



YOUR BRAND - YOUR VOICE



## How I Work

### **UniqueVoice – Your brand, your voice**

*From clarity to confidence, from vision to reputation  
– through one powerful story*

#### **Brand clarity & strategic storytelling**

for founders, executives and mission-driven leaders.



UniqueVoice

## **The BrandVoice Method – designed for leaders who who want their story to reflect their true level and ambition.**

Most leaders don't struggle with expertise, they struggle with positioning and leadership voice. Their track record is strong, but the story around it lacks coherence, direction or impact.

My role is to transform that into clarity: a strategic narrative that elevates who you are, what you stand for and where you're heading. The BrandVoice Method distils complex identity questions into one powerful outcome: **a clear, credible and compelling voice that strengthens your presence in every room.**

### **The BrandVoice Pyramid**

*A three-phase method that moves from inner clarity to outer impact.*

#### **1. Clarity – Define the Core**

##### **What we uncover:**

- Your values, motivations and unique strengths
- What distinguishes you from peers at your level
- The direction you want to be seen moving towards
- The essence you want your reputation to be built on

##### **What it delivers:**

A sharp, articulate foundation you can finally stand on, the essence behind your leadership, captured in clear language. This is where identity becomes strategy.

#### **2. Credibility – Shape the Narrative**

Here we shape your identity into a strategic storyline. The examples below illustrate the type of deliverables, but your narrative can be translated into many forms, depending on your goals.

##### **Some examples of what I craft:**

- Leadership narrative
- Strategic summary
- Core messaging for CV, LinkedIn, keynotes or board decks

##### **What it delivers:**

A coherent, memorable story that builds trust. Not through embellishment, but through precision, depth and direction. This is where clarity becomes a narrative that others remember.



### 3. Connection — Bring It to Life

This is the phase where your story becomes visible, consistent and influential in the moments that matter. The examples below are illustrative, your activations are tailored fully to your ambitions, your sector and your audiences.

#### Examples of what we translate into presence:

- LinkedIn presence and executive positioning
- Pitches, speeches and leadership communication
- Visual identity direction

#### What it delivers:

A visible, recognisable presence that is strategically aligned. People don't just understand your story; they feel it and act on it. This is where narrative becomes influence.

### How We Work Together

A premium, collaborative process designed for senior leaders.

#### Step 1 — Deep-dive session

Structured exploration using the BrandVoice diagnostic to uncover identity, drivers, patterns and ambition.

#### Step 2 — Narrative development

I translate your insights into a strategic, coherent storyline with clear positioning.

#### Step 3 — Review & refinement

We sharpen language, structure and tone until your voice feels both authentic and elevated.

#### Step 4 — Activation

Your narrative is translated into the specific materials you need, from CV and LinkedIn to pitch decks, websites or keynotes.

#### Step 5 — Integration

You learn how to apply your narrative consistently in high-stakes settings: boardrooms, interviews, keynotes, fundraising discussions.



## What Makes This Method Different

- **Authenticity first:** no façades or inflated claims. Your story remains true to who you are.
- **Strategic depth:** I reduce complexity to a sharp line that guides decisions and shapes reputation.
- **Identity + image:** I align who you are with how you are perceived.
- **Creative translation:** language and visuals that travel well across contexts.
- **Designed for high-stakes environments:** built to work where reputation matters most.



## The Impact

With the BrandVoice Method, you gain:

- A clear and confident articulation of who you are
- A narrative that elevates your perceived level
- A consistent presence that builds lasting reputation
- A strategy that aligns identity with ambition

**This is not just branding. This is leadership clarity.**

**Ready to strengthen your voice and elevate your presence?**

→ Schedule your free 30 minute clarity call: [fetzeweerstra@uniquevoice.nl](mailto:fetzeweerstra@uniquevoice.nl)



UniqueVoice