



# 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.**

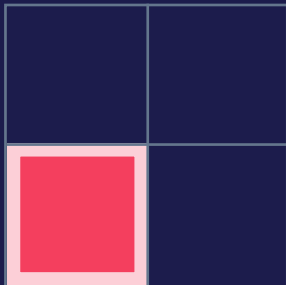
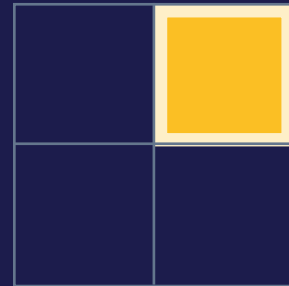


## Explore

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.

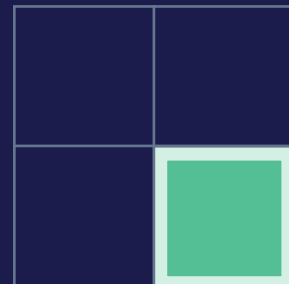


## Empathize

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.





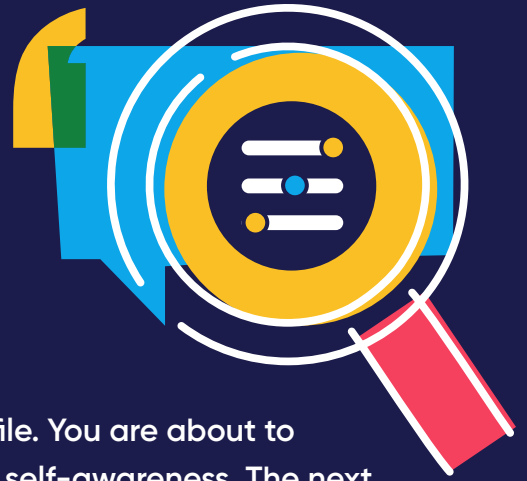
# What you need to look for in your profile

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:**



## Green Commander

An all-around presenter who may be having a hard time with making a human connection virtually.

# 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

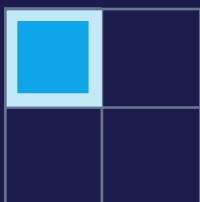


Empathize



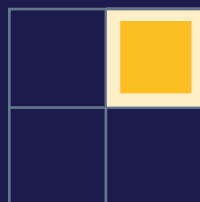
Energize





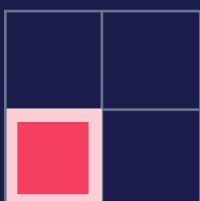
## Explore

Green Commanders score well in this quadrant which means you are willing to put in the work. Whether it is gathering data, double-checking stats, or collecting quotes – you are invested in doing what it takes to make your virtual presentation well-researched and visually appealing.



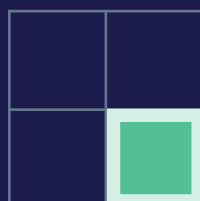
## Engage

You also score mid-to-high in this quadrant meaning your delivery style is full of passion and conviction. You know your data and you know yourself. This extra dose of confidence empowers you to deliver virtual talks with ease, comfortability, and charisma. You speak from the heart and people listen.



## Empathize

This is the one area where you struggle. You are exceptional at creating content and sharing that message. However, your listeners sometimes fail to engage with you. Your focus often shifts towards your own objectives rather than theirs. So, you'll need to be more mindful about tailoring your messaging for your specific audience. Create more exercises, encourage more Q&A, and start some group activities.



## Energize

You want your message to add value and mean something to those who are willing to listen. You care deeply about the end goal. You think big. You dream big. You get big results. Keep putting in the time and energy that is demanded to fulfill those expectations, and you'll continue to energize your viewers.



# What does this mean?

As a Green Commander, you're an all-around presenter who is confident and unafraid. You really have no fears, so you succeed in most virtual presentation environments. You are capable of creating messages that truly make an impact. You impress your audiences with credibility and skill. However, you may find it hard to create authentic human connections virtually, which means you aren't fully engaging your audience.



# Where you really emerge...

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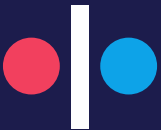
## Your Ideal Teammate

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, Green Commanders need to seek out Red Mavericks.



## Your Admirers

Those who crave inspiration and deep thought will enjoy hearing you speak and lead. They appreciate the careful consideration and time you put into developing content that is expertly crafted to change lives.



## Your Challengers

Those who need extra clarification or step-by-step guidance may struggle with your approach. You'll need to cater to them by removing jargon from your virtual talks and creating rich, interactive moments.





# 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 an amazing presenter. You plan. You prepare. You deliver well. And, you share messages that making a lasting impact. You are obviously well versed in the world of presentations and public speaking so share your knowledge with others.



## How Your Team Can Help You Grow

Your biggest opportunity for growth is audience engagement so ask your teammates how they do it so well. Get curious. Ask questions. Take notes. If you can sharpen this one area, you'll be a very solid and well-rounded presenter.



# 3 Dos and Don'ts

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## Dos

1. Do add meaning to your message by underlining the main purpose of the talk to help give it long-term value.
2. Do go out of your way to create unexpected moments for your audience. Perhaps you can explore the use of props, some humor, or storytelling.
3. Do create opportunities for group activities, interactions, or an extensive Q&A to help continue to win the hearts and minds of your audience.



## Don'ts

1. Don't underestimate your ability to persuade. You put in the time, energy, and research to create an amazing talk. Take the extra time to rehearse and really dial in your message for maximum audience impact.
2. Don't forget to smile. A simple smile goes a long way with any virtual group. Enthusiasm and passion are contagious so make that extra effort.
3. Don't feel like you have failed if the audience needs or requests clarification on a certain talking point. Instead, use it as an opportunity to be aware of the gaps in your messaging and delivery.

# 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.**

