

CEO Scorecard

Student Co Ticker CEO

Clicking on a value box next to an answer will award those points for the respective selection
A total score for the form will not show until all questions have been answered.
The maximum score achievable is 32.

1. The CEO age in years is closest to?
 35 [1] 40 [2] 45 [3] 50 [4] 55 [3] 60 [2] 65 [1]
1. The CEO's tenure at the company in years is closest to?
 5 [1] 10 [2] 15 [3] 20 [4] 25 [3] 30 [2] 35 [1]
3. What was the CEO's background?
 Human Resource Management [1]
 Information [2]
 Finance [3]
 Operations [4]
 Engineering [3]
 Marketing [2]
 Law [1]
4. How many other employers has the CEO worked for?
 0 [2] 1 [4] 2 [3] 3 [2] 4 or more [1]
5. Approximately how long has the CEO been the CEO of this company?
 0 [2] 2 [4] 4 [3] 6 [2] 8 [1] 10 or more [0]
6. From reading the 10-K and news articles does the CEO have a BIG GROWTH IDEA?
 Yes [4] It's hard to tell [2] No [0]
7. Has the company had a strong EVA history in recent years?
 Yes [4] It's hard to tell [2] No [0]
8. Generally, how would you rate the CEO on the following characteristics
 (from "How to think like a CEO" by D. A. Benton,
 Published by Business Plus, New York, 1996):

1. Secure in Self

12. A Tad Theatrical

- | | |
|----------------------------|---|
| 2. In control of Attitude | 13. Detail Oriented |
| 3. Tenacious | 14. Good at their job and willing to lead |
| 4. Continuously Improving | 15. Fighters for their people |
| 5. Honest and ethical | 16. Willing to admit mistakes, yet unapologetic |
| 6. Thinking before talking | 17. Straightforward |
| 7. Original | 18. Nice |
| 8. Publicly Modest | 19. Inquisitive |
| 9. Aware of Style | 20. Competitive |
| 10. Gutsy/A Little Wild | 21. Flexible |
| 11. Humorous | 22. Good storyteller |

Very High [4] High [3] Normal [2] Low [1] Very Low [0]

Articles:

[Forbes](#)

[Barrons](#)

[Traits](#)

[Growth](#)

[Telegraph](#)

[Glassdoor](#)

Copyright 2012 © Gaylen K. Bunker, All rights reserved