



Welcome to the

HOW TO FASCINATE®

Presented by:
FCA Name



WELCOME

AGENDA

Introductions + Objectives

Fascination Advantage[®] System Overview

7 Fascination Advantages Deep Dive

How to Communicate Effectively

Identify your Team Advantage

Build your Fascination Anthem



INTRODUCE YOURSELF

- Your Name
- Your role / the work you do
- Your Archetype + 5 Specialty Adjectives on page 6 of your report.
- What were your first impressions of the Fascination Advantage system?
- What are you most excited to learn during the training?



AFTER THE TRAINING YOU WILL ...

- Learn how to communicate at your best using your Fascination Advantage.
- Distinguish between the 7 fascination languages.
- Identify communication breakdowns and what to do about them.
- Apply your Advantages to real work situations to improve communication and collaboration.
- Identify your team`s communication style and core specialty.
- Create your own personal tagline using the Fascination Anthem® method.

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**LET'S GET
STARTED**



THE 3 THREATS YOU FACE

- Distraction
- Competition
- Commoditization



POLL

Which of the top 3 threats stands in your way most often when you want to get noticed, influence or persuade others?

1. Distraction
2. Competition
3. Commoditization

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GROUP DISCUSSION

- What is it about this threat that challenges you the most?
- How have you been solving it till now?

ANTIDOTE: FASCINATION

- Use the science of fascination to discover your distinct value.
- How To Fascinate names the 7 languages in which you communicate, influence and fascinate.
- You communicate using all 7, but there are 2 in which you communicate at your best.
- Your Fascination Advantages are your antidote to distraction.
- Your Fascination Anthem is your antidote to competition and commoditization.



SUCCESS FORMULA: HIGH ACHIEVERS



fas·ci·na·tion

“Fascination is an intense focus. When you fascinate your listener, they’re more likely to connect with you and remember you.”

**People will pay a great deal of money if you
can help them become fascinating.**

They will pay an average of \$288/month to be
the most fascinating person in a room.

THE 7 LANGUAGES OF FASCINATION

INNOVATION

is the language of creativity

PASSION

is the language of relationship

POWER

is the language of confidence

PRESTIGE

is the language of excellence

TRUST

is the language of stability

MYSTIQUE

is the language of listening

ALERT

is the language of details

GOOD TO GREAT

PRIMARY ADVANTAGE

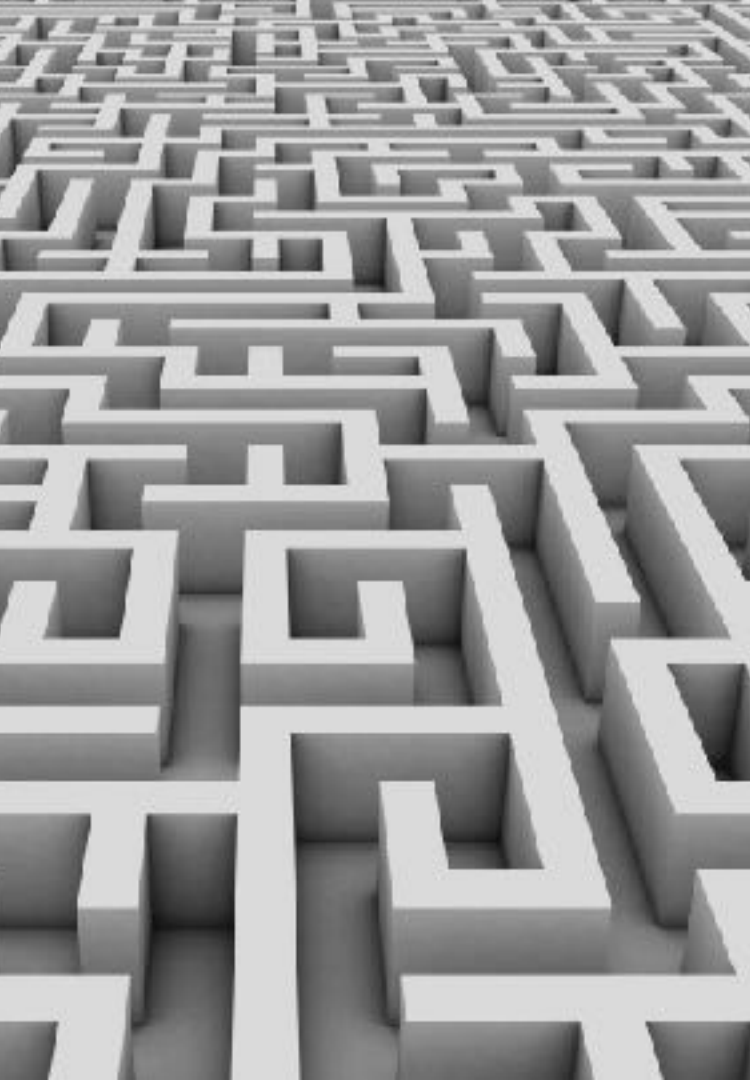
- Your most effective mode of communication.
- This is how you naturally connect with people.
- You're more authentic and confident.
- Helps you make a positive impression.



