



YOUR BRAND - YOUR VOICE



The Executive Guide to Brand Clarity & Leadership Storytelling

How leaders turn identity into influence

By **Fetze Weerstra - UniqueVoice**

From clarity to confidence, from vision to reputation

- through one powerful story



UniqueVoice

Executive summary

Most leaders don't fail because of capability.

They fail because their story doesn't match their ambition.

In a world where perception drives opportunity, a fragmented or modest narrative can quietly limit even the most impressive careers. Senior professionals often assume their track record speaks for itself, yet decision-makers look for something deeper: clarity of identity, direction of vision and the confidence that signals leadership potential.

This guide introduces the BrandVoice approach: a method that blends strategic clarity, narrative psychology and authentic expression. It helps founders, executives and mission-driven brands articulate who they are, what they stand for and where they are going. In one story that works across boardrooms, investor conversations and public platforms.

Because when your story becomes clear, your impact becomes inevitable.

Fetze Weerstra





“Fetze’s strategic approach and precision elevated my entire professional positioning. The final deliverables exceeded expectations across every dimension: clarity, design and narrative impact. He is truly an asset: responsive, insightful and committed to client success.”

— **Jukka Silomaa**

Strategic Risk Advisor | CISO | Cybersecurity & Risk Executive | Director



“Fetze captured exactly the right tone, story and look & feel. I’m incredibly impressed with his work; my new CV and letter are outstanding.”

— **Simone Huisman**

Senior Organizational Design Expert



“I love the CV and executive profile Fetze created. The clarity, structure and design are exceptional.”

— **Alessandra Vuoto**

Senior Technology & Engineering Executive



Fetze is a great personal branding professional, with outstanding copywriting skills and attention to detail. He’s able to combine a sharp strategic thinking with a very pragmatic approach.

— **Carmine Lenguito**

Director of Digital Reputation Strategy



“It was an intense experience, but I learned so much. Above all because the content also applies to life planning, to knowing where I want to go as a professional and as a person. We are always looking outward, but rarely realize that we must look inward and chart our own path. A truly enriching experience!”

— **Eliana Aponte**

Freelance photojournalist in Cuba | Former Jury Member at World Press Photo | Participant in my workshop Branding for Photographers in Bogotá, Colombia



2. The Identity–Reputation Gap

Every leader carries two versions of their professional self:

- a) The identity they know from the inside.
- b) The reputation others perceive from the outside.

For many executives (and brands in general) these two versions are not the same.

Identity is shaped by values, motivations, expertise and long-term direction. Reputation is shaped by signals, narratives, expectations and the moments people remember. Between the two lies a silent gap that influences opportunities, decision-making and visibility.

This gap is rarely intentional. It emerges gradually: a fragmented LinkedIn profile. A CV focused on responsibilities rather than strategic impact. A leadership narrative shaped by past roles instead of future direction. A modest communication style that hides depth. Or a shift in ambition that has not yet translated into a new story.

The result is predictable.

People see pieces of who you are, but not the whole.

They notice experience, but not vision.

They understand your past, but not your next step.

Closing this identity–reputation gap is not about performing or promoting. It is about alignment. When identity and reputation reinforce each other, clarity rises, confidence strengthens and decision-makers understand your value in a single sentence.

Leaders who close this gap move differently: they communicate with intention. They shape perception instead of reacting to it. They guide conversations toward the future they want to create. And their brand becomes an asset that accelerates every strategic move they make.

This alignment is not cosmetic.

It is structural. It is the foundation for a reputation that grows with you rather than behind you.



4. Why Clarity Outperforms Competence

Competence is expected at senior level.

Clarity is rare.

Most executives have deep experience, impressive achievements and years of leadership behind them.

Yet decision-makers rarely choose the most competent person.

They choose the person whose value is **clearest**.

Clarity reduces hesitation.

Clarity accelerates trust.

Clarity helps others understand your direction, your strengths and the impact you create.

In high-stakes environments people decide quickly.

They rely on first impressions, narrative coherence and perceived leadership presence.

When your story is fragmented, opportunities slow down.

When your message is sharp, opportunities move toward you.

Clarity makes you memorable in a crowded field.

It allows others to advocate for you accurately.

It ensures your expertise is understood in the context of future ambition, not past roles. Competence is what qualifies you; clarity is what moves you forward.

Leaders who invest in clarity see immediate shifts.

Meetings change.

Conversations gain direction.

Their reputation becomes intentional rather than accidental.

And the market responds, because clarity signals confidence, maturity and readiness for greater responsibility.



