



# 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.**

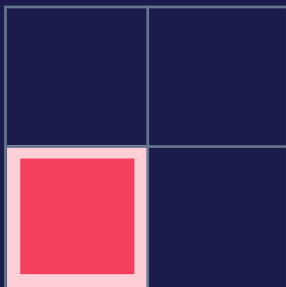
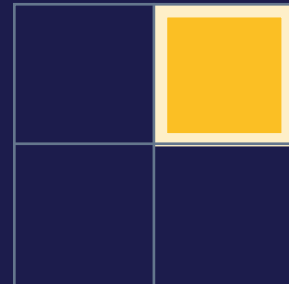


## Explore

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.

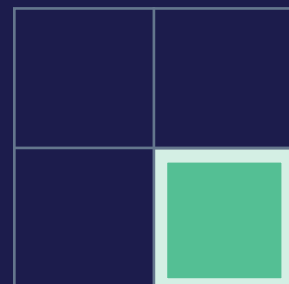


## Empathize

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.





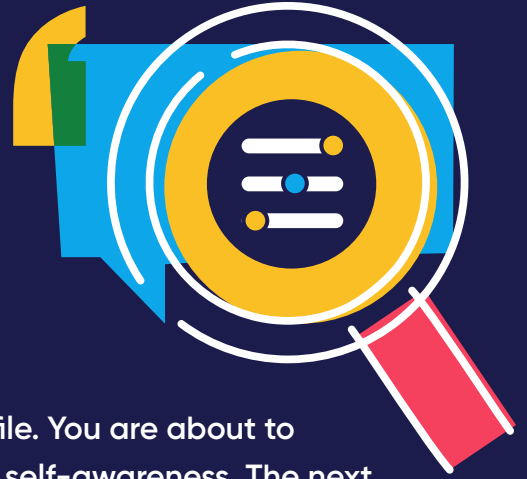
# What you need to look for in your profile