SECONDARY ADVANTAGE

- Second highest mode of communication.
- Does not cost you a lot of effort or energy.
- It's the language you already know how to speak.

YOUR FASCINATION ADVANTAGE™ is the way in which your personality is most likely to add distinct value.



DORMANT



CHECK IN.

AT YOUR BEST

I am most likely to show up in my best self when _____.

When I'm in my best self I am (feel) _____.

NOT SO BEST

I am most *least* likely to show up in my best self when _____.

When I'm not in my best self I am (feel) _____.



WELLSPRING vs QUICKSAND

5 DAY WELLSPRING – QUICKSAND CHALLENGE

- Pay attention to projects, tasks and activities for the next 5 days. Write down the activity or task you were doing to find out if you're spending more time in your wellspring or in quicksand.
- TIP: Put a reminder in your calendar every 3 hours to remind you to “check in.”

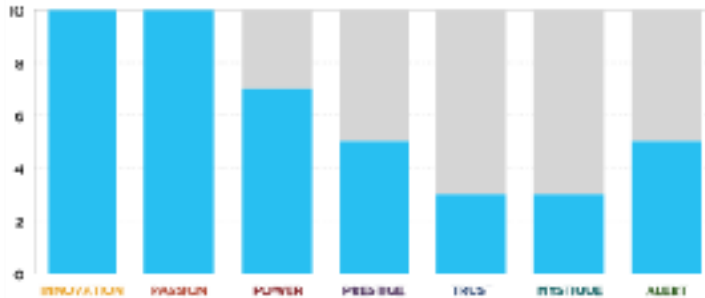
Wellspring	Quicksand
<p>Signs that you're in your Wellspring:</p> <p>You feel focused and “in the flow”, invigorated, fuelled with a sense of vitality and happiness. You're having fun and the task feels effortless. You're productive and energized with the challenge. You feel empowered and motivated.</p>	<p>Signs that you're in your Quicksand:</p> <p>You feel bored, drained, distracted or loathing an activity or task. It feels like you're swimming upstream or going against your natural grain. You feel depleted, neutral or you're exhausted, discouraged and tired.</p>

“85% of your financial success is due to personality and ability to communicate, negotiate and lead. Shockingly only 15% is due to technical knowledge.”

Carnegie Institute for Science



THERE IS NO “RIGHT” DISTRIBUTION OF ADVANTAGES



SALLY IS A CATALYST

Sally Hogshead is a Catalyst. Her lowest scores are Alert, Mystique and Trust. Because of this, Sally employs individuals with a high amount of Alert, so they can manage the details that Sally isn't naturally suited to deliver. This allows her to focus on big picture ideas.

