



# Emerge

Presenter Assessment



## Your Emerge Profile

# Introduction

Thank you for investing in yourself. This is the first step in your journey to becoming a more confident and polished presenter.

At Ethos3, we have been coaching and training presenters for over 15 years and the one single trait that separates the great ones from the good ones is self-awareness. These individuals understand completely what they bring to the table in relation to their public speaking skills. They intimately know their strengths and weaknesses. There is no gray. Instead, there is only absolute clarity.

We applaud you in taking this major leap in your public speaking journey. You soon will be uncovering exactly who you are as a presenter. You are going to learn the good, the bad, and everything in the middle. It will be the gift of self-awareness.

Get ready! You are on your way to wooing your audiences and wowing your listeners.

## What to expect

As you press forward, you will soon be learning about your personal Emerge profile. Your unique score has been calculated using our proprietary four-quadrant algorithm. You can see a sample quadrant illustration below:



Each of these four quadrants represents the various components surrounding any modern day presentation. The range is all encompassing and captures everything from your perspective and approach about preparing for a talk, your philosophy about presentation design, your level of confidence leading a webinar, and so forth.

**Let's dive into each one.**

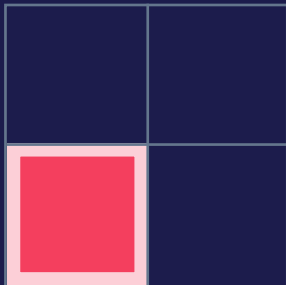
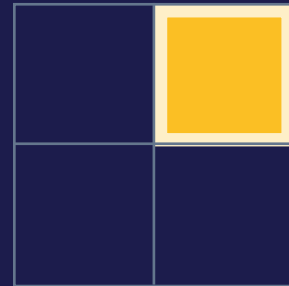


## Explore

This quadrant measures how you plan and prepare for any presentation. This includes all of your rehearsal techniques and preferences, approach to research, and organization process of your thoughts and ideas.

## Engage

The purpose of this quadrant is to calculate just how comfortable you are delivering your message. It will clearly indicate whether you are charismatic, funny, likeable, and comfortable in your own skin.

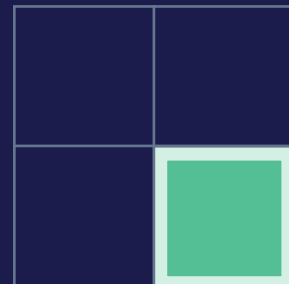


## Empathize

This quadrant is all about audience engagement. In other words, this quadrant exists to extract whether you establish or do not establish a positive rapport with your audience.

## Energize

These four quadrants are ultimately brought together by this final area which measures the long-term value of your messages. Think about speeches and presentations which reshaped the world like JFK's 1964 Inaugural Address or MLK's "I Have a Dream" speech. This quadrant exists to determine if your messages have the same potential.





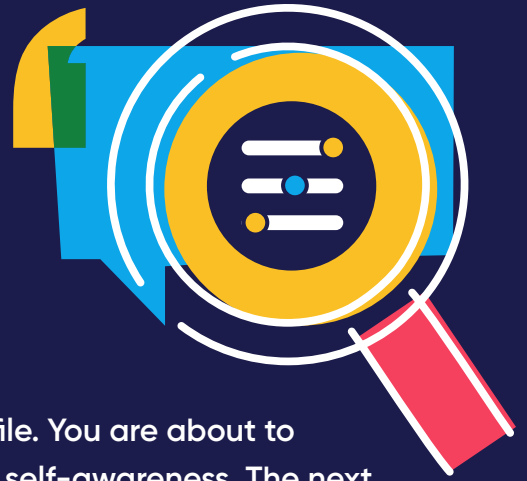
# What you need to look for in your profile

What you need to pay specific attention to is the dot placements related to your specific profile. If a dot is placed on the outside part of the quadrant it indicates you have specific strengths related to the quadrant. If a dot is placed near the intersection, it implies that you may not be as strong in this area. Don't worry though. Emerge exists not to make you an all-star in all four areas (although that is a good goal to have). Instead, Emerge exists to help you maximize the areas where you excel and minimize those areas that can be considered weaknesses. For instance, if you soon realize you really struggle in the Energize quadrant (all about durable and long-term messages), the goal isn't to turn that weakness into a strength by making you the next Abraham Lincoln or Barack Obama. However, the expectation is to manage what is going wrong. Perhaps, you are simply neglecting the use of a call-to-action in your presentations to help increase the long-term value of your talk. That can easily be mitigated without the daunting task of trying to be a world-changing public speaker.

