



THE EXECUTIVE POSITIONING PLAYBOOK

*How to articulate your value so clearly
that the right opportunities find you*

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INTRODUCTION

The Problem Most People Don't See

You're qualified. You're delivering. But somehow, you're not advancing. You watch colleagues with less experience get promoted, see roles you could excel in go to others, and wonder what you're missing.

The unfortunate truth is that being good at your job is no longer enough. It's a fact of life that the professionals who rise aren't necessarily the most qualified, rather they're the ones who know how to position themselves strategically. They understand that visibility, clarity, and positioning now determine who gets shortlisted and who gets overlooked.

The gap is in how you communicate your value because most of the people I have ever worked with want to simply describe what they do – their job title, their responsibilities, their years of experience - without ever articulating why it matters or what becomes possible because of their work. This leaves decision-makers guessing about your value, and when people have to guess, they move on to someone whose value is immediately clear.

This playbook gives you the framework to change that. You'll learn how to articulate your value in a way that makes you memorable, positions you for leadership, and ensures the right opportunities find you. I'm not interested in spin or exaggerated self-promotion. It's strategic clarity that will make your expertise land with the people who need it.

What's Inside

This playbook teaches you The 3-Sentence Positioning Framework - a simple but powerful structure that will help you to articulate who you help, how you're different, and why it matters. You'll learn how to identify what makes you distinct without resorting to generic buzzwords, and you'll walk away with a positioning statement that you can use immediately across your LinkedIn profile, in interviews or on applications, and in networking conversations.



This is practical strategy and by the end of this playbook you'll have a clear, confident positioning statement that positions you for the roles and opportunities you deserve.

Time to complete: 20-30 minutes

What you'll walk away with: A positioning statement you can use today

Let's begin.



WHY POSITIONING MATTERS NOW

The Shift That No One Prepared You For

The rules of career advancement have changed, and most people are still playing by the old ones. Twenty years ago, doing excellent work and being reliable was enough. Your manager saw your contributions, understood your value, and advocated for you when opportunities arose. Advancement was largely determined by the people who worked directly with you.

Today, decisions about your career are increasingly made by people who don't work with you directly, be that recruiters scanning LinkedIn, hiring managers reviewing applications, or AI systems belonging to companies you have never heard of screening keywords on social media.

This fundamental shift means that your value must be immediately clear to strangers. You need to be able to articulate what you do, who you serve, and why it matters in a way that resonates in thirty seconds or less (usually much less!).

People continue to care about depth, but you must be able to earn their attention first, because in a world where hundreds of qualified candidates apply for the same role, where LinkedIn profiles blur together with identical buzzwords, and where hiring processes are increasingly automated, clarity has become a competitive advantage.

If someone has to work to understand your value, they won't. They'll move on to the next profile, the next candidate, or the next person whose positioning is immediately clear.

Your strategic communication will ensure that your expertise lands with the people who need it. Positioning is how you translate years of experience, technical expertise, and hard-won insights into language that signals leadership, strategic thinking, and measurable value.

So the professionals advancing fastest right now aren't necessarily working harder than you. They have simply learned to translate their experience into language that resonates with decision-makers. They know how to position themselves as the obvious choice for opportunities, rather than waiting to be discovered, and this playbook teaches you how to do the same.



If you're already wondering whether it's worth your time, consider what's at stake. Every week you spend unclear on your positioning is a week where:

- Recruiters scan past your LinkedIn profile without pausing
- Hiring managers read your CV without remembering you
- Colleagues get opportunities you're equally qualified for

Strategic positioning fixes this. It makes your value immediately recognizable, creates a memorable impression, and ensures that when the right opportunity appears, you're already positioned as the obvious choice.



THE 3-SENTENCE POSITIONING FRAMEWORK

How to Articulate Your Value in Three Clear Statements

Most people struggle to explain what they do because they lead with job titles or responsibilities rather than outcomes. "I'm a project manager" or "I work in HR" tells someone your function, not your value. These descriptions might be accurate, but they're instantly forgettable. They don't differentiate you, they don't create interest, and they certainly don't make anyone think *I need to remember this person*.