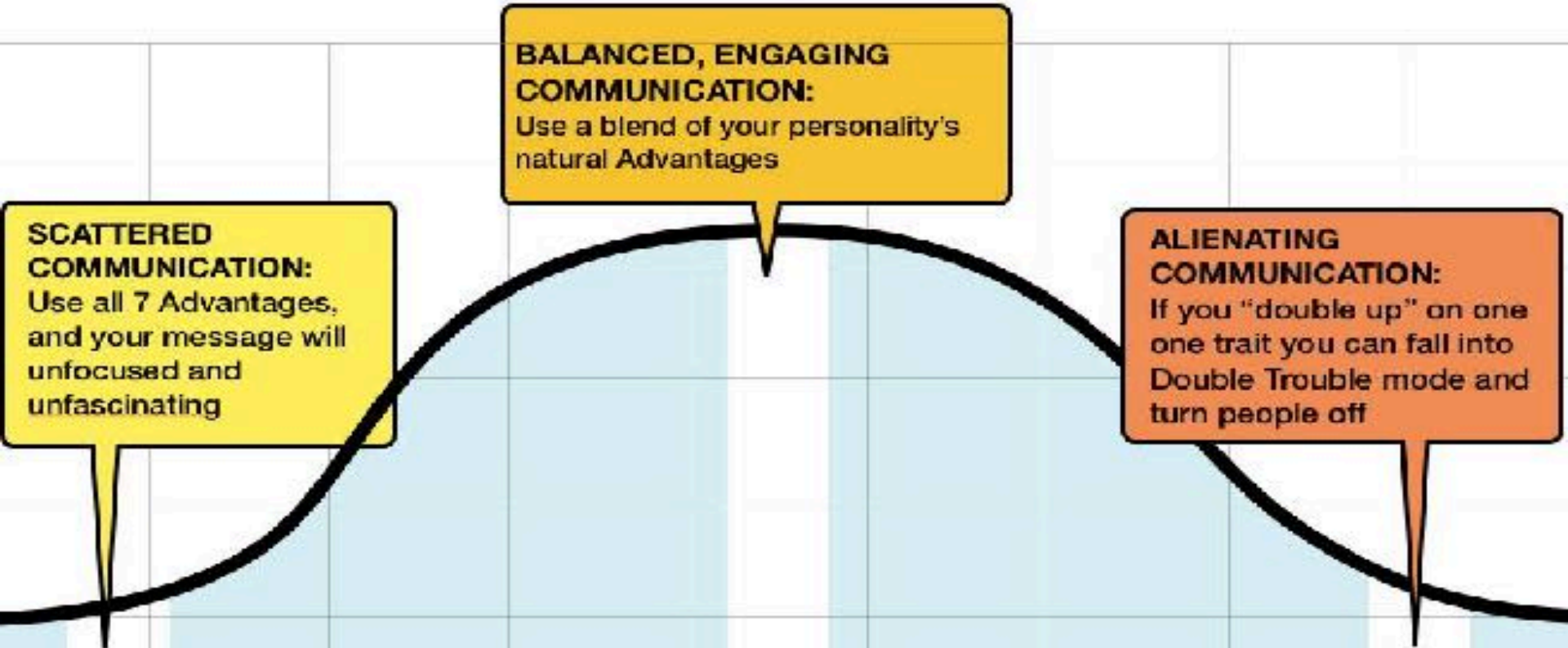


KARA IS ALSO A CATALYST

Our team's business development manager Kara, is also a Catalyst, however she scores much higher in Alert and enjoys accounting and number crunching.

Two Catalysts. Two different communication styles.

COMMUNICATING EFFECTIVELY



DOUBLE TROUBLE

POWER + POWER

Dominant, Overbearing, Dogmatic

PASSION + PASSION

Theatrical, Emotive, Sensitive

MYSTIQUE + MYSTIQUE

Unemotional, Introverted, Concentrated

PRESTIGE + PRESTIGE

Arrogant, Cold, Superior

ALERT + ALERT

Compulsive, Driven, Exacting

INNOVATION + INNOVATION

Volatile, Startling, Chaotic

TRUST + TRUST

Predictable, Safe, Unmovable

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GROUP DISCUSSION

- What situations or circumstances “activate” your Double Trouble?
- What’s the impact to you? To others?
- How do you get yourself out of DT?



TIPS TO GET OUT OF THE DOUBLE TROUBLE

1. Self Awareness (You're half way there).
2. Call in your “other” Advantage.
3. Ask a question – “How might I create more (insert Advantage) at this time?”
4. Pause.
5. Breathe.



FASCINATE ADVANTAGE DEEP DIVE

BREAK OUT - SMALL GROUP ACTIVITY

In your group assign a speaker + scribe. Respond to the following:

1. What are the biggest strengths/qualities this Advantage brings to the table?
2. Advantage in ACTION – Solve this problem

Design, Sales, Customer Service, everyone is so busy with their own projects they stop paying attention to other departments. Routines become set; silos develop. But you're on the verge of cementing a big sales deal with HardCell Manufacturing and you need to have everyone in your company working together.

- A. Using your Fascinate Advantage, how can you increase collaboration among departments and insure the HardCell deal is sealed?
- B. What other Advantage(s) would add value and bring a positive outcome to this situation?

BREAKOUT GROUPS

Scenario 1

- Time management is a critical skill to success and one that everyone struggles with. How can you get your duties done and make time for co-workers and 'team' tasks? How would your Advantage prioritize? Ask for help? What might they say or do?



Scenario 2

- Leadership belongs to everyone, even if you don't have the title. How would your Advantage demonstrate leadership? What would they say or do – actions and behaviors? How would your Advantage get work done efficiently and have fun doing it?



Scenario 3

- Deadlines, commitments and daily pressures are hard to avoid. Your co-worker needs a task done pronto. How can you manage this request? How would this Advantage respond to this request? What would you do or say to understand their perspective and to meet them where they're at?

