LEADERSHIP EVALUATION TOOLKIT

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Congratulations! You have taken the first step toward becoming a better leader, and a more successful version of yourself.

One of the biggest misconceptions I find people have about leadership is they believe it’s something you’re either born with, or not. This couldn’t be further from the truth.

Leadership is a skill. Just like any skill, it needs to be learned and developed over time. Sometimes your employer will take charge of your leadership development. Most of the time, they won’t.

Many of the great leaders and mentors you look up to have dedicated time, resources and energy into developing their skill as a leader.

Maybe they worked on building their leadership brand and reputation. Perhaps they improved their communication so they could express their vision and ideas in a compelling way. Or maybe they learned how to build better relationships with their team, stakeholders and clients across the globe.

No matter where you are in your career, whether you’re an emerging leader or a current leader, improvement in all of these areas can be made.

To help you, I have developed the Leadership Evaluation Toolkit. It focuses on seven important areas of leadership:
1. Your mindset
2. Your presence
3. Your communication
4. Your networking & relationships
5. Your credibility
6. Your online presence
7. Your global reach

When you complete the evaluation on the following pages, you will have a better idea as to how close you are to becoming a great leader. You will know what areas you need to work on and what areas you don’t.

Leadership is absolutely within your reach. You are not alone. I am here to help.

Are you ready to get started?

Warmest wishes,
Kara
LEADERSHIP EVALUATION TOOLKIT

MINDSET
Circle the answer that best reflects how you feel. Add up your total score.

Q1. I truly believe that I deserve the success I’ve created.
   • Not at all. I don’t believe I deserve the success I have. (0 points)
   • Sometimes I feel I deserve this success. (1 point)
   • Most of the time I feel I deserve this success. (2 points)
   • Absolutely! I worked for it. I earned it. It’s mine! (3 points)

Q2. I know what my strengths, weaknesses and values are.
   • Not at all. I’ve never thought about this. (0 points)
   • Somewhat. I’ve done a little looking into this. (1 point)
   • Mostly. I have thought quite a bit about this and I’ve even done various surveys. (2 points)
   • Completely. I have a very high-level of understanding about my strengths, weaknesses and values. (3 points)

Q3. I am in touch with my passions, goals and vision.
   • Not at all. I’ve never put thought into this. (0 points)
   • Somewhat. I sometimes think about this but still have a vague idea as to what they are. (1 point)
   • Most of the time. I’m pretty clear about what they are most of the time. (2 points)
   • Absolutely! This is all crystal clear to me. (3 points)

Q4. I can overcome my limiting beliefs that can stop me from achieving the success I desire.
   • Not at all. I don’t even know what limiting beliefs are. (0 points)
   • Somewhat. I know I have some beliefs that stop me, but I’m not sure how to overcome them. (1 point)
   • Often. Most of the time I can overcome my limiting beliefs. (2 points)
   • Absolutely! I never let my limiting beliefs stop me. (3 points)

Q5. I have confidence in myself as a leader.
   • Not at all. I don’t know why others would see me as a leader. (0 points)
   • Somewhat. Sometimes I feel that I’m leadership material. (1 point)
   • Most of the time. About 70-80% of the time, I feel that I am a leader. (2 points)
   • Absolutely! I always feel that I’m a leader. (3 points)

TOTAL MINDSET SCORE ________/15
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PRESENCE
Circle the answer that best reflects how you feel. Add up your total score.

