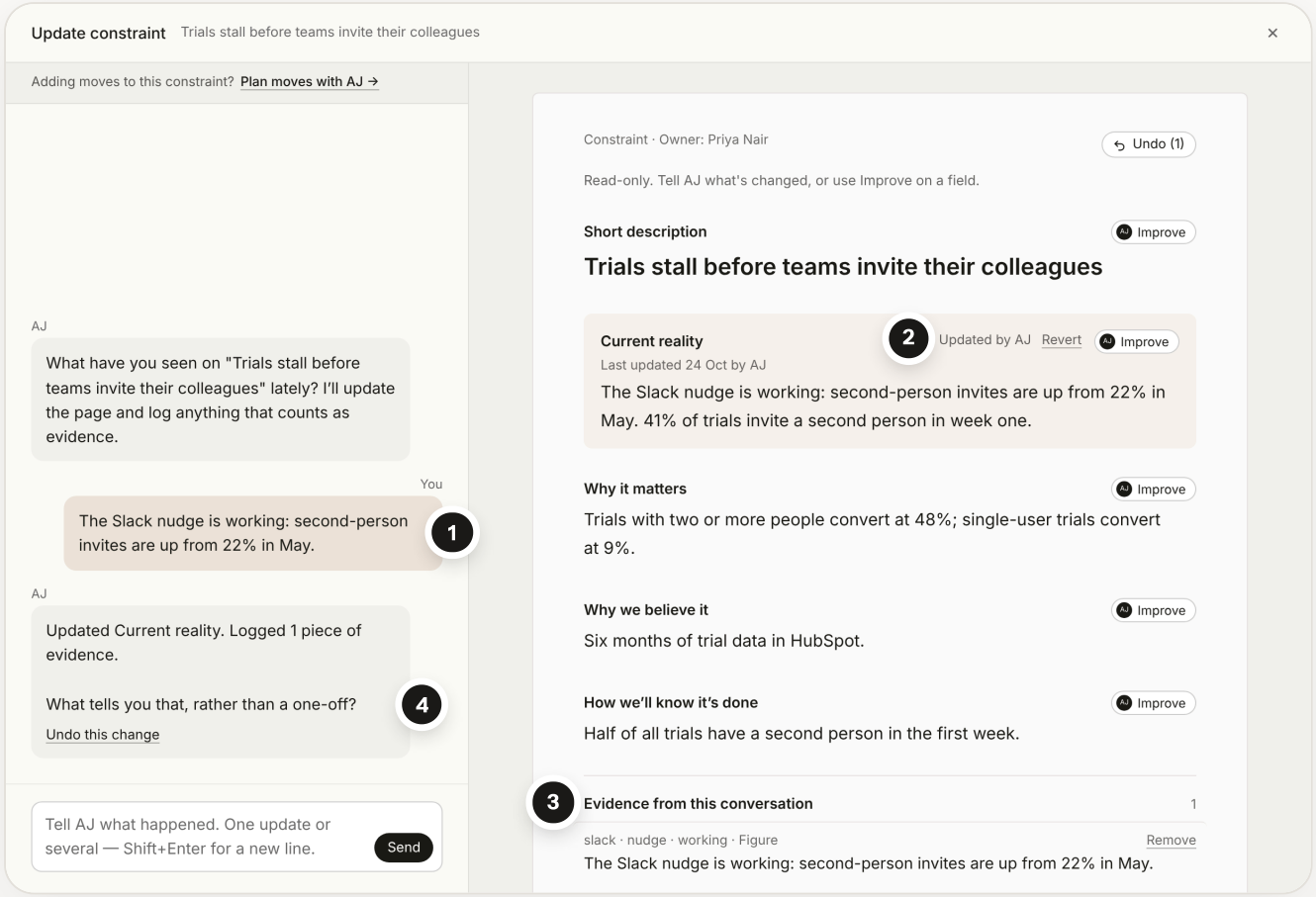
The thinking behind it.

Why it matters, why we believe it and how we'll know it's done, written once and kept in view.

CLEARAHEAD

Everything updated with a conversation.

Tell AJ what's changed in a sentence, and the model updates itself while you watch.



1 Say what happened.

Type an update the way you'd say it in a meeting, one line or several.

