

CEO Self-Assessment Tool

Rate each question from 1 to 5 based on your assessment
Add each section's total

Rate yourself on each question using the scale below:

- 1 = Not happening or highly inconsistent
- 2 = Occasionally happening but unreliable
- 3 = Happening at a basic acceptable level but inconsistent
- 4 = Consistently happening at a strong level
- 5 = Fully consistent and operating at a high-performance level

Be brutally honest. This is not about perception – it is about performance.

DISCIPLINE #1: STRATEGIC CLARITY

Our strategy is simple, clear, and understood by the entire leadership team _____
We have clearly defined what we will NOT do _____
All major decisions align with our strategic priorities _____
Every department understands how they contribute to the strategy _____
Score: _____ (between 4 and 20)

DISCIPLINE #2: CHAMPION TALENT

We consistently hire A-players (not “good enough” Employees) _____
Underperformance is addressed quickly and decisively _____
We actively develop future leaders within the organization _____
Accountability is clearly defined and enforced _____
Score: _____ (between 4 and 20)

DISCIPLINE #3: KPI FOCUS

We focus on a small number of critical KPIs _____
Our leadership team reviews these KPIs regularly _____
Decisions are driven by data - not assumptions _____
Everyone knows which metrics define success _____
Score: _____ (between 4 and 20)

DISCIPLINE #4: EXECUTION EXCELLENCE

Priorities are clearly defined and consistently followed _____
Meetings drive decisions and action - not discussion _____
Accountability is tracked and enforced _____
We consistently deliver on commitments _____
Score: _____ (between 4 and 20)

DISCIPLINE #5: WINNING CULTURE

Our culture reinforces performance and accountability _____
Employees take ownership of results _____
High standards are consistently upheld _____
Behavior aligns with our values _____
Score: _____ (between 4 and 20)

YOUR TOTAL SCORE

Add all five sections:

Total Score: _____ (between 20 and 100)

INTERPRETATION

100 = You are operating at its full capability level

80–99 = Strong foundation, but gaps are limiting the organization's performance

60–79 = Significant opportunities for improvement at your organization

Below 60 = Your organization is operating far below its potential

BONUS SECTION:

BUSINESS PERFORMANCE (RESULTS)

a. Revenue growth is strong and consistent _____

b. Profitability meets or exceeds targets _____

c. Cash flow is healthy and predictable _____

d. Productivity is improving _____

e. Customers are thrilled and highly satisfied _____

Score: _____ (between 5 and 25)

INTERPRETATION

22–25 = High-performance system (operating at a 500% level)

18–21 = Strong system with visible performance gaps

Below 18 = Performance is limiting results and requires immediate action

CEO DECISION

What is the ONE area of clarity you must improve immediately?

FINAL QUESTION

Where are you leaving performance on the table?

Because that is where your next breakthrough lies.