



HOWTOFASCINATE
DISCOVERED BY SALLY HOGSHEAD

YOUR HIGH-PERFORMING TEAM

*7 COMMUNICATION STYLES WITHIN
WINNING TEAMS*



FASCINATION ADVANTAGE® SYSTEM



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DISCOVERED BY SALLY HOGSHEAD

DISCOVER YOUR HIGHEST VALUE: *HOW THE WORLD SEES YOU AT YOUR BEST*

FASCINATION ADVANTAGE® SYSTEM

DISCOVER YOUR HIGHEST VALUE

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YOUR ANTHEM: THE TAGLINE FOR YOUR PERSONALITY

An “Anthem” is a very short phrase, only two or three words. It’s the tagline for your personality.

Your Anthem describes how you are different, and what you do best.

WHAT IT IS:

In this training, you will create your very own Anthem. You’ll find out how to apply this Anthem to all communication-- from sales calls, to team building. It’s exceptionally empowering, when you can summarize your greatest qualities into just two or three words.

AN ANTHEM IS SIMPLE TO REMEMBER, EASY TO COMMUNICATE, AND INCREDIBLY USEFUL TO APPLY.

WHY YOU NEED THIS:

When you can quickly explain how you add value, you make it easy for others to understand what you bring to the table. Your Anthem gives a clear road map for how you are most likely to solve problems. Customers will see how you contribute. Co-workers will “get” you. Your manager will know how to

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quickly tap into your natural mode of communication.

You can use your Anthem to describe yourself in a snapshot, on your a resume or LinkedIn bio, for example. Yet your Anthem is more than just a tagline to promote yourself. You can orient your whole career around it, because it points to your personality's strongest area of performance. It's your core specialty.

HOW IT WORKS:

First, we identify how you are different. Next, we pinpoint what you do best. The process is very simple, and we've already done most of the work for you. You will pair an adjective with a noun, which gives you a short description of yourself.

Here's a quick look at how it works:

1. THE ADJECTIVE:



2. THE NOUN:



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You don't have to invent any words for this. Your Fascination Advantage report will automatically include the top adjectives that tell you what makes you different. Then, you choose from a list of nouns selecting one that identifies what you do best. The results are lasting, while the exercise itself is simple, high-energy, and motivating.

PART 1: YOUR HIGHEST VALUE

Now let's get started! We're going to be creating your own Anthem, so you'll have a tagline for your personality.

By the end of this short program, you'll be able to summarize how you add value in less than 9 seconds. You'll be able to walk into a meeting or start a conversation with a prospective client, and feel more confident and relaxed because you'll know how your personality is most likely to impress and influence that person on the other side of the table.

IT ALL BEGINS WITH UNDERSTANDING HOW THE WORLD SEES YOU, AT YOUR BEST.

Ready? Let's go.

DISCOVER YOUR HIGHEST VALUE

FASCINATION IS AN INTENSE FOCUS

When you fascinate someone, they're focused on you and your message. Your personality has certain fascinating qualities, and once you understand them, you become more interesting and more valuable to others.

In this program, I'm going to show you how the world sees you at your best, so you can describe yourself in just two or three words.

My team and I have spent a year testing and refining this process so that you can make it really easy for the people around you to recognize *how you are different*, and *what you do best*.

We'll identify and articulate your most valuable traits, so you can be rewarded for what you're ALREADY doing right. You can concentrate on the areas that come naturally to you.

THE THREE THREATS

You might be thinking to yourself, "Why can't I just communicate the same way as I always have? Do I really need to know how the world sees me?" The reality is that every time you communicate, you face three nasty, hairy threats:

DISCOVER YOUR HIGHEST VALUE

3 THREATS YOU FACE

- ▶ **DISTRACTION**
- ▶ **COMPETITION**
- ▶ **COMMODITIZATION**

- To be more successful, don't change who you are. Become more of who you are.

These threats make it really tough for you to fascinate your listener and influence decisions. If people are distracted when you communicate, they're very unlikely to take action on what you say.

I'm going to give you a tool to triumph over the three threats in one simple way: *by adding distinct value.*

HOW TO ADD DISTINCT VALUE

You may not realize it, but your personality is already adding distinct value. There are probably many ways in which you are good in your work, but there's at least one way in which you are truly exceptional. This points to your natural Advantages. These Advantages help you become intensely valuable in the right context.

In a distracted and competitive world, people need shortcuts. There's a way

DISCOVER YOUR HIGHEST VALUE

in which your personality is most likely to add distinct value – when you communicate using your top two personality Advantages.

A QUICK RECAP OF THE 7 ADVANTAGES

Let's do a quick refresher on the 7 Fascination Advantages.


There are 7 different main categories of communication that differentiate people:

Innovation, Passion, Power, Prestige, Trust, Mystique, Alert.



DISCOVER YOUR HIGHEST VALUE

Take a look back at page 4 of your Fascination Advantage[®] Report

<p>YOUR ARCHETYPE Your Archetype is a combination of your PRIMARY and SECONDARY Advantages.</p>  <p>THREE ADJECTIVES THAT DESCRIBE HOW THE WORLD SEES YOU</p> <ol style="list-style-type: none"> 1. OUT-OF-THE-BOX 2. SOCIAL 3. ENERGIZING 	<p>YOUR FASCINATION ADVANTAGES</p> <p>YOUR PRIMARY ADVANTAGE PASSION 01</p> <p>Your PRIMARY Advantage is your most effective mode of communication. When you communicate with this Advantage, you are your most fascinating and influential.</p> <p>YOUR SECONDARY ADVANTAGE INNOVATION 02</p> <p>Your SECONDARY Advantage describes your second-highest mode of communication. Like your PRIMARY Advantage, it describes how your personality is most likely to add value.</p> <p>When you communicate with your primary and secondary Advantages, you come across as more confident and authentic.</p> <p>Your PRIMARY and SECONDARY Advantages combine to form your Archetype. Your Archetype indicates <i>how the world sees you</i>.</p> <p>YOUR DORMANT ADVANTAGE POWER</p> <p>Your DORMANT Advantage is the one that holds the least potential for you in fascinating others. It's how you are least likely to influence and impress others.</p> <p>Want to learn more about your Archetype, and how it helps you stand out? Read on to find out more about your personality's most valuable differences.</p>
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YOUR PRIMARY ADVANTAGE EXPLAINED

You're already using at least two of these Advantages when you communicate. Your primary Advantage is your most effective mode of communication. This is how you naturally connect with people. When you communicate using your primary Advantage, you're more authentic and confident -- and that helps you make a positive impression.

