

Executive Presence Self-Assessment — Content Spec

For: Google Doc + PDF downloadable linked from <https://paperbell.com/blog/executive-presence/>
Batch: batch-2026-05-07 **Target query:** "developing executive presence free" (68 impressions, pos 53.7) **Audience:** Leadership coaches and their clients **Format:** Scored self-assessment, 12 questions across 3 dimensions, 5-point scale

Document Structure

Cover Page

Title: Executive Presence Self-Assessment **Subtitle:** For Coaches and Their Clients **Tagline:** Identify where you're strong, where the gap is, and where to focus your development work.

Visual: Paperbell branding (use standard Paperbell purple palette). Clean, professional layout.

Footer line: Free resource from Paperbell.com — the coaching business platform built for professional coaches.

Page 2: How to Use This Assessment

Heading: How to Use This Assessment

Body text:

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.

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 heading: Part 1: Gravitas **Section description:** 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

Page 4: Section 2 — Communication

Section heading: Part 2: Communication **Section description:** 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

Page 5: Section 3 — Appearance

Section heading: Part 3: Appearance **Section description:** 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

Page 6: Score Interpretation

Heading: Your Results

Score calculation instructions: 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.

Page 7: Next Steps

Heading: What to Do With Your Results

Body text:

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.

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Production Notes

- **Google Doc formatting:** Use 12pt body text, Heading 1 for section names, clean single-column layout
- **PDF:** Export from Google Doc; maintain same structure
- **Branding:** Add Paperbell logo to cover page and footer
- **Footer on every page:** "paperbell.com | Executive Presence Self-Assessment | Free for coaches and clients to use"

- **Sharing instructions on cover:** "Share freely with your clients. Not for commercial resale."
 - **File naming:** executive-presence-self-assessment.pdf and Google Doc titled "Executive Presence Self-Assessment — Paperbell"
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