



Executive Presence Self- Assessment for Modern Managers

Unlock the way others truly perceive you — and how to shift it.

LUIZA NOVAC | WWW.LUIZANOVAC.COM



Introduction



LUIZA NOVAC | EXECUTIVE
COACH & MENTOR

Presence is not who you are. It's how others experience you.

Are you showing up the way you intend — or is something getting lost in translation?

This self-assessment is designed to help you identify **your executive presence baseline** - the subtle yet powerful cues that shape how others respond to you.

By reflecting honestly on how you show up, you'll uncover both your strengths and the gaps that might be holding you back.

Instructions:

Rate each statement from **1 to 5**
(1 = Never / 5 = Always)

You'll **calculate your score** and receive a profile at the end. But more importantly, use this tool to spark meaningful reflection on how you lead.



Executive Presence Self-Assessment: How Are You Really Showing Up as a Leader?

Communication

- 1. I speak with clarity and intention, even when I'm thinking on my feet.
- 2. People listen when I speak-and remember what I said.
- 3. I adjust how I communicate based on the room, without losing authenticity.

Reflection Prompt:

Where in your communication do you feel most confident — and where do you feel overlooked?

Presence in the Room

- 4. I enter meetings in a way that commands attention without saying a word.
- 5. My body language consistently reflects confidence and openness.
- 6. I stay composed and grounded even under pressure or challenge.

Reflection Prompt:

What is your “first impression” energy saying — before you even speak?



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Influence & Perception

- 7. I'm aware of how others perceive me-and I shape that intentionally.
- 8. I regularly receive feedback about my leadership presence (even indirectly).
- 9. I can hold space for others without dominating or disappearing.

Reflection Prompt:

How well does your presence balance authority with approachability?

Awareness & Reflection

- 10. I'm conscious of the signals I send-verbally and non-verbally.
- 11. I reflect on how I want to show up in high-stakes moments.
- 12. I sense when my presence opens or closes space for others to speak.

Bonus Prompt:

Write down three words you want others to use when describing your presence.

Now ask: *Is that what they experience?*



Results

How to Calculate Your Score

You rated 12 statements on a scale of 1-5.

Add up your scores to get a total out of 60.

Now match your total score to one of the profiles below:

0-30: The Undercurrent

31-45: The Echo

46-60: The Natural

Read on:

0-30: The Undercurrent

You're leading, but people aren't following as strongly as they could. There's ***a gap between your intentions and your external signals.***

You might be underplaying your value or unintentionally creating distance.

Next Step: It's time to bring your presence into alignment with your ambition. *Start by owning the influence* you already have.



Results

31-45: The Echo

People know you're competent. But ***your presence doesn't always match your value.***

You're contributing, delivering, and being respected-but your message sometimes fades, or your presence doesn't land with full impact. You may be adapting to others at the cost of showing up fully yourself.

Next step: With a few intentional shifts, you can make your presence resonate more clearly and consistently. You don't need more volume - you need ***more clarity and alignment.***

46-60: The Natural

You show up with presence - even if you don't always know how you're doing it.

You've likely built a sense of trust and command attention naturally. You read the room well and stay composed. But your strengths may still be unstructured or under-leveraged.

Next step: You're ready to ***refine your executive presence*** to match the next level of leadership.

Turning instinct into intention will help you scale your influence and shape culture more deliberately.



Instant Wins: 3 Presence Boosters You Can Use Today

1. **The Intentional Pause:** Replace filler words with a pause. It increases clarity and authority.
2. **Ground Before Entry:** Take one breath and set your intention before entering any room.
3. **Feedback Loop:** Ask a trusted peer, “What’s one thing I do that increases my presence — and one that weakens it?”

Your Executive Presence Activation Path

You’ve taken the first step — **awareness**.

Now imagine what’s possible when you refine these skills with targeted support, feedback, and real-time application.

I invite you to a **15-minute Executive Visibility Call** where we’ll review your results, and I’ll share the exact roadmap to elevate how you show up and get noticed.

Reserve your spot:

BOOK NOW



About Luiza

I’m Luiza Novac, Executive Coach & Mentor with 18 years of Fortune 500 leadership experience. I now help professionals like you enhance **Executive Presence, Strategic Influence, and Personal Brand** - so your leadership matches your ambition.

Ready to turn insight into impact? Let’s connect.

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