



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.

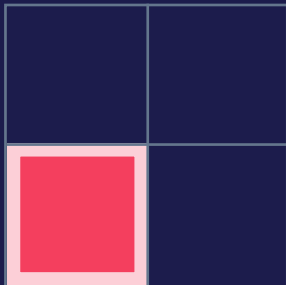
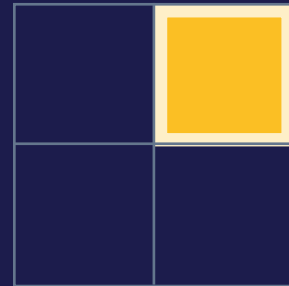


Explore

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.

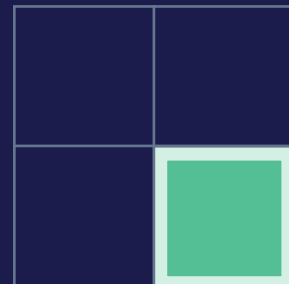


Empathize

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





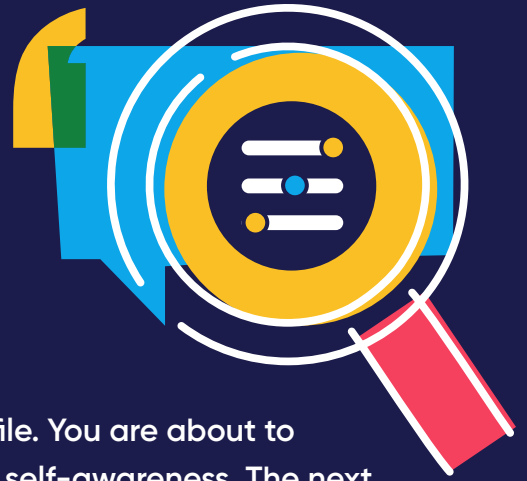
What you need to look for in your profile

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:



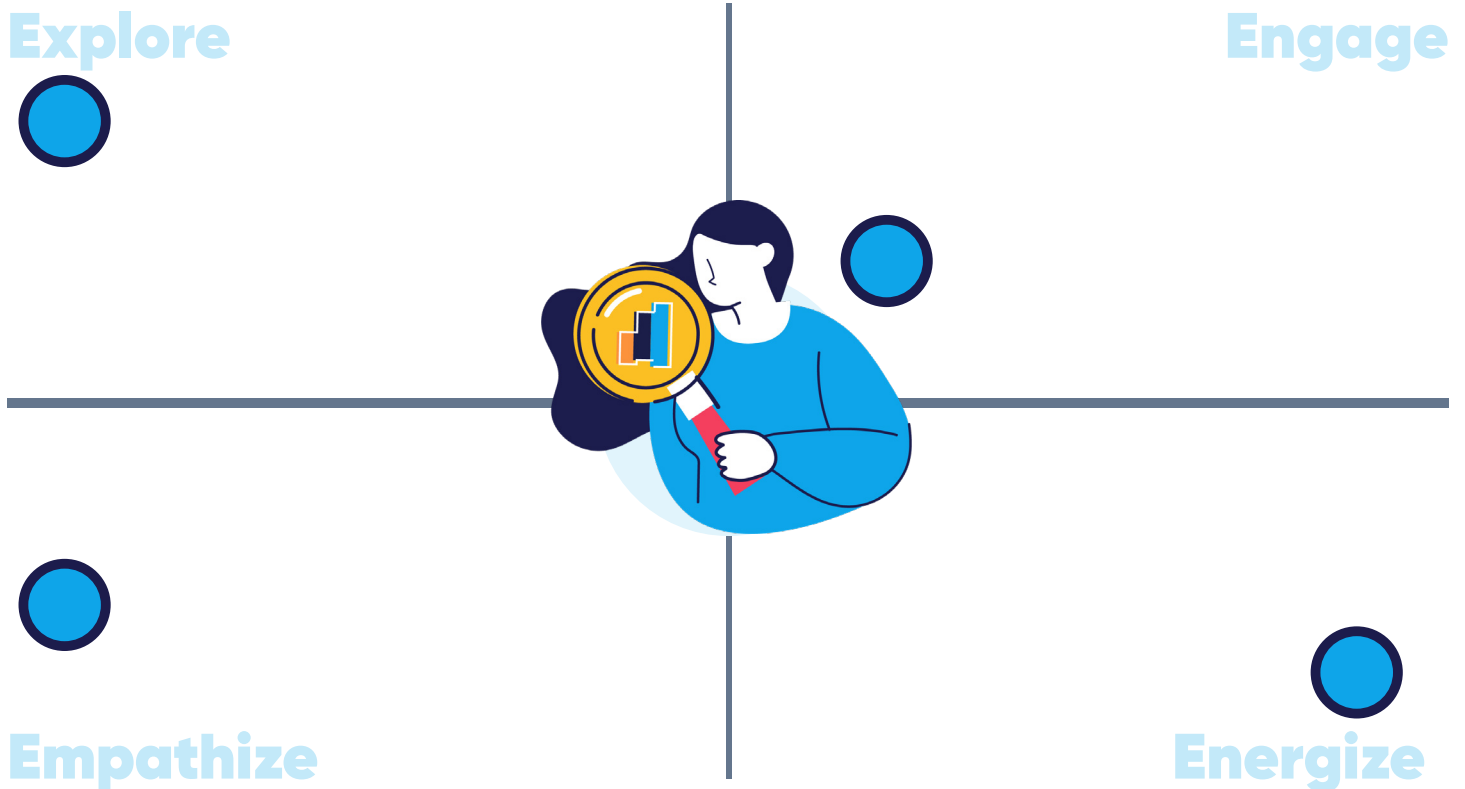
Blue Analyst

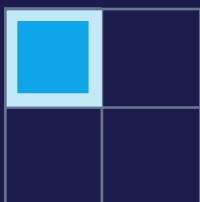
A memorable presenter who prepares powerful messaging,
but may struggle in the spotlight.

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.

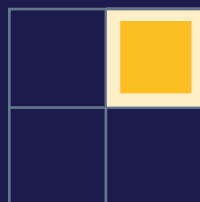
For instance, let's say your dot is on the outside part of the "Engage" quadrant (all about presentation delivery). This implies that you are probably comfortable on stage or leading a Zoom call. If your dot is towards the intersection or inside part of the quadrant then speaking in public may be something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





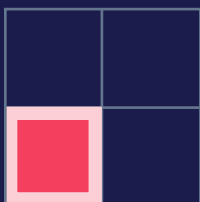
Explore

Blue Analysts dedicate themselves to preparing messages that will stand the test of time, scoring high in this quadrant. They are passionate about their content as well as the way their visuals are constructed. You don't hesitate to apply today's best practices. Don't forget that, like many, you can always benefit from some additional rehearsal time.



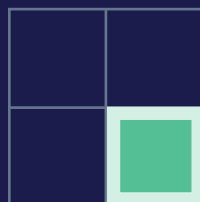
Engage

You score in the mid-to-low range in this quadrant, which indicates there is some opportunity for improvement. Your content and messaging are solid but online delivery is suboptimal. Moving forward, see if you can find more engaging ways to open and close your presentation. Try being intentional about everything—including your style of dress. Don't forget to also use stories, humor, and find ways to simply get more comfortable in your own skin.



Empathize

Based on your results, it's clear you care deeply about your audience. So, continue to find ways to engage them during and after your talk. You are clearly comfortable conversing with people rather than talking at them. Continue to maximize this strength by finding ways to enhance your conversational tone and style.



Energize

Your message is important. In most instances, it's even world-changing. As a Blue Analyst, you understand your presentation is the catalyst to something bigger. It can change careers, lives, or even the world. Own it. You are part of an amazing group.



What does this mean?

Blue Analysts are memorable presenters who prepare powerful messaging but may struggle in the spotlight.

As such, the entire act of giving a presentation—online or in-person—is not your favorite pursuit. Do you respect it? Yes. Do you enjoy the process? Not always. It's important to remind yourself that people need to hear what you have to say. Especially because you spent so much time researching and preparing. Let that thought serve as the foundation of your motivations while finding ways to make the virtual spotlight more comfortable for you.



Where you really emerge...



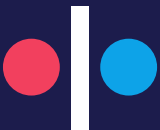
Your Ideal Teammate

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, Blue Analysts need to seek out Gold Mavericks.



Your Admirers

Audiences who have no interest in flashy presentations will be attracted to the value of your message. They don't care about fluff. They just want honesty and perspective. These are the folks that will be magnetized by your message.



Your Challengers

On the other side, those who simply want to be entertained or zone out will struggle with your message and delivery. You want to inform. They want to be entertained. You'll need to be more intentional about adding elements to your talk that may be outside your comfort zone to appease them. Perhaps a joke or two, a funny video, anything that will bring more balance to a potentially dry talk.



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 bring a lot to the table in relation to presentation and virtual public speaking skills. Share your knowledge and insights with your team about how to outline a great talk, engage your audience, and deliver memorable messages.



How Your Team Can Help You Grow

Lean on your team to show you how to get more comfortable in the spotlight. They can offer suggestions on how to enhance your level of confidence and help you sharpen how you look on stage or leading the Zoom call.



3 Dos and Don'ts



Dos

1. Do balance your preparation and rehearsal time. You are great at creating memorable messages so try to carve out time to also focus on other areas including the delivery of that message.
2. Do take the time to record yourself or at a minimum, practice in front of a mirror to get you in a more comfortable mindset. And practice—a lot.
3. Do use personal connections to build up your level of comfortability. Strike up conversations with a few folks before you start your virtual talk to help put you at ease so you can have a few familiar faces to anchor you.



Don'ts

1. Don't underestimate your ability to succeed in a virtual environment. You have the skills and talent, you just need to focus on eliminating your discomfort and anxiousness.
2. Don't forget to utilize a virtual setting to your advantage. You won't be required to move as much so don't over obsess about non-verbal behavior and focus your time and energy on maximizing your tone and passion.
3. Don't neglect to broaden the size of your audience by sharing your presentation online after your talk to expand its reach.

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.**