Strategic positioning flips this entirely. It starts with the problem you solve or the outcome you create, moves to how you solve it differently than others in your field, and ends with why that matters now, why your expertise is timely, urgent, and strategically valuable in today's landscape.

This three-sentence framework gives you a structure that works whether you're updating LinkedIn, interviewing for a role, or introducing yourself at a conference. Each sentence has a specific job to do, and together they create a positioning statement that's clear, confident, and memorable.

Here's how it works.



SENTENCE 1: THE OUTCOME STATEMENT

What you help people or organizations achieve, and in what context.

Your first sentence establishes who benefits from your work and what changes because of it. This is not about you, it's about the value that you create for others. Most people make the mistake of leading with credentials ("I'm a senior manager with 15 years of experience") or job duties ("I manage projects and coordinate teams"). These statements describe your professional role but they don't signal value.

Instead, your opening sentence should make someone think: "That's exactly what I need" or "That's the outcome I'm looking for." It positions you not as a job title, but as a solution to a specific problem or need.

The formula:

"I help [who] achieve [specific outcome] in/across [context or environment]."

Let's look at examples of before and after:

Before: "I'm a communications manager with 15 years of experience in international organizations."

After: "I help international organizations build communication strategies that engage diverse stakeholders across complex, multicultural environments."

Notice the difference. The "before" version tells you tenure and sector, but nothing about value. The "after" version immediately signals what becomes possible: communication strategies that actually work across cultures. Someone reading this knows instantly whether you're relevant to them. If they're struggling with stakeholder engagement in a multicultural context, you have just positioned yourself as exactly what they need.

Another example:

Before: "I'm a data analyst with experience in financial services."

After: "I help financial services firms turn complex data into strategic insights that drive investment decisions."



The second version is outcome-focused (strategic insights, better decisions) and context-specific (financial services, investment decisions). It positions you as someone who creates business value, not just someone who works with spreadsheets.

Another example:

Before: "I'm an HR professional specializing in talent development."

After: "I help fast-growth companies build leadership pipelines that scale without losing culture or cohesion."

Now you're not just "HR", you're someone who solves a specific, valuable problem that fast-growth companies face: how to scale leadership without chaos.

This first sentence positions you clearly, signals your value immediately, and makes it obvious who you serve. Get this right and you will have earned someone's attention. Get it wrong, and you've lost them before they reach sentence two.



SENTENCE 2: THE DIFFERENTIATION STATEMENT

How your approach is different from the typical solution, and what makes you uniquely capable.

Your second sentence answers the question every decision-maker is silently asking: "Why you and not someone else?"

This is where most positioning falls apart. People either skip differentiation entirely (assuming that their work speaks for itself) or they differentiate with meaningless buzzwords. Everyone claims to be passionate and results-driven – now don't get me wrong, if you are truly passionate about something then say it, but please don't use language that makes you cringe inside because it's not who you are. No-one will believe you.

Real differentiation comes from specificity. It comes from naming what you bring that others in your field typically don't, whether that's a unique combination of backgrounds (be careful about using the word unique), insider knowledge from working in a specific context, or a perspective that challenges conventional approaches.

The formula:

"Unlike [common approach or typical solution], I combine [your unique elements, background, or methodology]."

The "unlike" structure is powerful because it positions you against a standard practice, immediately making clear how you're different. You're not just describing yourself, you're also showing the gap you fill.

Example (continuing from the communications manager above):

After Sentence 1: "I help international organizations build communication strategies that engage diverse stakeholders across complex, multicultural environments."

Sentence 2: "Unlike traditional communications approaches that assume one message works everywhere, I combine behavioural psychology, cultural intelligence, and 15 years working inside the UN system to design strategies that are easy to understand in a variety of cultural contexts."



Now you have done something crucial: you have named the typical approach ("one message for everyone"), you have shown why it falls short (it doesn't work across cultures), and you have demonstrated what makes you different (behavioural psychology + cultural intelligence + insider UN experience). This is far from generic. It's highly specific, credible, and immediately differentiating.

