



# 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.

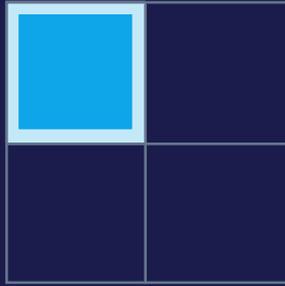
## What to expect

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:

<b>Explore</b>	<b>Engage</b>
<b>Empathize</b>	<b>Energize</b>

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.**

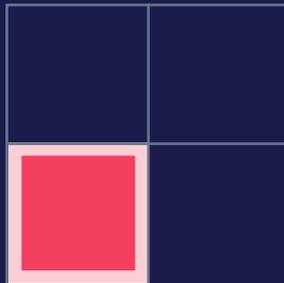
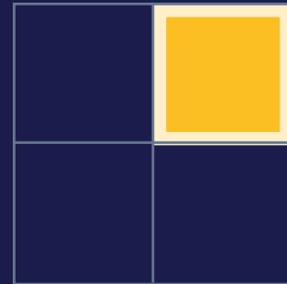


## Explore

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.

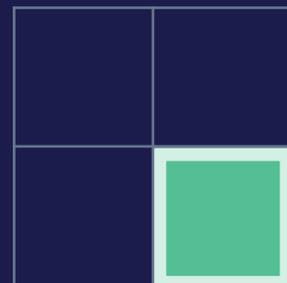


## Empathize

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.





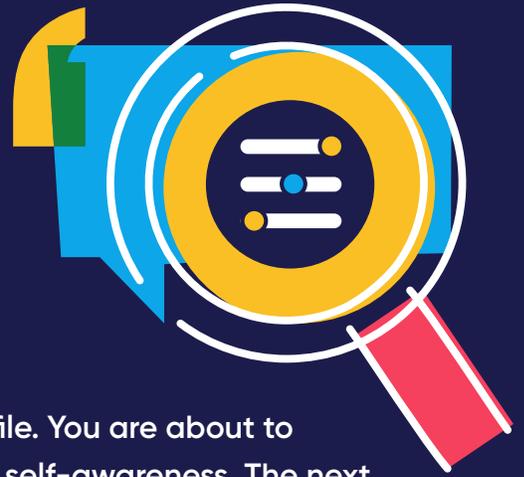
# What you need to look for in your profile

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:**



## Green Maverick

A calculated virtual presenter who is comfortable in any virtual environment.

# 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



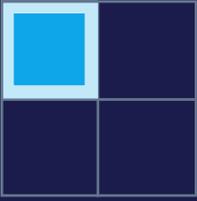
Engage



Empathize

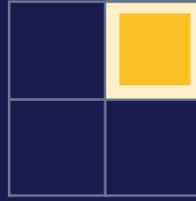


Energize



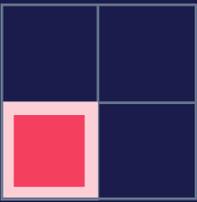
## Explore

Green Mavericks care deeply about how their audience perceives them, so they are willing to invest the extra effort needed to succeed in the Explore quadrant. You take the time to outline your talking points, storyboard your ideas, create visually engaging slides, and then practice the best ways to package and deliver everything.



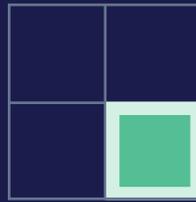
## Engage

Green Mavericks also score in the high range of the Engage quadrant. You make good use of gestures, vocal tone, and you have mastered ways to open and close your virtual presentations in the most engaging way.



## Empathize

You have a natural talent for building and delivering virtual presentations, but your biggest downfall comes to life through your lack of engagement with your audience. It's easy for you to feel relieved when your talk is done since you invest so much effort in planning and sharing. But, you are missing out on one of the biggest elements of presenting—adding value to your audience's life. Be more intentional moving forward about developing new techniques to involve your audience while your talk is in progress.



## Energize

Similar to the Engage quadrant, Green Mavericks score low in the Energize quadrant. This is because you focus more on the virtual speaking event rather than what the world will look like when you are done. Start considering ways to extend the life of your talk by recycling your material for additional audiences. For instance, you can share a slide and thought on LinkedIn or record your virtual talk and upload it to YouTube.



# What does this mean?

Green Mavericks are calculated virtual presenters who are strong in the spotlight. The online presentation space is your comfort zone as a Green Mavericks. You work hard. You deliver messages in a charismatic fashion. These talents enable you to really shine virtually. However, Green Mavericks traditionally do not craft enduring messages that 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, Green Mavericks need to seek out Red Analysts.



## Your Admirers

Green Mavericks appeal to those who expect to be entertained and informed all at the same time. You have the unique ability to not only deliver important information but do it in a very engaging and delightful way.



## Your Challengers

If someone wants to have their life changed, they may not sign up for your online talk. Your challengers desire more involvement and a message that will add more value to their life than what you are currently serving. Make a special note of these preferences and be intentional about finding ways to truly address the needs and wants of your audience rather than just entertaining them.



# Working with your team

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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 absolutely amazing at preparing and giving virtual presentations. This gift is second nature to you but it does not come naturally to others so share your wisdom and best practices. Share with others how you do it so well.



## How Your Team Can Help You Grow

Although you are solid at preparing and delivering a great talk, you struggle in the areas of audience engagement and creating memorable messages. Seek guidance from your teammates to see what you can do moving forward to level up how you can involve your audience more and get them to buy into your value propositions.



# 3 Dos and Don'ts

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## **Dos**

1. Do think about how you can impact your audience long-term.
2. Do add a group activity during your next presentation. Start thinking proactively right now about what that may look like during your next virtual presentation.
3. Do measure the impact of your presentation by leveraging live polls, surveys, or direct feedback from those you trust.

## **Don'ts**

1. Don't be forgettable. When preparing for your next talk, be intentional about exploring elements or plug-ins that will make your virtual presentation more memorable.
2. Don't make your presentation one-and-done. Look for other venues to share your message with the rest of the world.
3. Don't devalue your own potential to persuade and influence. We all have the ability to transform world views and change minds.

# Final thoughts

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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](mailto:emerge@ethos3.com) and we'll get back to you promptly.

**Let's keep changing the world,  
one presentation at a time.**

