

Executive Presence Self-Assessment

A leader with executive presence naturally commands attention, making their influence tangible and impactful. This compelling quality inspires trust and confidence, empowering others to believe in their leadership.

Executive presence is supported by gravitas, communication, and appearance. This tool looks into the traits behind these three pillars, providing insight not only to your current state, but also how you'd like to improve on each trait.

Instructions: Identify how to build your executive presence through the traits under gravitas, communication, and appearance. For each trait, rate yourself from 1 to 10 by drawing a circle, with 1 as poor and 10 as outstanding. Write down where you currently stand for that trait. Then, identify your ideal rating by circling a number that best represents the growth you want. Finally, write clear, specific goals for how you want to improve in that trait. Use concrete and observable descriptions, not vague terms—these will help you measure your progress.

Gravitas

Confidence

A state of mind that shows self-assurance and composure. You are sure of yourself and your abilities, confident in taking the ship from sea to shore.

Not to be confused with self-importance.

CURRENT RATING

1 2 3 4 5 6 7 8 9 10

YOUR IDEAL RATING

1 2 3 4 5 6 7 8 9 10

DESCRIBE YOUR CURRENT SELF.

WHAT DOES YOUR IDEAL CONFIDENT SELF LOOK LIKE?

Decisiveness

The ability to navigate through problems efficiently and effectively, making conclusive and informed decisions people can bank on with little to no room for doubt.

CURRENT RATING

1 2 3 4 5 6 7 8 9 10

YOUR IDEAL RATING

1 2 3 4 5 6 7 8 9 10

DESCRIBE YOUR CURRENT SELF.

WHAT DOES YOUR IDEAL DECISIVE SELF LOOK LIKE?

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Inclusiveness

To be inclusive is not just diversity, but is also engaging everyone in your team across conversations, information, and rewards.

Showing inclusiveness means all the members in your team feels appreciated and supported.

CURRENT RATING

1 2 3 4 5 6 7 8 9 10

YOUR IDEAL RATING

1 2 3 4 5 6 7 8 9 10

DESCRIBE YOUR CURRENT SELF.

WHAT DOES YOUR IDEAL INCLUSIVE SELF LOOK LIKE?

Respect for others

Acknowledging others with courtesy, dignity, and acceptance even if you don't see eye to eye. Genuinely respecting others also means understanding their perspectives, experiences, and choices on a deeper and more meaningful level.

CURRENT RATING

1 2 3 4 5 6 7 8 9 10

YOUR IDEAL RATING

1 2 3 4 5 6 7 8 9 10

DESCRIBE YOUR CURRENT SELF.

WHAT IS YOUR IDEAL IMAGE IN SHOWING RESPECT FOR OTHERS?

Vision

How you see the future for your team/ department in the organisation and the steps you take to reach it. Plans are in place and are communicated decisively. Actions taken are not aimless and meant to serve as a stepping stone to a greater, more meaningful purpose.

CURRENT RATING

1 2 3 4 5 6 7 8 9 10

YOUR IDEAL RATING

1 2 3 4 5 6 7 8 9 10

WHAT IS YOUR VISION? HOW DO YOU COMMUNICATE IT?

HOW DOES YOUR IDEAL SELF ACT WITH THEIR VISION IN MIND?

Integrity

Decisions and actions are made responsibly, honestly, and justly. Strong moral principles such as accountability, fairness, respect, and impartiality are observable and consistent through words and actions.

CURRENT RATING

1 2 3 4 5 6 7 8 9 10

YOUR IDEAL RATING

1 2 3 4 5 6 7 8 9 10

WHAT ACTIONS DESCRIBE YOUR CURRENT LEVEL OF INTEGRITY?

WHAT IS THE IDEAL IMAGE OF INTEGRITY FOR YOURSELF?

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Communication

Speaking ability

Communicates purposefully and in an engaging, persuasive way. Thoughts are well-articulated with the right vocabulary, your voice does not waver, body language is consistent with words, and eye contact is maintained.

CURRENT RATING

1 2 3 4 5 6 7 8 9 10

YOUR IDEAL RATING

1 2 3 4 5 6 7 8 9 10

HOW WOULD YOU DESCRIBE YOUR SPEAKING ABILITY?

WHAT DOES YOUR IDEAL SELF HAVE IN TERMS OF COMMUNICATION SKILLS?

Command of the room

The ability to navigate, adapt, and connect with their audience. Leading conversations and meetings with purposeful communication, confidence, humour, and timing — both in-person and online.