5. The BrandVoice Framework

Clarity. Credibility. Connection.

A strong executive brand is not built in one step. It grows from a sharp inner core into a visible outer presence. The BrandVoice Framework shapes that growth in three deliberate stages.

Clarity

This is the foundation.

It begins with defining who you are, what drives you and what makes you distinct. Clarity transforms complexity into direction. It becomes the lens through which every decision, message and ambition aligns.

Credibility

Credibility turns clarity into a strategic narrative.

It connects your identity to the impact you deliver.

It shows not only what you have done, but why it matters and where you are heading.

This is where your story gains structure, coherence and authority.

Connection

Connection brings the narrative to life.

It ensures your presence is consistent across conversations, profiles, pitches and leadership moments.

It turns your message into something others recognise, remember and repeat. This is where reputation is shaped and where influence grows.

Together these three elements create a brand that is not accidental but intentional.

A brand that signals confidence.

A brand that opens doors.

A brand that moves your leadership forward with purpose and presence.



6. The Clarity Diagnostic

A Quick Test For Your Leadership Narrative**

Before any strategy can take shape you need clarity. This diagnostic reveals how clearly your identity and direction are understood by others. Answer each question with a simple yes or no.

1. Direction

Can someone summarise in one sentence the direction you are moving toward? If not, your narrative is not signalling enough.

2. Distinction

Do people consistently describe you with the same three strengths you want to be known for? If not, your positioning is not sharp enough.

3. Motivation

Can you clearly articulate what drives you and why your work matters to you? If not, your purpose is not visible in your story.

4. Value

Do others understand the specific value you create for teams, clients or stakeholders? If not, your impact is not framed effectively.

5. Reputation

Are you confident that people perceive you at the level of responsibility you aspire to? If not, your presence and messaging need alignment.

Your score

- Four or five times yes means your clarity is strong.
- Two or three times yes means your story needs refinement.
- One or zero yes means your identity is not yet guiding your visibility or opportunities.

Clarity is the starting point of every strong executive brand.

It determines how far your story can travel, how fast trust is built and how confidently you step into new opportunities.



7. The Story Gap Diagnostic

Where Experience And Narrative Fall Apart

Even the strongest track record can lose its power if the story around it is unclear. Use this diagnostic to reveal the gap between what you have done and what others understand.

1. Coherence

Does your story feel consistent across your CV, LinkedIn profile, interviews and daily communication? If not, the narrative is fragmented.

2. Relevance

Is your experience framed in a way that connects directly to the roles or opportunities you want next? If not, the story is not future focused.

3. Memorability

Can people easily recall your key strengths, achievements or perspective after meeting you once? If not, the narrative does not stick.

4. Translation

Does your story explain not only what you did but why it mattered and what you shaped or changed? If not, impact is getting lost in facts.

5. Leadership Signal

Does your narrative signal the level of ownership, responsibility and vision you can take on? If not, your story is underselling your leadership.

Your score

- 4/5 times yes means your narrative is strong and strategically aligned.
- 2/3 times yes means your story needs sharpening and simplification.
- 0/1 times yes means the gap between experience and perception is blocking your momentum.

Strong leaders do not rely on experience alone. They rely on the story that gives meaning, direction and credibility to that experience.



8. The Reputation Gap Diagnostic

What They Remember Versus What You Intend To Signal

Reputation is not what you say about yourself.

It is what stays behind in the minds of others after every interaction.

Use this diagnostic to uncover where perception drifts away from intention.

1. Visibility

Do the right people actually see your work, your thinking and your results?

If not, your reputation cannot grow in the rooms where decisions are made.

2. Consistency

Does your presence feel the same across conversations, documents and digital touchpoints?

If not, your reputation becomes unclear or unstable.

3. Distinction

Do people know what makes you different from others with similar experience?

If not, your value blends into the noise.

4. Trust Signal

Do decision makers see you as reliable, prepared and aligned with the level you aspire to?

If not, your reputation is not signalling readiness.

5. Pull Effect

Do opportunities, invitations or introductions come to you without asking?

If not, your reputation is not working on your behalf.

Your score

- Four or five times yes means your reputation is strong and self-sustaining.
- Two or three times yes means you are recognised, but not yet remembered for the right things.
- One or zero yes means your reputation is limiting your opportunities more than your skills.

Reputation grows where clarity meets consistency.

Make the signal unmistakable.



9. The Presence Gap Diagnostic

How You Show Up When It Matters

Presence is not about being louder. It is about the clarity and steadiness you project in high-stakes moments. Use this diagnostic to understand the gap between how you think you show up and how others experience you.