Q1. I know exactly how others perceive me.
   • Not at all. I have no idea how others perceive me. (0 points)
   • Somewhat. I have some idea about how others perceive me. (1 point)
   • Mostly. I have a high-level of insight into how others perceive me. (2 points)
   • Completely. I know exactly how others perceive me. (3 points)

Q2. I know how to create the first impression that I want.
   • Not at all. What is a first impression and how do you create it? (0 points)
   • I have a little understanding about how to create the first impression I want. (1 point)
   • I have a fairly good level of understanding about first impressions and I am pretty good at creating the first impression I want (2 points)
   • I have a very deep understanding about first impressions and I know exactly how to create the first impression I want (3 points)

Q3. I consciously choose outfits that communicate my leadership brand.
   • I never think about this when choosing what to wear (0 points)
   • Occasionally (1 point)
   • Often (2 points)
   • Always (3 points)

Q4. I am conscious of my body language and can use it to engage and influence.
   • Never. I never think about my body language (0 points)
   • Occasionally (1 point)
   • Often (2 points)
   • Always. I know exactly how to use body language to engage and influence. (3 points)

Q5. I can adjust the speed, tone and volume of my voice to command attention when I need to.
   • Never - I always feel intimidated (0 points)
   • Occasionally (1 point)
   • Often (2 points)
   • Always (3 points)

TOTAL PRESENCE SCORE ________/15
LEADERSHIP EVALUATION TOOLKIT

COMMUNICATION

Circle the answer that best reflects how you feel. Add up your total score.

Q1. In business meetings, I can speak in a clear, structured way when I’m expressing my opinions or ideas.
   • Never. I sound like a mess when I talk. (0 points)
   • Occasionally. In some situations I can speak in a clear, structured way. (1 point)
   • Often. Most of the time I can speak in a clear, structured way. (2 points)
   • Always. I always speak in a clear, structured way. (3 points)

Q2. I feel comfortable using the other person’s name in conversation.
   • Never. I never use the other person’s name in conversation. (0 points)
   • Occasionally. I try to use the other person’s name but it feels awkward. (1 point)
   • Often. I often use the other person’s name in conversation. (2 points)
   • Always. I always use the other person’s name in conversation and I’m confident using it. (3 points)

Q3. I feel comfortable jumping into conversations.
   • Never. It’s too daunting to jump into a conversation. (0 points)
   • Occasionally. I will jump into a conversation, but it’s rare. (1 point)
   • Often. I feel comfortable jumping into a conversation. (2 points)
   • Always. I have no problem jumping into conversations. It’s not daunting at all. (3 points)

Q4. I can set boundaries and say “no” if somebody is asking too much of me.
   • Never. I cannot set boundaries at all. (0 points)
   • Occasionally. There are times when I’ve set boundaries, but I do find it difficult. (1 point)
   • Often. Most of the time I can set boundaries and say “no”. (2 points)
   • Always. I never have difficulty setting boundaries or saying “no”. (3 points)

Q5. I am comfortable giving and receiving feedback, even if it’s negative.
   • Never. I don’t like feedback and avoid it. (0 points)
   • Occasionally. It’s rare that I’m comfortable with feedback. (1 point)
   • Often. I am generally comfortable giving and receiving feedback. (2 points)
   • Always. I have no problem giving and receiving feedback, even if it’s negative. (3 points)

TOTAL COMMUNICATION SCORE ________/15
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CREDIBILITY

Circle the answer that best reflects how you feel. Add up your total score.

Q1. I have received an award or have been publicly recognised for my achievements.
   • Not yet (0 points)
   • Once (1 point)
   • Multiple times (2 points)

Q2. I have been asked to take on a leadership role in a community, charitable or a professional association.
   • Not yet (0 points)
   • Yes, one time only (1 point)
   • Yes, multiple times (2 points)

Q3. I share my expertise by speaking publicly.
   • Not yet (0 points)
   • On average, once a year (1 points)
   • On average, a few times a year (2 points)
   • Every month (at least) (3 points)

Q4. In my bio, I have recognisable affiliations (clients I’ve worked with, places I’ve spoken).
   • Not yet (0 points)
   • One (1 point)
   • Two to four (2 points)
   • Four or more (3 points)

Q5. I have been interviewed or have written for publications that are well-known in my field.
   • Not yet (0 points)
   • One publication (1 point)
   • Two to three publications (2 points)
   • Four or more publications (3 points)

Q6. People come to me for advice about my area of expertise.
   • Never (0 points)
   • Sometimes (1 points)
   • All the time (2 points)

TOTAL CREDIBILITY SCORE _______/15
LEADERSHIP EVALUATION TOOLKIT

NETWORKING & RELATIONSHIPS
Circle the answer that best reflects how you feel. Add up your total score.

