

# 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.

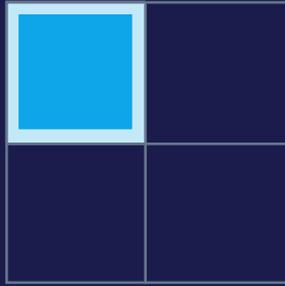
## What to expect

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:

<b>Explore</b>	<b>Engage</b>
<b>Empathize</b>	<b>Energize</b>

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.**

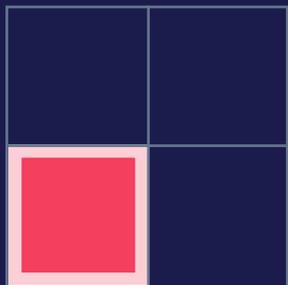
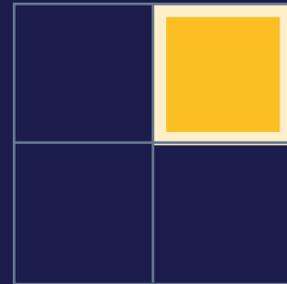


## Explore

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.

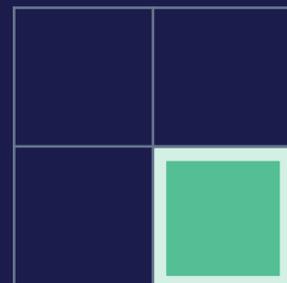


## Empathize

This quadrant is all about audience engagement. In other words, this quadrant exists to extract whether you establish or do not establish a positive repore 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 Inagural Address of MLK's "I Have a Dream" speech. This quadrant exists to determine if your messages have the same potential.





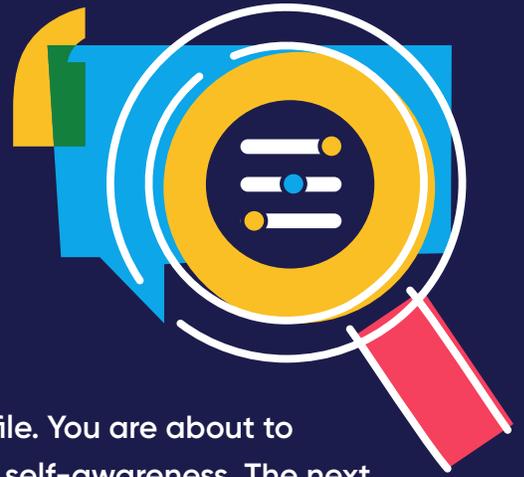
# What you need to look for in your profile

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:**



## Gold Analyst

A presenter who is great with people and preparation.

# How did you score?

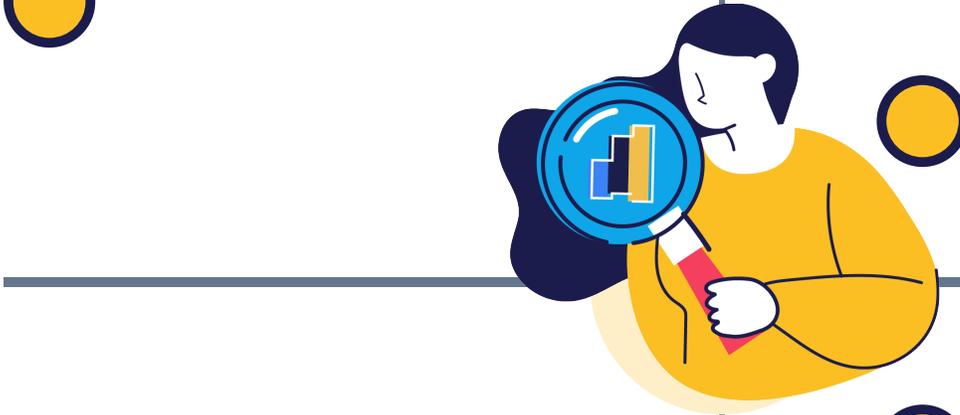
Again, it's all about the dots as mentioned earlier. As you review your score below, you'll need to pay special attention to dot placement. If a dot is placed in the middle to outside part of the quadrant it indicates you are excelling in this area and may possess certain strengths related to the quadrant.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