1. Composure

Do you remain clear and grounded when conversations become complex or political? If not, your presence may feel reactive instead of intentional.

2. Message Control

Can you articulate your core idea in one sentence under pressure? If not, your presence lacks the sharpness that senior roles require.

3. Authority Signal

Do people naturally pause, listen or recalibrate when you speak? If not, your presence may not yet signal leadership readiness.

4. Narrative Pull

Do others repeat your ideas, reference your framing or use your language? If not, your presence is not yet influencing the room.

5. Gravitas

Do you communicate at the altitude of your ambition, not detailed, not vague, but with the clarity and weight of someone who sees the full landscape? If not, your presence does not reflect your true capability.

Your score

- 4/5 times yes means your presence elevates you even when you say little.
- 2/3 times yes means your presence is promising, but inconsistent.
- 0/1 times yes means your presence limits your influence more than your knowledge does.

Presence is not performance.

It is alignment between your identity and the impact you project.



10. The Opportunity Gap Diagnostic

Why Opportunities Pass, Even When You're Qualified

Opportunities do not always go to the most capable person. They go to the person whose direction is clear, whose value is easy to understand, and whose ambition is impossible to misinterpret. Use this diagnostic to identify where opportunities may be leaking out of your career.

1. Direction Signal

Do others know what your next step is, clearly, without guessing, without needing your CV? If not, opportunities cannot find you.

2. Strategic Fit

Do the opportunities you receive match the seniority, influence and scope you aspire to? If not, your brand may be signalling the wrong altitude.

3. Opportunity Awareness

Do decision-makers proactively think of you when roles, projects or partnerships emerge? If not, you are not yet top-of-mind in the rooms that matter.

4. Story Precision

Can you articulate your value in one line that others can repeat? If not, your story is not yet portable, and portable stories travel further than you do.

5. Credibility Anchor

Is there one strong element in your profile that shapes perception, a flagship achievement, a recognisable credential, a distinctive contribution? If not, your brand lacks the anchor that accelerates trust.

Your score

- 4/5x yes means opportunities naturally gravitate toward you.
- 2/3x yes means your potential is visible, but not consistently accessed.
- 0/1x yes means you are operating below your opportunity level, regardless of capability.

Opportunities are not random.
They follow clarity, confidence and strategic visibility.



11. Your BrandVoice Scorecard

A Clear Benchmark for Leadership Visibility

A strong leadership brand is not defined by how much you have done, but by how clearly your value is understood.

Use this scorecard to assess the strength, clarity and impact of your brand today.

1. Clarity of Identity

I can articulate who I am as a leader in one memorable sentence.

I know my core values, drivers and strengths.

Others describe me consistently and accurately.

Score 1 to 5.

2. Strategic Direction

My next step is clear.

Decision-makers understand what I am moving toward.

My story communicates ambition without needing explanation.

Score 1 to 5.

3. Narrative Strength

My experience forms a coherent story, not a list of roles.

I can communicate my value without jargon or complexity.

My narrative differentiates me from peers with similar backgrounds.

Score 1 to 5.

4. Credibility Signals

I have one or more strong proof points that elevate trust.

My achievements are framed with impact, not tasks.

My profile reinforces the level I aspire to.

Score 1 to 5.



5. Presence Across Touchpoints

My LinkedIn, CV and key messages are aligned.

I leave a recognisable impression in conversations.

My communication style feels intentional and consistent.

Score 1 to 5.

Your totals

21 to 25

Your brand is powerful. You are positioned for high influence.

15 to 20

Your foundation is strong but not consistently activated.

10 to 14

Your message is partly clear but still fragmented.

Below 10

Your brand potential is high, but your visibility and narrative are working against you.

A strong brand does not start with visibility.

It starts with clarity, then coherence, then confidence.

12. Six Leadership Profiles

Which One Are You?

Every leader has a story.

But not every story is told in a way that builds reputation.

These six profiles show how leaders are perceived when their identity, narrative and presence are either aligned or misaligned.

Recognising your profile is the first step toward shaping a more intentional brand.

1. The Invisible Expert

Highly skilled. Highly modest.

Your work is excellent but quietly delivered.

People appreciate you yet rarely advocate for you.

Strengths: depth, reliability.

Risk: under-recognition and slow career progression.

2. The Fragmented Achiever

You have many achievements, but they feel disconnected. Your message changes per context, making others unsure of your direction.

Strengths: broad experience.

Risk: lack of a unifying narrative that signals leadership.