Again, the goal of knowing your profile is to figure out what you do well and own it – maximize it. Those areas where your score is lower exist so you can acknowledge, fix, and manage them. The objective is awareness, not complete transformation. You would never want an introvert to become an extrovert or the opposite. We are all unique as human beings. Own your strengths and manage your weaknesses so you can avoid them becoming unhealthy or bad habits.



# Let's jump in



The introduction is officially over. Welcome to your Emerge profile. You are about to embark on one amazing journey into the world of presentation self-awareness. The next few pages will unpack your entire Emerge profile in amazing detail.

**Take note. Take heart. And, enjoy the ride. We're glad to have you here.**

**Congrats! You are a:**



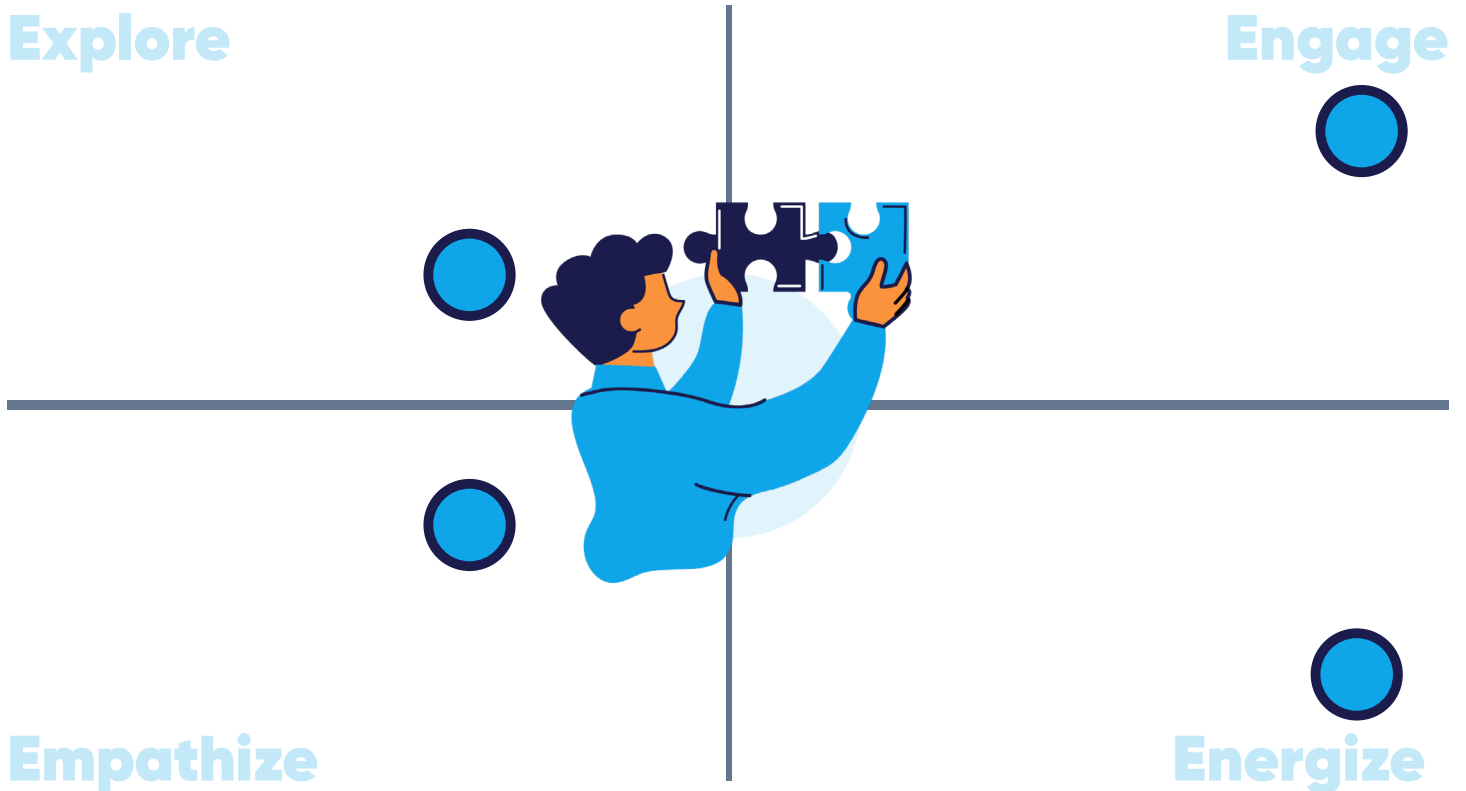
## **Blue Operator**

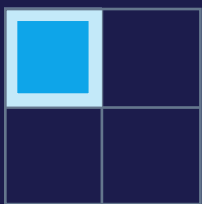
**A presenter who is easily excited and loves new ideas.**

# How did you score?

Again, it's all about the dots as mentioned earlier. As you review your score below, you'll need to pay special attention to dot placement. If a dot is placed in the middle to outside part of the quadrant it indicates you are excelling in this area and may possess certain strengths related to the quadrant. If your dot is on the inside part of the quadrant, it is showcasing opportunities for growth and improvement.

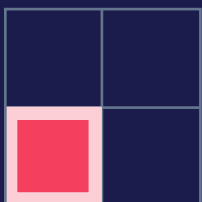
For instance, let's say your dot is on the outside part of the "Engage" quadrant (all about presentation delivery). This implies that you are probably comfortable on stage or leading a Zoom call. If your dot is towards the intersection or inside part of the quadrant then speaking in public may be something you fear or it may give you lots of anxiety.





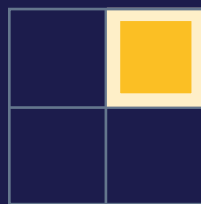
## Explore

Blue Operators score in the mid-to-low range of this quadrant. Don't worry, it's not because you don't care or are lazy. Rather, it's because you care more about your event than the behind-the-scenes work. You focus on the outcome rather than the grind. It's time to acknowledge this approach and invest more in the beginning stages of preparing your talk. Start outlining your ideas, carving out time to rehearse, and really investing in look and feel of your deck.