Another example (data analyst):

Sentence 2: "Unlike analysts who simply present findings, I combine technical depth with strategic communication skills honed in high-stakes boardroom environments, translating complex data into narratives that actually influence executive decisions."

The differentiation here is clear: most analysts present data, but you translate it into decision-making narratives. You have also added credibility (boardroom experience) and outcome (influencing executive decisions).

Another example (HR professional)

Sentence 2: "Unlike generic leadership training programmes, I combine neuroscience-based coaching with practical frameworks from scaling three startups through hypergrowth, so that leaders develop capabilities that actually stick under pressure."

You have just separated yourself from every corporate training programme out there. You're not offering theory, you're offering neuroscience + real-world scaling experience + tools that work under stress.

This second sentence is where your unique value becomes undeniable so don't be modest and don't downplay what makes you different. This is your competitive advantage so name it clearly.



SENTENCE 3: THE URGENCY STATEMENT

Why this matters now, and what's at stake if the problem isn't solved.

Your third sentence connects your expertise to a current, urgent challenge. It shows that you're not just offering a timeless service, rather that you understand the specific pressures, shifts, and stakes your clients or employers face right now.

This is what separates strategic positioning from generic descriptions. Anyone can say "good communication matters" or "data analysis is valuable." But only someone who deeply understands the current landscape can articulate **why** their specific solution matters more now than it did five years ago.

The formula:

"In a world where [current challenge or shift], [who you serve] need [your solution or capability]."

The "in a world where" framing immediately signals that you're paying attention to context, that you understand the environment your clients operate in, and that your solution is timely, not generic.

Example (continuing from the communications manager):

After Sentences 1 and 2: "I help international organizations build communication strategies that engage diverse stakeholders across complex, multicultural environments. Unlike traditional approaches that assume one message works everywhere, I combine behavioural psychology, cultural intelligence, and 15 years working inside the UN system to design strategies that are easy to understand in a variety of cultural contexts."

Sentence 3: "In a world where remote work and AI are fragmenting how teams collaborate, organizations need communication strategies that rebuild trust, alignment, and shared purpose without relying on physical proximity."

Now you have positioned yourself as someone who gets it. You understand that remote work has changed the game, that AI is reshaping collaboration, and that old communication playbooks don't work anymore. Your expertise isn't just valuable, it's urgently needed.



Another example (data analyst):

Sentence 3: "In a world where data volume is exploding but executive attention is shrinking, firms need analysts who can cut through noise and deliver insights that actually drive action."

You have just named the exact tension that your clients feel, namely too much data and not enough clarity. Your positioning makes you the solution to that specific, current problem.

Another example (HR professional):

Sentence 3: "In a world where talent retention is more challenging than acquisition, companies need leadership development that creates cultures people actually want to stay in."

This connects your expertise to the current reality: hiring is easier than keeping people. You're positioning yourself as the solution to the real problem, not the surface problem.

This third sentence seals the positioning. It shows that you're strategic, timely, and deeply attuned to the challenges your audience faces. It makes your expertise feel essential, not optional.



PUTTING IT ALL TOGETHER

Your Complete Positioning Statement

Let's see how the three sentences work together as a cohesive statement:

Example 1 (Communications Manager):

"I help international organizations build communication strategies that engage diverse stakeholders across complex, multicultural environments. Unlike traditional approaches that assume one message works everywhere, I combine behavioural psychology, cultural intelligence, and 15 years working inside the UN system to design strategies that are easy to understand in a variety of cultural contexts. In a world where remote work and AI are fragmenting how teams collaborate, organizations need communication strategies that rebuild trust, alignment, and shared purpose without relying on physical proximity."

Notice how this reads as a strategic overview, not a resume summary. It positions the speaker as someone who understands context, sees gaps others miss, and offers a solution that's both timely and credible. This is the difference between describing what you've done and articulating the value you create.

Example 2 (Data Analyst):

"I help financial services firms turn complex data into strategic insights that drive investment decisions. Unlike analysts who simply present findings, I combine technical depth with strategic communication skills honed in high-stakes boardroom environments, translating complex data into narratives that actually influence executive decisions. In a world where data volume is exploding but executive attention is shrinking, firms need analysts who can cut through noise and deliver insights that actually drive action."

