

## Executive Readiness: See How You Measure Up

While career management is not a new topic for executives, the concept of “Executive Readiness” has heightened visibility and importance in today’s dynamic and demanding executive marketplace – where your next career move may be just around the corner.

*Executive readiness includes developing a strong personal brand that is consistent across all your communications, curating executive presence, building a strategic professional network, and sharing your successes with that network in a natural and organic way – so that you can stay in demand in your career.*

To use this tool, show the extent to which you agree with each of these statements, on a scale running from 1 (Strongly Disagree) to 5 (Strongly Agree).

	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree
	1	2	3	4	5

### EXECUTIVE BRAND

I can articulate my brand in a way that people know what I do, how I do it and what they can expect from me.

I consciously bring out my brand in all my communications.

When people introduce me, what they say accurately represents my brand.

I practice self-promotion in a way that promotes my brand and is effective and authentic for me.

I actively seek out and respond to opportunities to increase my profile and visibility in my organization.

### STRATEGIC NETWORKING

I am comfortable in traditional networking forums.

I have a networking strategy, and set aside dedicated time to connect with others.

I have identified the key people in my organization who could help advance my career – my relational resources – including mentors, sponsors and other advocates.

I have an active digital footprint, and my on-line presence showcases me in a way that makes people want to know and connect with me.

I am savvy at managing up and navigating organizational politics.

<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neither Disagree Nor Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

## **INTENTIONAL CAREER PATH**

I have a clear, defined goal and plan for my next career move.

I am involved in professional associations, external organizations and forums to stay current in my field.

I know my strengths and areas of development.

I maintain relationships with key executive recruiters in my industry.

I have a Personal Board of Advisors who provides insight and input to my career planning and goals.

## **EXECUTIVE PRESENCE & COMMUNICATION**

My dress, grooming and overall appearance reflect my position and the position I aspire to.

People pay attention when I speak; I feel confident, composed and knowledgeable when I present to large groups.

My personal communications are consistent – in tone, message and delivery – across all media.

I deal decisively and confidently with crises and tough situations.

People say that I lead with my head – and my heart; that I am decisive but also compassionate.

## Your Executive Readiness Score:

### Score Interpretation

Score	Comment
75 – 100	You have developed a high level of readiness that should keep you “in demand” in your career – congratulations!
50 – 74	You are well on your way to developing the necessary level of readiness for a successful career; continued focus and investment will pay off – good job!
27 – 49	You have established a fundamental level of readiness, but there is more work to do to support career advancement – keep at it!
< 26	Your career could be permanently stalled if you don’t invest more time in building the necessary level of readiness – don’t give up!