C-Level Coaching Readiness Scorecard

Assess your confidence, skills, and strategy to coach top executives—and uncover what's holding you back

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Coaching senior executives isn't the same as coaching mid-level professionals. C-level leaders operate under intense pressure, make high-stakes decisions daily, and expect advisors who can challenge their thinking at the highest level.

The question is: *are you equipped with the confidence, skills, and strategies to coach at that caliber?*

Many coaches aspire to work with top executives but struggle to break into that space because they lack a proven framework, the right positioning, or the executive presence to command authority in the room.

This C-Level Coaching Readiness Scorecard is designed to help you assess exactly where you stand and uncover the key gaps that might be holding you back. In just a few minutes, you'll gain clarity on your strengths, identify areas for growth, and understand what it truly takes to coach high-level leaders effectively.

Let's get started - your next-level coaching career starts here.

Are You Ready to Coach High-Level Leaders? Find Out in 5 Minutes...

Section 1: Confidence & Presence

1. When speaking with senior executives, how comfortable are you in holding your own in conversations?

	I often feel intimidated and doubt my expertise. *(1 point)*
	I can hold a conversation, but I sometimes feel like I lack authority. *(3 points)*
	I feel confident, but I don't always challenge them. *(5 points)*
	I can command respect and lead the conversation with authority. *(10 points)*
	Total points for Question 1

2. Do you have a strong personal brand and positioning as a high-level leadership coach?

	Not at all – I feel like just another coach. *(1 point)*
	I have some credibility but not with senior leaders. *(3 points)*
	I have built some authority, but I struggle to attract top clients. *(5 points)*
	I am seen as a go-to expert in leadership coaching. *(10 points)*
	Total points for Question 2

Section 2: Skills & Methodology

3. Do you have a coaching framework that is designed specifically for C-Level leaders?

	No, I use a general coaching approach. *(1 point)*
	I adapt my coaching based on the client, but I don't have a set framework. *(3 points)*
	I have a structured coaching method, but it's not tailored to high-level leaders. *(5 points)*
	I have a proven, step-by-step framework that gets C-Level clients results. *(10 points)*
	Total points for Question 3

4. How well do you understand the psychology and mindset of top executives?

	Not well—I mostly focus on general leadership skills. *(1 point)*
	I have some knowledge but lack deep expertise. *(3 points)*
	I understand executive challenges but struggle to apply neuroscience and psychology. *(5 points)*
	I have deep expertise in executive mindset and can shift their thinking fast. *(10 points)*
	Total points for Question 4

Section 3: Business & Client Acquisition

5. Do you consistently attract and sign high-level coaching clients?

	No, I mostly work with mid-level professionals. *(1 point)*
	I have had some success but struggle with high-paying executive clients. *(3 points)*
	I sign high-level clients occasionally but not consistently. *(5 points)*
	I regularly coach senior executives and charge premium rates. *(10 points)*
	Total points for Question 5

6. Are you able to clearly articulate the ROI of coaching to C-Level executives?

	No, I struggle to explain the tangible value. *(1 point)*
	I talk about coaching benefits, but I don't link them to business impact. *(3 points)*
	I can explain value, but I don't always close the sale. *(5 points)*
	confidently position my coaching as a high-ROI investment for executives. *(10 points)*
	Total points for Question 6

SCORING & INTERPRETATION

Score	Meaning
0-20 Points	You have potential, but you're missing key confidence, skills, and strategies to coach high-level leaders effectively. The good news? These can be developed.
21-40 Points	You're on your way. You have some strengths but also gaps that could hold you back from consistently working with top executives.
41-50 Points	You're doing well, but to truly break into elite leadership coaching and command premium rates, you need to refine your approach and solidify your expertise.
51-60 Points	You're ready for the big leagues. If you're not already coaching C-Level executives consistently, a few strategic tweaks will get you there.

What's Next?

Join Michael for a **live deep dive** into what it truly takes to coach leaders at the highest level.

On **March 25th, 2026 at 4 PM UK / 11 AM EST**, he'll break down the key strategies, mindset shifts, and common mistakes coaches make when working with C-level executives.

Click This Link to register.