

YOUR BRAND - YOUR VOICE



From CV to Positioning

*Brand clarity & strategic storytelling for professionals
who want to be seen as they are meant to be seen*

By Fetze Weerstra - UniqueVoice

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



UniqueVoice

Your CV is not a formality

It is a moment that defines direction

There are moments in your career when you find yourself at a crossroads. You want to take the next step, change direction, step into a larger role, or move into an environment that better reflects who you are and what you bring. At that point, a CV often feels like a practical task. Something you simply need to prepare in order to move forward.

In reality, it is something else entirely.

Your CV is the **first threshold** you have to pass. The moment where someone decides whether you move forward or not. You either pass through it, or you remain standing in front of it. And that moment has more influence than most people realise.

It determines whether you are invited into the conversation, whether you are taken seriously at the level you aspire to, whether you are seen as you see yourself, or whether you remain framed by your past. That is why a CV is not a formality.

It is a **turning point**.

It shapes the opportunities you are given, the direction you take and, ultimately, the trajectory of your career. Not because a CV decides everything, but because it determines whether you are given the chance to show who you really are.

And that is exactly why the way you approach it matters. If you treat your CV as a record of what you have done, you miss the opportunity to show where you are going. That is where the difference begins.

Most CVs are written to describe the past.

The strongest ones are designed to make the future make sense.

That is where everything changes.



Not what you have done, but why you make sense

A CV is no longer just a summary of experience, education and skills. In practice, people are not selected because their past has been fully documented, but because they come across as **relevant, credible and aligned** within seconds. That is the moment when someone thinks: this fits, this makes sense, this is worth exploring.

That is why I do not see a CV as a traditional document, but as a **strategic positioning tool** that directly influences decision-making.

A strong CV is not an archive. It is a **decision-threshold reducer**. It enables someone to say “yes” faster and with greater confidence. Not by providing more information, but by making the right information land in the right way.

The core question is therefore not: what have you done?

The real question is: **why are you the logical next step?**

Why the traditional CV falls short

Most CVs are still written as if they need to be complete, structured and chronological. Accurate, thorough and neatly organised. But that is not how decisions are made.

Recruiters, hiring managers and stakeholders do not read CVs to know everything. They read them to understand, quickly, whether someone is relevant to what is at stake. They are not looking for completeness, but for **recognition**. Not for lists, but for **direction**. Not for tasks, but for a sense that this person understands the context and can create value within it.

That is why the perspective needs to shift. A strong CV does not present a career overview. It presents a trajectory.

From looking back to pointing forward

A strong CV does not merely reflect the past. It signals the future.

It shows how someone has evolved in scope, responsibility and influence. It makes visible where someone has strengthened their thinking, expanded their impact and deepened their contribution. It connects previous experience to future relevance.

As a result, a career no longer reads as a collection of roles, but as a coherent narrative with direction. That narrative builds trust.



Not what someone did, but what they set in motion

Most CVs describe activity. The real value lies in **impact**.

Did someone bring structure where there was complexity?

Did they accelerate progress where things stalled?

Did they build trust where it was lacking?

Did they reshape, stabilise or scale something that mattered?

Organisations do not hire people for tasks. They bring people in for what those individuals change, improve or enable. A strong CV makes that visible. It shows what became clearer, stronger, more effective or more aligned because of someone's presence. That is where real differentiation lives.

Precision over completeness

A strong CV is not complete. It is focused.

Especially at senior levels, not everything is equally relevant. The strength of a CV lies in selection. What supports your positioning? What reinforces your relevance for the next step? What can be removed without losing clarity?

What you leave out is just as important as what you include.

That precision creates clarity, and clarity creates confidence.

Context gives experience weight

Experience only gains real meaning when placed in context.

There is a fundamental difference between “experience in project management” and “experience in leading complex, international transformation programmes within politically sensitive environments.”

A strong CV does not only show what you can do. It shows **where, under what conditions** and at **what level of complexity** you have done it.

That is what makes experience credible.

Language plays a crucial role here. Words such as supporting, assisting or executing often diminish the perceived level of contribution. Senior professionals shape, align, decide, build and steer. A strong CV reflects that reality. It shows what someone influences, not just what they are involved in.



Results as proof, not as trophies

Results matter, but not as isolated achievements.

The value lies in relevance. The right example shows: this is the type of challenge this person can solve again.

That transforms results from a list of outcomes into **evidence of capability**. It strengthens the positioning instead of distracting from it.

From roles to challenges

Organisations rarely think in job titles. They think in challenges. Growth. Transformation. Integration. Cultural change. Operational excellence. Stabilisation.

A strong CV translates experience into those contexts. It shows where someone is at their best and what types of situations they are equipped to handle. That creates a much stronger and more direct alignment with what organisations actually need.

Impact is often created through others

At senior levels, value is rarely created individually.

It is created through people, systems and decisions.

Through building teams, aligning stakeholders, creating structure and enabling better performance at scale. A strong CV reflects that. It shows how someone creates impact **through others**, not only through personal execution.

That is what signals leadership.

Your CV is also a visual signal

A CV is not only what you say. It is also **how you present it**.

It is both a personal business card and a reputation document. In many cases, your CV is reviewed alongside dozens of others. That means the first impression matters.

