

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.

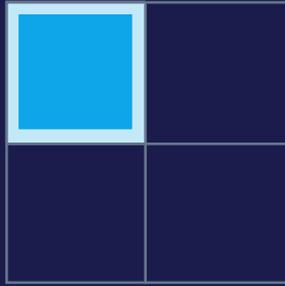
What to expect

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.

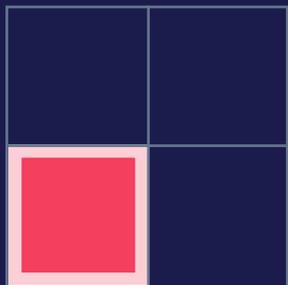
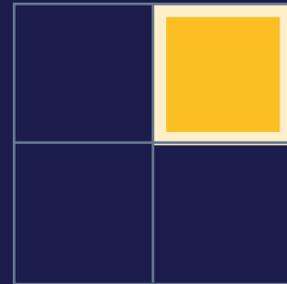


Explore

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.

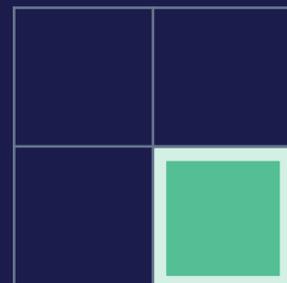


Empathize

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.





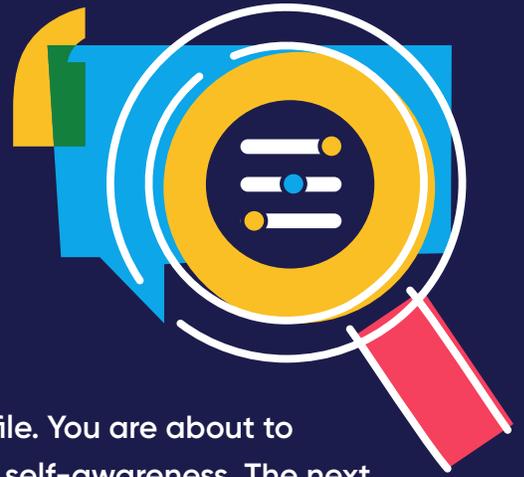
What you need to look for in your profile

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:



