



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

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.
- Leverage your Fascination Advantages to stand out and be remembered.
- Have the exact words to describe your distinct value.
- Distinguish between the 7 fascination languages.
- Identify communication breakdowns and what to do about them.
- Create your own personal tagline using the Fascination Anthem® method.

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**LET'S GET
STARTED**

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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

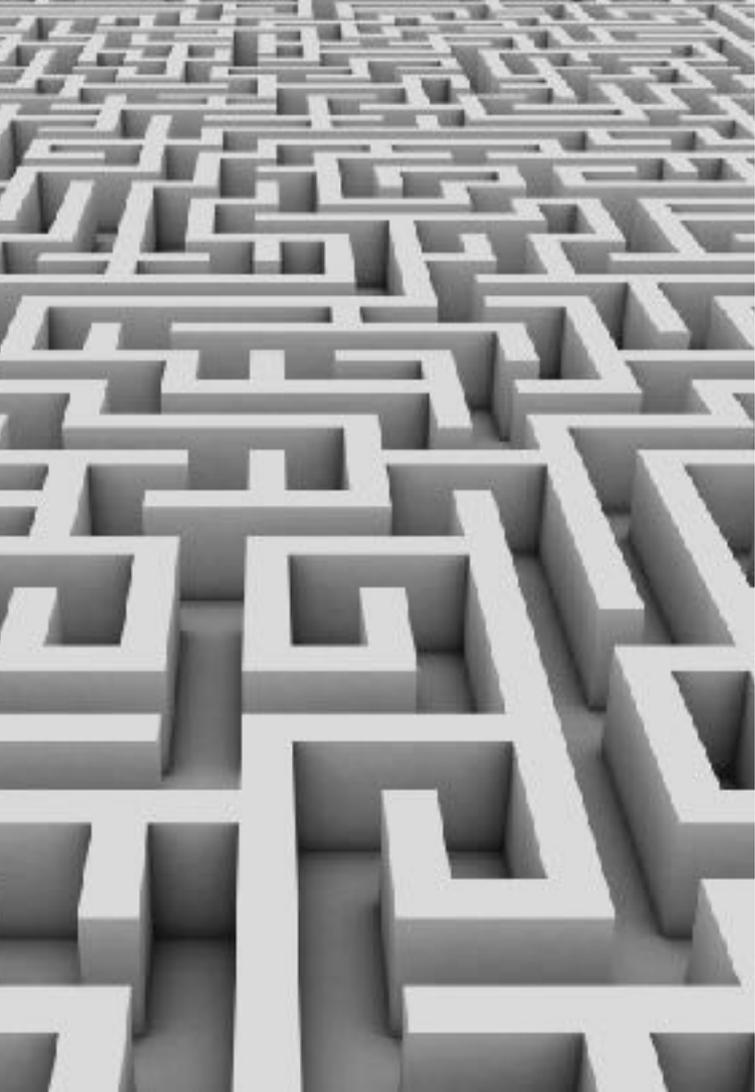
- Your most effective mode of communication.
- This is how you naturally connect with people.
- You're more authentic and confident.
- Helps you make a positive impression.



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.”

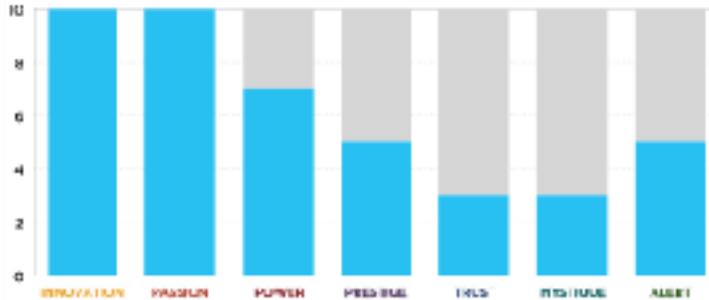
Wellspring	Quicksand
<p>Signs that you're in your Wellspring:</p> <p>You feel focused and “in the flow”, invigorated, fuelled with a sense of vitality and happiness. You're having fun and the task feels effortless. You're productive and energized with the challenge. You feel empowered and motivated.</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.

