

Signals Framework™ Self-Assessment

Are You Leading with Signal or Noise?

This self-assessment is a reflection-based tool for leaders working in brand, communications, transformation, or strategy. It's designed to help you evaluate where you are, and where you may need to refocus to lead with clarity, alignment, and credibility. *See page 2 for Scoring & Reflection Prompts.*

SIGNAL

Truth over noise. Clarity over spin.

Reflection Question	Yes	Sometimes	No	Score
I regularly spot shifts in tone, behavior, or energy before they show up in KPIs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My team has clear ways of collecting both data and intuition-based insight.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I pay attention to silence, avoidance, or quiet discomfort as potential signals.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We hear the same small issues across functions or teams repeatedly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I pause to ask, "What's changed?" before responding to disruption.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I can distinguish between surface noise and signals that matter.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I recognize when something isn't being said—and explore why.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our leadership team surfaces emerging patterns early, not reactively.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

STRUCTURE

Make clarity repeatable.

Reflection Question	Yes	Sometimes	No	Score
We have a shared understanding of our strategic priorities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our messaging and actions are consistent across leaders and functions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We've built infrastructure to scale what's working (i.e. playbooks, briefs, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We intentionally design how information flows across the org.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communications is treated as a strategic function, not just a service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our rituals and cadences reinforce the right messages and behaviors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I know how decisions are made and who needs to be in the room.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our structure makes it easier (not harder) for teams to stay aligned.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We make space for listening, reflection, and course correction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SCALE

From clarity to credibility.

Reflection Question	Yes	Sometimes	No	Score
Our leaders show up consistently across audiences, channels, and forums.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
We've earned trust by being transparent, even when things are hard.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Our internal and external reputation match.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
We know how to adapt messages across stakeholders without diluting meaning.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
We don't just measure activity—we track alignment, trust, and credibility.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
We give our people language they can repeat with confidence.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
We lead with clarity, not spin—even in crisis.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Our stories travel because they're true, not because they're polished.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Scoring & Reflection

Give yourself:

- **2 points** for every "Yes"
- **1 point** for every "Sometimes"
- **0 points** for every "No"

Section Scores:

- **Strong:** 13–16 (Signal or Scale), 14–18 (Structure)
- **Emerging:** 8–12
- **Needs Focus:** 0–7

Reflection Prompts:

- Where are you strongest—and how do you know?
- What gaps showed up for you or your team?
- How would your stakeholders answer these same questions?
- What would it look like to shift one "sometimes" to "yes"?
- What's one low-effort change you could make this week?

Notes:

What is Your Signal Leadership Role?

Based on your scores, here's a quick guide to help you understand your current style in tuning into what matters most, and where you might focus your growth:

Signal Role	Score Range	What It Means
Signal Overloaded	Mostly low (0–7)	Feeling overwhelmed or distracted by noise. You may benefit from resetting priorities and refocusing.
Signal Catcher	Emerging (8–12)	You're noticing some shifts but might be reactive or inconsistent in acting on signals.
Signal Seeker	Strong (13–16 Structure)	You actively seek out feedback and patterns, building habits to listen and reflect more consistently.
Signal Interpreter	Strong (13–18 Structure)	You connect signals to context and meaning, asking “why” and digging beneath the surface.
Signal Activator	Strong (13–16 Scale)	You take thoughtful action on signals, aligning communication and leadership with insights.
Signal Spotter	Very strong (mostly 16–18)	You're highly attuned and trusted to anticipate and shape change proactively.

Ready to Go Deeper?

This self-assessment is just the beginning. If your answers sparked questions, or revealed blind spots, you're not alone. You're exactly where you need to be. The Signals Framework™ was designed to help leaders cut through the noise and lead with clarity at scale.

- Explore how Signal. Structure. Scale.™ apply to your organization.
- Use this tool with your team, leader, and peers to start real conversations.
- Or reach out to go deeper, together >> signalsand.com