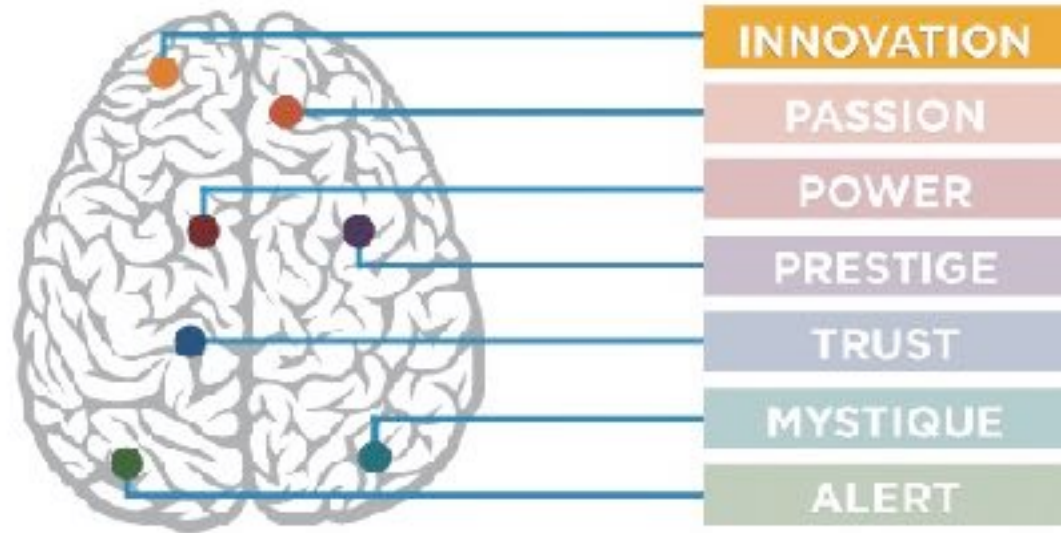
These are additional example scenarios

BREAK - SEE YOU IN 15!

**“The greatest value you can add
is to become more of yourself”**

Sally Hogshead

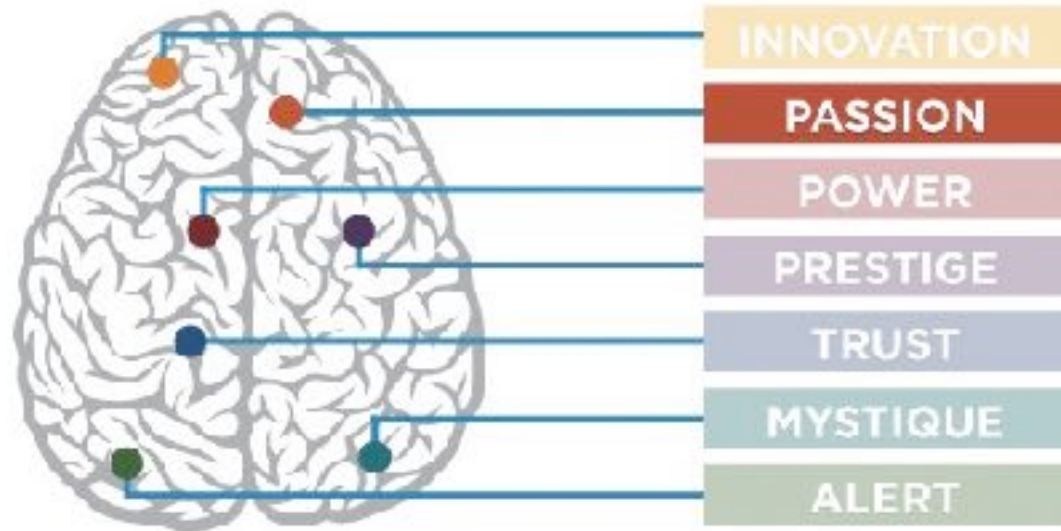
INNOVATION



***How To Fascinate* Research Fact**

Compared to women, men are more likely to have a primary Innovation Advantage.