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:**



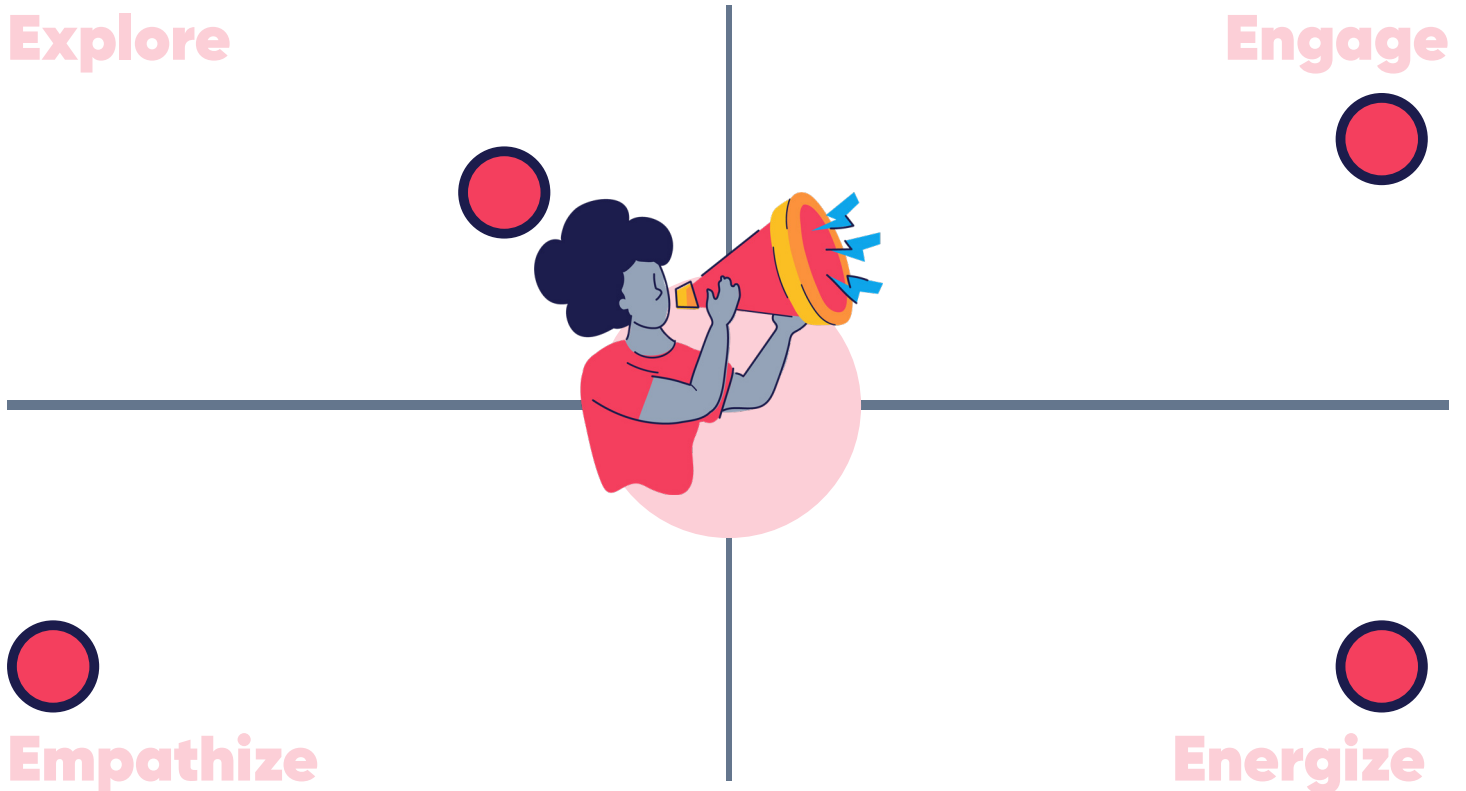
## Red Commander

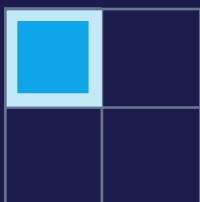
A charismatic presenter with a natural talent to woo others.

# 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.

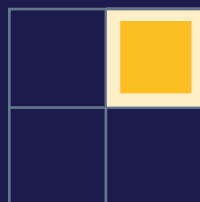
For instance, let's say your dot is on the outside part of the "Engage" quadrant (all about presentation delivery). This implies that you are probably comfortable on stage or leading a Zoom call. If your dot is towards the intersection or inside part of the quadrant then speaking in public may be something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





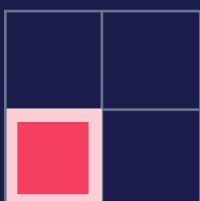
## Explore

Scoring low-to-mid range in this area simply implies that you are neglecting the research and rehearse parts of your virtual presentation. Perhaps you are winging it a bit too much, or over-relying on your experience speaking in front of a room? Nonetheless, we recommend acknowledging this reality now and making an intentional effort to spend more time with your message before you take the stage.



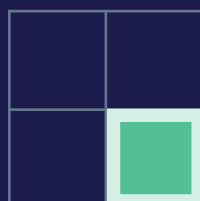
## Engage

A high score in this quadrant indicates you have a natural confidence and comfort in presenting for any virtual audience. Basically, you are comfortable in your own skin. As a Red Commander, you're amazing at winning the hearts and minds of any audience because you believe in yourself and your message. You shine in the spotlight.



## Empathize

You scored mid-to-high in this quadrant which means you have a natural ability to win over a crowd. Audiences love you because they feel like you understand them. Nice work! Your virtual presentations move audiences emotionally and intellectually. This is a solid foundation, but remember—you can always improve.



## Energize

You scored mid-to-high in this quadrant which is a challenging task. This result implies that your messages typically have a long shelf life and make a lasting impact. Keep finding ways to motivate, inspire, and educate and continue to build on the great work you are doing already.



# What does this mean?

A Red Commander is a charismatic presenter with a natural talent to woo others. In other words, Red Commanders are confident and fearless. Audiences don't intimidate you and you excel in front of any virtual room – large or small. However, you tend to wing it a bit too much and don't invest enough time in planning or rehearsing.



# Where you really emerge...



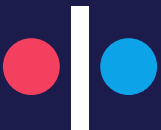
## Your Ideal Teammate

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, Red Commanders need to seek out Green Analysts.



## Your Admirers

Audiences who are looking to get motivated or inspired are typically magnetized by your charm. Their objective isn't necessary to know the facts or the process – they just want to be moved emotionally and spiritually by your words of wisdom. They feed off your natural energy and will keep coming back for more if allowed.



## Your Challengers

Your challengers are those individuals who want to know the secret behind the sauce. They crave facts. They eat up data. They desire to be shown the proof. If you can't provide it, these will folks will become your silent hecklers and biggest skeptics.





# 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 an all around solid presenter. You look great in the virtual spotlight. Your audiences tend to love and respect you, and you deliver memorable messages. Share the wealth by showing your team how you do it so well.



## How Your Team Can Help You Grow

If you have one vulnerable area it is in regards to how you plan and prepare for your presentations. Discuss with your team their best practices because if you can level up this one area you will be absolutely amazing containing no flaws or weaknesses with your approach to presentations.



# 3 Dos and Don'ts

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## Dos

1. Do understand that you can improve. You are a natural, but even natural communicators can get better. Natural skills aren't all you need to deliver a powerful virtual presentation.
2. Do make more time to plan and rehearse your talk. This will allow you to be more intentional about adding some extra substance to your talk.
3. Do use slides to really emphasize your biggest takeaways. You are a magnetic speaker and utilizing today's best practices with slide design will build on that solid foundation. In addition, it will help you stay on track with your message since you have the natural tendency to drift away at times.



## Don'ts

1. Don't underestimate your audience. They can easily spot posers and fakers and will know when you have put in the work or not. Share your research, quote sources, and dig into the data when appropriate.
2. Don't forget to customize. An over-reliance on your ability to charm may have you recycling the same approach. Mix it up!
3. Don't neglect your call to action. You are great at delivering inspiring messages, so make sure the audience knows what they need to do next once you finish 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](mailto:emerge@ethos3.com) and we'll get back to you promptly.**

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

