

Assessment of CEO Key Attributes

This document can be used either during competence assessment activities for senior managers or as a self assessment

By scoring each attribute on a scale of 1 to 5, an aggregate score can be determined and used as a measure of performance scaling from 100 extremely poor – to 500 Highly Excellent

A personal review can also be undertaken in respect of any scores of 1 or 2 in connection with any single attribute. To determine the appropriate mitigation activities to deliver a self improvement.

	Identify the CEO Attributes – When considering the appropriate score select the most appropriate either for the current “real” situation or the expected outcome based on a combination of your knowledge, attitude and experience.	Score Here from 1 Low to 5 - High					Total Score Here
		1	2	3	4	5	
1	Setting Vision and Strategy: Defining the long-term vision and strategic direction of the company.						
2	Team Building: Building a strong executive team and ensuring its alignment with the company's goals.						
3	Setting Vision and Strategy: Defining the long-term vision and strategic direction of the company.						
4	Leadership: Providing overall leadership and guidance to the organization.						
5	Decision Making: Making key strategic decisions that affect the company's direction.						
6	Financial Management: Overseeing the company's financial performance and ensuring financial stability.						
7	Operations Oversight: Ensuring efficient and effective business operations.						
8	Corporate Governance: Ensuring compliance with corporate governance principles and practices.						
9	Risk Management: Identifying and managing risks to the business.						
10	Stakeholder Communication: Communicating effectively with shareholders, investors, and other key stakeholders.						
11	Board Relations: Reporting to and working with the board of directors.						

12	Culture Building: Shaping and nurturing the company's culture and values.						
13	Performance Management: Setting performance standards and evaluating executive team performance						
14	Talent Development: Fostering talent development and succession planning.						
15	Innovation Promotion: Encouraging innovation and ensuring the company stays ahead of industry trends.						
16	Market Analysis: Analyzing market trends and adapting strategies accordingly.						
17	Competitive Analysis: Keeping abreast of competitors' strategies and performance.						
18	Customer Focus: Ensuring the company meets or exceeds customer expectations.						
19	Product Development Oversight: Overseeing new product development initiatives.						
20	Sales Strategy: Developing and implementing sales strategies to drive revenue growth.						
21	Marketing Strategy: Overseeing marketing strategies to enhance brand visibility and market penetration.						
22	Supply Chain Management: Ensuring an efficient and effective supply chain.						
23	Quality Assurance: Maintaining high-quality standards for products or services.						
24	Technology Utilization: Leveraging technology to enhance business operations and customer experiences.						
25	Regulatory Compliance: Ensuring compliance with all relevant laws and regulations.						
26	Environmental Sustainability: Promoting environmentally sustainable business practices.						
27	Ethical Standards: Upholding high ethical standards and practices.						
28	Crisis Management: Leading the company through crises and challenging times.						

29	Change Management: Leading and managing organizational change initiatives.						
30	Strategic Partnerships: Developing and managing strategic partnerships and alliances.						
31	Mergers and Acquisitions: Evaluating and executing merger and acquisition opportunities.						
32	International Expansion: Leading the company's expansion into new international markets.						
33	Investor Relations: Managing relationships with investors and analysts.						
34	Public Relations: Overseeing the company's public relations strategy and activities.						
35	Corporate Social Responsibility: Driving corporate social responsibility initiatives.						
36	Budgeting: Developing and managing the company's budget.						
37	Data Security: Ensuring the security of company data and customer information.						
38	Financial Reporting: Overseeing the preparation and dissemination of financial reports.						
39	Capital Raising: Securing financing and raising capital for business operations and expansion.						
40	Cost Management: Identifying and implementing cost-saving measures.						
41	Asset Management: Managing the company's assets efficiently.						
42	Intellectual Property Protection: Protecting the company's intellectual property rights.						
43	IT Strategy: Overseeing the company's IT strategy and infrastructure.						
44	Digital Transformation: Leading digital transformation efforts.						
45	Customer Service Excellence: Ensuring excellence in customer service.						
46	Employee Engagement: Enhancing employee engagement and job satisfaction.						