YOUR SECONDARY ADVANTAGE EXPLAINED

Your secondary Advantage describes your second-highest mode of communication. Like your primary, it doesn't cost you a lot of effort or energy

DISCOVER YOUR HIGHEST VALUE

to use your secondary Advantage. You can almost think of this as a language that you already know how to speak.

When you use your primary and secondary Advantage, you are energized.

These two forms of communication join together to form your Archetype.

Your Archetype indicates how the world sees you. The purpose of knowing your Archetype is to help you to identify your key differentiating qualities.

WATCH OUT FOR QUICKSAND!

You also have a dormant Advantage. This is your most exhausting form of communication. It's how you are least likely to impress others. Try to avoid situations that force you to communicate with your dormant Advantage, because this form of communication will cost you a disproportionate amount of energy and stress. It's unlikely to set you up for success. It feels like quicksand.

YOUR ANTHEM IS THE TAGLINE FOR YOUR PERSONALITY.

In advertising an “anthem” is a message that captures the essence of a brand's key defining difference. I wrote a lot of anthem commercials during my time as an advertising copywriter.

And now, as your customers and co-workers become more distracted, you need an anthem too, to describe who you are at your best. You might think of this as a mission statement, rallying cry, or a mantra. It's a tagline for your personality.

DISCOVER YOUR HIGHEST VALUE

In the same way that a brand needs to give consumers a shortcut to understand the whole story, you need to give your customers and co-workers a shortcut to recognize and appreciate your most valuable traits.

■ If YOU don't know your Advantages, no one else will know them either.

That's what your Anthem will do for you. It's your wellspring of energy that helps you become more productive and focused in your work, and more fulfilled in your career. When you attract the right clients and situations that allow you to be your best, you can play to your Advantages, over and over. And others will recognize your value.

This isn't just about a slogan to sell yourself. Your Anthem can become your North Star, showing you and everyone around you who you authentically are at your best, no matter what your job description or level of experience.

■ The greatest value you can add is to become more of yourself.

You can put your Anthem on your business card... or at the top of your LinkedIn profile... or in your email signature. In our organization, everyone has their Anthem posted outside their offices.

DISCOVER YOUR HIGHEST VALUE



We're about to begin the Anthem method. The whole point of an Anthem is to give you a shortcut. I'm going to be moving quickly through this condensed training, tapping into my years of research on the science of fascination. I know you're going to want more after this, and I'll show you how to explore the system further on.

It's going to be easy, because my team and I have already done the heavy-lifting for you. The words are already waiting for you in your Fascination Advantage report, right inside your account. So make sure that you have it handy, either online or in your printed PDF.

TO BECOME MORE SUCCESSFUL, YOU DON'T HAVE TO CHANGE WHO YOU ARE. YOU HAVE TO BECOME MORE OF WHO YOU ARE.

DISCOVER YOUR HIGHEST VALUE

WARM UP EXERCISES:

1. YOUR SPECIALTY ADJECTIVES:

A specialty is an area of highest distinction and performance.

In the 49 Personality Archetypes matrix inside your report, there are 3 adjectives for your Archetype. These adjectives indicate your most successful, natural style of communicating. This is how you can stand out from everyone else, and serve your peers and customers.

Your Assignment: Find the 3 adjectives that best describe how you work differently than others, how you are distinct and unique. Write them in the spaces below:

EXAMPLE: ARCHETYPE = MAVERICK LEADER

Adjective 1: **Pioneering**

Adjective 2: **Irreverent**

Adjective 3: **Entrepreneurial**

YOUR ARCHETYPE:

Adjective 1: _____

Adjective 2: _____

Adjective 3: _____

DISCOVER YOUR HIGHEST VALUE

2: BECOME A MORE VALUABLE YOU

Your Assignment: For each adjective in your Archetype, write down one way in which this describes how you communicate at work.

EXAMPLE: ARCHETYPE = MAVERICK LEADER

Your adjectives are Pioneering, Irreverent, and Entrepreneurial.

Adjective 1: **Pioneering**

How it describes my distinct value: I bring unexpected ideas to meetings.

Adjective 2: **Irreverent**

How it describes my distinct value: I charm and disarm people with humor.

Adjective 3: **Entrepreneurial**

How it describes my distinct value: I happily begin new enterprises.

YOUR ARCHETYPE:

Adjective 1: _____

How it describes my distinct value:

Adjective 2: _____

How it describes my distinct value:

Adjective 3: _____

How it describes my distinct value:

DISCOVER YOUR HIGHEST VALUE

Now, for each adjective in your Archetype, write down one way in which this describes how you communicate and contribute with your partner, your team, or your friends.

You might not immediately see the ideal adjective in this collection of three. That's fine. In the upcoming sections, I'll show you how to explore different options.

3: DESCRIBE YOURSELF

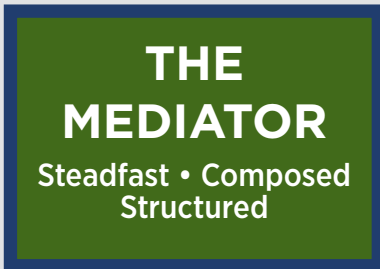
You probably know how you're similar to your peers, but how are you different?

Pick **ONE** adjective from the three. (Remember, we want to describe your most singular personality traits, so that you can quickly explain how you stand out.)

The adjective that describes how I am different is: _____

WANT MORE OPTIONS?

Take a look at your *Twin*. Your Twin has your same Advantages in reverse order.



For example, if you are **THE MEDIATOR** (**Alert + Trust**), your three adjectives are **Steadfast, Composed, and Structured.**



Your Twin (**Trust + Alert**) is **THE GOOD CITIZEN**, with three more adjectives to choose from: **Principled, Prepared, and Conscientious.**

PART 2: CREATE YOUR ANTHEM

Now I'll show you the absolute fastest, hands-down easiest way to build your Anthem. Later, I'll give you a few other ways that my team and I can customize your wording and show you how to apply these principles with your team throughout your career.

YOUR ANTHEM IS A SHORT PHRASE THAT DESCRIBES HOW YOU ARE DIFFERENT AND WHAT YOU DO BEST.

This makes it easy for people to understand why they should work with you.

I want you to start thinking about your most valuable differences, and how these differences set you apart.

Certain personality traits contain your greatest potential. How do your traits give you an advantage in solving certain problems, and overcoming certain challenges?

We're ready to take a step closer to pinpointing your tagline with the Anthem Method.

DISCOVER YOUR HIGHEST VALUE

CREATING YOUR ANTHEM

STEP 1

- REFER TO THE ARCHETYPE MATRIX ON THE NEXT PAGE
 - FIND AND CIRCLE YOUR **ARCHETYPE**
 - THEN, FIND AND CIRCLE YOUR **TWIN**
- Notice the six adjectives inside those circles.