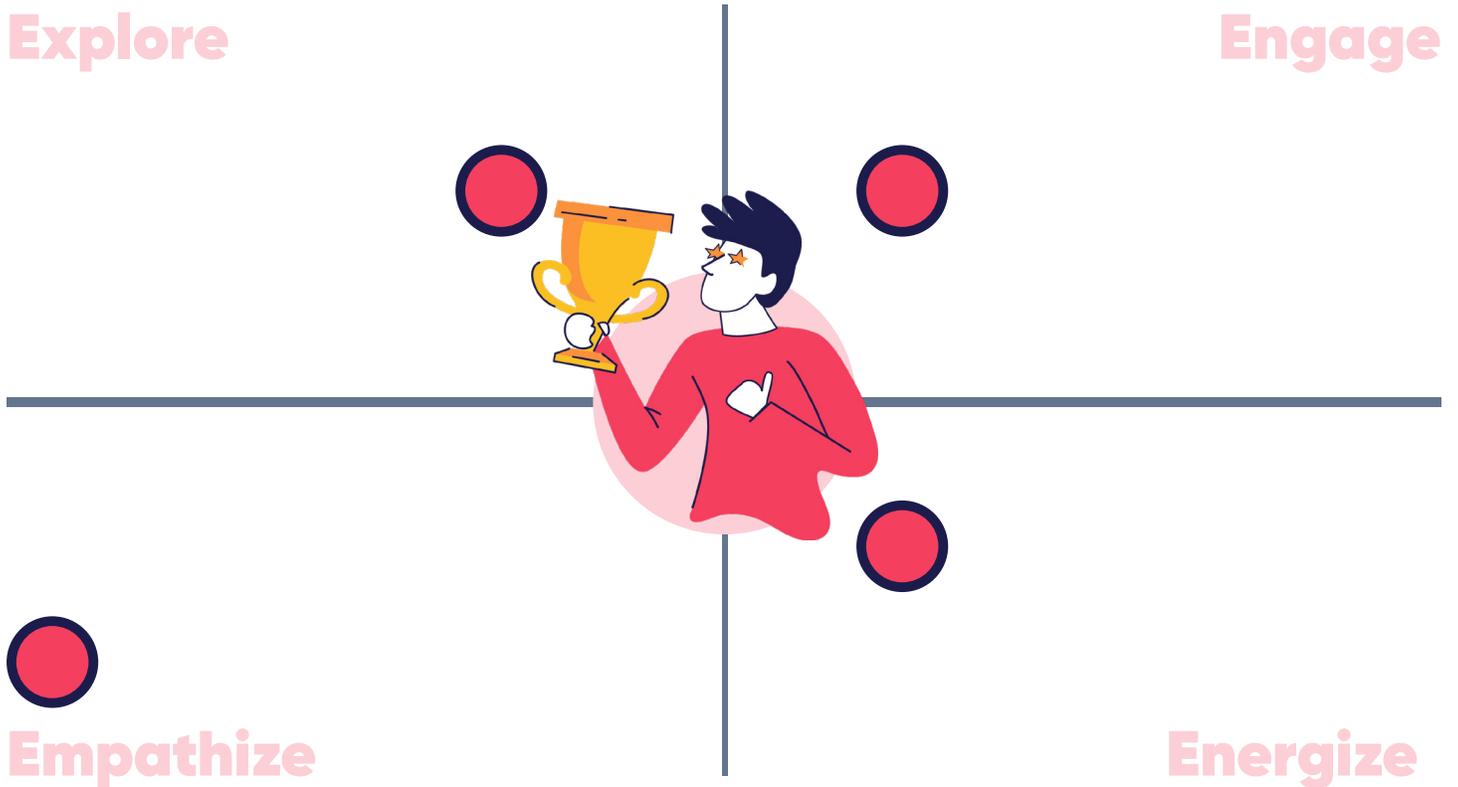
Red Maverick

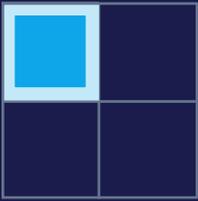
A virtual presenter who audiences adore and love supporting.

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.

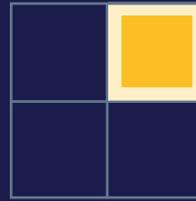
For instance, let's say your dot is on the outside part of the "Engage" quadrant (all about presentation delivery). This implies that you are probably comfortable on stage or leading a Zoom call. If your dot is towards the intersection or inside part of the quadrant then speaking in public may be something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





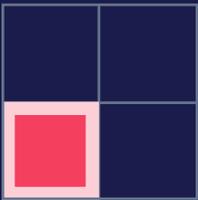
Explore

You scored in the mid-to-low range of this quadrant. This implies that you may not be as invested as necessary when it comes to planning and preparing for a virtual presentation. Carve out the time you need to really think through your talking points and how you can make the biggest impact with your messaging.



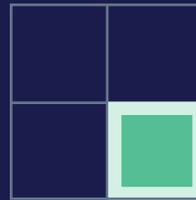
Engage

The Engage quadrant goes hand-in-hand with the Explore quadrant. If you don't plan and prepare, you'll be less dynamic in front of a virtual audience. You are a likable on-screen personality. So, with some extra effort, you can transform from good to amazing. Rehearse more often and start fine-tuning your non-verbal behavior.



Empathize

The Empathize quadrant is where you really outshine others. You have a servant's heart and your audiences tend to adore your style and approach. You love live polls, breakout workshops, and any other type of group activity. Your sessions are engaging and appreciated because of your unique approach to involving others.



Energize

Unfortunately, Red Mavericks score low in the Energize quadrant. Although people may find your sessions engaging, they often walk away with content that adds little to no value to their everyday life. It is going to be your challenge to make your messages more memorable. Are you acknowledging the wants and needs of your audience? What keeps them up at night? Make sure you can address these items with absolute confidence.



What does this mean?

Audiences adore Red Mavericks and love supporting them on and off-camera. You love being able to interact with others where you can see everyone's face and measure their reactions. It's your sweet spot. You enjoy it and your audiences love it as well. While group settings are ideal for you as a Red Maverick, it's really critical that you spend more time planning and preparing so your message can stand the test of time.



Where you really emerge...



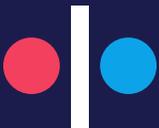
Your Ideal Teammate

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, Red Mavericks need to seek out Green Commanders.



Your Admirers

Luckily for Red Mavericks, your admirers are quite diverse. You appeal to a wide range of ages, tastes, and belief systems because of your natural ability to please and your empathetic streak. However, even though you cast a wide net, it won't be effective if your message is shallow and forgettable. Use your charm to your advantage.



Your Challengers

Anyone in the audience who needs to be persuaded with facts and stats will want you to put in extra work to be convincing. Red Mavericks need to make a conscious effort to build a strong call-to-action supported by verifiable data that causes their wise audience to "ooh" and "aah." You should also become more mindful of your on-camera persona because not all virtual formats are ideal for intimate conversation.



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

Your greatest strength is your ability to engage and involve any audience. You respect them. You care for them. You always make sure to add the most value to them. Share your philosophy and approach with others so they can level up their presentations.

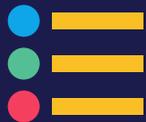


How Your Team Can Help You Grow

You offer tremendous value to your team regarding audience engagement. Now, lean on them to learn their best practices about how to build a presentation, be comfortable in the virtual spotlight, and design messages that make a lasting impact.



3 Dos and Don'ts



Dos

1. Do know that you will still need to put in the work even though you have a natural ability to win over people. Research, create outlines, plan, and rehearse.
2. Do practice visualization. You are a natural conversationalist, but you need to visualize the other parts of your presentation – content, design, and delivery.
3. Do think long-term about your presentation. Don't just focus on the here and now but the lasting impact of your message.



Don'ts

1. Don't underestimate the value of supporting your main ideas with science and data findings. Your charm is a winning attribute, but it needs to be complemented by more research.
2. Don't settle for predictable and boring slide design. Innovate. Find new ways to make your content come to life visually.
3. Don't forget that social media can be a huge value-add after your virtual presentation. Share your slides and findings online.

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.**

