

## **Redefining Executive Presence: A Self-Assessment for Women in Leadership**

To support CommuniCore Consulting's mission of advancing women in leadership, our team developed a self-assessment tool grounded in the foundational principles of the DISC personality framework. Recognizing that traditional models of executive presence often emphasize traits like dominance and assertiveness, with qualities historically associated with masculine leadership, we reimagined the DISC categories into four inclusive and empowering leadership styles: Trailblazer, Connector, Anchor, and Strategist. Each style reflects a distinct approach to leadership and presence, helping women identify how they naturally communicate, make decisions, and influence others, while also offering pathways for personal and professional growth.

The assessment is delivered through creating your own personality quizzes on TryInteract.com. It guides users through relatable, real-world leadership scenarios. By removing style labels during the assessment, the tool encourages honest, unbiased reflection. After completing the assessment, users receive a summary of their most aligned leadership style, along with tailored insights to help them refine their executive presence in ways that align with their strengths, values, and career aspirations.

Beyond the assessment itself, the tool is intentionally designed for scalability and adaptability. It can be implemented in coaching sessions, leadership development programs, onboarding initiatives, or as a stand-alone professional development resource. Most importantly, it reflects CommuniCore's values: creating inclusive, research-informed tools that empower women to lead with confidence, clarity, and authenticity.

**Take the assessment here.**