This positioning makes the speaker memorable. They're not "a data analyst" – they're someone who solves a specific, valuable problem in a way that others don't.



Example 3 (HR Professional):

"I help fast-growth companies build leadership pipelines that scale without losing culture or cohesion. Unlike generic leadership training programmes, I combine neuroscience-based coaching with practical frameworks from scaling three startups through hypergrowth, so that leaders develop capabilities that actually stick under pressure. In a world where talent retention is more challenging than acquisition, companies need leadership development that creates cultures people actually want to stay in."

Again, notice the specificity. This isn't generic HR work. This is someone who solves a very specific problem (scaling leadership without losing culture) in a distinctive way (neuroscience + startup experience) for a clear audience (fast-growth companies).

Now it's your turn.



YOUR POSITIONING WORKSHEET

Building Your 3-Sentence Statement

This section guides you through creating your own positioning statement. Take your time with this and if possible use a pen and paper to help your creative brain cells. The clearer you can be here, the more powerful your positioning will be.

STEP 1: DEFINE YOUR OUTCOME

Start by identifying who benefits from your work and what changes because of it. Don't think in terms of tasks (managing projects, writing reports, analyzing data). Think in terms of outcomes ie., what becomes possible because of your work that wasn't possible before?

Prompts to consider:

- Who is better off/benefits because of your work? (Be specific – "international organizations," "fast-growth startups," "healthcare executives," not just "companies" or "people")
- Which measurable changes do you create? (Better retention? Stronger stakeholder alignment? Clearer strategy?)
- What becomes possible that wasn't before? (Teams that collaborate effectively across cultures? Leaders who can scale without burning out? Organizations that adapt to change without chaos?)
- If your work disappeared tomorrow, what would break down or become harder?

Common mistakes to avoid:

- Being too broad ("I help people succeed")
- Describing tasks instead of outcomes ("I manage projects" vs "I help teams deliver complex initiatives on time")
- Leading with credentials instead of value ("I have 15 years of experience" vs "I help organizations achieve X")



Your outcome statement:

[Write your Sentence 1 here]

"I help _____ achieve _____
in/across _____."

STEP 2: IDENTIFY YOUR DIFFERENTIATION

What do you bring that others in your field typically don't? This might be a unique combination of backgrounds (UN experience + private sector, engineering + design, academic research + corporate practice), a distinctive methodology (neuroscience-based, human-centred design, data-driven storytelling), insider knowledge from a specific context, or a perspective that challenges conventional approaches.

The key is specificity. "I'm passionate" or "I care deeply" isn't differentiation as such - real differentiation comes from the unique combination of skills, experiences, or perspectives that you bring that others can't easily replicate.

Prompts to consider:

- Which combination of skills or experiences is rare in your field? (Most HR people don't have startup scaling experience. Most data analysts don't have boardroom communication skills. Most consultants haven't worked inside the organizations they advise.)
- What do you see that others in your field often miss? (Do you spot cultural dynamics that others overlook? Do you connect strategy to execution in ways others don't? Do you understand both the technical and human sides of a problem?)
- What is your approach when others in your field typically take a different path? (Do you start with empathy when others start with process? Do you question assumptions when others follow playbooks? Do you combine disciplines that are usually separate?)



- What have you learned from unusual career experiences that now gives you an edge? (Working across cultures? Navigating bureaucracy? Leading through crisis?)

Common mistakes to avoid:

- Generic buzzwords without being able to back it up ("innovative," "passionate," "results-driven")
- Describing yourself instead of your approach ("I'm a hard worker" vs "I combine X with Y to achieve Z")
- Being too modest (this isn't the time for understatement – if you bring something rare, name it)

Your differentiation statement:

[Write your Sentence 2 here]

"Unlike _____, I combine _____ to
_____."

STEP 3: CONNECT TO CURRENT STAKES

Why does your work matter more now than it did five years ago? What has shifted in your industry, in how work gets done, in the challenges your clients face, or in the broader landscape that makes your expertise timely and urgent?