Q1. I initiate new connections (e.g. LinkedIn, networking events, referrals).
   • Never. I never initiate connections (0 points)
   • Rarely. Probably a couple of times a year. (1 point)
   • Often. Probably every month or so. (2 points)
   • All the time. Every week I spend time doing this. (3 points)

Q2. I am strategic about who I connect with.
   • Not at all. I connect with anybody (0 points)
   • Sometimes I connect with people strategically (1 point)
   • Often. I often research and decide who I want to connect with (2 points)
   • Always. I will always connect with people who can help me in some way (3 points)

Q3. When I meet someone for the first time, I know how to get them to know me, like me and trust me.
   • Not at all (0 points)
   • Maybe (1 point)
   • Fairly confident about this process (2 points)
   • Very confident. I know exactly how to get others to know, like and trust me (3 points)

Q4. I am recommended for business opportunities by people I know.
   • Never (0 points)
   • Once a year (1 point)
   • Every 3-6 months (2 points)
   • Every month (at least) (3 points)

Q5. I am already connected with influential people in my field.
   • Not yet (0 points)
   • Only one influencer (1 point)
   • Two influencers (2 points)
   • Three or more influencers (3 points)

TOTAL NETWORKING & RELATIONSHIPS
SCORE _______/15

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Q1. On my preferred social network, I have at least:
• 0-500 followers (0 point)
• 500+ followers (1 point)
• 1,000+ followers (2 points)
• 10,000+ followers (3 points)

Q2. On my e-mail list, I have at least:
• 0-500 subscribers (0 point)
• 500+ subscribers (1 point)
• 1,000+ subscribers (2 points)
• 10,000+ subscribers (3 points)

Q3. I post information such as articles, quotes, or tips on my social media channels.
• Never (0 points)
• Every 6 months (1 points)
• Every month (2 points)
• At least every week (3 points)

Q4. I have a website for my business or personal brand.
• Not yet (0 points)
• It’s in progress (1 point)
• Yes, but I don’t love it. (2 points)
• Yes, and I love it. (3 points)

Q5. I have testimonials from current or past clients about what it’s like to work with me.
• Not yet (0 points)
• 1 testimonial (1 point)
• 2 -5 testimonials (2 points)
• 5 or more testimonials (3 points)

TOTAL ONLINE SCORE ________/15
GLOBAL REACH

Circle the answer that best reflects how you feel. Add up your total score.

Q1. I have a high-level of understanding about my own cultural traits.
• Not at all. It's not something I've ever thought about. (0 point)
• Somewhat. I am familiar with some of my cultural traits. (1 point)
• Mostly. I am fairly knowledgeable about my cultural traits. (2 points)
• Absolutely. I am very knowledgeable about my cultural traits. (3 points)

Q2. I can adapt my communicate style so it suits different cultures.
• Not at all. I never change how I communicate. (0 point)
• Somewhat. I occasionally do this, but most of the time I don't. (1 point)
• Mostly. Most of the time I make an effort to do this. (2 points)
• Absolutely. I always adapt my communication style for different cultures. (3 points)

Q3. I am good at developing trust with others from different cultures.
• Not at all. People from different cultures never trust me. (0 point)
• Somewhat. Occasionally I can develop trust with others from different cultures. (1 point)
• Mostly. I generally don’t have difficulty developing trust with people from different cultures. (2 points)
• Absolutely. I never have difficulty developing trust with people from different cultures. (3 points)

Q4. I reach out on a regular basis to keep communication open with people in different offices.
• Not at all. I never reach out. (0 point)
• Somewhat. Occasionally I reach out to people in different offices. (1 point)
• Mostly. I'm pretty good at this. (2 points)
• Absolutely. I always block out time in my calendar to do this. (3 points)

Q5. I embrace the input from others whose background and experience differ from mine.
• Not at all. (0 point)
• Somewhat. I am occasionally open to input from people with a different background. (1 point)
• Mostly. Most of the time I am open to input from people with a different background. (2 points)
• Absolutely. I highly value input from others with a different background and actively seek it out. (3 points)

TOTAL GLOBAL REACH SCORE ________/15
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**TOTAL**
Add up your total scores for each category.