47	Diversity and Inclusion: Promoting diversity and inclusion within the organization.						
48	Workplace Safety: Ensuring a safe working environment for all employees.						
49	Personal Development: Continuously improving personal leadership and management skills.						
50	Networking: Building and maintaining a network of business contacts and relationships.						
51	Brand Stewardship: Protecting and enhancing the company's brand and reputation.						
52	Market Positioning: Positioning the company effectively in the market.						
53	Sales Channel Development: Developing and optimizing sales channels.						
54	Pricing Strategy: Setting pricing strategies to maximize profitability.						
55	Revenue Growth: Identifying and pursuing opportunities for revenue growth.						
56	Profit Maximization: Implementing strategies to maximize profits.						
57	Operational Efficiency: Driving operational efficiencies and improvements.						
58	Customer Loyalty Programs: Developing programs to enhance customer loyalty.						
59	Feedback Loops: Establishing feedback loops with customers and employees.						
60	Succession Planning: Planning for leadership and key role succession.						
61	Employee Training and Development: Overseeing employee training and development programs.						
62	Conflict Resolution: Resolving conflicts within the organization.						
63	Legal Affairs Management: Overseeing the company's legal affairs.						

64	Negotiation: Negotiating contracts and agreements on behalf of the company.						
65	Reputation Management: Managing and protecting the company's online and offline reputation.						
66	Community Engagement: Engaging with and contributing to the local community.						
67	Strategic Planning: Leading the strategic planning process.						
68	Business Model Innovation: Innovating and evolving the company's business model.						
69	Customer Experience Enhancement: Enhancing the overall customer experience.						
70	Digital Marketing Strategy: Overseeing the digital marketing strategy.						
71	Social Media Presence: Managing the company's presence on social media platforms.						
72	Online Reputation Management: Monitoring and managing the company's online reputation						
73	E-commerce Strategy: Developing and implementing an e-commerce strategy.						
74	Mobile Strategy: Developing a strategy for mobile platforms.						
75	Big Data Analytics: Leveraging big data analytics for strategic insights.						
76	Artificial Intelligence Implementation: Implementing artificial intelligence in business processes						
77	Blockchain Opportunities: Exploring opportunities with blockchain technology.						
78	Sustainability Initiatives: Leading sustainability and eco-friendly initiatives.						
79	Employee Wellness Programs: Implementing employee wellness programs.						
80	Remote Work Policies: Developing and implementing remote work policies.						
81	Flexibility and Work-Life Balance: Promoting work-life balance and flexibility						

82	Performance Bonuses and Incentives: Designing performance bonuses and incentive programs.						
83	Corporate Events and Retreats: Planning and overseeing corporate events and retreats.						
84	Brand Ambassador: Acting as a brand ambassador for the company.						
85	Speeches and Presentations: Delivering speeches and presentations to various stakeholders.						
86	Media Interviews: Participating in media interviews and appearances. Industry Conferences: Representing the company at industry conferences and events.						
87	Board Meetings: Preparing for and participating in board meetings.						
88	Executive Coaching: Engaging in or providing executive coaching.						
89	Feedback Collection: Collecting feedback from customers, employees, and other stakeholders.						
90	Process Improvement: Identifying and implementing process improvements.						
91	Technology Scouting: Scouting for new technologies and innovations.						
92	Cybersecurity Measures: Ensuring robust cybersecurity measures are in place.						
93	Business Continuity Planning: Developing and updating business continuity plans.						
94	Disaster Recovery Planning: Planning for disaster recovery.						
95	Employee Recognition Programs: Implementing employee recognition programs.						
96	Strategic Investments: Making strategic investments in startups or new technologies.						
97	Corporate Restructuring: Leading corporate restructuring efforts when necessary						
98	.Market Expansion: Leading efforts to expand into new markets.						

99	Learning and Development: Encouraging a culture of learning and development across the organization						
100	Legislative Advocacy: Advocating for legislative changes beneficial to the company.						