



# Executive Presence Self-Assessment

## How to Use This Assessment

This self-assessment is based on the three-pillar executive presence framework developed by Sylvia Ann Hewlett and the research organization Coqual: Gravitas, Communication, and Appearance.

For each statement below, rate yourself on a scale of 1 to 5:

Score	Meaning
1	Rarely — this almost never describes me
2	Sometimes — I do this occasionally
3	Often — this describes me in most situations
4	Usually — this is my default approach
5	Consistently — this always describes me

Be honest. The value of this tool is in the gaps, not in the high scores.

Made for coaches by Paperbell — the all-in-one coaching practice tool.

Try it free at [paperbell.com](https://paperbell.com)



**For coaches:** Share this assessment with your client at the start of an executive presence engagement. Debrief the results together — not to judge, but to identify the one or two dimensions where a small shift would create the biggest change in how they're perceived.

## Section 1 — Gravitas

Gravitas is the core of executive presence. It's your inner authority — the ability to project confidence, make clear decisions, and stay composed under pressure. Rate each statement 1–5.

### Questions:

**Q1. I stay calm and composed in high-pressure situations.** 1 = I tend to get flustered or anxious when things get tense 5 = I stay visibly calm even in confrontational or high-stakes moments

**Q2. I make decisive choices even when I don't have all the information.** 1 = I tend to wait for more data or more certainty before committing 5 = I trust my judgment and commit to a direction, even with incomplete information

**Q3. I hold my ground when challenged, while remaining genuinely open to new information.** 1 = I tend to back down quickly when someone pushes back, or dig in without considering their point 5 = I can defend my position confidently and update it when given a strong reason to

**Q4. I project confidence in my own authority and expertise — I don't need to constantly prove myself.** 1 = I often feel I need to justify my presence or demonstrate my qualifications 5 = I feel secure in my expertise and don't need external validation to take up space in the room

**Gravitas subtotal:** \_\_\_\_\_ / 20

## Section 2 — Communication

Communication covers how clearly and powerfully you connect your ideas to the people around you — including what you say, how you say it, and how well you listen. Rate each statement 1–5.

### Questions:

**Q5. I'm clear and concise when I speak — I get to the point without rambling.** 1 = I tend to over-explain, add too much context, or lose my thread mid-thought 5 = I regularly communicate my main point in the first sentence and back it up efficiently

**Q6. I read the room and adjust my communication style to my audience.** 1 = I communicate the same way regardless of who I'm talking to or what the room needs 5 = I notice the energy, tone, and needs of my audience and adjust in real time

**Q7. I listen fully before responding — I'm not just waiting for my turn to speak.** 1 = I tend to start formulating my response while the other person is still talking 5 = I genuinely take in what the other person has said before I respond

**Q8. I can tell a compelling story that makes complex ideas land for my audience.** 1 = I tend to present information as facts and data rather than in narrative form 5 = I regularly use stories, analogies, or examples that make my ideas memorable and persuasive

**Communication subtotal: \_\_\_\_\_ / 20**

## Section 3 — Appearance

Appearance covers how your physical presence reads in a room — including professional presentation, body language, and the energy you bring into any setting. Rate each statement 1–5.

### Questions:

**Q9. I dress appropriately for the context I'm in — not out of habit, but with intention.** 1 = I tend to dress the same way regardless of the context or the audience 5 = I consistently dress in a way that fits (or intentionally subverts) the expectations of the environment

**Q10. My posture and physical bearing communicate confidence and engagement.** 1 = I often slump, fidget, cross my arms, or show closed-off body language without realizing it 5 = I stand and sit upright, make appropriate eye contact, and use open gestures as a default

**Q11. My energy matches the moment — I bring focus and presence, not distraction or low engagement.** 1 = I'm often visibly distracted, checking my phone, or mentally elsewhere in meetings 5 = I'm consistently present and engaged, and other people can feel it

**Q12. I present myself consistently well across different settings — not just when I'm "on."** 1 = My polish and presentation vary a lot depending on the situation 5 = My professional presentation is consistent whether I'm in a boardroom, a Zoom call, or an informal meeting

**Appearance subtotal: \_\_\_\_\_ / 20**

## Your Results

Add your subtotals from all three sections:

**Gravitas:** \_ / 20

**Communication:** / 20

**Appearance:** \_\_ / 20

**Total:** \_\_\_\_\_ / 60

## Score Bands:

### 12–24 points: Early Stage

You're at the beginning of your executive presence development journey, and that's a useful place to be — you know where you're starting. This score often reflects leaders who are technically strong but who haven't yet turned their expertise into visible authority.

Where to focus: Start with Gravitas. Work with a coach to identify the specific beliefs holding your confidence back, then build real evidence from your past experience that challenges those beliefs.

## **25–44 points: Developing**

You have a foundation to build from. Most people in this range have one strong dimension and one or two clear gaps. Look at your subtotals — the lowest one is your highest-leverage area for development.

Where to focus: Pick the dimension where you scored lowest and work there specifically for 90 days. Targeted coaching in a single area produces faster visible results than spreading attention across all three.

---

## **45–60 points: Strong Executive Presence**

You're already operating with strong executive presence across most or all three dimensions. At this level, the work becomes about consistency (showing up this way under pressure, not just when it's easy) and intentional refinement.

Where to focus: Look at your lowest individual question score — it's likely a specific situational trigger. Work with a coach to map the contexts where your presence dips and design practices for those specific moments.

# What to Do With Your Results

## For leaders:

Your lowest-scoring dimension is the highest-leverage place to start. Pick one behavior from that section to work on for the next 30 days — not all of them, just one. Consistency on a single behavior produces more visible change than scattered effort across many.

If you're working with a coach, bring this assessment to your next session. Share not just your scores, but which questions felt most uncomfortable to answer — those are usually the real signals.

## For coaches:

Use this assessment at intake or early in an executive presence engagement. A few suggestions for debriefing with your client:

1. Ask about the questions that landed hardest — the emotional reaction to a question is often as revealing as the score.
2. Look at the gap between self-assessment and what you've observed of them in action. Clients often underrate themselves on gravitas and overrate themselves on communication.
3. Use the score bands as starting points, not verdicts. A client who scores 38 overall but has a 16/20 on Communication and a 7/20 on Gravitas is a different coaching case than a client who scores 38 evenly across all three.

**Want to build an executive presence coaching package your clients can't wait to sign up for?** Paperbell makes it easy to create and sell coaching packages — including landing pages, payments, session scheduling, and client onboarding. [Try Paperbell for free.](#)