3. The Emerging Voice

You have clarity about your strengths but still struggle to express them. Your story is forming but not yet refined.

Strengths: self-awareness, ambition.

Risk: inconsistent visibility.



4. The Strategic Communicator

Your narrative is sharp, credible and memorable.

You articulate value with ease and confidence.

Strengths: clear positioning.

Risk: becoming the brand's voice rather than its driver if you stop evolving.

5. The Trusted Leader

Your story aligns with your behaviour and your presence.

People know what you stand for and rely on your judgment.

Strengths: trust, consistency.

Risk: staying too much in your current frame instead of signalling your future.

6. The Influential Voice

The rare profile where clarity, narrative and presence reinforce each other. You shape conversations rather than follow them.

Others describe you the way you want to be known.

Strengths: reputation, impact, strategic visibility.

Risk: none, except complacency.

Where do you see yourself now?

Where do you want to be?

Self-awareness is the beginning of strategic presence.

Your leadership story becomes powerful the moment you decide to shape it.

13. The BrandVoice Transformation Journey

Before and After

A strong leadership brand is not built by adding more information. It is built by creating clarity.

The BrandVoice method transforms how leaders present themselves in three essential shifts. These shifts move your identity from fragmented to focused and your presence from passive to influential.

Shift 1

From unclear positioning to a sharp core

Before:

Your strengths are known but not clearly defined. People see what you do, yet not what drives you. Your message changes depending on the situation.

After:

Your identity is distilled into a clear set of values, drivers and differentiators. You can articulate what makes you unique in one confident sentence.

Your clarity becomes the foundation for every decision and opportunity.

Shift 2

From scattered facts to a strategic narrative

Before:

Your profile reads like a list of roles and responsibilities.

Achievements stand alone without a storyline that connects them.

Others struggle to understand where you are heading.

After:

Your experience is shaped into a cohesive story that signals direction.

Your narrative highlights impact instead of tasks.

Your vision becomes visible and compelling.



15. Your Strategic Roadmap

From Potential to Influence

A strong leadership brand is not built in one moment. It is built through intentional steps that turn clarity into narrative and narrative into presence.

This roadmap outlines the journey from where you are to where you want to be. It does not prescribe tasks. It defines the strategic shifts that shape reputation.

Step 1

Define your essence

- Identify what drives you.
- Clarify your values.
- Surface the strengths and differentiators that form your unique identity.

This becomes the core from which every decision, message and opportunity flows.

Step 2

Shape your narrative

- Translate your essence into a coherent story.
- Connect your past to your future direction.
- Frame your achievements in terms of impact.

Your narrative must make it unmistakably clear where you are heading.

Step 3

Align your communication

- Ensure that your story is reflected in every touchpoint: your profile your CV, your leadership bio, your introductions, your internal and external communication.

Alignment reduces friction and builds trust.



Step 4

Activate your presence

- Become visible at the right moments.
- Use platforms and interactions strategically rather than reactively.
- Let your story be felt, not just heard, in boardrooms, keynotes and conversations.

Presence is not about visibility. It is about intention.

Step 5

Shape your reputation

Reputation emerges when clarity, narrative and presence reinforce each other.

At this stage, people describe you the way you want to be known.

You become a reference point in your field.

Opportunities begin to find you.

Your roadmap is not linear.

It is iterative, evolving with your ambition.

The strength of your leadership brand lies in how well these steps connect.

Clarity fuels narrative.

Narrative drives presence.

Presence shapes reputation.

And this is how your story becomes influence.

16. Closing Note

Your Voice Shapes Your Future

Every leader carries a story.

But only those who shape it with intention turn their story into influence.

Clarity is the beginning.

Narrative is the structure.

Presence is the force that turns both into reputation.

When these elements align, your leadership becomes unmistakable.

People understand who you are.

They trust what you stand for.

They see the direction you are heading.

Opportunities follow naturally because your story makes them inevitable.

This guide has shown you the principles.

The transformation begins when you apply them to your own identity.

Your voice is not an accessory to your career.

It is a strategic asset that determines how high you can rise.

If you are ready to move from potential to presence

from expertise to recognition

from vision to reputation

I would be honoured to help you craft the story that unlocks your next chapter.

Your voice deserves to be heard. Let me shape it with clarity.

Schedule a strategic clarity call

A 30 minute session to understand your goals, assess your brand challenges and explore how the BrandVoice method can elevate your leadership presence.

→ Schedule your free 30 minute clarity call: fetzeweerstra@uniquevoice.nl

Your brand. Your voice. Your next level.



**“Because when
your story
becomes clear,
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