Example:

THE MAESTRO

1. Ambitious
2. Focused
3. Confident

THE VICTOR

1. Respected
2. Competitive
3. Results-Oriented

WRITE YOUR SIX ADJECTIVES BELOW:

I AM THE _____ MY TWIN IS THE _____

1. _____ 1. _____

2. _____ 2. _____

3. _____ 3. _____

THE 49 PERSONALITY ARCHETYPES

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PRIMARY FASCINATION ADVANTAGE®		SECONDARY FASCINATION ADVANTAGE®						
INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care		
THE ANARCHY Volatile • Startling Chaotic	THE ROCKSTAR Bold • Artistic Unorthodox	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE TRENDSETTER Cutting-Edge • Elite Progressive	THE ARTISAN Deliberate • Thoughtful Flexible	THE PROVOCATEUR Clever • Adept Contemporary	THE QUICK-START Prolific • Thorough Diligent		
THE CATALYST Out-of-the-Box • Social Energizing	THE DRAMA Theatrical • Emotive Sensitive	THE PEOPLE'S CHAMPION Dynamic • Inclusive Engaging	THE TALENT Expressive • Stylish Emotionally-Intelligent	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Discerning • Perceptive Considerate	THE ORCHESTRATOR Attentive • Dedicated Efficient		
THE CHANGE AGENT Inventive • Untraditional Self-Propelled	THE RINGLEADER Motivating • Spirited Compelling	THE AGGRESSOR Dominant • Overbearing Dogmatic	THE MAESTRO Ambitious • Focused Confident	THE GUARDIAN Prominent • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE DEFENDER Proactive • Cautionary Strong-Willed		
THE AVANT-GARDE Original • Enterprising Forward-Thinking	THE CONNOISSEUR Insightful • Distinguished In-the-Know	THE VICTOR Respected • Competitive Results-Oriented	THE IMPERIAL Arrogant • Cold Superior	THE BLUE CHIP Classic • Established Best-In-Class	THE ARCHITECT Skillful • Restrained Polished	THE SCHOLAR Intellectual • Disciplined Systematic		
THE EVOLUTIONARY Curious • Adaptable Open-Minded	THE AUTHENTIC Approachable • Dependable Trustworthy	THE GRAVITAS Dignified • Stable Hardworking	THE DIPLOMAT Levelheaded • Subtle Capable	THE OLD GUARD Predictable • Safe Unmovable	THE ANCHOR Protective • Purposeful Analytical	THE GOOD CITIZEN Principled • Prepared Conscientious		
THE SECRET WEAPON Nimble • Unassuming Independent	THE SUBTLE TOUCH Tactful • Self-Sufficient Mindful	THE VEILED STRENGTH Realistic • Intentional To-the-Point	THE ROYAL GUARD Elegant • Astute Discreet	THE WISE OWL Observant • Assured Unruffled	THE DEADBOLT Unemotional • Introverted Concentrated	THE ARCHER On-Target • Reasoned Pragmatic		
THE COMPOSER Strategic • Fine-Tuned Judicious	THE COORDINATOR Constructive • Organized Practical	THE ACE Decisive • Tireless Forthright	THE EDITOR-IN-CHIEF Productive • Skilled Detailed	THE MEDIATOR Steadfast • Composed Structured	THE DETECTIVE Clear-Cut • Accurate Meticulous	THE CONTROL FREAK Compulsive • Driven Exacting		

DISCOVER YOUR HIGHEST VALUE

ANTHEM CREATION NOUN LIST:



STEP 2

PICK AND CIRCLE THREE NOUNS FROM THE LIST BELOW THAT DESCRIBES WHAT YOU DO BEST.

IDEAS

SKILLSET

INTEGRATION

REPUTATION

INSIGHTS

RESULTS

ATTITUDE

ACCURACY

TEAM-BUILDING

COMMUNICATION

CREATIVITY

VISION

SOLUTIONS

NETWORK

INFLUENCE

CREDENTIALS

BRAINSTORMING

STAMINA

PRECISION

FLEXIBILITY

RELATIONS

EXPERTISE

TRENDS

AWARDS

FOLLOW-THROUGH

WORK ETHIC

TACTICS

ENGAGEMENT

PROBLEM-SOLVING

OPERATIONS

ATTENTION TO DETAIL

ENERGY

TENACITY

DISCOVER YOUR HIGHEST VALUE

YOUR ANTHEM

STEP 3

NOW WRITE YOUR TOP THREE ADJECTIVES AND MATCH THEM WITH THE NOUNS FROM YOUR LIST.

CHOOSE THE COMBINATIONS THAT BEST FINISHES THIS SENTENCE:

My distinct value is my ability to deliver...

Example:

AMBITIOUS WORK ETHIC
 FOCUSED RESULTS
 RESPECTED INFLUENCE

AMBITIOUS RESULTS.

MY ADJECTIVES

MY NOUNS

MY ANTHEM

PART 3: LIVE YOUR ANTHEM

If you're interviewing for a job, or making a presentation to your team, of course you'd love to have all the time in the world to explain why they should hire you or why they should agree with your point of view. But the reality is that you don't have all day. You have to cut to the chase and immediately add value.

The same is true for me, right now, as I'm teaching you how to write your Anthem. I'd love to have all day with you, but the reality is that if I take too long, you'll get distracted. So I'm going to front-load the value of this application section by getting right to the point, and making this fast and fun, and of course, fascinating.

At many points in your life you will find yourself in a situation in which you need to very quickly communicate your credibility. A job interview or sales meeting, for instance.

YOU HAVE A GOLDEN WINDOW OF OPPORTUNITY TO IMPRESS AND INFLUENCE YOUR LISTENER.

That's where your Anthem comes in. It helps you feel confident and focused, so you're more likely to hold your listener's attention and get your message across.

■ TIP: Instead of trying to figure out the person you're talking to and what their personality is like, take another approach

■ Figure out how you are most likely to add value, because that's your natural strong suit. Once you find out their need, you can just plug your Anthem right into it.

DISCOVER YOUR HIGHEST VALUE

YOUR ANTHEM IS AN AUTHENTIC WAY TO DESCRIBE WHAT MAKES YOU DIFFERENT, AND WHO YOU ARE AT YOUR BEST.

Your Anthem describes the essence of who you are. It's the most authentic you. Nobody can out-you YOU.

Your Anthem is a tagline for your personality.

Every time you communicate, you're doing one of two things. You're either **ADDING VALUE** or **TAKING UP SPACE**.

If your listener is informed or inspired or even entertained, then you're adding value. On the other hand, if your listener has nothing to show for their investment of giving you their attention, you are not adding value. You're **TAKING UP SPACE**.