A strong CV does not stand out because it is visually loud, but because it is **intentionally designed**. Through hierarchy, spacing, typography and structure, it guides the reader's attention and highlights what matters most.

Where a standard CV feels like a template, a well-designed CV feels like a **profile with clarity and intent**. Form supports content. It helps the reader understand faster, and more accurately, who you are and why you are relevant.



AI is a tool, not a substitute

Many professionals are now using AI to write or improve their CV. That is understandable and, when used well, valuable.

However, without the right direction, the outcome is often generic, diluted or overly broad.

AI can generate text. It cannot define positioning on its own.

A strong CV emerges from the combination of AI and **expertise**. Understanding positioning, branding, narrative and perception is essential. Knowing how to guide AI to produce not just content, but clarity, is where the difference lies.

Used correctly, AI accelerates the process. Used without direction, it reproduces the average.

A strong CV does not need to be loud

At senior levels, credibility does not come from exaggeration. It comes from clarity, precision and restraint.

A strong CV does not try to impress. It feels **inevitable**. As if the reader concludes: this person understands the context, has done this before, and can do it again. That is the highest form of persuasion.

It all starts with positioning

Every strong CV starts with clarity.

Who are you at your core?

What problems do you solve?

In what environments do you operate best?

Why are you the logical next step?

Only when that layer is clear does experience gain meaning.



Who this is for

This approach is for professionals who feel their current CV undersells them. For individuals ready for a next step, but still being read through the lens of their past. For those who do not just want a better document, but a profile that reflects their level, ambition and direction.

Executives, founders, senior managers and high-performing professionals who understand that being well-positioned is not optional, but essential.

My approach

I do not create CVs that simply summarise experience.

I translate experience, personality and ambition into a profile that aligns with the market you want to operate in. A document that makes clear who you are, what you bring and why you are relevant for what comes next.

The result is not just a better CV, but a stronger professional position. One that lowers the threshold for others to choose you.

A CV is not a record of the past.
It is a **first proof of your future**.

From insight to action

You have now seen a different way of looking at your CV.

Not as a document that needs to be updated,
but as a **positioning tool** that influences how you are perceived,
what opportunities you attract
and how quickly others decide to move forward with you.

The question is no longer whether your CV can be improved.

The question is whether it reflects
the level at which you want to operate.



What this means for you

If your current CV:

- still reads as a summary of your past
- undersells your actual level
- lacks a clear narrative or positioning
- does not reflect the environments you want to move into

then you are likely being read **below your potential**.

Not because you are not ready,
but because your positioning does not yet make that visible.

This is where I come in

I do not rewrite CVs.

I **reposition professionals**.

That means we do not start with your experience,
but with your direction.

We define:

- how you should be read
- what problems you are positioned to solve
- what level and context you belong in

And from there, we build a CV that:

- aligns with your ambition
- reflects your actual level
- creates clarity for decision-makers
- lowers the threshold for others to choose you

What you receive

A CV that is not just cleaner or more professional,
but **strategically positioned**.



A document that:

- communicates your value within seconds
- presents a coherent narrative
- aligns with your next step
- supports how you want to be perceived in the market

This is not about formatting. This is about **how you are understood**.

For whom this is relevant

This is designed for professionals who:

- are ready for a next step but are not yet seen that way
- operate at a higher level than their CV suggests
- want to move into more strategic, senior or impactful roles
- understand that positioning is not optional

Executives, entrepreneurs, senior managers and ambitious professionals who know that **how you are presented determines what you are considered for**.

An investment in positioning

A strong CV is not a cost. It is an investment in:

- how you are perceived
- the opportunities you access
- the level at which you enter conversations

Because the right positioning does not just improve your chances.

It changes the **type of opportunities** you are considered for.



If this resonates

If you recognise yourself in this,
and you want your CV to reflect the level you are ready for,
then I invite you to take the next step.

We start with a focused intake,
followed by a strategic translation of your profile
into a CV that aligns with your direction.

Final thought

You do not need a better CV.
You need a CV that makes it **easy for others to choose you**.

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Appendix

15 principles behind a CV that works

Most of these are not things you can “fix” in isolation.

They require a different way of thinking about how you present yourself.

1. **A strong CV does not explain where you have been, but why you are relevant now.**
2. **It does not start with experience, but with positioning.**
3. **Within seconds, it should make clear who you are, what you bring and why you fit.**
4. **It focuses less on tasks and more on what improved because of you.**
5. **It reads as a trajectory, not as a list of roles.**
6. **It is shaped by selection, not by completeness.**
7. **Experience only gains weight when placed in the right context.**
8. **Language should elevate your level, not reduce it.**
9. **Results serve as proof of relevance, not as isolated achievements.**
10. **It translates roles into the challenges you are equipped to solve.**
11. **It shows how you create value through others, not only through individual output.**
12. **It makes visible the influence you had on direction, pace, quality or alignment.**
13. **It creates clarity through structure, not noise through detail.**
14. **It is part of your personal brand, not a standalone document.**
15. **Every line should lower the threshold for someone to choose you.**

Closing note

Reading this will likely change how you look at your CV.

Applying it correctly is something else entirely.

Because a strong CV is not the result of better wording,
but of **clearer thinking, sharper positioning and intentional choices.**



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