



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.

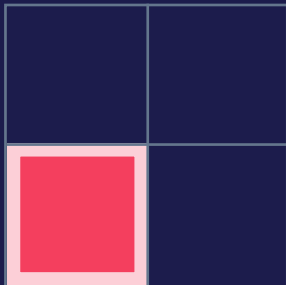
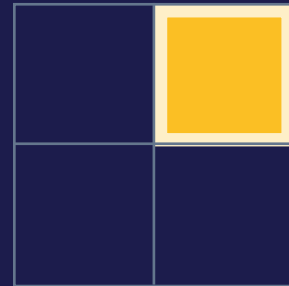


Explore

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.

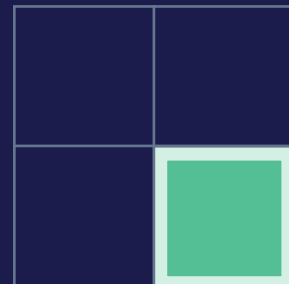


Empathize

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.





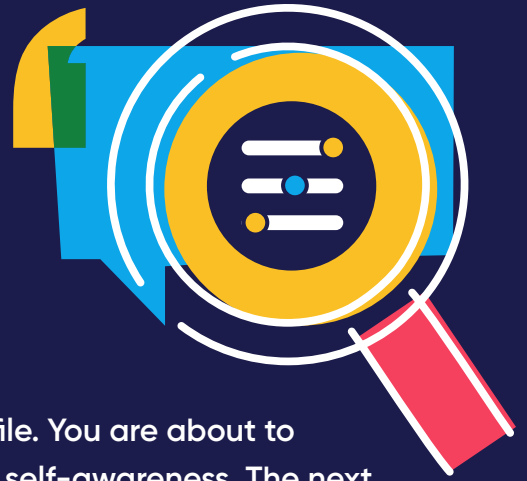
What you need to look for in your profile

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:



Blue Maverick

A passionate presenter who takes pride in sharing meaningful messages online.

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.

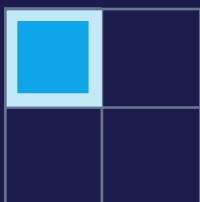
Explore

Engage



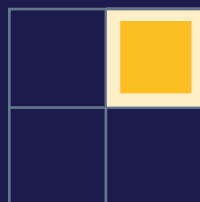
Empathize

Energize



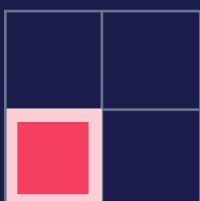
Explore

Blue Mavericks score in the mid-to-low range of this quadrant. Your belief and conviction guide you, but this comes with a cost. Important elements get lost, like structuring your message or finding innovative ways to visually bring your content to life. Moving forward, be more intentional about investing time and energy into the structure of your world-changing ideas in your virtual presentations.



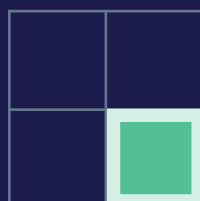
Engage

This is another area of weakness for you. It's in your nature to disengage with your audience. It will be a common temptation for you to simply deliver your talk, thank you audience, and move on. However, you must take a proactive stance and find ways to pull your audience in through virtual workshops or breakout sessions.



Empathize

You also score in the mid-to-low range in the Empathize quadrant. There could be many different reasons that you fumble through virtual presentations. Perhaps it is insecurity, lack of preparedness, or uncomfortableness with sharing stories or utilizing humor. Either way, acknowledge these areas of weakness now to mitigate them moving forward.



Energize

This quadrant is where you truly shine. You only want to share messages that matter and you accomplish that goal time and time again. You love large audiences and you love changing their hearts and minds. Originality? Check! Life-changing message? Check! Long-term impact? Absolutely. You own this quadrant.



What does this mean?

A Blue Maverick is a virtual presenter who takes pride in sharing meaningful messages online. While you may not be comfortable in every environment or excel in all aspects of virtual presentations, you thrive in situations where you know you can make a lasting impact. It doesn't matter which medium you utilize, you just need an audience whose hearts are wide open to inevitable transformation after they hear what you have to share. You do have a tendency to neglect preparation, though. Just because your message is memorable doesn't mean it can't be improved with data, camera-ready best practices, and audience awareness.



Where you really emerge...



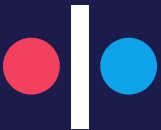
Your Ideal Teammate

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 Mavericks need to seek out Gold Commanders.



Your Admirers

A Blue Maverick's message appeals to those who appreciate self-improvement and continuous learning. They seek you out. Your messages change their hearts, minds and actions.



Your Challengers

Your challengers are going to want more than just a life-changing message. These skeptics want the evidence. They want to hear the stories. They want to have you engage with them. A radical or innovative idea simply isn't enough for them.



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 incredible at creating and delivering memorable messages. Make sure to insert yourself in every presentation project so you can share your insights and suggestions so CTAs can be strengthened and better value propositions can be added.



How Your Team Can Help You Grow

Seek your team out for guidance on how to speak with more confidence. Also, lean on them to get suggestions on how to involve your audience more when giving a presentation. They can provide insight on numerous fronts including even how to structure a great talk so don't be shy in seeking out their counsel.



3 Dos and Don'ts



Dos

1. Do let your audience see the human side of you. Share your findings with them but also let them see the elements of your personality beyond the message you're sharing.
2. Do be intentional about paying extra attention to your audience and their reaction to your message. Be deliberate about scanning through your virtual audience during your talk to make sure they are tuned-in and reacting positively. Periodically check in with them, asking for them to react with an emoji or answer a question.
3. Do make sure that your world-changing idea is sculpted to impact everyone. Make sure you can answer the timeless question: "What's in it for me?"



Don'ts

1. Don't neglect to share how your research helped you arrive at your final destination. It will be in your nature to just share the outcome or final recommendation, so carve out time to share the journey that transpired.
2. Don't forget to use your body. While admittedly this can seem awkward on-screen, you can use familiar hand gestures to be intentional about humanizing yourself. The more you do it, the more natural it will become.
3. Don't underestimate the power of interaction and discussion. Create a Q&A session or allow for interactive dialogue to happen throughout the course of your talk.

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.**

