



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.

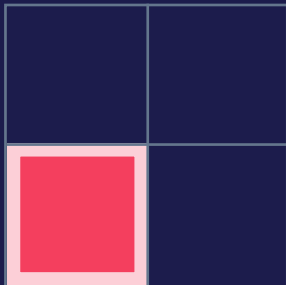
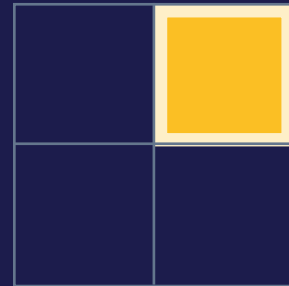


Explore

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.

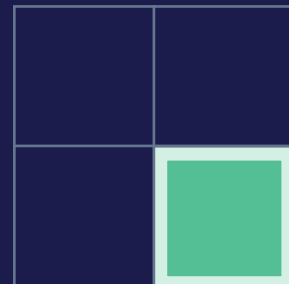


Empathize

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.





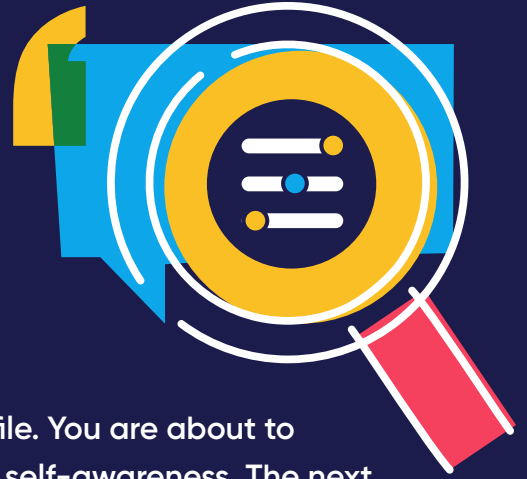
What you need to look for in your profile

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 Commander

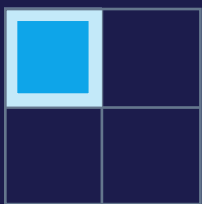
**An experienced virtual presenter who inspires others
with their well-rounded approach.**

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.

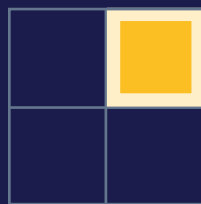
For instance, let's say your dot is on the outside part of the "Engage" quadrant (all about presentation delivery). This implies that you are probably comfortable on stage or leading a Zoom call. If your dot is towards the intersection or inside part of the quadrant then speaking in public may be something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





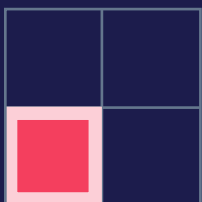
Explore

As a Blue Commander, you score high in this quadrant because you value great design and storyboarding. You also appreciate the value of hard work when it relates to planning and preparing for a presentation. You know that what you have to say is valuable. Therefore, you are going to take the time to tackle any assignment to the best of your ability.



Engage

You are energized by giving a virtual presentation. The entire event excites you. You take the extra time necessary to think through your style of delivery. This means you practice your tone of voice, non-verbal behavior, and even think critically about what you are going to wear on camera.



Empathize

You score in the mid-to-high range in this quadrant as well, which means you are committed to adding value to your audience's experience. You think critically about what keeps them up at night and are passionate about providing enriching content. Blue Commanders naturally have a servant's heart and it really shines in this area.



Energize

Blue Commanders are fueled by creating messages that will stand the test of time. You dream big. Due to that passion, your audiences leave inspired, motivated, and changed. You want to change the world and you want others to change the world with you. And it happens—a lot.



What does this mean?

Blue Commanders are experienced virtual presenters who inspire others and are often seen as thought-leaders. Your messages are built for the many, not the few. You excel in situations where the odds are against you and stakes are large. You thrive in this environment. You dream of far-reaching webinars, impactful virtual workshops, and top-rated online courses. It's all part of your DNA. Because you'll likely have such a far reach, it's even more important for you to be aware of each aspect of your presentation from creation, to design, to delivery.



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 Commanders need to seek out Gold Operators.



Your Admirers

Anyone who is looking to be motivated or inspired will sign up to hear you speak. This includes other presenters. They look to you for leadership, guidance, and hope. They want a message that will change their lives and are relying on you to fulfill that expectation.



Your Challengers

Those who desire the opposite of inspiration or motivation will not be interested in what you have to say. They aren't interested in your platform and are not persuaded by fancy presentation styles or approaches. While right now your challengers are few, the spotlight can change people. Be diligent about infusing humility and humanity into your presentation style as your virtual stage grows.



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 have a very well rounded approach to presentations. You exude confidence and competence in all the major areas of presenting and public speaking so share the wealth. Share your thoughts, insights, and experience with your other team members.



How Your Team Can Help You Grow

Although you display competence in the area of presenting, you need to pursue continuous growth and learning. Make your strengths even stronger. Sharpen your stories. Improve your CTAs. Update your data and research. There is always more that can be improved.



3 Dos and Dont's



Dos

1. Do be sure to do thorough research on your topic before you test it on the masses. You are a thought-leader and respected visionary so it is important to make your content is accurate and true.
2. Do let your natural enthusiasm take the lead when you deliver. You are generally passionate about your material so let that shine through.
3. Do trust your instincts. You are comfortable in any presentation environment so take comfort in your confidence.



Dont's

1. Don't let your passion for your content trump the research and facts. Make sure that you have strong supporting data coupled with captivating stories.
2. Don't just show your audience the future. Provide the roadmap to how to get to that destination. In other words, when sharing your vision give clear action steps on how it can become a practical reality.
3. Don't shy away from Q&A. Since the nature of your talks is built around inspiration and motivation, people want to dive deeper with you.

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.**