If you're only taking up space, you're sort of the equivalent of spam. Like fake Rolex watches. People get really irritated by spam. You'll damage your brand if you're perceived as an annoying distraction.

DELIVERING YOUR HIGHEST VALUE THROUGH YOUR ANTHEM

On the other hand, when you communicate in alignment with your Anthem, you are at your highest likelihood of being perceived as valuable.

DISCOVER YOUR HIGHEST VALUE

When you build your career around your Anthem, you'll feel acknowledged and fulfilled, and you'll have a favorable competitive position. Together, we're going to identify the types of situations in which you are most likely to excel, and find ways to re-create those situations as often as possible.

When you are PREVENTED from applying your Anthem, you could be at a disadvantage. So we're also going to start to identify the areas that are your quicksand, because those types of situations will make you feel stuck.

YOU DO NOT HAVE TO BE PERFECT AT EVERYTHING. BUT YOU DO HAVE TO BE EXTRAORDINARY AT SOMETHING.

■ Every time you communicate you're either adding value, or taking up space.

Your Anthem lights the way to your most extraordinary qualities, so that you can focus on doing more of what you naturally do best.

Your Anthem is a promise of what you can be counted on to provide to others.

Your Anthem describes why YOU are the perfect solution to THEIR problem.

DISCOVER YOUR HIGHEST VALUE

I'm going to break this down into 3 steps to make it super simple.

STEP 1 IDENTIFY THEIR "PROBLEM"

If someone is going to hire you, or partner with you, or work alongside you in a team, you share some sort of mutual problem. I'm not necessarily talking about a literal PROBLEM, more like a challenge or task or mission that you're joining forces to accomplish. Your Anthem helps you see how you should approach the situation.

STEP 2 IDENTIFY WHY YOU ARE THE PERFECT SOLUTION TO THEIR PROBLEM

What are the Advantages that make you specially equipped to solve their problem differently than others? What quality within you will allow you to over-deliver for them? The adjective and noun in your Anthem give you a compass to guide your strategy.

STEP 3 IDENTIFY HOW YOU WILL TANGIBLY ADD VALUE THROUGH YOUR SOLUTION

When you add value, you want to get credit for your impact on a situation. If nobody recognizes that you've added value, the way you are perceived does not improve..

DISCOVER YOUR HIGHEST VALUE

Let's run through an example.

Anthem in Action #1:

PRESTIGE

ALERT

THE SCHOLAR

DISCIPLINED PRECISION

Let's say that you are a real estate agent in a competitive market. Your primary Advantage is **PRESTIGE**, so you stick to high standards, and your secondary is **ALERT**, so you're very detailed-oriented. By combining the excellence of **PRESTIGE** and the details of **ALERT**, your Anthem is **DISCIPLINED PRECISION**. That means you are most likely to deliver solutions to your clients through **DISCIPLINED PRECISION**.

STEP 1 IDENTIFY THEIR "PROBLEM"

Let's say you're approached by a potential client—a recently-married young couple. They have great taste and they're a really nice couple. The **PROBLEM** is that they're strapped for cash, and don't have a big budget for a house. You're going to have to work hard to find something within their numbers. How can you help the couple find a house within a small budget?

STEP 2 IDENTIFY WHY YOU ARE THE PERFECT SOLUTION TO THEIR PROBLEM

Not to worry, you are ready to apply your Anthem. You would apply your **DISCIPLINED PRECISION** to rigorously track down everything available in their area. You'd research carefully to find the best prices and investigate every dollar spent. You'd resist the suggestion of peers to upsell, to tease them with bells and whistles like a pool or extra bedroom, and instead, uncover the most attractive options available, by accurately following their specs.

DISCOVER YOUR HIGHEST VALUE

STEP 3

IDENTIFY HOW YOU WILL TANGIBLY ADD VALUE THROUGH YOUR SOLUTION

It's great that you come in under budget, but you want them to see the value you delivered to make it happen. Your Anthem is **DISCIPLINED PRECISION**, so here are some ways you could highlight how you are tangibly adding distinct value:

- Before your client makes the mistake of falling in love with a house they can't afford, apply your **DISCIPLINED PRECISION** to help them budget all the expenses involved in buying a house, including closing costs and moving fees.
- Give them all the data that you've researched, so they see that you've covered all the bases. Since your Anthem of **DISCIPLINED PRECISION** means that you probably do more background research than others, get credit for that hard work, and let them see how you formulated your recommendations.
- Give them materials outlining an estimate of costs over their first year, so that your relationship with them isn't just about the one-time transaction. That way, you're in a longer-term relationship, which makes them more likely to give you referrals for your **DISCIPLINED PRECISION**, and it makes them more likely to come back to you when they're ready to move again.

DISCOVER YOUR HIGHEST VALUE

Anthem in Action #2:

PRESTIGE

PASSION

THE CONNOISSEUR

IN-THE-KNOW EXPERTISE

Now, let's go through this exact scenario again, with the same three steps. But this time, we're going to give you a different Anthem. In this example, you have primary **Prestige** as before, but now you have secondary **Passion**. You add value through excellence with a personal connection. The Anthem you wrote is **IN-THE-KNOW EXPERTISE**.

STEP 1 IDENTIFY THEIR "PROBLEM"

You're still a real estate agent, and the problem is the same one we just reviewed, a couple, on a tight budget, in the market for a house. How can you apply **IN-THE KNOW-EXPERTISE** to help them find their dream home?

STEP 2 IDENTIFY WHY ARE YOU THE PERFECT SOLUTION TO THEIR PROBLEM

Your Anthem **IN-THE-KNOW EXPERTISE** means that you have hundreds of contacts within their market. You make a few phone calls, and discover that a great option is about to come on the market. And since you are **IN-THE-KNOW**, you have access to information and deals that others might not. You check for the lowest mortgage rates, to help them in all areas of their purchase, so their dollars go further.

DISCOVER YOUR HIGHEST VALUE

STEP 3

IDENTIFY HOW YOU WILL TANGIBLY ADD VALUE THROUGH YOUR SOLUTION

- The first time you meet with them, while they're still choosing a real estate agent, describe how your **IN-THE-KNOW EXPERTISE** means that you will be able to advise them on all kinds of issues related to their home, including repairs, decorating, and financing. Help them see how you will add real value to their entire process.
- Because of your **IN-THE-KNOW EXPERTISE**, you've seen houses like this be transformed with some inexpensive design details. So when you show them the house the first time, come prepared with ideas for how eyesores can transform into cool focal points.
- Your **IN-THE-KNOW EXPERTISE** means that you keep close tabs on all the movement in their neighborhood. Once they are happily settled in their home, send them updates with their home's valuation, and other comparable homes in their area so that they can also be **IN-THE-KNOW** about their home's value. That will make them more likely to call you when they move.

