

Color Me Powerful Presence Assessment

This assessment helps women discover how effectively they are projecting confidence, credibility, and influence.

It is organized around the four pillars of professional presence:

1. Personal Brand & First Impressions

How intentionally are you managing the image you project?

Rate yourself from 1 (Strongly Disagree) to 5 (Strongly Agree):

<i>I have a clear understanding of the professional image I want to project.</i>	
<i>My appearance aligns with my career goals and professional aspirations.</i>	
<i>People consistently describe me the way I want to be perceived.</i>	
<i>My wardrobe reflects confidence and professionalism.</i>	
<i>I feel confident walking into a room of senior leaders or influential people.</i>	
<i>My online presence reflects my expertise and credibility.</i>	

Subtotal _____

Reflection Question:

What three words would you like others to use when describing you?

2. Executive Presence & Confidence

How effectively do you show up as a leader?

<i>I speak with confidence in meetings and presentations.</i>	
<i>I contribute ideas without hesitation.</i>	
<i>I maintain composure under pressure</i>	
<i>I communicate my value without minimizing my accomplishments.</i>	
<i>I feel comfortable advocating for myself and my ideas.</i>	
<i>Others view me as a leader regardless of my title.</i>	

Subtotal _____

Reflection Question:

When do you feel most confident and powerful professionally?

3. Communication & Influence

How effectively do you connect with and influence others?

<i>I communicate clearly and concisely.</i>	
<i>I adapt my communication style to different audiences.</i>	
<i>I actively listen before responding.</i>	
<i>I can influence others without relying on authority.</i>	
<i>I receive positive feedback on my communication skills.</i>	
<i>I am comfortable having difficult conversations.</i>	

Subtotal _____

Reflection Question:

What communication challenge would you most like to improve?

4. Image, Style & Authenticity

Does your appearance support your message?

<i>My clothing choices align with my personal brand.</i>	
<i>I understand which colors enhance my appearance and confidence.</i>	
<i>I feel comfortable and authentic in my professional attire.</i>	
<i>My appearance reflects my level of expertise and professionalism.</i>	
<i>I intentionally use style to reinforce my personal brand.</i>	
<i>I rarely worry about whether I am dressed appropriately for professional situations.</i>	

Total Points _____

Reflection Question:

What aspect of your professional image would you most like to improve?

Scoring Guide

90–120 Points

Powerful Presence

You are intentionally projecting confidence, credibility, and influence. Continue refining your personal brand and leadership presence.

60–89 Points

Emerging Presence

You have a solid foundation but may be sending mixed messages that impact your influence. Small adjustments can significantly strengthen your professional impact.

Below 60 Points

Untapped Potential

Your expertise may be stronger than the impression you are currently projecting. Focusing on image, communication, confidence, and executive presence can dramatically increase your influence.