

Thought Leadership Assessment



Welcome!

I am so glad you are here!

When we have worked so hard to get to the top of our career and are looking for our next step, it can be scary.

That's why I put this Thought Leadership Assessment together – because it helps you step back and evaluate your professional life, and highlight some areas that you may be ready to begin to excel and elevate.

Some of the questions may stretch you – that's a good thing.

Just respond as best you can. Don't hold back or censor or judge yourself as you respond. There are no wrong answers!

At the back of the document I have provided some measures to help you calibrate and understand your results. If you would like further assistance in reviewing your assessment results or developing an action plan for moving forward, just schedule your in-depth discovery session at kimsnyder.com/discovery.



Kim 😊

Thought Leadership Assessment

Assessment

Please rate how well each of the following statements describes you. Use a scale of 0 to 5, where 0 means that it does not describe you well at all and 5 means it describes you extremely well.



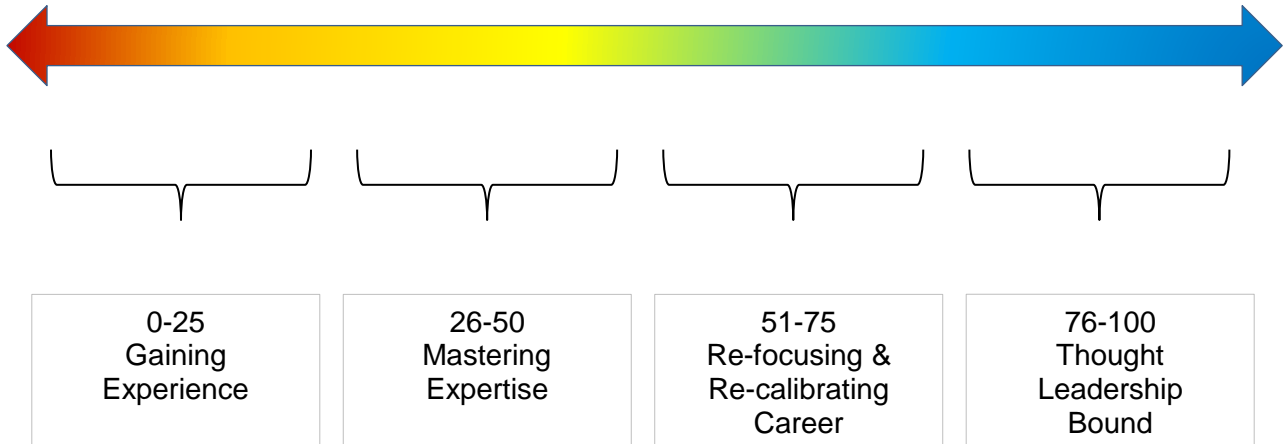
0 = Does Not Describe
Well At All

5 = Describes Me
Extremely Well

Statement		Rating 0 - 5
1	I like to help people to provide them the information to impact them in a positive way	
2	I have been in an industry that I enjoy for 15 years+	
3	My title is a Director, VP or C level business leader	
4	I am ready for my next big accomplishment	
5	I know what is unique about me and allows me stand out and be memorable	
6	I am clear on my why	
7	I know what I excel at and can articulate it simply	
8	I have a proven track record of success	
9	I am regularly asked or sought after for my opinion in areas of my expertise	
10	I am considered by others as an expert in my field	
11	I regularly use stories as a tool	
12	I am clear on what areas I am an expert at (this is not your job title)	
13	I know the types of people that can benefits my information and expertise	
14	I know what problems and pains my community and network of people are struggling with that I can use my information and expertise to relate to them	
15	I have assembled my own tips, tricks, sayings, methodologies and systems that I can share with others to be successful too	
16	I know where the community and people I can help are located, can be contacted or reached out to	
17	I have credibility and a positive reputation within my community	
18	I understand the most common ways to monetize my thought leadership	
19	I have a strategic plan on the top 3 ways to position myself as a thought leader	
20	I have clearly defined on how I will monetize my thought leadership	

Understanding Your Scores

Total the scores. This will range from 0–100 points. Then compare the score with the scale below.



If you'd like further assistance in understanding your scores and developing an action plan for moving forward, just schedule your in-depth discovery session at [just schedule your in-depth discovery session at kimdsnyder.com/discovery](https://kimdsnyder.com/discovery).