

# *The Path to Thought Leadership Series*

Day 2

## 5 Cs of Transformational Thought Leadership Assessment

Choose the answer below that **most accurately** describes your current position on the question or statement.

When you have responded to all sections, add up your points for each section to get your scores.

On the last page of this packet you will find resources to help you strengthen that pillar and allow you to make the biggest difference as a speaker and leader in your industry.

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### CLARITY

**Do you know the core message you take a stand for as a speaker?**

- I have an idea of my message but I'm not exactly sure how to say it clearly (4)
- I am still trying to figure out my message (3)
- Yes, I know exactly what my stand is as a speaker (5)
- What do you mean by "my message" and "take a stand"? (2)

**When it comes to your ideal audience member, you...**

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- Know exactly who I'm meant to serve and what they are desperately wanting in their life (5)
- Believe wholeheartedly that everyone needs to hear the message that I have to share so I don't want to narrow my focus too much (2)
- Have spent some time with people who I think I could help but I'm not sure where to find them to offer to speak to them in groups (4)
- Have a few ideal audiences in mind and understand them pretty well but have a hard time deciding which one to focus on (3)

**If someone were to reach out to you today to invite you to speak on their stage, you would be ready to:**

- Explore topics that would align with your message and their audience's desires and then allow them to create talk titles and descriptions (4)
- Give them talk titles, descriptions and benefits to the audience that are aligned with the stand you want to take in your thought leadership speaking (5)
- Ask them what topics they'd like you to speak on and come up with a variety of topics they'd be excited about (3)
- Take whatever speaking opportunity they offer, regardless of topic (2)

**Total Clarity score\_\_\_\_\_**

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### COMMITMENT

**You are crystal clear why this message matters and why YOU are the one who needs to share it with your ideal audience...**

- Sometimes I think my own story around this topic isn't really all that powerful so I wonder if I really AM the person who should be sharing this message (3)
- I'm not totally sure that others wouldn't do a better job of speaking on this topic - in fact, I see others who with this same message and I often think they are better at this than me (2)
- I think this is the message I want to share, but honestly I could actually share quite a few others and sometimes think I'd like to change it up (4)
- Yes - I've got my "Why" story held deep in my heart and a regular reminder of my purpose through my speaking (5)

**When you think about doing the work of crafting and practicing a new talk with this message for my current audience, you...**

- Kind of lose steam - I'm tired of this message, frankly (2)
- Feel more conviction and commitment than ever about serving this audience with this message (5)
- feel strongly about the topic, but I just don't feel a strong connection with my usual audience anymore (4)
- Am fine with it. I know this topic and the audience so well, it's easy (3)

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When you think about the work involved in becoming a well-known speaker in your industry, you feel...

- excited yet a bit overwhelmed by all of the moving parts, which sometimes causes me to pull back and hide. (4)
- afraid to make a mistake, which would be embarrassing and I worry it would ruin my credibility. (3)
- conflicted about whether I really should be doing this at all. (2)
- committed and willing to do the work. I know it won't be easy, but I also know I'm meant to do this. (5)

Total Commitment score \_\_\_\_\_

## CONFIDENCE

You know that you will change lives as a speaker with this message because...

- I'm just really good at persuading people to do things that make their life better (3)
- I have the experience and the expertise in my topic area, and I am committed to being the kind of speaker who changes lives. (5)
- Actually, this is one of the things I struggle with - wondering if I really have the expertise necessary to make an impact as a speaker (2)
- I've been a successful speaker in my past and this time should be no different (4)

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You believe that spending the time and energy to craft and practice a high-impact talk is...

- Too much to think about with all of the other things I'm juggling in my business and life (3)
- Essential to being a respected thought leader and making the difference I'm meant to make as a speaker (5)
- ideal, if you have the time, but not required to be a great speaker (3)
- A waste of time if I'm not going to be paid multiple thousands of dollars to speak on the topic (2)

When you imagine yourself walking onto the stage and facing your audience, you...

- Get nervous and afraid I'll pass out with all of those eyes looking at me (2)
- Feel excited about seeing their faces and connecting with them through my talk (5)
- Begin thinking about what I'll say when I get up there and how to make it "pack a punch" (4)
- I try not to think about this very much - it's daunting (3)

Total Confidence score\_\_\_\_\_

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### CARING

**You know you are meant to serve as a speaker with this message because...**

- Everyone is always telling me that I belong on a stage in front of a huge audience (3)
- It's a message that people will pay to hear and I can use my great speaking skills to make good money with it (4)
- I've been through this same struggle and/or helped others get to the other side of this kind of pain and struggle and I don't want one more person to have to go through all of that without support (5)
- I don't want to have to work for someone else ever again (2)

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When you think about taking a stand for this message for the next five or more years, you...

- Feel a heaviness in my heart. I do care about this but I'm kind of tired of talking about it, to tell the truth (2)
- Get excited about the difference I can make when I've been able to reach that many people over time (4)
- Get absolutely lit up inside! I can't imagine anything else being as important as this and I want everyone to know about it (5)
- I can see it and it feels good to me, though I can imagine this shifting over time (3)

Total Caring score \_\_\_\_\_

## CHARISMA

I know what makes me different and especially engaging as a speaker...

- I have a sense of my own speaking style - but anxiety sometimes gets in the way of me expressing it (3)
- I'm not trying to be unique as much as clear and professional when I speak (2)
- yes - I am clear about my own unique style of speaking and how to make the most of my expression style in my talks (5)
- I feel connected to my expression style and, when I'm comfortable with an audience, feel like that style comes through really well (4)

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You feel most connected with your audience when...

- I love being connected with my audience and can get there when I'm well-prepared and the audience is familiar (4)
- I'm sharing a talk I've delivered many times and I know it by heart (3)
- I rarely feel connected with my audience because I'm just so dang nervous (2)
- I feel connected with my audience most of the time because I've spent a good deal of time thinking about what they need and want as I prepare my talk (5)

You confidently deliver your best material when...

- I'm well-prepared and feel like I know my audience (3)
- I'm not sure I've ever confidently delivered my best material - I always feel like I could have done better (2)
- I remember that my job is to serve this audience to the best of my ability and I release connection to any thoughts that block me from authentically connecting with my audience (5)
- I let go of negative thoughts and focus on the material I prepared and the audience in front of me (4)

Total Charisma score \_\_\_\_\_



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## What to do with your scores

The higher your score in any area, the stronger you are in that pillar. Knowing this can help you focus on areas most useful to your thought leadership.

If you'd like ideas for ways to embolden any one of these five pillars of thought leadership, you can grab a free digital version of my book *Beyond Applause: Make a Meaningful Difference Through Transformational Thought Leadership* [right here](#). I've included many exercises there that you'll enjoy!

You can have the best talk crafted in the world but if you don't feel the confidence, clarity and connection with your natural charisma to deliver it, it won't serve! Let me help you become The Speaker You're Meant to Be. You can do this - we are cheering you on every step of the way!