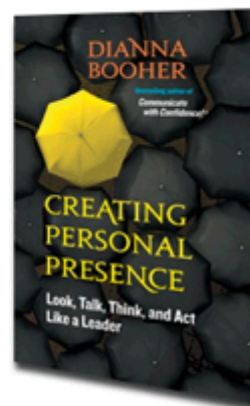




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Creating Personal Presence Self Assessment

by Dianna Booher

► Welcome

Personal presence proves difficult for many people to define. This assessment identifies precise skills, physical traits, talents, attitudes, habits, and actions that characterize someone whom others generally agree has "presence." In other words, as you measure and master these specifics, presence becomes do-able.

If you're a student of professional development, you know that the first step in making change is deciding where you are and where you want to go. That is, to improve yourself in any undertaking you have to develop awareness of what needs changing, set a goal, and develop a plan. This assessment aims to help you in all three stages of growth.



Below you will find instructions for thinking about and responding to 27 statements that describe yourself to some degree. After completing the assessment, you'll see a composite profile about your personal presence and the influence you typically have on others, along with suggestions to increase that impact and expand that influence.

You may be thinking, "Wouldn't it make more sense to ask other people—like my clients, my boss, my peers, or my friends—to assess my presence?" Well, yes and no. Let me explain:

It's true that presence is about perception—what others think of you. So others definitely have strong opinions about you: For example: Your physical appearance. About how clearly you think on your feet and respond to their questions. About how well you follow through on your commitments.

On the other hand, others can't tell how stressed you are when you have to think on your feet to answer their questions. Others don't know your motivations or intentions when you do or don't follow through on a commitment. Others can't always tell what's fake and what's real about your emotions and how you interact with them. And even if others could read your attitudes, emotions, and actions accurately, their biases enter into any assessment they would do of you.

The best of all worlds is for you to have a trusted mentor, a boss, and a couple of peers to complete this assessment as they see you. (They would simply substitute "he/she" for "I" and respond to each statement as it describes you.) Then you can compare their results to yours for a complete picture of how others see you.

You can take this assessment 5 times. So if you choose to send the link to others and have them complete the assessment on you, you could take the assessment now, send it to 3 other people, and then retake the assessment again yourself six months or a year later to measure improvement—all for the same initial price.

Congratulations on taking this exciting and courageous next step of awareness and growth in your personal development!

Dianna Booher

► [Take Self Assessment](#)

► **Self Assessment**

[Author's Welcome](#)

Instructions

Read each pair of opposing statements on the left and right below and rate yourself on the 1-6 scale as the two statements apply to you. If the statement on the left very closely describes you, give yourself a 1. If the opposite statement on the right very closely describes you, give yourself a 6. If you fall somewhere between those two extremes, rate yourself either a 2, 3, 4, or 5, depending on where along the continuum you fall.

Your answers will be automatically tabulated by the assessment program. They will be presented to you on a graphic depicting the four areas of presence described in the companion book, *Creating Personal Presence: Look, Talk, Think, and Act Like a Leader*.



Your individual profile is for your personal use. As mentioned in the "Welcome" section, you may decide to share your link with others whose opinion you respect. Explain to them that they'll simply substitute "he/she" for "I" in each pair of opposing statements and respond to them as they think those statements describe you. Then have them send their results to you for comparison.

With results (your own and possibly that of other trusted colleagues and mentors), you can then make choices about whether you want to modify how you look, talk, think, and act to increase your impact and expand your influence.

How You Look

1. I pay very little attention to dress. In my opinion, there are many more important things in life.

○ 1 ○ 2 ○ 3 ○ 4 ○ 5 ○ 6

Dress is very important because it communicates a message. I always dress as well as I can afford.