DISCOVER YOUR HIGHEST VALUE

Now it's your turn.

Anthem in Action: MY ANTHEM IS:

STEP 1

IDENTIFY THEIR "PROBLEM"

STEP 2

IDENTIFY WHY YOU ARE THE PERFECT SOLUTION TO THEIR PROBLEM

STEP 3

IDENTIFY HOW YOU WILL TANGIBLY ADD VALUE THROUGH YOUR SOLUTION

Fill in the blank for this sentence:

"I AM PERFECTLY SUITED FOR THIS SITUATION BECAUSE I DELIVER _____."

DISCOVER YOUR HIGHEST VALUE

HERE'S ANOTHER SCENARIO.

Let's say you're heading into a critical meeting. Think to yourself: How can the promise behind my Anthem solve this person's needs, or give them more opportunity?

You don't literally need to use the words of your Anthem. It's a way to position yourself in the most authentic and valuable angle.

If your Anthem is **PRACTICAL SOLUTIONS**, how are you better suited to support your company's growth? "I can support the company better, because I bring **PRACTICAL SOLUTIONS**. I won't get distracted by irrelevant details or frivolous expenditures."

Now imagine a job interview, except this time, your Anthem is **BIG-PICTURE THINKING**. "I can support the company better, because I bring **BIG-PICTURE THINKING**. I'll show you where our industry is heading with big ideas on how we can stay two steps ahead of the competition."

Two different ways of positioning yourself, based on how you add value. When you accurately describe your highest value right from the beginning, people are more likely to recognize your key differences, and give you the kinds of responsibilities that fit what you do best.

DISCOVER YOUR HIGHEST VALUE

To get a better sense of this, use your Anthem to complete these sentences. Grab a pen and write down your answers.

“PEOPLE CAN ALWAYS COUNT ON ME TO DELIVER
_____.”

“I CAN SOLVE CERTAIN PROBLEMS BETTER THAN
OTHERS BECAUSE I OFFER _____.”

Now I'll give you a couple of tips.

TIP #1:

The key to being AUTHENTIC is to not just know who you ARE, but also who you ARE NOT. When you're put in a situation that forces you to communicate in a way that feels unnatural or tiring for you, it'll feel like quicksand. And worse, you're unlikely to be perceived as valuable. For examples of the types of communication that are most likely to feel like quicksand to you, go to the Archetype Matrix, and look at the adjectives in the horizontal row of your DORMANT Advantage.

Remember, your dormant Advantage is the mode of communication that you are least likely to use. When you have to communicate with these traits, you probably feel exhausted and drained. Your manager and team can set you up for success by giving you responsibilities related to your PRIMARY and SECONDARY Advantages, rather than your dormant one.

It may be helpful to create an Anti-Anthem.

DISCOVER YOUR HIGHEST VALUE

For example:

Say you're **The Rockstar** (**Innovation + Passion**) with dormant **Alert**.

Your Anthem: BOLD BRAINSTORMING

This represents your energy wellspring.

You operate at your highest value in environments where you can freely express game-changing ideas.

Look at the **Alert** row on the matrix. You'll see words like Meticulous, Detailed, Structured, and Cautionary. Which word DOES NOT describe how you are different?

You are NOT delivering your highest value where you have to get down to the nitty gritty details. This represents quicksand, an environment where you will feel mentally and emotionally drained.

Your Anti-Anthem: PRECISE EXECUTION

EXERCISE: WELLSPRING AND QUICKSAND

Goal: Using your Anthem, identify which situations are energizing and which are effortful.

Scenario 1

1. **Wellspring/Energized** (Hint: Refer to your primary and secondary Advantages): _____

2. **Quicksand/Effortful** (Hint: Think about your dormant Advantage):

DISCOVER YOUR HIGHEST VALUE

TIP #2:

The more that you can identify the differences among your team, the more likely you are to get the right people in the right seats. You can also understand how to better allocate tasks and responsibilities.

For instance, if one employee's Anthem is **BOLD BRAINSTORMING**, they are promising to deliver big ideas. But how exactly will those ideas be executed? Hmm. That's a different specialty. In this case, it's easy to see why someone with **BOLD BRAINSTORMING** would be wise to find a co-worker who delivers **PRECISE EXECUTION** or **DETAILED METHODS**.

It's useful to see Anthem examples that are similar to your own; however, it's far more instructive to see examples that are very unlike yours. That's how you'll recognize the ways in which others add value differently than you. This is a key to building communication diversity on your team.

Which Anthem examples are most unlike yours? Would tapping into this ability help you accomplish your own goals? The two of you might be a perfect match for certain types of projects. Even if you don't immediately click with someone, they might provide the missing puzzle piece you need to improve results.

TIP #3

You can also "reverse engineer" this exercise, to help you more accurately recruit and hire team members. Which adjectives do you want in your company, and on your team? Screen for those traits when interviewing candidates. Have them do the Fascination Advantage assessment, and write their own Anthem, so you have a clearer idea of how they'll move the ball forward.

DISCOVER YOUR HIGHEST VALUE


A MORE CUSTOMIZED APPROACH TO CREATING YOUR ANTHEM

Want to include two adjectives, or two nouns? No problem. Now that you've pared your distinct value down to its essence, you can choose to build upon that with additional descriptions.

Want to “go shopping” for more words to distinguish yourself? Inside this book, you'll find dozens of statements and benefit-oriented phrases for you to customize. You can always search for your own adjectives that describe your personality's most attractive professional traits.

Here's how to hand-select words that distinguish your defining qualities:

1. Return to Fascination Advantage Report[®], and review your Archetype's list of “Top 5 Adjectives” on page 5.



THE CATALYST'S

TOP 5 SPECIALTY ADJECTIVES

1. OUT-OF-THE-BOX	Catalysts naturally have colorful personalities, and make friends easily. Even at a rather formal interview setting you'll find that you quickly warm to them. They communicate with zeal, which encourages co-workers and customers to get involved in their projects.
2. SOCIAL	When they “turn on the juice,” they can quickly build relationships and spread a message.
3. ENERGIZING	They're at ease in unproven waters. If something becomes too routine or familiar, they like to challenge or reinvent it. As marketers they keep campaigns fresh; and you find they enjoy trialing new social media platforms.
4. ENTHUSIASTIC	Catalysts vividly share their ideas and perspectives, which adds energy to conversations. At the end of a long product development meeting, for instance, they ensure the meeting doesn't fizzle out. They wrap up by reinvigorating the team to make the new product a success.
5. CREATIVE	When everyone else gets stuck, Catalysts can find unexpected ideas. For instance, when you need to shift an overstocked item and nobody seems able to find clients, they'll come up with a way to sell it through a totally new market channel. People often hire them for their ability to develop fresh solutions.

