

See what matters. Start where you are.

This quick self-assessment helps you identify where clarity is strong and where noise may be creeping in across your organization, team, or personal leadership. It draws from the Signals Framework™, Signal → Structure → Scale, to help you see not just what's working, but what needs focus next.

Average completion time: 10 minutes.

Instructions

Rate each statement from 1 to 5 (1 = Strongly Disagree 5 = Strongly Agree)

Signal Tip: Add a short note beside any that spark an idea, example, or tension point.

Signal

Your source of insight and meaning.

#	Statement	Score (1-5)	Notes / Examples
1	We have a clear, shared understanding of what matters <i>most</i> right now.		
2	Leaders communicate the “why” behind priorities consistently.		
3	People understand how their work connects to the bigger story.		
4	Our organization listens well to early signals from employees or customers.		
5	We can spot emerging risks or opportunities before they escalate.		

Structure

How clarity turns into credible, repeatable action.

#	Statement	Score (1-5)	Notes / Examples
6	Roles and decision rights are clearly defined and respected.		
7	We translate strategy into understandable, actionable messages.		
8	Information flows freely across teams and functions.		
9	Our systems reinforce the behaviors and priorities we say we value.		
10	Feedback loops exist and actually influence change.		

Scale

How signals stay strong as you grow.













#	Statement	Score (1-5)	Notes / Examples
11	Our story and strategy scale consistently across channels and leaders.		
12	New hires or partners quickly understand who we are and what we stand for.		

Signals Framework™ Self-Assessment




Signals
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- 13 Our digital presence reflects the same tone and trust we show internally.
- 14 We measure success through trust, not just output.
- 15 We continuously refine and adapt without losing our core clarity.

Signal Summary

Dimension	Score (out of 25)	Signal Strength			Notes
Signal		 Strong	 Mixed	 Drift	
Structure		 Strong	 Mixed	 Drift	
Scale		 Strong	 Mixed	 Drift	
Overall	/ 75	 Strong	 Mixed	 Drift	

Interpretation

-  **Strong Signal (60 – 75):** Clarity and alignment are high; maintain momentum and share wins.
-  **Mixed Signal (45 – 59):** Some clarity drift; refocus communication or structure.
-  **Drift Zone (< 45):** Noise outweighs signal; start with a [Signal Brief™](#) or a leader conversation.

Your Signal Profile

Use your overall pattern to see where you tend to operate:

Profile	What It Means	First Move
Overloaded Catcher Seeker	Too much noise; unclear priorities; reacting vs. leading.	Simplify goals → Re-ground in the Signal.
	Hearing signals but lacking process to act.	Clarify roles → Strengthen Structure.
	Searching for clarity; asking the right questions.	Define priorities → Anchor communication rhythm.
Interpreter	Making sense of signals; needs more reach and reinforcement.	Scale messaging → Align leaders.
Activator Spotter	Turning clarity into action; momentum building.	Measure and sustain trust.
	Consistently seeing and shaping signals; system thinker.	Keep scaling responsibly.

Reflection & Action

Quick prompts:

1. Where did your lowest scores cluster: Signal, Structure, or Scale?
2. Which statement felt most uncomfortable or revealing?
3. Where are you already strong, but not telling that story clearly enough?
4. What's one action you can take this month to strengthen clarity?
5. Who else should see or complete this assessment?

Signal Tips:

1. Share your results with a peer or leader and ask, “What signals do you see that I might be missing?”
2. Use this tool in workshops, staff or planning meetings, and team check-ins:
 - Have each member complete it individually.
 - Compare scores to reveal alignment or perception gaps.
 - Discuss one shared “signal to strengthen” for next quarter.

Next Step

You've seen your signals. Now it's time to make them actionable.

- Book a [Signal Session™](#) (free 30-minute conversation) to interpret your results and identify next steps.
- And join the Signals& list for immediate access to the Signals Starter Pack, our subscriber-only free tools to deepen your clarity and build momentum right away.

 Join the List → <https://bit.ly/JoinSignalsList>

Subscribers receive occasional emails with early access to insights, resources, and community updates. No spam, no fluff, just signals.