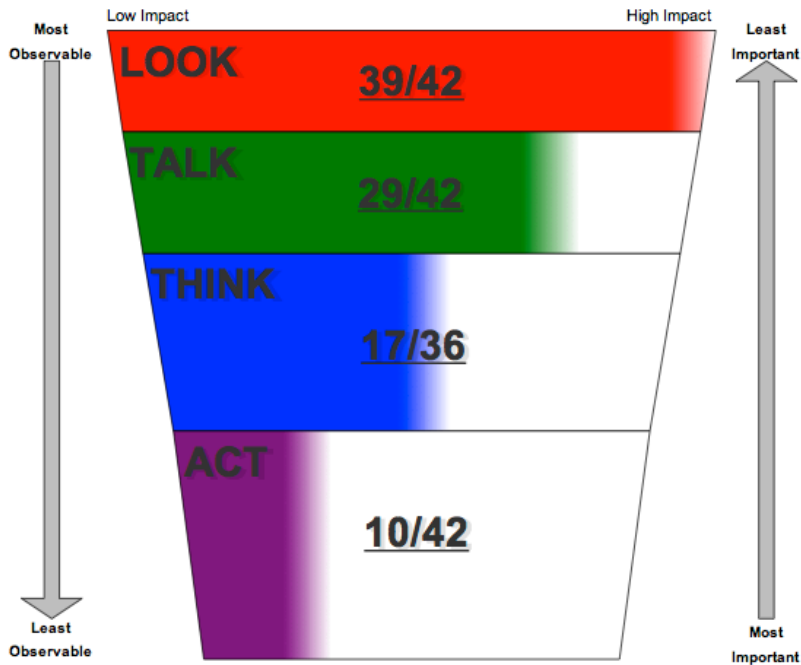
► **Assessment Profile**

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PERSONAL PRESENCE



Your character serves as the foundation of the funnel. But your look is typically what others observe first about you. As you develop your presence in all four areas, you will increase your impact.

Look Component (39/42)

- Physical appearance, including body language, dress, accessories, grooming
- Energy, passion, spirit
- Surroundings such as personal work space

Low Impact: 7

- Little or no attention to dress
- Little or no attention to personal grooming
- Posture and body language reflective of low energy
- Looks ill at ease and uncomfortable

High Impact: 42

- Well dressed
- Attentive to grooming and appearance
- Energetic posture and body language
- Looks alert, comfortable, and confident

Interpreting Your Profile

Keep in mind the following points when interpreting your profile results.

- Consider your score in light of the total potential score: the higher your total score, the higher your total impact. But keep in mind that all four dimensions are not equally important to all people. Also keep in mind that some components (how you look or talk) are more quickly observable than others (how you think and how you act). Therefore, while those components (look and talk) may be less important to more people, they are observed by more people on more occasions.
- Consider how you answered each question. If you rated yourself primarily thinking about how you look, talk, think, and act in only certain situations (for example, during sales presentations to senior decision makers), then the profile reflects only your tendencies in those situations with those people. If your ratings reflect how you look, talk, think, and act with a range of people in various situations, then the profile reflects your personal presence more broadly.



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Frequently Asked Questions (FAQ)

Am I the best person to be assessing my own presence and influence?

Maybe. Maybe not. Presence is about perception—what others think of you. So others definitely can give you a definitive answer about what they think of you. But of course their biases enter into any assessment they would do of you. That's why it's good to measure yourself against the characteristics that a very large group of people say constitute a strong personal presence.

On the other hand, you know yourself very well—particularly regarding the less observable characteristics of personal presence (emotions, integrity, concern, genuineness, humility).

As I mentioned in the "Welcome" section of this assessment, the best of all worlds is for you to have several people (a trusted mentor, a boss, and a couple of peers) to complete this assessment as they see you. (They would simply substitute "he/she" for "I" and respond to each statement as it describes you.) Then you can compare their results to yours for a complete picture of how others see you.

They will be giving you input as to how they perceive you. You will know what you think, what you feel, and how you act better than anyone else. With both points of view—those who observe you and your own—your assessment will, no doubt, be based on more solid evidence.

Is a strong personal presence really necessary for leadership?

► Author's Closing Statement

Thank you for taking this assessment. I trust that it has expanded your insight into the many characteristics of personal presence and made that broad concept practical and do-able.

If you have completed this assessment prior to a workshop, you'll have an opportunity to ask additional questions during the session. If you've take the assessment at the request or referral of a friend or colleague, I encourage you to refer to the companion book, *Creating Personal Presence: Look, Talk, Think, and Act Like a Leader*, for more in-depth elaboration on any of the concepts mentioned here.

Remember that your purchase of this assessment allows you to take it up to five times within a year. I suggest that you work on a development plan for a couple of months, then retake the assessment, and see what changes you've made. Then continue to repeat that process of concentrated effort on a goal and practice and then retake the assessment again. The repeated process of re-assessing will keep the checklist of skills, attitudes, traits, and habits in front of you as you grow.

If your score turns out to be lower on a particular retake, don't be overly concerned that you are "regressing." Consider this: Your standards are probably becoming higher! That is, as you rank yourself on each of the descriptive statements, what you first considered "well done" may no longer be "well done" by your increased awareness and the higher expectations for yourself. Nevertheless, the benefit will be the same: You will continue to advance toward your goal of increased personal presence and influence.

Congratulations once again on your decision to change many small things to make a big impact.

For more information, see [Dianna Booher's website](#) and the [Creating Personal Presence book page](#).

[Return to your results.](#)