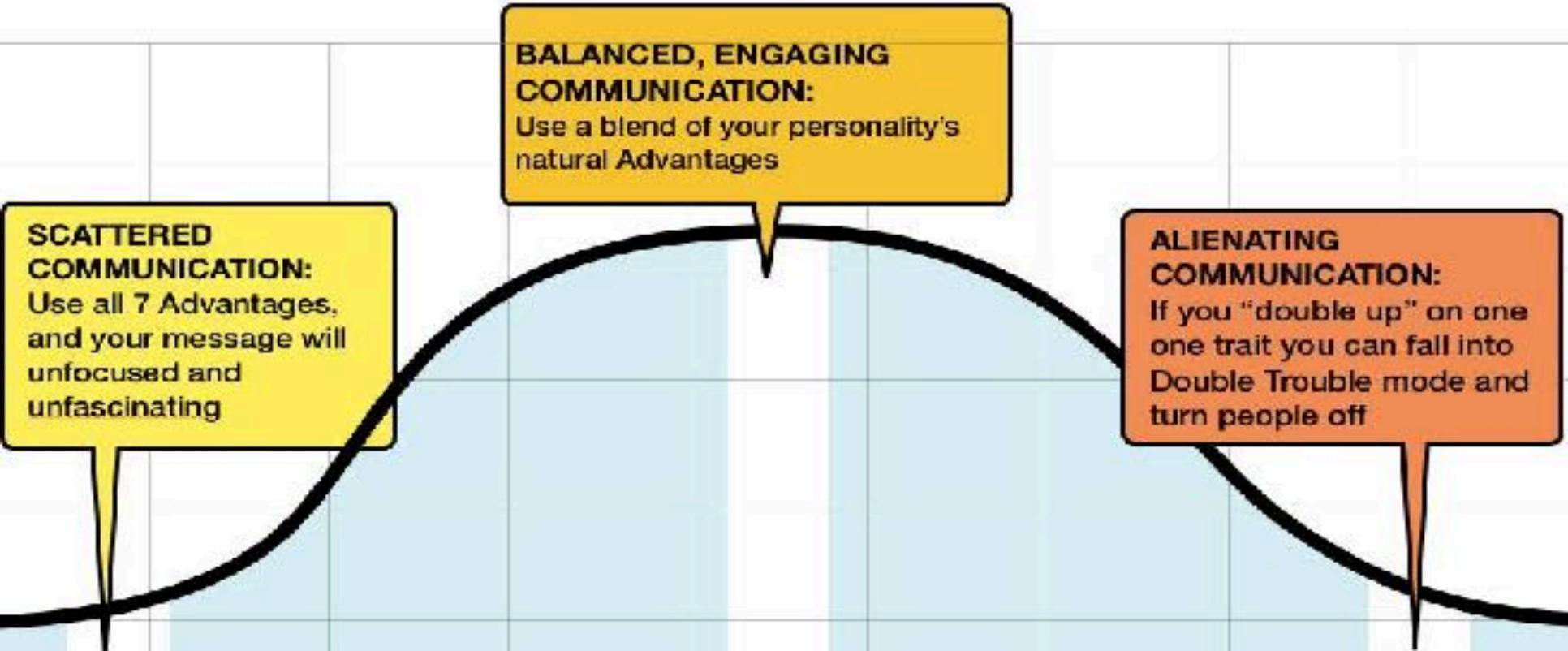


KARA IS ALSO A CATALYST

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.

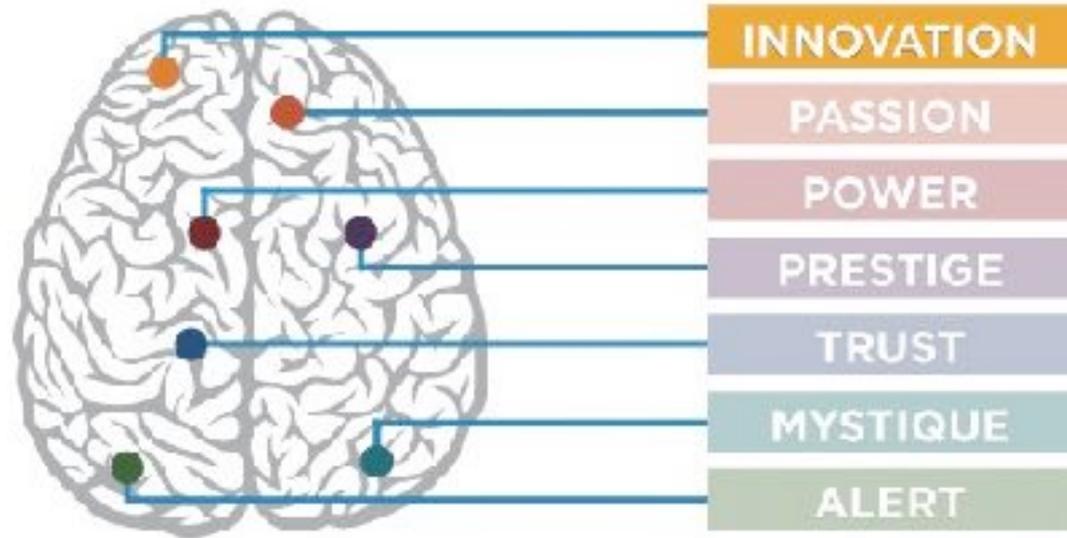
- A. Using your Fascinate Advantage, how can you increase collaboration among departments and insure the HardCell deal is sealed?
- B. What other Advantage(s) would add value and bring a positive outcome to this situation?

