



Kath Clarke

LETSGO@KATHCLARKE.COM +61 (0) 419 002 370



- Created 75+ personal brand strategies, countless websites, paid advertising and social media strategies.
- Coached over 3000 people in workshops and programs that spanned Australia, New Zealand, and the UK.
- Spoken on stage to audiences of hundreds in Portugal, London, New Zealand and Sydney.
- Been an Optus and MyBusiness Awards Judge for three consecutive years.

Kath Clarke

PERSONAL BRAND STRATEGIST

**Create a fully aligned personal brand.
Build a work-life around your life's work.**

Kath is not a personal development coach, influencer, brand strategist, or even a business or career coach, but she is a bit of all of them! Her own meaningful, enjoyable and fulfilling work life has been crafted from where these skills overlap.

Kath believes that what you can articulate about yourself, is usually only half the story, because by the time we are middle-aged, we have forgotten who we truly are! We are born, then life happens! Cultural expectations, work, and life demands 'masks' that we put on, just to fit in.

But all that 'masking' can lead to massive unfulfillment (cue the #greatresignation). The pandemic gave many people time to connect with themselves again only to find they are hugely unhappy, but unable to articulate what would actually make them happy! And they don't know that, because they are disconnected from their true unique gifts.

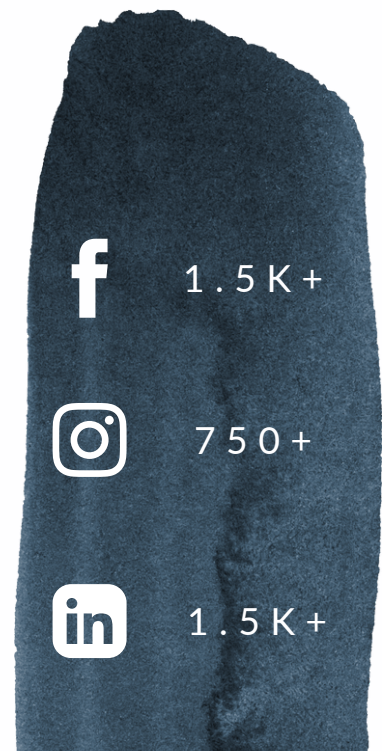
KATH HAS A GIFT OF BEING ABLE IDENTIFY WHAT WILL CREATE A TRULY MEANINGFUL WORK-LIFE FOR YOU.

She answers your 'why am I here' question, by extrapolating your intrinsic value proposition and unique offering.

Honing in on your basic sense of purpose and meaningful self with a sense of clarity and charisma, she packages it in a clear simple communicable way. Kath believes there are four components to really owning your uniqueness confidently.

- Understanding your unique contribution
- Embodying your uniqueness. Showing up as it.
- Placing it in the right context for the best results
- And being able to communicate it confidently.

She has a few playful, fun analogies including superheroes and rock climbers to illustrate these four states, which she explores in more depth in her service suite as a Personal Brand Strategist.



Kath works with High Potential Corporate talent, Consultants, and Coaches, to:

- Increase job satisfaction, overall work enjoyment and fulfilment.
- Connect to, or optimise their company's purpose
- Help them show up more authentically to others so they can improve/build/harness relationships
- Have the confidence to influence change in their workplace or life.



SHE HAS A BACKGROUND INCORPORATING JOURNALISM/ TV PRODUCTION, DIGITAL MARKETING, SALES TRAINING, BUSINESS AND BRAND CREATION



Her background gives her a broad field of experience and adaptability across industries, so she has hands-on experience of what it takes to create authentically influential leaders.

Kath's intuitive gift of tapping into the passion of her clients empowers them to understand their unique contribution and confidently own their difference.

Her clients have used their Impact Alchemy to inform the creation of corporate leadership programs, getting seats on a board, writing books or keynote speeches, or just being able to ask for what they (really) want at work!

SPEAKING

Kath is a keynote speaker having taken to stages in Portugal, London, Sydney, Melbourne, Perth, Brisbane and regional Victoria.

Kath is a flexible speaker, able to adapt to her audience with relevant, contextual learning opportunities. She is vibrant, funny, and accessible in her willingness to be raw and real.

SHE'S BEEN DESCRIBED AS

**"EFFERVESCENT" "HILARIOUS"
"THOUGHT-PROVOKING" "POWERFUL".**



"Incredible workshop with Kath! Refreshing, fun and so many golden nuggets to take away ❤️"



Tracie Maree

Facebook review



"Kath is a bundle of energy and has a wealth of knowledge to share about marketing and reaching the "right customer" in business! She has a natural flare for articulating the next steps to take in business. Very grateful for her time and positive vibes ♥♥♥"



Aneta Pazeski

Facebook review

DEMOGRAPHICS



80% FEMALE

20% MALE

Followers of Kath are educated and come from career or consultancy backgrounds.

80% are female with a median age of 43.

Majority are higher to middle class and earning over \$100,000 AUD.



WHAT PEOPLE ARE SAYING ABOUT KATH

It has been something like a magical process. What you have done is help me see who I am. You've taken the inner work I've done on putting a light on my internal values and mission, and given it a flashlight for me to use to shine it outward professionally.

-SARAH OCKENDEN, COO, ITAD

Wow that is just magical. You are truly gifted & I really am indebted to you for this whole experience. I'm speechless. It is the most beautiful thing I have ever done for myself. I feel like I am reading my own life story, but I feel like it's an amazing book I can't put down. I cannot wait to put myself out there!

-HELEN BRYANT, LEADERSHIP CONSULTANT, NHS

I have gained clarity of my brand, our competencies and our values, which I have struggled to truly articulate to this depth for years. Kath led me through high-value activities that revealed and led me back to my truth, vision and passion and then, of course, she used her magic to bring into reality a document that provided me with the way forward. I actually have an Impact strategy that means something to me

-RACHAEL BUCKLAND, DIRECTOR, CAREER SHIFT

WHERE HAS KATH BEEN FEATURED?