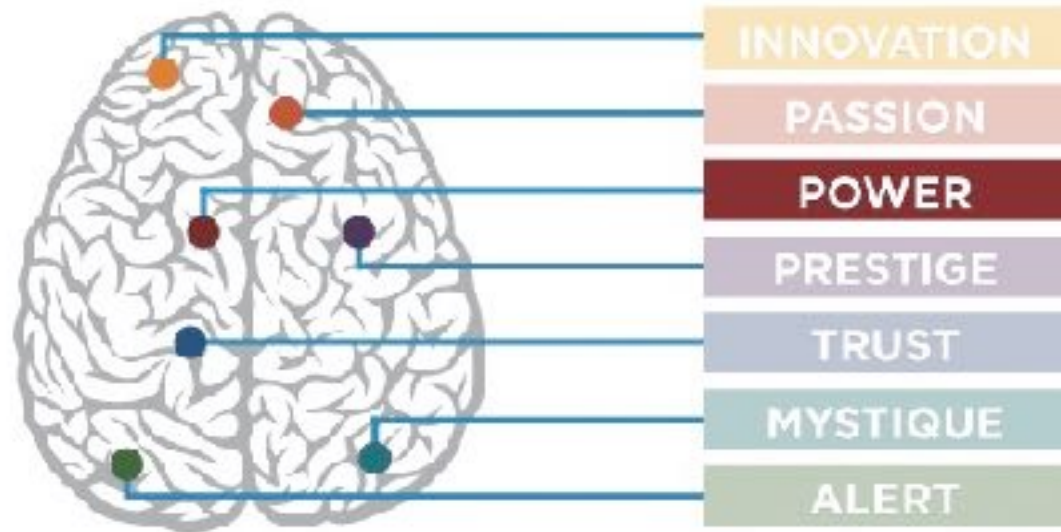
PASSION



***How To Fascinate* Research Fact**

HR leaders are 300% more likely to have a primary Passion Advantage than those in IT.

POWER



***How To Fascinate* Research Fact**

Female CEOs lead with almost three times more Passion than their male counterparts.

Male CEOs, in contrast, are twice as likely to have primary Power than the women.

PRESTIGE



***How To Fascinate* Research Fact**

When it comes to CEOs and Business Owners both men and women have a strong use of Prestige.

TRUST



***How To Fascinate* Research Fact**

**Highest use of Trust Advantage = Finance
Managers**

Lowest use of Trust Advantage = Marketers

MYSTIQUE



***How To Fascinate* Research Fact**

Who scores lowest on Passion?

Employees in information technology, and finance. Engineers, on the other hand, score high on Mystique.

ALERT



***How To Fascinate* Research Fact**

Within the finance industry, for instance, a staff member is 300% more likely to have primary Alert than a CEO.

Instead of focusing on what people need to “fix,” we highlight what they’re already doing *right*, so they can do more of it.