BREAK - SEE YOU IN 15!

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

Sally Hogshead

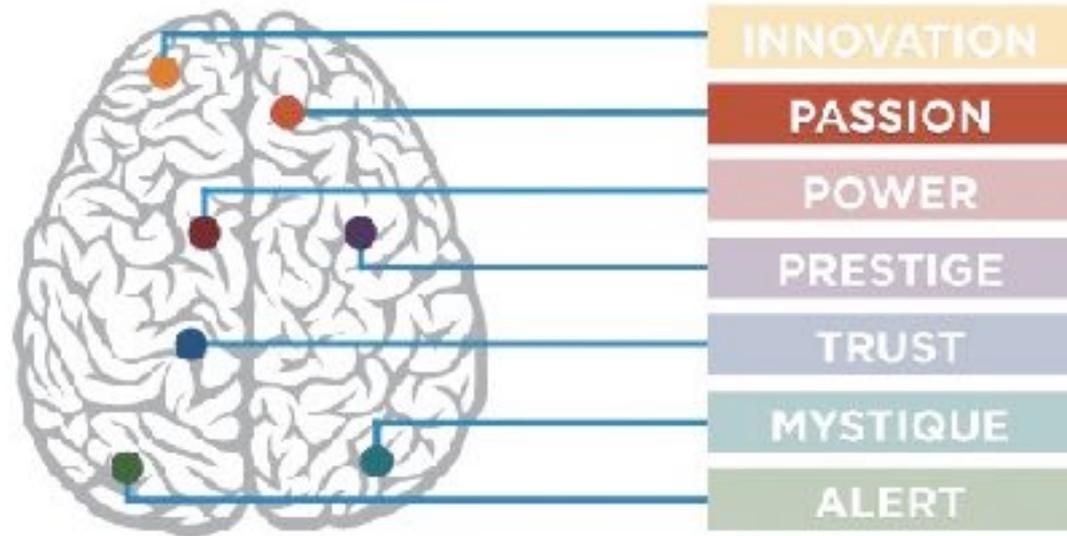
INNOVATION



***How To Fascinate* Research Fact**

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

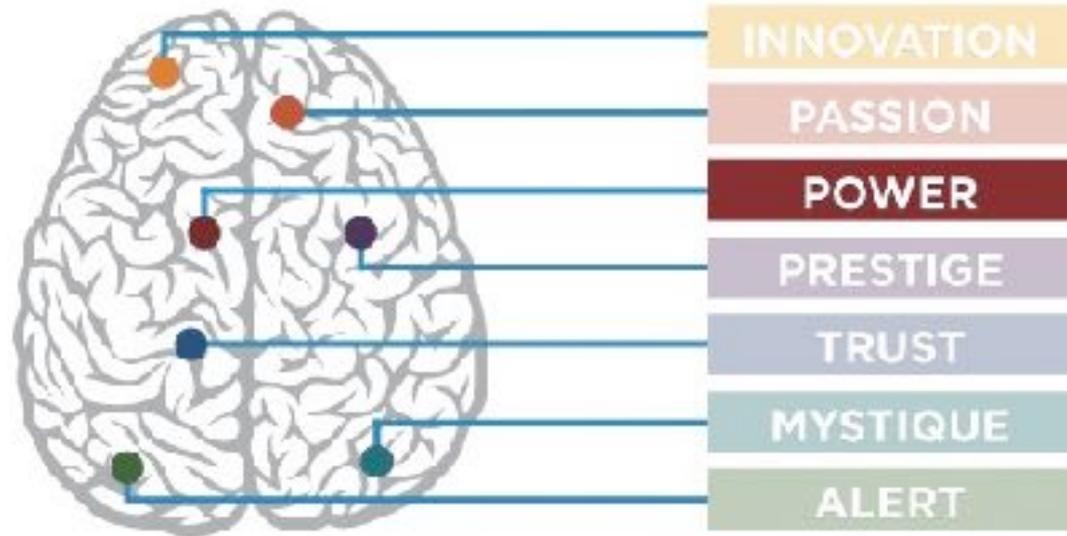
PASSION



***How To Fascinate* Research Fact**

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

POWER

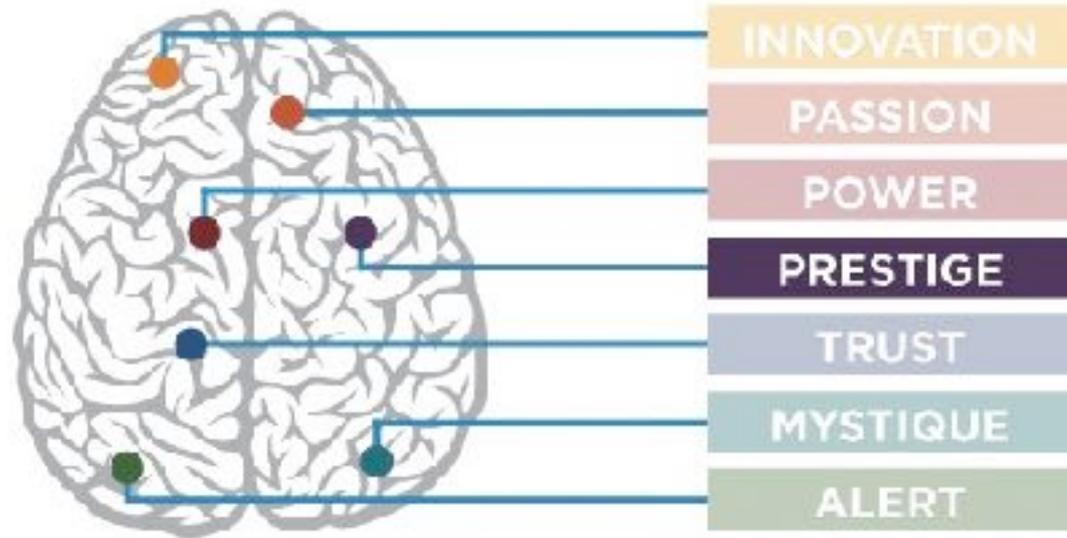


***How To Fascinate* Research Fact**

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.