## Empathize

This is another area of weakness for Blue Operators. The bad news here is that you neglect your audience. The good news is that it's an easy fix. You're already a vibrant and energetic virtual presenter. Now, take this one step further and find ways to involve your audience. Ask more rhetorical questions, set up a Q&A session, or throw in some live polls or surveys while you deliver your virtual talk.



## Engage

You really shine in this quadrant. Blue Operators are vibrant, charismatic, and are very magnetic at leading any virtual room. You have the unique ability to transform your nervousness into contagious energy which enables you to succeed in any virtual environment.



## Energize

The Energize quadrant is another area of tremendous strength for Blue Operators. You deliver messages that are sure to be remembered. They fill a gap. They add value. They make a lasting impact not just for a few weeks or months, but for years.



# What does this mean?

A Blue Operator is easily excited and loves new ideas. The audience size and virtual platform don't matter to Blue Operators. All you desire is a group of people who want to hear something meaningful and want to share a few laughs at the same time. You're the kind of presenter who drops truth and then drops the mic. But don't drop the ball! Make sure you spend a good amount of time researching and preparing for your talk, including finding ways to get your audience involved.



# Where you really emerge...

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## Your Ideal Teammate

Opposites attract. It is always beneficial to surround yourself with people who possess strengths where you have weaknesses. Think of the best marriages. They have a balancing act taking place with an extrovert and introvert or someone who is spontaneous while the other likes to create a plan of action. Share and compare, and level each other up. That's where growth happens. With that said, Blue Operators need to seek out Gold Analysts.



