

Leadership Branding Scorecard

	Score*	Actions to Improve
1. Strategic Thinker (See big picture, frame issues quickly)		
2. Inspiring Manager (Inspire others to higher performance)		
3. Unique Vision or Big Idea		
4. Clear, Persuasive Communication		
5. Influencers Advocate for You		
6. Emotional Intelligence (Empathy, cultural understanding)		
7. Presence (Project confidence, command respect)		
8. Attractive and Likeable Personality		
9. Social Skills (Connect & converse easily)		
10. Professional, Modern Image (Hair, Wardrobe, Accessories)		

*On a score from 1 to 5, with 5 being high achievement and 1 being low achievement.