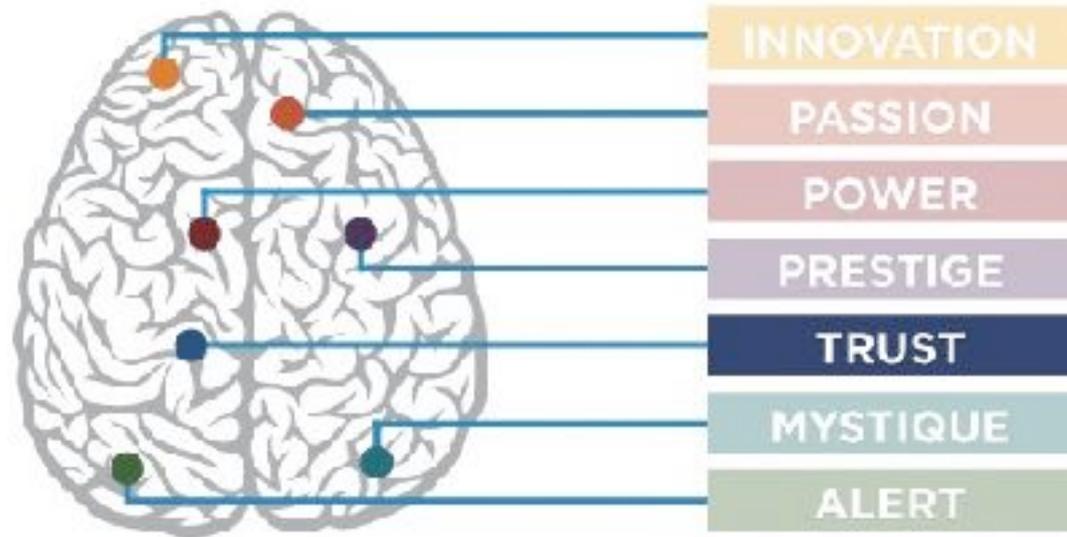
PRESTIGE



***How To Fascinate* Research Fact**

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

TRUST

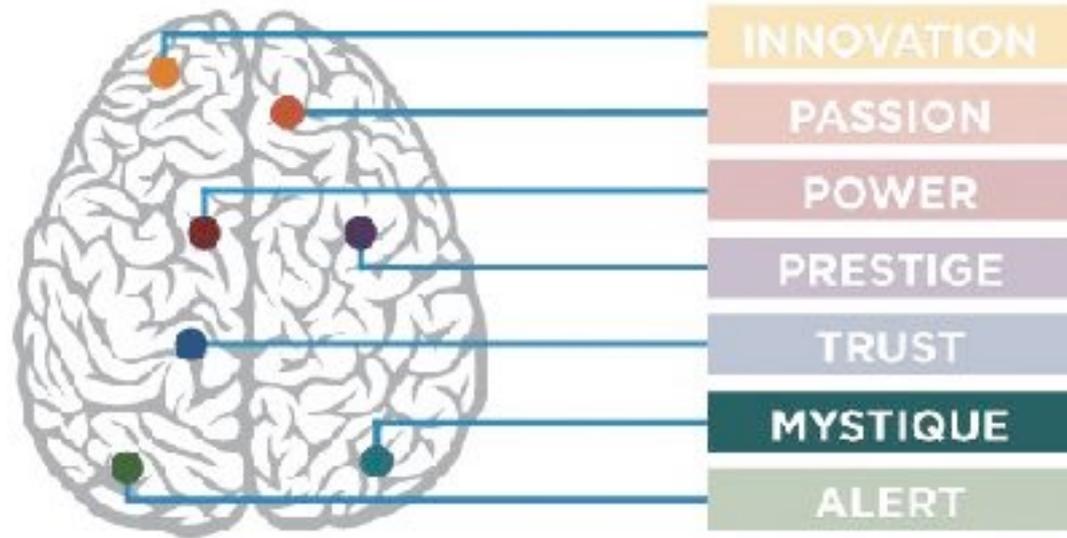


***How To Fascinate* Research Fact**

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

Lowest use of Trust Advantage = Marketers

MYSTIQUE

