

CARE Framework Self-Assessment

Discover where your **ROI** and **ROY** come from — and where your next breakthrough lives.

HOW TO SCORE	✓ YES — 2 pts Firm, consistent strength	~ DEVELOPING — 1 pt Present but inconsistent <i>ROY credit for the effort!</i>	✗ NO — 0 pts Not yet built
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C

TRUST BUILDERS

Who you must be, show, and have

MUST BE

CONSISTENT

You show up the same way every day — in effort, attitude, and standards. People know what to expect from you, and that reliability builds deep trust over time.



No
0 pts



Developing
1 pt



Yes
2 pts

MUST SHOW

COMPASSION

You lead with empathy and genuine care for the people around you. Compassion isn't soft — it's the force that keeps teams together when things get hard.



No
0 pts



Developing
1 pt



Yes
2 pts

MUST HAVE

CURIOSITY

You ask better questions than you give answers. Curiosity keeps you growing, keeps your team engaged, and signals to others that you're never done learning.



No
0 pts



Developing
1 pt



Yes
2 pts

A

HOW YOU SHOW UP

Your mindset, identity, and flexibility

MINDSET

APPROACHABLE

People feel safe bringing you real problems and real ideas. Your demeanor says 'come talk to me' — and that openness separates good leaders from great ones.



No
0 pts



Developing
1 pt



Yes
2 pts

YOU

AUTHENTIC

You lead as yourself — not a curated version of what a leader should look like. People follow the real you far longer than they follow a performance.



No
0 pts



Developing
1 pt



Yes
2 pts

INDUSTRY DAY-TO-DAY

ADAPTABLE

You can read the room, pivot the plan, and shift your approach without losing your footing. In professional services, adaptable leaders stay relevant.



No
0 pts



Developing
1 pt



Yes
2 pts

R

BRAND BUILDERS

Unconditional, around-the-clock, audience-centered

UNCONDITIONAL

RESPECT

You give respect before it's earned. You treat interns and executives the same way. That unconditional respect is often what people remember about you for decades.



No
0 pts



Developing
1 pt



Yes
2 pts

24/7/365

RELIABLE

When you say you'll do something, it gets done — period. Reliability is the currency that funds every relationship in professional services. Your word is your brand.



No
0 pts



Developing
1 pt



Yes
2 pts

UNDERSTAND AUDIENCE

RELATABLE

You meet people where they are. You adjust your communication for the room, not for yourself. The most relatable leaders in the room become the most memorable ones.



No
0 pts



Developing
1 pt



Yes
2 pts

E

THE ACTIVATORS

Energy, action, and urgency

LIVE THE DAY

ENTHUSIASTIC

Your energy is contagious — and you know it's a choice. Enthusiasm doesn't mean loud; it means fully present and genuinely invested in what's in front of you.



No
0 pts



Developing
1 pt



Yes
2 pts

DO AS YOU SAY

EXECUTION

Ideas are common. Execution is rare. You have the discipline to follow through, finish what you start, and deliver results — not just intentions.



No
0 pts



Developing
1 pt



Yes
2 pts

SENSE OF URGENCY

EAGERNESS

You move with intention and a bias toward action. Eagerness signals to everyone around you that today matters — and that energy elevates the entire team's standard.



No
0 pts



Developing
1 pt



Yes
2 pts

SCORING SUMMARY

MY TOTAL SCORE: _____ / 24

Trust



____ / 6 pts

Show Up



____ / 6 pts

Brand



____ / 6 pts

Activate



____ / 6 pts

What Does Your Score Mean?

0–6
pts

BUILDING THE FOUNDATION

ROI — Return on Investment

Your ROI is still forming — and right now is the most powerful time to invest. Each attribute you develop directly multiplies the value you produce for clients and teams. Consistency here creates compound interest you'll cash in for years.

ROY — Return on You

Your ROY starts here. Every attribute you begin developing is a deposit into your leadership identity. The leaders who grow fastest start intentionally — and you're doing exactly that.

7–12
pts

DEVELOPING YOUR EDGE

ROI — Return on Investment

You're generating real returns in key areas. Your ROI grows as more CARE attributes shift from occasional to consistent behaviors. Focus on the gaps and watch your influence accelerate.

ROY — Return on You

You're already seeing ROY. The work you've put into yourself is showing up in your reputation and results. Continued investment will compound those returns significantly.

13–18
pts

ACTIVATING YOUR IT FACTOR

ROI — Return on Investment

Your ROI is strong. Leaders here consistently produce above-average results because the trust foundation is solid. Fine-tuning remaining gaps will compound your returns and expand your opportunities.

ROY — Return on You

Your ROY is significant. You've invested in who you are as a leader, and it shows in the relationships and influence you've built. Sharpening remaining attributes is the difference between good and unforgettable.

19–24
pts

CARE FRAMEWORK LEADER

ROI — Return on Investment

Your ROI is at its peak. You're the leader others benchmark against — the one clients trust, teams follow, and organizations promote. Your greatest ROI now comes from developing the leaders around you.

ROY — Return on You

Your ROY is fully realized. You've built a leadership identity that sustains itself — authentic, trusted, and memorable. Your greatest ROY now comes from investing in others and watching their returns compound.

REFLECTION NOTES

1. Which 1–2 attributes, if strengthened this quarter, would have the biggest impact on your leadership?

2. Where are you currently scoring Developing — and what one specific action would move it to Yes?

3. Which CARE category (C, A, R, or E) is your strongest right now? How are you intentionally using that strength?

4. Who in your life models the attributes you most want to develop? What could you learn from watching them closely?

Ready to build your IT Factor?

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