DISCOVER YOUR HIGHEST VALUE

2. Re-read the sections about your primary and secondary Advantages. Use the language that best defines your top traits. Go into your Fascination Advantage online account, and peruse your complete online report. It includes a variety of refined descriptors.
3. Watch your Archetype video, also included in your report. Take special note of the words that appear on screen.
4. Read the overview for your Twin (that's the Archetype that has the same top two Advantages, but in reverse order). This is the Archetype that most closely resembles your own.

WANT MORE OPTIONS?

Find your primary Advantage on the Matrix. Look along that horizontal row, to the left and right of your own Archetype. Those Archetypes share your primary Advantage, and have many things in common with you. Look along that horizontal row, at the other Archetypes in your primary Advantage. Those adjectives are also fair game.

THE 49 PERSONALITY ARCHETYPES

	SECONDARY FASCINATION ADVANTAGE						
	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
INNOVATION	THE ANARCHIST Unconventional Disruptive	THE ROCK STAR Self-Actual Charismatic	THE SUPERHERO LEADER Mentor Inspired	THE TRENDSSETTER Creative Early Adopter	THE ARTISAN Talented Skilled	THE PROVOCATEUR Clever Unconventional	THE QUICK-START Fast Efficient
PASSION	THE CATALYST Influential Inspiring	THE DRAMA Theatrical Emotional	THE PEOPLE'S CHAMPION Empathetic Relatable	THE TALENT Expertise Innovation	THE BELOVED Admired Respected	THE INTIGUE Mysterious Intriguing	THE ORCHESTRATOR Organized Efficient
POWER	THE CHANGE AGENT Adaptability Influence	THE RINGLEADER Inspiring Charismatic	THE AGGRESSOR Competitive Overachiever	THE MAESTRO Ambitious Forward	THE GUARDIAN Protective Cautious	THE MASTERMIND Strategic Innovative	THE DEFENDER Protective Courageous
PRESTIGE	THE AVANT-GARDE Bold Innovative	THE CONNOISSEUR Discerning Appreciative	THE VICTOR Competitive Achiever	THE IMPERIAL Authoritative Commanding	THE BLUE CHIP Established Respected	THE ARCHITECT Strategic Innovative	THE SCHOLAR Knowledgeable Thoughtful
TRUST	THE EVOLUTIONARY Adaptable Open-minded	THE AUTHENTIC Genuine Transparent	THE GRANTIAS Generous Supportive	THE DIPLOMAT Diplomatic Skilled	THE OLD GUARD Experienced Cautious	THE ANCHOR Steadfast Reliable	THE GOOD CITIZEN Responsible Caring
MYSTIQUE	THE SECRET WEAPON Hidden Powerful	THE SUBTLE TOUCH Influential Discreet	THE VEILED STRENGTH Mysterious Powerful	THE ROYAL GUARD Loyal Protective	THE WISE OWL Thoughtful Cautious	THE DEADBOLT Secure Protective	THE ARCHER Strategic Precise
ALERT	THE COMPOSER Creative Organized	THE COORDINATOR Organized Efficient	THE ACE Skilled Talented	THE EDITOR-IN-CHIEF Authoritative Skilled	THE MEDIATOR Diplomatic Calm	THE DETECTIVE Analytical Observant	THE CONTROL FREAK Organized Efficient

If you are the Anchor, for instance, you have primary **Trust**. Look to the adjectives in the Authentic or the Diplomat descriptions. Finally, if you still want more words...a thesaurus could be your best friend.

DISCOVER YOUR HIGHEST VALUE

FINDING YOUR OWN WORDS

You don't need to stick to the Anthem Method formula. You can find your own words that relate to your industry or job category.

You can also create new nouns. The nouns I listed in the Anthem Builder are the most popular choices for the Anthem Method. Want something different? You can also choose a noun specific to your expertise, industry or career highlights.

What to do right RIGHT AWAY:

Look at the materials you're using to introduce yourself, such as your business card or resume, and see if they are in line with the core differences you identified in your Anthem.

- 1. Change your LinkedIn profile and the "about" section on your website.**
- 2. Encourage other people on your team to create their own Anthem, so you can immediately identify how everyone in your group is uniquely suited to add value.**
- 3. Tweet your Anthem to me so my team and I can get to know you. Here's an example:**

My Anthem is AMBITIOUS RESULTS cc: @SallyHogshead

Want more ways to apply your Anthem? Take a look at Part 4.

DISCOVER YOUR HIGHEST VALUE

GET FEEDBACK ON YOUR NEW ANTHEM:

1. Share your Anthem with a few co-workers or clients, and ask them for examples of how they see it already in action.
2. Post your Anthem on Facebook and ask for input from your friends and followers.
3. Hang your Anthem outside your office, so that visitors can immediately know how to tap into who you are at your best.

FASCINATION ADVANTAGE ACTION PLAN

How will you apply your Anthem starting now?

When you first meet a customer?

When you need to communicate with a customer to solve a problem?

When you want to resolve a conflict on your team?

When you are out to dinner with family or friends?

DISCOVER YOUR HIGHEST VALUE

3 STEPS I WILL TAKE AFTER THIS COURSE TO LIVE MY ANTHEM

How will you apply your Anthem after you leave the workshop today?

1. _____
2. _____
3. _____

STARTING TOMORROW:

What is the one way that I can start applying my anthem at work?

What situations could really benefit from my Anthem?

How will I apply my Anthem to reduce conflict and improve communication and collaboration?

DISCOVER YOUR HIGHEST VALUE

EXAMPLE ANTHEMS

IF YOUR PRIMARY ADVANTAGE IS:

INNOVATION
You change the
game with creativity

UNORTHODOX TEAMWORK
ENTREPRENEURIAL RESULTS
PIONEERING IDEAS
CREATIVE MANAGEMENT
CUTTING EDGE STRATEGIES
ORIGINAL COMMUNICATION
THOUGHTFUL ORIGINALITY
DELIBERATE INFLUENCE
CLEVER APPROACH
INNOVATIVE SKILLSET
DILIGENT RESOURCEFULNESS
STRATEGIC RESULTS

INVENTIVE SOLUTIONS
FORWARD-THINKING STRATEGY
ORIGINAL RELATIONSHIPS
IMAGINATIVE SOLUTIONS
ENTREPRENEURIAL RESULTS
ADVANCED PROBLEM-SOLVING
DILIGENT WORK ETHIC
BOLD IDEAS
ARTFUL PRECISION
ENERGIZING CREATIVITY
PROGRESSIVE MINDSET

DISCOVER YOUR HIGHEST VALUE

EXAMPLE ANTHEMS

IF YOUR PRIMARY ADVANTAGE IS:

PASSION
 You connect
 with emotion

ENERGIZING CONNECTION

BOLD TEAMBUILDING

ENGAGING TEAMWORK

COMPELLING RELATIONSHIPS

EXPRESSIVE SKILLSET

ASTUTE VISION

NURTURING RELATIONSHIPS

LOYAL CHARACTER

PERCEPTIVE INSIGHTS

THOUGHTFUL INFLUENCER

DEDICATED PLANNING

ATTENTIVE FOLLOW-THROUGH

ENGAGING CREATIVITY

STYLISH INSIGHTS

PERCEPTIVE PROBLEM-SOLVING

DISCERNING RELATIONSHIPS

DEDICATED EXPERIENCE

NURTURING RELATIONSHIPS

EXPRESSIVE COMMUNICATION

DYNAMIC NETWORK

EMOTIONAL INTELLIGENCE

INCLUSIVE MANAGEMENT

SINCERE LOYALTY

EXAMPLE ANTHEMS

IF YOUR PRIMARY ADVANTAGE IS:

POWER
You lead
with command

INVENTIVE ANSWERS	DIGNIFIED RESULTS
UNIQUE SOLUTIONS	QUICK-WITTED ATTITUDE
MOTIVATING CONFIDENCE	GOAL-ORIENTED RESULTS
ENGAGING RELATIONSHIPS	ENGAGING RELATIONSHIPS
AMBITIOUS RESULTS	RESULTS-ORIENTED IDEAS
RESULTS-ORIENTED IDEAS	HARDWORKING
SURE-FOOTED INFLUENCE	FOLLOW-THROUGH
SOLID EXPERTISE	INSPIRED RESULTS
METHODICAL SYSTEMS	FOCUSED ADVICE
INTENSE WORK ETHIC	MOTIVATING CHANGE
PROACTIVE DETAILS	CONFIDENT MANAGEMENT
CAUTIONARY RESULTS	

DISCOVER YOUR HIGHEST VALUE

EXAMPLE ANTHEMS

IF YOUR PRIMARY ADVANTAGE IS:

PRESTIGE
 You earn respect with
 higher standards

FORWARD-THINKING CREATIVITY

CREATIVE SOLUTIONS

IN-THE-KNOW OPINIONS

RESULTS-ORIENTED EXECUTION

COMPETITIVE RESULTS

CLASSIC EXPERTISE

CONSISTENT RESULTS

SKILLFUL STRUCTURE

ASTUTE ATTENTION TO DETAIL

DISCIPLINED VISION

DETAILED EXPERTISE

BEST-IN-CLASS RESULTS

CLASSIC CHARACTER

AMBITIOUS ATTITUDE

DRIVEN RESULTS

IMPECCABLE WORK ETHIC

COMPETITIVE ATTITUDE

RESPECTED ATTENTION-TO-DETAIL

ENDURING VALUES

ASTUTE INSIGHTS

SKILLFUL RESULTS

CONSISTENT RESULTS

DISCOVER YOUR HIGHEST VALUE

EXAMPLE ANTHEMS

IF YOUR PRIMARY ADVANTAGE IS:

TRUST
 You build loyalty
 with consistency

ADAPTABLE DIRECTION

OPEN-MINDED INSIGHTS

APPROACHABLE ENGAGEMENT

SINCERE RELATIONSHIPS

DELIBERATE CERTAINTY

GENUINE RELATIONSHIPS

LEVELHEADED EXPERTISE

ENDURING VALUES

PROTECTIVE SOLUTIONS

ANALYTICAL ENERGY

CONSCIENTIOUS AWARENESS

THOUGHTFUL RESULTS

ANALYTICAL WORK-ETHIC

SINCERE RELATIONSHIPS

COMPOSED RESULTS

UNDERSTATED INFLUENCE

CONSCIENTIOUS INSIGHT

ESTABLISHED EXPERIENCE

STEADY DEPENDABILITY

TRUSTWORTHY EXPERTISE

ADAPTABLE PROBLEM-SOLVING

PURPOSEFUL STRATEGY

EXAMPLE ANTHEMS

IF YOUR PRIMARY ADVANTAGE IS:

MYSTIQUE
You communicate
with substance

INDEPENDENT SOLUTIONS

UNASSUMING ATTITUDE

TACTFUL METHOD

PROFOUND RESULTS

REALISTIC LEADERSHIP

SELF-RELIANT ATTITUDE

ASTUTE ATTENTION-TO-DETAIL

STERLING INSIGHT

SUBTLE SOLUTIONS

ASSURED RESULTS

ON TARGET ANALYSIS

SHARP LEADERSHIP

INTENSE EXPERIENCES

EFFICIENT FOLLOW-THROUGH

METHODICAL CHARACTER

RATIONAL RESULTS

PRECISE METHODS

SELF-RELIANT ATTITUDE

PURPOSEFUL INSIGHTS

TACTFUL APPROACH

ELEGANT EXECUTION

ON-TARGET PRECISION

DISCOVER YOUR HIGHEST VALUE

EXAMPLE ANTHEMS

IF YOUR PRIMARY ADVANTAGE IS:

ALERT
 You prevent
 problems with care

FINE-TUNED INSPIRATION

DILIGENT RESULTS

PRACTICAL CREATIVITY

DEDICATED EXPERTISE

TIRELESS WORK ETHIC

DECISIVE RESULTS

DETAILED MANAGEMENT

PRODUCTIVE ACCURACY

STRUCTURED INTERACTION

STEADFAST RESULTS

METICULOUS FOLLOW-THROUGH

CLEAR-CUT PLAN

PRODUCTIVE EXECUTION

TIRELESS ATTENTION-TO-DETAIL

STEADFAST ACCURACY

DECISIVE RESULTS

PROACTIVE COMMUNICATION

PROTECTIVE RELATIONSHIPS

SYSTEMATIC SOLUTIONS

CAUTIONARY MANAGEMENT

DECISIVE OPINIONS

JUDICIOUS INSIGHT

DISCOVER YOUR HIGHEST VALUE

SOME MORE EXAMPLES:

THE GRAVITAS: DELIBERATE CERTAINTY

Shannon is a wealth management advisor for a financial company. The end of the fiscal year is fast approaching, and clients are anxious to learn where they stand.

Shannon starts preparing for these meetings months in advance. Her workflow is incredibly deliberate. When she speaks with clients, Shannon calmly breaks their profile down item by item to show them exactly where they showed consistent improvement, and references these past successes to make authoritative portfolio recommendations for the future.