## Your Admirers

Your admirers are people who have no problem laughing and learning at the same time. In fact, other Blue Operators will seek out your presence. They love innovative concepts as much as you do and know how to have fun learning new things.



## Your Challengers

Your biggest challengers are the ones who aren't impressed by energy and enthusiasm. They want to see the blueprint behind your narrative. Think venture capitalists (VCs) and experienced investors. They will desire more than a good joke and a world-changing idea. They want the tangibles: market size, competitive landscape, and your growth plan.





# Working with your team

The amazing attribute of Emerge is that it not only sheds light on how you handle yourself and as a presenter but also how you can serve and be served by your team.



## How You Can Add Value to Your Team

You are great in the spotlight and you deliver messages that stand will stand the test of time. Volunteer to take ownership in those rules by being the one who presents on behalf of the team. Also, make sure touch your team's content so you can format the message to make it more memorable which is one of your key strengths.



## How Your Team Can Help You Grow

Lean on your team to show you how to involve your audience more when giving a presentation. They can non only provide guidance in how to make more interactive presentations but provide guidance on how to better organize your thoughts and ideas behind the scenes.



# 3 Dos and Don'ts

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## Dos

1. Do make sure your big idea is grounded and contains substance from data, facts, statistics, and other findings.
2. Do organize your message. Outline your main ideas, storyboard your visuals, and plan out the execution of those elements.
3. Do be intentional about creating an interactive experience for your audience using plug-ins or by hosting an extensive Q&A session.



## Don'ts

1. Don't forget to provide a roadmap of your goals. Explain to your audience how you plan to help them arrive at their destination.
2. Don't forget to get feedback on your level of interactivity with the audience. Are you including rhetorical questions? Are you opening and closing your talk in a compelling way?
3. Don't neglect to fact-check all of your findings. Your idea may be compelling, but your research needs to be stronger.

# Final thoughts

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This should not be the end of your journey so we refuse to say goodbye. Instead, we are going to say "see ya later." This is just the beginning of your public journey rather than the finish line so cheers to new beginnings and a new awakening.

**But, before we officially sign off, we want to address some of the most common questions we receive about Emerge.**

## **1. Can I change my Emerge profile?**

Your profile reflects who you are as a presenter right now. It's who you were or who you want to be but who you are in this very moment in time. According to the brilliant mind of James Altucher, it takes someone about 5 years to do a complete transformation. It would be ridiculous of us and you to think that a complete 180 change is going to happen overnight. In that spirit, we suggest to respect and own the person who you are today. You can obviously take steps to improve in certain quadrants and become a better version of you but to expect a complete transformation is a conversation for another day.

## **2. What if I don't like my results?**

Yell. Scream. Punch a pillow. In all seriousness, if you don't like how you scored in each quadrant, use the information for what it is - an accurate assessment of your strengths and weaknesses as a presenter. We are all human. We are all imperfect. We all can improve.

## **3. Should I retake the assessment?**

The simple answer is: No. Once is enough. In all seriousness, there is no reason to take the assessment again unless you were drunk the first time around. Assuming you answered the questions to the best of your ability, your results are perfect because they represent you.

## **4. Which profiles are the strongest and weakest?**

Every profile is strong and weak. They are a representation of the human race, and we all bring different strengths and weaknesses to the table so no profile is perfect. However, if you are looking for a black and white response...on paper, The Blue Commander has the most strengths and the Gold Officer has the least amount of strengths.

## **5. Should I have my friends or colleagues take Emerge?**

If they have or will give a presentation in the future then the answer is: Yes! Emerge was created for anyone who gives presentations infrequently or on a regular basis.

**Thanks again for taking this journey with us. We hope you found your Emerge profile helpful, inspiring, and empowering as you continue to grow in the area of presenting and public speaking.**

**Have a question, comment, or suggestion?**

**We would love to hear from you!**

**Email us at [emerge@ethos3.com](mailto:emerge@ethos3.com) and we'll get back to you promptly.**

**Let's keep changing the world,  
one presentation at a time.**