This is about showing that you have an in-depth understanding of the environment in which your clients or employers operate. Every industry, every sector, every function is experiencing pressure from somewhere: technological disruption, talent shortages, changing regulations, economic uncertainty, remote work dynamics, generational shifts. Your job is to connect your expertise to the specific pressure point your audience feels most acutely.



Prompts to consider:

- What has changed in your industry or field in the last three to five years? (Remote work? AI? New regulations? Talent wars? Economic pressure? Globalization?)
- What are the new pressures your clients or employers face that didn't exist a decade ago? (Distributed teams? Rapid scaling? Retention challenges? Complexity? Speed?)
- What becomes possible (or impossible) if the problem you solve isn't addressed? (Teams fragment? Leaders burn out? Talent leaves?)
- What are people in your field talking about right now that creates urgency around your expertise? (If you're in HR, it might be retention. If you're in communications, it might be trust across remote teams. If you're in data, it might be signal vs. noise.)

Common mistakes to avoid:

- Being too generic ("In today's fast-paced world...")
- Overstating urgency in ways that feel manipulative
- Ignoring real shifts because they feel trendy (AI, remote work, etc. are real – don't pretend they're not)

Your urgency statement:

[Write your Sentence 3 here]

"In a world where _____, _____
need _____."



REFINING YOUR STATEMENT

Making It Sharper

You've drafted your three sentences, now refine them. This is where good positioning becomes great positioning.

Read your statement out loud. Does it sound like you or does it sound like (AI-generated) corporate copy? The best positioning statements feel natural, confident, and human. They don't sound like they were written by a committee or pulled from a LinkedIn template. They sound like something you would actually say to someone at a conference or in an interview.

Questions to ask as you refine:

- Is it specific enough? If you could swap in someone else's name and it would still be true, it's not specific enough. Your positioning should be unmistakably yours.
- Is it jargon-free? Industry terms are fine if your audience uses them but avoid buzzwords if you don't 'feel' them. "Innovative," "passionate," "synergy,"
- Does each sentence do its job? Sentence 1 should make someone think "That's valuable." Sentence 2 should make them think "That's different." Sentence 3 should make them think "That's timely."
- Is it credible? Don't overclaim. If you say that you have "transformed hundreds of organizations," you had better have done it. Credibility beats hyperbole every time.
- Would someone reading this understand what you actually do? Sometimes we get so focused on sounding strategic that we become vague. Your positioning should be clear enough that someone could explain it to a colleague after reading it once.



Common refinement moves:

- Cut unnecessary words. "I help organizations achieve better outcomes" can become "I help organizations achieve X." Remove "better," "more," "enhanced" – they're filler.
- Replace vague terms with specific ones. "Improve performance" could be "increase retention by 30%" or "reduce time-to-decision." Be concrete.
- Make sure "unlike" actually shows contrast. If your differentiation doesn't clearly contrast with a common approach, rewrite it.
- Test your urgency. Does sentence 3 actually name a current challenge, or is it generic? "In a fast-changing world" is weak. "In a world where remote work has eliminated the informal conversations that used to build trust" is strong.

Your refined positioning statement:

[Write your final, polished three-sentence positioning here]



WHERE TO USE YOUR POSITIONING STATEMENT

Immediate Applications

Now that you have your positioning statement, here's where to use it right away. Please do not treat this as a theoretical exercise. These are places where strong positioning can create immediate impact.

LinkedIn Headline

Your LinkedIn headline is the single most important piece of real estate on your profile. It appears every time you comment, post, or show up in search results. Most people waste this space with job titles and company names: "Senior Manager at XYZ Corp" or "Consultant | MBA." These headlines are functional, but they're forgettable.

Instead, use a condensed version of your positioning. Focus on who you help and what outcome you deliver, with a hint of differentiation if space allows. Your headline should make someone think "I need to click on this profile" or "This person might solve the problem I have."