2 AJ updates the page.

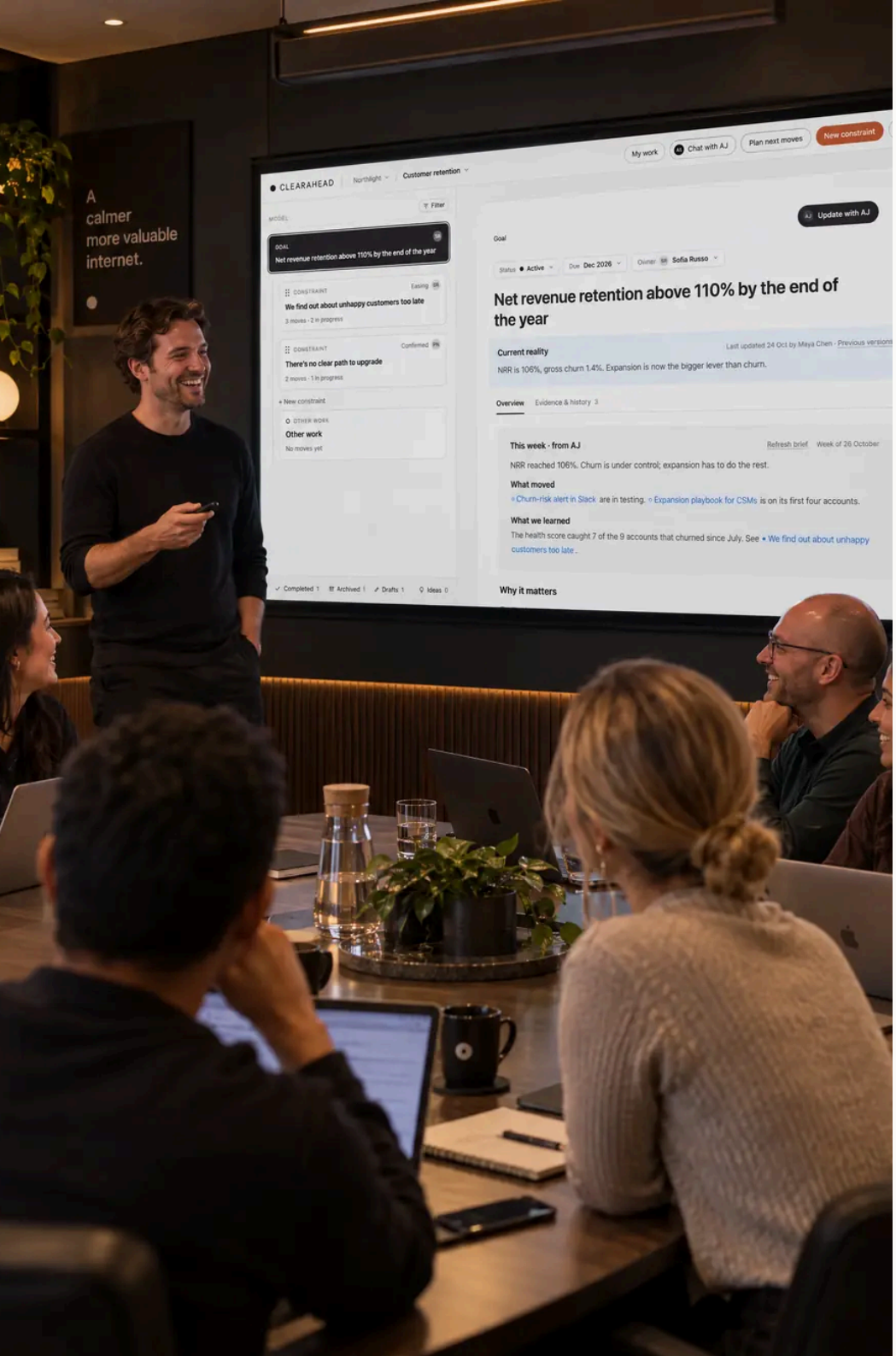
It rewrites the constraint's current reality straight away, and any change can be undone.

3 Evidence, logged.

Anything that counts as evidence is saved against the constraint, so the team can see why things moved.

4 Then it asks the next question.

Like a good coach, AJ checks whether it's a real shift or a one-off before anyone calls it cleared.



