

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.

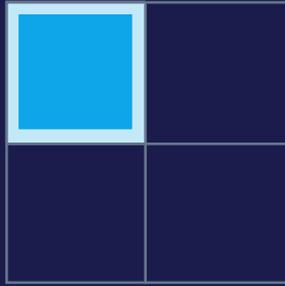
What to expect

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.

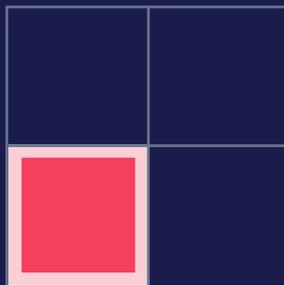
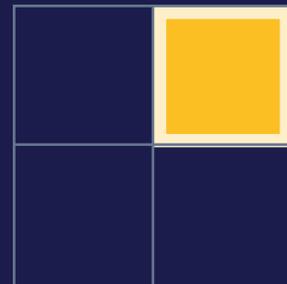


Explore

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.

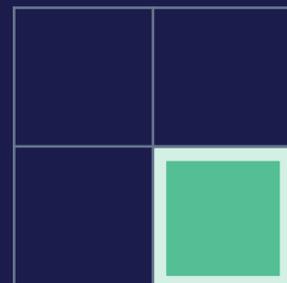


Empathize

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.





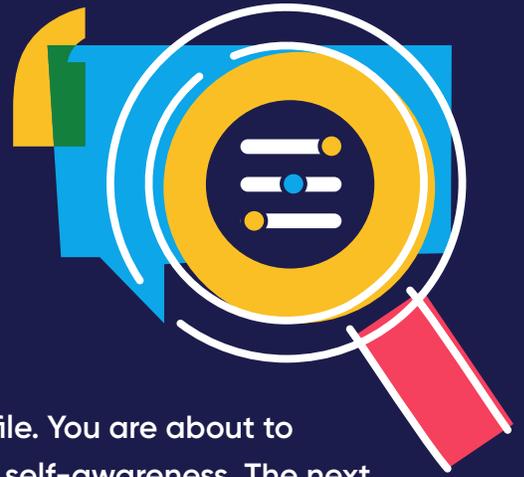
What you need to look for in your profile

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:



Gold Maverick

A presenter who feels comfortable on camera and excels in the virtual 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.

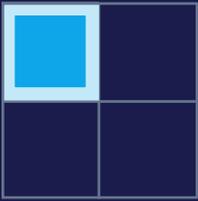
Explore

Engage



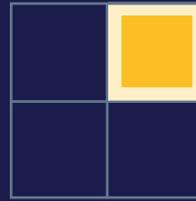
Empathize

Energize



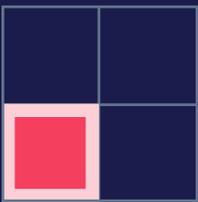
Explore

Gold Mavericks are natural performers, able to succeed with any virtual audience. However, planning and preparing are your kryptonite. It's important to start realizing now that groundwork is vital to further enhance the success of your virtual presentations. Carve out extra time for organizing, planning, and strategizing the outcomes you desire from your talk.



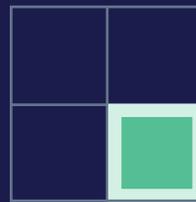
Engage

This is your sweet spot. You excel in front of any audience. Being in front of a camera is comfortable. It's second nature for you. You are a master at taking your anxiety and turning it into energy. Skills: non-verbal behavior? Check! Humor? Check! Comfortable in your own skin? Check! Keeping owning this quadrant.



Empathize

Gold Mavericks score in the mid-to-low range in this quadrant mainly because they feel that when their online talk is finished, they are finished as well. This means you may have a tendency to focus on your own performance rather than the needs of the audience. Realizing this reality now allows you to adjust accordingly by being more mindful about tuning in to the wants and needs of your audience.



Energize

You also scored in the mid-to-low range of this quadrant. Moving forward, start focusing on the long-term objective of your virtual presentation. Think critically about how you can take your entertaining message and deliver it in such a way that it leaves a long-term impact. You've mastered persuading and entertaining, so your next objective needs to be focusing on how to extend the shelf life of every talk you give.



What does this mean?

A Gold Maverick is a presenter who feels comfortable on camera and excels in the virtual spotlight. So, as a Gold Maverick, presenting to a grid full of attendees feels as comfortable as talking to an old friend. Your key advantage is your ability to translate your conversational skills into a virtual setting. Utilize this ability to its fullest potential because people most likely view you as their friend rather than a stuffy lecturer. However, your friendly approach may hinder your ability to close or seal the deal.



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, Gold Mavericks need to seek out Blue Analysts.



Your Admirers

Those who are looking for a pick-me-up or who are suffering from presentation fatigue are going to be mesmerized by your approach. They don't want to view another TED Talk or get an update on this quarter's budget. They want something unexpected and fun. They want you!



Your Challengers

Your style is loved and adored by audiences as a whole, but there may be individuals you've yet to convince with your speaking style. Your biggest critics are the ones who do love TED Talks and want to know those budget numbers. They are there to be informed and not entertained. With that said, prepare your proof points, reference your sources, and hopefully, you can combat some of the criticism you have been receiving.



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 amazing in the spotlight. This is your greatest asset. Share your tips and tricks with others to help them level up their public speaking skills.



How Your Team Can Help You Grow

You may excel in the virtual spotlight but you can use assistance in the other major areas of presenting including how you prepare, how you engage your audience, and how you create memorable messages. Lean on your teammates to unpack their strategies.



3 Dos and Don'ts

Dos

1. Do develop a formal game plan that allows you to rely less heavily on your natural ability to woo and entertain others.
2. Do make sure to support your main key points with data and statistics. Double down on your personality's ability to ignite hearts and minds by winning your audience over with your depth of knowledge, too.
3. Do keep being yourself. You are charming, funny, and magnetic. Continue to own that approach to presentations—it's working!

Don'ts

1. Don't forget about your audience's needs. They have carved out time to hear you speak, so make sure you are not only entertaining them but adding value to their lives as well.
2. Don't let your excess energy derail your talk. Your enthusiasm is charming and magnetic but make sure to put a leash on it when appropriate for some of your biggest takeaways.
3. Don't neglect the opportunity for a powerful call to action at the conclusion of your talk. Bake one in, giving your presentation a higher sense of meaning and purpose.

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.**