Example transformations:

Before: "Senior Communications Manager | International Development"

After: "Helping International Organizations Build Communication Strategies That Work Across Cultures | 15 Years UN System"

Before: "Data Analyst | Financial Services"

After: "Turning Complex Financial Data Into Strategic Insights That Drive Investment Decisions"

Before: "HR Director | Talent Development"

After: "Building Leadership Pipelines That Scale Without Losing Culture | Neuroscience-Based Coaching"



Notice that these headlines immediately signal value, not just function. They tell you what the person creates, not just their job title.

Your LinkedIn headline has 220 characters. Use them wisely. Front-load with your core positioning, then add credentials or context if space allows.

LinkedIn About Section

Your About section is where your full three-sentence positioning belongs. Make it the first thing that someone reads when they click through to your profile.

Most people bury their value halfway down the About section after paragraphs of career history or personal background. By the time someone reaches the good stuff, they have already lost interest. Lead with positioning, then expand with proof points, credentials, and calls to action.

Structure your About section like this:

Paragraph 1: Your three-sentence positioning statement (exactly as you've written it)

Paragraph 2: Supporting evidence, credentials, years of experience, notable clients or projects, results you have achieved. This is where you back up the positioning with proof.

Paragraph 3: How you work - your approach, philosophy, or methodology. What is it like to work with you? What do people experience?

Paragraph 4: Call to action - how can someone connect with you, book a call, or learn more?

This structure works because it leads with value (positioning), supports it with credibility (evidence), humanizes it (approach), and makes it easy for someone to take the next step.



Interview Responses: "Tell Me About Yourself"

When someone asks "Tell me about yourself" in an interview, most people respond with a chronological career summary: "I started my career at Company X, then moved to Company Y, and now I'm here." This is boring, forgettable, and it positions you as a set of job titles rather than a solution to a problem.

Instead, lead with your positioning statement. Then selectively choose two or three examples from your career that illustrate it. This approach immediately frames you as strategic, outcome-focused, and clear about your value.

Example response:

"I help international organizations build communication strategies that engage diverse stakeholders across complex, multicultural environments. Unlike traditional approaches, I combine behavioural psychology with 15 years of insider experience in the UN system to design strategies that actually work across cultures. In a world where remote work is fragmenting how teams collaborate, this kind of strategic communication has become essential.

I developed this expertise initially working inside the UN across Europe and the Balkans, where I saw firsthand what happens when messages don't translate across cultural contexts. Since then, I have worked with organizations such as [X] and [Y] to redesign their stakeholder engagement strategies, and I have seen measurable improvements in both alignment and trust.

The role we're discussing here is exciting to me because [connect to the specific role and why your positioning makes you the right fit]."

Notice how this approach immediately establishes value, demonstrates strategic thinking, and makes the interviewer understand what you bring before you have even talked about specific jobs. Then the examples you choose reinforce the positioning rather than replacing it.

Cover Letters & Applications

Your opening paragraph in a cover letter should immediately establish your positioning so that you can connect it directly to the organization's needs. Show



that you understand what they're trying to achieve and that your expertise directly addresses it.

Example opening paragraphs:

"I am applying to this position because I help international organizations build communication strategies that engage diverse stakeholders across complex, multicultural environments, exactly the challenge that your team is facing as you expand operations across three new regions.

Unlike traditional communications approaches, I combine behavioural psychology with 15 years of insider UN experience to design strategies that actually work across cultures. I believe that this is particularly relevant now given that your recent restructuring will require rebuilding trust and alignment across newly distributed teams."

Yes, it's different, and I don't want to push you into overwhelm, but this opening does several things at once: it positions you clearly, it shows you understand their specific situation, and it demonstrates that you are already thinking strategically about their challenges. You have made yourself memorable in the first paragraph.

Then the rest of your cover letter can provide additional information about why you're applying, as well as evidence and specifics that back up the positioning. But you have already established value before they've finished the first paragraph, and you will have their attention.

Networking & Introductions

When you meet someone at a conference, an industry event, or a networking conversation and they ask "What do you do?", your positioning statement is your answer. Not your job title. Not your company name. Your positioning.

Most people respond with "I'm a senior manager at XYZ Corp" or "I work in HR." These answers end conversations. They don't create interest, they don't invite follow-up questions, and they don't make anyone think "I need to remember this person."