SECONDARY ADVANTAGES

INNOVATION

You change the game with creativity

PASSION

You connect with emotion

POWER

You lead with demand

PRESTIGE

You earn respect with higher standards

TRUST

You build loyalty with consistency

MYSTIQUE

You command awe with substance

ALERT

You prevent problems with care

INNOVATION

You change the game with creativity

PASSION

You connect with emotion

POWER

You lead with demand

PRESTIGE

You earn respect with higher standards

TRUST

You build loyalty with consistency

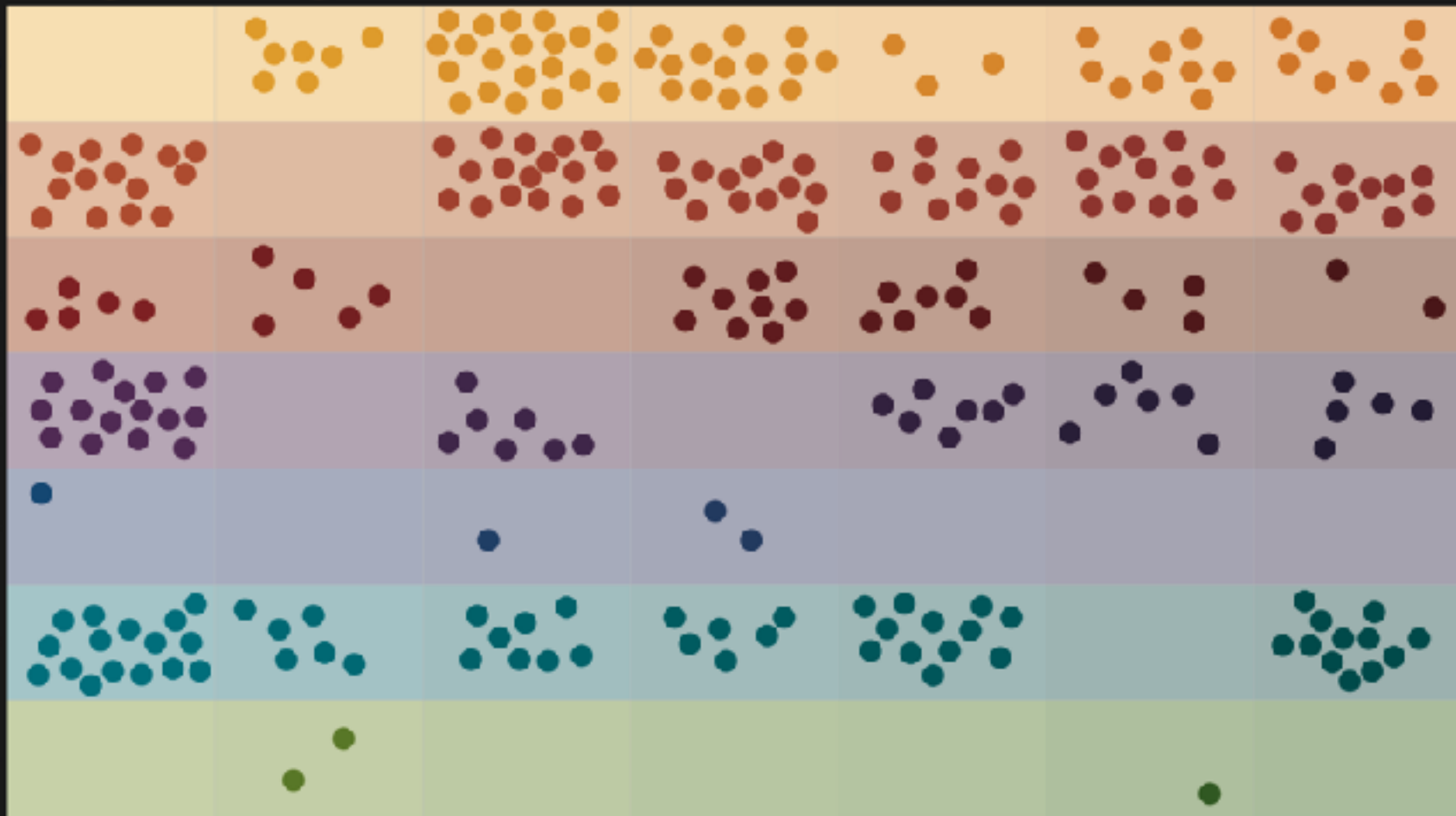
MYSTIQUE

You command awe with substance

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PRIMARY ADVANTAGES





TEAM HEAT MAP

- Identify your team's communication style.
- Predict how you are most (and least) likely to solve problems, deal with conflict and reach conclusions.
- Identify the hidden patterns in your team's Advantage.
- Know and understand if you have one dominant Advantage, or if you're evenly balanced.
- Identify and know your core specialty, or potentially even a disadvantage

7 ADVANTAGES ADD VALUE IN TEAMS

POWER

Uses authority to emphasize the importance of the goal.

PASSION

Gives emotional support and praise for everyone's efforts.

MYSITQUE

Asks questions to understand the underlying issues.

PRESTIGE

Verbally recognizes the ways in which others make contributions.

ALERT

Organizes in advance to prevent unproductive conflicts.

INNOVATION

Thinks outside the box to offer a completely new solution.

TRUST

Nurtures relationships so the focus is on team rather than individual.

**A diverse mix of Advantages can
provide balance for a team.**

**What happens if a team's Advantage
becomes a disadvantage?**

DOUBLE TROUBLE TEAM EFFECT

POWER + POWER

Becomes overly intense.

PASSION + PASSION

Team becomes hyper or moody.

MYSITQUE + MYSITQUE

Disconnected from others.

PRESTIGE + PRESTIGE

Too competitive.

ALERT + ALERT

Micromanaging.

INNOVATION + INNOVATION

Distracted and unlikely to complete projects.

TRUST + TRUST

Dull and out of date.



HOW TO DETERMINE A TEAM ADVANTAGE?

1. Tally all the individual primary and secondary Advantages.
2. Identify the teams top 2 Advantages.
3. Review the Advantages that the team believes best represent what the team most specifically wants to achieve (if different from above).
4. Select an Archetype and review the Archetype + Twin adjectives and select the words that best describe the team.

TEAM HEAT MAP ANALYSIS

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START THINKING ABOUT

- What value does your team bring?
- What does your team need to watch out for?

SECONDARY ADVANTAGES

INNOVATION
 You change the game in the world.

PASSION
 You commit with fire.

POWER
 You lead with command.

PRESTIGE
 You command with higher standards.

TRUST
 You build loyalty with consistency.

MYSTIQUE
 You communicate with authority.

ALERT
 You prevent problems with care.

INNOVATION
 You change the game in the world.

