

C-A-R-A™ Self-Assessment Checklist

Reflect on how effectively you're using the C-A-R-A™ framework to communicate insight and impact.

Instructions:

For each question below, rate yourself on a scale from 1 to 5:

- 1 – Not at all
- 2 – Rarely
- 3 – Sometimes
- 4 – Often
- 5 – Always

Tick or circle your rating. Then, total your score at the end to gauge your confidence with C-A-R-A™.

Scoring & Reflection

Total Score: _____ / 60
(12 questions, 5 points each)

Score Range Interpretation

- | | |
|---------------|---|
| 50–60 | You're a confident C-A-R-A™ communicator. |
| 35–49 | You're on the right track — refine clarity and impact. |
| <35 | Time to practice. Use the prompts and templates to improve. |

C — Challenge

Is the business problem clear and relevant?

Question	1	2	3	4	5
I clearly define the business challenge or opportunity.					
I link the challenge to a broader organisational goal.					
The challenge I describe resonates with my stakeholders.					

A — Approach

Is your solution logical and purposeful?

Question	1	2	3	4	5
I explain the methods, tools, or steps used.					
I justify why this approach was chosen.					
My approach is clearly linked to the challenge.					

R — Result

Is the outcome clear and valuable?

Question	1	2	3	4	5
I describe the result in clear, measurable terms.					
I highlight the impact created (time saved, cost avoided, etc.).					
The outcome feels meaningful to my audience.					

A — Application

Can others use or act on what you've done?

Question	1	2	3	4	5
I explain how this work can be reused, scaled, or applied.					
I give recommendations or next steps.					
My audience knows what to do with this insight.					