A PRACTICAL EXECUTIVE SELF-AUDIT

The Executive Digital Influence Scorecard

From Digital Presence to Global Influence

For executives, entrepreneurs and thought leaders who want to build visibility, credibility and commercial influence.



Your digital presence is already speaking. What is it saying about you?

Before a prospective client calls you, a conference organiser invites you, a journalist contacts you, or a strategic partner agrees to meet you, there is a strong possibility they will search for you online.

> The question is no longer simply “Are you online?” The better questions are:
>
> Are you visible? Are you credible? Are you positioned for the opportunities you want?

Use this scorecard to assess whether your current digital presence is helping you build influence—or simply creating online activity.

HOW TO SCORE

Six dimensions. Thirty statements. One hundred and fifty points.

1	2	3	4	5
Significant gap	Needs improvement	Developing	Strong	Excellent

01 Digital Discoverability

02 Executive Positioning

03 Thought Leadership & Content

04 Credibility & Digital Trust

05 Global Influence Readiness

06 Digital-to-Opportunity Conversion

01

Digital Discoverability

Can the right people find you?

I can easily be found when my name is searched online.	1	2	3	4	5
Search results accurately represent my professional expertise.	1	2	3	4	5
My key professional profiles are current and consistent.	1	2	3	4	5
My digital footprint clearly connects me to my areas of expertise.	1	2	3	4	5
My online presence supports the markets and audiences I want to reach.	1	2	3	4	5

SECTION SCORE

___ / 25

EXECUTIVE QUESTION

If someone searched your name today, would they immediately understand who you are, what you know and why you matter?

02

Executive Positioning

Does your digital presence establish authority?

I have a clear executive or thought-leadership positioning statement.	1	2	3	4	5
My biography communicates expertise, credibility and impact.	1	2	3	4	5
My qualifications and experience are strategically presented.	1	2	3	4	5
My online profiles communicate a consistent professional identity.	1	2	3	4	5
I am clearly differentiated from others operating in my field.	1	2	3	4	5

SECTION SCORE

___ / 25

EXECUTIVE QUESTION

Are you simply describing what you do, or are you communicating why your expertise deserves attention?

03

Thought Leadership & Content

Are you known for something?

I consistently share insights within my area of expertise.	1	2	3	4	5
My content demonstrates knowledge rather than simply promoting services.	1	2	3	4	5
I have clearly defined thought-leadership themes.	1	2	3	4	5
My content speaks to the problems and opportunities facing my audience.	1	2	3	4	5
My digital content strengthens my professional reputation.	1	2	3	4	5

SECTION SCORE

___ / 25

EXECUTIVE QUESTION

If someone consumed your last ten pieces of content, could they clearly identify the three subjects you want to be known for?

04

Credibility & Digital Trust

Does your online presence give people reasons to believe you?

My professional achievements are appropriately visible online.	1	2	3	4	5
Testimonials, recommendations or endorsements support my credibility.	1	2	3	4	5
Speaking engagements and professional contributions are documented.	1	2	3	4	5
My online profiles look professional and current.	1	2	3	4	5
There is strong evidence of the value and impact of my work.	1	2	3	4	5

SECTION SCORE

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EXECUTIVE QUESTION

You may know that you are credible. Can someone who has never met you verify that credibility online?

05

Global Influence Readiness

Can your expertise travel beyond your immediate network?

My positioning can be understood by audiences outside my home market.	1	2	3	4	5
My content addresses issues relevant beyond my immediate network.	1	2	3	4	5
I intentionally build relationships with regional and global networks.	1	2	3	4	5
My digital presence supports speaking, media and partnership opportunities.	1	2	3	4	5
I have a strategy for expanding my influence beyond my current market.	1	2	3	4	5

SECTION SCORE

___ / 25

EXECUTIVE QUESTION

If the right opportunity emerged in another African market—or globally—would your digital footprint support your credibility before you entered the room?

06

Digital-to-Opportunity Conversion

Is visibility translating into opportunity?

My digital presence generates relevant enquiries or introductions.	1	2	3	4	5
I have clear calls to action across my key digital platforms.	1	2	3	4	5
My audience knows how to engage, book or work with me.	1	2	3	4	5
I intentionally convert digital relationships into professional opportunities.	1	2	3	4	5
I track meaningful digital outcomes beyond followers and likes.	1	2	3	4	5

SECTION SCORE

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CALCULATE YOUR DIGITAL INFLUENCE SCORE

Add your six section scores.

_____ /150

120–150	STRONG DIGITAL INFLUENCE FOUNDATION You have built significant digital assets. Your next opportunity is to strengthen scale, strategic visibility and regional/global positioning.
90–119	VISIBLE, BUT NOT YET FULLY LEVERAGED You have a credible foundation, but gaps may exist between visibility, authority and commercial opportunity.
60–89	DIGITAL PRESENCE WITHOUT STRATEGIC POSITIONING You are online, but your digital footprint may not yet communicate the full value of your expertise.
Below 60	DIGITAL REPOSITIONING OPPORTUNITY A structured review of your positioning, platforms, content, credibility signals and digital strategy could significantly strengthen how the market perceives you.

The 5Vs of Executive Digital Influence™

The AFRILEAD framework for what a high-impact digital presence should achieve.

V	V	V	V	V
VISIBILITY	VALUE	VOICE	VALIDATION	VELOCITY
Can the right people find you?	Does your content demonstrate useful expertise?	Is there a clear perspective associated with your name?	Can people see evidence that supports your credibility?	Is your digital presence creating momentum toward bigger opportunities?

Your objective is not simply to become more visible. It is to become visible to the right people, for the right reasons, in the right markets.

Your 30-day digital executive action plan

Choose one priority under each area.

WEEK 1

Audit

Search your name. Review your profiles, website, images, biography and current positioning.

WEEK 2

Position

Clarify what you want to be known for, who needs to know you and the opportunities you want your visibility to create.

WEEK 3

Build authority

Develop three core thought-leadership themes and begin publishing valuable insights around them.

WEEK 4

Expand

Identify ten strategic people, communities, publications, platforms or organisations that could extend your professional influence.

FROM VISIBILITY TO GLOBAL INFLUENCE

Digital transformation for an executive is not about posting every day. It is about intentionally building a digital reputation that can create trust before the meeting, credibility before the introduction and opportunity beyond your existing network.

Your digital footprint should become an asset.

Visibility	gets you noticed.
Credibility	gets you considered.
Influence	gets you invited.
Strategy	turns attention into opportunity.

READY TO DISCOVER WHAT YOUR DIGITAL PRESENCE IS REALLY SAYING?

Book an AFRILEAD Executive Digital Audit

Move beyond assumptions. The audit evaluates your digital footprint and gives you practical recommendations on what to strengthen, reposition, remove, build and amplify.

- Discoverability
- Executive Positioning
- Platform Optimisation
- Thought Leadership
- Content
- Credibility
- Audience Alignment
- Global Influence Readiness
- Opportunity Conversion

BOOK YOUR DIGITAL AUDIT

Strategy | Growth | Impact

NEXT STEP

Global Influence Executive Program

A structured pathway for building a credible executive brand and expanding professional influence across markets.

- Position your expertise.
- Build digital authority.
- Strengthen your thought leadership.
- Expand your strategic network.
- Convert visibility into opportunity.

From Visibility to Credibility—Then Comes Revenue.

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