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	NAME				
		NAME NAME			NAME
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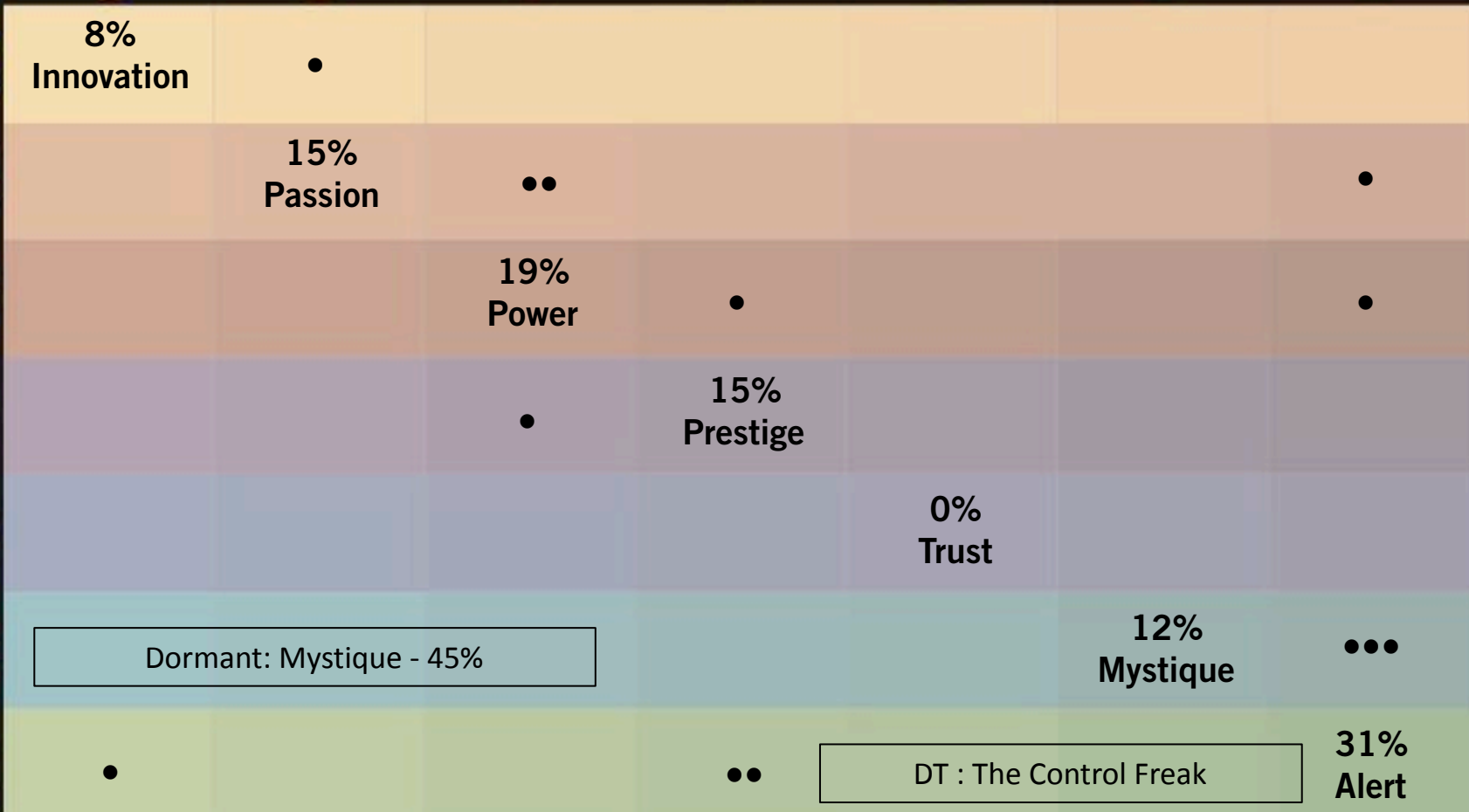
PRIMARY ADVANTAGES

SECONDARY ADVANTAGES

INNOVATION <small>You change the game and the subject</small>	PASSION <small>You connect with emotion</small>	POWER <small>You lead with command</small>	PRESTIGE <small>You connect with figures of authority</small>	TRUST <small>You build loyalty with consistency</small>	MYSTIQUE <small>You communicate with authority</small>	ALERT <small>You prevent problems with care</small>
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PRIMARY ADVANTAGES

INNOVATION <small>You change the game and the subject</small>
PASSION <small>You connect with emotion</small>
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PRESTIGE <small>You connect with figures of authority</small>
TRUST <small>You build loyalty with consistency</small>
MYSTIQUE <small>You communicate with authority</small>
ALERT <small>You prevent problems with care</small>



S.W.O.T – (option 1)

STRENGTHS - ADVANTAGE

Consider the teams top 2 Advantages, what value does this team bring?

Based on the teams overall Advantage distribution what are this teams strengths?

WEAKNESSES - DORMANT

With a dormant of Mystique what challenges could this team face?

What's the impact of having a high dormant in Innovation – what do they need to watch out for?

THREATS – DOUBLE TROUBLE

Look at the teams Double Trouble zones – what do they need to watch out for? Name triggers and effects.

OPPORTUNITY – ACTION PLAN

INSERT TEAM CHALLENGE/OPPORTUNITY.

Provide 2-3 recommended actions they can take to solve this challenge.

S.O.A.R – (option 2)

Strengths

- With X as your Top Team Advantage...
- What are you doing really well?
- What are your greatest assets?
- What makes you unique?