THE TRENDSETTER: CUTTING-EDGE STRATEGY

Teddy is a consultant for high-profile clients, helping them develop cutting-edge email strategies. He knows that even if a client's content is good, they still need to build a process to optimize their email list. The Trendsetter always looks forward, never back. Teddy is constantly developing imaginative ways to take processes to the next level. Teddy looks to user behavior to creatively segment the list in a way that's never been done before, so that his client's content gets better open rates and response. From there, he looks at weekly reports, and regularly tweaks the email campaigns in new ways for improved engagement.

DISCOVER YOUR HIGHEST VALUE

THE EDITOR-IN-CHIEF: DETAILED MANAGEMENT

It's important that a management team provide a stable work environment for its employees. And nobody understands that better than Bill. As a leader in his customer service department, Bill has to make sure that employees are getting enough hours, without feeling overworked. His management style is skilled and detail-oriented. He accomplishes this by watching over each employee and keeping a close eye on the amount of hours they work each month, as well as their productivity levels. When he sees someone slipping, he meets with them to come up with best game plan for getting back on track.

THE ARCHITECT: SKILLFUL STRUCTURE

Raoul quickly built a respected reputation as a programmer, because his work is as polished as he is. He carefully thinks through the structure and process of his information design, right from the very start. Unlike sloppier programmers, he never tosses out a solution half-heartedly. Because he has a restrained personality, he tends not to draw attention to himself and his ideas. In the past, his managers haven't always realized the intricate planning that he put into his projects. Now, however, Raoul gets rapid "buy in" from his team by clearly detailing his proposed structure right from the very start.

THE TALENT: EXPRESSIVE SKILLSET

Josie is teaching online entrepreneurs how to infuse more of their personality into their online marketing. She applies her keen emotional intelligence and she brings a stylish approach to everything she does. Josie works with her clients to really get to know their unique style of communication. Once she has an idea of what makes their personality stand out, she helps them to build a voice for their content that reflects their unique sensibility.

DISCOVER YOUR HIGHEST VALUE

HERE ARE MORE CREATIVE WAYS TO USE YOUR ANTHEM

ON YOUR BUSINESS CARD

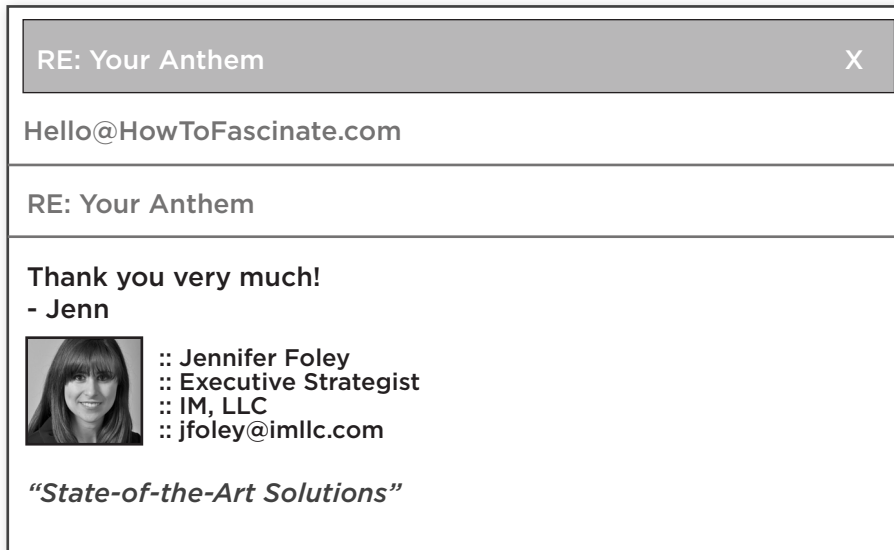


IN YOUR ADVERTISING



DISCOVER YOUR HIGHEST VALUE

IN YOUR EMAIL SIGNATURE



ON YOUR BOAT



DISCOVER YOUR HIGHEST VALUE

IN YOUR TWITTER BIO



IN YOUR VOICE MAIL MESSAGE

Hello! You've reached Jack Cantor. If you're looking for proactive problem-solving, you came to the right place. Please leave a message, and I'll call you back!



NOT FASCINATING YET? DON'T PANIC, YOU'RE ON THE RIGHT ROAD

DIFFERENT PEOPLE EMBODY DIFFERENT TYPES OF FASCINATION.

That's a good thing. There's no one "right" way to fascinate. And personalities that might seem closed off at work often blossom in other contexts or pursuits.

Over the long run, shy or low-key personalities can be as fascinating as the most charismatic ones, especially if they trigger **Trust**. **Trust** is the most powerful Advantage in relationships. This is probably because people with a primary **Trust** Advantage are not distracting others with their own agenda.

The point is never for one personality type to magically transform into another, but rather to maximize your existing strengths, and remove barriers to achieving your communication.

LET'S SAY YOU HAVE TRUST OR MYSTIQUE AS A PRIMARY ADVANTAGE.

Even if you're a gentle or introverted type, you can still use your primary Advantage to learn how to articulate your ideas more expressively in meetings, or initiate conversations more frequently with friends, thereby increasing your **Power** Advantage.

LET'S SAY YOU HAVE A STRONG USE OF THE POWER ADVANTAGE.

This works well in certain situations that require a firm hand. However, in other situations, such as day-to-day interaction and more nuanced conversations, you'll want to decelerate your **Power** Advantage. Instead, dial up your use of the **Trust** Advantage, creating a more consistent style of interaction.

DISCOVER YOUR HIGHEST VALUE

Even for the most intense personalities, the goal should never be to be fascinating simply for the sake of being fascinating.

“ANY EFFORT THAT HAS SELF-GLORIFICATION AS ITS FINAL ENDPOINT IS BOUND TO END IN DISASTER.”

~ Zen and the Art of Motorcycle Maintenance

In his best seller *Good to Great*, Jim Collins points out that inflated self-importance can interfere with the success of your product or organization.

Personalities that are both strong and effective have an advantage — but they must still focus on making their teams more fascinating.

THE LAST WORD ON USING YOUR PERSONALITY ARCHETYPE

When you build a clear personality brand, own your niche and people know who you are, you don't have to keep pitching, trying and reinventing.

YOU DON'T HAVE TO WONDER WHO YOU SHOULD BE WHEN YOU GO INTO A SITUATION.

There's so much relief in that.

DISCOVER YOUR HIGHEST VALUE

You don't have to think about how you dress, talk, act, use your beliefs, work your system, control your company or anything else you do.

The more that you can surround yourself 360 degrees with all of the pieces that tie back to your Archetype, the more that you can attract the kind of clients and team members that will help you attain your goals.

Rather than reinventing yourself, you're now going to grow your business on your own core strength.



HOWTOFASCINATE
DISCOVER YOURSELF THROUGH
THE SCIENCE OF FASCINATION