CURRENT RATING

1 2 3 4 5 6 7 8 9 10

YOUR IDEAL RATING

1 2 3 4 5 6 7 8 9 10

HOW WOULD YOU DESCRIBE YOUR COMMAND OF THE ROOM?

HOW DOES YOUR IDEAL SELF CHANNEL COMMAND OF THE ROOM?

“Listen to Learn” orientation

With active listening, a leader does not insist on their choices. Instead, time is taken to listening, acknowledging, and learning from others, taking into consideration other perspectives before making a final decision.

CURRENT RATING

1 2 3 4 5 6 7 8 9 10

YOUR IDEAL RATING

1 2 3 4 5 6 7 8 9 10

WHAT ACTIONS DESCRIBE YOUR CURRENT LEVEL FOR THIS TRAIT?

WHAT IS THE IDEAL IMAGE OF YOURSELF WITH THIS TRAIT?

Ability to read the audience

Sensing the energy of those around you by observing body language and general mood. Responds appropriately to their audience's mood and tone.

CURRENT RATING

1 2 3 4 5 6 7 8 9 10

YOUR IDEAL RATING

1 2 3 4 5 6 7 8 9 10

HOW WOULD YOU DESCRIBE YOUR ABILITY TO READ THEIR AUDIENCE?

WHAT CAN YOUR IDEAL SELF DO WITH SENSING THE ENERGY IN THE ROOM?

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Authenticity

Actions and decisions are consistent with their words. Moreover, the leader is unafraid to communicate vulnerabilities, values, and mistakes. They speak with the truth; their values and personal ethics are clear for all to see.

CURRENT RATING

1 2 3 4 5 6 7 8 9 10

YOUR IDEAL RATING

1 2 3 4 5 6 7 8 9 10

HOW IS YOUR LEVEL OF AUTHENTICITY RIGHT NOW?

WHAT DOES YOUR IDEAL AUTHENTIC SELF LOOK

Use of body language

Body language is consistent with their words, reflecting confidence and gravitas. Eye contact is established, posture is appropriate across different conversations, and general demeanor is inviting to others.

CURRENT RATING

1 2 3 4 5 6 7 8 9 10

YOUR IDEAL RATING

1 2 3 4 5 6 7 8 9 10

HOW WOULD YOU DESCRIBE YOUR BODY LANGUAGE?

WHAT ARE YOUR GOALS WITH BODY LANGUAGE?

Appearance

Polished look

Looking your best and appropriate for the occasion. Appearance is pleasing and easy to look at from head to toe and is easily linked to a person's confidence. Good grooming practices are also done on a regular basis.

This applies to both online and in-person interactions.

CURRENT RATING

1 2 3 4 5 6 7 8 9 10

YOUR IDEAL RATING

1 2 3 4 5 6 7 8 9 10

HOW WOULD YOU DESCRIBE YOUR CURRENT LOOK?

WHAT IS YOUR IDEAL SELF'S STYLE LIKE?

Fitness, Vigor

Subtly communicates the strength and capacity to be relied on by being comfortable in their own skin, taking care of their own health and wellness, and a positive demeanor that can be witnessed by all.

CURRENT RATING

1 2 3 4 5 6 7 8 9 10

YOUR IDEAL RATING

1 2 3 4 5 6 7 8 9 10

DESCRIBE YOUR CURRENT SELF.

WHAT DO YOU SEE FOR AN IDEAL FIT AND VIGOR YOU?

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Curation of online image

Public presence and image online is professional and communicative of your values and beliefs. How you conduct yourself online is ideal and consistent to both how you present yourself in-person and the organisation's public image.

CURRENT RATING

1 2 3 4 5 6 7 8 9 10

YOUR IDEAL RATING

1 2 3 4 5 6 7 8 9 10

HOW IS YOUR ONLINE IMAGE NOW?

WHAT IS YOUR IDEAL ONLINE PRESENCE AND IMAGE LIKE?

Willingness to show up in person

Appearing both online and onsite contributes to your presence, making yourself visible and observable by others in the organisation. Relationships are built more authentically and freely — with or without the barrier of computer screens.

CURRENT RATING

1 2 3 4 5 6 7 8 9 10

YOUR IDEAL RATING

1 2 3 4 5 6 7 8 9 10

HOW OFTEN DO YOU APPEAR IN MEETINGS, GROUP CHATS, AND EVENTS?

WHAT IS YOUR IDEAL FREQUENCY FOR THIS TRAIT?

SOURCE Hewlett, S. A. (2024, January 23). The new rules of executive presence. Harvard Business Review. <https://hbr.org/2024/01/the-new-rules-of-executive-presence>