Your positioning statement on the other hand creates interest. It makes people ask "How do you do that?" or "We're actually struggling with that exact problem." It turns a forgettable interaction into a meaningful conversation.

Example:

Them: "What do you do?"

You: "I help fast-growth companies build leadership pipelines that scale without losing culture. Most training programmes don't account for the chaos of hypergrowth, so I combine neuroscience-based coaching with frameworks I developed scaling three startups. In a world where retention is harder than hiring, this kind of leadership development is essential."

Them: "That's interesting, we're scaling right now and our leadership team is stretched thin. How does that actually work?"

And now you're in a real conversation, not exchanging business cards and forgetting each other five minutes later.



EXAMPLES OF STRONG POSITIONING

What Good Positioning Looks Like in Practice

Let's look at several complete positioning statements from different fields to see how the framework works across contexts.

Example 1: Project Manager transitioning to Organizational Change Consultant

Before (typical language):

"Experienced project manager with 12 years in international development. Skilled in stakeholder management, budget oversight, and team coordination. Strong communicator with experience managing multicultural teams."

After (strategic positioning):

"I help international development organizations navigate large-scale transitions without losing momentum or stakeholder trust. Unlike traditional change management approaches that focus on process over people, I combine project

leadership experience from managing \$50M+ initiatives with emotional intelligence training to design transitions that actually stick. In a world where organizational restructuring has become constant, development agencies need change strategies that maintain delivery whilst rebuilding alignment."

Why this works: The "before" version lists skills but creates no differentiation. The "after" version immediately positions this person as solving a specific, valuable problem (transitions that work) in a way that's different (process + people) for a clear audience (international development). The UN/development background is implied and the stakes are clear.

Example 2: Marketing professional pivoting to fractional CMO work

Before:

"Marketing executive with 15 years of experience in B2B SaaS. Expertise in growth marketing, brand positioning, and go-to-market strategy. Proven track record of driving revenue growth."



After:

"I help B2B SaaS companies at the Series A-B stage build marketing functions that scale without burning cash. Unlike agencies that apply templated playbooks or full-time CMOs who cost \$300K+, I provide strategic marketing leadership on a fractional basis, bringing 15 years of experience taking SaaS companies from \$1M to \$20M ARR. In a world where capital efficiency determines which startups survive, companies need marketing strategies that grow revenue without growing headcount."

Why this works: The positioning is razor-sharp: stage (Series A-B), sector (B2B SaaS), problem (scaling marketing efficiently). The differentiation is clear (fractional vs. agency vs. full-time), the credentials are specific (\$1M to \$20M ARR), and the urgency connects to a real pressure point (capital efficiency). Anyone reading this immediately knows if this person is relevant to them.

Example 3: Legal professional moving into compliance and governance

Before:

"International lawyer with expertise in regulatory compliance, risk management, and corporate governance. Experience working with multinational corporations and NGOs."

After:

"I help multinational companies operating in emerging markets navigate complex regulatory environments without stalling growth. Unlike law firms that bill hourly and provide generic advice, I bring 12 years of in-house legal experience across Africa and Southeast Asia, designing compliance frameworks that actually work in high-risk, low-infrastructure contexts. In a world where regulatory landscapes shift monthly and enforcement is unpredictable, companies need legal strategies that balance compliance with operational agility."

Why this works: This positions the person as someone who solves a very specific problem (compliance in emerging markets) that most law firms don't understand (they haven't worked in-house in those contexts). The differentiation is built on real experience, not claims, and the urgency reflects the actual volatility of emerging market regulations.



Example 4: Technology professional transitioning into EdTech

Before:

"Software engineer with 10 years of experience in fintech and healthcare. Proficient in Python, cloud infrastructure, and agile methodologies. Passionate about using technology for social impact."

After:

"I help EdTech startups build learning platforms that scale across low-bandwidth, mobile-first environments. Unlike engineers who design for Western infrastructure, I combine technical expertise with direct experience deploying solutions in Sub-Saharan Africa and Southeast Asia, where 90% of users access education via smartphone on unreliable networks. In a world where 1 billion students lack access to quality education, EdTech needs to work where infrastructure is worst, not where it's best."