Total Mindset Score

Total Presence Score

Total Communication Score

Total Credibility Score

Total Networking & Relationships Score

Total Online Score

Total Global Reach Score

**TOTAL SCORE**

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UNDERSTANDING YOUR SCORE

Scores of 0 to 35 - Discovery Stage.
You’re discovering what skills you need to become a leader. You’re in the early stages, so remember to focus on the small steps you need to take.

Scores of 36 to 70 - Starting to Make the Shift.
You have taken the necessary steps to build leadership skills and you have started to become recognised as somebody who is leadership material. There is still work to do, so stay committed and continue improving.

Scores of 71 to 90 - Established Leader.
You have become somebody who is widely recognised as a leader in your field. You have already put in a lot of effort into building your leadership presence, reputation and skill, however there is still some work to do. Don't give up yet. You're nearly there!

Scores of 91 to 105 - Expert Level Leader.
You are recognised as somebody who is a great leader, even across cultures. You have a created a solid leadership ability and reputation. Great work! Now you need to nurture your skills so you don’t lose them.
WHAT’S YOUR NEXT STEP?

The purpose of this questionnaire is to help you understand where you are on your leadership journey. It’s likely there is still work that you need to do. That’s okay.

Remember, nobody is born a leader. Leadership is a skill and an ability that you must learn, grow into and develop. You have to have the desire to start (clearly you do since you completed this questionnaire), and know where to look for the resources to support you.

There are a number of ways you can learn more about leadership development and improve your leadership ability. At Executive Impressions, we are dedicated to helping people become better leaders, and in doing so, a more successful version of themselves.

You can check out our online video courses.
- **Business Etiquette 101: Social Skills for Professional Success**
- **Leadership Presence 30 Day Challenge**
- **Powerful, Confident Body Language for Women**

You can register for our leadership workshops (send us a request if you’d like to see them in your city).
- **Leadership Presence Masterclass: Gain Momentum to Move Into Leadership**
- **Leadership Communication Masterclass: Assertiveness Skills for Clear, Confident Communication**

You can enquire about working with Kara Ronin, the founder of Executive Impressions, in a one-on-one coaching program. Request your free 30-minute online consultation by completing this form.

If none of these options suit you right now, then take a browse through the 100+ free articles on the Executive Impressions website. You might find the exact advice you’re looking for.

Thank you for completing this Leadership Evaluation Toolkit. I hope it was an enlightening experience for you.

Warmest wishes,
Kara

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BONUS LEADERSHIP QUESTIONNAIRE

Q1. Please describe where you are currently in your career or business.
______________________________________________________________________________________
______________________________________________________________________________________

Q2. Where do you ultimately want to be with your career or business?
______________________________________________________________________________________
______________________________________________________________________________________

Q3. What do you need to do to get to where you want to be? (e.g. more training/education, more experience, stronger brand and reputation, more confidence)
______________________________________________________________________________________
______________________________________________________________________________________

Q4. What is holding you back? Please list any skill shortage, gaps, thoughts or mindset blocks that you feel are getting in the way of you moving forward.
______________________________________________________________________________________
______________________________________________________________________________________

Q5. How would it make you feel if you did overcome things that are holding you back and you achieve the level of success you desire?
______________________________________________________________________________________
______________________________________________________________________________________

Based on your above responses, what can we do to support you in achieving this? We would love to help you move forward on your leadership journey!

Please let us know by e-mailing contact@executive-impressions.com.
Thank you!

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