Opportunities

- With X as your team dormant, what do you need to watch out for?
- What are your Double Trouble triggers?
- What are the implications of having minimal X on the team?



Aspirations

- When you look at your values and aspirations what are you passionate about? Who are you looking to become?
- X and X come close as your team secondary Advantage, which one best represents where you're going and



Results

- What do you want to be known for?
- How can you tangibly translate your strengths, opportunities and aspirations? What measures of success can you put in place?

TEAM ADVANTAGE INSIGHTS

- Team Advantage rally's a team to a common goal and vision.
- Team Advantage is aligned to the inherent individual Advantages – custom and personal.
- Insights help, inform, inspire and improve.
- No Advantage is better than another. They are different and each provide value.
- In a team:
 - Similarities may be strengths or weaknesses
 - Differences may be strengths or weaknesses





DIFFERENT
IS BETTER
THAN BETTER.



PEAK PERFORMANCE

- Break into pairs.
- Identify an event where you were at your best. This event can be something that happened in a moment or spanned over a period of time.
- Share your `peak performance` experience with your partner.
- Once you have shared your story, your partner will share their feedback- key highlights, what were you doing, strengths, what stood out.
- Switch and repeat.



GROUP DISCUSSION

- Why is it important for you to know what value you bring? Why is it important to have the words to articulate it?
- Why is it important for your (clients, team, employees, company, etc.) to know and understand your value?
- What's the problem or challenge you have when finding the right words to describe the value you bring?



YOUR ANTHEM...

- Lets prospects know why you're the perfect solution to their problem.
- Delivers a specific and distinctive benefit.
- Is simple to remember, easy to communicate, and incredibly useful to apply.
- Explains what makes you different and what you do best.

FASCINATION ANTHEM

1) THE ADJECTIVE



2) THE NOUN



Sample Anthems

THE VICTOR
**EXEMPLARY
EXPERTISE**



MY ANTHEM:
**BREAKTHROUGH
SOLUTIONS**

THE TRENDSETTER
**AMBITIOUS
CREATIVITY**

THE ORCHESTRATOR
**PRACTICAL AND
ENERGIZING
SOLUTIONS**

THE CHANGE AGENT
**INSPIRING
LEADERSHIP**

THE ARCHER
**UNDER THE RADAR
PROBLEM SOLVING**

BUILD YOUR FASCINATION ANTHEM

Step 1: Turn to page 6 in your Fascination Advantage Report. Write down your 5 Specialty Adjectives.

Step 2: Turn to page 8 in your report. Find your twin. Write down the top 3 adjectives of your twin.

Step 3: Need more words? Find more in the Archetype Matrix on page 8 of your report (go along your primary Advantage row and your secondary Advantage column).

Step 4: Review the adjectives listed above. Choose 3-5 that best describe how you are different.

Step 5: Review the noun list. Select 3-5 that describe what you do best.

YOUR NOUN: WHAT YOU DO BEST

- IDEAS
- EMOTIONS
- INNOVATION
- SKILLSET
- ENERGY
- EXPERTISE
- EXPERIENCE
- RIGOR
- STANDARDS
- COMMUNICATION
- ACTION
- RESULTS
- REPUTATION
- FORETHOUGHT
- ATTITUDE
- SOLUTIONS
- MANAGEMENT
- THOUGHT
LEADERSHIP
- NETWORK
- ETHICS
- PROBLEM SOLVING
- INFLUENCE
- PROFESSIONALISM
- ORGANIZATION
- CREDENTIALS
- RESPECT
- FLEXIBILITY
- BRAINSTORMING
- INSIGHTS
- BEAUTY
- STAMINA
- MINDSET
- MOMENTUM
- PRECISION
- AWARDS
- TENACITY
- ACCURACY
- CHARACTER
- SINCERITY



MATCH MAKER

Step 6: Combine your adjective with your noun, to create a pairing of two words.

Step 7: Take your adjective (how you are different) and your noun (what you do best) and write it down in the Anthem Builder Worksheet.

Step 8: Work with a partner to confirm your Anthem.

SHARE YOUR ANTHEM

I'm the (insert Archetype). In my distinct value I deliver (insert Anthem).

APPLY YOUR ANTHEM

- Linked-In Profile
- Business Card
- Email Signature
- Employee bios
- Facebook





END OF THE DAY RECAP

1. Communicate at your best with your Advantages.
2. Spend more time in your “zone.”
3. No Archetype is exactly the same - Analytics, Pg.12.
4. Understand your communication breakdown “red flags” – Double Trouble.
5. There are 7 ways to add value, communicate and win.
6. Communicate your distinct value with your Fascination Anthem.



END OF THE DAY REFLECTIONS

- What's different after today's session?
- What are you taking away?



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

BECOME MORE
OF WHO YOU ARE.