BRAND MENTOR PROGRAMME

The Brandsparkle Brand mentor programme is an individual trajectory to guide entrepreneurs and mid to senior professionals towards an authentic positioning and strong leadership. It helps present themselves in a clear and distinctive manner, to get what they need in life and work. A strong personal brand brings clarity in who you are, what you stand for, and why it matters.

WHO IS YOUR MENTOR?

Since 2017, Kate Maat, Brandsparkle has helped entrepreneurs position themselves clearly and create space for success. With more than 30 years of experience in leadership and C suite roles across global luxury and commodity brands, she brings deep knowledge, a strong trackrecord and real insights. Kate believes every person is a brand, and a strong brand personal. By using proven strategies from top global brands, she helps refine and strengthen brands with honesty, warmth and care while giving clients the push they need to grow.

Validity 31-12-2026 Copyright: None of the content may be reproduced, stored in an automated database, or made public in any form or by any means, whether electronic, mechanical, by photocopying, recording, or otherwise, without the prior written permission of the creator, Kate Maat-Brandsparkle.

BRANDSPARKLE

A STRONG BRAND IS PERSONAL

WHY PEOPLE FOLLOW THE PROGRAMME

The Brandsparkle Brand Mentor Programme provides strategic branding guidance and future insights based upon scientific models, to help professionals thrive in business, career and life. We work on clarity, direction, and positioning, so you can better understand how you show up, and how to use that intentionally.

IT SUPPORTS YOU WITH:

- Navigating career transitions, including finding a new job, changing direction, starting as an entrepreneur, or regaining focus when your business feels off-track or when you're not attracting the ideal clients.
- Presenting yourself clearly and confidently in pitches, interviews, and presentations.
- Growing into stronger leadership after a promotion or entering management.
- Improving communication across platforms like your website or LinkedIn, plus receiving support, guidance, and honest feedback to help you launch, reset, or transition smoothly into your next role.

THE TRIPLE A EFFECT, WHAT PARTICIPANTS TAKE AWAY

1. A clear understanding of their personal brand and how it supports their success and happiness.
2. A personal brand narrative translated into a clear, authentic pitch.
3. A concrete next step toward their goal (new job, new direction, or improved positioning).

HOW THE PROGRAMME WORKS

- We define your objectives during a thorough intake session.
- We have five live one-hour sessions, just you and me.
- You receive a written actionable report after each session.
- You have direct advisory line, via call, e-mail or Whatsapp.

To conclude, you have discovered your personal brand, you know how to deliver your pitch, and your LinkedIn reflects not only who you are, but also what only you can bring to the table.

INVESTMENT
€ 1950,- excl. VAT

Mail info@brandsparkle.nl
or go to contact page

"This process helped me figure out my worth. It created my brand position from where I stand. Starting off with my values, for me this has longevity."