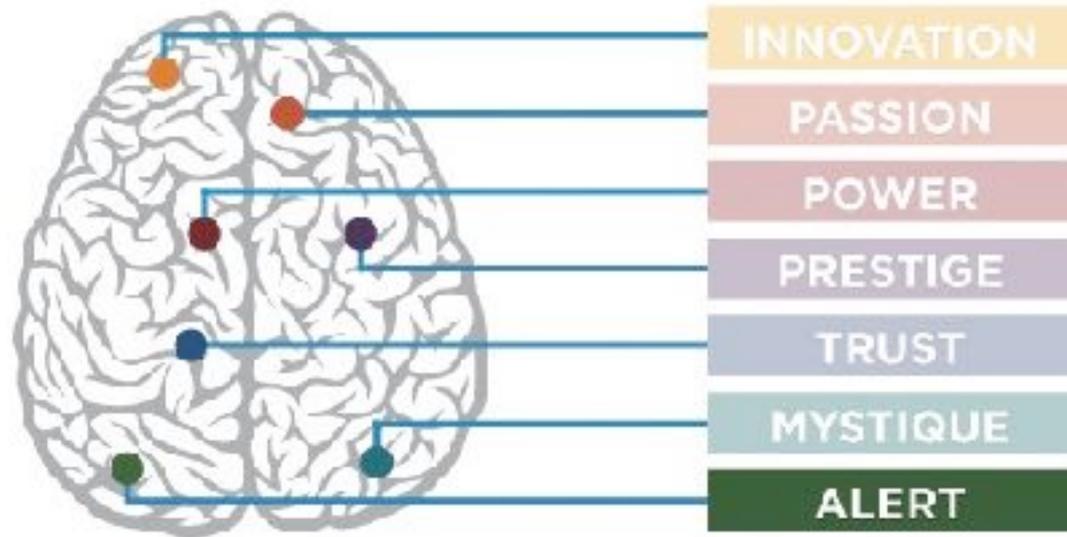


***How To Fascinate* Research Fact**

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.



DIFFERENT
IS BETTER
THAN BETTER.



PEAK PERFORMANCE ACTIVITY

- 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.

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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.