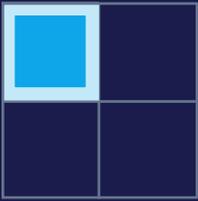


**Engage**



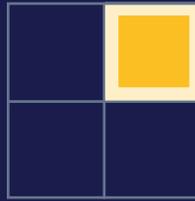
**Empathize**

**Energize**



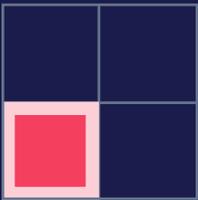
## Explore

Gold Analysts shine bright in this area, scoring in the mid-to-high range. You care deeply about the presentation details needed to succeed in this ever-changing virtual landscape. You follow today's best practices and you are well-read on the latest principles needed to put together a compelling message.



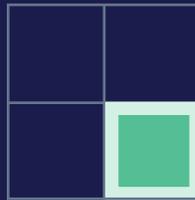
## Engage

Although you may know how to put together a compelling talk, you do struggle once it is time to sit in front of the camera. You may find yourself becoming intimidated, overly self-conscious, and even uncomfortable in your own skin. Seek outside sources of inspiration (i.e. TED Talks, etc) and try to deploy new techniques to ease your nerves. You just need to work on your own insecurities in the Engage quadrant since all of it lives in only your head.



## Empathize

Gold Analysts score well in the Empathize quadrant. You may feel strange in the spotlight, yet your approach and preparedness empower your listeners to be involved in the discussion you're facilitating. Thus, you to win the hearts and minds of most audiences. You know your material and your audience trusts you.



## Energize

Moving forward, you'll need to consider the long-term impact of your messaging since your score here is in the low-to-mid-range. Start thinking now about how to extend the life of your talk by utilizing social channels and sharing your slides. In addition, providing a strong, actionable call to action will provide more mileage behind your main talking points.



# What does this mean?

Gold Analysts are great with people and preparation. To be honest, you don't seek out the spotlight. Instead, you want meaningful discussion backed by research. You want to talk about important items and dive deep into those topics with others. It can be casual or formal, the format doesn't matter. You just want meaningful conversations. That's your sweet spot. However, it's important to remember that audiences want to be led or taught something new, and it's vital to reach those personality types, too.



# Where you really emerge...



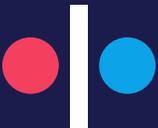
## Your Ideal Teammate

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, Gold Analysts need to seek out Blue Operators.



## Your Admirers

Because you have a well-rounded virtual presentation style, you appeal to anyone who is looking to dive deeper and have a conversation about important issues. Your admirers are viewers who don't want to be talked to but engaged with in a meaningful way.



## Your Challengers

Where your admirers enjoy your conversational ability, your challengers despise it. They want to be led or taught something new and you may fall short here. Make the extra effort to teach more with your message while not losing your conversational approach and tone.



# Working with your team

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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

Planning, preparing, and audience engagement. These are your greatest assets. Share your best practices with your other team members. You can add tremendous value in helping them plan and prepare more effectively. In addition, your healthy perspective about audiences can be a game changer for anyone so share your philosophies.



## How Your Team Can Help You Grow

You struggle taking the lead and being in the virtual spotlight so lean on your teammates to share their insights and best practices. You'll also want to inquire about what they do to create memorable messages, impact, and strong value propositions.



# 3 Dos and Don'ts

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## **Dos**

1. Do consider using an unexpected theme or metaphor to further brighten the content of your presentation.
2. Do intentionally share more life stories to enhance your relatability a few notches.
3. Do practice your presentation in a feedback-rich environment to gain more insight on what you can improve or mitigate moving forward.

## **Don'ts**

1. Don't rely on your data as your primary support vehicle. Be sure to complement it with storytelling, interactivity, and engaging visuals.
2. Don't be held back by fear or insecurity. Keep taking advantage of opportunities to present virtually to enhance your level of confidence.
3. Don't be so predictable. Be sure to mix up your messaging and approach to sustain an engaging performance.

# 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.**