Human judgement, front and centre.

AJ, our AI, is trained to act more like a coach than a chatbot, so rather than generating generic solutions, it asks the questions that help the team solve its own problems and puts the onus back on the people doing the work.

Asks before it answers.

AJ asks what's really in the way and why, so the team does the thinking and owns the plan it comes up with.

Challenges, rather than prescribes.

It tests whether a move will actually clear the constraint, instead of handing over a list of best practice.

The call stays with people.

AJ suggests when something looks done, but the owner decides, so your team stays in charge of every call.

Free to start, one price to grow.

Start for free, and when you grow, one price covers the whole company, with no seat maths.

Free plan

£0

For as long as you like

- Up to 3 team members, plus unlimited Viewers
- 1 goal workspace
- Full access to AJ
- No card needed

Clearahead plan

£297 /month

or £2,997 a year, billed annually

- Unlimited team members
- Up to 10 goal workspaces
- Full access to AJ
- Price locked for as long as you stay

Bring your coach or adviser. Viewers are free and unlimited on every plan, so a coach, adviser or board member can follow along at no cost.

We'll help you get started.

You don't need an implementation project; most teams set their goal and first constraint in a single session.

1 **Start for free.**

Sign up with no card, and invite up to three of your team.

2 **Set up with us.**

We'll train your team and help you write your first goal and find what's in its way.

3 **Upgrade when you grow.**

One price for the whole company; for a 20-person team, that's under £15 a person a month.

CLEARAHEAD

Why we're building Clearahead.

A note from our founder, written the way every goal looks in Clearahead.

Goal

AJ Update with AJ

Status ● Active | Due Nov 2029 | Owner Alex Durston

A world where every company is aligned in real time.

Current reality

Last updated 13 Nov 2026 by Alex

Most companies still run on systems built for a world where finding out what was going on was the hard part, with status meetings, reports, scorecards and quarterly resets, all designed before Slack, Zoom or AI.

Why it matters

AI makes information nearly free, so a team can know where it stands all the time without anyone preparing anything; what's left that only people can do is deciding what matters and committing to it together, and I want every leadership team to spend its time there.

Why we believe it

We interviewed 50 CEOs, and the top reasons their goals failed were changing market conditions and a team that wasn't aligned, neither of which more data will fix.

How we'll know it's done

The spreadsheet became how every business thought about its money, and we'll know we're there when Clearahead is how every business thinks about what it's working on and why.



Alex Durston
Founder, Clearahead

Questions teams ask.

Does it work alongside OKRs and EOS?

Yes. Clearahead sits alongside EOS, Scaling Up, OKRs or your own framework, and keeps the goal, the issues and the commitments current between meetings.

Is it complex to set up?

No. Most teams set their goal and first constraint in one session, with AJ asking the questions, and there's no implementation project.

Can you help us get set up?

Yes. We provide training for your team and help you set up your first goal, so your first session runs smoothly.

Who is it for?

Founder-led companies from four people up to around 200, especially AI-native startups and teams moving to AI. The founder, CEO, COO or head of growth usually brings it in.

Does the AI make the decisions?

Never. AJ gathers updates, keeps the picture current and writes the brief, while the team and you make every call.

Do we have to replace our tools?

No. Clearahead sits above Slack, Asana, Monday and your CRM; it decides what's worth doing, and those tools handle the doing.

How much does it cost?

It's free for one workspace and up to 3 team members, plus unlimited Viewers. The Clearahead plan is £297 a month or £2,997 a year for the whole company.

Can our coach or adviser join?

Yes. Viewers are free and unlimited on every plan, so a coach, adviser or board member can follow along without counting towards your limit.

Is our data safe?

Yes. Everything is encrypted and held in European data centres, and you can export or delete it at any time.

CLEARAHEAD

Bring Clearahead to your leadership team.

Try it yourself.

Sign up for free and set up a goal of your own in a few minutes.

app.clearahead.ai/register →

Book a call and we'll demo it.

We'll walk you through it with your own goals in mind.

Book a call with Alex →

See how it works.

Explore the features, pricing and how leadership teams use it.

clearahead.ai →

Training and onboarding.

We'll train your team and help you set up your first goal, so your first session runs smoothly.

hello@clearahead.ai →



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