

Self-Assessment: **Personal Brand - Executive Presence**

Instructions: Read the statements and rate yourself honestly.

5= Always 4=Most of the time 3= Half of the time 2=Sometimes 1 = Never

EXPRESS POSITIVE CONFIDENCE	SCORE (5-1)
I take pride in my appearance and show up ready and appropriate for the occasion.	
I think people are glad to see me walk in and are happy to interact with me.	
I listen to others and communicate in a way that helps me connect with them.	
I express my needs firmly but calmly. I'm not quick to anger.	
I believe in my ability to adapt and can change course without getting rattled.	
DEVELOP A STRONG NETWORK	
I care about others and actively network with people in my company, industry, and community.	
I speak up in meetings even when senior managers are present; or as a senior manager, I call on others to speak.	
I believe in my own success plan and encourage and support others for their success.	
I am a strong public speaker and storyteller. I turn my experiences into valuable and manageable lessons to hold my audiences' attention.	
I communicate with clarity and properly prepare for presentations and meetings.	
BE REMEMBERED	
I am self-assured but not arrogant.	
I am trustworthy because people find my actions are consistent and reliable.	
I have great integrity because my actions are aligned with my beliefs and promises to those around me.	
I love to have fun and my goal is to lift up others and make them feel great.	
I passionately live with intention and want to be remembered for how I helped others.	
TOTAL SCORE: Add up all of your scores	

If you scored 50 or higher: Congratulations! Is there one area you'd still like to improve?

If you scored between 25 and 49: You're on your way! Pick two items to work on this year.

If you scored 25 or lower: We've some work to do! Let's talk about coaching and additional resources.