

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.

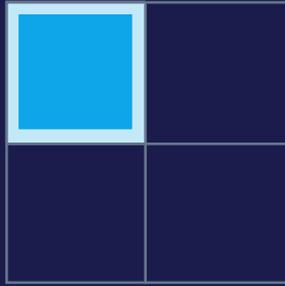
What to expect

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:

Explore	Engage
Empathize	Energize

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.

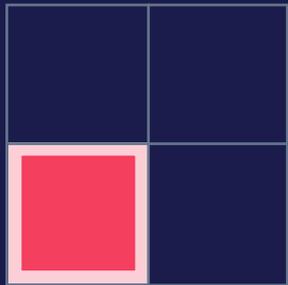
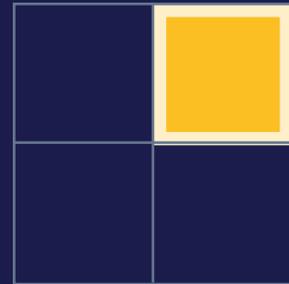


Explore

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.

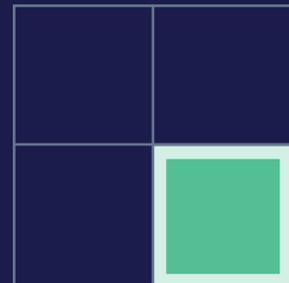


Empathize

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.





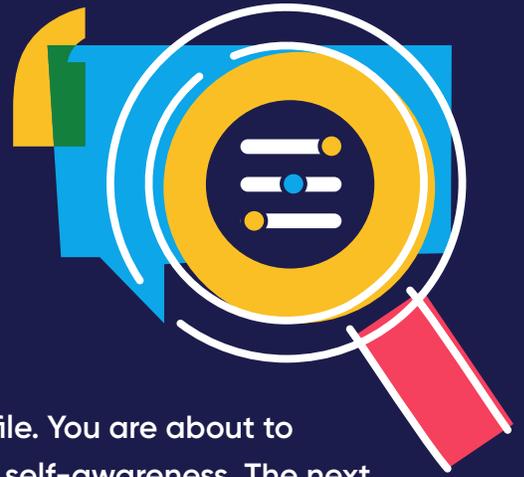
What you need to look for in your profile

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:



Green Analyst

A presenter who takes pride in the details rather than being famous.

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.

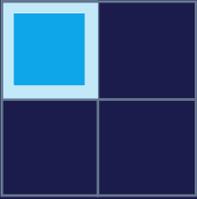
Explore

Engage



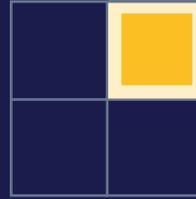
Empathize

Energize



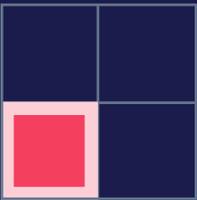
Explore

Green Analysts score extremely well in this area. You are prepared and have enormous respect for the art and science of building a great presentation. Your methodology includes research, storyboarding, and utilizing today's best practices with your visual layout preferences.



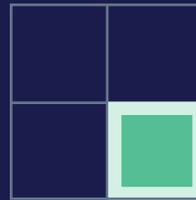
Engage

The Engage quadrant is another area of weakness for a Green Analyst. It's easy to feel uncomfortable with Q&A or dreaming up exercises for your audience. The sharing of information is easy for you but you struggle to take it one step further by making the exchanging of information interactive for your audience. With some extra mindfulness and preparation, you can easily overcome this hurdle.



Empathize

You fall in the mid-to-low range in this quadrant. This can be for many reasons including your preference of information over the conversation. You have a solid message but you aren't exactly sure how to share it verbally and non-verbally with your audience in a convincing way. Green Analysts don't lack potential or drive, they just need to discover the right methods to succeed in front of a group.



Energize

As a Green Analyst, you also score in the mid-to-low range in this area. You need to focus on finding new ways to mold and shape your message to enhance its long-term value. Think about developing a more compelling call to action or perhaps finding innovative ways to share your content beyond the moments you're on-screen.



What does this mean?

Green Analysts take pride in delivering accurate details rather than growing their follower base. You excel on your own—in the lab, behind the desk, or behind the microscope. You are an amazing explorer and fact-finder, so you'll need to continue utilizing this unique ability. You are reliable, trustworthy, and can be counted on to create flawless content. However, learning how to deliver a message in a memorable and engaging way, that will spur your audience to action is vital in translating your content from your screen to your audience's.



Where you really emerge...



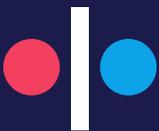
Your Ideal Teammate

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, Green Analysts need to seek out Red Commanders.



Your Admirers

Others who share your passion for research and new findings will enjoy being in your company. They will share in your love of uncovering the truth so seek them out.



Your Challengers

Those who love levity or when topics are simple are going to be challenged by your approach. Learn to add balance to your talks by being deliberate about using more stories, humor, and virtual plug-ins to help paint the bigger picture.



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

Planning and preparation. These skill sets are your greatest resource. Share the wealth with others and show them how you do it so well. Talk about how you like to outline your ideas and structure your content. So many of them can benefit from your knowledge and expertise in this area.



How Your Team Can Help You Grow

People are going to lean on on you regarding topics surrounding planning and preparing. You now to lean on them regarding best practices on how to handle the spotlight, how to engage an audience, and how to create memorable messages. Get curious. Ask questions. Take notes. And, expand your horizons in these areas of weakness.



3 Dos and Don'ts

Dos

1. Do go out of your way to add an extra warm element to your talk by sharing more stories and interacting with your audience.
2. Do be intentional about making eye contact even virtually. One trick is that if you have specific notes or numbers you need to remember, write them on a sticky note and stick it near your camera, so it looks like you're looking into the camera when you read them.
3. Do be mindful of minimizing your number of takeaways. Try to center your message around just three main talking points.

Don'ts

1. Don't ignore your audience. It's easy for you to get caught up in your own data. So take the time during rehearsal to take the spotlight off your research and reflect it on your audience.
2. Don't let your slides be the shining stars. Complement them with engaging delivery.
3. Don't forget your presentation exists for others and not for you. You'll have to make a proactive effort to change your lens moving forward.

Final thoughts

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 and we'll get back to you promptly.

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