Why this works: The differentiation is based on real, scarce experience (building for low-bandwidth, mobile-first contexts). The outcome is clear (platforms that actually work in underserved markets). The urgency connects to a massive, current challenge (education access). This positioning immediately makes the person stand out in an EdTech hiring process.

Example 5: Executive Assistant evolving into Chief of Staff

Before:

"Executive assistant with 8 years supporting C-suite leaders in fast-growth startups. Highly organized, detail-oriented, and proactive. Strong communication and problem-solving skills."

After:

"I help CEOs of fast-growth companies translate vision into operational reality by acting as their strategic Chief of Staff. Unlike traditional executive assistants who manage calendars and logistics, I combine operational leadership with deep cross-functional fluency to drive execution on the CEO's top three priorities, ensuring that nothing critical falls through the cracks during hypergrowth. In a world where founder-CEOs are drowning in operational complexity, they need a strategic partner who can own outcomes, not just tasks."

Why this works: This repositions "executive assistant" into "strategic Chief of Staff" by focusing on outcomes (translating vision into reality) rather than tasks



(managing calendars). The differentiation is clear (strategic partner vs. task manager), and the urgency reflects a real pain point for founder-CEOs (drowning in complexity). This positioning makes the leap from EA to Chief of Staff feel logical and valuable.



NEXT STEPS

What to Do Now

You have a positioning statement. The next step is to use it, to test out how it feels when you read it out loud, and to pay attention to how others respond.

Start by updating your LinkedIn profile. Replace your headline with a condensed version of your positioning. Rewrite your About section to open with your full three-sentence statement. Make these changes today because the sooner your positioning is live, the sooner you will start benefiting from it.

Then pay attention to how people respond. Strong positioning creates clarity and people should immediately understand what you do and who you serve. If you're getting messages such as "I'm not sure I understand what you do" or "So you're basically a consultant?", your positioning isn't clear yet. Refine it.

If, on the other hand, you start getting messages like "This is exactly what we need" or "I want to learn more about your approach," your positioning is working. You are attracting the right people and repelling the wrong ones, which is exactly what good positioning should do.

Use your positioning in your next interview. Lead with it when someone asks "Tell me about yourself." Notice whether it changes the conversation, whether the interviewer becomes more engaged, and/or whether you feel more confident. Good positioning will help others to understand you *and* help you to understand yourself.

Test it in networking conversations. When someone asks what you do, give them your positioning statement and watch what happens. Do they lean in? Do they ask follow-up questions? Do they introduce you to someone who needs exactly what you offer? These are signs your positioning is resonating.

And remember that positioning is not static. As your career evolves your expertise deepens and the landscape shifts. Your positioning will evolve too. You might refine your target audience (from "companies" to "Series A startups"). You might sharpen your differentiation as you gain new experiences. You might update your urgency statement as new challenges emerge. This is normal. Positioning is a living thing, not a fixed statement.



But for now, you have a foundation. You have clarity about who you help, how you're different, and why it matters. This is more than most professionals ever articulate. Use it. Test it. Refine it. And watch what changes when your value is finally as clear to others as it's always been to you.

WOULD SOME PERSONALIZED FEEDBACK HELP?

Work With Me

This playbook gives you the framework, but positioning is nuanced. Sometimes you're too close to your own story to see what makes you distinct. Sometimes you know you're different but struggle to articulate it in a way that resonates. Sometimes your positioning is 80% there but needs expert eyes to get it to 100%.

If you would like personalized feedback on your positioning, your LinkedIn profile, or your broader career strategy, here's how we can work together:

The Executive Exposure Audit

A strategic working session where we look directly at your actual situation, your exposure, your transferable authority, and your narrative, and build a clear 30-day direction. You'll receive a recording of our session and a prioritized action plan grounded in what the market will actually pay for right now. Book [HERE](#)

1-on-1 Executive Coaching

For professionals navigating career transitions, stepping into leadership, or building consultancy practices. We work together over three to six months to clarify your positioning, strengthen your executive presence, and create a clear path to the roles you deserve. Let's have a conversation, just book a time [HERE](#)

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